

Thomas
Nelson

The Peninsula's Community
College

Graphic Identity Branding

Presented by Jane Smith Design

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Who We Are

Thomas Nelson Community College is a two-year institution of higher education established as a part of a statewide system of community colleges. It primarily serves the residents of the cities of Hampton, Newport News, Poquoson and Williamsburg, and the counties of James City and York. The college operates under policies established by the State Board for Community Colleges and with the guidance of the Thomas Nelson Community College Board. The administration of the college is directly responsible to the chancellor of the Virginia Community College System. The college is financed primarily by state funds, and is supplemented by contributions from the participating localities and the federal government.

MISSION STATEMENT ADOPTED 2010

Thomas Nelson Community College changes lives, empowers students to succeed, and enhances the social and economic vitality of the region through high-quality education and workforce training, excellent service and innovative partnerships.

VISION STATEMENT ADOPTED 2010

Thomas Nelson Community College will be the preeminent provider of the most technologically prepared and globally conscious individuals in the region.

Thomas Nelson

Key Attributes:

Community-Centered

Academic and Technical

Regionally Focused

Inclusive and Open

Affordable and Convenient

Supportive and Dedicated Faculty

Diverse Offerings and Opportunities

Successful Outcomes

Option 1

Creative Rationale:

Embodies characteristics of individualism and teamwork

Inclusive and supportive

Exudes a collective and community quality

Positive energy produced from a central focal point

Creates a human relationship among faculty, staff and students

Directional attributes suggest multiple paths



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Option 2

Creative Rationale:

Conveys an established and professional environment

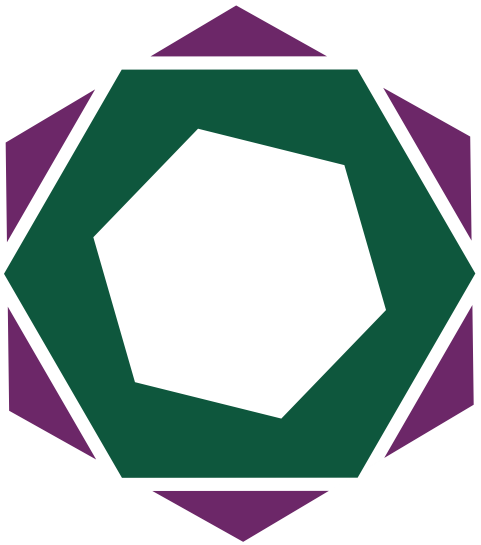
Suggests precision and technology

Embodies both academia and workforce aesthetics

Abstract form encourages individual interpretation

Suggests an interwoven community while embodying characteristics of individualism and teamwork

Balance is achieved with a progressive mark and traditional typeface



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Option 3

Creative Rationale:

Symbol inspired by steel sculpture on campus

Asymmetrical components are diverse

Directional attributes suggest multiple paths/outcomes

Bold elements exude positive energy and strength

Abstract design open for interpretation



**THOMAS
NELSON**

The Peninsula's Community College

Color Palette

The Thomas Nelson primary color palette of purple and green provides the brand with a distinctive quality and has great brand equity. The secondary color palette can strategically add visual interest and emphasis across all brand touch points. The secondary palette colors are to be used in moderation, and should never take the place of or overpower the primary color palette.

Primary Color Palette



Pantone: 519
CMYK: 76 / 100 / 23 / 11
RGB: 82 / 44 / 109
HEX: 59315F



Pantone: 343
CMYK: 100 / 0 / 69 / 60
RGB: 0 / 89 / 68
HEX: 115740

Secondary Color Palette



Pantone: 716
CMYK: 0 / 60 / 100 / 0
RGB: 234 / 118 / 0
Hex: EA7600



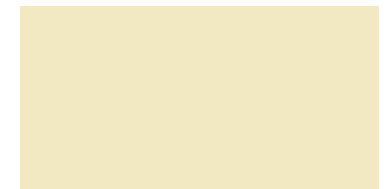
Pantone: 376
CMYK: 54 / 0 / 100 / 0
RGB: 132 / 189 / 0
Hex: 84BD00



Pantone: Magenta
CMYK: 0 / 100 / 0 / 0
RGB: 212 / 15 / 125
Hex: P40F7D



Pantone: 313
CMYK: 100 / 0 / 11 / 2
RGB: 0 / 146 / 188
Hex: 0092BC



Pantone: 7500
CMYK: 3 / 5 / 26 / 2
RGB: 223 / 209 / 167
Hex: DFD1A7

PANTON E colors displayed here may not match PANTON E-identified standards. Please refer to current PANTON E MATCHING SYSTEM publications to view accurate PANTON E Color Standards.

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Fonts

Gotham & Garamond:

Fonts can provide Thomas Nelson with a distinctive and familiar quality to its brand. While there are hundreds of font families from which to choose, Thomas Nelson has selected Gotham and Adobe Garamond — two that possess unique characteristics that will help build the Thomas Nelson brand and strengthen the Thomas Nelson brand experience.

Gotham is geometric, bold, architectural and symbolizes the stability and strength of the Thomas Nelson brand. Created in 2000, Gotham evokes both contemporary and historic qualities. The font works well using it as a display font, as in headlines, or as body copy.

Adobe Garamond is a long-standing historic serif font. Adobe Garamond maintains an elegance and beauty that has withstood the test of time and trends. The letterforms are fluid and unique. Adobe Garamond is widely considered one of the most legible font families and should be considered when a more formal presentation is required.

DIGITAL & MICROSOFT OFFICE SUITE APPLICATIONS

For digital applications, it is recommended that Arial and Times Roman are used. These fonts are universally available and will provide Thomas Nelson with a seamless transition as the new brand is used and implemented.

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Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

GOTHAM Thin

GOTHAM Thin Italic

GOTHAM Light Condensed

GOTHAM Light Condensed Italic

GOTHAM Medium

GOTHAM Medium Italic

GOTHAM Medium Condensed

GOTHAM Medium Condensed Italic

GOTHAM Book

GOTHAM Book Italic

GOTHAM Bold

GOTHAM Bold Italic

GOTHAM Heavy

GOTHAM Heavy Italic

GOTHAM Extra Bold

GOTHAM Extra Bold Italic

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ADOBE GARAMOND Regular

ADOBE GARAMOND Regular Italic

ADOBE GARAMOND Semibold

ADOBE GARAMOND Semibold Italic

ADOBE GARAMOND Bold

ADOBE GARAMOND Bold Italic

Summary

Thomas Nelson

The Thomas Nelson identity has been updated to reflect the college's desire to maintain a positive brand impression, symbolic of growth and opportunity. Icons have been designed to frame the sweeping arches and to represent stability.

An organization's identity is the visual embodiment of its brand essence and the consistent use of the visual elements will maintain the integrity of the Thomas Nelson brand.

Contact

For questions please contact us at
(800) 123-456 or via email at
info@janesmithdesign.com.