



NorthWest Arkansas Community College

# Brand Guide

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Updated August 2025

 NORTHWEST ARKANSAS  
COMMUNITY COLLEGE





**NORTHWEST ARKANSAS  
COMMUNITY COLLEGE**

**Bold Education, Boundless Future**

# MISSION

## **NWACC Mission**

As a community-responsive college, NWACC ignites passion, unlocks potential, and creates economic mobility.

# VISION

## **NWACC Vision**

Positively changing the lives of those we serve.

To positively change the lives of those we serve means significantly impacting the college's many stakeholder communities — students, taxpayers, community members, businesses and industry, etc.

# PILLARS

## NWACC BRAND PILLARS AND PROMISES

Our brand pillars define the NWACC brand. They are a combination of values, strengths, and traits used to communicate with our target audiences. These pillars promote the future success of NWACC while instilling pride in the College.

### **Students First**

The decisions we make, resources we provide, and attitude we have on campus is with the students' well-being at the forefront of our minds. Our campus is an inclusive space where each student is empowered with a profound sense of belonging achieved through personalized guidance, mentorship, and resources that meet individual needs.

### **Academic Excellence**

Our faculty members are experts in their fields who remain approachable and accessible to our students in their efforts to provide a high-quality education. As the backbone of our institution, they take pride in the quality of education that they provide, using innovative and engaging teaching methods to equip our students with the tools they need to excel.

### **Innovative Institution**

We are committed to launching our students toward success with our cutting-edge approach to education. We serve our students with a selection of unique programs, advanced educational technology, state-of-the-art facilities, and impactful initiatives to meet their academic, personal, and professional needs.

### **Community Driven**

We actively engage with our community through partnerships, service projects, and initiatives that address community needs. With our students, employees, and alumni deeply rooted in the broader community, we value the ongoing exchange between the College and the community, nurturing continuous mutual growth and enrichment.

# POLICY

## **Logo and Branding Policy**

NWACC requires the consistent, accurate, and approved use of its institutional brand identity—including logos, wordmarks, spirit marks, color palette, typography, and editorial tone—across all communications, merchandise, signage, and marketing materials.

The NWACC Brand Guide serves as the official register of all approved graphical marks and is the authoritative resource for the correct application of brand elements. All NWACC faculty, staff, departments, programs, schools, student organizations, and third-party vendors are responsible for adhering to these standards to ensure a cohesive and professional image that reflects the College’s mission and enhances its visibility.

All NWACC faculty, staff, students, and units must use only official, approved versions of institutional logos and marks as outlined in the Brand Guide. Requests for exceptions to this policy or deviations from the Brand Guide must be submitted in writing to the Marketing Department.

Violations of this policy include the use of unapproved logos, unauthorized co-branding, and inconsistent application of brand elements. Parties found in violation of this policy must immediately remove or revise materials, or risk suspension of departmental design/marketing privileges.

For further guidance, review, [\*\*NWACC's Logo and Branding Policy.\*\*](#)

# 01

## LOGO

NWACC's logo serves as the visual cornerstone of the College's identity, embodying its values, personality, and uniqueness compared to neighboring institutions. Proper logo usage is crucial for maintaining consistency and reinforcing our brand identity. The logo should always be displayed in its original colors and proportions without any alterations or distortions. Consistently adhering to these guidelines ensures that the logo effectively represents NWACC across all platforms and communications.

## Significance of NWACC's Logo

NWACC's logo blends the College's rich history and core values with a forward-looking vision. Its design reflects both the community it serves and its ongoing commitment to growth, education, and innovation.



### **Tree Branch**

Connection to former logo.  
Native to rural location.



### **Circle**

Represents unity  
and inclusion.



### **Arrow**

Represents advancement  
and growth.

## College Logos

The primary logo uses a horizontal layout, and the secondary logo is centered in a vertical format. In all forms of communication, both print and digital, **the primary logo should be the first choice when the college logo is used.** When appropriate, it may be substituted with the secondary logo.

### Primary Logo



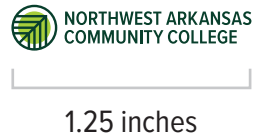
### Secondary Logo



## Logo Sizing and Spacing

The primary college logo should never be printed smaller than 1.25 inches for clear legibility of the logo. There should always be at least .25 inches of clear space surrounding the logo.

