





Welcome to the CNC brand guidelines.

This guide aims to assist and inspire you. It outlines the core elements and guiding principles designed to work together to create a consistent voice, look and feel for our CNC brand.

1.0 LOGO 2.0 COLOUR

Our logo brings to life the transformative experience of a CNC education. We are a force for change, adapting to introduce new ways to learn and connect, ever evolving to meet the needs of the individual, community, and beyond.

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College of New Challenges



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College of New Perspective

College of New Dortunity



1.5 OUR LOGO

College of New Connections





College of New Caledonia



Our CNC logo.

Our new CNC logo is the centerpiece of our visual identity. A bold, contemporary wordmark that embraces our heritage through colour, while its mixed case font feels human and approachable and speaks to our unique and distinctive character. The red bar reflects our connective nature, a bridge between learners and educators, inspiring movement forward, helping to connect people to potential.

College of New Caledonia

CNC

Our CNC logo variations.

OUR PRIMARY LOGO

The stacked version is our preferred logo and should be used whenever possible.

College of New Caledonia



OUR SECONDARY LOGO

Our secondary logo can be used internally when it's unnecessary to spell out College of New Caledonia.

It may also be used in certain applications when accompanied with College of New Caledonia elsewhere on the same page (ie: for icons or for social media).



OUR SECONDARY LOGO WITH ENCLOSURE

It may also be used in certain applications when accompanied with College of New Caledonia elsewhere on the same page (ie: for icons or for social media).



OUR PRIMARY LOGO HORIZONTAL

The horizontal version should only be used when space prohibits the use of the primary stacked version.





Our secondary logo with enclosure can be used internally when it's unnecessary to spell out College of New Caledonia and the application prohibits the use of our standard secondary logo.



OUR SECONDARY LOGO WITH ENCLOSURE - HORIZONTAL

Use only when space or application prohibits the use of either of our primary logos.

Primary logo usage.

OUR PRIMARY LOGO STACKED







PROTECTIVE SPACE

To preserve the visual integrity of our logo, always maintain a minimum clear space from other elements such as other logos, graphics, or text. The clear space (X) around the logo is dictated by the height and width of the 'N' from the CNC in our logo.

OUR PRIMARY LOGO HORIZONTAL







MINIMUM SIZE

To ensure legibility, our logo must never be reproduced smaller than 11mm in width and 75px width in digital applications.



MINIMUM SIZE

To ensure legibility, our primary logo horizontal must never be reproduced smaller than 26mm, in width and 175px width in digital applications.

Primary logo colours.



FULL-COLOUR

On light images or backgrounds our logo should appear in its fullcolour version whenever possible.



College of New Caledonia



ONE-COLOUR

For single, solid colour applications, the one-colour black version should be used.





FULL-COLOUR REVERSED

On dark images or backgrounds our logo should appear in its full-colour reversed version whenever possible. New Caledonia



ONE-COLOUR REVERSED

For single, solid colour applications on dark images or backgrounds, the onecolour reversed version should be used.

College of New Caledonia CNC



For full-colour application on our CNC red background.



CNC College of New Caledonia



College of New Caledonia CNC

Secondary logo usage.

SECONDARY LOGO





PROTECTIVE SPACE

To preserve the visual integrity of our logo, always maintain a minimum clear space from other elements such as other logos, graphics, or text. The clear space (X) around the logo is dictated by the height and width of the 'N' from the CNC in our logo.



MINIMUM SIZE

To ensure legibility, our secondary logo must never be reproduced smaller than 7mm in width and 35px width in digital applications.

Secondary logo with enclosure usage.

SECONDARY LOGO WITH ENCLOSURE





PROTECTIVE SPACE

To preserve the visual integrity of our logo, always maintain a minimum clear space from other elements such as other logos, graphics, or text. The clear space (X) around the logo is dictated by the height and width of the 'N' from the CNC in our logo.

SECONDARY LOGO WITH ENCLOSURE - HORIZONTAL



College of New Caledonia





MINIMUM SIZE

To ensure legibility, our secondary logo must never be reproduced smaller than 9mm in width and 50px width in digital applications.



