NA College

Real Life
Real Knowledge
Real Education

Branding Guidelines

The following guidelines provide the rules that govern the NA College visual identity to ensure a consistent look across promotional materials.

The rules provided in sections 1 - 4 are meant for internal use only; as they allow more freedom of expression in terms of colours, fonts and spacing.

Rules for 3rd party usage can be found in section 5.

Disclaimer

For Internal Use only. Materials herein are not of use by third parties. Authorised vendors may use materials only pursuant to an express work request and/or agreement from NA College Trust.

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Logo

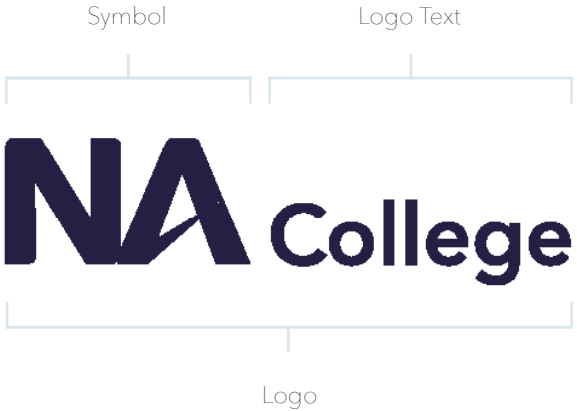
The Logo consists of NA Icon + Text

The NA College Logo is made up from two Components. The NA Symbol, and the logo text.

The symbol is an acronym for the Company's full name - National Advanced, followed by the text 'College'.

The Symbol is used as an icon for online purposes such as favicons, social media sites such as twitter and facebook or where sqaure images must be used.

No other usageIn of the symbol on it's own is allowed.



Logo Spacing

In order to ensure the logo does appear squased into the space it occupies, the minimum clear space that should be provided around the logo is equivalent the height of the ‘o’ in College.

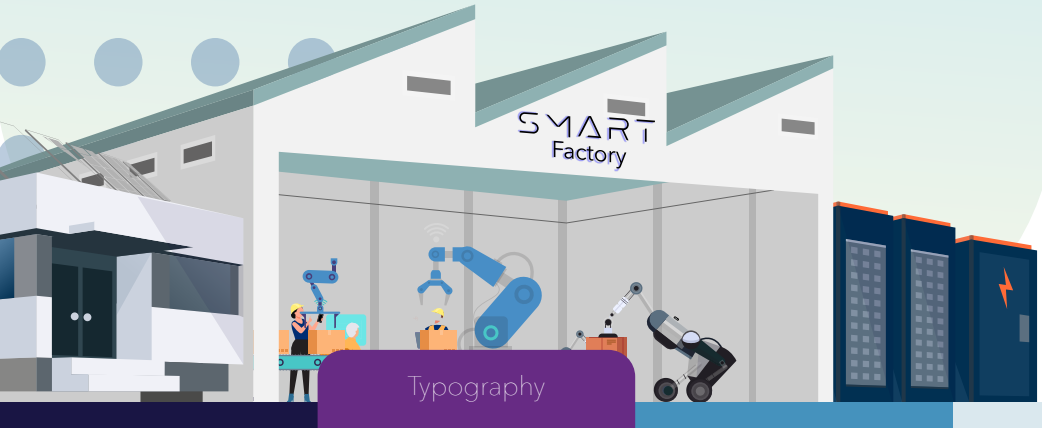
Alternate Logo

In some cases it may be necessary to fit the Logo into a square bounding box, or a small area where the standard linear logo would be very small or difficult to resolve.

In this small number of corner cases the logo can be vertically stacked. Again using the O as a spacer to ensure an even border all around.

This stacked version should only be used in cases where it is required to maintain legibility, due to size of shape constraints.

Typogrpahy



Typography

Fonts used in all NA College external comminications should be from the Avenir Next Family of fonts. The only weights that should be used from this family are:

Regular
Ultra Light
Demi Bold

However, in cases where these font weights do not provide enough variation **Bold**, can be used.

For internal communications for example in emails, or administration forms, these fonts do not need to be used however, they should be used for student facing content such as slides.

