PRIMARY LOGO

Whenever possible, the logo should be placed on the edge of the document to create a tab efffect, which will be consistent with marketing materials.

VERTICAL LOGO
Where appropriate, the vertical version of the logo may be used.

LOGO AND BRANDING

Our agency's image is as important as the services we provide. The logo is the face of the brand, and the more frequently and consistently you communicate that brand, the more likely the agency will be remembered.

Consistency is vitally important to building and maintaining a strong brand for the North Carolina Community College System. To use the logo differently from its intent will confuse its meaning and dilute the power of the brand. The NC Community Colleges logo is to be used exactly as it was designed, in the colors specified.
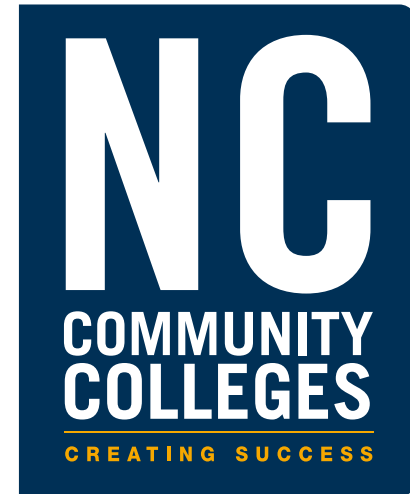
Do not rearrange the logo, name or tagline. Do not resize any one portion of the logo, name or tagline combination. Do not stretch, compress or otherwise distort any portion of the logo, name or tagline combination.

VERTICAL LOGO

Logo Colors:

 C=0 M=28 Y=100 K=6

 C=100 M=55 Y=0 K=44