This document provides the basic guidelines for North Florida College's graphic identity program, in order to maintain consistency throughout the system.
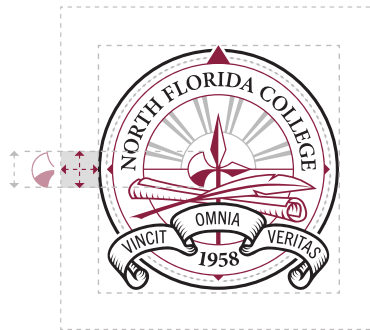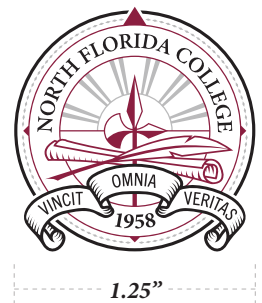
SEAL
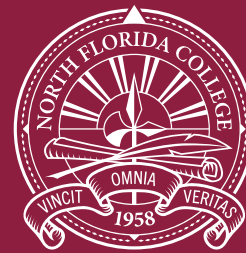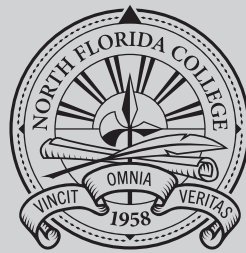
CLEAR SPACE:
Clear space frames the logo, separating it from other elements and keeping it uncluttered, preserving the logo's integrity.

The approximate *height of the axe blade* in the NFC seal should be used as the *minimum* clear space.

MINIMUM SIZE:
When used, should always remain at least *1.25"* width for legibility.

1.25"

LOGO

STACKED:

NORTH FLORIDA COLLEGE

HORIZONTAL:

NFC NORTH FLORIDA COLLEGE

CLEAR SPACE:
The approximate *height of the "North Florida College" text* in the logo should be used as the *minimum* clear space.

MINIMUM SIZE:
When used, should always remain at least *1"* width on the stacked logo and *1.5"* width for the horizontal logo for legibility.

NORTH FLORIDA COLLEGE

1"

NFC NORTH FLORIDA COLLEGE

1.5"

COLOR

Pantone 208C	Pantone Cool Gray 4 C	Black
CMYK: 33, 98, 60, 26	**CMYK:** 27, 21, 22, 0	**CMYK:** 0, 0, 0, 100
RGB: 139, 30, 65	**RGB:** 187, 187, 187	**RGB:** 35, 31, 32
HEX#: 8a1e41	**HEX#:** bbbbbb	**HEX#:** 231f20

TYPOGRAPHY

NFC's official *serif* typeface is **Minion Pro**. NFC's official *sans serif* typeface is **Trade Gothic Next**. These fonts offer a wide range of weights, allowing for small and digital use without degradation and express the classic, academic and collegiate qualities of NFC. Correct and consistent use of these official typefaces helps to reinforce the college's brand identity. **Both Minion Pro and Trade Gothic Next can be found at** *fonts.adobe.com*.

Minion Pro

Condensed	Regular
Condensed Italic	*Italic*
Semibold Condensed	**Semibold**
Semibold Condensed Italic	*Semibold Italic*
Bold Condensed	**Bold**
Bold Condensed Italic	*Bold Italic*

Trade Gothic Next

Compressed	Light
Bold Compressed	*Light Italic*
Heavy Compressed	Regular
Condensed	*Italic*
Condensed Italic	**Bold**
Bold Condensed	*Bold Italic*
Bold Condensed Italic	**Heavy**
Heavy Condensed	*Heavy Italic*
Heavy Condensed Italic	

Other Accent Typefaces

The use of accent typefaces for print materials is acceptable if used very sparingly, and only as a headline or graphic element. If using an accent typeface in this manner, be thoughtful in the choice of typeface to assure it coordinates well with your subject matter and complements the piece's design and NFC's overall brand.