MINIMUM SIZE

To ensure legibility, our primary logo horizontal must never be reproduced smaller than 28mm, in width and 150px width in digital applications.

Secondary logo colours.





ONE-COLOUR

CNC

For single, solid colour applications, the one-colour black version should be used.



FULL-COLOUR REVERSED

FULL-COLOUR

On light images or backgrounds

our logo should appear in its full-

colour version whenever possible.

On dark images or backgrounds our logo should appear in its full-colour reversed version whenever possible.

ONE-COLOUR REVERSED

For single, solid colour applications on dark images or backgrounds, the onecolour reversed version should be used.



FULL-COLOUR- ALT

For full-colour application on our CNC red background.



Multiple logo placement

PARTNERSHIP

The CNC stacked version is to be used with a multiple logo application. For partnerships the CNC logo shall be on left hand side with a line seperating the partner logo as seen below.

College of New Caledonia

CNC

PARTNER LOGO

ENDORSEMENT

The CNC stacked version is to be used with a multiple logo application. For endorsements the CNC logo shall be smaller on the right hand side with a line seperating the other logo as below.

LOGO



Our logo with messaging.

We can express the transformative experience of a CNC education through varied messaging within our logo, tailoring it to each piece of branded communication.

When selecting new content, it should always be a single word and be on brand. (See section 7, Tone of Voice).

This should not be used to replace our logo and should be accompanied by our logo within the layout.





College of New **Opportunity**

College of New **Innovation**

College of New **Possibilities**











Positioning our CNC logo.

To build consistency our CNC logo should ideally appear in the bottom right corner of our layout. If this is not possible due to other graphics or format the bottom left corner is the secondary option. If needed, it can also be positioned in either top corner if neither of these are feasible.

PREFERRED LOGO PLACEMENT







SECONDARY LOGO PLACEMENT

OPTIONAL LOGO PLACEMENT





Using Our 50th Anniversary logo.

To celebrate 50 years of the College of New Caledonia as an institution, We've developed a custom 50th Anniversary logo to be used within our communications.



PROTECTIVE SPACE

To preserve the visual integrity of our 50th Anniversary logo, always maintain a minimum clear space from other elements such as other logos, graphics, or text. The clear space (X) around the logo is dictated by the width of the bar in our logo. The exception is when using it with our CNC secondary logo (see below).



MINIMUM SIZE

To ensure legibility, our logo must never be reproduced smaller than 12mm in width and 75px width in digital applications.



PREFERRED LOGO PLACEMENT

Whenever possible our CNC logo and 50th Anniversary logo should live in opposite corners to each other.



OPTIONAL LOGO PLACEMENT



LOGO PLACEMENT WITH CNC SECONDARY LOGO

The Kodiaks Restaurant logo.

To celebrate the College of New Caledonia as an institution, We've developed a custom Kodiaks Restaurant logo to be used within our communications.



PROTECTIVE SPACE

To preserve the visual of the Kodiaks Restaurant logo, always maintain a minimum clear space from other elements such as other logos, graphics, or text. The clear space (X) around the logo is dictated by the width of the bar in our logo. The exception is when using it with our CNC secondary logo (see below).





PREFERRED LOGO PLACEMENT

Whenever possible our CNC logo and Kodiaks logo should live in opposite corners to each other.



OPTIONAL LOGO PLACEMENT

KODIAKS RESTAURANT

12mm

MINIMUM SIZE

To ensure legibility, our logo must never be reproduced smaller than 12mm in width and 75px width in digital applications.



LOGO PLACEMENT WITH CNC SECONDARY LOGO

The Coat of Arms.

The Coat of Arms of the College of New Caledonia (CNC) was registered with the Canadian Heraldic Authority in 1996. CNC received its Coat of Arms in an historic joint ceremony with the City of Prince George in 1996.

CNC's Coat of Arms is a time-honoured college symbol and is not used in marketing and promotional materials or as the sole identifier of the College. The Coat of Arms is intended to be used for formal, ceremonial academic or presidential functions. It is used on formal documents like College certificates, diplomas, tuition credits, and official partnerships or declarations.

