



NORTHERN
Oklahoma College

TONKAWA | ENID | STILLWATER

GRAPHIC STANDARDS GUIDE

Revised 7/2020

To the Northern Oklahoma College community:

The Northern Oklahoma College logo and graphic standards guide reflects our comprehensive exploration of ways in which we can build consistent visual impressions of NOC and expand our reputation for providing quality education to our growing audiences.

This system promotes clear and consistent use of these standards across our sites, branding Northern Oklahoma College as an institution that, although in three separate locations, works together to carry out a common mission. The standards cover use of the logo, signature colors, type fonts and other matters that strengthen NOC's visual identity.

This document represents the authorized guidelines for using our current identity system for the college, including the identity system for the athletic programs.

We acknowledge and appreciate the efforts of those who participated in the development of this guide. Utilizing the authorized logo and graphics standards system across our locations in Tonkawa, Enid and Stillwater will promote Northern's image as a leading institution of higher learning.

Approval process

In general, approval process for usage of the NOC logo includes the Office of Development and Community Relations. All items must be approved.

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Logo

The logo is the core element of NOC's visual identity system. The rules in this guide govern its relative size, positioning and color treatment. The logo comprises two key elements:

- 1 – the NOC symbol
- 2 – the Northern Oklahoma College wordmark (including designated locations)

You may use the NOC symbol alone, but, except for on promotional items and upon approval from the Office of Development and Community Relations, never use the wordmark without the symbol.

The college seal

The official college seal emphasizes the presence of our locations in Tonkawa, Enid and Stillwater. The map shows our locations, as well as incorporating the Latin inscriptions, proclaiming “Truth, Beauty, Justice, Equality, Liberty.” The colors on the seal are PMS 186 red (Northern's official color), silver and black.

The college seal is not available for download. Its use is limited to official Northern Oklahoma College business – official certificates, legal documents, diplomas, transcripts and other uses as approved by the Office of Development and Community Relations. Use the seal only for official purposes and on official documents.

Vertical logo
with locations



Horizontal logo
with locations



Vertical logo
without locations



Horizontal logo
without locations



Ancillary logo element

The element of three swoop marks, representing the uniqueness of our three locations coming together with one focus, is a restricted graphic element. It is not to be used without written approval from the Office of Development and Community Relations.

Logo usage

This logo (symbol and wordmark) replaces all older institutional designs. It is the only graphic device approved to identify Northern Oklahoma College. Do not try to alter or recreate the logo, and always use an approved logo file. When using "NOC" or "Northern" in a headline or body text, set the letters NOC or Northern in the same typeface and size as the rest of the line. In such an instance, do not use the logo.

Our logo is a unique design, specific to NOC, its students, faculty and staff. Do not substitute a typeface that is not specified in this guide. Nor should you hand-draw, scan or modify it. Reproduce it only from unaltered electronic files. If you need to re-size the logo, constrain proportions by locking the aspect ratio, so the height and width are scaled together.

The logo is designed to use in any one of four configurations – vertical and horizontal – each with and without the locations. Adhere to these approved configurations. The wordmark, shown at the left, is the acceptable version, in regard to the size of the symbol in proportion with the wordmark. Do not reposition the symbol with the wordmark. Use it only as shown in this guide.

Digital files

Digital files of all versions of the logo are available online at:
www.noc.edu/graphicstandards



The symbol elements within the red box should remain in white.



The background color should not significantly diminish the contrast or clash with the red box.



Logo usage on a colored background

When using the logo (symbol and wordmark) on a colored background, contain it within a white bounding box. The bounding box is equal to one-fourth the height of the red box in the symbol. It extends above, below, to the left and to the right of the logo.

When using the symbol alone on a colored background, the symbol elements within the red box should remain in white. When using the symbol on a light-colored paper or printed color, the symbol elements may assume the background color, if it is light enough not to significantly diminish the contrast of the red box on the background or clash with the red symbol.

Standards also provide for a symbol with a white border. For merchandise and promotional items, the NOC type, logo elements and border may be printed in white, as seen below, with the red box assuming the textured background. This symbol is available for download along with the other logo options.



Symbol usage for social media and Digital Media Communications

When using the symbol on social media platform for your profile/image, one of these two designated symbols which are contained within a gray bounding box should be used. These two symbols are available for download. In restrictive situations, the social media logo with text below the symbol may have alternative text ONLY upon approval from the Vice President for Development and Community Relations and created through the Print Shop.



Color

The Pantone color for print communication is PMS 186 red (Northern's official color).

This same NOC red for the web is:
CE1126

The CMYK process color mix for PMS 186 is:
c=13 m=100 y=90 k=4

The RGB process color mix for PMS 186 is:
red=204 green=9 blue=47

The paint color for PMS 186 is:
commercial industrial SW 4081 Safety Red

You may specify that the logo (symbol and wordmark) appear in black, red and gray, all in red, or in black and gray. You may use black as a secondary color but only in the words, Oklahoma College. In this case, the rule and Tonkawa, Enid, and Stillwater are 60% black.

The Pantone color for gray print communication is PMS Cool Gray 8.

The paint color for PMS Cool Gray 8 is:
SW 7670 Gray Shingle

Do not reverse the logo out of black or any color. Always use it in positive form. Never screen either the red or black in the symbol or NOC name.

Typeface

The NOC wordmark uses Minion Pro font.

Minion Pro is a digital typeface designed by Robert Slimbach in 1990 for Adobe Systems. The name comes from the traditional naming system for type sizes, in which Minion is between Nonpareil and Brevier. It is inspired by late-Renaissance type.

Do not alter the weight and style of the Northern Oklahoma College wordmark, including rules and locations designation.



Smallest symbol size when
used with the wordmark



Smallest symbol size
when used alone or with
the tagline

Always use a buffer zone to surround the NOC logo (symbol and wordmark). No type or graphics should appear in the zone. The buffer zone is equal to one-fourth the height of the red box in the symbol. It extends above, below, to the left and to the right of the logo. For print communications, the NOC logo placement shall be at least one-half inch from the edge or top of page. The red box in the logo should be no smaller than five-eighths inches in width when used with the wordmark and no smaller than one-half inch in width when used alone or with the tagline.

Do not:

- use any element of the logo as a separate design element without approval from the Office of Development and Community Relations
- alter the logo in any way
- replace the letters NOC in the logo with another word or words
- re-design, re-draw, animate, modify, distort or alter the proportions of the logo
- reverse the logo out of black or any color. Always use it in positive form.
- screen either the red or black in the symbol or NOC name.
- surround the logo with – or place in the foreground over – a pattern or design
- rotate or render the logo three-dimensionally
- add words, images or other elements to the logo
- replace the approved typeface with any other typeface
- enclose the logo in a shape or combine it with other design elements or effects
- modify the size or position relationship of any element within the mark
- add additional copy to the logo

Life changing.
Life changing.
Life changing.

Smallest symbol
size when used with
the tagline



Smallest logo
size when used with
the tagline



The NOC tagline

“Life changing.” is the official tagline of Northern Oklahoma College and the approved tagline for NOC print and online communications. Do not use the tagline as a headline except if approved by the Office of Development and Community Relations. Instead, as the name implies, it serves as a tag or closing thought for communications. Whenever possible, use the tagline with the NOC symbol and/or logo, as shown in this guide.