Real Life
Real Knowledge
Real Education

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Real Life, Real Knowledge, Real Education

Real Life
Real Knowledge
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Name & Strapline

The NA College strapline is:

Real Life, Real Knowledge, Real Education

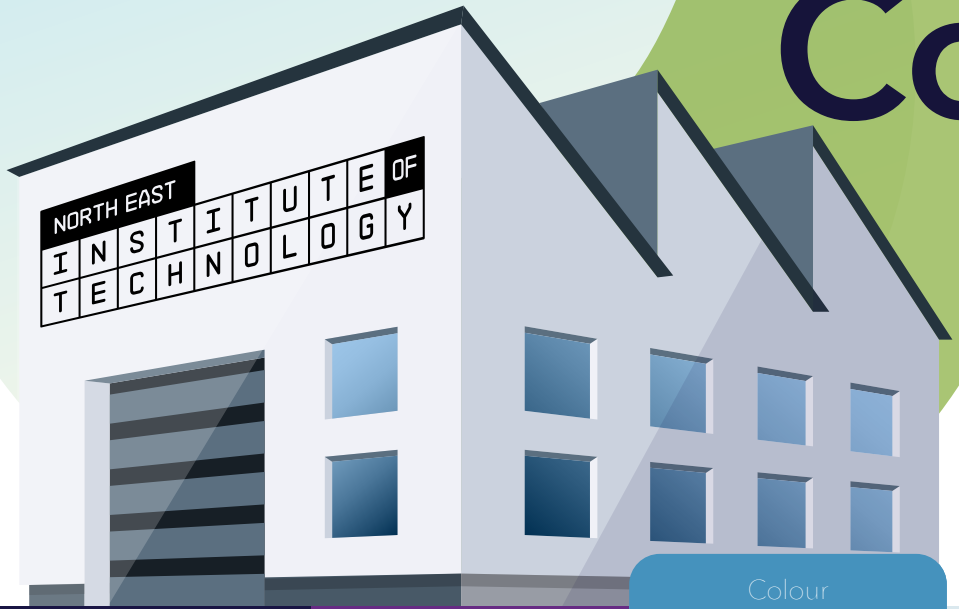
When used on a single line as above, it should include comma's to delimit the statements. When used vertically stacked, it should not use comma's as a delimiter.

The strap line should generally always be used in conjunction with the logo however, whitespace / varying position can be used for stylistic effect. When using the strap line in conjunction with the logo, Spacing rules must be obseserved, and the strap line must be the same horizontal width as the logo.

NOTE: Whenever NA College is written, "NA C" must be captilised.

Typography

Colours



Colour

Logo colour

In relation to the NA College Logo only 3 colours are permitted.

Official Logo Purple #261E43

Black for Light backgrounds #000000

White for Dark or vibrant backgrounds #FFFFFF

Logos on vibrant background should generally use the white variant. However, any of the colours above are acceptable to fit with the overall visual design of the media in question.

#261E43

#68217A

#547FAD

#E1E9F0

#87AE3D

Theme Colours

When producing marketing materials, colours should conform to NA College theme colours. These colours are based on the NA College Vision Graphic and conform rough to compound theory.

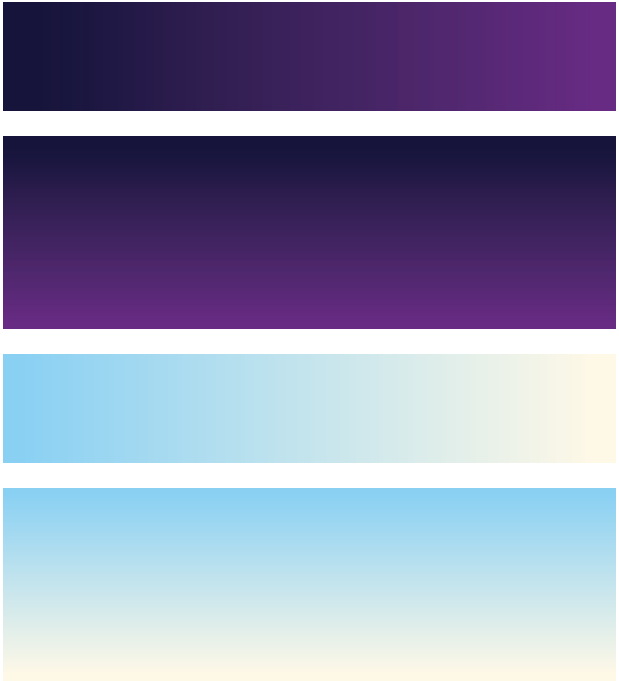
Theme Gradients

From the theme colours, Gradients are exceptable to use.

