



NORTHERN
Oklahoma College
TONKAWA | ENID | STILLWATER

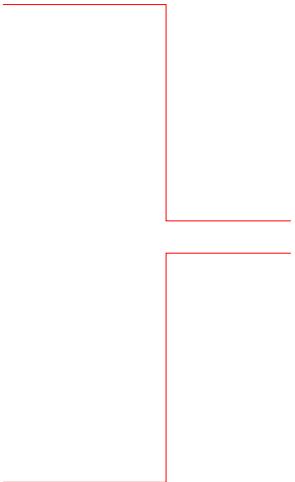
Graphic Standards Guide

REVISED 7/16/2025

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INTRODUCTION



Oklahoma College

TONKAWA | ENID | STILLWATER



LOGO AND COLLEGE SEAL

Vertical logo
with locations

Oklahoma College
TONKAWA | ENID | STILLWATER

Horizontal logo
with locations

Oklahoma College
TONKAWA | ENID | STILLWATER

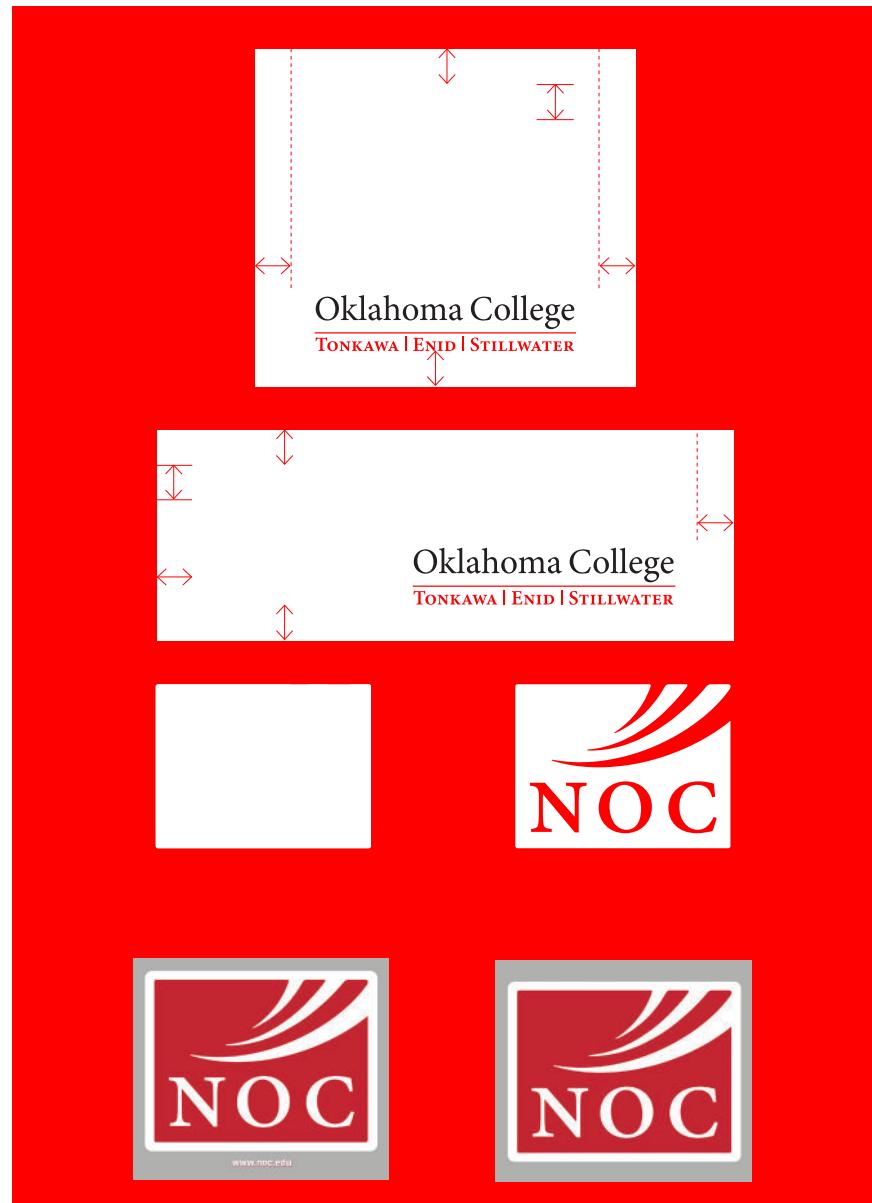
Vertical logo
without locations

Oklahoma College

Horizontal logo
without locations

Oklahoma College

SYMBOL AND WORDMARK



BACKGROUND WITH COLOR

Oklahoma College
TONKAWA | ENID | STILLWATER



COLOR AND TYPEFACE



← .625" →

← .5" →



Smallest symbol size when used with the wordmark

Smallest symbol size when used alone or with the tagline

PROPORTION AND SPACING

Life changing.