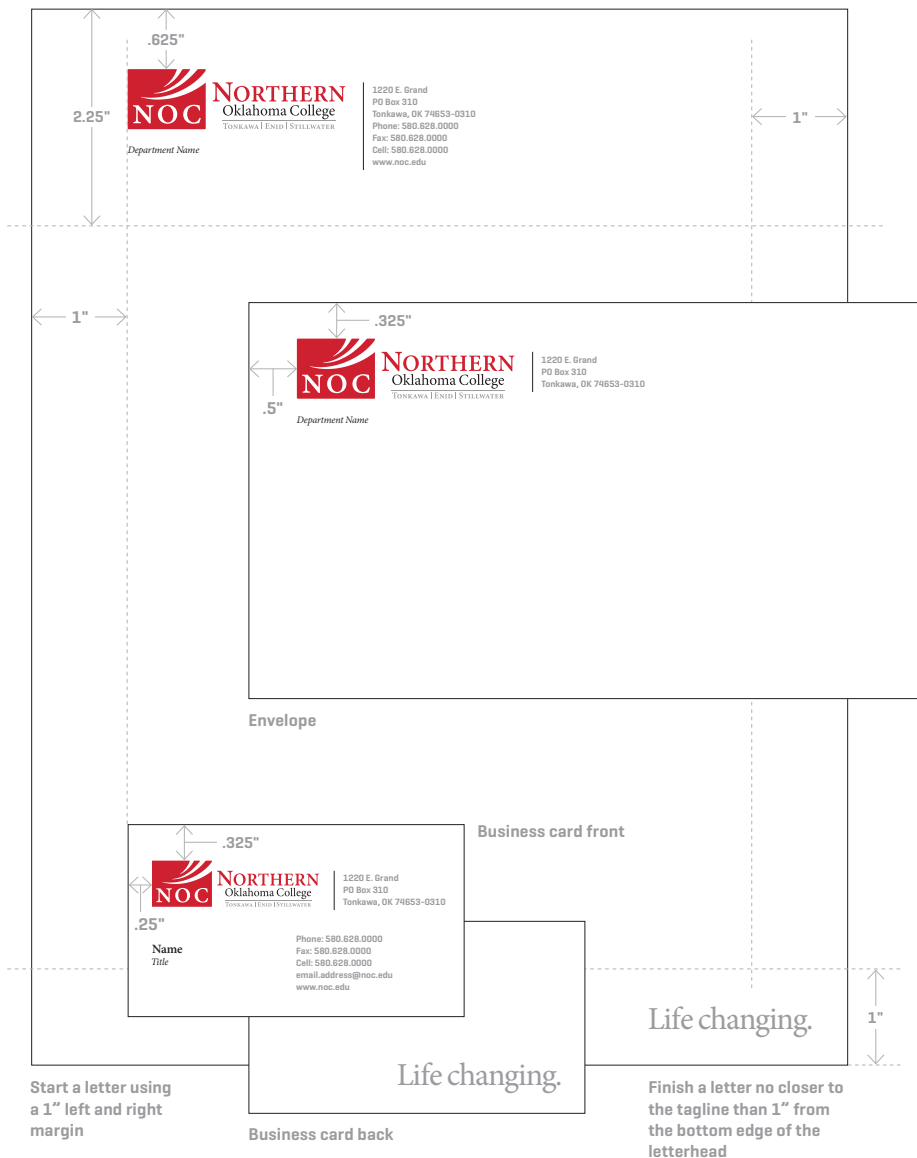
The official font for the tagline is Minion Pro upper and lower case. Do not substitute a different font. Make sure that the size of the tagline is in proportion to the symbol, as shown on the left. Never reposition the tagline with the symbol. The red box in the logo should be no smaller than one-half inch in width when used with the tagline. There is no maximum size for the tagline. However, do not allow it to visually overpower the NOC identity or use it in an inappropriate size for print or web communications.

The tagline “Life changing.” may be printed in black, PMS 186 red, PMS Cool Gray 8, or 60% black.

Digital files

Digital files of the symbol and logo with tagline are available online at:
www.noc.edu/graphicstandards

Start a letter no closer to the logo than 2.25" from the top edge of the letterhead



NOC stationery

The stationery materials provide a consistent look compatible with the NOC branding guidelines. They allow for identification of individual departments while maintaining the Northern brand, which includes the "Life changing." tagline (on letterhead and business cards only).

The business card allows for a name and title. Contact information includes both a P.O. Box and physical address, phone, fax, personal email and the college website address. A college approved third party hosted website may be added under the institution website if desired. A space for a mobile phone number is also available, if desired, although not required.

Rule and type specifications

The vertical rule setting off the type on all pieces prints black and is .35 pt. in width. The name on the business card is in 9.5 pt. on 9 pt. leading Minion Pro SemiBold and prints in black. The department name on all pieces is in 7.5 pt. on 9 pt. leading Minion Pro Italic and prints in black. All contact information is in 7 pt. on 9 pt. leading Geogrotesque SemiBold and prints in PMS Cool Gray 8. The tagline is 24 pt. Minion Pro and prints in PMS Cool Gray 8.

Digital stationery files

Digital files of the department letterhead are available upon request with the approval from the Office of Development and Community Relations. Digital letterhead is designed as a supplement to the official NOC stationery that is printed in the Printing Services Department and should ONLY be used for electronic purposes when the printed stationery is not viable.

Printing services

Northern Printing Services prints all stationery materials to ensure quality, consistency and that information is current and accurate. They use the standardized formats shown at left.

Please complete printing authorizations and submit them according to the graphics standards guide online at: www.noc.edu/graphicstandards

Minion Pro
Primary Font

Regular
Regular Italic
Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic

Geogrotesque
Secondary Font

Regular
Regular Italic
SemiBold
SemiBold Italic

Arial
Alternative Font

Regular
Regular Italic
Bold
Bold Italic

Email signature
Sample



Name
Position/Title
Northern Oklahoma College
P.O. Box 310
Tonkawa, OK 74653
Phone: 580.628.6200
Fax: 580.628.6209
Email address
www.noc.edu

Typography

Font selection is a key component in the creation of successful communications. Typography should work in concert with the overall design, photography and text to help describe and define the NOC brand. The NOC style extends to the use of the typeface options shown here.

Minion Pro is the font for all NOC print and web communications. In addition, you may use Geogrotesque – a san-serif font – as a secondary font for accents, heads and general content. Only if neither of these fonts are available may you use Arial - a sans serif font - as an alternative font.

Email signature for desktop/tablet

As a part of our visual brand, use the style shown here for all employee email signatures. Backgrounds, background color and/or watermarks are not allowed on your NOC email. The logo (symbol and wordmark) is the minimum size allowable (the red box at five-eighths inches wide) and the type is as follows:

Name: Arial Bold 8 pt. on 9 pt. leading
Title: Arial Regular 7 pt. on 9 pt. leading
College: Arial Regular 7 pt. on 9 pt. leading
P.O. Box: Arial Regular 7 pt. on 9 pt. leading
Location: Arial Regular 7 pt. on 9 pt. leading
Phone: Arial Regular 7 pt. on 9 pt. leading
Fax: Arial Regular 7 pt. on 9 pt. leading
Email: Arial Regular 7 pt. on 9 pt. leading
Website: Arial Regular 7 pt. on 9 pt. leading

A college approved third party hosted website may be added under the institution website if desired.

Email signature for other mobile devices

Follow above guidelines. Addition of college logo is optional when mobile device doesn't allow for placement.

Signature footer—temporary

Any institutional approved footer to include on your email signature can be found online. These are approved and established by the Office of Development and Community Relations.

Digital files

A digital template of the email signature is available online at:
www.noc.edu/graphicstandards



The symbol and wordmark may appear together.



The symbol may appear without the wordmark.



The wordmark may appear without the symbol.



The symbol and tagline may appear together or separate.



Approval process

In general, approval process for usage of the NOC logo on merchandise and promotional items includes the Office of Development and Community Relations. All merchandise and promotional items must be approved prior to ordering.

