

Northern Pennsylvania Regional College
Brand & Style Guide



**NORTHERN
PENNSYLVANIA
REGIONAL COLLEGE**

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Brand Positioning

BRAND ETHOS

A strong brand ethos is what makes us authentic. It speaks to our character and shared values and culture to create a connection between our brand and our audience. Our brand ethos succeeds when the perception of what we stand for matches the behavior and experiences of our audience.

You can see it, sharp and clear. That future. Your future. As bright as anyone's. And it's closer than you think.

Because when the path to that future rises up to meet you... Powerful things happen, on your terms.

Your path is here. Where the college experience is brought to you. Where you're empowered by a welcoming community. Where the learning never stops.

This is how we power bright futures. No obstacles. Only possibilities. We know you're ready. So are we. Your time to begin, is now. Northern Pennsylvania Regional College. Brighter Futures Begin Here.

BRAND PROMISE

No matter where you start or what you hope to achieve, NPRC empowers you to change your life and brighten your future.

SUPPORTING MESSAGES

These statements are used as supplemental headings or content within advertising, marketing collateral, or relevant correspondence. They may be represented as plain text content or their creative representation shown below.

Bringing
Affordable
Education
To You

Empowered
by a **Welcoming**
Community

Brighter
Futures
Begin Here

Where
Learning
Never
Stops

Where
Affordable
Opportunities
Are
Endless

Colors and Typography

COLOR PALETTE

The Northern Pennsylvania Regional College brand color family has been selected to support our brand promise and shape the perception that we are relevant within our field. Careful, consistent application of the color palette described below will help impart a recognizable look and feel to all Northern Pennsylvania Regional College communications.

PRIMARY COLORS

<p style="text-align: right; color: white;">6.58:1</p> <p style="color: white;">Pantone 378C C: 47 M: 11 Y: 99 K: 64 R: 89 G: 98 B: 29 HEX#59621D</p>	<p style="text-align: right; color: white;">15.7:1</p> <p style="color: white;">Pantone 5463C C: 100 M: 45 Y: 38 K: 90 R: 7 G: 39 B: 45 HEX#07272D</p>
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- Primary colors cannot be layered together
- Green
 - Can be layered with Accent #1 (3.8:1)
 - Neutral #1 (4.1:1)
 - Cannot be layered with Accent #2 (2.88:1)
 - Accent #3 (2.16:1)
 - Neutral #2 (1.8:1)
- Blue
 - Can be layered with Accent #1 (9.06:1)
 - Accent #2 (6.87:1)
 - Accent #3 (5.15:1)
 - Neutral #1 (9.78:1)
 - Neutral #2 (4.3:1)

ACCENT COLORS

<p style="text-align: right; color: white;">1.73:1</p> <p style="color: white;">Pantone 1235C C: 0 M: 31 Y: 98 K: 0 R: 255 G: 184 B: 28 HEX#FFB81C</p>	<p style="text-align: right; color: white;">2.28:1</p> <p style="color: white;">Pantone 1495C C: 0 M: 46 Y: 78 K: 0 R: 255 G: 143 B: 28 HEX#FF8F1C</p>	<p style="text-align: right; color: white;">3.04:1</p> <p style="color: white;">Pantone BRIGHT ORANGE C C: 0 M: 63 Y: 94 K: 0 R: 255 G: 95 B: 15 HEX#FF5F0F</p>
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- Accent colors cannot be layered together
- Accent colors cannot be layered with neutral colors
- Accent colors can be layered as noted with the primary colors

NEUTRAL COLORS

<p style="text-align: right; color: white;">1.6:1</p> <p style="color: white;">Pantone 7534C C: 5 M: 5 Y: 15 K: 8 R: 209 G: 204 B: 189 HEX#D1CCBD</p>	<p style="text-align: right; color: white;">3.64:1</p> <p style="color: white;">Pantone 403C C: 18 M: 21 Y: 27 K: 47 R: 140 G: 133 B: 123 HEX#8C857B</p>
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- Neutral colors cannot be layered together
- Neutral colors cannot be layered with accent colors
- Neutral colors can be layered as noted with the primary colors

TYPOGRAPHY

The Northern Pennsylvania Regional College brand fonts have been selected to support our brand promise and shape the perception that we are relevant within our field. Careful, consistent application of the font described below will help impart a recognizable look and feel to all Northern Pennsylvania Regional College communications.

