

# Graphics Guidelines



**Name and Logo**

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**Typography**

**Stationary:**

**Business Card**

**Letterhead**

**Second Sheet**

**Envelope**

**Fax Cover Sheet**

**Report Cover**

**Print Literature**

**Logo Usage**

**NICOLA VALLEY**  
INSTITUTE OF TECHNOLOGY

## Name & Logo

The Nicola Valley Institute of Technology will be visually represented by one of the three approved variations to the logo.

The logo that stands alone (1) with NVIT is to be used on all communication where the intended audience is familiar with the Nicola Valley Institute of Technology or the intended application includes the college name elsewhere on the communication. See Print Literature for more information.

The logo version including the byline (2), *Education • Strength • Leadership*, is intended for audiences that are familiar with Nicola Valley Institute of Technology but a positioning message is required.

The logo including the byline with full college name below (3) is intended to be used when the audience is not familiar with the Nicola Valley Institute of Technology and/or the college name does not appear in close proximity anywhere else on the communication.

### Colour

The logo can be reproduced in one colour, or three colour process. See Colour Reproduction for more information.

### Electronic Artwork

All Nicola Valley Institute of Technology logos are available in electronic form. These are specially drawn, original pieces of art. Never modify, re-draw or alter them in any way. Using the logo inconsistently, or altering it, can undermine the effectiveness of the Nicola Valley Institute of Technology communications.

1



2



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### ◆ Name and Logo

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## Colour Reproduction

Our logo colours are Pantone 179, Brown Pantone 467, and Pantone Black. For other print work, Pantone 5767 is to be added as the dominant colour. Screens of these colours are also acceptable.

These colours are powerful tools of communication, providing continuity, ownability and energy.

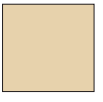
### Specialty Items

When reproducing the logo outside of normal print media, the logo may be foil stamped, embossed and/or debossed. Permissible foil colours are metallic red to match as close as possible to (p-179), and metallic brown (P-467). The consistent use of these colours will infuse our printed literature with a stronger sense of unity.

#### Logo



PMS 179 C  
179 U  
CMYK 0/79/94/0  
RGB 94.1/31/24.7



PMS 467 C  
467 U  
CMYK 0/23/43/18  
RGB 207/161/105



PMS Pantone Black C  
Pantone Black U  
CMYK 0/0/0/100  
RGB 0/0/0

#### Other print work



PMS 179 C  
179 U  
CMYK 0/79/94/0  
RGB 94.1/31/24.7



PMS 5767 C  
5767 U  
CMYK 15/0/68/39  
RGB 49.1/47.2/32.9



PMS Pantone Black C  
Pantone Black U  
CMYK 0/0/0/100  
RGB 0/0/0

1



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# Typography

Distinct typography is used to convey an image. Consistent use of these fonts will create a tone of voice that is consistent with the image of NVIT. Legibility is a prime concern, however, type can be used to convey an attitude or approach through varying degrees of severity or elegance.

## Impact ♦ sans serif

ABC	ABC	ABC
abc	abc	abc
123	123	123

## Regular, Italic, Bold

This font has been selected for use in applications where a sans serif format is most appropriate; generally in headlines, banners or posters.

## Newtext ♦ serif

ABC	<b>ABC</b>	ABC	<b>ABC</b>
abc	<b>abc</b>	abc	<b>abc</b>
23	<b>123</b>	123	<b>123</b>

## Book, Demi, Light, Regular

Newtext Book is our choice when a serif face is required for body copy in letters, brochures and general design purposes.



**N V I T** ♦ Serpentine ICG Bold  
**Byline** ♦ New Text Regular



**N V I T** ♦ Serpentine ICG Bold  
**Byline** ♦ New Text Regular

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# Stationary

These Guidelines have been developed to ensure consistency among all platform NVIT stationary. Elements such as format and grid layout are utilized to achieve this.

In the simplest terms, a stationery guideline system for the Nicola Valley Institute of Technology will:

- ♦ provide a rigid grid to ensure consistency of identification
- ♦ define formats and proportions for stationary, including letterhead, business card and N<sup>o</sup>10 envelope

The rules laid out within this section of the guidelines apply to stationery only and may be different for other printed materials. Refer to the appropriate guidelines for the media you are designing.



