



**NORTHWEST<sup>®</sup>**

**MISSISSIPPI COMMUNITY COLLEGE**

**GRAPHIC STANDARDS  
MANUAL**

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## FROM THE PRESIDENT



If you're a part of the Northwest family, you know that the college has a rich, long-standing tradition of excellence, integrity, and community. In an effort to better represent those qualities publicly as well as reflect the tenets in our mission, vision and values, we have, with the help of Varsity Brands, refined our institutional and athletic logos and developed new branding standards for the college. It is our hope that these new standards will promote a unified, consistent college brand that will be instantly recognized by the public in our marketing and community outreach efforts.

Contained in this branding guide are guidelines all college employees must follow in regard to usage of our logos, official colors, wordmarks and fonts, and official college documents such as stationery, business cards and email signatures. Please take a moment to familiarize yourself with these updated guidelines, and begin putting them into practice immediately.

Remember, each employee plays an important role in the public perception of the college, whether that is through print and digital communications, personal interactions, or other means. All of us are representatives of this great institution, and it is vital that we work together to show the world we are the best.

Go Rangers!

A handwritten signature in black ink that reads "Michael J. Heindl". The signature is written in a cursive, flowing style.

Dr. Michael J. Heindl  
President

# INTRODUCTION

As part of the strategic planning process, the College has developed a Strategic Plan which includes the updated mission, vision and values. College marketing and branding efforts will reflect the ideals of the statements below and seek to amplify the messages embodied in these statements.

## VISION

Northwest Mississippi Community College transforms our students' lives, enriches our communities, and strives for excellence in our educational programs and services.

## MISSION

Northwest Mississippi Community College is an open-access, public, two-year institution primarily serving Benton, Calhoun, DeSoto, Lafayette, Marshall, Panola, Quitman, Tallahatchie, Tate, Tunica, and Yalobusha counties. Northwest is a learning-centered community providing educational opportunities with quality instruction for students from all walks of life. Our college fosters a culture of innovation, collaboration, and student success. We strive for continuous improvement, with a standard of excellence in every area of the institution. Our college partners with businesses and industries that seek to grow the economy and the workforce, as well as partners with alumni, friends, and others. Engagement takes place in all communities that the college serves.

## VALUES

- Accountability
- Integrity
- Excellence
- Respect
- Service
- Sustainability
- Accessibility
- Creativity
- Leadership

## THE BRAND

### OUR BRAND

Northwest Mississippi Community College has its roots in the system of agricultural schools which were set up throughout Mississippi in the early years of the 20th century and has been serving the people of its 11-county district since 1927. As we continue to develop and solidify our brand, our goal is to honor our history while representing all that we are in the present:

- An institution providing quality instruction and student learning across multiple delivery platforms;
- An institution that is strong financially, retains a high-quality workforce, provides the technology necessary for students and staff to succeed, and maintains a welcoming and pleasing campus environment;
- An institution focused on students' personal success, from entry to graduation and to their next step beyond college;
- An institution that strives to enrich the communities we serve through economic and community development partnerships.

Our logo is the signature of our brand—it represents who we are, what we do, and how we do it. Everything from ads and brochures to websites and other marketing and public relations materials makes an impression on who we are to the public. Promoting and marketing our brand comes with the responsibility of presenting a consistent and coordinated brand image in **everything** we do.

### ABOUT THE GUIDE

This Graphic Standards Guide is specifically designed to coordinate and unify the communications practices of Northwest Mississippi Community College with regard to the school's visual or graphic identity. Please follow the guidelines on the following pages to help us present our brand consistently.

### QUESTIONS & APPROVALS

Please contact us with your questions or suggestions with regard to this guide. Be aware that all communications materials, advertising, or promotional items representing Northwest Mississippi Community College must be approved through the school's Office of Marketing & Strategic Communications.

Contact the Associate Vice President of Community Relations to seek approvals or ask questions about college branding.

