

Graphic Standards



MANUAL

Logo Usage

Print Services Reference

Graphic Design Services



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Identity Standards

Every time someone from Napa Valley College communicates with the public, it contributes to our reputation. Newsletters, fliers, posters, stationery, T-shirts, web sites, social media, displays, and other forms of communication represent not just the individual or program, but the entire College.

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.

This Graphic Standards Manual is a quick resource for maintaining a consistency and integrity when you are producing any communication materials for the 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.

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

Identity Standards

Importance and Purpose of Identity Standards

This guide is designed to help all members of the campus community to better understand Napa Valley College's core symbols and their appropriate use. In the following pages you will find guidelines for using the NVC logos. These College logos serve as readily identifiable symbols that reinforce the college's reputation and give a sense of unity to our publications, stationery, website, merchandise, and other forms of communication.

It is critical to follow these rules and use only the authorized document templates in order to convey the traits and personality of the College as a brand, and do it consistently.

These graphic identifiers are the official logos of Napa Valley College. They are not be used by off-campus groups, other business or fundraising purposes without permission. Contact the Office of Institutional Advancement at 707.256.7110 for more information. These are the only logos that should be used to represent the institution's programs and services. Offices and departments at Napa Valley College are asked not to create their own visual identifiers nor should they alter the approved logos in any way.

To ensure quality, the logo should be obtained in electronic form from the Office of Institutional Advancement or this website, and not copied from existing uses. The logo should not be copied from web pages because the relatively low resolution of web graphics will cause the logo to look fuzzy when used in printed publications.

As relevant situations arise, updates to these guidelines will be distributed. Any question about this manual and its contents should be directed to Scott Allen, Marketing & Communications Coordinator at 707.256.7111 or sallen@napavalley.edu.

Position Overview

FIND YOUR FUTURE HERE

GET A SUPERIOR EDUCATION - Napa Valley College is ranked as one of the top two-year colleges in California among community and private colleges. NVC continues to demonstrate exceptional levels of student success as they transfer to four-year institutions or enter the workforce.

TRANSFER to a CSU, UC and many other public and private colleges and universities. NVC offers 75 degrees and certificates designed to prepare you for transfer to a four-year institution, upgrade your job skills, or prepare you for a career. NVC has 17 Associate Degrees Transfer (ADT) for guaranteed transfer.

RECEIVE SPECIALIZED CAREER TRAINING in 48 professional programs for great jobs in our local and regional economy. Outstanding training is offered in viticulture and winery technology, culinary arts, hospitality, respiratory therapy, nursing, welding, machine tool technology, public safety, and many more.

TAKE THE FAST-PATH with accelerated learning 8-week classes designed to shorten the time you need to complete graduation and/or transfer requirements.

Receive Counseling services and resources to help with educational goals. Get an individualized Education Plan from an NVC academic counselor. Get started on your educational path today.

SAVE MONEY with lower per-unit college credit fees compared with CSU and UC. Free for dual enrolled high school students.

ATTEND SMALLER CLASSES for more individualized attention, and a 25:1 average student-to-faculty ratio.

RECEIVE FINANCIAL AID (EOPS) federal and state aid available year round. We offer over \$250,000 annually in locally supported, needs-based and merit-based scholarships.

JOIN numerous clubs, athletic teams, intramural sports, theater, dance, and social programs for after-class enrichment and entertainment.

LEARN FROM DEDICATED FACULTY & STAFF who help you make the most of your educational experience.

Mission Statement

Our mission guides the actions of the College, spells out our overall goal, provides a sense of direction, and guides decision-making.

Napa Valley College prepares students for evolving roles in a diverse, dynamic, and interdependent world. The college is an accredited, open-access, degree- and certificate-granting institution that is committed to student achievement through high-quality programs and services that are continuously evaluated and improved. The college serves students and the community in the following areas: transfer courses, career-technical education and training, basic skills, and self-supporting contract education and community education classes.