Logo usage on merchandise and promotional items

The symbol and wordmark may appear together or alone when using the logo on a promotional item, provided all usage has gained approval from the Office of Development and Community Relations.

The logo is printed in red (match PMS 186), white and/or black on all promotional items. When using the symbol alone on a colored promotional item, the border, NOC type and symbol elements within the red box print in white. The red box becomes transparent and assumes the base color and texture of the promotional item. Standards provide for a transparent eps symbol file, as seen below. This symbol is available for download along with the other logo options.



In restrictive situations the logo with wordmark and locations may be printed in PMS 186 red and black. You must get approval from the the Vice President for Development and Community Relations.

Tagline usage on merchandise and promotional items

The symbol and tagline may appear together or alone when using the tagline on a promotional item, provided all usage has gained approval from the Office of Development and Community Relations.

The tagline is printed in red (match PMS 186), gray (match PMS Cool Gray 8), white and/or black on all promotional items.

NOC/OSU Gateway Logo



Titillium
Primary Font

Regular
Regular Italic
Semibold
Semibold Italic
Bold
Bold Italic

Email signature
Sample



Name
Position/Title
Northern Oklahoma College
P.O. Box 1869
Stillwater, OK 74078
Phone: 580.628.0000
Fax: 580.628.0000
NOC Email address
www.noc.edu

NOC/OSU Gateway Identity System

The NOC/OSU Gateway program, established in 2003, allows students to take courses at Northern Oklahoma College Stillwater to prepare for transfer to Oklahoma State University.

Logo and Color

The logo is the core element of the NOC/OSU Gateway Program's visual identity system. The logo comprises three key elements:

- 1 – the NOC symbol, Color: PMS 186 Red
- 2 – the OSU logo, Color: Pantone 021 Orange and Black
- 2 – the Gateway wordmark, Color: Black

Logo usage

Our logo is a unique design, specific to the Gateway Program, its students, faculty and staff. This logo replaces all older Gateway designs. It is the only graphic device approved to identify the NOC/OSU Gateway Program. Do not try to alter or recreate the logo, and always use an approved logo file. Do not substitute a typeface that is not specified in this guide. If you need to re-size the logo, constrain proportions by locking the aspect ratio, so the height and width are scaled together.

Logo usage on merchandise and promotional items

In general, approval process for usage of the Gateway logo and color variations includes the Office of Development and Community Relations and the OSU Marketing Office. Any use of the Gateway logo must be approved by NOC and OSU.

The logo is printed in full color, white and/or black on all promotional items. When using the logo on a colored promotional item, the NOC symbol border, NOC type and symbol elements within the red box print in white. The red box becomes transparent and assumes the base color and texture of the promotional item.

Typeface

The NOC/OSU Gateway wordmark uses Titillium font.

Email signature for desktop/tablets

As a part of our Gateway brand, use the style shown here for all NOC/OSU Gateway email signatures. Backgrounds, background color and/or watermarks are not allowed on your Gateway email. If your primary work station is at NOC Stillwater you may have access to the Gateway email signature. This is the example of how your electronic signature should appear on your email and the type font and size is as follows:

Name: Arial Bold 8 pt. on 9 pt. leading

Title, College, P.O. Box, Location, Phone, Fax, Email and Website: Arial Regular 7 pt. on 9 pt. leading

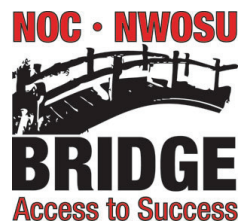
Northern Oklahoma
College Foundation
Logo



Enid Higher Education
Council Logo



NOC NWOSU
Bridge Program



Approved Accreditation Logos



Additional authorized logos

Northern Oklahoma College Foundation, Inc. is a non-profit corporation (Oklahoma) for support of NOC and has been granted 501(c)3 status. The NOC Foundation logo is the property of the NOC Foundation. Use of the logo without express permission is prohibited. If you need assistance with this logo please contact the Development and Community Relations Office.

Northern Oklahoma College has various Academic partners that have logos representing Northern.

The Enid Higher Education Council, Inc., established in 2002, helps coordinate the higher education needs of the city of Enid with Northern Oklahoma College and Northwestern Oklahoma State University so that students will have a seamless experience in obtaining a degree. The Council raises funds to provide scholarships for students in Northwest Oklahoma to attend these universities.

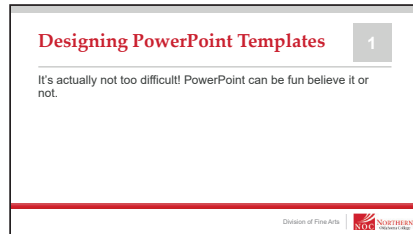
The Bridge program was approved by the presidents of both Northern Oklahoma College and Northwestern Oklahoma State University during the Fall 2007 semester. The program helps aid students by making it possible to be jointly admitted and eligible to enroll concurrently at both NOC and Northwestern, eliminating barriers to attaining educational goals, improving academic program articulation and expanding options for college services.

Northern Oklahoma College has three approved accreditation logos: Higher Learning Commission, Accreditation Commission for Education in Nursing and Accreditation Council for Business Schools and Programs.

Northern has several affiliated partners such as OSRHE, NJCAA, Campus Compact, Aspen Institute and more. If you need assistance with any of these partnership logos or logos/divisional seals for our accrediting agencies, divisions, or sponsor programs please contact the Development and Community Relations Office.

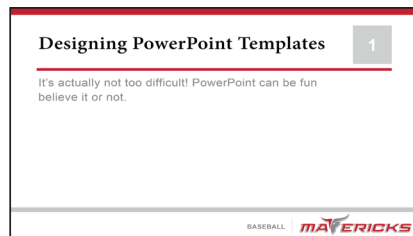
Power Point Templates

Institutional Templates

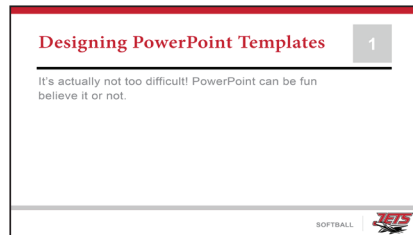


Athletics Templates

Mavericks



Jets



Gateway Templates



Power Point Templates

The power point templates provide a consistent look compatible with the NOC, Mavericks Athletic, Jets Athletic and Gateway branding guidelines. They allow for identification of the institution while maintaining consistency and brand. Suggested use for public presentations.

Institutional Templates

As a part of our NOC brand, the template shown here may be used to represent the institution.

Athletic Templates

As a part of our athletic brands, the templates shown here may be used to represent the athletic department relevant to your location.

Gateway Templates

As a part of our Gateway brand, the template shown here may be used to represent the NOC/OSU Gateway program.

