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

**COLOR PALETTE**

**PRIMARY COLOR**

PMS 287 C  
CMYK: 100-75-2-18  
HTML #: 003087  
RGB: 0-48-135

**SECONDARY COLORS**

PMS 683 C  
CMYK: 22-99-12-50  
HTML #: 7C2855  
RGB: 124-40-85

PMS 7745 C  
CMYK: 16-0-91-28  
HTML #: ABAD23  
RGB: 171-173-35

PMS 542 C  
CMYK: 60-19-1-4  
HTML #: 7BAFD4  
RGB: 123-175-212

PMS 136 C  
CMYK: 0-28-87-0  
HTML #: FFBF3F  
RGB: 252-191-63

**DEPARTMENT LOGOS**

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

**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 ! @ # $ % ^ & * ()

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 ! @ # $ % ^ & * ()

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 ! @ # $ % ^ & * ()

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 ™ 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.