For more information on the history of CNC's Coat of Arms, please visit cnc.bc.ca/ about/history/coat-of-arms.



PROTECTIVE SPACE

To preserve the visual integrity of our Coat of Arms logo, always maintain a minimum clear space from other elements such as other logos, graphics, or text. The clear space (X) around the logo is dictated by the width of the bar in our logo.



MINIMUM SIZE

To ensure legibility, our logo must never be reproduced smaller than 28mm in width and 192px width in digital applications.



File formats for logo usage.

Logo file formats can be confusing. It's important to use the right file format for your particular application. Using the wrong file can result in colour shifts or low image quality when displaying or printing the logo.

If you have any questions about which file format to use, need a format not shown here or are an outside vendor needing a CNC logo, please contact us atXXX.

APPLICATION	EPS
MICROSOFT WORD (RGB)	Х
POWERPOINT (RGB)	Х
PRINT (CMYK/PMS)	•
WEBSITE/DIGITAL (RGB)	Х
VIDEO AND TELEVISION (RGB)	Х

EPS files

Encapsulated PostScript files, or .EPS, are a vector format with flexible resolution and scalability. You can resize the image as much as you want and keep the crisp resolution making it ideal for most print communications.

JPG/JPEG files

The Joint Photographic Experts Group standard, or .JPG, is a raster format with a lower image quality than EPS files. JPG files experience more pixelation when enlarged or compressed.

JPGs are the most common file format on the web because they're simple to code, compress, and store. The smaller file sizes make it easy to display a large number of JPGs without waiting a long time for them to load.

This is important for websites, social media platforms, and forums that support lots of graphics. Use JPGs at or near their original size for the highest quality.



PNG files

Portable Network Graphics, or .PNG files, are a raster format made for viewing images on a screen. A PNG has a transparent background. allowing placement over other graphics with the underlying images showing through.

As a lossless format, much like JPGs they experience more pixelation when enlarged or compressed.

Some final thoughts on logo usage.

We've outlined a few examples of things that should not be done with our logo.

Remember to always use the primary stacked logo whenever possible.

If you're not sure, just ask.



Don't recreate it in other fonts





Don't change its colour



Don't rearrange or alter the scale of the logo elements



backgrounds

Don't skew it



Don't add outlines



Don't crop or rotate







Don't squash it



Don't place it on busy



Don't stretch it



Don't add shadows



Don't enclose the logo within a shape, or a border

200 Colour Palette



Our colour palette.

Colour is integral to expressing and communicating our visual identity. Our refreshed CNC red is an essential part of our brand and heritage. It feels empowering, dynamic and brings warmth to all our communications and should take the lead visually whenever possible.

PRIMARY - CNC RED Should always be the most prominent colour	PMS 185C 0C/93M/79Y/0K - PRINT 234R/21G/37B - DIGITAL EA1525 HTML - DIGITAL
SECONDARY - DARK RED Complements our primary red	PMS 1817C 30C/85M/59Y/70K - PRINT 78R/19G/30B - DIGITAL 4E131E HTML - DIGITAL
SECONDARY - DARK GREY Supports primary colour. Ideal for body text instead of black	PMS 445C 52C/23M/30Y/74K - PRINT 45R/66G/69B - DIGITAL 2D4245 HTML - DIGITAL
SECONDARY - MINT Supports primary colour	PMS 441C 22C/4M/15Y/8K - PRINT 183R/205G/200B - DIGITAL B7CDC8 HTML - DIGITAL
SECONDARY - TEAL Supports primary colour. Ideal as an accent colour	PMS 563C 54C/0M/29Y/2K - PRINT 108R/196G/188B - DIGITAL 6DC4BC HTML - DIGITAL
	BLACK

BLACK 0C/0M/0Y/100K - PRINT 0R/0G/0B - DIGITAL 000000 HTML - DIGITAL

Note: Some colours have been optimized for on-screen (RGB and HTML) or print (PMS and CMYK) reproduction. The specific CMYK, RGB and hexadecimal colour values provided here must be specified individually for each colour. Do not use the automated colour conversion tools in your software.

Using our colour palette.