Digital Files

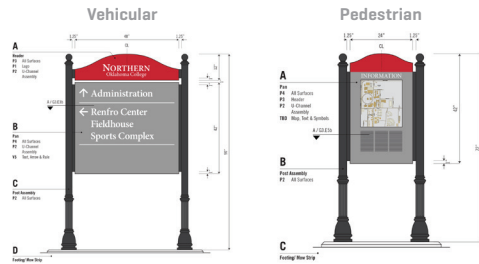
Approved digital templates are available online at:
www.noc.edu/graphicstandards

Exterior Signage

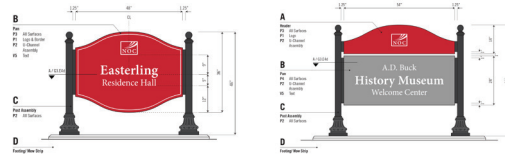
Secondary Monument Identity



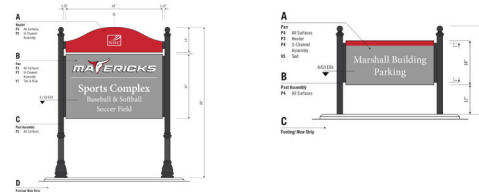
Directional



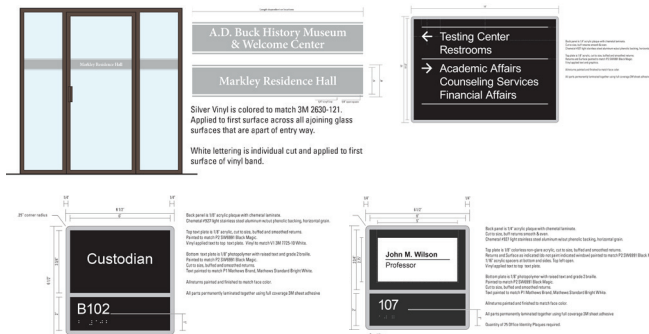
Building Identity



Complex/Parking Identity



Interior Signage/Plaques



Wayfinding Signage

Wayfinding signage is a hierarchy of identifying landmark, identity and directional elements with a visual identity system for exterior/interior buildings, parking, fire safety, regulatory and other miscellaneous signage. As part of the wayfinding master plan, the exterior/interior signage shall:

- Promote simple and effective navigation throughout the locations by students, faculty, staff, and visitors.
- Create an identity at each gateway to the locations.
- Have a theme that incorporates existing logos and colors in accordance with the Graphics Standards Guide.
- Maintain compliance with ADA regulations.

Paint

All interior finishes to be Eggshell unless specified otherwise. All paint to be exterior grade w/ UV inhibitors and Matthews brand.

P1 White: Matthews Standard White; P2 Black: Matthews Standard Black; P3 Red: Matthews Custom Match-PMS 186 C; P4 Grey: Matthews Custom Match-PMS Cool Gray 7 C.

Vinyl

3M Brand (no substitutions)

V1 Opaque White: 7725-10 White; V2 Opaque Black: 7725-12 Black; V3 Opaque Red: 7725-263 Perfect Match Red; V4 Translucent Silver: 3630-121 Silver; V5 Reflective White: Scotchal 680-10 White; V6 Reflective Red: Scotchal 680-72 Red.

Typography

Minion Pro Regular and Semibold is the font for all exterior signage. Geogrotesque is the font for all interior signage.

Wayfinding Master Plan

For a detailed wayfinding master plan or for additional guidelines on usage, contact the Vice President for Financial Affairs.

Expired Northern
Oklahoma College Logos



Expired Athletics
Logos



Expired NOC/OSU
Gateway Logos



Expired Divisional
Seals



Expired logos

Do not use the logos, wordmarks or nomenclature shown on this page. Please retire and update any logo or wordmark that contain any of these elements or any other prior images.

Expired Seals

Do not use the divisional seals shown on this page or any other prior image. Please retire any divisional seals that are in use and update any documents that contain any of these elements. There are no approved divisional seals for use.

In restrictive situations these logos may be printed with prior approval of the Vice President for Development and Community Relations.

Approved color variation-background combination of the Mavericks mascot and logotype shown.



Approved red only variation of the Mavericks mascot and logotype shown on a white background



Approved black variation-background combination of the Mavericks mascot and logotype shown.



Approval process

In general, approval process for usage of the Mavericks athletic logo and color variations includes the Athletic Director and the Office of Development and Community Relations. Any use of the Mavericks athletic logos must be approved. External use of the Mavericks athletic logo must also have an athletic logo usage terms and conditions agreement approval form.

Mavericks athletic, spirit logos and colors

Northern Oklahoma College athletic mascot for Tonkawa is the Mavericks. Only the official college logo as shown in this NOC Graphics Standard guide may be used on official publications, promotional items, and uniforms. The official color of Northern Oklahoma College is PMS 186 Red. This color and white shall be the primary spirit colors for Mavericks athletic teams. Only white, red, black, and gray can be used on uniforms. Logo variations are shown on the designated background color as allowed for use on uniforms or items to represent the teams. The Pantone color for gray print is PMS Cool Gray 8. When using metallic, silver is the official option. No other colors are allowed to be used on uniforms or items to represent the teams. When using paint, commercial industrial SW 4081 Safety Red is the official red option and SW 7670 Gray Shingle is the official gray option.

Do not

Use any element of the logo as a separate design element without approval from the Office of Development and Community Relations:

- alter the logo in any way, i.e., change colors
- re-design, re-draw, animate, modify, distort or alter the proportions of the logo
- render the logo three-dimensionally
- add words, images or other elements to the logo other than program names
- replace the approved typefaces with any other typeface
- enclose the logo in a shape or combine it with other design elements or effects
- screen any variation of the logo except the black only version
- screen any variation of the logo including the black version on stationery
- modify the size or position relationship of any element within the mark
- add additional copy to the logo

Digital files

Digital files of all versions of the athletics logos are available online at: www.noc.edu/graphicstandards

Approved variation-background combination of the Mavericks mascot may be used independent of the Mavericks wordmark as shown.*



Approved variation-background combination of the Mavs wordmark



Approved variation-background combination of the Mavericks Northern arched logotype



Approved variation-background combination of the Mavericks Northern oblique logotype



Approved variation-background combination of the Mavericks NOC logotype



Approved variation-background combination of the Mavericks insignia



* In all examples, the background is not part of the design rather as a reference in choosing the appropriate logo for that background color.

Aviano Future
Mavericks Number Font

0 1 2 3 4 5 6 7 8 9
0 1 2 3 4 5 6 7 8 9

Geogrotesque
Mavericks Secondary
Number Font

0 1 2 3 4 5 6 7 8 9
0 1 2 3 4 5 6 7 8 9

Approved Stock Number Fonts

Adidas - Western
Nike - Ithaca
Russell - Sub Orb
Speedline - Russo
Under Armour - Cadet

Mavericks athletic number

Number selection is a key component in the creation of uniforms. The number font should complement the overall athletic design to help define the Mavericks athletic brand. The official Mavericks number font is Aviano Future. If the uniform provider does not allow for custom font or if a custom font is too cost prohibitive, you must get approval to use a stock font from the Athletic Director, the Director of Printing Services and the Vice President for Development and Community Relations. If you gain approval to use stock numbers, the currently approved stock number fonts are listed. If the provider does not provide a stock font option that is very similar to the graphics standards primary and/or secondary font, the uniform order will not be approved.

The official color of Northern Oklahoma College is PMS 186 Red. This color and white are the primary spirit colors for Mavericks athletic teams. White, red, black, and gray numbers are allowed on all uniforms and can be used with or without an outline. The Pantone color for gray print is PMS Cool Gray 8. When using metallic, silver is the official option. No other colors are allowed to be used on uniform numbers or to represent the teams.

Aviano Future
Primary Font

BLACK
BLACK FAST

Geogrotesque
Secondary Font

Regular
Regular Italic
SemiBold
SemiBold Italic

Minion Pro
Supplementary Font

Regular
Regular Italic
Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic

Arial
Alternative Font

Regular
Regular Italic
Bold
Bold Italic

Email signature
Sample



Name
Position/Title
Northern Oklahoma College
P.O. Box 310
Tonkawa, OK 74653
Phone: 580.628.6200
Fax: 580.628.6209
Email address
www.noc.edu
www.nocmavs.com

Typography

Font selection is a key component in the creation of successful communications. Typography should work in concert with the overall design, photography and text to help describe and define the Mavericks athletic brand. The Mavericks style extends to the use of the typeface options shown here.

