

NORTHLAND COLLEGE

Brand Guidelines
August 2024

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Primary College Colors



C: 100
M: 84
Y: 39
K: 33

R: 0
G: 48
B: 87

Hex: #003057

Coated Stock:
PMS 540 C

Uncoated Stock:
PMS 2955 U



C: 100
M: 84
Y: 39
K: 33

R: 117
G: 120
B: 123

Hex: #76787B

Coated Stock:
PMS Cool Gray 8 C

Uncoated Stock:
PMS Cool Gray 9 U



C: 0
M: 74
Y: 96
K: 0

R: 255
G: 103
B: 32

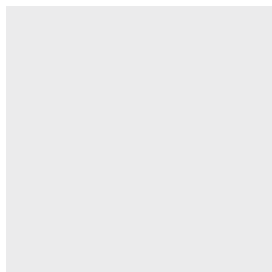
Hex: #FF6720

Coated Stock:
PMS 165 C

Uncoated Stock:
PMS ORANGE 021U

Primary Colors: The Northland College brand uses three primary colors: navy, grey, and orange. It is also acceptable to use solid black and white. In all applications every effort should be made to match these colors as closely as possible. However, in certain situations (i.e. embroidery) it may not be possible to find analogous options. In these cases, we urge you to use black and white rather than adopting a new color.

Secondary College Colors



C: 7
M: 5
Y: 5
K: 0

R: 234
G: 234
B: 234

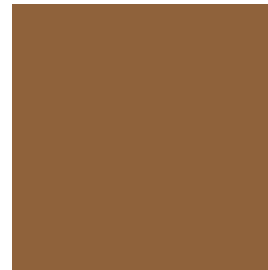
Hex: #EAEAEA



C: 91
M: 43
Y: 66
K: 34

R: 0
G: 87
B: 78

Hex: #00574E



C: 100
M: 84
Y: 39
K: 33

R: 142
G: 97
B: 59

Hex: #8E613B



C: 66
M: 58
Y: 57
K: 37

R: 76
G: 76
B: 76

Hex: #4C4C4C

Secondary Colors: In addition to the primary colors, Northland College employs a set of secondary colors to enhance and complement our visual identity. They are intended to provide additional flexibility and depth in design while maintaining consistency with our brand's overall look and feel.

When utilizing these secondary colors, it's essential to ensure they do not overpower the primary colors but rather support them, allowing the navy, grey, and orange to remain the focus. These colors should be used sparingly and thoughtfully, particularly in backgrounds, accents, or other supplementary elements.

As with the primary colors, it is crucial to match these secondary hues as accurately as possible. In situations where exact matches are unavailable, black or white should be used as alternatives, ensuring that the brand's visual integrity is maintained across all applications.

Primary College Logos

NORTHLAND COLLEGE

NORTHLAND
COLLEGE

Primary Logo: 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.

Secondary College Logos

NORTHLAND
COLLEGE

NORTHLAND
COLLEGE

NORTHLAND
COLLEGE

NORTHLAND COLLEGE

NORTHLAND COLLEGE

NORTHLAND COLLEGE

NORTHLAND
COLLEGE®

NORTHLAND
COLLEGE

NORTHLAND
COLLEGE

NORTHLAND COLLEGE

NORTHLAND COLLEGE

Secondary Logos: In situations where the primary logos are not compatible with other parts of a design, there are several secondary logos that can be used in its place. These include one-color, reversed, and left justified versions as well as versions that include the ® symbol. The ® symbol indicates that the Northland College logo is a registered trademark; this version should be used only in the return address on self-mailing pieces or envelopes. It is unacceptable to present the logo in a color other than blue, white, black, or grey.

Do:

- ✓ Use the Northland College logo on your campus documents.
- ✓ Choose the version of the logo that best suits your project.
- ✓ Use the ® Trademark version in return addresses.

Do NOT:

- ✗ Print the logo in any color other than the prescribed blue, white, black, or grey. The logo should not be printed in solid orange.

NORTHLAND
COLLEGE

- ✗ Distort or rearrange the logo.

NORTHLAND
COLLEGE

- ✗ Add the compass point to any other letter or word.