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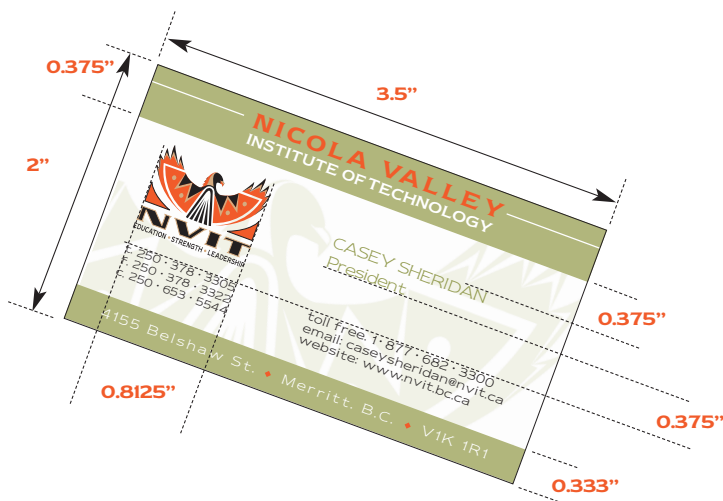
# Business Card

The Nicola Valley Institute of Technology logo will always appear in the upper left side of the business card. Only use approved supplied logos. Do not attempt to recreate the logo. For the purpose of the business card, the screened- down logo is to be Pantone 5767 at 14%.

Contact information will always be printed as follows;

- ♦ the address will be knock-out white on 70% Pantone 5767 uncoated
- ♦ the individuals name and position will be 70% Pantone 5767 uncoated, and the phone number, fax number cell number email address, and website will be black

The individuals name will be 7 point Newtext Light all caps, the employees title will be 7 point Newtext Light, and all other contact information will be 5 point Newtext Light on 6.5 point leading.



Back



Name and Logo

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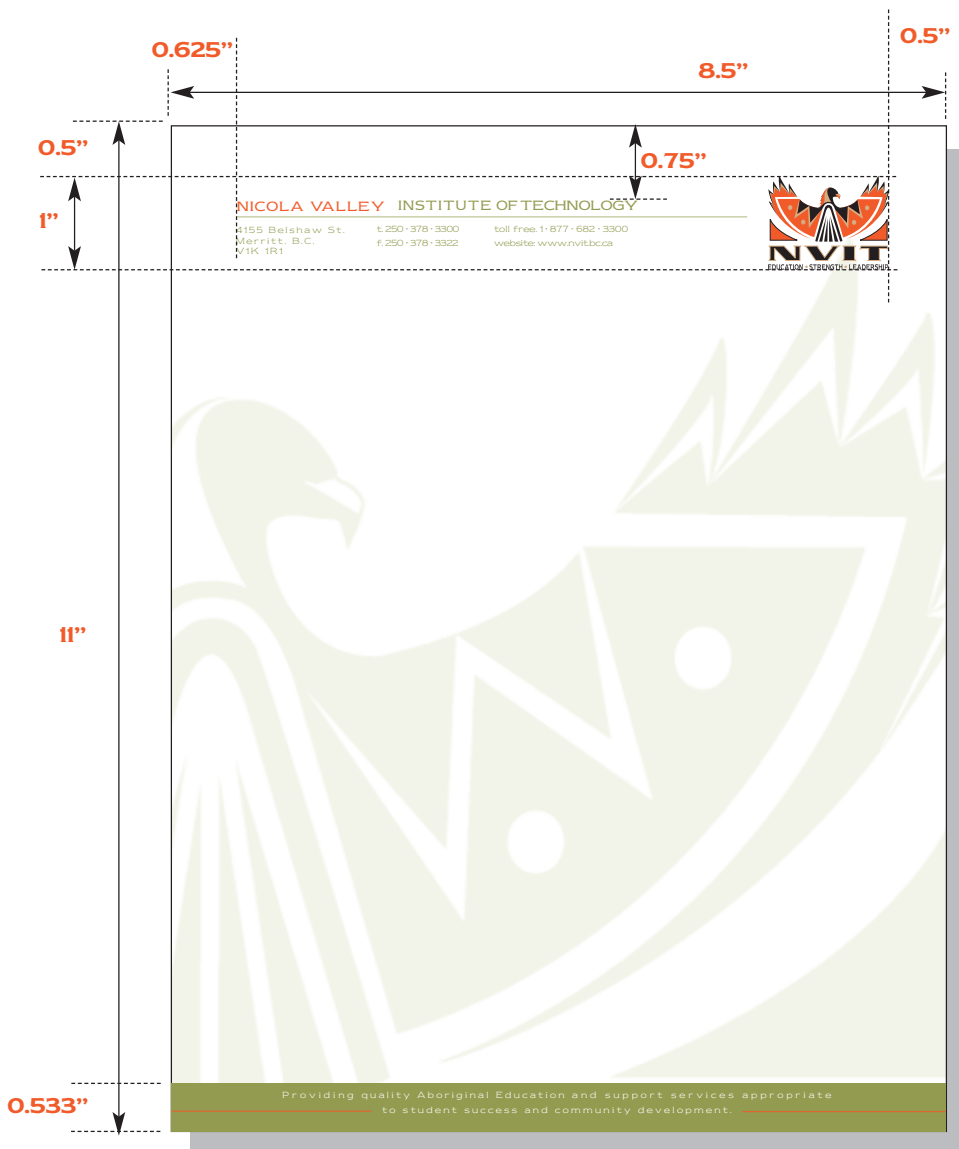
Logo Usage

