NICOLET
COLLEGE

Brand Standards

No Matter Where You're At, We're Always Here.
At Nicolet College, our mission is to serve the people of Northern Wisconsin. We strive to meet each individual where they're at and offer them the resources needed to be successful. When somebody connects with Nicolet, our goal is to make them feel like they're part of a community and let them know that we are always here.

The voice and messaging of our communication aims to promote this service-minded, student-centered approach. We use the second person point of view in our writing to enhance what's important to us: the individual. For example, we say "Your Success Matters" instead of "Success Matters."

The personalized and conversational tone of our copy should feel like an in-person interaction. Educational jargon and acronyms should be avoided whenever possible and replaced with simple ideas and language to make Nicolet College seem less institutional and more like what we actually are: a community.

When communication is authentic and relevant our community will think of us as helpful, honest, and professional. They'll appreciate our resourcefulness, feel our warmth, and consider us a trusted partner. Above all, our messaging conveys our dedication to serving our community and our passion for seeing our students succeed no matter what.

Primary Logo - Stacked
2-color, CMYK, or RBG

Primary Logo - Stacked
Black

Primary Logo - Stacked
Reversed Out to White

Centered Logo
2-color, CMYK, or RBG

Centered Logo
Black

Centered Logo
Reversed Out to White

Single-line Logo
CMYK or RBG

Single-line Logo
Black

Single-line Logo
Reversed Out to White

Stacked-centered Logo
2-color, CMYK, or RBG

Stacked-centered Logo
Black

Stacked-centered Logo
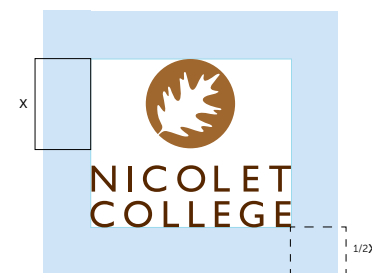*Reversed Out to White*

CLEAR SPACE - PRIMARY LOGO

X

1/2X

CLEAR SPACE - LOGO CENTERED

X

1/2X

CLEAR SPACE - LOGO SINGLE-LINE

X

1/2X

CLEAR SPACE - LOGO STACKED-CENTERED

X

1/2X

Primary Logo

Minimum size -
25% of original size-
1.3 inches wide in print
98 pixels wide in web use

Centered Logo

Minimum size -
30% of original size-
1.6 inches wide in print
117 pixels wide in web use

Single-line Logo

Minimum size -
20% of original size-
1 inch wide in print
78.4 pixels wide in web use

Stacked-centered Logo

Minimum size -
20% of original size-
1 inch wide in print
78.4 pixels wide in web use

Adhering to a minimum size will ensure legibilty and recognition on printed materials or website materials. Displaying a logo that is too small will result in the following:

• Type will close up in print, making it muddy and illegible.
• Text will be too small to read on screens like tablets and phones.

Recommendation:
When space to include the logo is small, please use another logo type that will accomodate the space more appropriately to keep it larger.

In most cases, the primary logo works well. But, for example, if a very narrow horizontal space is only available, use the single-line logo type.

The logo **MUST NOT**:

• Have any added effects; i.e.: fills, textures, drop shadows, emboss, bevel, etc.
• Use different colors other than specified in this guide.
• Be screened or appear transparent or tinted.
• Change the font.
• Be flipped/turned on its side.
• Be scaled up or down unproportionally to look stretched or squished.

Do not add effects.

Do not change the font.

Do not change the color.

Do not flip vertically.

Do not use a tint.

Do not scale unproportionately.

