BRAND IDENTITY GUIDELINES

A Guide To The Brand Visual System for NCAEC

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ABOUT THE COMPANY

The North Central Adult Education Consortium (NCAEC) is a network of participating school districts, educational providers, workforce development, and human services organizations across five counties; Yuba, Sutter, Yolo, Colusa, and Lake.

Consortium members are led by the Yuba Community College District and include surrounding K-12 school districts.

Together, we ensure that adults in our district counties have access to educational programs that meet employer needs, enabling our students and our region to grow and thrive.

Primary Logo
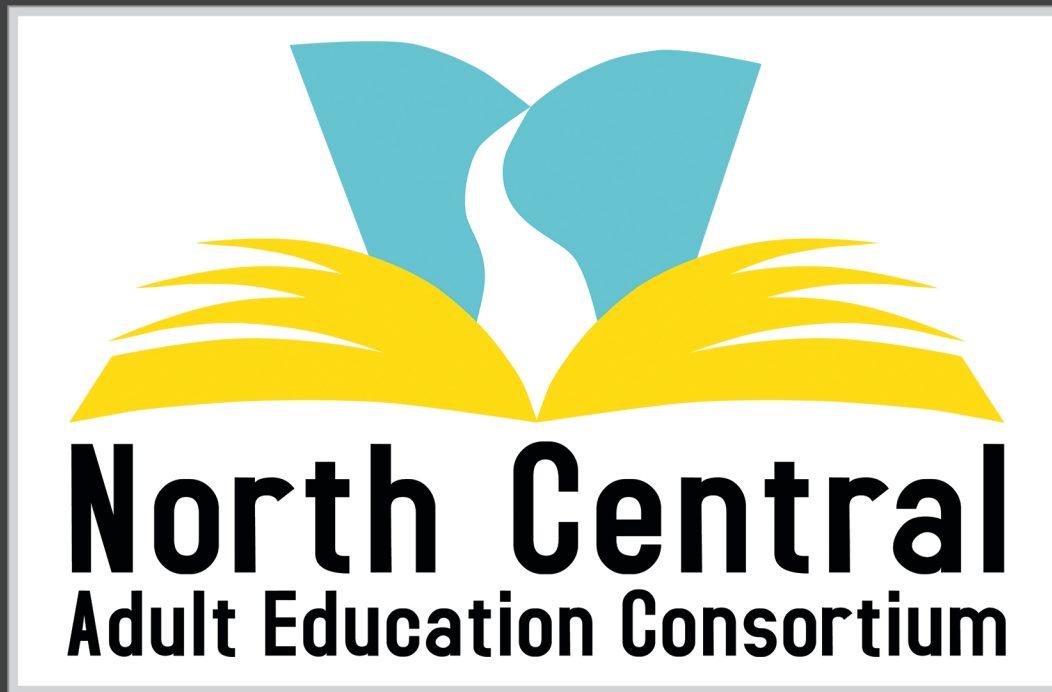
Design Philosophy

The logo itself was designed with 3 elements in mind - **Audience, Location, and Color Theory.**

The goal of the logo design process was to combine all three elements into one cohesive idea. Through brainstorming and research, this was the final product of it all.

On the intial breakdown of the logo we came to the conclusion that our target audience was of a broader variety. Students come in all age groups and backgrounds but regardless of where they come from, a book can always provide a wealth of knowledge. An open faced book with pages was the best way to showcase this idea. Along with that idea, the next concept was to tie in was the central location of all the counties included in this consortium. Located in the greater sacramento valley surrounded by hills, rivers, landscapes that stretch for miles, a river flowing through a hill or a gorge was the central idea. Lastly, was the color choices we used; blue & yellow. Blue often speaks of honesty and trust and yellow speaks of intellect and knowledge. With that in mind, all three elements became a cohesive idea that transformed this logo into what you see above.

LOGO VARIATIONS

Downloadable files are always available at *www.aspiregfx.com/ncaec-download/*

Alternative Logos
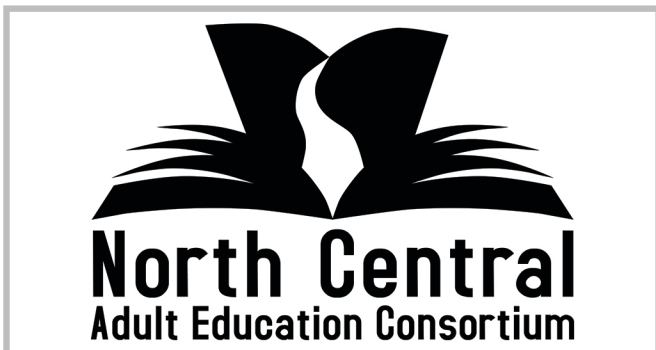
Black & White Logo

Typography Logo

Icon Logo - Color

Icon Logo - Black & White

There are several different renditions of the logo that can be utilized. Depending on your goal of how you are to display the logo will dictate what type of logo should be used.

The logo can be rendered to a monotone version using black & white. The icon and typography can also be utilized as a standalone without the the other.

TYPOGRAPHY

Primary Font

50 pt
Aa123

40pt
Aa123

30pt
Aa123

24pt
Aa123

18pt
Aa123

14pt
Aa123

12pt
Aa123

Accidental Presidency

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

"Accidental Presidency" is a free font found at
https://www.dafont.com/accidental-presiden.font and created by **Tepid Monkey** at *http://www.tepidmonkey.net/*

It's a 100% free font that can be downloaded and utilized. While it may not have any other variations as far as bold, semi-bold, or italic, it is still a very clean font choice. It holds true to the professionalism and simplicity that we were aiming for in our logo and works cohesively together.