Aviano Future is the font for Mavericks athletic headings. In addition, you may use the institutional fonts Geogrotesque – a san-serif font – as a secondary font or Minion Pro – a serif font – as a supplementary font for general content.

These fonts are purchased and licensed on a per machine basis and are not allowed to be copied or redistributed.

Only if none of these fonts are not available may you use Arial - a sans serif font - as an alternative font.

No other fonts are allowed to be used on uniforms or items to represent the teams.

Email signature for desktop/tablets

As a part of our athletic mascot brand, use the style shown here for all athletic department employee email signatures. Backgrounds, background color and/or watermarks are not allowed on your NOC athletic email. Additionally, the Tonkawa Dean of Students and Tonkawa Coordinator of Residence Life & Student Activities may have access to the Mavericks athletic email signature. This is the example of how your electronic signature should appear on your email and the type is as follows:

Name: Arial Bold 8 pt. on 9 pt. leading
Title: Arial Regular 7 pt. on 9 pt. leading
College: Arial Regular 7 pt. on 9 pt. leading
P.O. Box: Arial Regular 7 pt. on 9 pt. leading
Location: Arial Regular 7 pt. on 9 pt. leading
Phone: Arial Regular 7 pt. on 9 pt. leading
Fax: Arial Regular 7 pt. on 9 pt. leading
Email: Arial Regular 7 pt. on 9 pt. leading
Website: Arial Regular 7 pt. on 9 pt. leading
Athletic Website: Arial Regular 7 pt. on 9 pt. leading

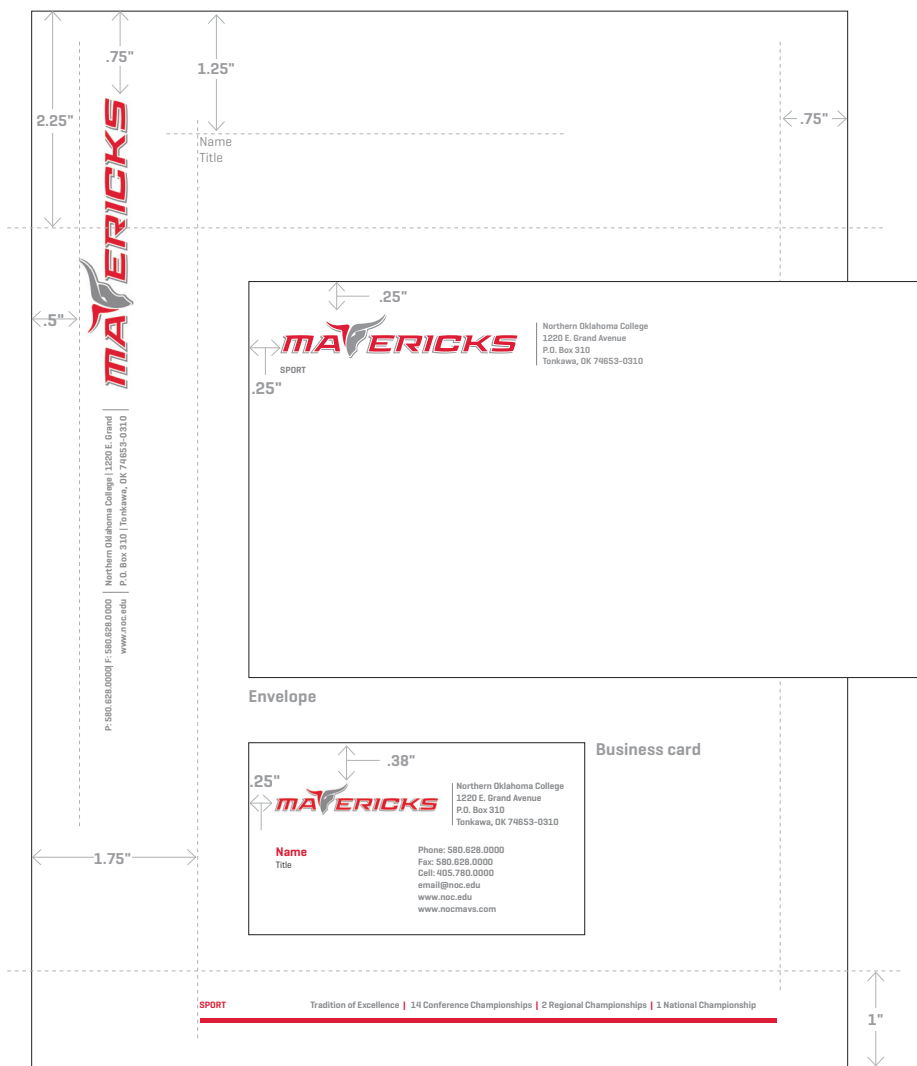
Email signature for other mobile devices

Follow above guidelines. Addition of Mavericks logo is optional when mobile device doesn't allow for placement.

Digital files

A digital template of the email signature is available online at:
www.noc.edu/graphicstandards

Start a letter no closer to the Heading Information than 2.25" from the top edge of the letterhead



Start a letter using a 1.75" left margin and a .75" right margin

Finish a letter no closer to the Records Information than 1" from the bottom edge of the letterhead

Mavericks stationery

The stationery materials provide a consistent look compatible with the NOC Maverick Athletics branding guidelines. They allow for identification of individual sports while maintaining the Mavericks brand on letterhead, envelopes and business cards.

The business card allows for a name and title. Contact information includes both a P.O. Box and physical address, phone, fax, personal email, the college website address and the Mavericks athletic website address. A space for a mobile phone number is also available, if desired, although not required.

Rule and type specifications

The rule setting off the information type on all pieces prints PMS Cool Gray 8 and is .25 pt. in width. The name on the business card is in 9.5 pt. on 9 pt. leading Geogrotesque SemiBold and prints in PMS 186 red. The title name on all pieces is in 7 pt. on 9 pt. leading Geogrotesque Regular and prints in PMS Cool Gray 8. All contact information is in 7 pt. on 9 pt. leading Geogrotesque SemiBold and prints in PMS Cool Gray 8. The sport is 7 pt. Geogrotesque SemiBold and prints in PMS 186 red. The rule below the sport and records information is 4 pt. and prints in PMS 186 red.

Digital stationery files

Digital files of the Mavericks athletic letterhead are available upon request with the approval from the Office of Development and Community Relations. Digital letterhead is designed as a supplement to the official athletic stationery that is printed in the Printing Services Department and should ONLY be used for electronic purposes when the printed stationery is not viable.

Printing services

Northern Printing Services prints all stationery materials to ensure quality, consistency and that information is current and accurate. They use the standardized formats shown at left.

Please complete printing authorizations and submit them according to the graphics standards guide online at: www.noc.edu/graphicstandards

Approved color variation-background combinations of the Jets mascot and logotype shown.



Approved red only variation of the Jets mascot and logotype shown on a white background



Approved black variation-background combination of the Jets mascot and logotype shown.



Approval process

In general, approval process for usage of the Jets athletic logo and color variations includes the Athletic Director and the Office of Development and Community Relations. Any use of the Jets athletic logos must be approved. External use of the Jets athletic logo must also have an athletic logo usage terms and conditions agreement approval form.

Jets athletic, spirit logos and colors

Northern Oklahoma College athletic mascot for Enid is the Jets. Only the official athletic logo as shown in this NOC Graphics Standard guide may be used on official publications, promotional items, and uniforms. The official color of Northern Oklahoma College is PMS 186 Red. This color and black shall be the primary spirit colors for Jets athletic teams. Only white, red, black, and gray can be used on uniforms. Logo variations are shown on the designated background color as allowed for use on uniforms or items to represent the teams. The Pantone color for gray print is PMS Cool Gray 8. When using metallic, silver is the official option. No other colors are allowed to be used on uniforms or items to represent the teams. When using paint, commercial industrial SW 4081 Safety Red is the official red option and SW 7670 Gray Shingle is the official gray option.

