



Brand GUIDE

Fall, Spring, and Summer 2023-2024

Designing the NHTI Brand

NHTI – Concord Community College’s brand promotes a recognizable identity for our college in our region, across our state, and beyond. NHTI’s brand is not just a logo or tagline to recruit prospective students; it’s our consistent, accurate representation of NHTI to all constituencies. The logo is a visual “trust mark” that embodies our promise as an institution – a graphic depiction of our reputation.

A well-developed and clearly communicated brand can shape student preferences, handle crises more easily, build market share, and instill a spirit of focus and confidence in our institution. Brand development is the responsibility of every individual on campus. Consistent reinforcement can establish and perpetuate our presence in today’s communication-oriented world.

The purpose of this guide is to ensure consistent messaging and visual presence of our college’s communications. By following these standards – from fliers, social media, PowerPoints, letterhead, and beyond – you help increase the value of our brand.

Contact Us

If you’re working on a project or representing NHTI in print or digital communications, contact the Department of Marketing and Communications. For additional information on press releases or media inquiries, contact the Public Information Office.

Amber Gavriluk

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At A Glance



Pantone 202 C
RGB: 134 38 51
HEX: #862633
CMYK: 0 72 62 47

Pantone 7406 C
RGB: 101 23 38
HEX: #651726
CMYK: 0 31 25 60

Pantone 129 C
RGB: 242 202 54
HEX: #F2CA36
CMYK: 0 16 74 5



Pantone 7535 C
RGB: 185 185 165
HEX: b9b9a5
CMYK: 0 0 11 27

Pantone: 7473 C
RGB: 38 134 121
HEX: #268679
CMYK: 38 0 5 47

Pantone: 7700 C
RGB: 23 86 118
HEX: #268679
CMYK: 37 13 0 54

College Name

NHTI – Concord’s Community College

Logo



Fonts

Roboto Medium (headings)

Merriweather (body)

Mascot

Leroy the Lynx



Brand Colors

These are the brand colors of NHTI for use across all forms of media including the website, social media, flyers, and other marketing materials.