# Letterhead

The logo will always appear top right on a letterhead. Only use approved supplied logos. Do not attempt to recreate the logo.

The contact information will always be 100% Pantone 5767 uncoated at 6 point Newtext Light. For the purpose of letterhead, the screened down logo will not be less than 9% Pantone 5767, or more than 12%.

The statement at the base of the letterhead will be a knock-out white on 100% Pantone 5767 set in 6 point Newtext Light with 12 point leading.



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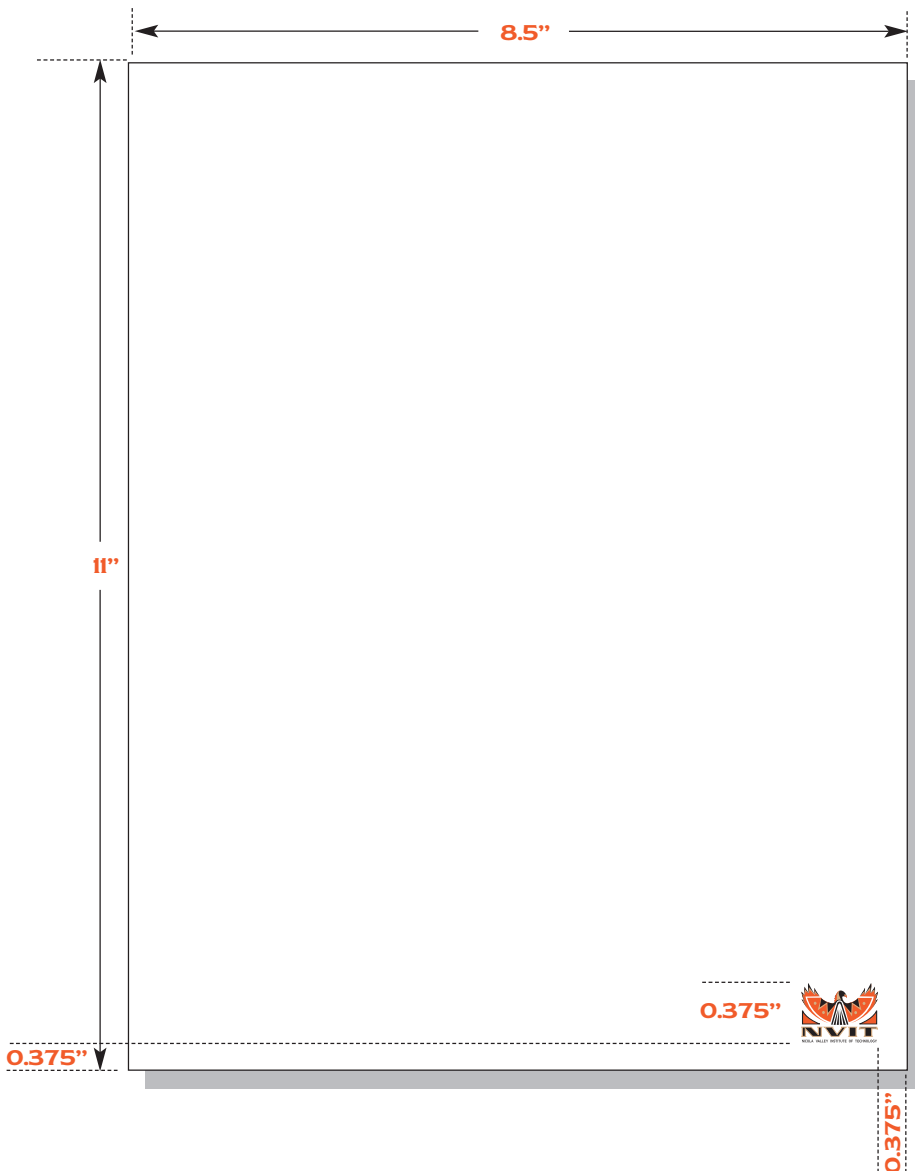
Stationary:  
Business Card  
◆ Letterhead  
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## Second Sheet