Any use of NWCC logos or trademarks by vendors or third parties (whether commercial or non-commercial) must go through the appropriate trademark licensing program or legal contract process.

**TIP!** You can obtain all of the logos featured in this guide by contacting the Office of Marketing & Strategic Communications.

## QUICK POINTS

(A)



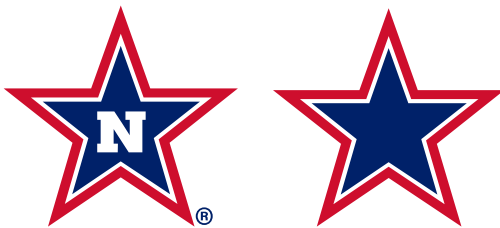
(B)



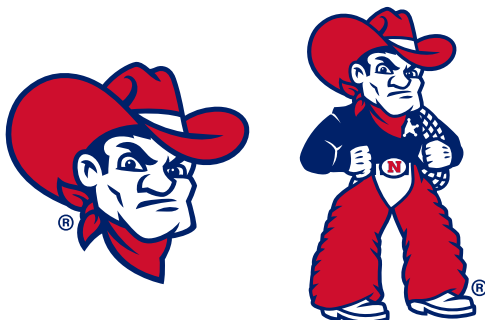
(C)



(D)



(E)



1. The college name should appear on all college communications materials, whether printed or digital. The name must appear on the front of all printed publications: Northwest Mississippi Community College

2. An official college logo should appear on every publication and advertisement paid for with college funds.

3. The official college logo (A) may not be altered in any way and must be high resolution (should not look fuzzy or distorted when printed or displayed).

4. The college seal (B) may not be used as a general logo. The seal is reserved for use on official, formal college documents such as diplomas, transcripts, official records, legally binding documents, materials issued at the executive level and materials issued by the Office of the President.

5. The "Northwest N" logo (C) can be used for Athletics materials as well as other campus departments and groups without restriction.

6. The "Star" logo (D) is reserved for use by Athletics only. Permission to use this logo for any other purpose must be granted by the Office of Marketing & Strategic Communications.

7. The "Northwest Ranger" logo (E) is reserved for use by Athletics only. Permission to use this logo for any other purpose must be granted by the Office of Marketing & Strategic Communications.

8. The official Northwest colors are navy blue, scarlet red, and valor blue. See the Colors section of this guide for specifications.

9. See the Official College Statements section of this guide for instructions on the use of the accreditation, affirmative action and safety statements.

10. Photos for printed materials must be high resolution (at least 300 dpi at actual size).

11. No copyrighted material should be used without permission, including photos, graphics, logos and images from the web. If you did not create it, then someone else may own the rights to it.

12. All communication materials and advertisements should be approved by the Office of Marketing & Strategic Communications before they are printed, displayed or distributed. Contact the Office of Marketing & Strategic Communications to obtain approval.



# WHICH LOGO DO I USE?

## CAMPUSWIDE

- Location
- Department
- Pathway/Major
- Program
- Degree
- Event



**NORTHWEST**<sup>®</sup>  
MISSISSIPPI COMMUNITY COLLEGE



**NORTHWEST**<sup>®</sup>  
MISSISSIPPI COMMUNITY COLLEGE

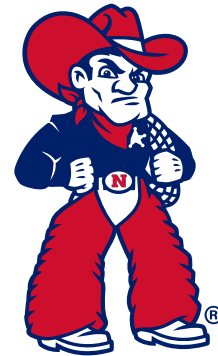


**NORTHWEST**<sup>®</sup>  
MISSISSIPPI COMMUNITY COLLEGE  
DESOTO CAMPUS



## ATHLETICS

- Sports Teams
- Cheerleading



## ADMINISTRATIVE PURPOSES

- Formal, Official Documents
- Office of the President
- Executive-Level Materials



## THE LOGO - INSTITUTIONAL

### PRIMARY LOGO



The institutional logo must appear prominently on all materials published by the college in print or electronic format, public forms, and all items that officially represent the college.