### Minimum Sizing Horizontal



### Minimum Sizing Stacked



### Minimum Sizing Abbreviated



### Minimum Spacing



## Logo Variations

The primary college logo should always be the first choice when representing NWACC, however when the main logo is unable to be used due to size, layout, color, or other restrictions, the following logo variations are acceptable alternatives:

### Logo Mark



### Abbreviated Logo



The logo variations may not be reconstructed or altered in any way.

When creating flyers, handouts, brochures, or other printed materials, always spell out “NorthWest Arkansas Community College” in full within the copy if there is no space for the primary or stacked logo. This ensures consistent brand recognition and strengthens the association with our full institutional name.

For promotional items where the primary logo does not fit due to size or design constraints, only approved alternative logos may be used.

All promotional items and printed materials must be submitted to the Marketing Department for review and approval before production.

## One-Color & Reversed Color Logos

All NWACC logo variations are available in three formats: all-white, all-black, and reversed two-color.

### All-White Logo

- Use on dark, saturated backgrounds or imagery for maximum contrast.
- Avoid light or mid-tone backgrounds to preserve legibility.

### All-Black Logo

- For one-color printing when full-color isn't available (e.g., merchandise, newspapers, engraving).
- Use only on light or white backgrounds for clarity.
- Avoid colored or textured backgrounds unless tested for legibility.

### Reversed Two-Color Logo

- Designed for dark backgrounds when the full two-color logo can't be used in standard form.
- Retains brand colors in a reversed layout for visibility.
- Best for digital and high-quality print on dark surfaces.

### One-Color White



### One-Color Black



### Reversed Two-Color



## Departmental Logos

Departmental logos help visually brand individual groups within the College, such as departments, offices, divisions, or programs. Any group can request a departmental logo, but approval is required from both the unit leadership and the Marketing Department.

Each department at NWACC has its own logo, which is intended for use on materials related specifically to that department. These logos are primarily for internal use and must be approved by Marketing before use. Approved uses include printed materials for current students, interdepartmental communications among faculty and staff, and departmental apparel like shirts or uniforms.

For all communications aimed at prospective students or the broader community, the main primary logo must be used instead.

Departmental logos are available in both full-color and one-color versions, following the same usage rules as the primary logo.

Whenever a unit or departmental logo is used, the full college name—"NorthWest Arkansas Community College"—must appear somewhere on the design. This applies to all printed and digital materials. Licensed merchandise and promotional products are case by case. All promotional materials created by NWACC departments must be submitted for review prior to distribution; this can be done via the Artwork Approval Form on the Marketing Department's MyNWACC page.



**NWACC**

Departmental logos always use the College's abbreviated name

**Business &  
Computer Information**

Departmental names can appear on one or two lines as needed



**NWACC**

The bar is always the same length and weight regardless of the department name

**Office of Finance &  
Administration**

Use the ampersand symbol in the place of the word "and"

## Logo Usage Guidelines

The logo must always be used from high-resolution digital files to ensure clarity and consistency. As the primary visual identifier of the College, the logo should be included in all formal, unit-specific, and/or departmental communications. These communications include but are not limited to brochures, stationery, business cards, and websites.

Altering or reconstructing the logo in any way is strictly prohibited. This includes modifications to the typography, horizontal line, outlines, or shapes. Do not create secondary logos, as they can confuse audiences and weaken our goal of maintaining a consistent and unified brand image.

## Unacceptable Logo Usage

All logos must be used according to the guidelines within the Brand Guide. Individuals and departments who do not adhere to these guidelines may be subject to the terms of NWACC's Brand Policy. The following examples are not acceptable applications of NWACC logos.

### DO NOT Change Colors



### Do NOT Add Special Effects



### DO NOT Change Fonts



### Do NOT Stretch, Distort, Flip, or Rotate



### Do NOT Alter or Shift Design Elements



### DO NOT Change Opacity



## College Seal Usage

The NWACC seal is a formal symbol of the college's authority and heritage and is distinct from the official NWACC logo. It must never be used as a substitute for the logo.

Only authorized versions of the seal may be used, primarily on official documents such as diplomas, transcripts, plaques, and awards. Use of the seal on merchandise or other materials requires approval from the Marketing Department.