Our colour palette has been designed for a high degree of flexibility. We can vary the look and feel of our communications simply by changing the way we use our colour palette. Here is a comprehensive guide to which colour combinations work well together.

| Let's build
a bridge to
your future. |
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Let's build a bridge to your future.

Some final thoughts on colour usage.

- Don't introduce new colours
- Use red (PMS 185C) as your primary colour and use other colours within the palette to complement it
- Don't use colour combinations that lack contrast (Please see colour combinations that work well together on Page 29)
- With the exception of our greys, don't use different tints of any of the colours within our colour palette

If you're unsure, just ask.



Primary font - Headlines/Titles

STAG LIGHT/BOOK/MEDIUM/SEMI BOLD/BOLD/BLACK



PQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz

It's essential that we provide a gathering place for idea learners of all kinds. We've been described as a centre hi a cornerstone, a pillar in our region - and we live up to this reputation across our programs, services, and extensions c our brand. And there's power in this intersection. Power in passionate, engagededucators, students, employees and er

Our reason for being, is to inspire movement forward. We promise to be and bring people and potential together. Our spirit, woven through our our sense of place, is one of nurturing strength. And as we live this brar community in empowering, connective, grounded and dynamic ways.



ABCDEFGHIJKLMNO 123456789!@#\$%^&*(){}|<>?

We see potential through the lens of the future, and respond with a practical - yet adaptive - education. We recognize the vital importance of collective learning, the amplification of ideas and inspiration that can only

Secondary font - Body Copy/Sub-Heads

OPEN SANS I IGHT/REGULAR/SEMI-BOLD/BOLD/EXTRA BOLD



PQRSTUVWXYZ abcdefghijklmno

It's essential that we provide a gathering place for i learners of all kinds. We've been described as a centre a cornerstone, a pillar in our region - and we live up to t reputation across our programs, services, and extension our brand. And there's power in this intersection. Power together passionate, engagededucators, students, empl

Our reason for being, is to inspire movement forward. We promise to be and bring people and potential together. Our spirit, woven through our our sense of place, is one of nurturing strength. And as we live this brar community in empowering, connective, grounded and dynamic ways.



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We see potential through the lens of the future, and respond with a practical - yet adaptive - education. We recognize the vital importance of collective learning, the amplification of ideas and inspiration that can only

Type usage.

HOW WE USE TYPE

Choosing from a combination of text weights, styles and size, we can create a clear and consistent visual hierarchy, assisting in guiding the reader through our messaging, while maintaining a sense of clarity and structure.

We use Stag in various weights for headlines and call-outs and Open Sans can be used for body text and subheads etc.

- Text should be left aligned.
- Avoid mixing too many type styles and sizes together as this will simply create visual clutter and make the messaging less effective.
- Use colour to create interest and highlight key messaging. Make sure there is sufficient contrast to the background for maximum legibility.

Note: Due to the nature of typeface licensing, if Stag is not available for use for headers/titles, Open Sans can be used in its place. Open Sans is a Google font and all relevant styles can be obtained for free at: fonts.google.com/specimen/Open+Sans.



Some final thoughts on type usage.

- Don't substitute other typefaces
- Don't make text too big or too small
- Don't add drop shadows, strokes or outlines
- Don't kern (letter space) text too tightly or loosely
- Don't stretch type horizontally or vertically
- Don't use Stag for body copy or Open Sans for headlines except when Stag is unavailable
- Use variation in type size when appropriate to create a clear hierarchy to messaging

If you're unsure, just ask.



Graphic device. The Bar.

The Bar in our logo is at the core of our visual identity. It reflects our connective nature, a bridge between learners and educators, inspiring movement forward, connecting people to potential. We look to the Bar to inform our visual language to inspire a bold design element.

Graphic device. The Bar.

The Bar can be used in a variety of compelling ways to bring richness to our visual language. The following pages demonstrate the flexibility of the Bar and just a few of the ways it can come to life.