Pantone 202 C
RGB: 134 38 51
HEX: #862633
CMYK: 0 72 62 47

Pantone 7406 C
RGB: 101 23 38
HEX: #651726
CMYK: 0 31 25 60

Pantone 129 C
RGB: 242 202 54
HEX: #F2CA36
CMYK: 0 16 74 5



Pantone 7535 C
RGB: 185 185 165
HEX: b9b9a5
CMYK: 0 0 11 27

Pantone: 7473 C
RGB: 38 134 121
HEX: #268679
CMYK: 38 0 5 47

Pantone: 7700 C
RGB: 23 86 118
HEX: #175676
CMYK: 37 13 0 54

Guidelines for Color Usage

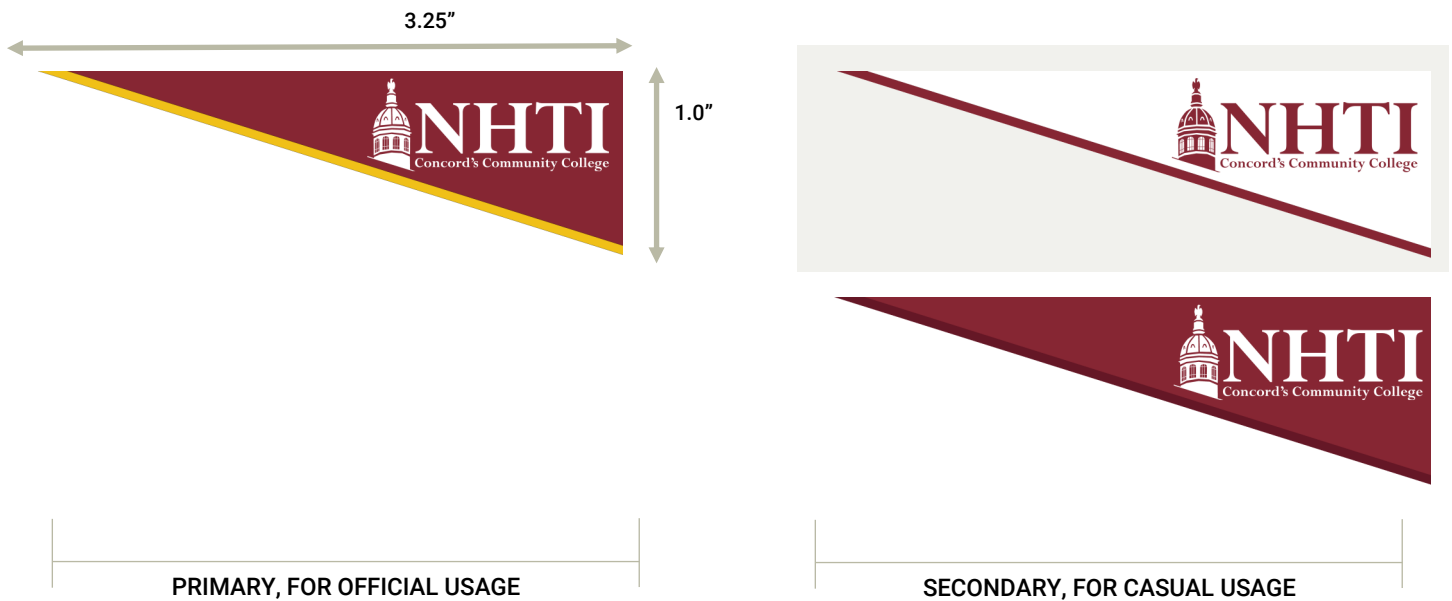
- Pair bright colors with restrained colors, letting one dominate.
- Maroon must be included in the design. Secondary colors can be included as accents.
- Accessibility is always a priority.

Brand Logos

All logos are available for regular usage unless specified in this document. Contact the Department of Marketing and Communications for usage guidelines, accessibility, and appropriate color mixing if you aren't sure. You can also contact our Accessibility Department for more information.

- All pennant logos go in the upper right corner, flush with the edges of the page. This will cause bleed in printed materials; adjust paper size accordingly (typically 0.25" along all edges).
- All rugby bands are placed along the bottom of the page, flush with the edges of the page.
- Do not alter logo dimensions. Scale the size larger and smaller as long as horizontal-vertical ratio stays the same.

Vector files may be available upon request.

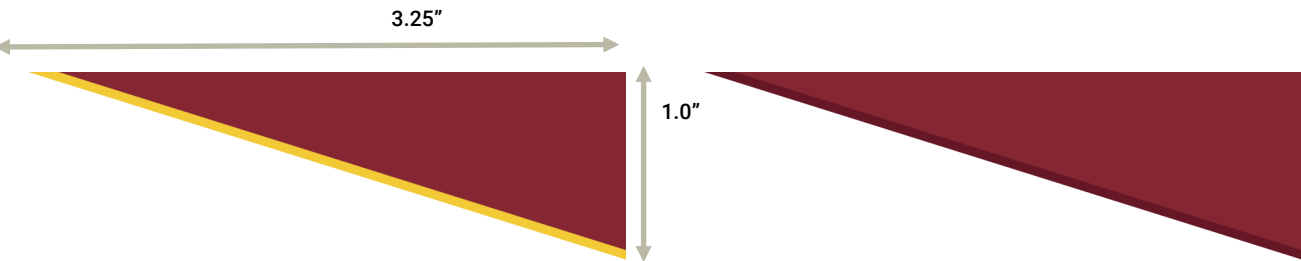


Corner pennant logos are the official logo treatment of NHTI on all documentation both online and in print.

In official documentation, logos are used on the first and last page of a document only. For the interior pages, you can use plain corner pennants in the color designated by the document with the matching footer band. Odd and even pages should alternate corners so the pennant is on the outside of the page.

Contact the Department of Marketing and Communications if you have questions and to have your document and brand usage approved prior to widespread sharing/printing.