The seal must always be reproduced clearly and respectfully, preserving its integrity and following approved color and size guidelines.





CENTRAL

# 02

## Color

Color schemes play a vital role in NWACC's image. Consistency in color usage ensures that our brand's visual identity remains cohesive across various mediums, from online platforms to physical merchandise. Proper usage of color involves maintaining color integrity and fosters a strong connection with audiences who come to associate certain colors with NWACC's personality and values. NWACC's primary colors should always be used as the majority color scheme in branding projects. The secondary color palette can be used as a complement with the primary palette, but should not stand alone and should only be used for web.

## Primary Colors

Forest Green  
cmyk 80 24 69 70  
rgb 0 64 46  
hex #00402e  
pantone 3435C

Lime  
cmyk 41 0 100 0  
rgb 164 205 57  
hex #a4cd39  
pantone 2299C

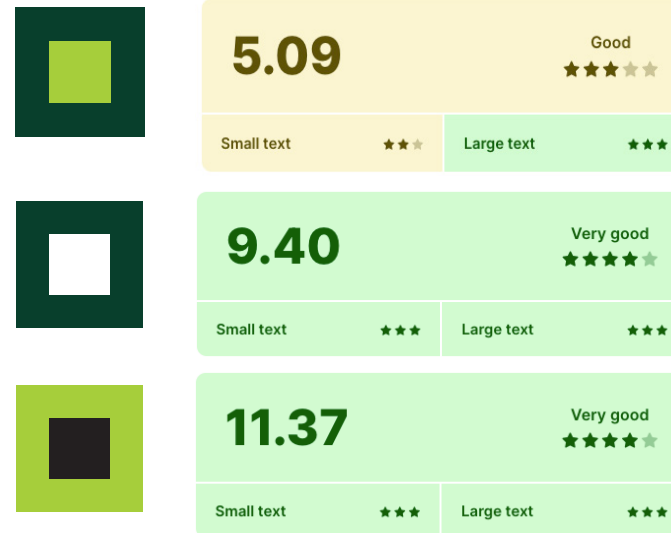
White  
cmyk 0 0 0 0  
rgb 255 255 255  
hex #ffffff

Charcoal  
cmyk 68 64 62 57  
rgb 54 52 52  
hex #363434  
pantone 447C

## Color Accessibility

To make sure everyone can read our materials easily—including people with visual impairments—our brand colors must have enough contrast when used together.

### Color Combinations: Approved



### Color Combinations: NOT Approved



## Secondary Colors - *For web use only.*

Secondary Yellow (For web use only)

cmyk 1 18 67 0  
rgb 254 209 109  
hex #fed16d  
pantone 134C

Secondary Sky Blue (For web use only)

cmyk 68 0 13 0  
rgb 31 192 218  
hex #1fc0da  
pantone 311C

Secondary Blue (For web use only)

cmyk 100 58 21 4  
rgb 0 96 156  
hex #00609c  
pantone 3015C

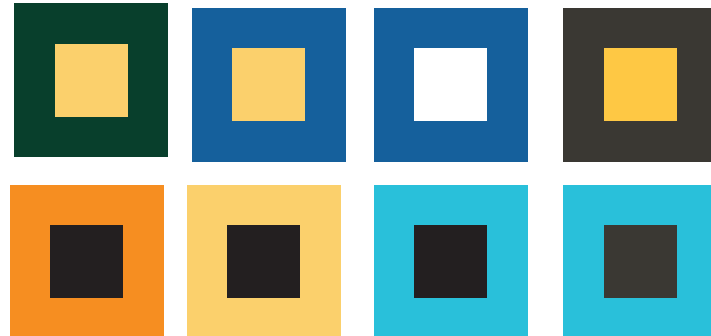
Secondary Orange (For web use only)