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Health Sciences

"When I was in university, I felt lost. I came to CNC

and it immediately felt like family, like home.

ything they taught

-Kristina

tCNC, I'm ab

Start your career as a healthcare professional at CNC. Join one of the fastest growing industries in northern BC and land a job that allows you to help others. Our health sciences programs combine a strong theoretical

base with extensive hands-on experience in health facilities across the province. CERTIFICATE

Medical Device Reprocessing Technician Associate Dental Assisting Nursing Unit Assistant

DIPLOMA Diagnostic Medical Sonography Medical Laboratory Technology Science Medical Radiography Technology

DEGREE PARTNERSHIP Bachelor of Science, Nursing

cnc.bc.ca 19

make tomorrow happen -

College of New Connections

I'LL START **ABOUT MY** FUTURE **NOW!**

university studies, trades continuing education, health sciences, or human services

 \leftarrow \rightarrow C \triangleq cnc.bc.ca

College of New Caledonia Let's build a bridge to your future At CNC, we believe in empo





At CNC, you get a relevant and local education with the programming you need to be successful.

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~ ~

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CNC remains

deeply rooted

in our region

ness, which may not otherwise be apprenticeship - just l offered in each community, are now vailable to all CNC students egardless of where you live. We listen to the communities around us and respond in a proactive way with the programs we offer. With Health Science careers on the rise, we offer Canada competition 100 seats on two different ses in our Bachelor of Scienc ing program, and seats in ot

OUIT Ways, OUIT actions, and our offerings are distinctly tied to northern BC. Cases like University Transfer and Devices under subtransfer and You'll also get a ton both in and out of th

Connecting **People**





Some final thoughts on using our graphic device.

- Don't alter or create new graphic devices
- Don't overuse the Bar. It should never be used more than 1-2 times within a spread
- Don't force its use. Not all layouts need it, sometimes it's fine not to use it at all

If you're unsure, just ask.

Photography

Our photography should capture authentic moments of everyday life on the CNC campuses. Showing our passion and northern spirit through connective interactions and genuine experiences of our students, faculty and community.























INTERESTING CROPS

CONNECTIVE



AUTHENTIC INTERACTIONS















We can also use more conceptual photography to communicate an idea or reinforce a message.

College of New **Perspectives**





Some final thoughts on using photography.

- Don't use images that look staged or posed
- Don't portray unrealistic emotion or scenarios
- Don't use clichéd metaphors
- Don't use obvious post-production or Photoshop effects
- Don't use images that are obviously not northern BC (however, there are some exceptions including imagery used in the context of International Education, Study Abroad, Field Schools/Study)
- Don't use images that are culturally insensitive

If you're unsure, just ask.

6.0 Notiona Applications

Here is a sampling of communication pieces that show how our visual language can come to life. These are meant as examples only, to show the flexibility of our identity system. SIGNAGE

College of New Caledonia



6.2 NOTIONAL APPLICATIONS BUSINESS CARDS





Darren Wilson Director

OLNOW Dilities

250,562,2131

dwison@cnc.bc.ca

3330.22nd Avenue pri

British Columbia Car

College of New Caledonia

CNC

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College of New Caledonia The College of New Caledonia (CNC) is a post-secondary educational institution that puse secondary equivational manner man serves the residents of central British Columbia. (CNC) Prince George, BC, Canada

S cnc.bc.ca 894 Following College of New Caledonia (CNC) @cnc_bc_ca · Jul 25 @collegeofnewcaledonia is supporting the Arise and Shine Youth and Elders Health Career Conference in Smithers presented by First Nations Health College of New Caledonia (CNC) @cnc_bc_ca . Jul 25 @collegeofnewcaledonia is supporting the Arise and Shine Youth and Elde Health Career Conference in Smithers Presented by First Nations Health Authority and Northern Health #myone #higherednewe Tweets

CNC



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4,766 Followers

Tweets & replies

Health Gareer Conference in Smithers Presented by Hirs Authority and Northern Health. #mycnc #higherednews

Likes

Media



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Connecting Repute to Potential

In





SIGNAGE



College of New Caledonia



CNC BRAND GUIDELINES 55

CNC



Hurry! Cafeteria closed at noon today. 6.11 NOTIONAL APPLICATIONS







CNC





If you have questions on working with our brand or implementing these guidelines, don't hesitate to ask:

Communication Services communications@cnc.bc.ca

Version 1.6