Values Statement

The College's Values Statement can often help when creating messaging by defining what the college is and what we offer potential students and the community.

Napa Valley College is a community of people excited about learning, where students are first and foremost in everything we do. We value, model, and encourage:

- *Student Success*
- *Honesty*
- *Creativity*
- *Integrity*
- *Adaptability*
- *Inclusivity*
- *Responsibility*
- *Openness to new ideas*
- *Respect for others*
- *Health and Wellness*

College Logo

Design Elements

The NVC logo is the primary identification of our College and as such, it should appear on **ALL** NVC communications. Templates are available for College documents with the correct logo usage. Use these templates when communicating internally or externally with students, vendors, and the community.

It is preferred that the Napa Valley College logo be used in its color format on a white background. When a color format is not practical, the black or white versions on the next page may be used.

The logo is not only a symbol, but also a piece of artwork that should not be reproduced in any other color or ever be altered in any way.



PMS 5555	PMS 5645	PMS 1255	PMS 5205	PMS 7639	PMS 5225
C 60 M 33 Y 55 K 8	C 40 M 23 Y 38 K 1	C 29 M 43 Y 100 K 6	C 32 M 92 Y 82 K 41	C 43 M 53 Y 43 K 8	C 28 M 35 Y 24 K 6
R 109 G 136 B 119	R 159 G 173 B 158	R 179 G 136 B 6	R 118 G 33 B 36	R 146 G 117 B 121	R 186 G 163 B 171
Web #6d8877	Web #9fad9e	Web #b38806	Web #762124	Web #927579	Web #baa3ab

Design Elements

Minimum Size

The logo should always be used as shown in examples. The logo should not be smaller than one inch in width due to impaired legibility of the words. Promotional materials may use forms of the logo at smaller sizes.

Clearspace Around Logo

To provide a cushion of empty space around the logo, no item can be closer to the logo than a distance equal to the height or width of the capital “N” in the logo type. The cushion improves the look of the logo and allows it to stand out from surrounding text and graphics.



Allow a cushion around the logo equal to the height or width of the capital “N” in the logo type.

Icon Logo Version

An icon-only version of the logo can NOT be used in any piece of Napa Valley College communications. The type face “Napa Valley College” must be included with the mountain and grape graphic.

Alternate Applications

The following examples are of acceptable alternate logo color usages when full-color usage is not possible or practical as on a solid colored background or in a newspaper.



PMS 5555	PMS 1255	PMS 5205	PMS 7639
C 60 M 33 Y 55 K 8	C 29 M 43 Y 100 K 6	C 32 M 92 Y 82 K 41	C 43 M 53 Y 43 K 8
R 109 G 136 B 119	R 179 G 136 B 6	R 118 G 33 B 36	R 146 G 117 B 121
Web #6d8877	Web #b38806	Web #762124	Web #927579

White

(reversed out of a dark color)



For professional printing applications, the NVC logo may be embossed or reproduced using a varnish, but should not exist in any other color configurations than provided in this manual. For specific questions please contact the Office of Institutional Advancement.

Upper Valley Campus Applications

The following examples are of acceptable for the Upper Valley NVC logo color usages on a solid colored background or in a newspaper.



White

(reversed out of a dark color)



1-color Black



For professional printing applications, the UVNVC logo may be embossed or reproduced using a varnish, but should not exist in any other color configurations than provided in this manual. For specific questions please contact the Office of Institutional Advancement or the Upper Valley Office of Advancement.

Napa Valley College Foundation Applications

The following examples are of acceptable alternate logo color usages when full-color usage is not possible or practical as on a solid colored background or in a newspaper.



White

(reversed out of a dark color)



1-color Black



For professional printing applications, the NVC Foundation logo may be embossed or reproduced using a varnish, but should not exist in any other color configurations than provided in this manual. For specific questions please contact the Office of Institutional Advancement or the Foundation Office.

