

“Together,  
we will create  
a visual identity  
of which we  
can all be proud.”



## 1. Brand Overview

---

- 1.1 Signature
- 1.2 Sub-branding
- 1.3 Minimum Clear Space
- 1.4 Logo Colour Usage
- 1.5 Colour
- 1.6 Backgrounds
- 1.7 Typography
- 1.8 Brand Name in Text
- 1.9 Taglines / Messages
- 1.10 Descriptors
- 1.11 Photography
- 1.12 Graphic Elements
- 1.13 Incorrect Applications

---

## 2. Stationery

---

## 3. Publications

---

## 4. Web and Digital Communications

---

## 5. Miscellaneous

---

# 1. Brand Overview

NorQuest College's unique visual identity supports its vision to be a student-centred, inclusive, relevant and professional post-secondary institution.

The logo and design system express the college's commitment to being CHALLENGE POSITIVE. The tools – and the guidelines provided to use these tools – enable us to express the personality of our College in a strong and consistent manner. Use the tools to communicate our vision, and to build our brand.

Together, we will create a visual identity of which we can all be proud.

## 1. Brand Overview

- 1.1 Signature
- 1.2 Sub-branding
- 1.3 Minimum Clear Space
- 1.4 Logo Colour Usage
- 1.5 Colour
- 1.6 Backgrounds
- 1.7 Typography
- 1.8 Brand Name in Text
- 1.9 Taglines / Messages
- 1.10 Descriptors
- 1.11 Photography
- 1.12 Graphic Elements
- 1.13 Incorrect Applications

## 2. Stationery

## 3. Publications

## 4. Web and Digital Communications

## 5. Miscellaneous

## Introduction

NorQuest College not only has a unique group of students, we provide them with an invaluable service – we develop their potential. This is the promise of NorQuest College and it is unique to us in the post-secondary education market in Edmonton.

*Our promise: Maximizing opportunities that others don't see.*

And the way that NorQuest College does this, or the attitude in which everything is done, is our essence.

*Our essence: Challenge Positive.*

This two-word statement lies at the heart of the new NorQuest College brand and should be evident in everything that is said, written, or designed. NorQuest College needs to show in all communications that the organization steps up to the plate, faces challenges with a positive attitude and has an unmatched will for success – for the college and for the students.

Our attributes are the way we want NorQuest College to be described:

*Our attributes:*  
*Inclusive*  
*Student-centred*  
*Relevant and Necessary*  
*Exciting*  
*Catalyzing*  
*Confident*  
*Progressive*  
*Professional*

We should keep in mind that if the organization needs to be described using these attributes, all communications need to follow suit.

The promise, essence and attributes constitute the internal description of the brand, and it has been developed to make sure we are all coming from the same place, with aligned communications and consistent decision making.

The external version of the brand is far shorter, but embodies the attitude and the fighting spirit of Challenge Positive, and the brand attributes. NorQuest College encourages you to *Step Forward*. This new tagline will be used to sign off communications.

## 1. Brand Overview

### 1.1 Signature

#### 1.2 Sub-branding

##### 1.2.1 Additional Logos and Wordmarks

#### 1.3 Minimum Clear Space

#### 1.4 Logo Colour Usage

#### 1.5 Colour

#### 1.6 Backgrounds

#### 1.7 Typography

#### 1.8 Brand Name in Text

#### 1.9 Taglines / Messages

#### 1.10 Descriptors

#### 1.11 Photography

#### 1.12 Graphic Elements

#### 1.13 Incorrect Applications

## 2. Stationery

## 3. Publications

## 4. Web and Digital Communications

## 5. Miscellaneous



### 1.1 Signature

Our corporate signature is the basis of our new visual identity. It consists of two elements: the symbol and the legal name. Every element in the symbol has been custom draw and must not be altered.

#### The Symbol

The symbol is made of simple shapes, forming a contemporary version of a traditional crest. In both form and content it reflects the inherent qualities of the College: student-centred (circle / person), inclusiveness and optimism (colours), guidance / support (star) and potential for growth and learning (leaves / book).