These corner pennant can be made smaller based on the text of the document and readability. If adjusting smaller, the width of the highlight color should be the same in the pennant and the rugby band.



The following logo colors are for solid-color backgrounds. Black is for black-and-white treatment only.



Picture overlays for quick branding:



Typography

Typography should be consistent across platforms (when possible). Typefaces convey different meanings and should align with overall brand messaging.

If you create official documentation with the NHTI brand (formal letter, ppt, instructional guide, etc.) or act as an official representative of NHTI in any capacity, please use only the official NHTI font family in its approved form, as shown below. You're also encouraged to send the document through the Department of Marketing and Communications for proofing.

We use a combination of Roboto Medium and Merriweather fonts. They are considered web safe and accessible.

Roboto Medium

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () ? [] " "

Merriweather

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () ? [] " "

Roboto

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () ? [] " "



Unless otherwise stated (headlines, etc., below), the official font colors are black or white for accessibility, depending on the background color.

Athletics Mascot

Leroy the Lynx is the official mascot of NHTI. We use his profile head and body. The Athletics logo and mascot usage follow the same guidelines as those for all NHTI branding.

The mascot logo can be used on any piece of NHTI collateral as long it is faced as shown below and dimension ratios are not altered. Any other iteration of the Lynx not shown here cannot be used without the Department of Marketing and Communications approval.

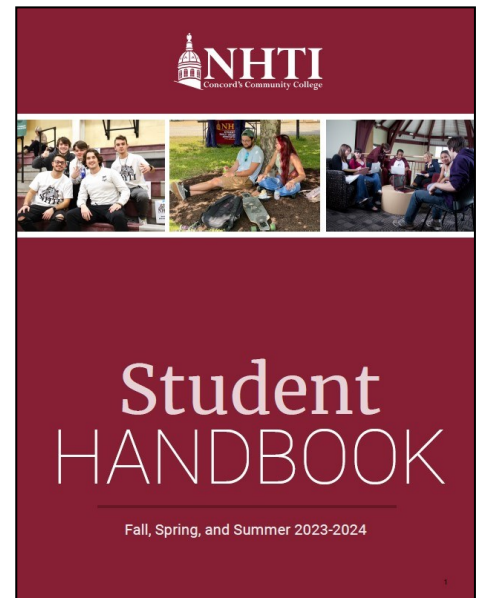


Print Materials

The development, writing, design, and production of printed collateral materials is coordinated by the Department of Marketing and Communications. We work one-on-one with college clients to produce materials that are on-brand, target the appropriate audience, and work to meet your needs. We will help generate promotional copy, work with you to hone it for accuracy, capture photography as necessary, design the materials, and help you execute distribution strategies. Please contact the Department of Marketing and Communications for assistance with your print project.

Event Promotion

The Department of Marketing and Communications supports the development and creation of many materials, including those used for student recruitment and student services. Please note that to create materials for unique event promotion, the department will need lead time. This allows time for writing, design, and printing and time for the event to be worked into other channels, including social media, the website, and the online calendar.

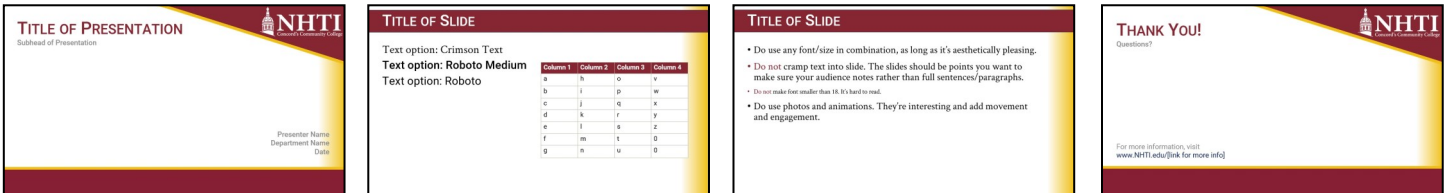


Templates

College email, correspondence, and presentations prepared by NHTI should reflect our current branding. The Department of Marketing and Communications has prepared customizable templates to make this easier.

