



**NORTH CENTRAL KANSAS TECHNICAL COLLEGE  
IDENTITY STANDARDS MANUAL**



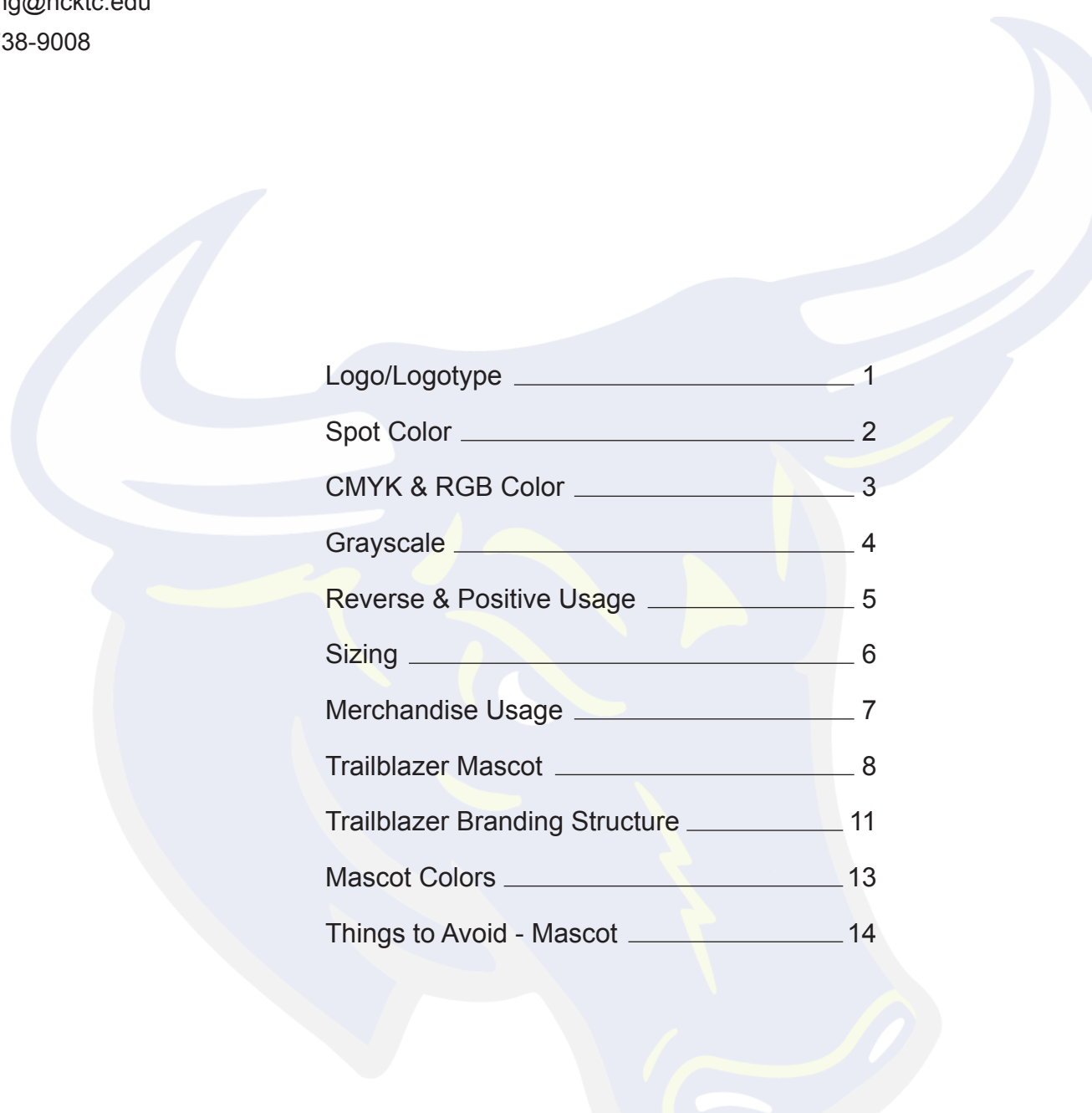
(Updated 2022)

The purpose of the Identity Standards Manual is to communicate the proper visual identity of North Central Kansas Technical College (NCK Tech). To keep consistency of our brand identity, all usage of NCK Tech's visual elements must be approved by the Marketing Director. Several pre-approved options are available on our website. Final approval of all NCK Tech branding is required.

To request design or marketing services, or to submit marketing pieces for approval please contact the Marketing Department.

Email: [marketing@ncktc.edu](mailto:marketing@ncktc.edu)

Phone: (785) 738-9008



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## LOGO/LOGOTYPE

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The placement and proportions of the North Central Kansas Technical College corporate logo/logotype and corporate tagline **should not be altered** in any way. However, the logo may be used by itself without the corporate tagline below it as needed.



Corporate Tagline

**Fonts:**

***Aero Matics Bold Italic***

(Horizontal scale: 120%)

***Arial Italic***

(Horizontal scale: 108%)



Acceptable logo usage without the corporate tagline

## SPOT COLOR

The North Central Kansas Technical College logo can be reproduced in the following manner:

**4 Spot Colors: Pantone Blue 072 C, Pantone Process Cyan, Pantone 382 C, and Black**



Provided Logo file: [NCKT logo\\_PMSbuild\\_F.eps](#)

## CMYK COLOR

The North Central Kansas Technical College logo can be reproduced in the following manner:

### 4 Color Process (Cyan/Magenta/Yellow/Black)



Provided Logo file: **NCKT logo\_CMYK\_F.eps**

## RGB COLOR

### RGB Color (Red/Green/Blue)

RGB is the color system for computer monitors, video, etc.