#### The Wordmark

There is an established size relationship between the wordmark and the symbol and they should always be used in the same configuration. The cantilevered or staggered typographic configuration cradles the symbol and creates a unique signature.

**To ensure the integrity of the visual identity please download artwork files provided by the Brand and Creative Services Department. Do not use screen captures.**

# Brand Guidelines



## 1. Brand Overview

### 1.1 Signature

### 1.2 Sub-branding

#### 1.2.1 Additional Logos and Wordmarks

#### 1.3 Minimum Clear Space

#### 1.4 Logo Colour Usage

#### 1.5 Colour

#### 1.6 Backgrounds

#### 1.7 Typography

#### 1.8 Brand Name in Text

#### 1.9 Taglines / Messages

#### 1.10 Descriptors

#### 1.11 Photography

#### 1.12 Graphic Elements

#### 1.13 Incorrect Applications

## 2. Stationery

## 3. Publications

## 4. Web and Digital Communications

## 5. Miscellaneous



**Alberta Aboriginal  
Construction  
Career Centres**



**Alberta Aboriginal  
Construction  
Career Centre**  
NORQUEST COLLEGE



**Alberta Aboriginal  
Construction  
Career Centre**  
BOW VALLEY COLLEGE

## 1.2 Sub-branding

A sub-brand is a separate brand that exists within the NorQuest College brand, typically as an organization, association or foundation. No other types of entities will be considered as a sub-brand. Sub-brands require approval from Brand & Marketing Development and NorQuest College Executive Committee. Where the sub-brand identity does not include the NorQuest College corporate signature, it must be used in association with the official college logo.

Only approved sub-brands can be used with the NorQuest College wordmark and symbol. The signatures have been developed to ensure consistency in appearance.

Official artwork exists for approved sub-brands

## 1. Brand Overview

- 1.1 Signature
- 1.2 Sub-branding
- 1.2.1 Additional Logos and Wordmarks
- 1.3 Minimum Clear Space
- 1.4 Logo Colour Usage
- 1.5 Colour
- 1.6 Backgrounds
- 1.7 Typography
- 1.8 Brand Name in Text
- 1.9 Taglines / Messages
- 1.10 Descriptors
- 1.11 Photography
- 1.12 Graphic Elements
- 1.13 Incorrect Applications

## 2. Stationery

## 3. Publications

## 4. Web and Digital Communications

## 5. Miscellaneous

Edmonton Oilers  
Community Foundation  
**Hospitality  
Institute**

**1000 WOMEN**  
A Million Possibilities

### 1.2.1 Additional Logos and Wordmarks

No other logos will be developed, used, or authorized for NorQuest College entities, including Centres, departments, institutes, etc. The approved NorQuest College signature is the only approved logo for use by NorQuest College entities, except as described in 1.2 Sub-branding.

In specific circumstances and with the approval of Brand & Market Development and the NorQuest College Executive Committee, a word mark may be established for specific purposes. In these cases, the developed word mark will follow the established NorQuest

College brand guidelines, and be used in association with the NorQuest College corporate signature, clearly identifying the relationship to NorQuest College. A word mark and the corporate signature will not be used in a lock-up format as would be done with a sub-brand.

**To ensure the integrity of the visual identity please download artwork files provided by the Brand and Creative Services Department. Do not use screen captures.**

## 1. Brand Overview

- 1.1 Signature
- 1.2 Sub-branding
- 1.2.1 Additional Logos and Wordmarks
- 1.3 Minimum Clear Space
- 1.4 Logo Colour Usage
- 1.5 Colour
- 1.6 Backgrounds
- 1.7 Typography
- 1.8 Brand Name in Text
- 1.9 Taglines / Messages
- 1.10 Descriptors
- 1.11 Photography
- 1.12 Graphic Elements
- 1.13 Incorrect Applications

## 2. Stationery

## 3. Publications

## 4. Web and Digital Communications

## 5. Miscellaneous



Unit of measure is the circle



Minimum size signature  
print application



1/4" inches high

### 1.3 Minimum Clear Space

#### Protected space

To preserve the integrity and clarity of the NorQuest College signature it must be isolated from other graphic elements. A minimum clear space or protected space must surround the signature separating it from any imagery, text or outside edges of the document. The minimum clear space is 1 1/2 circles based on the circle size of the symbol as shown in the diagram above.