Since the second sheet always comes after the letterhead, contact information need not be present in this case. Just the NVIT logo with the full name of the institution needs to be on this page.



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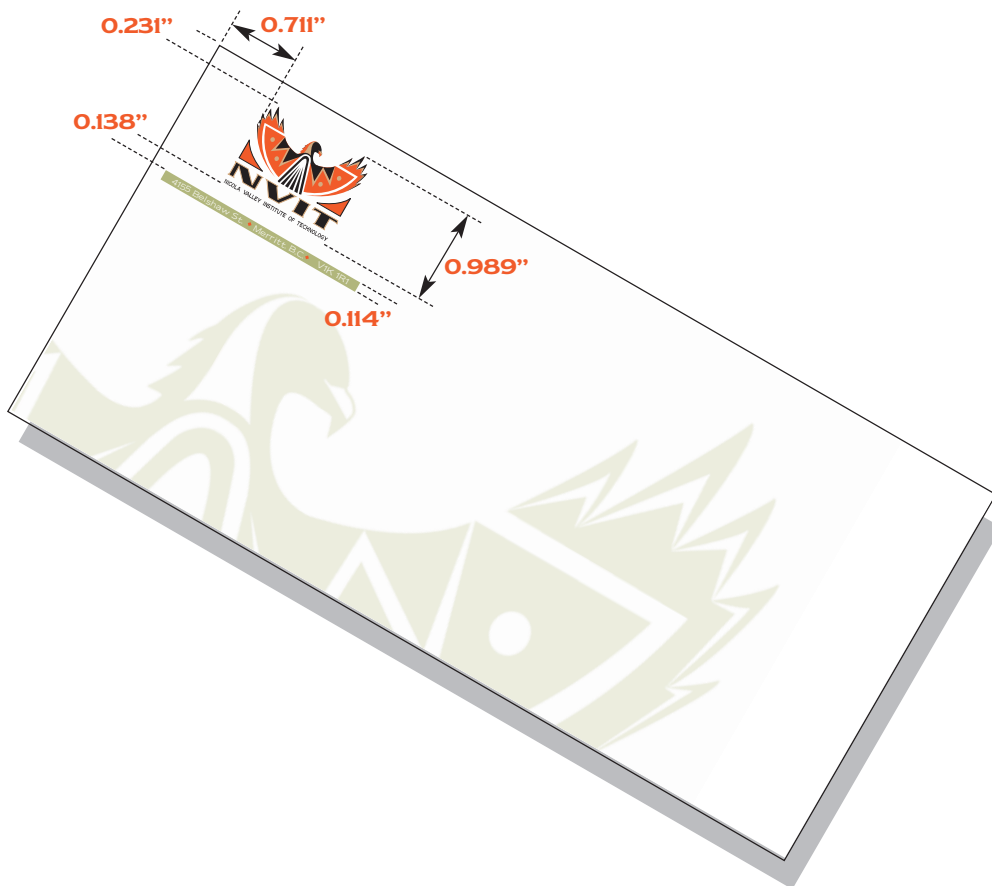
Logo Usage



## Envelope

The logo will always appear in the top left corner of the envelope. Only use approved supplied logos. Do not attempt to recreate the logo.

The contact information will always be knock-out white on 70% Pantone 5767 uncoated set in 5 point Newtext Light. For the purpose of the envelope, the screened down logo **cannot be less than 9% Pantone 5767, or more than 14%.**



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# Fax Cover Sheet

Since faxes are not in colour, colour is irrelevant in this case. It is important, however, to leave a 1/4 inch allowance to be sure the header and contact information are not being cut off in the transmittal.