THE DEVELOPMENT AND USE OF SEPARATE LOGOS TO REPRESENT NORTHWEST UNITS OR PROGRAMS IS PROHIBITED.

The logo is staged on white, scarlet red, or navy blue.

When placing on photography, find quiet areas within the composition that provide contrast and legibility.

No part of the institutional logo maybe altered, scated or redrawn in any way.



### SECONDARY LOGO





# THE LOGO - CAMPUS

## INDIVIDUAL CAMPUS LOGOS - PRIMARY



**NORTHWEST**<sup>®</sup>  
MISSISSIPPI COMMUNITY COLLEGE  
OXFORD CAMPUS



**NORTHWEST**<sup>®</sup>  
MISSISSIPPI COMMUNITY COLLEGE  
SENATOBIA CAMPUS



**NORTHWEST**<sup>®</sup>  
MISSISSIPPI COMMUNITY COLLEGE  
DESOTO CAMPUS



**NORTHWEST**<sup>®</sup>  
MISSISSIPPI COMMUNITY COLLEGE  
eLEARNING

Individual campus logos may be used in place of the primary logo on materials published by each center/campus in print or electronic format, public forms, and all items that officially represent the college. Use of individual campus logos is limited to the campus the logo represents, and no part of the campus logo may be altered, scaled or redrawn in any way.

## INDIVIDUAL CAMPUS LOGOS - SECONDARY



**NORTHWEST**<sup>®</sup>  
MISSISSIPPI COMMUNITY COLLEGE  
DESOTO CAMPUS



**THE CONCOURSE  
NORTHWEST**<sup>®</sup>  
MISSISSIPPI COMMUNITY COLLEGE



**NORTHWEST**<sup>®</sup>  
MISSISSIPPI COMMUNITY COLLEGE  
eLEARNING



**NORTHWEST**<sup>®</sup>  
MISSISSIPPI COMMUNITY COLLEGE  
ASHLAND CAMPUS



**NORTHWEST**<sup>®</sup>  
MISSISSIPPI COMMUNITY COLLEGE  
OXFORD CAMPUS

## THE LOGO - DEPARTMENTS AND OFFICES

### INDIVIDUAL MAIN DEPARTMENT AND OFFICE LOGOS - PRIMARY



**NORTHWEST**<sup>®</sup>  
MISSISSIPPI COMMUNITY COLLEGE  
SCHOOL OF HEALTH SCIENCES



**NORTHWEST**<sup>®</sup>  
MISSISSIPPI COMMUNITY COLLEGE  
WORKFORCE SOLUTIONS



**NORTHWEST**<sup>®</sup>  
MISSISSIPPI COMMUNITY COLLEGE  
CAREER-TECHNICAL  
EDUCATION



**NORTHWEST**<sup>®</sup>  
MISSISSIPPI COMMUNITY COLLEGE  
WORKFORCE SOLUTIONS  
CAREER-TECHNICAL EDUCATION



**NORTHWEST**<sup>®</sup>  
MISSISSIPPI COMMUNITY COLLEGE  
DUAL ENROLLMENT



**NORTHWEST**<sup>®</sup>  
MISSISSIPPI COMMUNITY COLLEGE  
FOUNDATION  
ALUMNI ASSOCIATION



**NORTHWEST**<sup>®</sup>  
MISSISSIPPI COMMUNITY COLLEGE  
ADULT EDUCATION



**NORTHWEST**<sup>®</sup>  
MISSISSIPPI COMMUNITY COLLEGE  
EARLY COLLEGE



**NORTHWEST**<sup>®</sup>  
MISSISSIPPI COMMUNITY COLLEGE  
HEALTH & WELLNESS CLINIC



**NORTHWEST**<sup>®</sup>  
MISSISSIPPI COMMUNITY COLLEGE  
HONORS INSTITUTE

Individual academic pathways may use the logo that represents the department under which it falls. Career-Technical programs may use the Career-Technical Education logo. Alternatively, pathways and programs may choose to use the Northwest initial N logo with the name of the pathway/program underneath (see page 11).