*Corporate Training Solutions
Stacked Logo
2-color, CMYK, or RBG*

*Corporate Training Solutions
Stacked-centered Logo
2-color, CMYK, or RBG*

*Nicolet College Foundation
Stacked Logo
2-color, CMYK, or RBG*

*Nicolet College Foundation –
Stacked-centered Logo
2-color, CMYK, or RBG*

*Richard J. Brown Library –
Stacked Logo
2-color, CMYK, or RBG*

*Richard J. Brown Library –
Stacked-centered Logo
2-color, CMYK, or RBG*

*Learning in Retirement
Stacked Logo
2-color, CMYK, or RBG*

*Learning in Retirement
Stacked-centered Logo
2-color, CMYK, or RBG*

NICOLET COLLEGE
OUTDOOR ADVENTURE

Nicolet College - Outdoor Adventure
Stacked Logo
2-color, CMYK, or RBG

NICOLET COLLEGE
OUTDOOR ADVENTURE

Nicolet College - Outdoor Adventure
Stacked-centered Logo
2-color, CMYK, or RBG

NICOLET COLLEGE
TOP OF THE HILL

Nicolet College - Public Safety
Stacked Logo
2-color, CMYK, or RBG

NICOLET COLLEGE
TOP OF THE HILL

Nicolet College - Public Safety
Stacked-centered Logo
2-color, CMYK, or RBG

NICOLET COLLEGE
PUBLIC SAFETY

Nicolet College - Public Safety
Stacked Logo
2-color, CMYK, or RBG

NICOLET COLLEGE
PUBLIC SAFETY

Nicolet College - Public Safety
Stacked-centered Logo
2-color, CMYK, or RBG

NICOLET COLLEGE
CULINARY ARTS

NIcolet College - Culinary Arts
Stacked Logo
2-color, CMYK, or RBG

NICOLET COLLEGE
CULINARY ARTS

NIcolet College - Culinary Arts
Stacked-centered Logo
2-color, CMYK, or RBG

PRIMARY COLOR PALETTE
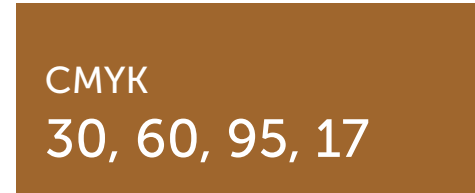
PMS 730	PMS 4625
CMYK 30, 60, 95, 17	CMYK 44, 73, 80, 59
Print Use	*Print Use*
RGB 159, 102, 32 — HEX 9F662D	RGB 80, 44, 30 — HEX 502C1E
Web Use	*Web Use*
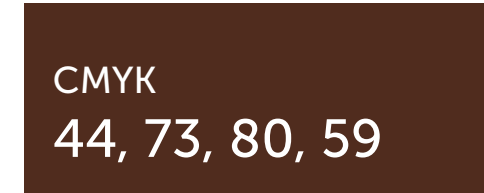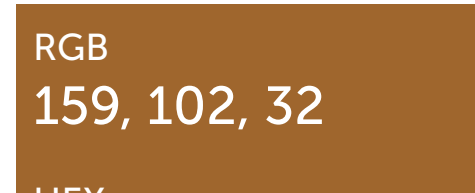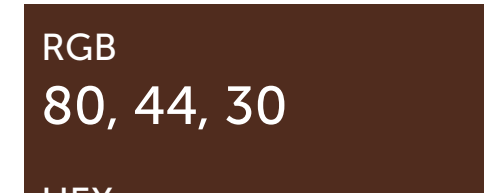
WEBSITE & MARKETING COLOR PALETTE

CMYK
9, 84, 92, 1

Print Use

CMYK
12, 61, 99, 1

Print Use

CMYK
74, 45, 42, 12

Print Use

RGB
193, 53, 25

HEX
c13519

Web Use

RGB
193, 87, 0

HEX
c25700

Web Use

RGB
47, 105, 122

HEX
2f697a

Web Use

CMYK
27, 25, 90, 0

Print Use

CMYK
65, 41, 26, 2

Print Use

CMYK
54, 87, 47, 39

Print Use

RGB
123, 110, 34

HEX
7b6e22

Web Use

RGB
41, 81, 115

HEX
295173

Web Use

RGB
94, 43, 70

HEX
5e2b46

Web Use

NEUTRAL COLOR PALETTE

CMYK
65, 56, 57, 34

Print Use

CMYK
2, 5, 14, 0

Print Use

RGB
81, 82, 81

HEX
515251

Web Use

RGB
249, 238, 218

HEX
f9eeda

Web Use

Color plays an important role in the way Nicolet's brand is presented to our audiences. It provides a consistent visual cue that identifies who we are when people see our messages. Adhering to our guidelines for color use will help maintain the integrity of the university's brand in all of our communications.

Here are a few other guidelines to follow when working with color:
• Nicolet College's tan and brown are the traditional colors that are used for its brand. However, in recent years we have taken a brighter approach to our look in which case the black or white logos can accompany those colors.
• Tints should never be used independent of full-strength colors, and never as stand-alone colors. They should always be used to support primary and marketing/web colors.
• For the best color reproduction, always use the CMYK, RGB, and HEX numbers provided in this style guide to build your colors. Color sampling or "eye dropper" tools and other software-driven color selection solutions can be inaccurate and inconsistent.

Our photography furthers our brand identity beyond colors and a logo. We want our students and community to see themselves in the images that represent us; students experiencing hands-on education or learning wherever and whenever they can; individuals receiving support from their instructors and support staff; friends engaging and enjoying the natural beauty of our campus.

We want to show others that our students, faculty, and staff do amazing work, that we're a supportive community made up of real people, not models, and that Nicolet College is a beautiful place to be. Our photography captures and portrays this in our printed materials, on our website, on social media, and across all other marketing and communication platforms.

LOGO TYPEFACE - GILL SANS REGULAR

ABCDEFG
0123456789

Gill Sans Regular

PRINT & WEB TYPEFACES
Typefaces for developing brochures, flyers, and other print materials as well as the website.