NVC Storm Logo

Napa Valley College Athletics publications and information should use the Athletics Logo, The Storm or Storm Athletics variations in a prominent position. The Napa Valley College official logo should appear in conjunction with the Napa Valley College Storm Athletics logo. The College logo may appear in a secondary, but prominent position on all literature, fliers, recruitment brochures, etc. The primary brand identity of the Napa Valley College Storm Athletics teams is Napa Valley College. The college colors, which are green and gold, are represented in the Storm logo. Because the color schemes of the respective logos are in conflict, they should not normally be placed in close proximity.



Logo Consistency

Logo Consistency

Using the official logo correctly will maintain consistency and respect for the Napa Valley College identity. Please follow the guidelines below. These guidelines also apply to the primary logotype and alternate format versions of the logo. (Please see the following page for examples of DO's and Don't uses.)

DO NOT use more than one College, School, Department, Office, etc. logo in the same space.

DO's

Use the primary form of the logo whenever possible.

Maintain the minimum clear space and reproduction size specifications (see page 7).

Print the four-color version of the logo on a white background when possible.

DON'T

Don't warp (distort) or stretch the logo.

Don't change the logo's orientation.

Don't recreate any elements of the logo.

Don't use scanned or photographed copies of the logo. Use the original files.

Don't apply any filters, textures, or screening to the logo.

Don't change the logos colors.

Don't use the logo on busy photographs or patterns.

Don't use the logo on colors with poor contrast or similar colors.

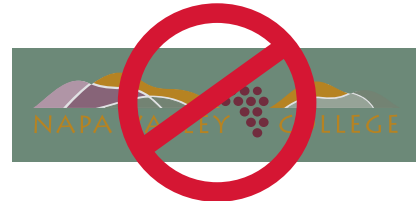
Don't place text or shapes within the clear space boundary.

Don't contain the logo within a box (add a border) on the page.

Don't create your own companion logo or modify existing companion logos.

Logo Usage

Logo use examples



Typography

Typography

Arial will be used in college marketing materials in order to create a consistent look across all of our collateral.

RECOMMENDED GENERAL USE FONTS FOR DEPARTMENTS:

Although you are not limited to Arial, it is commonly available on PC's and can be used for headlines and body copy within the brand standards.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

A Brief Guide to Napa Valley College's Printing & Design Services

Napa Valley College Guide to Submitting Projects for Printing

Introduction

The goal of NVC Printing Services is to provide timely, high quality, cost-effective printing and copying services to the campus community. Like other parts of the college infrastructure, the level and type of services depend on budget, available staffing and equipment.

1. The first priority is always Instruction. If jobs with competing deadlines are turned in, the job for Instruction always comes first.
2. Before the job is sent to Printing Services consider budget, consider doing it as an online electronic version.
3. Special procedures are used to protect the security and integrity of test materials.
4. An important goal of Printing Services is to upgrade the college's image, especially externally, and to support branding advertising and marketing goals.
5. Print Shop staff and a graphic designer, located in the Office of Institutional Advancement, can advise you on how to prepare jobs for printing.

The Print Shop staff can advise you on paper selection and other technical aspects of printing. Please make an appointment for consulting services. Walk-ins are accommodated, as possible. For issues of safety, if the printer is running a press they should not be interrupted. Please do not go behind the counter. Leave your job in the basket, or leave a "please-call-me" note and print staff will get back to you as soon as possible. If the graphic designer is on a deadline, please leave a note, send an e-mail or phone message regarding your project.

Printing & Design Services cont.