Life changing.

Life changing.

Smallest symbol
size when used with
the tagline

Life changing.

Life changing.



Smallest logo size when used with the tagline

Oklahoma College

Life changing.

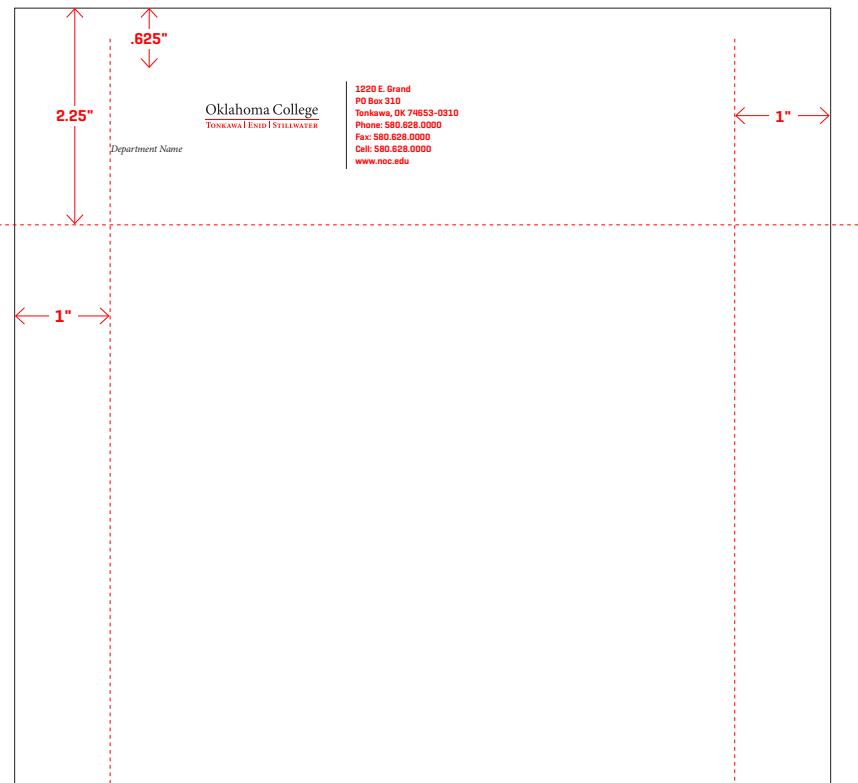
Oklahoma College

Life changing.



TAGLINE

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



Envelope



STATIONERY

Layout Options



BUSINESS CARDS

Primary Font

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

Secondary Font

Regular
Regular Italic
SemiBold
SemiBold Italic

Alternative Font

Regular
Regular Italic
Bold
Bold Italic

Exmouth

Alternative Script Font

Regular

Sample

Option 1

Oklahoma College
TONKAWA | ENID | STILLWATER

Name

Position/Title

Northern Oklahoma College

Physical Address

City, State, Zip Code

Phone: 580.628.0000

Fax: 580.628.0000(Optional)

email.address@noc.edu

www.noc.edu

alternate approved web address (optional)

      (optional)

Option 2



NAME

Position/Title

Northern Oklahoma College

Physical Address, City, State, Zip Code

Phone 000.000.0000 / Fax 000.0000.0000 (Optional)

email.address@noc.edu

www.noc.edu

alternate approved web address (optional)

      (optional)



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.