Offices which are a sub-category of a main department may use the logo that represents the main department or the Northwest initial N logo with the name of the office underneath (see page 11).

THE DEVELOPMENT AND USE OF SEPARATE LOGOS TO REPRESENT NORTHWEST UNITS OR PROGRAMS IS PROHIBITED.

Secondary versions of each logo also available in vertical format.

## THE LOGO - INITIAL

### ALTERNATE LOGO FOR PATHWAYS, PROGRAMS AND OFFICES



As an alternative to the primary logo of the main department, academic pathways, CTE programs and offices which are a sub-category of a main department may use the Northwest initial N logo with the name of the pathway, program or office underneath. This logo may be used in print or electronic format to officially represent the pathway/program or office.

Alternate blue and red options of the initial N logo are available, and requests for logo customization must be made to the Office of Marketing & Strategic Communications. No part of the initial N logo or customization may be altered, scaled or redrawn in any way.

## LOGO SAFE SPACE



Proper incorporation of safe space protects the integrity of the Northwest logo.

A clear area or "safe space" free of copy, graphic elements, inset imagery, or color must be maintained around the Northwest logo. No visual elements may violate the safe space.

An area around the Northwest logo equal to the height of the letter "N" is the minimum required safe space.



## LOGO INCORRECT USAGE



DO NOT ROTATE



DO NOT CHANGE COLOR



DO NOT COPY FROM THE WEB



DO NOT SKEW SIZING



DO NOT USE LOGOS WITHOUT  
REGISTERED TRADEMARK



DO NOT MIX LOGO ELEMENTS

The appearance of the official college logo must never be altered.

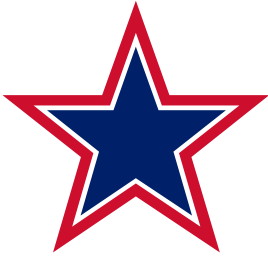
- Do not stretch, rotate or distort the logo.
- Do not change the scale of any elements.
- Do not change the colors of the logo.
- Do not recreate or redraw the logo.

The logo should never be digitally scanned or taken from a web page and placed on a print piece.

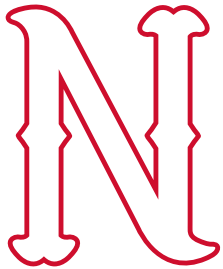
Electronic files of the logo are available upon request from the Office of Marketing & Strategic Communications.

PLEASE NOTE: These requirements apply to all logos which appear in this guide.

## ATHLETICS LOGOS



*Alternate blue and red options of each logo available*



*For use by Baseball only*



*For use campuswide without restriction  
Alternate blue and red options of each logo available*

The logos on this page are reserved for use by the Northwest Athletics Department and athletic teams or by the bookstores when ordering game-day apparel or other accessories.

Permission to use these logos for any purpose outside of athletics or Bookstore use must be granted by the Office of Marketing & Strategic Communications.

PLEASE NOTE: Use of the "Northwest N" logo may be used outside of athletics or bookstores by all departments without restriction.

### SECONDARY - INDIVIDUAL SPORT USAGE

The "Northwest N" logo can be used with each individual sport's name to create a mark unique to that sport. Requests for logo customization must be made to the Office of Marketing & Strategic Communications



**BASKETBALL**



**RODEO**



**SOFTBALL**



**SOCCER**

## THE COLLEGE SEAL



The college seal may NOT be used as a general logo. The seal is reserved for executive level and materials issued by the Office of the President. The seal may also be used for embossing, blind embossing and foil stamping as deemed appropriate for the situation.

Permission to use this logo for any purpose outside of official communications by the President's Office must be granted by the Office of Marketing & Strategic Communications.