#### Minimum size signature print application

The minimum size for print reproduction of the signature is defined by the height of the overall NorQuest College wordmark and symbol.

The minimum size for print reproduction has been set at 1/4", as illustrated above.

## 1. Brand Overview

- 1.1 Signature
- 1.2 Sub-branding
  - 1.2.1 Additional Logos and Wordmarks
- 1.3 Minimum Clear Space
- 1.4 Logo Colour Usage
- 1.5 Colour
- 1.6 Backgrounds
- 1.7 Typography
- 1.8 Brand Name in Text
- 1.9 Taglines / Messages
- 1.10 Descriptors
- 1.11 Photography
- 1.12 Graphic Elements
- 1.13 Incorrect Applications

## 2. Stationery

## 3. Publications

## 4. Web and Digital Communications

## 5. Miscellaneous



Four-colour



One-colour (black)



Four-colour (white type)



One-colour reverse (white)

## 1.4 Logo Colour Usage

The full-colour NorQuest College signature on white is the preferred signature and should be used on all materials. The signature must not be reproduced in any colours other than those shown throughout this guideline. A one-colour signature option is available for use when only one or two colour printing is available.

**Note:** A single colour treatment of the signature in either NorQuest College deep red, NorQuest College orange, NorQuest College red or NorQuest College yellow is not permitted.

The logo may be used on a dark background with the wordmark in white as above.



## 1. Brand Overview

### 1.1 Signature

### 1.2 Sub-branding

### 1.2.1 Additional Logos and Wordmarks

### 1.3 Minimum Clear Space

### 1.4 Logo Colour Usage

### 1.5 Colour

### 1.6 Backgrounds

### 1.7 Typography

### 1.8 Brand Name in Text

### 1.9 Taglines / Messages

### 1.10 Descriptors

### 1.11 Photography

### 1.12 Graphic Elements

### 1.13 Incorrect Applications

## 2. Stationery

## 3. Publications

## 4. Web and Digital Communications

## 5. Miscellaneous

### Primary colour palette



NorQuest College  
Deep Red  
Pantone: 1805C  
C: 5 M: 96 Y: 80 K: 22  
R: 175 G: 39 B: 47  
HTML: AF272F



NorQuest College  
Red  
Pantone: Red 032C  
C: 0 M: 86 Y: 63 K: 0  
R: 239 G: 51 B: 64  
HTML: EF3340



NorQuest College  
Orange  
Pantone: 7413C  
C: 1 M: 60 Y: 98 K: 4  
R: 220 G: 134 B: 51  
HTML: DC8633



NorQuest College  
Yellow  
Pantone: 7408C  
C: 0 M: 29 Y: 100 K: 0  
R: 246 G: 190 B: 0  
HTML: F6BE00



NorQuest College  
Grey  
Pantone: 424C  
C: 30 M: 20 Y: 19 K: 58  
R: 112 G: 115 B: 114  
HTML: 707372

### Secondary colour palette



Pantone: 327C  
C: 100 M: 2 Y: 60 K: 14  
R: 0 G: 134 B: 117  
HTML: 008675



Pantone: 526C  
C: 73 M: 100 Y: 0 K: 0  
R: 112 G: 47 B: 138  
HTML: 702F8A

### Complementary light and dark greys



Pantone: 422C  
C: 19 M: 12 Y: 13 K: 34  
R: 158 G: 162 B: 162  
HTML: 9EA2A2



Pantone: 425C  
C: 48 M: 29 Y: 26 K: 76  
R: 84 G: 88 B: 90  
HTML: 54585A

## 1.5 Colour

### Primary colour palette

Our primary colour palette consists of the five colours that comprise the NorQuest College full-colour signature. These colours have been carefully chosen for both their inherent meaning and visual function. They are warm, bright, modern and evoke a dynamic quality.