COFFEE

Official College Seal



The Northland College Seal: The official Northland College Seal is a circle embossed with “Northland College” and the phrase “A Highway Shall Be There,” an excerpt from Isaiah 35. Inside the circle is an illustration, based on a glass plate photograph of Professor Thomas Newton Bobb and student John Brinks cutting wood to heat campus buildings. The use of the seal is reserved for official campus documents (including diplomas, honorary degrees, citations, etc.). It can be embossed, foiled in silver or gold, or printed in black, white, or blue.

Do:

- ✓ Use the seal on official College documents and awards
- ✓ Emboss, foil in silver or gold, or print in black, white, or blue.

Do NOT:

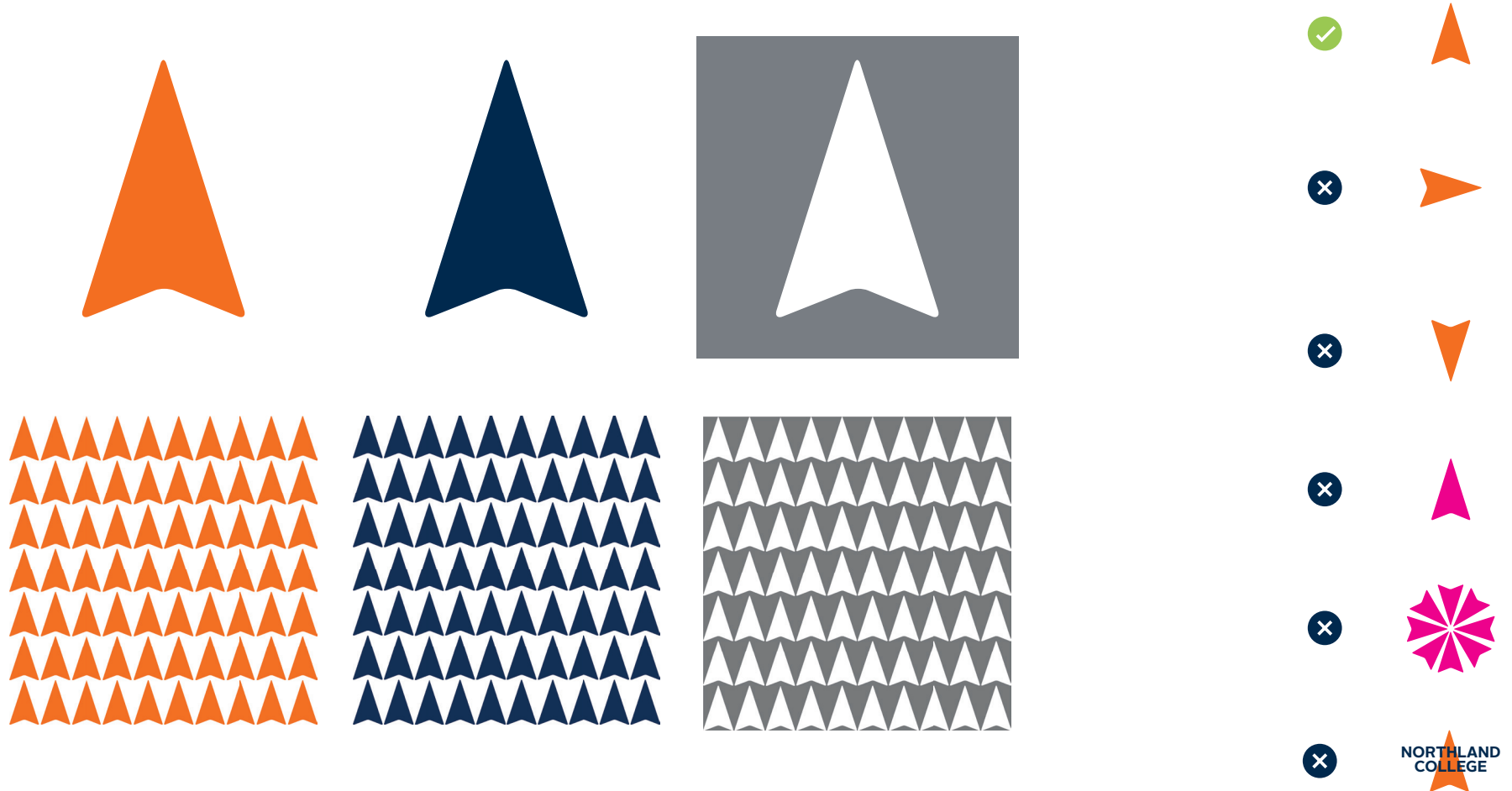
- ✗ Use on casual documents, merchandise, or personal communications.