NORTHWEST MISSISSIPPI COMMUNITY COLLEGE



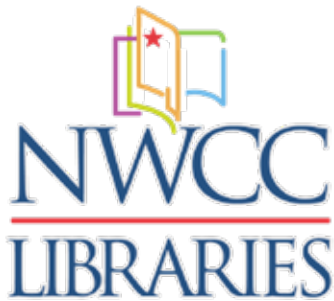
The official logo of the Heindl Center for the Performing Arts was developed exclusively for use by the center in official publications, signage, marketing materials, merchandising and for other official uses as needed.

Use of this logo is restricted to the Heindl Center for the Performing Arts. Permission to use the logo for any other purpose must be granted by the Director of the Heindl Center for the Performing Arts or the Office of Marketing & Strategic Communications.

NORTHWEST MISSISSIPPI COMMUNITY COLLEGE



## ADDITIONAL APPROVED LOGOS



These logos are "legacy logos" and may be used by ONLY these departments in printed and electronic communications.

Permission to use these logos for any purpose outside of their intended use must be granted by the Office of Marketing & Strategic Communications.

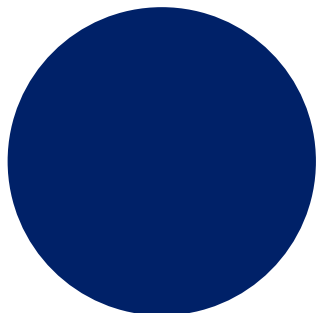


SCHOLASTIC INSTITUTE  
NORTHWEST MISSISSIPPI COMMUNITY COLLEGE\*

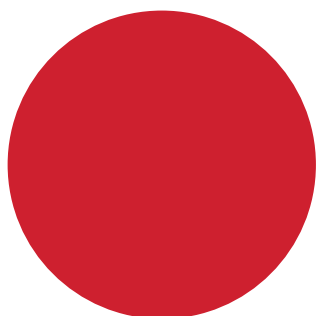


## COLOR SPECIFICATIONS

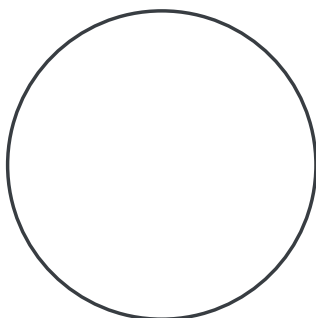
The official Northwest colors are navy blue, scarlet red, white, and valor blue.



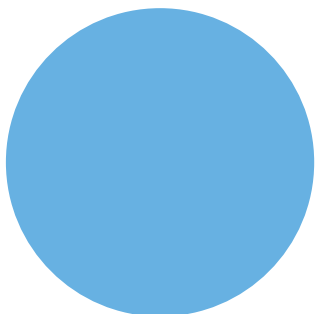
Navy Blue  
PMS 280 C  
#012169  
C: 100 M: 86 Y: 0 K: 39  
R: 0 G: 33 B: 105



Scarlet Red  
PMS 186 C  
#C8102E  
C: 0 M: 100 Y: 80 K: 5  
R: 200 G: 16 B: 45



White  
#FFFFFF  
C: 0 M: 0 Y: 0 K: 0  
R: 255 G: 255 B: 255



Valor Blue  
PMS 292 C  
#65B2E9  
C: 55 M: 10 Y: 0 K: 0  
R: 101 G: 178 B: 233

Fonts used for logo:

TRAJAN PRO

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789

Used in primary and secondary institutional logos—main heading wordmark

ACUMIN PRO

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789

Used in primary and secondary campus logos—individual campus wordmark and individual main department and Office wordmark

**ACUMIN PRO**

**BLACK**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789**

Used in secondary athletic logos—individual sport wordmark and alternative logo for pathways, programs and offices – individual name wordmark

