



## 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.

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| <b>Sponsor:</b>              | External Relations           |
| <b>Policy Owner:</b>         | President & CEO              |
| <b>Policy Administrator:</b> | Director, External Relations |
| <b>Approved By:</b>          | Board of Governors           |
| <b>Approval Date:</b>        | October 21, 2021             |
| <b>Effective Date:</b>       | October 21, 2021             |

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| <b>Objective:</b>   | To ensure that the visual brand identity of the College is consistent and reflects a modern organization that is proud of its past and committed to the future.                                                                                                                                                                                                                                                                                           |
| <b>Guidelines:</b>  | <p>Pantone Colours and Typeface:</p> <ol style="list-style-type: none"> <li>Green Pantone = 370C, Blue Pantone = 633C</li> </ol> <p>Font:</p> <ol style="list-style-type: none"> <li>Microgramma Medium Extended – MicrogrammaExtD-Med.ttf</li> </ol> <div style="text-align: center;"> </div>                                                                                                                                                            |
| <b>Definitions:</b> | <p><b>Description of the logo elements:</b> In keeping with the traditional values of Northern Lakes College, 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> |

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|  | <b>Meaning behind the text layout:</b> The layout of the text is bold and commands 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. |
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| <b>Related Northern Lakes College Documents:</b> | Institutional Logo Graphic Guidelines (Institutional Brand Guidelines)<br>External Relations - College Logo and Branding Regulation          |
| <b>Related External Information:</b>             | N/A                                                                                                                                          |
| <b>Stakeholders Consulted:</b>                   | Policy Review Committee: Sep 20, 2016 (defunct)<br>Senior Management Team: Sep 20, 2016 (defunct)<br>Presidents' Advisory Team: Oct 12, 2021 |
| <b>Next Review Date:</b>                         | October 21, 2026                                                                                                                             |
| <b>Revision History:</b>                         | December 15, 2016: New<br>October 21, 2021: Addition of objective, removal of designate                                                      |