We give full credit to the author and designer of the font choice used in our logo.

COLOR BREAKDOWNS

Primary Colors

Pantone 7709 UP

1

CMYK   C:54   M:0   Y:16   K:4
RGB   R:101   G:193   B:206
HEX   #65c1ce

Pantone 115 UP

2

CMYK   C:0   M:11   Y:94   K:0
RGB   R:255   G:219   B:29
HEX   #ffdb1d

Pantone Process Black UP

3

CMYK   C:0   M:0   Y:0   K:100
RGB   R:35   G:31   B:32
HEX   #FFFFFF

N/A White

4

CMYK   C:0   M:0   Y:0   K:0
RGB   R:255   G:255   B:255
HEX   #000000

The name of the color is a Pantone color swatch which will be the same in every print shop that utilizes the pantone swatches regardless of printer. *Keep in mind not every printer utilizes Pantones, so CMKY & HEX are the equivalents. This may mean that colors come out slightly differ from printer to printer.

CMYK refers to the color combinations used in Print media.
RGB refers to the color combinations used in Web design and on screen displays.
HEX refers to the 6 digit hexadecimal number used in web & on screen displays.

THE LOGO USAGES

Proper methods of displaying the logo

On Light Background

The logo has two variations with both full color and black & white. Both can be utilized on a lighter solid colored background (mainly white for the best effect). Try to avoid using clashing colors that can be harsh on viewers due to the bright yellow and blue in the colored logo. This can create a conflicting contrast for viewers.

On Dark Background

On darker backgrounds, the best choice of logo is the full colored version that includes utilizing the white typography. The blue and yellow provide a huge contrast in comparison to the background and definitely stand out in front of the dark colors. It's much easier on the viewers eyes and is legible.

On Gray Background

Gray backgrounds are an excellent choice for either logo so long as the background is not too dark that it causes contrast issues and becomes illegible to the viewer. This is another ideal background choice when utilizing the logo as well.

On Photo Background

As you can see above using the logo on photo backgrounds can be rough on the viewers. It is best advised to avoid using this conflicting display unless utilizing shadows as shown above or utilizing an opaque background behind the logo above the background image. Also if you choose this method also try to utilize the white typography logo instead of the black as it will help bring more variance and make it easier for the viewers.

USAGE ERRORS

Improper methods of displaying the logo

Logo Errors

Do Not Display Logo at Full Opacity - As it will almost make the logo disappear and become illegible.

Distortion of Proportion - Avoid scaling a logo unevenly. Doing this can stretch or squeeze the logo to become illegible to viewers.

Do Not Randomly Change Colors - The colors chosen for the logo were specifically handpicked during the design process and chosen for the target audience.

Skewing, Distorting, & Wrong Orientation - This creates an odd skewing of the logo and strains the viewers for legibility. It also puts the logo out of proportions.

Background Errors

Incorrect Usage of Logo on a Dark Background - Avoid using the monotoned logo on dark backgrounds as it will be harder on the viewers to see. Utilize the full colored logo on darker backgrounds.

Incorrect Usage of Logo on Photo Background - Avoid using the logo on a photo background without utilizing shadows or an opaque background as the logo will be hard on the viewers.

HELPFUL TIPS

Do's List

1 Always Follow the Guidelines - The guidelines are here for your benefit. Please follow the guidelines set before you and refer to it as you need to.

2 Maintain the Logo Proportion - Resize logo using even proportions. Do not extend one side without the rest of the logo. Maintains legibility and proportion!

3 Keep the General Style - Stay within the set guidelines of the logo. The logo was designed with the utmost attention to the discussions in the design process.

4 Present the Logo Legible to Viewers - Depending on the medium in which the logo is being utilized should dictate what logo to use. Use the one that is best legible and easy on the viewer's eyes. Also be aware of using or resizing the logo to a smaller type and avoid going below a 12pt size font! It becomes harder to read below this point!

Dont's List

1 Do Not Change Colors - The colors used in the logo were carefully handpicked for the target audience discussed in the logo design process.

2 Never Use Other Typefaces - As with the colors chosen the typeface was handpicked for the target audience discussed in the logo design process.

3 Do Not Monotone the Logo - Hand in hand with changing of colors, avoid doing so! Utilize the B&W version of the logo instead.

4 Do Not Use A Gradient - Hand in hand with changing of colors, avoid doing so! Adding or creating a gradient will change the overall look and feel of the logo.

5 Never Resize A .JPEG File - We cannot stress how important it is to not distort the logo! A distorted logo looks unprofessional so please use the .AI files given instead. If you need assistance with file (due to lack of program) seek out help with Aspire Graphics.

NCAEC Logo Guidelines

We hope that this guide answered any and all of the questions you may have regarding the NCAEC logo. While a logo may appear to be a simple image or design, there are still many things that should be followed when it comes to keeping with the branding of your logo, such as colors and typography in specific.

We hope that this guide may come in handy should any situation arise that you may need to refer to or when taking it to any other designer or print shop.

Should any questions, concerns, or issues regarding this guideline or the logo ever come about, please do not hesitate to contact us here at Aspire Graphics.

We do hope that you enjoy the logo we've created for your business and we hope that you continue to work with us here at Aspire Graphics!

With our highest regards,

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GRAPHICS

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GRAPHICS