6. Most routine jobs should/will be done in black and white and be double-sided whenever possible, for economy and efficiency. Unnecessary use of color for basic flyers, bulletins and notices is discouraged.
7. The Print Shop staff will determine, based on the individual job and quantity, if it is to go on the printing press or will be done on a copy machine.
8. Turn around time is dependent on the current workload, Print Shop staffing and the condition and availability of the shop equipment. There are times when all the equipment and staff are tied up on large, complex jobs which have deadlines and cannot be interrupted. There are also times when equipment is being serviced or repaired.
9. The Print Shop does not accept personal jobs. Other campus copy machines also cannot be used for personal jobs. Please use the coin-operated copy machine in the library copy room or find a commercial copy business for your personal copying.
10. If our Print Shop is unable to accept your job due to (1) its size and complexity, (2) a late submission and short deadline, or (3) any other reason, the Print Shop cannot be responsible for finding an outside printing vendor. This is the responsibility of the department seeking the vendor. Please consult with the Business Office regarding the possibility of the legal requirement to go out for bids on large jobs.

What we can do:

- Copier reproduction (color or black & white)
- Offset press reproduction
- Collate
- Staple
- Cutting
- Booklet Making (fold & saddle stitch up to 32 pages, two staples on left side, plastic comb binding, 3-hole drill)
- Folding
- Shrink Wrap (up to 11 x 17)
- NCR forms
- Assistance with layout & graphic design
- Test Printing (secured storage)
- Print NVC business cards, letterhead, envelopes, etc.

The Print Shop CAN

Print full color photos if the job is designed using most major software programs Quark, Word, or Publisher. We prefer InDesign and pdf.

Bind booklets up to 32 pages by saddle stitch (absolute maximum – fewer pages is better) if the document pages have been set up to allow for page “creep”

Bind booklets using plastic comb binding of up to 3/4” thickness (+/- 150 pages). Note that comb binding is labor-intensive and requires additional staff time.

Shrink wrap finished jobs

The Print Shop CANNOT

Photocopy full-color files in greater quantities than 500 (it becomes too expensive)

Stop or interrupt big jobs in the middle of press runs to accommodate a last-minute “emergency” print request

Print a document using your fonts unless we have those exact same fonts; if they are different from those supplied with your computer, you must supply them to us – the best solution is to only use the fonts that came with your computer

Print on paper larger than 11 x 17 or smaller than 3 x 5

Lead Time & Turn-around Time

The Print Shop serves the entire NVC campus, including the Upper Valley Campus in St. Helena. To help ensure a smooth insertion of your important printing project into the shop's work-flow queue and a timely turn-around for your job, please utilize the following guidelines:

Photocopy

- *1-20 pages of under 300 copies 1-3 working days*
- *More than 300 copies 1-2 weeks*
- *Collated materials of more than 20 pages, consult with the Print Shop Staff.*

Materials of any length that are required for the beginning of a given semester, especially class textbooks, manuals, modules and workbooks, should be submitted prior to the end of the previous semester – not 2 weeks before the beginning of the new semester. Each large item may take three weeks to copy, collate and bind depending on how many other jobs are booked on the available equipment. Plan ahead.

Printing Press

Jobs which need to be printed on the printing press should be submitted at least two to four weeks in advance, depending on size and job technical specifications. Before preparing a large job, **please contact the Print Shop staff and work out a project submission and turn-around schedule, including your own work-flow targets and deadlines.**

The Print Shop serves the entire campus including the St. Helena campus. Jobs need to be scheduled in an efficient manner. Multiple-page press runs, which require four-color reproduction, will take a minimum of one week to three weeks longer than a black-and-white press-run of the same length.

Before you drop off your job

1. Completely proof all text in the document. We cannot assume responsibility for your content. Reprinting error-ridden documents is wasteful of money, paper and staff time.
2. Be sure the NVC Logo is included on the document if it is to be viewed by students, staff or the public. (Exception: routine classroom handouts.)
3. If the document is to be in “book” form, bound in the center between two pages with staples, be sure the document is in multiples of four pages.
4. Use only fonts that were loaded by **Information Technology (IT)** into your computer when the computer was installed at your workstation. We are unable to print fonts unless they are also on our system.