- ✗ Distort or rearrange the seal.



Compass Point



Compass Point: The compass point—also referred to as the delta—derived from the primary logo, is also the primary graphic asset for the Northland College 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. The compass point may not be used to replace a bullet or other punctuation mark.

The compass point can be used as an overall pattern in orange, blue, or white as shown above.

Official Fonts

Alright Sans

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
123456789

Adelle

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
123456789

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.

Secondary Fonts

Arial

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
123456789

Secondary Font: 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 (also available in multiple faces). Arial is similar in structure and appearance to Alright Sans and is available as a standard option on all campus and most personal computers. In the event that Arial is not available, please select a similar easy-to-read sans-serif font. Please refrain from using decorative or ornamental fonts for official campus communications.

Do:

- ✓ Use Alright Sans, Adelle, or Arial for all College publications and communications.
- ✓ Present text in black, white, navy, grey, or orange depending on placement.

Do NOT:

- ✗ Present text in colors other than black, white, navy, grey, or orange (with the exception of hyperlinks in certain placements).
- ✗ Distort these fonts to change their appearance.
- ✗ Use decorative or ornamental fonts.
- ✗ Use more than two fonts in any given document.

Centers and Institute

**Mary Griggs Burke Center
for Freshwater Innovation**
NORTHLAND COLLEGE

**Mary Griggs Burke
Center for Freshwater
Innovation** | NORTHLAND
COLLEGE

Hulings Rice Food Center
NORTHLAND COLLEGE

**Hulings
Rice Food
Center** | NORTHLAND
COLLEGE

Centers: Northland College is home to several special centers. Each center has its own wordmark that includes the name of the center in a justified lock-up with the Northland College logo. These wordmarks are designed to give each program recognition while maintaining a strong tie to the Northland College parent brand.

