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**NUNAVUT
ARCTIC
COLLEGE**

Logo Toolkit

This Logo Toolkit provides specific guidelines to ensure
that the NAC logos look consistent and professional in all
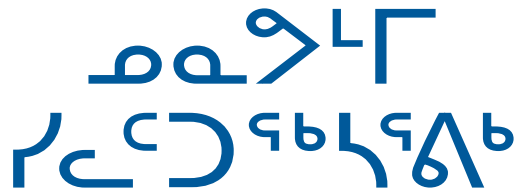communications.

The College icon includes four design items: blue sky, snowy owl, sun rays, water and ice pans. The bright blue and white represents the outdoor colours of sky, water, snow and ice. While the original design is the basis for this version, the new shape is simpler, more youthful, active and up to date.

The icon should never be used on its own.

FONT: NAAMUJUT

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(Syllabics logo text)

NUNAVUT ARCTIC COLLEGE

FONT: CALIBRI

There are four official languages in Nunavut: Inuktitut, English, Inuinnaqtun and French. The logo may be used in combinations of two or four languages – it depends on the communication.

Also, each language uses a special font to ensure consistency. And to bring it all together, it is important to present the logos using the right font for each language:

▷ For the Syllabics version of the Nunavut Arctic College logo the font is called **Naamujut**. Please use this font only.
▷ **Calibri** is the font used for the English, French and Inuinnaqtun versions of the logo
▷ Samples of logos with different languages are on page 7
▷ Each language is centered and each language is separated by a line
▷ Capital letters are used for NAC in the logo, to add strength to the image

Do not change the logo font

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NUNAVUT
ARCTIC
COLLEGE

FULL COLOR VERSION

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NUNAVUT
ARCTIC
COLLEGE

BLACK & WHITE VERSION

Note: See page 7 for full details about how to use the NAC logo, icon and languages

▷ The logo should be produced in full-colour, wherever possible.
▷ Each language is placed on top of each other, so that the language stands out.
▷ The top language is always blue and the bottom language, black.
▷ When printing in one colour only, it's best to use the Black and White version.
▷ The full-colour version is black and Pantone 294 (blue).

	PANTONE 294cv #005A9B	CMYK: C: 100% M:56% Y: 0% K: 19%	RGB: R: 0 G: 90 B: 155
	PANTONE 294cv at 30% #A4B7D8	CMYK: C: 35% M:21% Y: 3% K: 0%	RGB: R: 164 G: 183 B: 216

This guide uses the Inuktitut and English version of the logo as examples.

SAMPLE OF SAFE ZONE AROUND LOGO

It's important to ensure that the NAC logo stands out on the page, and that it is not crowded by other text, images or elements. For this reason, we ask for a 'safe zone' to be created around the logo.

▷ Here is an example showing the safe zone around the logo when applying to materials.

▷ A safe zone is a clear space around the logo, so that no other elements will interfere with the logo. A minimum safe zone is marked in with a double 'XX' all around the border.

▷ As a guide, it's helpful to know that the height of the "N" in Nunavut represents the X on the diagram.

Be sure there is a safe zone space around the logo.

SAMPLE OF MINIMUM SIZE

0.75 inches

▷ The logo should be noticeable in all material.

▷ It should not be redesigned in any way; please use as provided.

▷ The minimum size of the logo should never be less than 0.75 inches high (see diagram to the left).

The logo should never be:

▷ Stretched or pulled in any way that changes the look or proportions of the logo

▷ Flipped or mirrored

▷ Surrounded by a border or frame

▷ Tilted or rotated

▷ In a repeated pattern

▷ Bitmapped

▷ Merged with another logo or text

The logo used should never be smaller than 0.75 inches.

SAMPLE A

SAMPLE B

The College creates materials in four languages, Inuktitut, English, Inuinnaqtun and French.
There are logos created for different language requirements. Generally, the College works with two language bilingual documents, however, there may be times when it's necessary to use other versions –and all official combinations are offered here.

SAMPLE C

SAMPLE D

▷ Sample A shows an Inuktitut/English version.
▷ Sample B shows an Inuinnaqtun/French version.
▷ Sample C show an Inuinnaqtun/English version.
▷ Sample D shows an English/French version.

SAMPLE E

▷ Sample E shows the only four-language version in Inuinnaqtun/French/Inuktitut/English

▷ When working with a four-language document there is only one version that applies. (see sample F). The languages must appear in this order.

These language combinations are the only versions that can be used.

COLOUR LOGOS

NUNAVUNMI
INIRNIRIT
ILIHARVIAT

COLLÈGE
DE L'ARCTIQUE
DU NUNAVUT

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NUNAVUT
ARCTIC
COLLEGE

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NUNAVUT
ARCTIC
COLLEGE

B&W LOGOS

NUNAVUNMI
INIRNIRIT
ILIHARVIAT

COLLÈGE
DE L'ARCTIQUE
DU NUNAVUT

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NUNAVUT
ARCTIC
COLLEGE

OTHER BILINGUAL 2-LANGUAGE VERSIONS

NUNAVUNMI
INIRNIRIT
ILIHARVIAT

COLLÈGE
DE L'ARCTIQUE
DU NUNAVUT

NUNAVUNMI
INIRNIRIT
ILIHARVIAT

NUNAVUT
ARCTIC
COLLEGE

NUNAVUT
ARCTIC
COLLEGE

COLLÈGE
DE L'ARCTIQUE
DU NUNAVUT

COLOUR LOGO ADAPTED FOR DARK BACKGROUND (logo can only be used over blue PANTONE 294CV or black)

NUNAVUNMI
INIRNIRIT
ILIHARVIAT

COLLÈGE
DE L'ARCTIQUE
DU NUNAVUT

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NUNAVUNMI
INIRNIRIT
ILIHARVIAT

COLLÈGE
DE L'ARCTIQUE
DU NUNAVUT

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ARCTIC
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NUNAVUT
ARCTIC
COLLEGE

B&W LOGO ADAPTED FOR DARK BACKGROUND (logo can only be used over black)

NUNAVUNMI
INIRNIRIT
ILIHARVIAT

COLLÈGE
DE L'ARCTIQUE
DU NUNAVUT

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*Click the
download button
for the version
you need.*