ABCDEFG
0123456789

Museo Sans 900

ABCDEFG
0123456789

Museo Sans 300

ABCDEFG
0123456789

Museo Sans 700

ABCDEFG
0123456789

Museo Sans 100

ABCDEFG
0123456789

Museo Sans 500

Non-discrimination Clause

The non-discrimination clause needs to be present on all marketing print materials, website, and social media platforms. The following information must appear at a size of 7-8 points.

Nicolet College does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities. Any questions concerning non-discrimination policies can be directed to: Director of Human Resources and Title IX Coordinator, PO Box 518, Rhinelander, WI 54501-0518, Phone: 715.365.4928, TTY: 800.947.3529 or 711

Standard Call-to-Action

In most cases, this will be the standard call-to-action that should be present on all print marketing materials, digital mareketing, including e-newsletters, website, and social media platforms.

5364 College Drive, Rhinelander, WI 54501-0518
715.365.4493 or 800.544.3039 ext 4493
TTY: 800.947.3529 or 711
admissions@nicoletcollege.edu

nicoletcollege.edu

Consistency is key for all communication that goes out to our students, community members, and the greater public.

A consistent, organization-wide email signature is a key part of Nicolet's brand identity. It serves as a visual reminder to anyone who receives your email that you are an official representative of the university. **For brand consistency, avoid the use of elaborate typefaces, images, graphics, or favorite quotes.**

Full Email Signature:

NAME SURNAME (THEY, THEM, THEIRS)
College Position

O: 715.365.0000 | M: 715.000.0000 | F: 715.000.0000

PO Box 518, 5364 College Drive
Rhinelander, WI 54501-0518
emailaddress@nicoletcollege.edu | **nicoletcollege.edu**

Clifton Strengths - Strategic | Achiever | Activator | Focus | Futuristic

Nicolet College does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities. The following person has been designated to manage inquiries regarding the non-discrimination policies:
VP of Finance and Administration
Nicolet Area Technical College
PO Box 518
Rhinelander, WI 54501-0518
Telephone: 715.365.4553
TTY: 800.947.3529 or 7111

Short Email Signature:

NAME SURNAME (THEY, THEM, THEIRS)
College Position

O: 715.365.0000 | M: 715.000.0000 | F: 715.000.0000
emailaddress@nicoletcollege.edu | **nicoletcollege.edu**

A

Abbreviations and Acronyms

• Do not use abbreviations and acronyms the reader would not quickly recognize.

• When using an acronym, identify it first and then use in subsequent sentences.

• Do not use periods or spaces in abbreviations composed solely of capital letters, except in the case of proper names:

> *Example:* US, MA, CD, HTML

> *Example:* P.D. James, J.R.R. Tolkien, E.B. White

• Do not use NATC when referring to the College in public communications. Acronyms give off a cold and unapproachable feel. NATC is acceptable on second reference in official communications.

Academic Degrees

• When abbreviating academic degrees, do not put periods between the letters.

B

Brightspace

• One word.

Bookstore

• One word.

Buildings

• Do not use acronyms when communicating with the general public unless in tables or course schedules where space is limited.

> *Examples:* Birchwoods Center (BC), Facilities (FAC), Fieldside Center (FC), Lakeside Center (LC), Northwoods Center (NC), Red Oak Center (RC), Tamarack Center (TC), White Pine Center (WC)

C

Campus/Center

• When referring to Nicolet Campus or a Nicolet Outreach Center, campus and center are capitalized. On second reference, campus and center is lowercase.

College

• When referring to Nicolet College, capitalize "College" on second reference when used as a noun.

> *Example:* The Nicolet College Foundation has worked to sustain and improve district communities by generating support for the College.

College Offices

• Capitalize the name of an office only when it appears as part of an official name (typically preceding the office name).

> Correct: Financial Aid office
> Correct: Business office

Community Education and Continuing Education

• Capitalize when referring to the program.

• Abbreviation for either is CE.

• Community Ed. or Continuing Ed. is acceptable as a second reference.

Contact Information

Nicolet College
5364 College Drive
PO Box 518
Rhinelander, WI 54501-0518

715.365.4493
800.544.3039 ext 4493
TTY: 800.947.3529 or 711

inquire@nicoletcollege.edu
nicoletcollege.edu

• Use both the physical and mailing address.

• Spell out "Drive"; do not abbreviate to Dr.

• Do not use periods between the P and the O in PO Box.

• Use the full postal code 54501-0518.

• Always use the 10-digit phone number with periods, not dashes, between the numbers. Do not use parentheses or spaces.

• Abbreviate "extension" (ext) in front of a telephone extension number, but do not use a period after the abbreviation.

• Email addresses are written in all lowercase letters.