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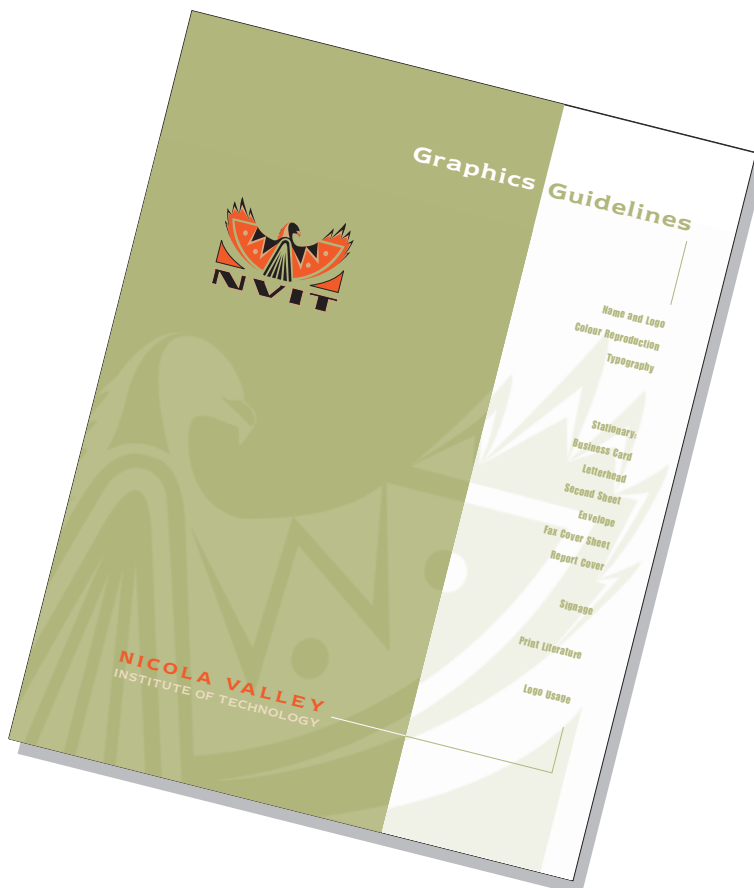
Print Literature

Logo Usage

## Report Cover

Reports covers of any kind will adhere to the following guide lines:

- ◆ the dominant colour will be Pantone 5767 at 70%
- ◆ the only other colours to be used are Pantone 467, Pantone 179, and Black
- ◆ It is acceptable to use screens of these colours
- ◆ Headers are to be set in Impact at no less than 18 point and no more than 48 point
- ◆ Sub-headings are to be set in 14 point Newtext Regular, Demi, or Book. Any of the colours listed in Colour Reproduction, or screens of these colours may be used
- ◆ “NICOLA VALLEY” will be set in 14 point New Text Demi, and “INSTITUTION OF TECHNOLOGY” in 10 point New Text Regular