Sigurd Olson Environmental Institute
NORTHLAND COLLEGE

**Sigurd Olson
Environmental
Institute** | **NORTHLAND
COLLEGE**

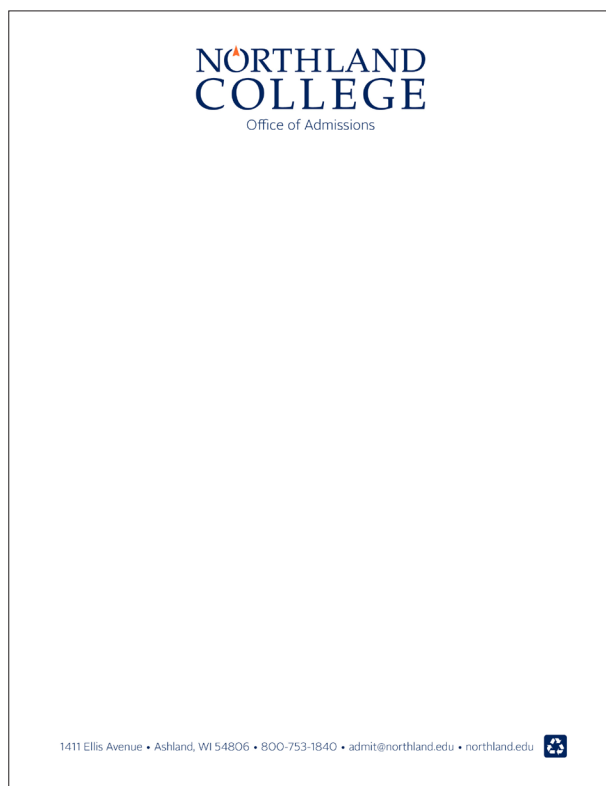
LOONWATCH
SIGURD OLSON ENVIRONMENTAL INSTITUTE
NORTHLAND COLLEGE

TIMBER WOLF ALLIANCE
SIGURD OLSON ENVIRONMENTAL INSTITUTE
NORTHLAND COLLEGE

Center for Rural Communities
NORTHLAND COLLEGE

**Center
for Rural
Communities** | **NORTHLAND
COLLEGE**

Northland Letterhead and Business Cards



NORTHLAND COLLEGE

Floyd E. Queeb

Professor of Late Night
Philosophy and Unique World
Views

1411 Ellis Avenue
Ashland, WI 54806

Tel: 715-682-1028
Cell: 715-292-1028

fqueeb@northland.edu

northland.edu



Email Signatures and Styles

John Doe

Associate Director of Admissions

Northland College

1411 Ellis Avenue, Ashland, WI 54806

Tel: 715-682-1234

Cell: 715-209-1234

northland.edu

Do:

- ✓ Include your name, official job title, Northland College address, and phone number.
- ✓ Use a College-approved font.

Do NOT:

- ✗ Add quotes, tag lines, images, or backgrounds to your emails.
"Let the wild rumpus start." —Maurice Sendak
- ✗ Include a copy of the logo
**NORTHLAND
COLLEGE**
- ✗ Use more than two colors or fonts.
- ✗ Include an email unless you are sending from an account that is different than where the recipient should reply.

Design Support

The Office of Marketing Communications is available to provide design support and guidance on the best use of the institutional brand. If you have questions or need assistance in creating a design for anything using our brand, please don't hesitate to ask. Our office is glad to help. We can be reached at 715-682-1307.



Brand Guidelines
August 2024

Athletic Logo



Primary Logo: the interlocking NC logo presented in navy and orange is the primary graphic identifier for Northland College Athletics. Consistent use of this logo is one of the primary keys to the success of the Northland athletics visual brand.



Secondary Logos: In situations where the primary logo is not compatible with other parts of a design, there are secondary logos that can be used in its place. These include one color, reversed, and within a crest.

Do:

- ✓ Use the athletic logo on your campus documents.
- ✓ Choose the version of the logo that best suits your project.

Do NOT:

- ✗ Print the logo in any color other than the colors included in this guide.



- ✗ Distort or rearrange the logo.



- ✗ Add icons, illustrations, or clip art to the athletic logo.



SLABBY PRICES
(ITALIC)
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
123456789

Athletic Font: In addition to the Northland College fonts—Alright Sans and Adele—the athletic brand utilizes Slabby Prices Italic font for team names and headings. This font is intended as an accent and should be used sparingly. Alright Sans (or Arial) should be used for all other text. Avoid using Adelle in combination with Slabby Prices, as the two fonts are too similar for use together.

Primary Athletics Colors



C: 100
M: 84
Y: 39
K: 33

R: 0
G: 48
B: 87

Hex: #003057

Coated Stock:
PMS 540 C

Uncoated Stock:
PMS 2955 U



C: 100
M: 84
Y: 39
K: 33

R: 117
G: 120
B: 123

Hex: #76787B

Coated Stock:
PMS Cool Gray 8 C

Uncoated Stock:
PMS Cool Gray 9 U



C: 0
M: 74
Y: 96
K: 0

R: 255
G: 103
B: 32

Hex: #FF6720

Coated Stock:
PMS 165 C

Uncoated Stock:
PMS ORANGE 021U

Primary Colors: The Northland College Athletics brand uses the same three primary colors: navy, grey, and orange. These colors are shared with the institutional/general Northland College brand. It is also acceptable to use solid black and white. In all applications, every effort should be made to match these colors as closely as possible. However, in certain situations (i.e. embroidery), it may not be possible to find analogous options. In these cases, we urge you to use black and white rather than adopting a new color.

