



College Logo Policy

This document is the parent policy for any College procedures or regulations. Questions regarding this policy are to be directed to the identified Policy Administrator.

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.

Sponsor:	External Relations
Policy Owner:	President & CEO
Policy Administrator:	Director, External Relations
Approved By:	Board of Governors
Approval Date:	December 15, 2016
Effective Date:	December 15, 2016

Objective:	N/A
Guidelines:	<p>Pantone Colours and Typeface:</p> <ol style="list-style-type: none"> Green Pantone = 370C, Blue Pantone = 633C <p>Font:</p> <ol style="list-style-type: none"> Microgramma Medium Extended – MicrogrammaExtD-Med.ttf <div style="text-align: center;">  <p>NORTHERN LAKES COLLEGE</p>  <p>NORTHERN LAKES COLLEGE</p> </div>
Definitions:	<p>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.</p>

	<p>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.</p>
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Related Northern Lakes College Documents:	Institutional Logo Graphic Guidelines
Related External Information:	N/A
Stakeholders Consulted:	Policy Review Committee: Sep 20, 2016 Senior Management Team: Sep 20, 2016 (defunct)
Next Review Date:	December 15, 2021
Revision History:	December 15, 2016: New