



## Policy

**Title: College Logo**

**Policy Statement:**

The Board of Governors recognizes that Northern Lakes College's identity is shaped, in part, by the use of its logo and wordmark and should be administered with due diligence and consideration. No other logo may be used to identify the College or any part of the College without the prior permission of the President or authorized designate.

**Approved:** Original copy signed by the Chair of the Board  
(Daniel Vandermeulen, Chair of the Board)

December 15, 2016  
(Date)

**Sponsorship:** External Relations

**To Be Reviewed:** December 15, 2021

**Review and Revision Date(s):**

**First Approval Date:** December 15, 2016

**Stakeholders Consulted (Date):**

Senior Management Team – September 20, 2016;  
Operations Committee – September 20, 2016.

**Reference to other Document:** Institutional Logo Graphic Guidelines

**Definitions:**

**Description of the Logo Elements:** In keeping with Northern Lakes College's traditional values, the eagle is symbolic of strength and wisdom. From great heights, the eagle will soar with wings spread wide expressing the courage and freedom of students to 'start here and go anywhere'. The soft blue circle represents the beautiful lakes in our communities and the vibrant green signifies the vast forests across the north.

**Meaning behind the text layout:** The layout of the text is bold and command a strong, solid presence. The use of capital letters indicates strength and tradition. The blue and green colours align with the logo colours providing warmth.

**Guidelines:**

A. Pantone Colors and Typeface:

Green Pantone = 370 C, Blue Pantone = 633 C.

Font: Microgramma Medium Extended – MicrogrammaExtD-Med.ttf