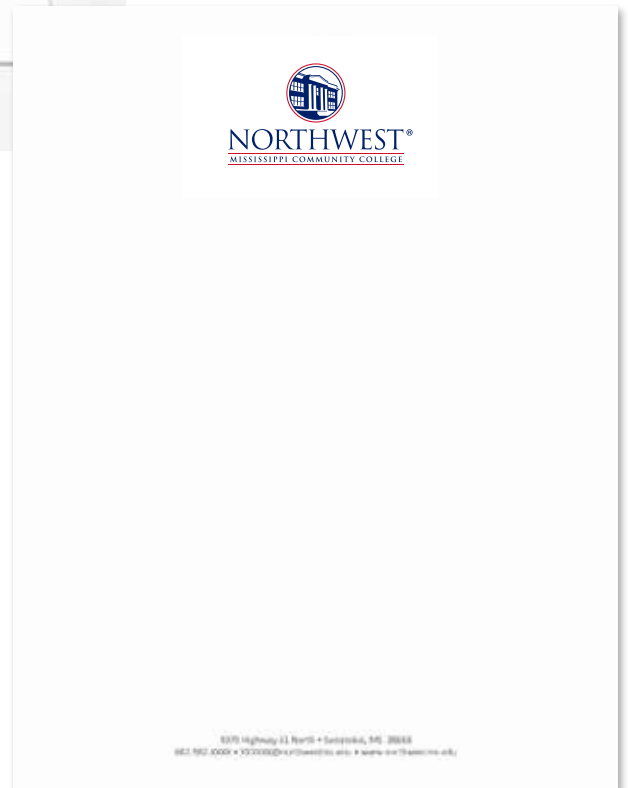


*Official Stationery*

## Letterhead, Envelopes and Digital Stationery

It is expected that all college business will be conducted on official college letterhead. Individual units may not create their own stationery or identification materials. All printed stationery should be obtained through the campus Bookstore.

Digital stationery should only be used for email correspondence and should never be printed for use as stationery. A digital stationery template in the form of a Word file is available upon request from the Office of Marketing & Strategic Communications.



*Digital Stationery*

# OFFICIAL BUSINESS CARDS



*Business Card*



*Business Card*

## **Business Cards**

Business cards and name tags should only be ordered through the Office of Marketing & Strategic Communications. Business card and name tag requests should be first approved by the employee's director or department head, then ordered through the Office of Marketing & Strategic Communications using the Project Request Form located on the Northwest website at <https://www.northwestms.edu/news-events/communications-department>.

Business card information should include name, title, phone, email address, and NWCC PO box (see example). Staff at DeSoto Center and Lafayette-Yalobusha Technical Center may request an office number in place of the NWCC PO box. All academic and institutional departments must use the secondary institutional logo or the secondary campus logo. There will be no department-specific business cards.

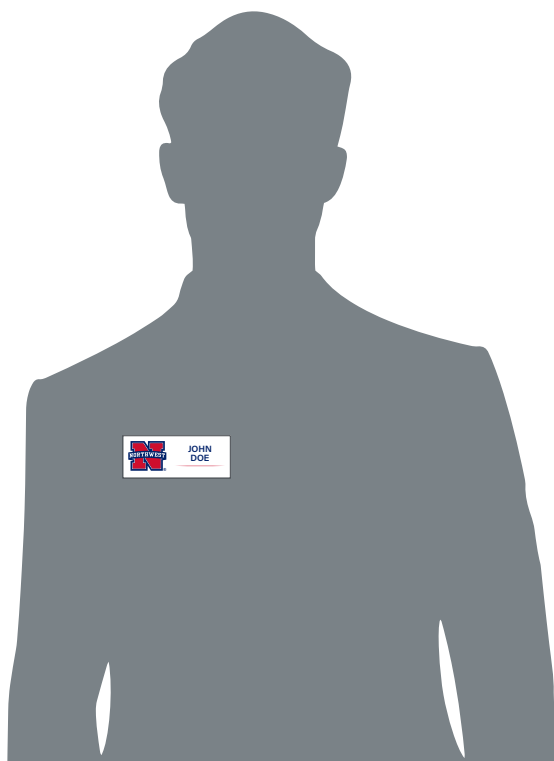
## OFFICIAL NAME TAGS



*Name Tag Executive Staff*



*Name Tag General Staff*



### **Name Tags**

Name tags are provided for all full-time employees except employees who wear uniforms with a pin or patch bearing the employee's name. Each employee receives two name tags with a magnetic backing. Employees may request name tags with a pin backing if preferred. Name tags for administrative-level employees (departmental director and above) contain the name and title with the Northwest N logo; faculty and general staff name tags contain the name only with the Northwest N logo.