Athletics Logos



Athletics001



Athletics002



Athletics007



Athletics015



NORTHLAND
COLLEGE
ATHLETICS

Athletics003



NORTHLAND
COLLEGE
ATHLETICS

Athletics004



NORTHLAND
COLLEGE
ATHLETICS

Athletics012



NORTHLAND
COLLEGE
ATHLETICS

Athletics013



NORTHLAND
COLLEGE
ATHLETICS

Athletics014



ATHLETICS

Athletics006



ATHLETICS

Athletics008



ATHLETICS

Athletics009



ATHLETICS

Athletics010



ATHLETICS

Athletics011

Conference Logos



Team Lock-ups

 NORTHLAND COLLEGE
BASEBALL

 NORTHLAND COLLEGE
BASKETBALL

 NORTHLAND COLLEGE
CROSS COUNTRY

 NORTHLAND COLLEGE
GOLF TEAM

 NORTHLAND COLLEGE
HOCKEY

 NORTHLAND COLLEGE
LACROSSE

 NORTHLAND COLLEGE
SOCCER

 NORTHLAND COLLEGE
SOFTBALL

 NORTHLAND COLLEGE
VOLLEYBALL

Baseball



Baseball001



Baseball013



Baseball017



Baseball014



NORTHLAND
COLLEGE
BASEBALL

Baseball003



NORTHLAND
COLLEGE
BASEBALL

Baseball004



NORTHLAND
COLLEGE
BASEBALL

Baseball015



NORTHLAND
COLLEGE
BASEBALL

Baseball009



NORTHLAND
COLLEGE
BASEBALL

Baseball010



BASEBALL

Baseball008



BASEBALL

Baseball007



BASEBALL

Baseball016



BASEBALL

Baseball011



BASEBALL

Baseball012

Basketball



Cross Country



Golf



Hockey



Hockey 001



Hockey 002



Hockey 015



Hockey 009



Hockey 003



Hockey 003



Hockey 012



Hockey 005



Hockey 010



Hockey 006



Hockey 007



Hockey 014

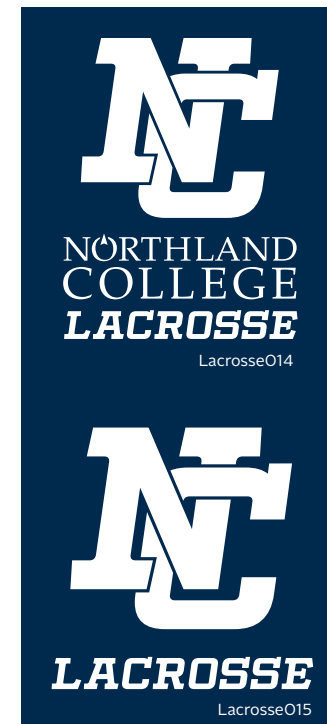
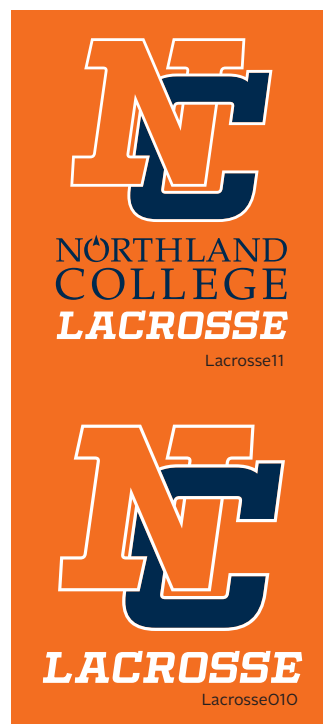


Hockey 008



Hockey 011

Lacrosse



Soccer



Soccer Shield:
This shield is used as an icon for soccer—always full color, never with words.