Do not

Use any element of the logo as a separate design element without approval from the Office of Development and Community Relations:

- alter the logo in any way, i.e., change colors
- re-design, re-draw, animate, modify, distort or alter the proportions of the logo
- render the logo three-dimensionally
- add words, images or other elements to the logo other than program names
- replace the approved typefaces with any other typeface
- enclose the logo in a shape or combine it with other design elements or effects
- screen any variation of the logo except the black only version
- screen any variation of the logo including the black version on stationery
- modify the size or position relationship of any element within the mark
- add additional copy to the logo

Digital files

Digital files of all versions of the athletic logos are available online at: www.noc.edu/graphicstandards

Approved variation-background combination of the Jets mascot may be used independent of the Jets wordmark as shown.*

* In all examples, the background is not part of the design rather as a reference in choosing the appropriate logo for that background color.

Approved variation-background combination of the Jets wordmark

Approved variation-background combination of the Jets Northern arched logotype

Approved variation-background combination of the Jets Northern oblique logotype

Approved variation-background combination of the Jets NOC logotype

Approved variation-background combination of the Jets insignia



Vitesse Bold
Jets Number Font

0123456789
0123456789

Geogrotesque
Jets Secondary
Number Font

0123456789
0123456789

Approved Stock Number Fonts

Adidas - Pro Full Block

Nike - Full Block

Russell - Pro Block

Speedline - Full Block

Under Armour - Full Block

Jets athletic numbers

Number selection is a key component in the creation of uniforms. The number font should complement the overall athletic design to help define the Jets athletic brand. The official Jets number font is Vitesse. When ordering uniforms to represent the team, every effort should be made to use the primary or secondary font for numbers. If the uniform provider does not allow for custom font or if a custom font is too cost prohibitive, you must get approval to use a stock font from the Athletic Director, the Director of Printing Services and the Vice President for Development and Community Relations. If you gain approval to use stock numbers, the currently approved stock number fonts are listed. If the provider does not provide a stock font option that is very similar to the graphics standards primary and/or secondary font, the uniform order will not be approved.

The official color of Northern Oklahoma College is PMS 186 Red. This color and black are the primary spirit colors for Jets athletic teams. White, red, black, and gray numbers are allowed on all uniforms and can be used with or without an outline. The Pantone color for gray print is PMS Cool Gray 8. When using metallic, silver is the official option. No other colors are allowed to be used on uniform numbers or to represent the teams.

Forza
Primary Font

Bold
Bold Italic
Black
BLack Italic

Geogrotesque
Secondary Font

Regular
Regular Italic
SemiBold
SemiBold Italic

Minion Pro
Supplementary Font

Regular
Regular Italic
Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic

Arial
Alternative Font

Regular
Regular Italic
Bold
Bold Italic

Email signature
Sample



Name
Position/Title
Northern Oklahoma College
P.O. Box 2300
Enid, OK 73702-2300
Phone: 580.548.2300
Fax: 580.548.2216
Email address
www.noc.edu
www.nocjets.com

Typography

Font selection is a key component in the creation of successful communications. Typography should work in concert with the overall design, photography and text to help describe and define the Jets athletic brand. The Jets style extends to the use of the typeface options shown here.

Forza is the font for Jets athletic headings.

In addition, you may use the institutional fonts Geogrotesque – a san-serif font – as a secondary font or Minion Pro – a serif font – as a supplementary font for general content.

These fonts are purchased and licensed on a per machine basis and are not allowed to be copied or redistributed.

Only if none of these fonts are not available may you use Arial - a sans serif font - as an alternative font.

No other fonts are allowed to be used on uniforms or items to represent the teams.

Email signature for desktop/tablets

As a part of our athletic mascot brand, use the style shown here for all athletic department employee email signatures. Backgrounds, background color and/or watermarks are not allowed on your NOC athletic email. Additionally, the Enid Dean of Students and Enid Coordinator of Residence Life & Student Activities may have access to the Jets athletic email signature. This is the example of how your electronic signature should appear on your email and the type is as follows:

Name: Arial Bold 8 pt. on 9 pt. leading
Title: Arial Regular 7 pt. on 9 pt. leading
College: Arial Regular 7 pt. on 9 pt. leading
P.O. Box: Arial Regular 7 pt. on 9 pt. leading
Location: Arial Regular 7 pt. on 9 pt. leading
Phone: Arial Regular 7 pt. on 9 pt. leading
Fax: Arial Regular 7 pt. on 9 pt. leading
Email: Arial Regular 7 pt. on 9 pt. leading
Website: Arial Regular 7 pt. on 9 pt. leading
Athletic Website: Arial Regular 7 pt. on 9 pt. leading

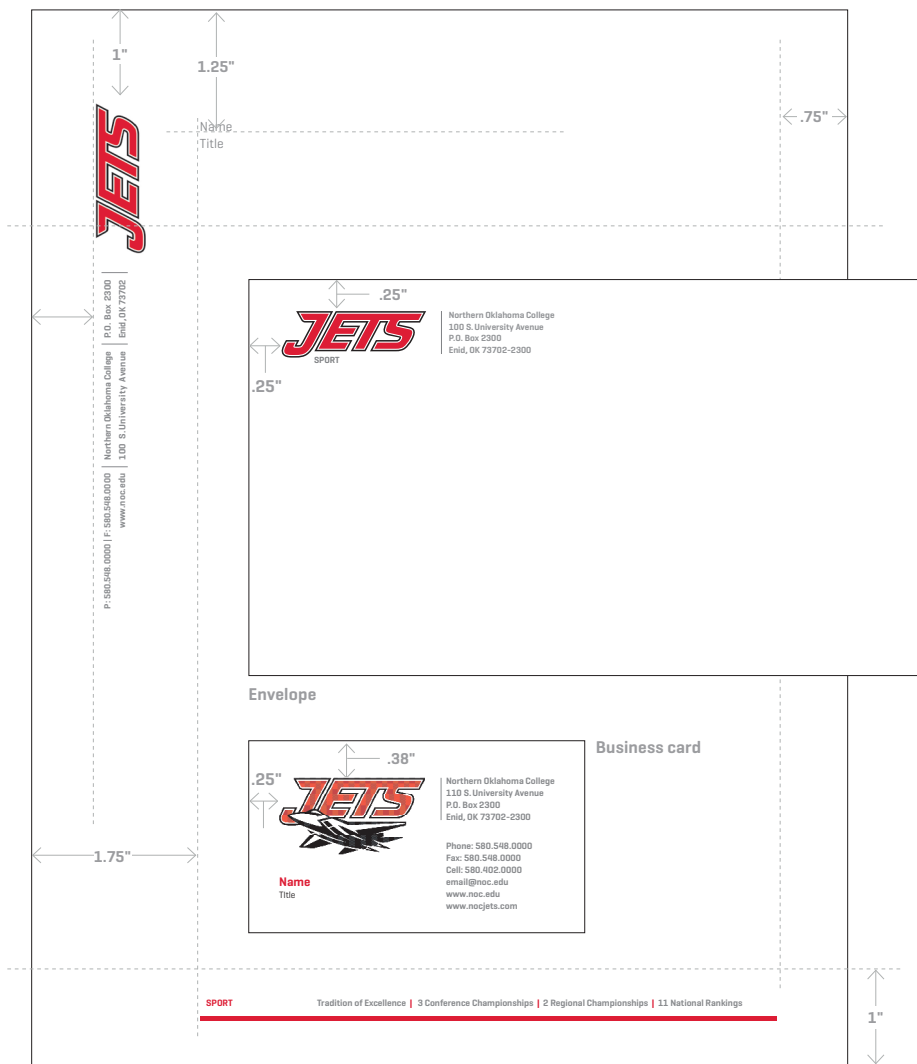
Email signature for other mobile devices

Follow above guidelines. Addition of Jets logo is optional when mobile device doesn't allow for placement.