Submitting Digital Jobs

Microsoft WORD Files

Jobs can be submitted electronically to the Print Shop by e-mail to rfoley@napavalley.edu or submitted on a CD or on a Flash Drive (Thumb Drive).

1. You may include color photos and images – But the final document's images will be in gray scale (black and white). We cannot make color press plates from WORD files!
2. Photos and graphics must be embedded into the document.

Microsoft PUBLISHER Files

Microsoft Publisher is designed primarily for the desktop printer in an office environment. The program, at best, is an awkward and problematic prepress tool. It is better suited for black and white documents and limited color copies. Its prepress functions are labor-intensive and increases the amount of Print Shop production time, and therefore the job turn-around time.

1. Link all fonts
2. Link all photos and graphics
3. If possible, convert all color photos from RGB to CMYK if they are destined for the printing press.
4. Run Publisher's Pack and Go and send the resulting files.
5. If any of this is confusing, contact the Print Shop or graphic designer for further information and/or explanation.

(NOTE: If you prepare long documents in Publisher, we encourage you to switch to InDesign. It has a learning curve, but once learned, is immensely more facile, powerful and allows more creativity than Publisher.)

Adobe PageMaker Files

The Print Shop converts PageMaker files to InDesign. Adobe no longer produces PageMaker, but has replaced it with InDesign, an industry-standard publishing program. All fonts, photos and graphics must be embedded and linked. Photos going to the printing press should be converted to CMYK if possible.

Adobe InDesign Documents

The Print Shop and Graphic Design departments are primarily Adobe software oriented. This includes PhotoShop, Illustrator, Acrobat and InDesign. InDesign files should be completely prepared for printing before being submitted.

Preparation includes:

1. Be sure the Document Setup is set to "Spreads."
2. Convert RGB images and photos to CMYK if they are destined for the printing press.
3. Make sure all links for photos, graphics and fonts are current.
4. If the project is to be saddle-stitched (stapled at the spine) be sure the document is in increments of four pages. The Print Shop will "paginate" the document for printing.
5. Run the command PreFlight to determine problems
6. Run the command Package to prepare for submission.
 - Be sure to check the following boxes:
 - o Copy Fonts
 - o Copy Linked Graphics
 - o Update Graphics in Package

Note: It is technically possible to submit the folder and subfolders by e-mail, but separate Packaged items must be broken out of the folders and subfolders first. Please copy the Package Folder to a CD or thumb drive and submit to the Print Shop with a printed hard copy sample. InDesign files are typically too large to sent by email.

If any of this is confusing, please contact Scott Allen, Marketing Coordinator in the Office of Institutional Advancement for further information and/or explanation.

Graphic Design Services

How can you access the services of the graphic designer?

In addition to other duties, the NVC Office of Institutional Advancement generates collateral material and various campus and community publications. The graphic designer is responsible for design and layout (prepress work) of many of these brochures, flyers, posters, newsletters and other publications as well as the college newspaper and magazine ads.

The office also provides graphic design services to the campus community, as staff time is available.

Content

An office requesting assistance in designing a document or publication can first contact the Marketing & C Coordinator for assistance in marketing strategies, target audience analysis, content development and copy writing.

Consultation

An office requesting assistance in designing a document should develop their project after reading the following guidelines then consult with the Office of Institutional Advancement.

Design and printing

Please make sure the content is finalized and the target turnaround date has been determined before submitting your request.

Many routine jobs can be taken directly to Printing Services. However, if there are any questions about a job, please contact Printing Services or the Office of Institutional Advancement BEFORE the job is prepared for Printing Services.

If the ordering department has designed the piece, the graphic designer can review it for compatibility with our printing processes and verify correct logo usage.

NVC Guide to Submitting Projects for Printing

If the ordering department needs design services, please make an appointment with the graphic designer. Email in advance or bring in the finalized content. If you have a rough layout idea or photographs or art you want to use, please send in advance or bring that in as well.