PowerPoint

A template with multiple page-style options is available for download.



Business Materials

Materials used to communicate official college business must adhere to standardized templates created by the Department of marketing and Communications. These materials include letterhead, envelopes, and business cards. Please contact the Department of Marketing and Communications for assistance with any of these materials.



Press Releases

All press releases are funneled through and/or produced by the Department of marketing and Communications. Please email the DMC when a press release is needed.

Email Signature

Every time you send an email, especially externally, you are presenting a message that should demonstrate college branding. While we do not have the capacity to automatically standardize email signatures, we do provide a preferred template.

(Dr.) First Last Name, tags

Official Title

Official Department



office: 603-555-5555 x555

cell: 555-555-5555



Use the template when creating your email signature. All NHTI faculty and staff should have this email signature style in use. Emails should not have backgrounds, colors, or additional treatments.

How to change your email signature:

- Open Outlook and click “File.” On the left, click “Options.” On the left of the pop-up window, click “Mail” (the second option down). On the right, find and click “Signatures.”
- Create a new signature by clicking “New” and giving it a name. Then, in the dropdowns on the right, select this signature for “Outgoing” mail.
- Copy the example and paste it into the pane on the bottom half of the screen. Use your cursor to change the text to fit your information. If the text copies incorrectly (a different style or font color), email agavriluk@ccsnh.edu for an official copy.
- Hit the “Save” button above the box, then click “OK” to exit the screen and “OK” again to exit the Options menu.
- Open a new email to verify that your changes have been made.
- For simplicity, you can email agavriluk@ccsnh.edu for a direct copy-paste of the signature to ensure you have the correct style in place.

Promotional Items and Apparel

Promotional Items

Branded giveaways may be produced for general use or for special events. These items include materials like pens, t-shirts, sunglasses, bags, etc. All promotional items should use the college's logo and/or college name.

Depending on the nature and color of the item, the color of the logo may need to be inverted.

Apparel

The Department of Marketing and Communications can recommend outside vendors who will work with your budget on creating and delivering merchandise when needed. The college logo should be used and the final product should be approved before purchasing.

For merchandise such as clothing or silkscreened items, PMS 506 is the closest match to NHTI claret primary color.

Digital Branding

The NHTI website and other online instances of NHTI's brand offer a digital location at which potential students and their families, secondary schools, marketing partners, community partners, governmental bodies – in fact, the whole world – see NHTI's brand and what our college offers and represents. It is critical that our brand be properly used in all instances, as for some people this will be their first interaction with the college and the moment at which they make the decision to attend.

- On the website specifically, as with print documents, there is a hierarchy of content styles that should be replicated in all instances. These are defaulted on the site, so this guide uses approximations when specific sizes are not available:
- The font on the site is Roboto Medium for headlines and Roboto for body copy. This font translates into all browsers for optimized readability and accessibility. The size of the fonts differs based on its usage within its H1, H2, H3, H4 structure but the weights (boldness) remain the same.
- Collapsible drop-down sections on pages use the headline style Roboto Medium, size 22, weight 500.
- Buttons use the NHTI gold and are of a standard width with black text inside. When singular, they are typically right aligned; when part of a larger grouping, they are alphabetized and structured in a two-wide column.

When not specified, it's important that the headlines show a progressively smaller size — or nesting — within sections. For example, a Program Name will have the largest size, followed by the various sections listed within the program with a smaller size. Any sections existing within those subsections will be of a smaller size. This nesting structure helps guide the reader's understanding of the sections they are reading.

Digital Images

All images and PDFs are compressed before being uploaded to the website. This decreases loading time for the viewer, making the site more user friendly.

Various images exist on the site that help give personality and dimension to the page on which they are located. These images are 2.929" x 7.627" and self size once on the page.

Last Update

09-23

Comments

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