Proper etiquette suggests that all name tags be worn on the right side of the body (from the wearer's perspective). When you greet someone with a handshake, they turn their upper body slightly toward you, which allows them to quickly glance at your name tag unnoticed.



# ATHLETIC BUSINESS CARDS

## Business Cards



**WOMENS  
BASKETBALL**

**JANE DOE  
HEAD WOMEN'S  
BASKETBALL COACH**

Phone: 662.000.0000  
Cell: 662.000.0000  
jdoe@northwestms.edu

4975 Highway 51 North  
NWCC Box 5421  
Senatobia, MS 38668

[www.nwccrangers.com](http://www.nwccrangers.com)

*For use by all athletic staff with the exception of Baseball and Football*



**NORTHWEST  
FOOTBALL**

**JOHN DOE  
DEFENSIVE BACKS  
COACH**

Phone: 662.555.0000  
jdoe@northwestms.edu

4975 Highway 51 North  
NWCC Box 7031  
Senatobia, MS 38668

[www.nwccrangers.com](http://www.nwccrangers.com)

*For use by Football Staff Only*



**BASEBALL**

**JOHN DOE  
HEAD BASEBALL COACH**

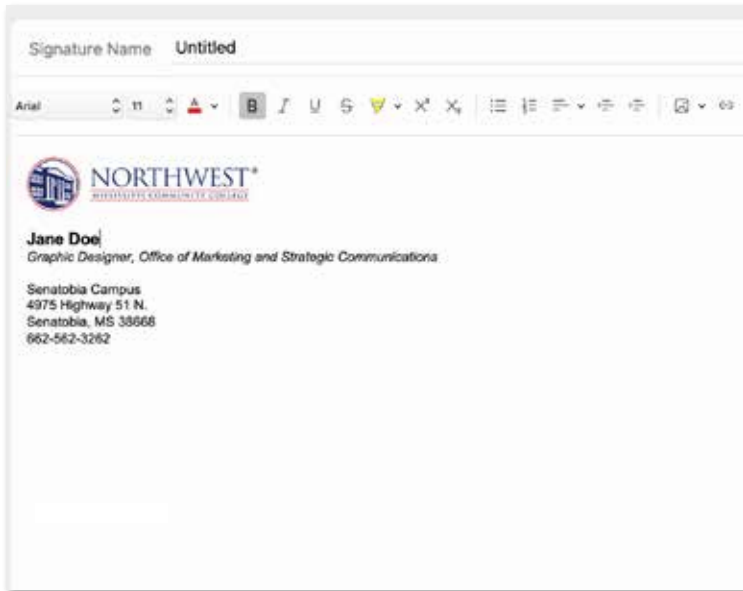
Phone: 662.000.0000  
Cell: 662.000.0000  
jdoe@northwestms.edu

4975 Highway 51 North  
NWCC Box 5491  
Senatobia, MS 38668

[www.nwccrangers.com](http://www.nwccrangers.com)

*For use by Baseball Staff Only*

# EMAIL SIGNATURE



Northwest email is for official college communication and is for the use of individuals conducting the business and correspondence of the college. The Northwest standardized email signature block may be considered to be the equivalent of an official Northwest business card.

You should include the following information on your email signature block:

- Official email signature logo (specific to your campus)
- **Name - Arial - Bold - 11 pt**
- *Title and Department - Arial - Italic - 9pt*
- Campus - Arial - 9 pt
- Mailing address - Arial - 9 pt
- City, state and zip code - Arial - 9 pt
- Your individual phone number - Arial - 9 pt

The official signature logo is available upon request from the Office of Marketing & Strategic Communications.