cmyk 0 54 95 0  
rgb 255 144 21  
hex #ff9015  
pantone 1495C

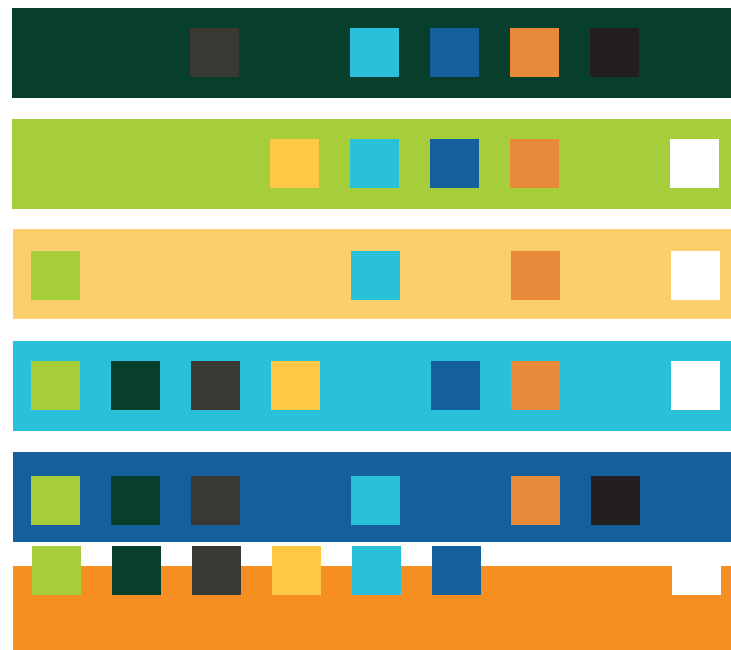
## Secondary Color Accessibility

The web-only secondary color palette must also have sufficient contrast so materials remain readable for everyone, including those with visual impairments.

### Color Combinations: Approved



### Color Combinations: Not Approved



Understanding accessibility in print involves using high-contrast colors and appropriate font sizes to ensure readability for all users, including those with visual impairments. Strong contrast between text and background—such as dark text on a light background—enhances visibility and legibility.

When choosing font sizes, use a minimum of 12 points, as larger text is generally easier to read. Large text is defined as 14-point bold or 18-point regular (or larger).

## **When to Use NWACC's Forest Green vs. Our Lime Green**

Forest green should be used as the primary color in all designs and communications. It serves as the foundation of NWACC's color palette and should appear as the dominant color in layouts.

Lime green is designated as an accent color only. It should never be used as the primary or dominant color in any design.

For approved combinations and appropriate usage, refer to the Approved Color Combinations section of this guide.

# 03

## Typography

Clear, precise language is essential to reinforcing NWACC's brand identity and ensuring effective communication across all platforms. Using correct phrases, names, and grammar helps maintain accessibility and audience engagement. Whether writing for print, web, or social media, consistency in language and tone strengthens the overall impact of the College's message.

## Primary Sans Serif Font

Proxima Nova

Proxima

Proxima Nova Regular  
Proxima Nova Medium  
**Proxima Nova Bold**  
**Proxima Nova Black**

## Google Alternative Font

Roboto

Roboto

Roboto Light  
Roboto Regular  
**Roboto Bold**  
**Roboto Black**

## Serif Font

Lora

Lora

Lora Regular  
**Lora Bold**



The Lora serif font is reserved exclusively for formal occasions, such as graduation programs, official announcements, and important documents. By using this font only in formal contexts, we emphasize sophistication while maintaining readability and cohesion for our students and community. Download Roboto for free at [fonts.google.com](https://fonts.google.com)

# 04

## LANGUAGE AND PHRASING

Taglines play a key role in reinforcing NWACC's brand identity and ensuring consistent messaging across all platforms. A strong, well-used tagline supports brand recognition by clearly communicating the college's mission, values, or unique strengths in a memorable and concise way. Consistent use of approved taglines helps unify communications, build trust with our audience, and strengthen the overall impact of NWACC's brand.

## **Tagline**

NWACC's official tagline is "Bold Education, Boundless Future."

The phrases "Bold Education" and "Boundless Future" are always separated by a comma. The tagline should be used without a period in open media such as advertisements, banners, and promotional materials. However, when incorporated into running text, such as social media captions or postcard copy, a period must be included at the end to maintain proper punctuation.

The tagline must always appear in its entirety and should never be split across lines or sections..

## **Location Naming Guidelines**

When referring to NWACC locations, it's important to use approved terminology to ensure consistency and accuracy.

NWACC's flagship location in Bentonville may be referred to as the Bentonville campus or the Bentonville location. Both are acceptable and accurately reflect the size and scope of the site.