MERCHANDISE AND PROMOTIONAL ITEMS

NOC/OSU Gateway Logo



Regular, *Regular Italic*
Semibold, *Semibold Italic*
Bold, *Bold Italic*

Sample



Option 1

Name	
Position/Title	Northern Oklahoma College
Physical Address	
City, State, Zip Code	
Phone:	580.628.0000
Fax:	580.628.0000 (Optional)
Cell:	(Optional)
email.address@noc.edu	
www.noc.edu	
alternate approved web address (optional)	

(optional)

Option 2

	NAME
	Position/Title
	Northern Oklahoma College
	Physical Address, City, State, Zip Code
	Phone 000.000.0000 / Fax 000.0000.0000 (Optional)
	email.address@noc.edu
	www.noc.edu
	alternate approved web address (optional)

(optional)

Northern Oklahoma
College Foundation
Logo



Enid Higher Education
Council Logo



NOC NWOSU
Bridge Program
Logo



Affiliated Partners
Logos:
NJCAA
Startup Enid
OSRHE Scholars for
Excellence in
Child Care
Reach Higher
Elsevier
(Nursing Certification)



Approved Accreditation Logos



ADDITIONAL AUTHORIZED LOGOS UNDER THE CURRENT IDENTITY SYSTEM

Institutional Templates

Designing PowerPoint Templates 1

It's actually not too difficult! PowerPoint can be fun believe it or not.

Division of Fine Arts |  

Athletics Templates

Mavericks

Designing PowerPoint Templates 1

It's actually not too difficult! PowerPoint can be fun believe it or not.



Jets

Designing PowerPoint Templates 1

It's actually not too difficult! PowerPoint can be fun believe it or not.



Gateway Templates

Designing PowerPoint Templates 1

It's actually not too difficult! PowerPoint can be fun believe it or not.

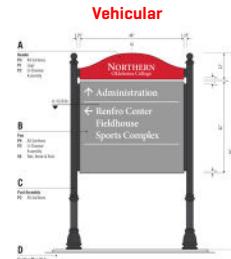
Division of Nursing | 



Secondary Monument Identity



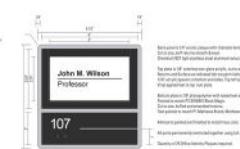
Directional



Building Identity



Complex/Parking Identity



WAYFINDING EXTERIOR AND INTERIOR SIGNAGE

Approved Northern Oklahoma College Divisional Logos



Approved Northern Oklahoma College Program Logos



Approved Northern Oklahoma College Radio Logos



Expired Northern Oklahoma College Radio Logo



Expired Northern Oklahoma College Logos



Expired Athletics Logos



Expired NOC/OSU Gateway Logos



Expired Divisional Logos



DIVISIONAL SEALS, PROGRAM LOGOS AND TAGLINES / EXPIRED LOGOS AND SEALS

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.



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.

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



Approved variation-
background combination
of the Mavericks mascot
with Mavs logo type



Approved variation-
background combination
of the Mavericks Head
Logo in cream and White



Approved variation-
background combination
of the Mavericks Baseball
#TonkBoys Logo



Mavericks Number Font

0123456789

0123456789

Mavericks Secondary
Number Font

0123456789

0123456789

Adidas - Western

Nike - Tucson

Russell - Sub Orb

Speedline - Russo

Under Armour - Cadet

MAVERICKS ATHLETIC NUMBERS

BLACK, BLACK FAST

Primary Font

Regular, *Regular Italic*
SemiBold, SemiBold Italic

Supplementary Font

Regular, *Regular Italic*
Medium, *Medium Italic*
Semibold, Semibold Italic
Bold, Bold Italic

Alternative Font

Regular, *Regular Italic*
Bold, Bold Italic



Sample

Name

Position/Title

Northern Oklahoma College

Physical Address

City, State, Zip Code

Phone: 580.628.0000

Fax: 580.628.0000 (Optional)

Cell: (Optional)

email.address@noc.edu

www.noc.edu

www.nocmavs.com (optional)

      (optional)

Option 1

Position/Title
Northern Oklahoma College
Physical Address
City, State, Zip Code
Phone: 580.628.0000
Fax: 580.628.0000 (Optional)
Cell: (Optional)
email.address@noc.edu
www.noc.edu
www.nocmavs.com (optional)

      (optional)