Digital files

A digital template of the email signature is available online at:
www.noc.edu/graphicstandards

Start a letter no closer to the Heading Information than 2.25" from the top edge of the letterhead



Start a letter using a 1.75" left margin and a .75" right margin

Finish a letter no closer to the Records Information than 1" from the bottom edge of the letterhead

Jets stationery

The stationery materials provide a consistent look compatible with the NOC Jets Athletic branding guidelines. They allow for identification of individual sports while maintaining the Jets brand on letterhead, envelopes and business cards.

The business card allows for a name and title. Contact information includes both a P.O. Box and physical address, phone, fax, personal email, the college website address and the Jets athletic website address. A space for a mobile phone number is also available, if desired, although not required.

Rule and type specifications

The rule setting off the information type on all pieces prints PMS Cool Gray 8 and is .25 pt. in width. The name on the business card is in 9.5 pt. on 9 pt. leading Geogrotesque SemiBold and prints in PMS 186 red. The title name on all pieces is in 7 pt. on 9 pt. leading Geogrotesque Regular and prints in PMS Cool Gray 8. All contact information is in 7 pt. on 9 pt. leading Geogrotesque SemiBold and prints in PMS Cool Gray 8. The sport is 7 pt. Geogrotesque SemiBold and prints in PMS 186 red. The rule below the sport and records information is 4 pt. and prints in PMS 186 red.

Digital stationery files

Digital files of the Jets athletic letterhead are available upon request with the approval from the Office of Development and Community Relations. Digital letterhead is designed as a supplement to the official athletic stationery that is printed in the Printing Services Department and should ONLY be used for electronic purposes when the printed stationery is not viable.

Printing services

Northern Printing Services prints all stationery materials to ensure quality, consistency and that information is current and accurate. They use the standardized formats shown at left.

Please complete printing authorizations and submit them according to the graphics standards guide online at: www.noc.edu/graphicstandards

Printing services

The Printing Services Department provides the College's community of learners with the highest standard of excellence in printing, copying, bulk mailing, design, photography, bindery services and customer service while maintaining the lowest possible cost in an innovative, dependable, and professional manner. This is done through informed and interactive communication between the Printing Services staff and their customers to support and promote the mission, vision, and values of Northern Oklahoma College and its stakeholders.

All official college publications and materials must comply with the institution's graphic standards guide to present a unified and professional image of the College. All copying jobs of more than 100 sheets and all college printed materials must be procured from the College Print Shop. A detailed list of services available can be found at www.noc.edu/printshop.

All printing needs will be given priority in the order in which they are received in the office, date sensitivity and special circumstances. Once completed, copying and printed projects will be wrapped and sent out for delivery by the College Courier. *Two weeks' lead-time is necessary for all printed jobs.*

Any office or department requesting printed pamphlets, brochures, or other material intended for distribution will submit all copy and markup or dummy format to the Vice President for Development and Community Relations. All text must be submitted electronically in a Word, InDesign or Photoshop file. All photos and artwork utilized in the file must be provided with the file. Files may be submitted on flash/USB drives or sent via e-mail. All printed items except copying will require the signature or email approval of the requester prior to printing. A proof copy will be provided prior to printing the full request. The requestor must sign off on the printing and design. Changes made during or after printing will be billed to department budgets for the cost of materials used.

Two forms may be used for various printing and copying needs. A copy request form will be used for all copying; a printing authorization form will be used for all other printing jobs. All requests must be approved by the appropriate department head and the Vice President for Development and Community Relations. Requests can also be made on the website at www.noc.edu/printshop.

Letterhead and envelopes

All stationery provides a consistent look using the official College colors and must be procured from the College Print Shop. Departments or individuals needing letterhead and/or envelopes are to provide the Printing Services Department with a request form. Institutional letterhead and envelopes may not be utilized for personal use.

Digital files of the department letterhead are available upon request with the approval from the Office of Development and Community Relations. Digital letterhead is designed as a supplement to the official NOC stationery that is printed in the Printing Services Department and should ONLY be used for electronic purposes when the printed stationery is not viable. Personalized note cards, letterhead, or envelopes will not be printed by the Printing Services staff.

Acronyms

Acronyms, such as NOC, are permitted only after the complete name appears. They should never appear with periods following the letters "N.O.C.". When used in conjunction with the locations, the use is the letters "NOC", no hyphen and the location name – as "NOC Enid".

Copying services

Copy request forms must be submitted with all copy jobs on the appropriate NOC location form or by email at copy@noc.edu. For regular classroom materials for Tonkawa, allow three working days' lead-time. For Enid and Stillwater allow four working days, which includes courier time. Study guides and/or syllabi sold through the Bookstores must be submitted no later than eight weeks before the delivery date. Copy request for weekend seminars should allow one work week. Courier service to Enid and Stillwater is available. An extra day is required to facilitate delivery.

Employees are responsible for obtaining publisher or copyright permission prior to submitting a job to the Printing Services Department. The Director of Library Services will provide training to employees who need updates on copyright laws.

Camera-ready materials submitted directly to the Print Shop by departments are subject to rejection if they do not meet accepted standards of appearance and content.

The copying of tests will be handled in a secure environment as possible. Tests may be hand delivered, couriered or e-mailed into the office. Students may not copy and/or deliver tests. Tests will be packaged and secured prior to delivery. All concerns about test security, while in the print shop, should be directed to the Director of Printing Services for further review of the situation.

Bulk mail services

Bulk mail services is an available option to all NOC departments. To qualify as bulk mail the mailing must meet the following criteria: minimum of 200 recipients, non-personalized mail piece, domestic mail, standard letter/postcard. Bulk mail must be indicated when submitting a print authorization form. Bulk mailings must be planned early to allow time to arrive before the deadline of the event/promotion happens. The post office has up to 3 weeks to process and deliver bulk mail once they receive it. Any questions about bulk mail services, contact the Development and Community Services Office or Printing Services.

Photography

Photographs used should be carefully reviewed for the following criteria: The photo represents the purpose of the publication, the integrity of the College and does not infringe on any copyright or trademark laws; or permission has been granted by the originator. All photos should be no less than 300 dpi and should be in CMYK mode. File formats suggested are: jpg, tif and eps. Photography services may be requested by forms submitted electronically on the website or by calling the NOC photographer.

NOC Policy on Use of Photos and Video

Photos and video footage add significantly to the communication value of Northern Oklahoma College publications, videos, marketing, and websites. It is the college's desire to share the achievements and recognition earned by students with the broader community. This effort can be aided by the use of photos or video footage showing students involved in the classroom and college-related activities.

Model Release Form

While enrolled at NOC, a student acknowledges that NOC, without compensation, may use the student's image, likeness and other representation in any video, photograph, recording or digital file taken, recorded or obtained while attending or participating in any NOC-sponsored activity or event or in any public spaces across campus.

If a student needs to be recorded (visually or audio) or photographed and the situation does not comply with the specifications above, a model release form must be completed. The photographer will have a release form available in these situations.

Opt-Out Form

Unless notified in writing of an objection by a student of age 18, parent, or legal guardian, photographs and video footage of students and/or names may be posted in college-produced materials including printed publications, videos, advertising, marketing, websites, and social media.