• Do not break a line on email addresses with a hyphen; move the address to the next line.

• If an email address is at the end of a sentence, follow the email address with a period.

• Do not include www. or http:// when referring to Nicolet website URLs.

D

Dates

• Spell out the days of the week and months in text.

• Only abbreviate days and months when space is limited.

• Reference dates as numerals, not ordinal numbers.

> Correct: December 2
> Incorrect: December 2nd

District

• Nicolet Area Technical College District is the proper name.

• Do not capitalize "district" on second reference.

E

Email Addresses

• Email addresses in running text are written in all lowercase letters.

• Do not break a line on email addresses with a hyphen; move the address to the next line.

• If an email address is at the end of a sentence, follow the email address with a period.

H

Hours

• Write as numeral, space, hyphen, numeral; space between numbers and am/pm.

• No periods, no colon or zeros on the hour to save on characters.

• Use Noon to represent 12 pm.

> *Examples:* 9 am - 4 pm
> 9 am - 11:30 am
> 9 am - Noon

L

Learning in Retirement

• Written in title case.

• Abbreviate to LIR on second reference.

N

NATC

• Do not use NATC when referring to the College in public communications. NATC is acceptable on second reference in official communications.

Nicolet Area Technical College

• Nicolet Area Technical College is the official name of the College and should be used when creating official documents, such as transcripts, diplomas, correspondence with state offices, etc., for distribution within the Wisconsin Technical College System (WTCS) and local, state, and federal governments. NATC is acceptable on second reference in official communications.

Nicolet Art Gallery

• Capitalize.

Nicolet College

• Nicolet College is the correct way to refer to the College when communicating with the public.

Nicolet College District

• Also see "district."

• Capitalize.

• Do not capitalize "district" on second reference.

Nicolet College Theatre

• Capitalize.

• Correct spelling is theatre, not theater.

NetTutor

• One word.

• Capitalize "N" and "T."

Nondiscrimination

• One word.

Full nondiscrimination clause:

Nicolet College does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities. The following person has been designated to manage inquiries regarding the non-discrimination policies:
VP of Finance and Administration
Nicolet Area Technical College
PO Box 518
Rhinelander, WI 54501-0518
Telephone: 715.365.4553
TTY: 800.947.3529 or 711

Northern Wisconsin References

• Northwoods

• Northern Wisconsin

• Capital "N" on both references.

O

Outdoor Adventure Series

• Capitalize.

• Refers to the series of classes offered.

Outreach Centers

Nicolet – Carter

Nicolet – Crandon

Nicolet – Eagle River

Nicolet – Forest County Potawatomi Community

Nicolet – Lac du Flambeau

Nicolet – Lakeland

Nicolet – Mole Lake

Nicolet – Rhinelander

Nicolet – Tomahawk

P

Personal Contact Sample

Name
Title
Nicolet College
5364 College Drive
PO Box 518
Rhinelander, WI 54501-0518
715.365.xxxx ext xxxx
xxxxxxx@nicoletcollege.edu

Program

• Lowercase the word "program" unless it's an official part of a program name.

• Capitalize specific programs.

> *Example:* He is in the Welding program.

Public Safety

• Capitalize.

• No longer referred to as Protective Services.

R

Rhinelander Campus

• Use Rhinelander Campus in public communications that go beyond the vicinity of the campus. The campus is no longer referred to as Lake Julia Campus.

Richard J. Brown Library

• Capitalize.

• Nicolet College Library or the Library is an acceptable alternate reference.

Room Numbers

• Write as building name, space, hyphen, space, room number.

> *Example:* Northwoods Center - 210

S

Seasons

• Capitalize seasons when used in a proper name.

• Capitalize seasons on second reference to a proper name.

> *Example:* Fall Term 2016
>
> Classes for the Fall begin August 26.

• Seasons are written in lowercase when used in general as a descriptive phrase.

> *Example:* The spring thaw will start soon.

T

Telephone Numbers

• Abbreviate "extension" (ext) in front of a telephone extension number, but do not use a period after the abbreviation.

• Do not use parentheses or spaces for phone numbers and always use area code.

Term

• Capitalize when used in a proper name.

• Lowercase when used in general.

> *Example:* Fall Term 2016
>
> The term is almost over.

U

University of Wisconsin (UW) Colleges

• Use a hyphen between UW and the university name.

> *Example:* UW-Green Bay

University Transfer and Liberal Arts

• Capitalize.

• Do not hyphenate, use "and."

• Do not capitalize "program" when referring to the University Transfer program.

W

Website URLs

• Do not include www. or http:// when referring to Nicolet website URLs.

Welcome Center

• Capitalize.

Workforce and Economic Development

• Write in title case when referring to the program.

NICOLET
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Rhinelander, WI 54501-0518

nicoletcollege.edu