A joint appointment can be made with Printing Services or you can consult Printing Services directly to determine technical compatibility—if the job you are proposing can be printed on college equipment—and if staffing and equipment are available to meet your deadlines. Printing Services can provide information on available paper, order special paper as needed and estimate cost.

Timelines

Requests should be submitted in advance of the targeted need-by date, depending on the job complexity. In general, think weeks instead of days.

Logo

The NVC Logo must be on all documents to be distributed to the public. The logo will be supplied by the Marketing & Communications Coordinator or downloaded from the NVC web site in an appropriate format. The logo should not be modified, except for changes in dimension (without distortion) and should be incorporated in an appropriate and visible location.

Text

All text should be finalized prior to submission for design. All other graphic elements should be supplied by the requester. These include:

Photographs & Illustrations

Photographs and illustrations must be of sufficient resolution to be reproducible by offset press, a minimum of 300 pixels per inch. The images normally placed on photo web sites cannot be used because, having been modified for use on the web, they are too small for printing. Some photo web sites may have higher resolution images available, and if so, the office submitting the request should download the images of choice and make them available. Acceptable image formats include TIFF, PNG, JPG files and Photoshop EPS or PSD.

NVC Guide to Submitting Projects for Printing cont.

The Office of Institutional Advancement has many “stock” photographs of the campus or can, as staff and time are available, take new photos for a project. We discourage the general use of purchased stock photography featuring “students” or “staff.” It is more representative of our branding efforts to use real Napa Valley College images. If you are taking photos, please also have a release form signed. The Office of Institutional Advancement has release forms available. The forms, included as hard copy in the back, can also be sent as a pdf via e-mail to you upon request.

Clip Art

Generally, most JPG, TIFF and AI files can be used. Clip art should be recently developed and project a tone representative of the college community. The style of clip art should be consistent within a document.

Graphics images must be submitted as separate files, however, not as a part of a WORD or Publisher document.

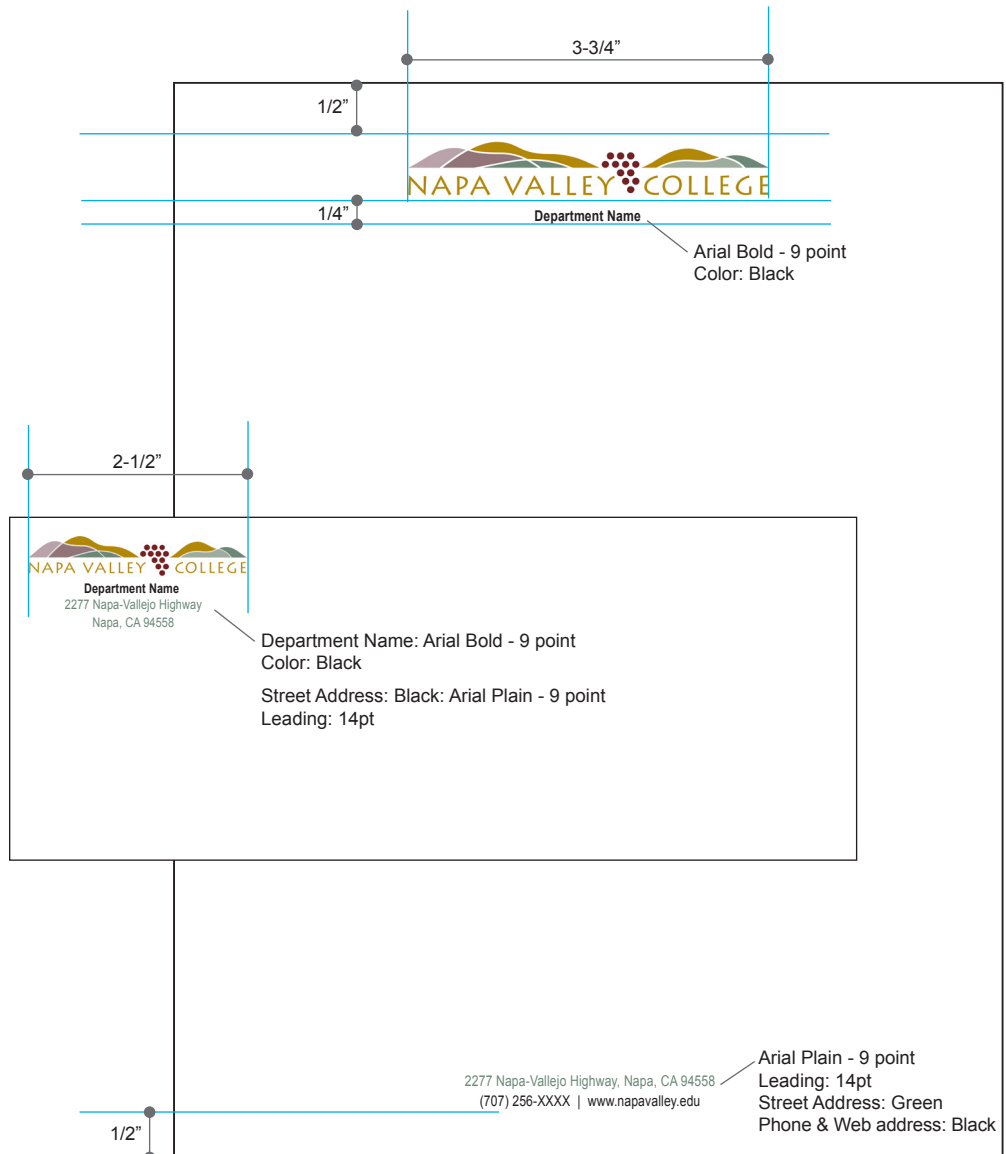
NOTE: Photos, art and text should not be downloaded from general web sites. This material is normally copyrighted and permission is required to use it. If permission has been obtained to use material, a copy of the permissions statement must be included with the design request.

