

VISUAL IDENTITY GUIDE

GUIDELINES FOR USING THE NEW COLLEGE OF FLORIDA GRAPHIC IDENTITY

LOGO

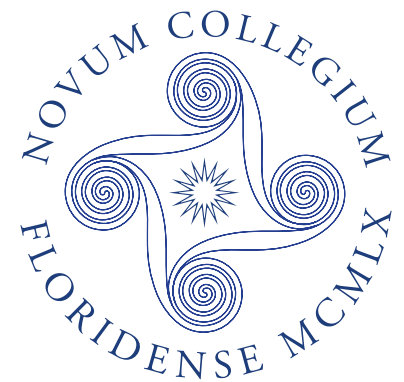
New College of Florida's logo is comprised of the wordmark "New College of Florida" and a horizontal line to the left of "of Florida" with words "The Honor's College" above it. No variations of this logo are acceptable.



COLLEGE SEAL

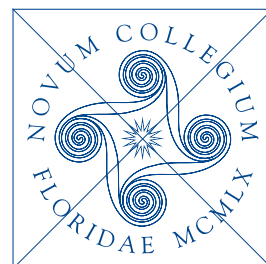
The College seal may be used only for official or ceremonial documents, presidential communications, special academic correspondence and gift items. Any other use should be reviewed and approved by Communications and Marketing. The seal should not otherwise be manipulated or altered, or used together with the logo. Using it as a background graphic or design element is also discouraged.

In April 2015, the faculty of New College of Florida voted to correct the latin in the seal from "Novum Collegium Floridae," to "Novum Collegium Floridense." Read more in "The Secret of the Seal," by Professor David Rohrbacher: nimbe.ncf.edu/professional-latinist-to-the-rescue.



UNACCEPTABLE USAGE

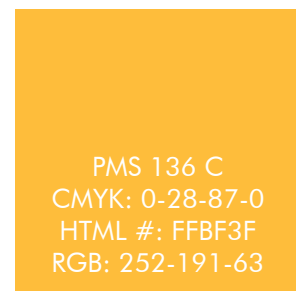
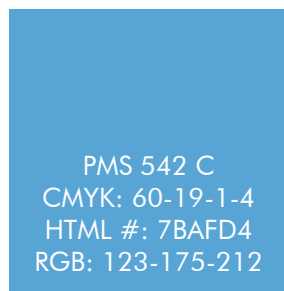
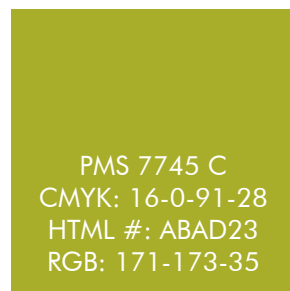
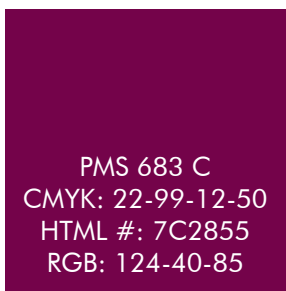
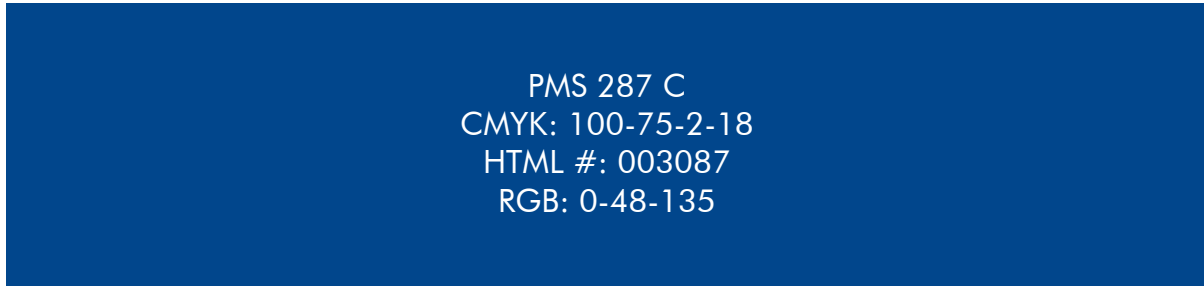
The logo should never appear together with the seal. The original version of the seal ("Novum Collegium Floridae") should not be used.



COLOR PALETTE

The New College of Florida primary color is blue (PMS 287). The color palette includes four secondary colors that compliment the official color.

PRIMARY COLOR



SECONDARY COLORS

DEPARTMENT LOGOS

Department logos are available from Communications and Marketing. To request a logo for your department, please email communications@ncf.edu.

New College
THE HONORS COLLEGE of Florida

Center for Career Engagement & Opportunity

New College
THE HONORS COLLEGE of Florida

Student Disability Services

SOCIAL MEDIA ICONS

Graphic icons for social media use are available from Communications and Marketing. To request an icon for your social media page icon, please email communications@ncf.edu.



TYPOGRAPHY

Univers and Baskerville are the recommended complementary typefaces for use in correspondence and body copy. Departments may purchase these fonts to complement use of the visual identity elements; however, they are not required.

UNIVERS 49 LIGHT ULTRA CONDENSED (Primarily used in all caps for headlines)

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 ! @ # 4 % ^ & * ()

Univers 47 Light Condensed

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

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 ! @ # 4 % ^ & * ()

Baskerville Regular

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

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 ! @ # 4 % ^ & * ()

TRADEMARKS

The New College logo and seal are registered trademarks. When they are printed on products such as shirts, hats, mugs, and all others for distribution or resale, the logo must include the TM symbol. All products must be printed by a licensed vendor through the College's licensing administration partner, Learfield Licensing Partners. To request an official vendor list, please email communications@ncf.edu.

BUSINESS CARDS & STATIONARY

Business cards and stationary are available to order online through Sir Speedy.

four51.com/UI/customer.aspx

User: newcollege

Password: newcollege

LOGO REQUESTS

The official College logo is available in a variety of formats. For logo requests, please email communications@ncf.edu.