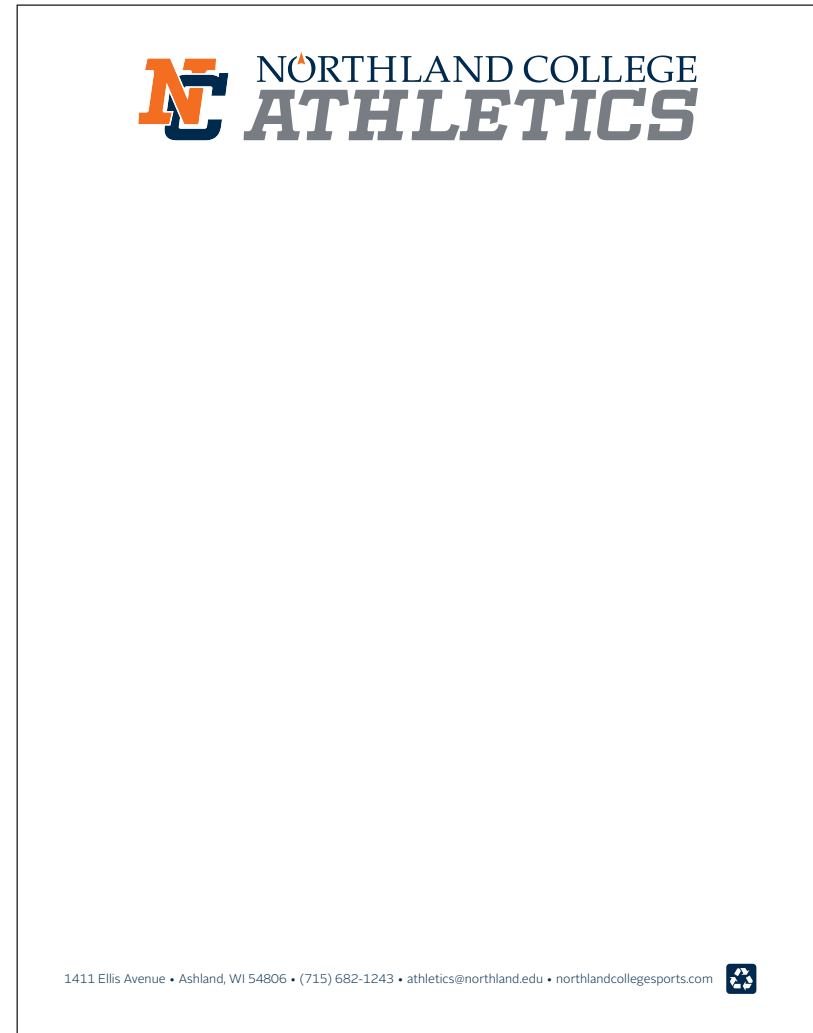
Softball



Volleyball



Athletics Letterhead and Business Cards



NORTHLAND COLLEGE
ATHLETICS
BASEBALL

1411 Ellis Avenue • Ashland, WI 54806 • (715) 682-1243 • athletics@northland.edu • northlandcollegereports.com

NORTHLAND COLLEGE
ATHLETICS
BASKETBALL

1411 Ellis Avenue • Ashland, WI 54806 • (715) 682-1243 • athletics@northland.edu • northlandcollegereports.com

NORTHLAND COLLEGE
ATHLETICS
CROSS COUNTRY

1411 Ellis Avenue • Ashland, WI 54806 • (715) 682-1243 • athletics@northland.edu • northlandcollegereports.com

NORTHLAND COLLEGE
ATHLETICS
GOLF TEAM

1411 Ellis Avenue • Ashland, WI 54806 • (715) 682-1243 • athletics@northland.edu • northlandcollegereports.com

NORTHLAND COLLEGE
ATHLETICS
HOCKEY

1411 Ellis Avenue • Ashland, WI 54806 • (715) 682-1243 • athletics@northland.edu • northlandcollegereports.com

NORTHLAND COLLEGE
ATHLETICS
LACROSSE

1411 Ellis Avenue • Ashland, WI 54806 • (715) 682-1243 • athletics@northland.edu • northlandcollegereports.com

NORTHLAND COLLEGE
ATHLETICS
SOCCER

1411 Ellis Avenue • Ashland, WI 54806 • (715) 682-1243 • athletics@northland.edu • northlandcollegereports.com

NORTHLAND COLLEGE
ATHLETICS
SOFTBALL

1411 Ellis Avenue • Ashland, WI 54806 • (715) 682-1243 • athletics@northland.edu • northlandcollegereports.com

NORTHLAND COLLEGE
ATHLETICS
VOLLEYBALL

1411 Ellis Avenue • Ashland, WI 54806 • (715) 682-1243 • athletics@northland.edu • northlandcollegereports.com



Design Support

The Office of Marketing Communications is available to provide design support and guidance on the best use of the institutional and athletics brands. If you have questions or need assistance in creating a design for anything using either brand, please don't hesitate to ask. Our office is glad to help. We can be reached at 715-682-1307.