A copyright guideline for educators is included at the end of this booklet. Please be familiar with it when providing third-source photographs and art.

Stationery

Napa Valley College Stationery

Our stationery collection including letterhead, business envelopes, and business cards is an example of how our logo can be used to provide a strong, consistent appearance for both internal and external communications. Business cards are the only item within the Stationery Collection that will have an opportunity to be customized with the individual's name, title and campus contact number.



Fair Use for Educators

The illegal reproduction of copyrighted materials is a serious crime. Educators, within reason, are given a fairly broad brush with which to paint their educational needs. The Print Shop and Graphic Design Departments are not copyright police. The following guidelines are reproduced from the United States Copyright Office web site [<http://www.copyright.gov/circs/circ21.pdf>] and should be reviewed by all staff requesting the reproduction of published materials. The Print Shop may turn back any printing request that appears to be in violation of the doctrine of Educational Fair Use as presented in the following guidelines. For the complete text of Section 107 – Fair Use policy – see page 6 of the PDF file located at the internet address above.

Guidelines

(NOTE: Items other than Roman Numeral categories and subheads indicated in bold are our emphasis – not the U.S. Copyright Office.)

I. Single Copying for Teachers

- A. A single copy may be made of any of the following by or for a teacher at his or her individual request for his or her scholarly research or use in teaching or preparation to teach a class:
 - a. A chapter from a book;
 - b. An article from a periodical or newspaper;
 - c. A short story, short essay or short poem, whether or not from a collective work;
 - d. A chart, graph, diagram, drawing, cartoon or picture from a book, periodical, or newspaper

II. Multiple Copies for Classroom Use

- B. Multiple copies (not to exceed in any event more than one copy per pupil in a course) may be made by or for the teacher giving the course for classroom use or discussion; provided that:
 - a. The copying meets the tests of brevity and spontaneity as defined below; and,
 - b. Meets the cumulative effect test as defined below; and,
 - c. Each copy includes a notice of copyright definitions