



Our brand



Our brand	4
Our purpose	6
Who we are	8
Community connections	10
Our tagline	12
Visual identity guidelines	14
Design pillars	16
Logo	18
Clear space & minimum size	20
Logo misuse	21
Building brand equity	22
Colour palette	24
Colour accessibility	26
Typography	28
Photography	30
Application examples	34
Promotional item examples	36
Graphic elements	38
Multimedia	40

Our brand

We make the aspirational attainable.

We meet learners where they're at and provide a path to success for every learner who comes to us.

We take pride in our commitment to diversity and inclusion. Our ability to listen, come together, participate, embrace differences, and analyze and address specific needs and issues within the community is a sought-after strength.

Our brand embodies a vibrant, inclusive, and diverse institution that transforms lives and strengthens communities. We're not just another college—we are your community college.

Together, the visual and verbal elements of our brand represent who we are, what we do, and what we stand for. Our brand book will serve as a guide for anyone involved in communicating our brand, both internally and externally.





Our purpose

At NorQuest, we transform lives. And when we do that, we transform communities, we transform the world, we transform the future. We create a true global community—a place of belonging—right here at NorQuest.

The question we ask in everything we do is *“How will this change lives for the better?”*

We are on a quest.
We are difference makers.
We are NorQuesters.

We are bold.

We are redefining the college experience right here in Edmonton.

We make no secret about our aspirations to grow—to make exceptional economic and social impact, and to elegantly align with Alberta’s needs as industry, government, and education all surge forward—together.

Our brand is guided by accessibility (WCAG standards) and inclusivity to better position us to where we are today and where we are going, aligned to our NorQuest 2030 strategy.

The key to the success of our brand is who we include and how we include them.

Our learners

Our learners are community-minded knowledge seekers with motivations ranging from personal development to driving impact in their communities. They are seeking a place where they can belong. Each learner has been shaped by their own unique experiences, communities, and cultural backgrounds. They want to gain a strong academic foundation that respects and embraces their individuality, and provides the shortest, most direct line between learning and work or further studies.

Career preparation and entry

Career transition

Recent high school graduates

Indigenous Peoples

International students

Newcomers to Canada

Our community

Our partners make a lasting impact on Alberta and its people, while creating opportunities for people from all walks of life. They care deeply about social issues and are inspired by the goals NorQuest has set around social impact, inclusion, and Indigenization. Our communities strive to advance societal and economic growth. They are forward-thinking ready to invest and make change. They are looking for other socially responsible partners who can support them on their journey, and together, advance a greater mission.

Alumni

Community and industry partners

Donors

Government and funders

Staff and faculty

Our tagline

See yourself here

Our tagline is an invitation, a promise, and an essential part of our difference and reputation.

Each learner and community partner who walks through our doors represents an opportunity for us to deliver on what we promise. See yourself here—what does it promise?

For our learners, NorQuest is where they come to find a direct path to success. They find career-ready learning and a campus community that is truly welcoming and inclusive. No matter where they are or what stage of life they are in, they will always find a place here. By meeting our learners where they are, NorQuest helps take them to where they want to be.

For our community partners, NorQuest is a place where they can belong to something larger than themselves. They come to NorQuest to transform lives and strengthen communities in innovative, inclusive, and responsive ways. NorQuest is the place where they can invest, connect, and come together to create greater impact.

Visual identity guidelines

Accessible

Is this accessible? Accessibility is our north star supporting inclusivity.

Intentional

Are we doing this intentionally—or just because we have always done it this way?

UX

Does the user experience (UX) allow the user to interact with and experience our brand in an easy and efficient way?

Distinct

Do we stand out from the crowd? Are we distinct from competitors and other institutions?

Logo



The full colour logo should be used as often as possible.

The NorQuest logo comes in two versions: horizontal and vertical.

For horizontal applications, such as digital billboards, use the horizontal version. For vertical applications, such as long and narrow banners, use the vertical version. When unsure of which logo to use, the horizontal version is the default.

The full colour logo should be used when placed on a white or light background.

The five colour logo should be used when placed on a black or dark background.

The one colour logo should be used when printing single colour. This logo comes in white and black. Given its versatility, they can be used on multiple coloured backgrounds.



Clear space and minimum size



0.5" or 48px
around each side



Print 0.7" tall
Digital 67px



Print 0.3" tall
Digital 29px

To preserve the integrity and clarity of the NorQuest College logo, it must be isolated from other graphic elements.

A minimum clear space must surround the logo separating it from any imagery, text or outside edges of the document.

The minimum size for print reproduction has been set at 0.25" for the horizontal lock-up and 0.5" for the vertical lock-up, as illustrated above.

When the logo is applied to the web, the smallest size it should appear is 25 pixels tall (horizontal) and 37 pixels tall (vertical).

Logo misuse



No rotating



No busy backgrounds



No modifications



No unofficial colours



No swapping colours



No stretching or skewing



No effects



No lockups

Building brand equity



Evolving and informing the brand

We showcase the many important areas and initiatives throughout the college through a unified brand highlighting key areas and giving them prominence—always grounded by the NorQuest logo.

With consistent and cohesive usage, we lift the brand—keeping it strong and avoiding dilution.

As the brand evolves, we have the opportunity to develop visual imagery that represents our diverse community to support a welcoming environment for everyone to see themselves here.

Insight and expertise across NorQuest informs and guides the brand evolution to support accessibility, equity, diversity, inclusion and anti-racism—including perspectives from Indigenous Peoples, our international community and our diverse population.