Option 2



NAME

Position/Title

Northern Oklahoma College

Physical Address, City, State, Zip Code

Phone 000.000.0000 / Fax 000.000.0000 (Optional)

email.address@noc.edu

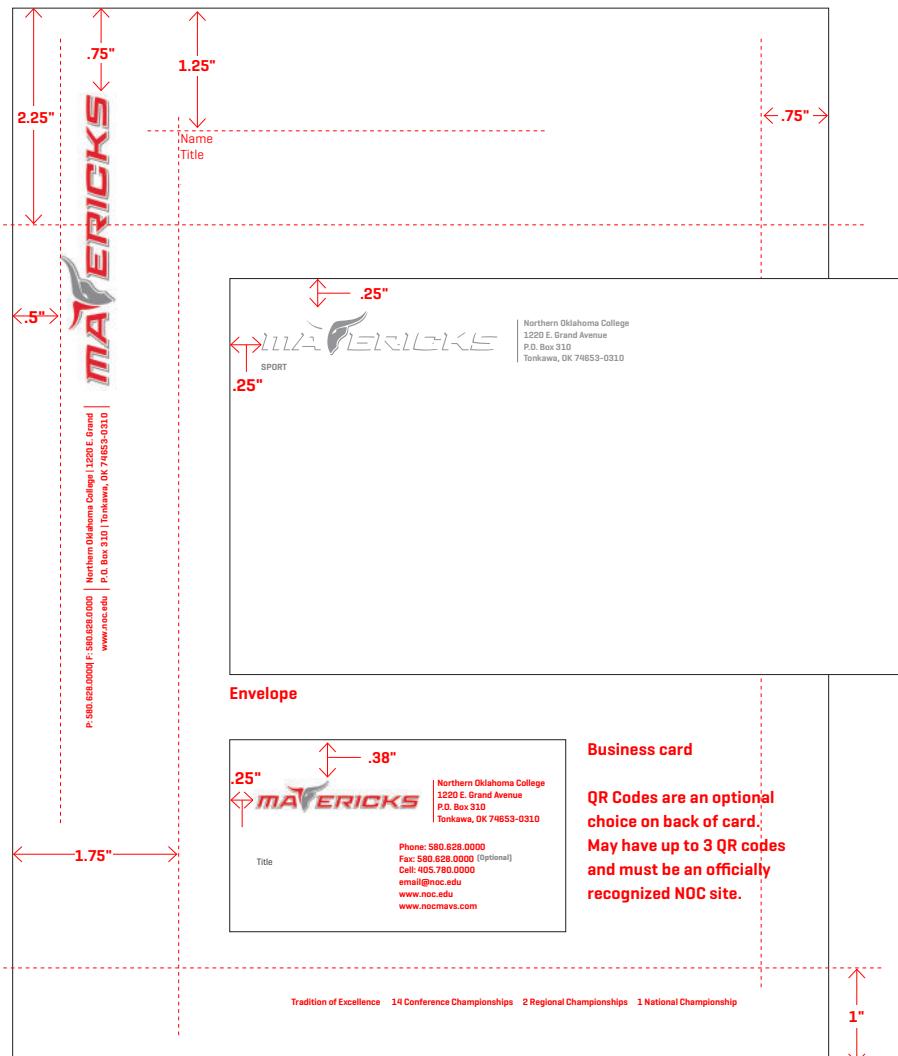
www.noc.edu

www.nocmavs.com (optional)

      (optional)

MAVERICKS ATHLETIC SUPPLEMENTARY ELEMENTS

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
.75" right margin

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

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



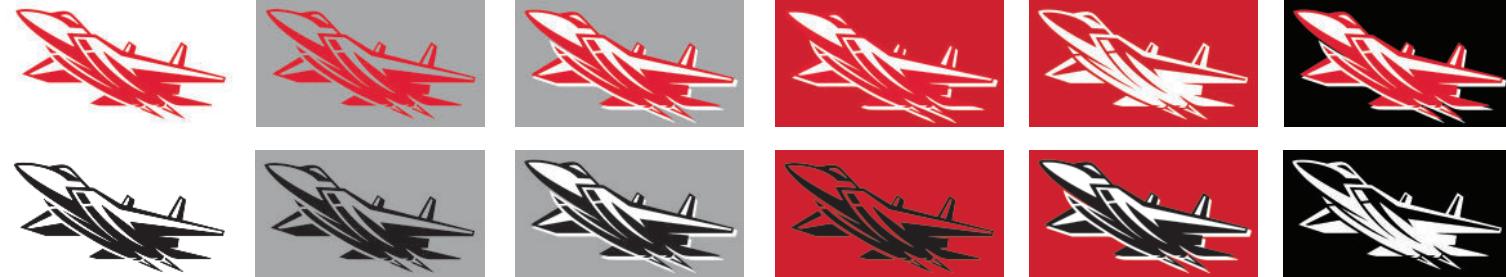
Approved red only variation
of the Jets mascot and
logotype shown on a
white background