# OFFICIAL COLLEGE STATEMENTS

## PLEASE NOTE: THE FOLLOWING STATEMENTS MUST BE USED VERBATIM AND IN THEIR ENTIRETY

In order to comply with regulations from the Southern Association of Colleges and Schools Commission on Colleges (SACS-COC), the following statement must appear on major recruiting and other publications (Viewbooks, Bulletin, Northwest Now, President's Report, sports media guides, etc.) and, where spaces allows, in academic/career-tech brochures for both current and prospective students:

### Accreditation

Northwest Mississippi Community College is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award Associate of Arts and Associate of Applied Science Degrees. Degree-granting institutions also may offer credentials such as certificates and diplomas at approved degree levels. Questions about the accreditation of Northwest Mississippi Community College may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC's website ([www.sacscoc.org](http://www.sacscoc.org)).

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In order to comply with federal regulations from the Office of Civil Rights, the following statement must appear on ANY materials made available to any participants, students, applicants or employees. That includes all printed recruiting materials, forms, brochures, guides, etc.:

### Affirmative Action

Northwest Mississippi Community College does not discriminate on the basis of race, color, national origin, sex, disability, religion, sexual orientation, gender identity, age, or status as a veteran or disabled veteran in all its programs and activities. Northwest Mississippi Community College prohibits sexual harassment and all forms of sexual violence, regardless of sex, gender identity or sexual orientation. The following have been designated to handle inquiries regarding non-discrimination policies: Americans with Disabilities Act of 1990/Section 504 of the Rehabilitation Act of 1973: Disability Support Services Coordinator, Tate Hall, P.O. Box 7046, 4975 Highway 51 North, Senatobia, MS 38668, telephone number (662) 562-3309, e-mail address [mkelsay@northwestms.edu](mailto:mkelsay@northwestms.edu); Title II of the Age Discrimination Act: Vice President for Finance and Administration, James P. McCormick Administration Building, P.O. Box 7017, 4975 Highway 51 North, Senatobia, MS 38668, telephone number (662) 562-3216, e-mail address [jhorton@northwestms.edu](mailto:jhorton@northwestms.edu); Title IX of the Educational Amendments of 1972/Title VII of the Civil Rights Act of 1964: (For student-related matters) Associate Vice President for Student Services and Enrollment Management, Tate Hall, P.O. Box 7010, 4975 Highway 51 North, Senatobia, MS 38668, telephone number (662) 562-3409, e-mail address [trush@northwestms.edu](mailto:trush@northwestms.edu) or (for employment-related matters) Director of Human Resources, James P. McCormick Administration Building, P.O. Box 7038, 4975 Highway 51 North, Senatobia, MS 38668, telephone number (662) 560-5216, email [estanford@northwestms.edu](mailto:estanford@northwestms.edu).

*PLEASE NOTE: we have been granted permission to use the following statement in lieu of the full-length version ONLY IF the full version will not fit on the printed piece:*

Please visit the Northwest website at [www.northwestms.edu/affirmative-action](http://www.northwestms.edu/affirmative-action) to view the College's Notice of Non-Discrimination, Equal Opportunity and Affirmative Action.

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In order to comply with federal regulations from the Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Report, the following statement must appear on major publications, admissions applications and employment applications:

### Safety Statement

The safety and security of students, faculty, and staff is very important to Northwest Mississippi Community College. A copy of the Annual Security Report, published annually by the Campus Police Department, details Northwest policies and procedures regarding campus safety. A copy of the report, which contains the annual crime statistics report, is available online in the current Northwest Bulletin ([www.northwestms.edu/bulletin](http://www.northwestms.edu/bulletin)) or on the Northwest website ([www.northwestms.edu](http://www.northwestms.edu)) and in printed form upon request from the Campus Police Office at (662) 562-3314.