Throughout the region we serve, Northern Virginia Community College is widely known as “NOVA” among all sectors and demographic groups. Recognizing the powerful equity and goodwill that has been invested in this name, the College is committed to consistently integrating “NOVA” into all of its future branding and marketing efforts.

To achieve this goal, a formal and informal wordmark have been developed to provide members of the College community with both flexibility and convenience when communicating.

There are a few basic guidelines that should be followed whenever you speak or write about our College. This publication is designed to give you the tools to help you to do so.

Effective immediately, you should begin to use the new wordmark. Any existing materials that feature the College’s former logos should be used until the supply runs out; however, no new materials should be produced using these images.

Your personal support will play a critical role in this effort, because consistency is the single most important factor in building NOVA’s identity among our key audiences.

If you have any questions, please submit them to: Leslie Bosch
Office of Graphic Services
Telephone: 703-323-3340
E-mail: lbosch@nvcc.edu

Many thanks for your assistance in helping to advance our College!

The need for a consistent visual identity at NOVA.

Every day, literally thousands of people receive visual and verbal communications about Northern Virginia Community College, ranging from visits to the Web site, advertisements, invitations and campus signage to press releases, correspondence, posters, presentations and even our parking stickers. By developing and maintaining a consistent visual identity — both as a College and as individual campuses — NOVA can make a unified and coherent impression that will strengthen its image and public awareness as an institution of quality.
When is it appropriate to use the formal wordmark?

The formal wordmark (see Figure A) incorporates the College seal in its design; therefore, its use is restricted for special purposes.

- The formal wordmark will be used for all College stationery and business cards.
- It is also appropriate to use it for formal academic purposes, such as official commencement materials or a major report to an accrediting group.
- This wordmark should not be used for general external promotional materials.
- Permission to use this wordmark must be received in writing from the Office of Graphic Services.

How should I use the new informal wordmark?

The informal wordmark should be used when creating most of the College’s communications, including advertisements, brochures, flyers, invitations, merchandise (apparel, giveaways, etc.). It also will be featured on the College’s new Web site, coming in early 2008.

There are two versions of the new informal College wordmark (see Figures B and C). Whenever possible, the use of the horizontal version is always preferred; however, the vertical version is acceptable if size and other limitations require its use.

In addition, NOVA’s campuses now have the option of using a new informal campus wordmark (see Figures D and E). Wherever possible, use of the horizontal wordmark is always preferred.

A few things to keep in mind:
- When using either version of the wordmark, care should be taken to use it in an appropriate size and position for clear reproduction and visibility.
- Adjusting the wordmark (such as elongating, distorting or changing the size of some elements) is not permitted.

What colors are acceptable when using the new wordmark?

NOVA will continue to use green and gold as its identifying colors. However, the PANTONE® colors have been selected to allow for greater flexibility and reproduction quality. The official colors are PANTONE® 117 (gold) and PANTONE® 349 (green).

**Two-color treatment (preferred usage)**
- In this version, NOVA appears in gold; the rest of the wordmark is in green.

**One-color treatments**
- Use only the official green (PANTONE® 349) or black when reproducing the wordmark in one color.
- The wordmark should never be printed only in gold unless it is printing against a dark colored background such as black.
- The wordmark should not be printed using other colors, such as red, blue, or purple. Other shades of green also should not be used.
- Screening or outlining part or all of the wordmark is not permitted. Similar print techniques are also not permitted.

**Reverse-out treatment**
- The wordmark may be printed as a reverse out; this option is especially appropriate if the publication uses a color other than green or black. Care must be taken to ensure legibility.

How can I get a copy of the new wordmarks?

You can download a pdf, tiff or jpg of the new informal College and campus wordmarks from the College’s Web site at [www.nvcc.edu/wordmark](http://www.nvcc.edu/wordmark)

Because its use is restricted, artwork for the formal wordmark is provided on an as-need basis. For details, contact Leslie Bosch in the Office of Graphic Services at 703-323-3340.
Figure A/Formal Wordmark
Approval required for use

Figure B/Informal Color Wordmark Options

Two-color treatment

Horizontal (preferred)

Vertical

Figure C/Informal Black Wordmark Options

Horizontal (preferred)

Vertical

Figure D/Informal Campus Color Wordmark Options

Two-color treatment

Horizontal (preferred)

Vertical

One-color treatment

Figure E/Informal Campus Black Wordmark Options

Horizontal (preferred)

Vertical

NOTE: The NOVA logos on this page appear in the minimum recommended size; if it is necessary to use a logo smaller than shown above, permission must be received from the Office of Publications. When using a logo in a reverse-out format, the logo must be sized appropriately to insure legibility.
How should I refer to the College verbally or in writing?

- Whenever you first mention the name of the College in an ad, presentation, publication or other reference, its proper full name should be used — Northern Virginia Community College.

- Upon second reference, use either NOVA or “the College.”

- Other references like “NVCC” or “Northern Virginia” should no longer be used.

What is the appropriate way to refer to one of the campuses, verbally or in writing?

- In general, the official name of the College and the campus should always be used together on first reference when communicating outside the College community. For example:
  
  Northern Virginia Community College’s Loudoun Campus  
  Northern Virginia Community College’s Annandale Campus

- Upon second reference, always use NOVA as part of the campus identifier:
  
  NOVA’s Alexandria Campus  
  NOVA’s Woodbridge Campus  
  NOVA’s Extended Learning Institute  
  NOVA’s Medical Education Campus

- The name of the campus should never stand by itself (Manassas Campus); it should always be associated with the College (NOVA’s Manassas Campus or Northern Virginia Community College’s Manassas Campus).

- Avoid using acronyms for the campuses (such as NOVA’s MEC or NOVA’s ELI) in external publications.