NORTHERN
Regional College

Northern Regional College
Logo Guidelines
(Version 01 - April 2018)

Northern Regional College Logo

Preferred version

Other versions

Black

NORTHERN
Regional College

Dark Blue

NORTHERN
Regional College

Teal

NORTHERN
Regional College

NORTHERN
Regional College

NORTHERN
Regional College

Core Colours

We have identified three core colours – dark blue, dark red and teal. The selected core colours are influenced by the teal and dark blue taken from the current identity toolkit. We would suggest that these are the colours used when creating a generic piece of Northern Regional College communication. Colour selection is an important part of the design process and vital to help set the scene and convey a message.

Secondary Colours

The extended colour palette acts in support of the core palette. Colours will be used either alone or in conjunction with some or all of the core brand colourways. Adhering to these colours will result in a consistent look and feel of product. The secondary colour pallet covers a wide range of colour options all of which relate back to the core colours.

Additional Colour

Additional colour indicates colour of text. This colour can also be used, if required, as an alternative colour for Northern Regional College product.

Pantone 432
C : 30
M : 0
Y : 0
K : 85
R : 69
G : 85
B : 96
Hex Colour: 455560

Core Colours

Pantone 3272
C : 100
M : 0
Y : 44
K : 0
R : 0
G : 164
B : 153
Hex Colour: 00A499

Pantone 303
C : 100
M : 11
Y : 0
K : 74
R : 0
G : 63
B : 95
Hex Colour: 003F5F

Pantone 188
C : 0
M : 97
Y : 100
K : 50
R : 139
G : 14
B : 4
Hex Colour: 8B0E04

Secondary Colours

Pantone 3295
C : 100
M : 0
Y : 53
K : 21
R : 0
G : 141
B : 127
Hex Colour: 008D7F

Pantone 302
C : 100
M : 25
Y : 0
K : 50
R : 0
G : 85
B : 129
Hex Colour: 005581

Pantone 1805
C : 0
M : 91
Y : 100
K : 23
R : 192
G : 49
B : 26
Hex Colour: C0311A

Pantone 3145
C : 100
M : 0
Y : 19
K : 23
R : 0
G : 141
B : 168
Hex Colour: 008DA8

Pantone 269
C : 100
M : 94
Y : 0
K : 47
R : 70
G : 22
B : 107
Hex Colour: 46166B

Pantone 173
C : 0
M : 69
Y : 100
K : 4
R : 232
G : 109
B : 31
Hex Colour: E86D1F

Purchasing the Typeface

FF DIN Pro acts as both our headline font and our text font. The typeface is available in formats for Apple and PC. In order to use our preferred font it must be purchased. The typeface can be downloaded from:

www.myfonts.com

Identity Options

A number of FF DIN Pro weights are available, allowing a full range of creative expression. Weights include thin, thin italic, regular, italic, medium, medium Italic, bold, and bold italic. FF DIN Pro Bold is the most commonly used weight for stand-out marketing materials across all art forms, supported and complemented by other weights as appropriate. Body text should be developed as a combination of light, regular and medium.

Alternative Typeface

If required, alternative typeface Arial can be used for visual communication objectives.

Email Signature

Name Surname
Position
Campus

Tel: 028 70340000
Mob: 07824 828000
Email: address@nrc.ac.uk
Web: www.nrc.ac.uk

**NORTHERN
Regional College**
Ballymena Ballymoney Coleraine Magherafelt Newtownabbey

This message contains confidential information and is intended only for the individual named. If you are not the named addressee you should not distribute or copy this e-mail. Please notify the sender immediately by e-mail if you have received this e-mail by mistake and delete this e-mail from your system

DIN Bold for stand-out

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)**

**DIN Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)**

DIN Pro Bold Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)*

*DIN Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)*

DIN Regular for body text

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

DIN Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

DIN Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)*

*DIN Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)*

Email signature preview:

To: Northern Regional College
Cc:
Subject: Testing Email Signature

Name Surname
Position
Campus

Tel: 028 70340000
Mob: 07824 828000
Email: address@nrc.ac.uk
Web: www.nrc.ac.uk

**NORTHERN
Regional College**
Ballymena Ballymoney Coleraine Magherafelt Newtownabbey

This message contains confidential information and is intended only for the individual named. If you are not the named addressee you should not distribute or copy this e-mail. Please notify the sender immediately by e-mail if you have received this e-mail by mistake and delete this e-mail from your system
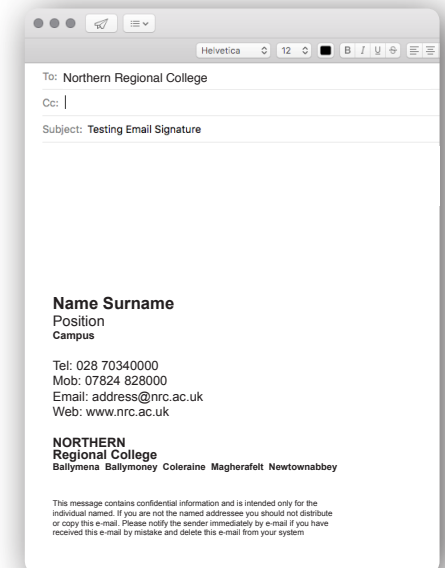
NORTHERN
Regional College

Northern Regional College logo cannot be used or reproduced without permission from Marketing. You must request approval to use the logo in any document, papers or elsewhere by **emailing marketing@nrc.ac.uk.**

For more advice or help please contact:

Craig Fairless, Head of Marketing and Public Relations
craig.fairless@nrc.ac.uk

Michelle Bellingham, Marketing Communication Co-ordinator
michelle.bellingham@nrc.ac.uk