Graphic Standards for the 75th Anniversary Campaign
This manual is a quick resource for maintaining consistency and integrity when you are producing any communication materials for the College using the 75th Anniversary logo in conjunction with the standard NVC logo.

Every time someone from Napa Valley College communicates with the public, it contributes to our reputation. Newsletters, fliers, posters, stationery, T-shirts, websites, social media, displays, and other forms of communication represent not just the individual or program, but the entire College. Presenting a unified look throughout the college is key.

It is imperative that our visual communications present a clear, consistent image that reflects NVC’s quality, professionalism, and mission. The consistent use of our logo also conveys the message that while we operate in several locations, we are indeed one College.

If you have questions that are not answered in this manual or wish to place a request for assistance, please contact the Office of Institutional Advancement at (707) 256-7111.

Thank you for helping NVC maintain a clear and consistent image that supports our mission; an image we all build together and of which we can be proud.

You can resource this guide on the NVC website under About NVC > Office of Institutional Advancement > 75th Anniversary
Using the 75th Anniversary logo with our NVC logo on Napa Valley College stationery is an example of how both logos can be used to provide a strong, consistent appearance for internal and external communications. Our stationery collection includes letterhead, business envelopes, and business cards. Business cards will not need to have the anniversary logo on them.

Letterhead: The 75th Anniversary logo sits on the right side just below the college logo.
Envelope: The 75th Anniversary logo sits underneath the signature block.
Consistent email signatures for @napavalley.edu email accounts are an opportunity to create brand awareness while relaying relevant contact information. In addition, consistent and clear email signatures present a professional appearance for conducting business through email.

Please use the following guidelines in creating your @napavalley.edu email account signature in Outlook:

- **Less is more:** Email signatures should be under 6 lines. If you feel you need to add more information, use pipes (|) to separate components adding two spaces between content and pipes. Also, refrain from using quotes or epigraphs in business communications to keep the message professional and to avoid having others assume a particular statement represents the institution.

- **Additional graphic elements and logos:** Other than institutionally reviewed and requested logos (such as the 75th Anniversary logo), no other logos or graphic elements (clip art) should be included with your NVC institutional email signature.

- **Font:** Use 10 or 11-point Calibri which is a standard font on both Mac and PCs and works in all email clients. Non-standard fonts and HTML may not translate across email client platforms and may not be in compliance with ADA standards.

- **Color:** Black or dark gray text is preferable and consistent with the NVC branding color pallet.

- **Phone numbers:** Include the phone and/or fax numbers you use regularly in an effort to make it easy for others to reach you. Don’t include a cell or fax number if it’s not something you often use or want to share broadly.

- **Social media:** Adding links to the college’s social media channels is optional, but feel free to promote the main accounts on Facebook and Twitter or your own office, division, or center’s accounts.

- **URL conventions:** No need to use the “www” in a URL unless the URL won’t work without it. Example: napavalley.edu

- **NVC Logo:** Include a proportionately appropriate institutional logo for Napa Valley College.
Using the 75th Anniversary logo with our NVC logo on fliers or posters is an example of how both logos should be used to provide a complementary appearance for internal and external communications.

The 75th Anniversary logo should sit either to the left or right of the college logo depending on space and position on the page. In all matters, the 75th Anniversary logo should not overpower the college logo.