FONT FOR "NORTHERN PENNSYLVANIA REGIONAL COLLEGE"

HEADING 1:

Zilla Slab

ABC abc 123

HEADING 2 / BODY TEXT:

Montserrat

ABC abc 123

WEBSITE AND COMMUNICATIONS:

Daily communications, presentations, and websites also need to have a consistent Northern Pennsylvania Regional College look. This includes tools like Microsoft® PowerPoint® presentations and e-mail.

Calibri Light

ABC abc 123

Calibri Regular

ABC abc 123

Calibri Italic

ABC abc 123

Calibri Bold

ABC abc 123

Calibri Bold Italic

ABC abc 123

NPRC Logo

BRAND MARK

The mark tells a story of heritage, innovation and promise. The peaks represent the original nine NPRC counties where students will find a new, re-imagined approach to higher education; one that offers accessibility and affordability. The evergreens speak to the region's natural and economic resources, as well as ongoing growth and opportunity. The WiFi symbol forms a sun, representing the way in which NPRC's innovative approach to education and communications technology will mean a new day for all of northwestern Pennsylvania.

Our logo is just one of the components of the Northern Pennsylvania Regional College brand identity program. Combined with visual system elements such as typography, photography, color, and layout – the Northern Pennsylvania Regional College logo brings consistency and distinctiveness to all of our communications.

With proper and prominent use, the logo can achieve a strength and permanence that will serve our college well into the future. In the eyes of our target audience, the logo helps build awareness and recognition. This is why it is so crucial that we use our logo consistently and appropriately in all of our communications.

The following Branding Guidelines serve as a guide to establish and maintain rules and conventions for the accurate and professional presentation of our logo and organization.



**NORTHERN
PENNSYLVANIA
REGIONAL COLLEGE**

LOGO WITH PROTECTION AREA



Space around the logo is key to creating focus.

Our logo should always be surrounded by ample clear space. This will ensure that our logo is visually set apart from accompanying copy, photographs, and illustrative material. The Northern Pennsylvania Regional College logo must always have sufficient “room to breathe” – thereby enabling it to be the focal point on all Northern Pennsylvania Regional College communications.

Situations may arise where surrounding our logo with generous amounts of clear space may not be feasible. When positioning our logo near text and/or image heavy applications such as packaging and business forms, always maintain – at the very least – a minimum area of protection space. **The minimum area of protection is based on the height of the Northern Pennsylvania Regional College “O”, as shown in the above diagram.**

PROPER USAGE

The Northern Pennsylvania Regional College logo should never be used in any way that is not indicated in this guide. If you ever have any questions about logo usage, please contact the Northern Pennsylvania Regional College marketing department. The following representations are a few examples of improper logo usage.

Correct



Do NOT: distort or change the orientation or layout of the logo, or modify fonts or colors beyond what is indicated in this guide. Do NOT try to recreate the logo; ask for approved logo files.

DO NOT CHANGE THE LAYOUT



DO NOT CHANGE THE COLORS



DO NOT DISTORT



DO NOT CHANGE FONTS



DO NOT TILT



DO NOT ADD EFFECTS



DO NOT PLACE ON BACKGROUND WITHOUT USING THE REVERSE LOGO



EXTERNAL REPRESENTATIONS



PRIMARY LOGO

As a core element of NPRC's brand and identity, we must protect our logo from deviation, confusion, and misuse. The rules in this guide provide clear, concrete direction on relative size, positioning and color treatment. Please adhere to these rules in all situations, no exception. The logos on these pages replace all older institutional designs. All 4-color, single-color, primary (horizontal) and vertical logos are available for open use publicly.