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



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



Approved variation-background combination of the Jets Soccer Logo



Jets Number Font

0123456789

0123456789

Jets Secondary
Number Font

0123456789

0123456789

Adidas - Pro Full Block

Nike - Full Block

Russell - Pro Block

Speedline - Full Block

Under Armour - Full Block

Primary Font

Bold
Bold Italic
Black
BLack Italic

Secondary Font

Regular, *Regular Italic*
SemiBold, ***SemiBold Italic***

Supplementary Font

Regular, *Regular Italic*
Medium, *Medium Italic*
Semibold, ***Semibold Italic***
Bold, ***Bold Italic***

Alternative Font

Regular, *Regular Italic*
Bold, ***Bold Italic***

Sample



Name

Position/Title
Northern Oklahoma College
Physical Address
City, State, Zip Code
Phone: 580.548.0000
Fax. 580.548.0000 (Optional)
Cell: (Optional)
Email address
www.noc.edu
www.nocjets.com (optional)

(optional)

Option 2

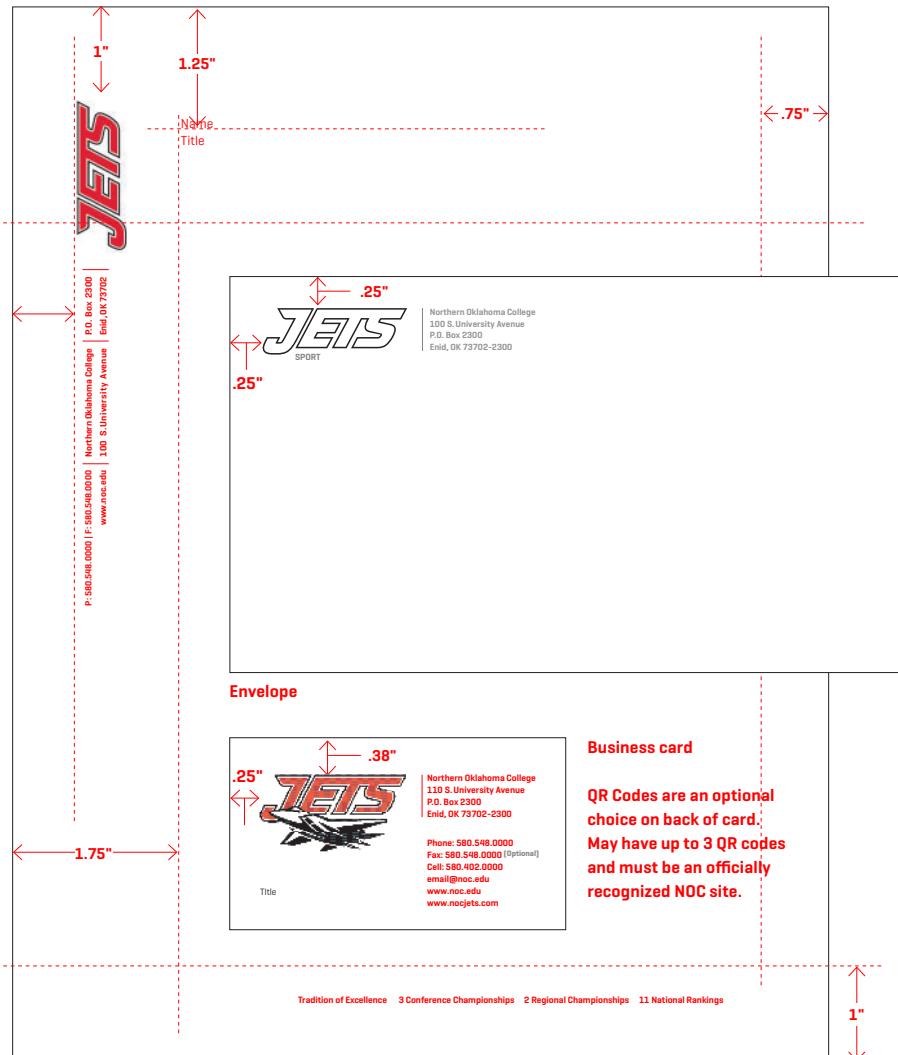


NAME

Position/Title
Northern Oklahoma College
Physical Address, City, State, Zip Code
Phone 000.000.0000 / Fax 000.000.0000 (Optional)
email.address@noc.edu
www.noc.edu
www.nocjets.com (optional)

(optional)

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

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 Relations Office or Printing Services.

Photography and Videography

Photographs used should be carefully reviewed for the following criteria: The photo/video 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/videos should be no less than 300 dpi and should be in CMYK mode. File formats suggested are: jpg, tif and eps. Photography/ Videography services may be requested by submitting a form on the NOC website or by calling the NOC photographer.

Model Release Form

While enrolled at NOC, a student, without compensation, acknowledges that NOC 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/videographer will have a release form available in these situations.

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.

NOC Unsupervised Camera (Webcam) Policy

Use of any video camera or webcam (Live Feed with no Audio), temporarily or permanently by the College, which are placed in a fixed public location for the purpose of broadcasting images of that location in an unsupervised way must be approved in advance by the College President in consultation with the Campus Security and Information Technology departments. The webcam may not be placed in an area where its use would violate a reasonable expectation of privacy without legitimate cause and appropriate authorization as defined/required by law. The location and purpose of the camera must be recorded in a public manner, such as College website or other appropriate location along with

