

# NORTHLAND COLLEGE BRAND ESSENTIALS

## PRIMARY FONTS

The Northland College brand utilizes two primary fonts for headers, body copy, and URLs: **Alright Sans** and **Adelle**. Each font can be used in a variety of faces including light, regular, medium, semibold, and bold. Both **Alright Sans** and **Adelle** require the purchase of a font license for legal use.\*

### Adelle

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
123456789

### Alright Sans

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
123456789

## SECONDARY FONTS

Because many campus users will not have access to a licensed copy of **Alright Sans** or **Adelle**, **we recommend that most campus community members use Arial**.

### Arial

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
123456789

**DO NOT**

- » **Print the logo in any color other than the prescribed blue, white, black, or grey.**
- » **Distort or rearrange the logo, or Add the compass point to any other letter or word.**



## PRIMARY BRAND COLORS



RGB: 255, 103, 32  
CMYK: 0, 74, 96, 0



RGB: 0, 48, 87  
CMYK: 100, 84, 39, 33



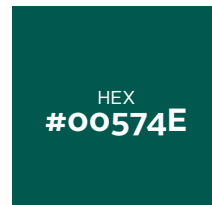
RGB: 117, 120, 123  
CMYK: 100, 84, 39, 33

It is also acceptable to use solid black and white.

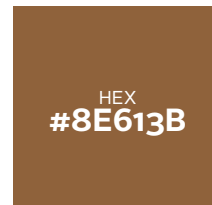
## SECONDARY BRAND COLORS



RGB: 234, 234, 234  
CMYK: 7, 5, 5, 0



RGB: 0, 87, 78  
CMYK: 91, 43, 66, 34



RGB: 142, 97, 59  
CMYK: 100, 84, 39, 33



RGB: 76, 76, 76  
CMYK: 66, 58, 57, 37

## CENTER SUB-BRAND COLORS



RGB: 66, 90, 54  
CMYK: 71, 43, 85, 36



RGB: 26, 108, 132  
CMYK: 88, 47, 36, 10



RGB: 103, 42, 21  
CMYK: 36, 83, 94, 49

## PRIMARY COLLEGE LOGOS

The primary Northland College logo is available in a long or stacked version. Both versions include blue lettering, optimized for small space digital, and the orange compass point passing through the "O" in Northland. **This is the only place where the compass point passes through the body of any letter.**

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The **compass point**—also referred to as the **delta**—derived from the primary logo, is also the primary graphic asset for the brand. **It can be presented in orange, blue, or white.** The compass point should always face the top of the page (north) unless its presented as a part of pattern along with other compass points.

\*If you have issue's downloading fonts, please contact Information Technology at 682-1855.