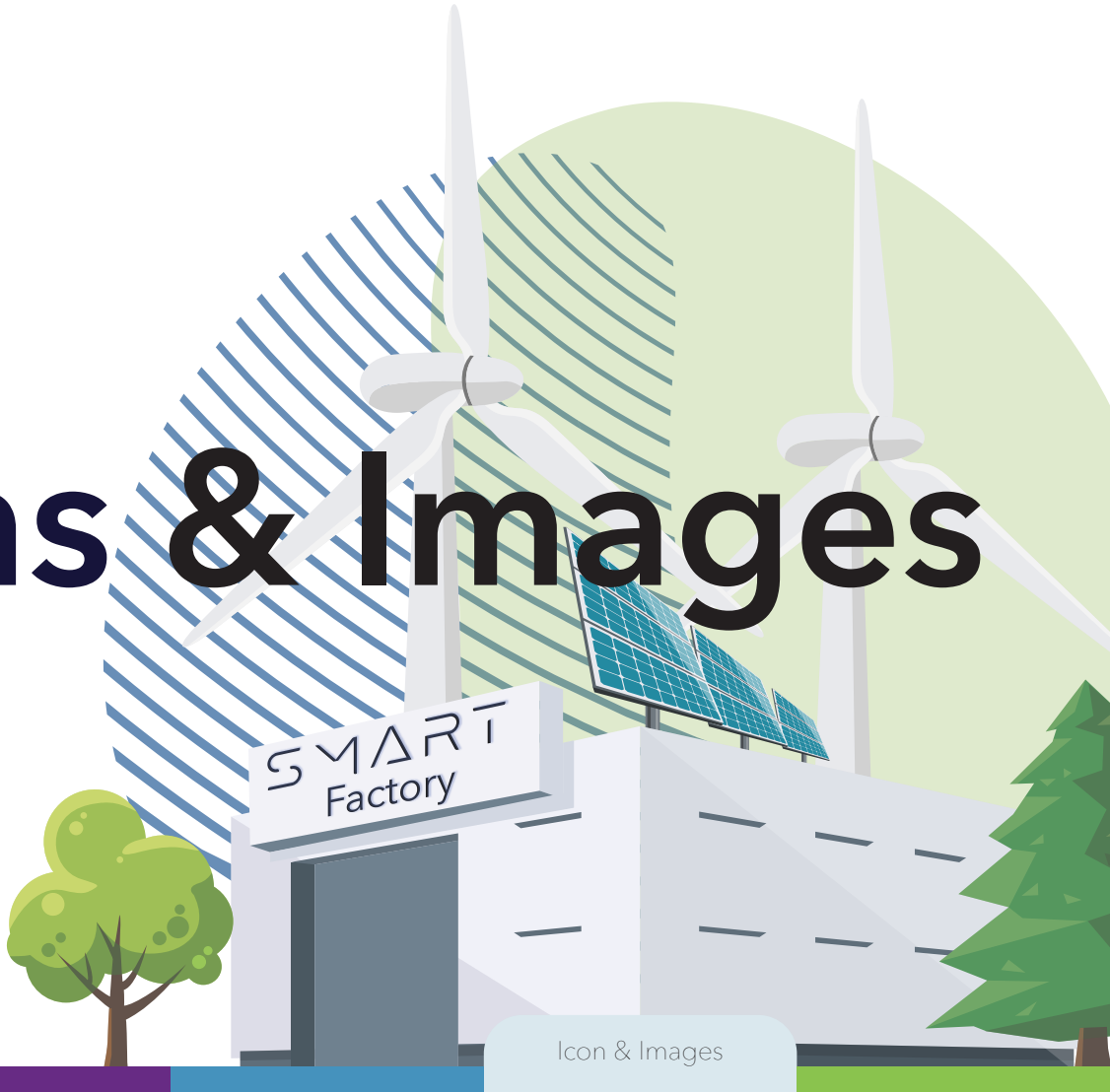
The Colours are based on the vision graphic and should be adhered to as follows:

Dark Purple to Purple
#263E43 - #68217A

Blue to Light Blue
89D0F3 - FEF8E7



Icons & Images



Vision Graphic

The NA College Vision graphic is an aspirational view of the future that is used to assist in with NA College branding and brand values.

It is used in many of NA College marketing materials however, in order to stop this image becoming over used, sections are seperated out into identity icons, and can be used to add visual interest to materials without repeating the vision graphic.