information on the expected retention time (if any) of the images it captures. Appropriate informational signage should also be displayed in location of camera.

The Vice President for Development and Community Relations will be responsible for publicizing and administering this policy. This policy does not apply to closed-circuit television or other security cameras used for security or law enforcement purposes, which are governed by the Northern Oklahoma College safety and security policy and procedures. This policy is not intended to restrict the routine activities of photographers on College property, unless they intend to use a fixed, unsupervised camera.

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) 2.2/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) 2.2/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) 2.2/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:

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

Digital Media Institute: <https://dmi.noc.edu/>

Jets Athletics: <https://www.nocjets.com/>

Mavericks Athletics: <https://www.nocmavs.com/>

Sheep Center: <https://www.sheepcenter.com/>

Scholarships: <https://noc.awardspring.com/hips>

Apply to NOC: https://d1u0000013v6ouaq.my.site.com/OnlineApplication/TX_SiteLogin?startURL=%2FOnlineApplication%2FTargetX_Portal_PB

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.

Sheri Snyder, Vice President for Development and Community Relations
Northern Oklahoma College
PO Box 310, 1220 East Grand Avenue
Tonkawa, OK 74653-0310
sherri.snyder@noc.edu
580.628.6208

Melisa Cottle, Administrative Assistant
melisa.cottle@noc.edu
580.628.6214

Rachel Kirk, Director of Marketing
marketing@noc.edu
580.628.6202

Alan Foster, Director of Athletics
athletic.director@noc.edu
580.628.6345 Tonkawa
580.548.2346 Enid

Scott Cloud, Director of Public Information
news@noc.edu
580.628.6444

Dina Kleinmann, Director of Printing Services
design@noc.edu
580.628.6387

Paige Larson, Graphic Design Specialist
design@noc.edu
580.628.6268

Valarie Wade, Print Shop Specialist
copy@noc.edu
580.628.6685

Shiloh Martin, Photographer/Videographer
photographer@noc.edu
580.628.6665

Shannon Lorg, Webmaster
webmaster@noc.edu
580.628.6330

CONTACT INFORMATION

Equal Opportunity/Nondiscrimination Policy Statement

Northern Oklahoma College does not discriminate on the basis of race, religion, disability, color, national origin, sex, age, sexual orientation, political affiliation, or status as a veteran 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, P.O. Box 310, Tonkawa, OK 74653-0310; telephone 580-628-6240; 8 a.m. to 5 p.m. Monday through Friday.

NOC EQUAL OPPORTUNITY/NONDISCRIMINATION POLICY STATEMENT



WWW.NOC.EDU