**Note:** Variations in printing, software and substrates will cause changes in colour. A visual match to Pantone Coated colours is recommended, especially on uncoated paper.

### Secondary colour palette

The secondary colour palette has been chosen to complement the NorQuest College signature colours, to be used sparingly, for example, to colour code program sections in the Viewbook.

**Note:** The primary grey is Pantone 424, however for web applications and for very small type in digital print applications Pantone 425 should be used to ensure legibility on screen and crispness of small type in digital printing.

# Brand Guidelines

## 1. Brand Overview

### 1.1 Signature

### 1.2 Sub-branding

#### 1.2.1 Additional Logos and Wordmarks

### 1.3 Minimum Clear Space

### 1.4 Logo Colour Usage

### 1.5 Colour

### 1.6 Backgrounds

### 1.7 Typography

### 1.8 Brand Name in Text

### 1.9 Taglines / Messages

### 1.10 Descriptors

### 1.11 Photography

### 1.12 Graphic Elements

### 1.13 Incorrect Applications

## 2. Stationery

## 3. Publications

## 4. Web and Digital Communications

## 5. Miscellaneous



## 1.6 Backgrounds

The top illustration is a guideline for choosing the correct signature colour when a background colour is part of the application. When the background colour is light (0 – 20% equivalent value black as shown), the full-colour signature can be used. For medium background colours (30% – 50% equivalent value of black), line art signatures should be used. For dark background colours (50% – 100% equivalent value of black), the full-colour reversed signature should be used.

## 1. Brand Overview

- 1.1 Signature
- 1.2 Sub-branding
- 1.2.1 Additional Logos and Wordmarks
- 1.3 Minimum Clear Space
- 1.4 Logo Colour Usage
- 1.5 Colour
- 1.6 Backgrounds
- 1.7 **Typography**
- 1.8 Brand Name in Text
- 1.9 Taglines / Messages
- 1.10 Descriptors
- 1.11 Photography
- 1.12 Graphic Elements
- 1.13 Incorrect Applications

## 2. Stationery

## 3. Publications

## 4. Web and Digital Communications

## 5. Miscellaneous

### Agenda

Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Regular Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Semibold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### 1.7 Typography

#### Agenda

Agenda is a fresh humanist sans-serif typeface. Large and capable, the series offers various cuts and weights and a distinctive italic font.

It is used in our advertising, marketing, signage and communications publications. For internal applications and MS Office documents use Verdana.

### Verdana

Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Regular Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### Verdana

Verdana bears similarities to humanist sans-serif typefaces such as Agenda. Verdana was designed to be readable at small sizes on a computer screen and in business documents. When producing correspondence materials such as letters, memos, faxes or PowerPoint™ presentations, Verdana must be used for body copy. It is also used for norquest.ca and in email. This font was also chosen because it is readily available on PC computers.

## 1. Brand Overview

---

- 1.1 Signature
- 1.2 Sub-branding
- 1.2.1 Additional Logos and Wordmarks
- 1.3 Minimum Clear Space
- 1.4 Logo Colour Usage
- 1.5 Colour
- 1.6 Backgrounds
- 1.7 **Typography**
- 1.8 Brand Name in Text
- 1.9 Taglines / Messages
- 1.10 Descriptors
- 1.11 Photography
- 1.12 Graphic Elements
- 1.13 Incorrect Applications

## 2. Stationery

---

## 3. Publications

---

## 4. Web and Digital Communications

---

## 5. Miscellaneous

---

### Sabon

Roman  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

**Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

***Bold Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***

### 1.7 Typography

#### Sabon

Sabon is a serif typeface and was crafted as a modernized version of classic old style serif typefaces; specifically the serifs have an evenness and crispness. The classic serif typeface complements the sans-serif font Agenda providing a traditional feel to print materials. The combination of typefaces provides a richness and balance of both contemporary and modern.