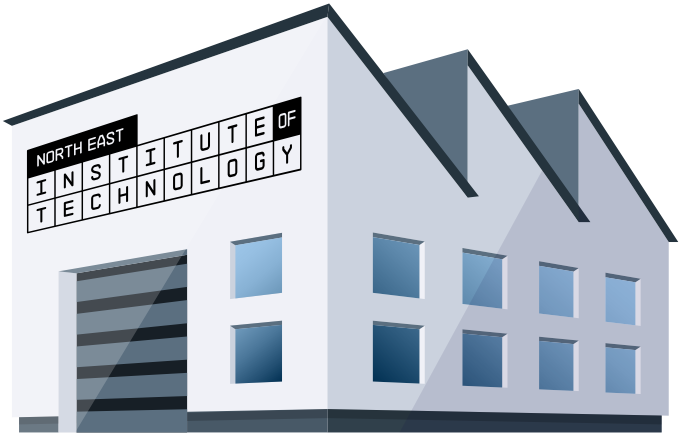
The vision graphic and identity icons are given in the following pages for reference.

NOTE: These images should be saved as / and used as SVG files wherever possible.

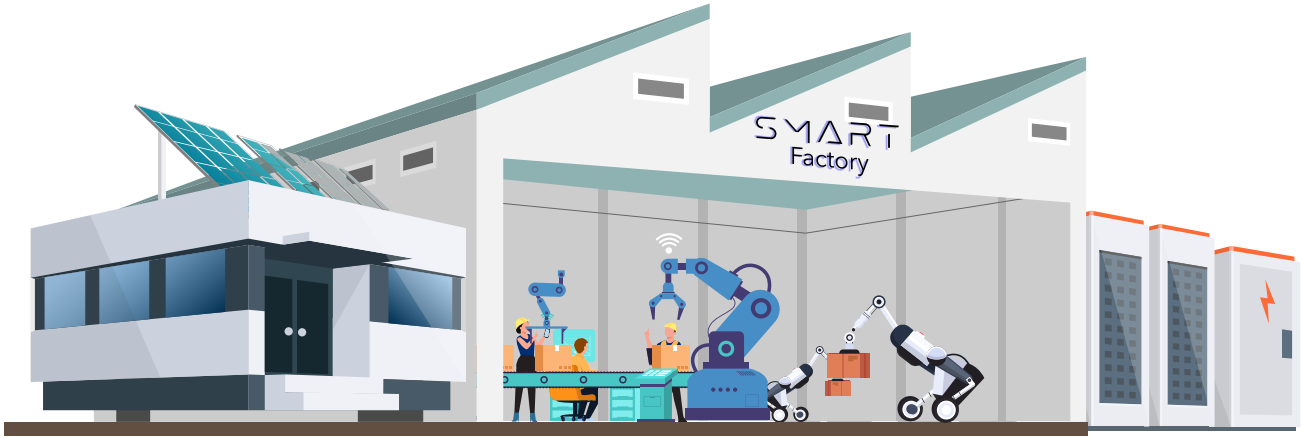
Icon & Images

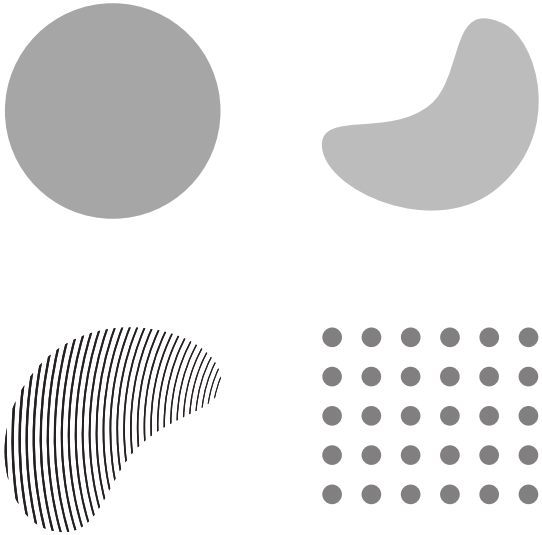
Images

Extractions from the vision graphic can be used to add visual appeal while maintaining brand cohesion. Examples of extractions are given in the following pages.


NORTH EAST
INSTITUTE OF
TECHNOLOGY

ACCELERATOR
HUB
NA
College
DIGITAL
Factory


SMART
Factory



Abstract Shape filler

In order to ensure that the extractions do not look isolated. Abstract shapes can be positioned to fill white space and add visual appeal to the design. Examples of permissable shapes are given on the left. A full list of permissable shapes are provided in the appendix.

These shapes must use one of the offical brand colours given on page page 15. However, they can be used in varying opacities to add visual interest.