VARIATIONS



HORIZONTAL 1-COLOR



HORIZONTAL 1-COLOR



STACKED FULL COLOR



STACKED 1-COLOR



STACKED WHITE

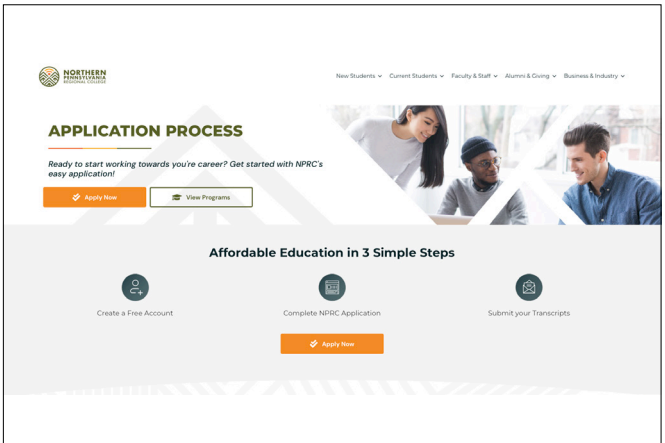
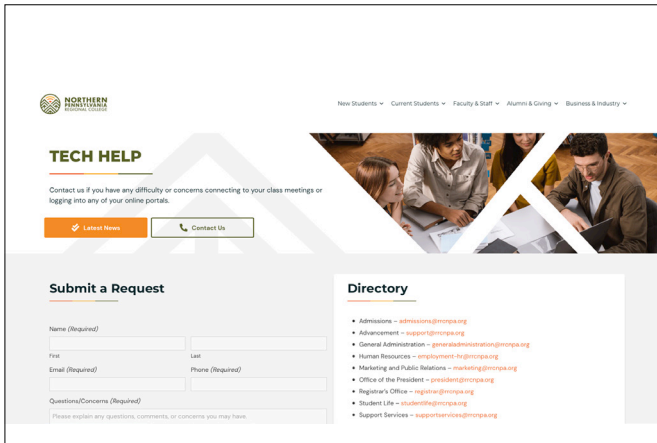
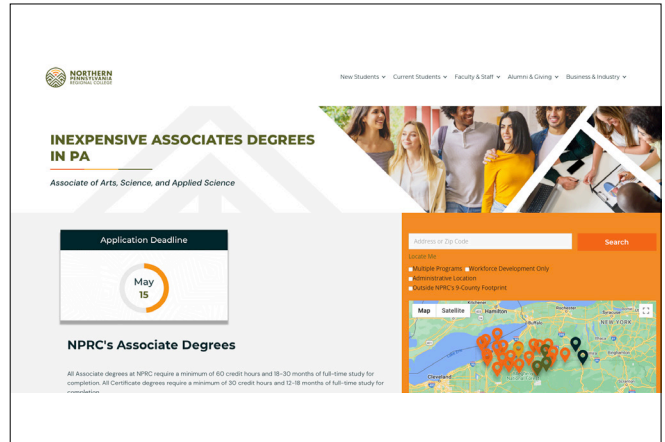
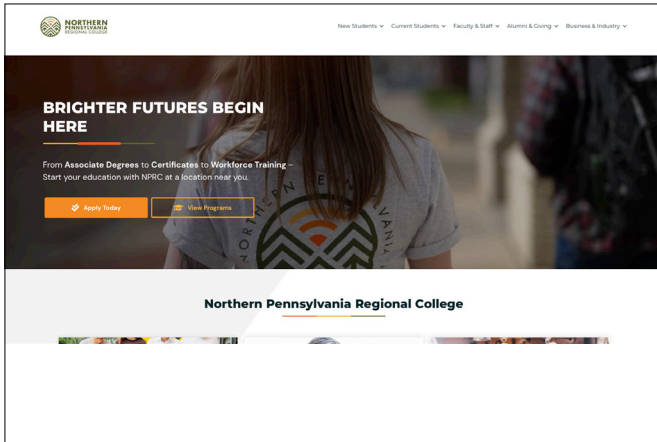
Marketing and Promotional Samples

WEBSITE

Domains

Primary: regionalcollegepa.org

Content developed for the website must be original. Use of AI generated content is not permitted.



MARKETING COLLATERAL



TRI-FOLD BROCHURE



PROMOTIONAL DIE CUT



FLYER

NORTHERN PENNSYLVANIA REGIONAL COLLEGE

Brighter
Futures
Begin Here

discoverNPRC.

When it comes to your future, we don't see distance, we only see possibilities. Like the possibilities you'll have open to you by earning a college degree. A live classroom experience with interactive video technology makes it possible. And with over 25 locations in three counties, there's sure to be a classroom near you.