However, NWACC's Washington County location in Springdale must be referred to as the Washington County Center or the Washington County location. It should not be referred to as a campus, as the term implies a multi-building site. Since the Washington County Center is a single-building facility, calling it a campus is incorrect and inconsistent with NWACC's naming standards.

Always use the correct terminology in internal and external communications to maintain brand clarity.

ATHLET



# 01

## Athletic Logo

NWACC's athletic logo and mascot enhance school pride and unity while building a distinct brand image that elevates the College's presence in sports and beyond. They embody the spirit, values, and traditions of the College, creating a rallying point for students, alumni, and fans. They are also essential to NWACC's culture and outreach efforts, as they evoke nostalgia, inspire current student-athletes, and attract prospective students.

## Primary Athletic Logo

NWACC's athletic programs should be represented with the athletic logo in both print and digital materials.



- \* Athletic brand marks should only be used in connection with NWACC Athletics or related extracurricular activities, which are generally separate from the academic side of the College. **Use of the athletic logo to promote academic programs, courses, or departments is not allowed.** The logo may be used in materials intended for prospective students or the community, but only when referencing athletics or expressing general school pride. Any use of the athletic brand marks outside of athletics-related content is subject to approval by the Marketing Department.

## Athletic Logo Variations

The primary athletic logo should always be the first choice when representing NWACC Athletics, however when the primary logo is unable to be used due to size, layout, color, or other restrictions, the following logo variations are acceptable alternatives. Each use should be approved by the Marketing Department on a case-by case-basis.

### Logo Icon



### Logo Wordmark



### One-Color Logos

These one-color logos may be used when black is the only color allowed or required..



## Reversed Color Logos

These reversed color logos are acceptable for use on dark backgrounds or dark photos when needed.



## Logo Sizing and Spacing

The primary NWACC athletic logo should never be printed smaller than 1.75 inches for clear legibility of the logo. There should always be at least .25 inches of clear space surrounding the logo.

### Minimum Sizing Primary Logo



1.75 inches

### Minimum Spacing



.25 inches

### Minimum Sizing Wordmark



1.5 inches



1.5 inches



1.5 inches



1.5 inches



.25 inches

### Minimum Sizing Icon



1.5 inches

## Unacceptable Logo Usage

Official NWACC athletic logos are carefully crafted to represent the teams and athletes at NWACC. All logos must be used according to the guidelines within the Brand Guide. Individuals and departments who do not adhere to these guidelines may be subject to the terms of NWACC's Brand Policy.

The following examples are not acceptable applications of NWACC athletic logos.

### DO NOT Change Colors



### DO NOT Add Special Effects



### DO NOT Add or Replace Text



### DO NOT Change Fonts



### DO NOT Skew or Distort



### DO NOT Combine Logos to Create New Ones



### DO NOT Alter, Shift, or Flip Design Elements



### DO NOT Change Opacity



Any logo combinations that occur outside of the official athletic logo are prohibited.

# 02

## Athletic Colors

Color plays an essential role in shaping the image of NWACC Athletics. Consistent use of the official color palette helps maintain a unified visual identity across teams, players, and fans. Using NWACC's primary colors reinforces the brand's personality and values, creating a strong connection with audiences. These colors should always be the dominant elements in any athletics-related branding.

- \* The NWACC Athletics primary colors are forest green, lime green, and grey. The only acceptable additions to these colors are black and white.

## Forest Green

cmyk 80 24 69 70

rgb 0 64 46

hex #00402e

pantone 3435C

## Lime

cmyk 41 0 100 0

rgb 164 205 57

hex #a4cd39

pantone 2299C

## Black

cmyk 0 0 0 100

rgb 0 0 0

hex #000000

## White

cmyk 0 0 0 0

rgb 255 255 255

hex #ffffff

## Grey

cmyk 0 0 0 30

rgb 178 178 178

hex #b2b2b2

pantone Cool Grey 5C

# 03

## Typography

Consistent typography is essential to maintaining a strong and cohesive brand. NWACC Athletics uses a sports-style font for its logo and headlines, while the College's official academic fonts are used for subheadings and body text. This approach ensures clear, consistent communication and visually ties the athletic brand to the broader identity of the College.

**Primary font for Body Copy**

Proxima Nova

**Header & Uniform Font**

**INDUSTRY INC BASE**

**Google Alternative Font**

**Roboto Black**



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