In print applications where long text is mandated, Sabon can be used as a substitute for Agenda or Verdana. Newsletters or magazine style publications are samples of applications where the substitution can occur. Sabon may also be used in formal invitations, certificates or other printed materials where a traditional serif typeface is appropriate.

### 1. Brand Overview

---

- 1.1 Signature
- 1.2 Sub-branding
  - 1.2.1 Additional Logos and Wordmarks
- 1.3 Minimum Clear Space
- 1.4 Logo Colour Usage
- 1.5 Colour
- 1.6 Backgrounds
- 1.7 Typography
- 1.8 Brand Name in Text**
- 1.9 Taglines / Messages
- 1.10 Descriptors
- 1.11 Photography
- 1.12 Graphic Elements
- 1.13 Incorrect Applications

### 2. Stationery

---

### 3. Publications

---

### 4. Web and Digital Communications

---

### 5. Miscellaneous

---

# NorQuest College

---

## 1.8 Brand Name in Text

Use capital letter 'Q' in the name when typeset in upper and lower case.

## 1. Brand Overview

- 1.1 Signature
- 1.2 Sub-branding
- 1.2.1 Additional Logos and Wordmarks
- 1.3 Minimum Clear Space
- 1.4 Logo Colour Usage
- 1.5 Colour
- 1.6 Backgrounds
- 1.7 Typography
- 1.8 Brand Name in Text
- 1.9 Taglines / Messages
- 1.10 Descriptors
- 1.11 Photography
- 1.12 Graphic Elements
- 1.13 Incorrect Applications

## 2. Stationery

## 3. Publications

## 4. Web and Digital Communications

## 5. Miscellaneous

## 1.13 Incorrect Applications

Do not change the size relationship of the logo elements.



Do not add a drop shadow or any other elements to the logo.



Do not violate the brand's protective clear space.



Do not change the type configuration.



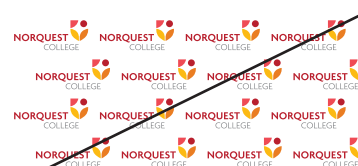
Do not distort the logo in anyway.



Do not use text with the logo.



Do not use the signature as a decorative element.



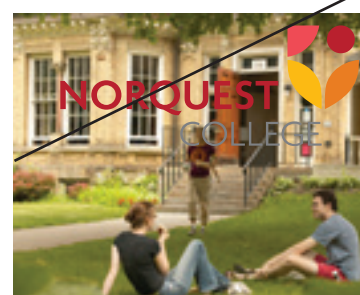
Do not use the wordmark without the symbol.



Do not change colour of the logo.



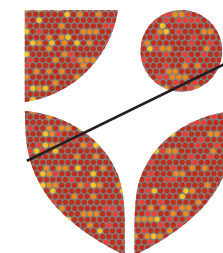
Do not place the logo on complex background.



Do not change the type style of the wordmark.



Do not fill the logo with a motif.



## 1. Brand Overview

## 2. Stationery

## 3. Publications

## 4. Web and Digital Communications

## 5. Miscellaneous

Downloadable logo files in commonly used formats as well as templates and additional guidelines are available for external use.

If you have questions related to the use of the logo or these guidelines contact:

### **Helen Ma**

Graphic Designer, Brand and Creative Services  
NorQuest College

[Helen.Ma@norquest.ca](mailto:Helen.Ma@norquest.ca)

The NorQuest College logo, symbol, name and signature, and other wordmarks, logos and symbols and trademark associated with NorQuest College are owned by NorQuest College and may not be reproduced without express permission. Use of the logo and its visual elements is controlled by NorQuest College, Brand and Market Development. Where permission is obtained, the display and use must be exactly as required by NorQuest College Brand Guidelines. Display or use of NorQuest College names, trademarks, logos or wordmarks without permission, or in a form different than permitted, is a violation of NorQuest College's intellectual property rights.