If students do not wish photographs or videos of them to be used in these materials, they should complete a Photo/Video Opt-Out form, with a reference photo attached, and file it with the Office of Development and Community Relations. Please be aware that opt-out requests are valid for the current school year and must be renewed at the start of the next school year.

Off-campus printing

Printing orders too large for the Printing Services Department to handle will be offered at bid to off-campus printers by the Director of Printing Services and must be approved by the Vice President for Development and Community Relations. The Director of Printing Services will secure bids, set deadlines, and make arrangements for delivery and return to the print shop. Items sent off-campus will be billed to the Printing Services Department and, in turn, billed back to the department at the end of the month.

Budget

Each department is given a printing/copying allotment each fiscal year. Individuals may have items printed, with written approval of the department head, as long as the department does not exceed its printing budget. Cost effectiveness should be considered in making such decisions to ensure good stewardship of state funds in the area of publications and print material. Cost and completion estimates may be obtained from the Print Shop prior to the submission of requests for printing services.

State and federal law

Publications such as booklets, newsletters, magazines, catalogues and pamphlets, which bear the College name and are produced for external audiences, must carry the following two disclaimers:

1. Notice of compliance

Northern Oklahoma College does not discriminate on the basis of race, color, national origin, sex/ gender, age, religion, political beliefs or disability in admission to its programs, services or activities, in access to them, in treatment of individuals or in any aspect of their operations. Northern Oklahoma College also does not discriminate in its hiring or employment practices.

This notice is provided as required by Title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, Title IX of the Education Amendments of 1972, the Age Discrimination Act of 1975 and the Americans with Disabilities Act of 1990. Questions, complaints or requests for additional information regarding these laws may be forwarded to the designated compliance coordinator: Jason Johnson, Vice President for Student Affairs, 1220 East Grand Avenue, PO Box 310, Tonkawa, OK 74653-0310; telephone 580.628.6240 8 a.m. to 5 p.m. Monday through Friday.

2. Notice of printing cost

“This publication, issued by Northern Oklahoma College as authorized by (originator) was printed by (printer) at a cost of (cost of printing only)/ (number printed)/ (month printed)/(year printed).”

Community service jobs

Requests for printing services in support of externally-funded projects must be approved by the Vice President for Development and Community Relations. A community service printing authorization form must be completed and approved before community service orders will be processed. Charges

will be determined so as to recover cost of the services, which must be paid by the community service organization. Printing services that fall into this category will be accomplished on a time available basis and invoices will be mailed.

Jobs for an outside/professional organization may be submitted for approval as a Community Service job if the event or project meets the following criteria:

1. The organization or event has a direct tie to our institution, programs or employees.
2. The College has some level of involvement in the event.

Disclaimer

Printing Services reserves the right to refuse any printing/copying item that violates copyright laws, that does not meet quality control measures, that has not been approved by department chairs, that does not comply with the institutional graphic standard guide or that contains erroneous information that may be seen by the public. Printing Services will forward any item to the Vice President for Development and Community Relations if it is inappropriate until the person or department is contacted and the item in question is discussed. The Vice President for Development and Community Relations will determine if the item will be printed or returned to the department or individual. Printing Services does not police copyright laws or censor publications, but the staff will not be held accountable for information that does not meet the established standards.

Website and content management

The NOC website (www.noc.edu) is an essential source of information and a communication medium for all College audiences: current and prospective students, employees, colleagues at other academic institutions, NOC Foundation, parents, alumni and media. Our website is a medium of communication that defines who we are today and who we will be in the future.

The Webmaster maintains content and oversees day-to-day management as well as assures quality and integrity of the college's presence on the World Wide Web. The Webmaster reports to the Vice President for Development and Community Relations.

Each department or division will be responsible for appointing a person(s) who are web liaisons. Web liaisons are responsible for maintaining department or divisional office web pages, keeping content up-to-date and following NOC's graphic standards guidelines. Liaisons are expected to attend periodic training from the College's Webmaster to ensure proper maintenance and accessibility compliance with the Web Content Accessibility Guidelines (WCAG) 2.1/AA.

Content Management System (CMS)

The Content Management System is the system that stores and displays official College web content. Management and use of the CMS will comply with all official policies of the College, including but not limited to, discrimination and harassment policies, compliance with all federal, state, and local laws, statutes, and regulations, brand standards, confidentiality of records, positive data security and appropriate use of computing facilities. Any official College information made available to external users is subject to review by the College to ensure consistency with laws and College policies.

Web accessibility

Web accessibility refers to the inclusive practice of removing barriers that prevent interaction with, or access to websites, by people with disabilities. When sites are correctly designed, developed and edited, all users have equal access to information and functionality. Northern Oklahoma College follows the Web Content Accessibility Guidelines (WCAG) 2.1/AA.

Third-party hosting

Departments or divisions may need to host web services offsite with a third-party vendor. Each department or division should contact the Development and Community Relations office to request approval of such offsite services. It is further required that all Northern Oklahoma College faculty or staff in charge of maintenance of a third-party hosted site follow the Web Content Accessibility Guidelines (WCAG) 2.1/AA as well as the graphic standard guidelines of the college. NOC Webmaster should serve as an Administrator on all NOC social networking sites as well as websites affiliated with NOC.

The current third-party hosted website links are listed below:

<https://www.nocbookstore.com/>

<http://dmi.noc.edu/>

<https://www.nocjets.com/landing/index>

<https://www.nocmavs.com/landing/index>

<http://nocsheepcenter.com/>

Inappropriate web content

Materials are prohibited on the Northern Oklahoma College's website if they:

- Contain copyrighted information without written consent of copyright owner
- Violate federal, state, or local laws or regulations
- Violate College policies
- Are defamatory to any group(s) or individual(s) or are disparaging of any group(s), organization(s), or institution(s)
- Are abusive, profane or sexually offensive
- Consist of information that may injure someone else and/or lead to a lawsuit or criminal charges
- Use the College name and logo without official authorization in ways that imply endorsement of commercial organizations, their products, or services
- Are advertisements for commercial products or enterprises
- Represent the operation of a commercial enterprise(s)
- May constitute an invasion of privacy of any group or individual
- Violate the confidentiality of college or student records

The types of material listed above or any direct link to another page containing such material should not be included in any Northern Oklahoma College webpage. Northern Oklahoma College reserves the right to remove any page or material that is in violation of any of Northern Oklahoma College's standards or procedures guides.

Our thanks to you ...

We appreciate your cooperation and compliance of the graphic standards so that we can provide a unified and professional image of the college and its athletic teams. We hope that you will find this guide helpful for your specific graphic needs.

The Office of Development and Community Relations

Northern Oklahoma College does not discriminate on the basis of race, color, national origin, sex/gender, age, religion, political beliefs or disability in admission to its programs, services or activities, in access to them, in treatment of individuals or in any aspect of their operations. Northern Oklahoma College also does not discriminate in its hiring or employment practices. This notice is provided as required by Title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, Title IX of the Education Amendments of 1972, the Age Discrimination Act of 1975 and the Americans with Disabilities Act of 1990. Questions, complaints or requests for additional information regarding these laws may be forwarded to the designated compliance coordinator: Jason Johnson, Vice President for Student Affairs, 1220 East Grand Avenue, PO Box 310, Tonkawa, OK 74653-0310; telephone 580.628.6240 8 a.m. to 5 p.m. Monday through Friday. This publication, printed and issued by Northern Oklahoma College. A total of 60 copies were printed in July 2020 at a cost of \$105.60.

Development and Community Relations

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Revised 7/2020

