

VISUAL IDENTITY GUIDE

GUIDELINES FOR USING THE NEW COLLEGE OF FLORIDA GRAPHIC IDENTITY

LOGO

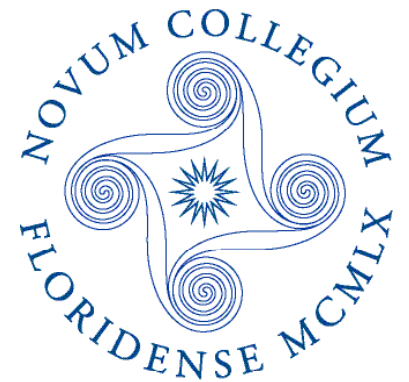
New College of Florida’s logo is comprised of the wordmark “New College of Florida” and a horizontal line to the left of “of Florida” with words “The Honors College” above it. No variations of this logo are acceptable.



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.”



UNACCEPTABLE USAGE

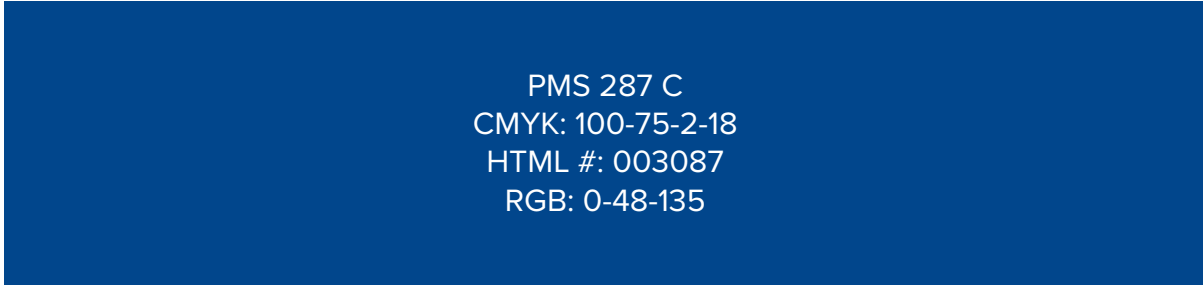
The logo should never appear together with the seal. The original version of the seal (“Novum Collegium Floridae”) should not be used.



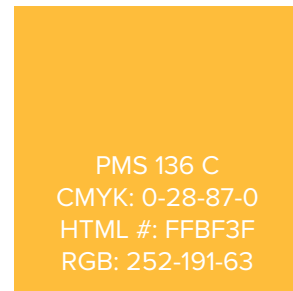
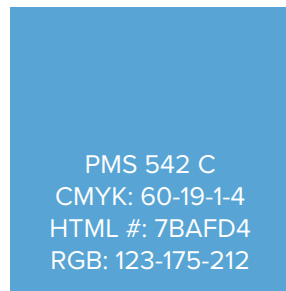
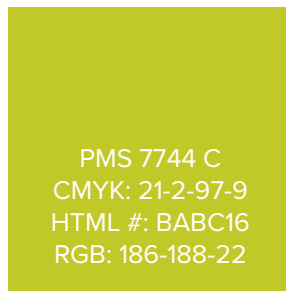
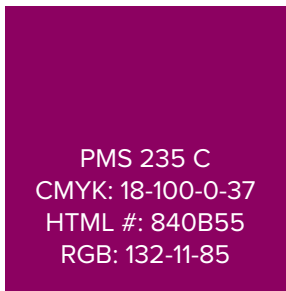
COLOR PALETTE

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

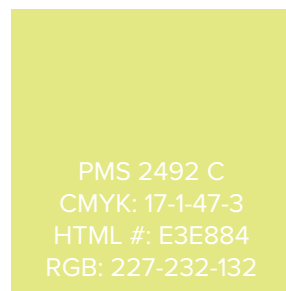
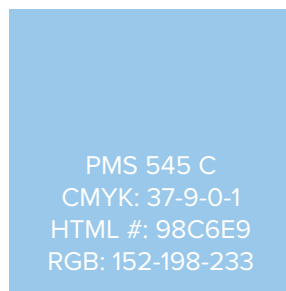
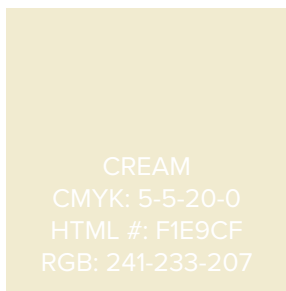
PRIMARY COLOR



SECONDARY COLORS



EXTENDED COLORS



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

Bison and Proxima Nova 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.

Bison is primarily used in all caps for headlines:

BISON DEMIBOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#4%^&*()**

BISON REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#4%^&*()

Proxima Nova can be used for headlines and body copy:

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#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 ™ 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.