**NOTE: PMS and CMYK are for printed pieces and RGB is for computer applications.**

Provided Logo files: **NCKT logo\_RGB\_F.jpg**  
**NCKT logo\_RGB\_F.png** (transparent background)

## GRAYSCALE

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The North Central Kansas Technical College logo can be reproduced in the following manner:

### 1 Color (Black with screens/gradients)



Provided Logo file: [NCKT logo\\_Grayscale\\_F.eps](#)

## REVERSE AND POSITIVE USAGE

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Choose reverse or positive logo usage to achieve the best contrast between the logo and the background.



**Reversed Logo –**

For use on colors with a value of 50% or greater of black

Provided Logo file:

**NCKT logo\_REVWhite\_F.eps**



**Positive Logo (100% black) –**

Place on solid color

Provided Logo file:

**NCKT logo\_POSBlack\_F.eps**

## SIZING

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The North Central Kansas Technical College logo should **never appear in print smaller than 1.5" wide.**

When placing the The North Central Kansas Technical College logo among other graphic elements, an area of "clear space" should be given around the logo. The example above shows the minimum amount of clear space recommended. A good judgment approach should be taken when allowing clear space for a specific application.

In order to maintain the value and integrity of the The North Central Kansas Technical College logo, these guidelines must be carefully managed and reinforced.

**NOTE:** Fonts are not required to reproduce the North Central Kansas Technical College logo from the art provided. Art has been prepared to give the end user the ability to "scale" the logo to the size needed. This measure has been taken to help maintain the look and integrity of the North Central Kansas Technical College logo set by these guidelines.



## MERCHANDISE USAGE

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The logo should  
**never be smaller  
than 2.5" in width  
on apparel**

When placing the North Central Kansas Technical College logo on merchandise, consider the best formatted logo for its use.

## TRAILBLAZER MASCOT

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Primary



**NCKTECH**  
TRAILBLAZERS



## TRAILBLAZER MASCOT

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Secondary



***NCKTECH***  
***TRAILBLAZERS***



## TRAILBLAZER MASCOT

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### Single Color



### Outlined

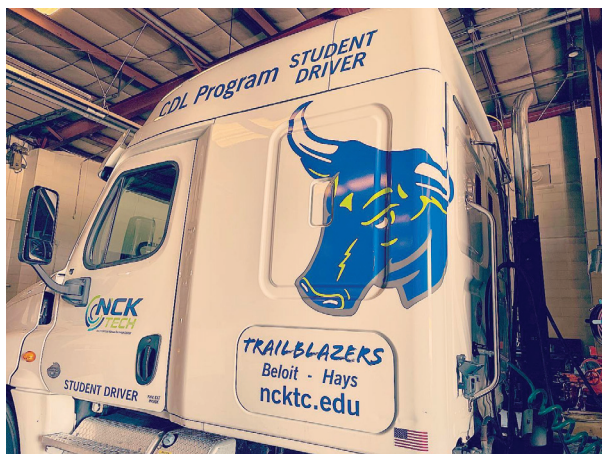
for use on dark backgrounds



## BRANDING STRUCTURE

The Trailblazers logo is not a substitute for the primary NCK Tech logo. They can be used together if enough space is maintained between the logo marks. The Trailblazer icon can be used on it's own as a graphic such as informal uses like t-shirts, events, or signage.

### Examples



## BRANDING STRUCTURE

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### Letterhead Example



### HEADING

#### Subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse pulvinar nunc purus, eget laoreet dolor tempus eget. Nulla sit amet orci in leo congue accumsan. Fusce lacinia erat et quam facilisis, et scelerisque lorem euismod.

Donec rhoncus ipsum vitae accumsan congue. Duis dolor nulla, scelerisque a sollicitudin dictum, ornare ac ipsum. Etiam molestie enim arcu, sed aliquam massa fermentum quis. Donec sit amet sapien ut felis cursus maximus. Aliquam aliquam felis et leo fringilla, a sodales augue sollicitudin. Etiam et enim at mi convallis cursus. Duis nisi nibh, molestie et dignissim non, tincidunt sed nisl. Nunc ut quam sem.

Nullam euismod turpis elit. Quisque lacus ligula, porttitor sed lectus eget, ultricies ultricies elit. Vestibulum vitae ante nulla. Aliquam consectetur at nulla id tristique. Sed egestas et ante in condimentum. Aenean ornare lacinia orci id lacinia. Vivamus arcu dui, cursus nec dapibus non, laoreet eu ante. Duis nisl metus, varius ac odio pulvinar, consequat venenatis mi. Suspendisse ac leo augue. Vivamus augue metus, venenatis eget hendrerit et, viverra ac lacus. Integer lobortis mi id nunc lacinia pellentesque. Nunc id purus dignissim, mollis justo sit amet, tincidunt odio.

## COLORS

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### Blue

CMYK: C=100, M=88, Y=0, K=5

RGB: R=28, G=63, B=149

Hex: #1c3f95

### Green

CMYK: C=29, M=0, Y=100, K=0

RGB: R=193, G=215, B=46

Hex: #c1d72e

### Grey

CMYK: C=52, M=43, Y=41, K=6

RGB: R=129, G=130, B=132

Hex: #818284

## THINGS TO AVOID

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In order to maintain consistency and integrity of the Trailblazers mascot, do not apply any effects or unauthorized colors. Avoid using multiple logo marks as one graphic.



Do not cluster the logos together.



Do not recolor the mascot.



Do not modify the mascot.



Do not add drop shadow or other effects.



Do not rotate or skew the mascot.



Do not add additional outline or stroke to the mascot.