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◆ Report Cover

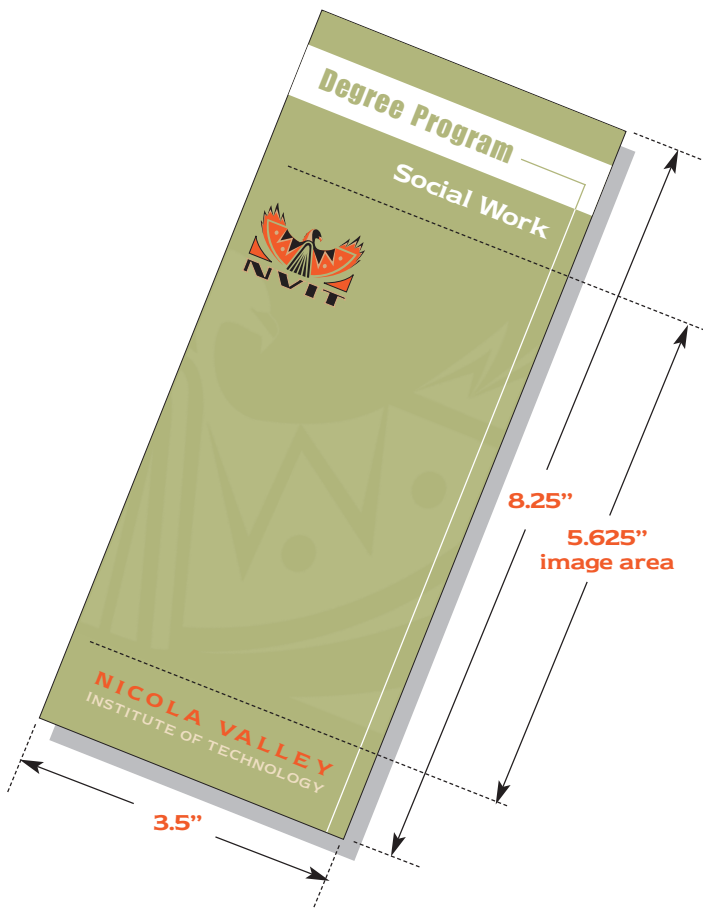
Print Literature

Logo Usage

## Print Literature • Brochure

The heading should always appear in the top 1/4 of the face panel. The header should always be set in Impact, and the subhead should always be set in Newtext Demi.

Any of the three colour versions of the NVIT logo may be placed in the top 1/3 of the face panel, and should always be accompanied by the full name of the institute in the lower 1/4 of the panel. A screened version of the logo may be used as a design element as long as it is not distorted in any way, and is accompanied by the original colour logo. Simple imagery may be placed in the designated area, but must respect the needed space around the logo (see Logo Usage). As shown below, the only exception to this rule is when using a significantly- screened back image.



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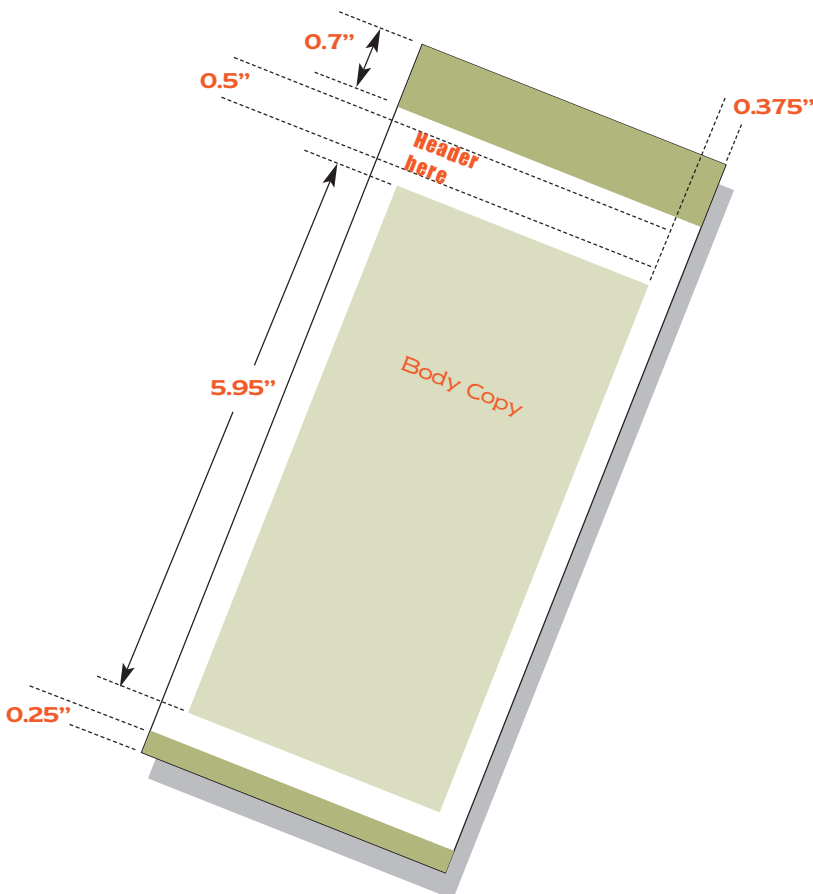
Logo Usage

## Print Literature • Brochure

The inside of our print literature should be treated much like the cover or primary display panel. Keep type margins to a minimum of 3/8" from the sides. Body copy should be set in Newtext Book, 9 point on 14 point leading and justified. All of these adjustments contribute to the white space that is an integral component of our communication system.

We have based the system on a one-column grid. Imagery may be placed on one or all pages of the spread with the exception of the back panel. Images may bleed off the spread, and may also spread across more than one page of the interior.

To utilize white space furthermore, simple, clean imagery anchored with a drop shadow should be used to avoid clutter.



\* Please note: With the exception of the upper and lower bands in 70% Pantone 5767, the shaded areas are for explanatory purposes only. These areas are to be left in white to maintain cleanliness of the design.