Bringing
Affordable Education
To You

NORTHERN PENNSYLVANIA REGIONAL COLLEGE

Where
Learning Never Stops

4:1 The student to faculty ratio, with direct support from Student Success Specialists.

NO MATTER WHERE YOU ARE ON YOUR EDUCATIONAL OR PROFESSIONAL JOURNEY...

WE'VE GOT YOU COVERED.

A HANDED-ON AND SUPPORTIVE EDUCATIONAL EXPERIENCE

PROGRAMS OF STUDY

ASSOCIATE DEGREES

CERTIFICATES

"NPRC showed me that education is endless."

ACADEMIC VIEWBOOK

MERCHANDISE



Any department desiring to purchase merchandise or giveaways outside of the marketing department must have written approval of logo placement and usage from the Marketing Department before production. Items (clothing or otherwise) utilizing “NPRC” or other college logos without express written approval are not to be produced.

Mission and Identity

To provide affordable and accessible post-secondary education to the residents of northern Pennsylvania.

We serve communities in northern Pennsylvania by engaging recent graduates, high school or college non-completers, returning adults, and first-generation students.

We bring classrooms to communities by providing a flexible, career-focused curriculum and quality instruction using interactive media. We offer associate degrees, certificate programs, short-term classes, workshops and seminars, and customized training.

We are low-cost, high-quality, easily accessible, student-centered, and highly responsive to existing or emerging community needs.

We enhance regional economic growth and civic development by meeting employers' needs for skilled workers. By doing so, we create greater opportunities and the career and educational pathways that will help retain and attract residents to our region.

Our future is bright because we fill a unique niche in the way in which we deliver post-secondary education and workforce development to our region. Our dedicated, highly qualified, and passionate trustees and staff are true partners in ensuring our students' success in school and in life.

Boilerplates

GENERAL

NPRC is a two-year, open admission college that provides various post-secondary education options to residents of ten-counties (Cameron, Crawford, Elk, Erie, Forest, McKean, Potter, Tioga, Venango, and Warren) in northern Pennsylvania. NPRC offers associate degrees and workforce development training courses that guide students to prosperous careers and foster economic growth throughout the region we serve.

NPRC partners with local community locations to combine live classroom instruction and interactive technology to enable face-to-face learning by meeting students where they are, within approximately 30 minutes from home.

We create opportunities for those who may have never had the chance to sit in a college classroom before by only requiring a high school diploma or equivalent to apply. NPRC educates, inspires, and serves the region in a way that is unique to its needs. We are more than a college; we are a second chance, a necessity, and an opportunity where learning and growth never stops.

ACADEMIC

Northern Pennsylvania Regional College is home to five associate degree programs (Business Administration, Criminal Justice, Early Childhood Education, Liberal Studies, and Social Sciences). Students may enroll as early entry (dual enrollment), transfer, degree-seeking, or non-degree-seeking students. With a student-faculty ratio of 4:1, over 50 percent of textbooks having no cost, and 77 percent of degree-seeking students receiving institutional aid and local scholarships, achieving a college degree is more accessible than ever with classes in a community location near you, often within a 30 minute drive time from home/work.

WORKFORCE DEVELOPMENT

Workforce Development at NPRC delivers relevant programs specifically curated to meet business's needs as well as to the public through open enrollment offerings in subject areas such as but not limited to, Commercial Driver's License (CDL), Early Childhood Education, Maintenance, Manufacturing, Public Safety, Supervisory Skills and Leadership. With industry experts leading the student's learning, whether they are looking upskill, reskill, be eligible for promotion or change careers altogether, the students learn the valuable knowledge and insight needed for success.

INSTRUCTIONAL MODEL

NPRC is not campus-based, nor an online college. The college operates over 20 instructional classroom locations. This makes attending class close to home easy for our students. We then connect the classrooms using distance learning technology, think Microsoft Teams or Zoom, so the students interact live with others across northern Pennsylvania. Community locations assist NPRC in combining this in-person instruction with interactive technology that enables face-to-face learning. This combination of in-person instruction with distance learning technology enables us to meet students where they are, within approximately 30 minutes from home. Attending college and balancing a job or family becomes doable for our students through our in-person (synchronised) classroom experience during designated class times.