

NMC Logo Usage Guidelines

NMC CORE LOGOS - APPROVED USAGE



NMC Logo Usage Guidelines - Improper Usage

NMC CORE LOGOS - WHAT NOT TO DO

Do not crop the logo



Do not change the transparency of the logo



Do not distort the logo



Do not use drop shadows or any other effects



Do not use NMC letters without the logo



Do not rotate any part of the logo



Do not change the size or position of the octothorpe and logotype



NMC Logo Usage Guidelines - Improper Usage

NMC CORE LOGOS - WHAT NOT TO DO

Do not make the logo different colors



Do not re-create using any other typeface



Do not add copy or other elements to the logo



NMC Core logo + linked options will be developed with PRMC

Do not outline logotype



Do not screen the badge logo or run text over

Do not break logo elements apart & use them



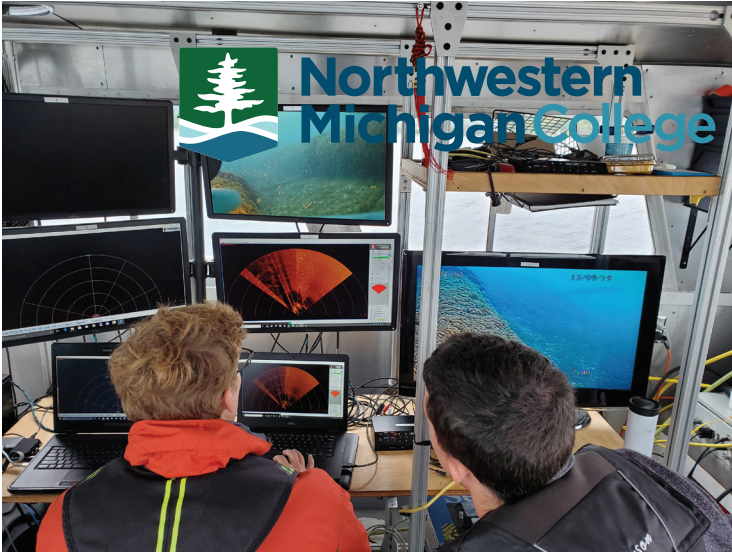
Northwestern Michigan College



NMC Logo Usage Guidelines - Improper Usage

NMC CORE LOGOS - WHAT NOT TO DO

Do not use logo over busy photos/patterns



Do not use non brand color back-grounds and do not run over wave pattern pattern