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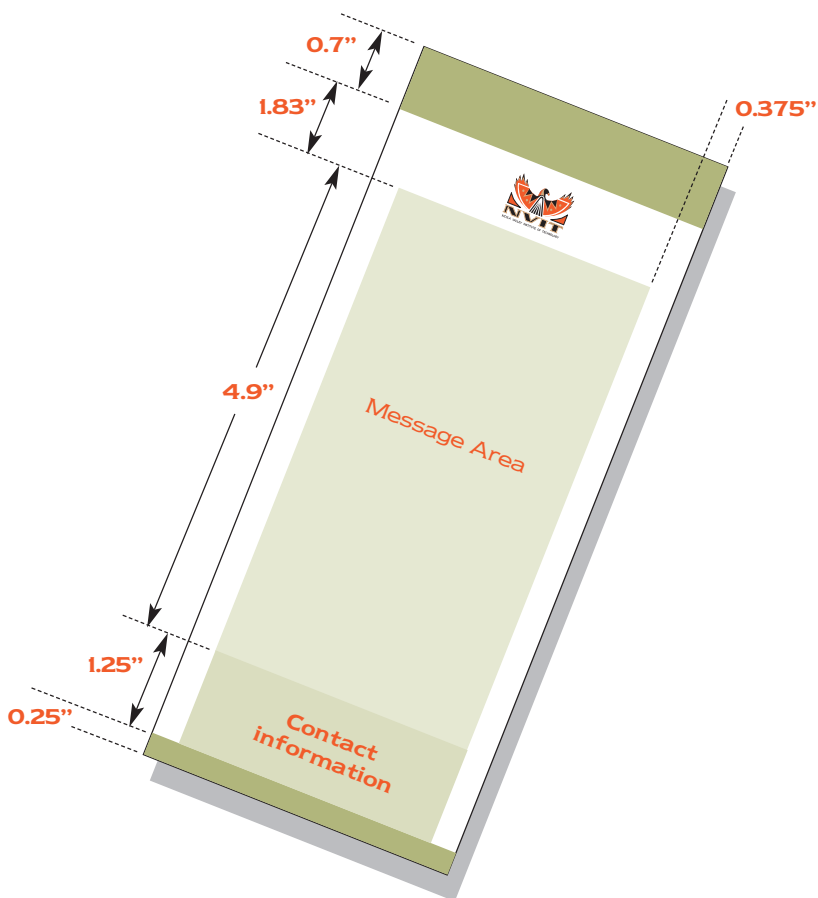
Report Cover

◆ Print Literature

Logo Usage

## Print Literature • Brochure

On the backside of the brochure the text remains 9 point Newtext Book, however the leading is set at 18 point to ensure readability. Text should be centered or justified.



\* Please note: With the exception of the upper and lower bands in 70% Pantone 5767, the shaded areas are for explanatory purposes only. These areas are to be left in white to maintain cleanliness of the design.

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Logo Usage

## Print Literature • Poster

The heading and subheading should always appear in the top 1/3 of the poster, and may be a knock out as shown below, or one of the colours listed in the Colour Reproduction section.

The bottom 1/3 of the poster is devoted to body copy, call to action, and the NVIT logo (accompanied by the full name of the institution). The contact information is to be a knock-out white on a band of Pantone 5767 at 100%. The information area should be 70% Pantone 5767 and the copy as a knock out. Subheads in this area are to be Pantone 179 to compliment the NVIT logo.

Imagery must be kept simple to avoid clutter and keep attention drawn to the header and subheader.



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# Logo Usage

The following are examples of unacceptable usage of the NVIT logo.



Never enclose the logo in a box or frame.



Never manipulate the logo to fit in a space.



Never use selected portions of the logo other than in manners deemed acceptable in the Logo Usage section.



The logo should never be crowded, and should never be closer to the edge of the page than shown here.



Never use the logo as a decorative element unless deemed acceptable in the Logo Usage section.



Never shear the logo or distort it in any way.



Never use bylines other than those shown in the Name and Logo section.

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## Logo Usage

The following are examples of **acceptable** usage of the NVIT logo. The screened-down logo may only be used when accompanied by one of the original versions of the logo. Please refer to the Name and Logo, and Colour Reproduction sections.



The NVIT logo may be used as a design element when screened down in **Pantone 5767** at no less than 10%.



The NVIT logo may be used as a design element when screened down in **Pantone 5767** at no more than 14%.



An over-sized version of the screened down NVIT logo **may** be used as a design element.

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◆ **Logo Usage**



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