Colour palette



Colour is the most powerful element of the visual identity. It defines us. It makes us stand out.

Our colour palette is intentional, cohesive and versatile. The NorQuest brand leads with bright red as its primary colour.

Red is energetic, exciting, powerful and vibrant. Yellow and orange are secondary colours—they are warm and inviting. Purple is distinct. This accent colour is used purposefully to draw

attention to key elements and actions.

Gradients are a powerful addition to the brand colour palette and will be used strategically to amplify the impact on high profile initiatives.

The three baseline colours—cream, dark red and black—provide high contrast and are highly accessible—making them integral to our everyday design work.

PANTONE 185 C
CMYK 3, 100, 100, 0
RGB 228, 31, 38
HEX E71321

PANTONE 7548 C
CMYK 0, 28, 100, 0
RGB 255, 189, 0
HEX FFBD00

PANTONE 1495 C
CMYK 0, 49, 96, 0
RGB 255, 143, 28
HEX FF8F1C

PANTONE 526 C
CMYK 73, 100, 0, 0
RGB 112, 47, 138
HEX 702F8A

PANTONE 7506 C (35%)
CMYK 0, 2, 8, 0
RGB 255, 247, 233
HEX FFF7E9

PANTONE 187 C
CMYK 23, 100, 88, 15
RGB 170, 31, 46
HEX AA1F2E

PANTONE Neutral Black C
CMYK 82, 71, 59, 75
RGB 34, 34, 34
HEX 222222



We prioritize accessibility for everyone—in everything that we do.

This guide encourages accessible colour use by following international standards (WCAG AAA).

Other colour combinations such as white text on NorQuest’s primary red may be used as long the text is at a minimum font size of 14pt.

General accessibility guidelines

- Write helpful alternative text
- Create layouts that are consistent and clear
- Include a diverse group of people in user testing
- Diversify your team
- Use clear and simple indicators and symbols
- Choose thicker font weights (regular and above)
- Consider the medium of delivery
- Use left aligned text as much as possible

wave.webaim.org/report



Work Sans

The quick brown fox
jumps over the lazy dog.

Work Sans is a highly accessible, readable, legible, distinct and unique font. Its full font family can be installed for free from Google Fonts [here](#).

Work Sans comes in a wide variety of weights, some of which are shown here.

Work Sans should be used for all print and digital promotional and marketing materials.

All variations of Work Sans can be used throughout NorQuest's marketing materials.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890~!@#\$%^&*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
1234567890
~!@#\$%^&*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
1234567890
~!@#\$%^&*

abcdefghijklmnopqrstuvwxyz
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NOPQRSTUVWXYZ
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NOPQRSTUVWXYZ
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NOPQRSTUVWXYZ
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
1234567890
~!@#\$%^&***



See yourself here

Photography

See yourself here

NorQuest represents our diverse community through photography and video. We have our own ‘look’ for all to embrace life here—on campus—as part of our unique community.

The “selfie”

We use the “selfie” as a signature NorQuest visual. When someone takes a selfie, they want to share their experience and an exciting time in their life.

Professional photography

The “selfie” can be executed technically by using interesting and various angles.

Personal photos

We also utilize personal photos to capture authentic experiences and share a glimpse into what it’s like to be at NorQuest College.





Promotional item examples



Graphic elements

Create visual interest

The NorQuest crest can be enlarged and outlined to be used as a graphic element throughout marketing materials (as shown on this page).

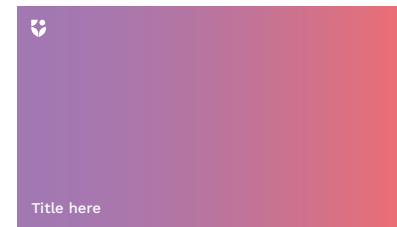
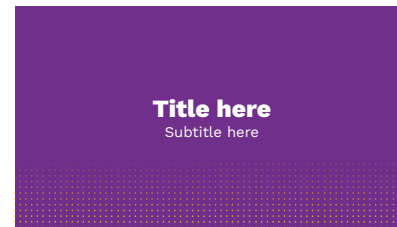
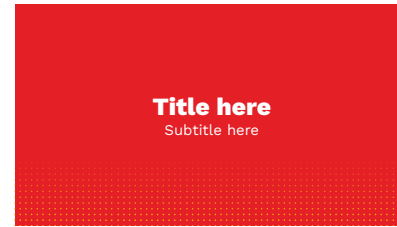
When used as a graphic, the crest should always be cropped and cut off at the edge of the image, so that the crest is not entirely shown at once. Placement and angles of the crest can vary and should be used with discretion by the designer.

Multimedia

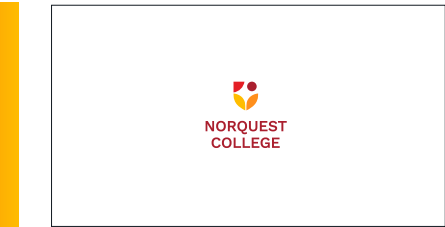
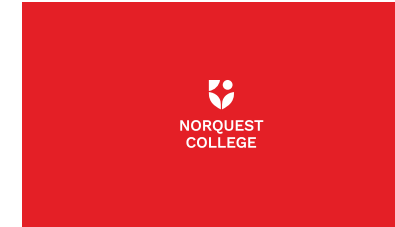
Lower thirds



Titles



Intro and outro slides



Our videos reflect our brand. They are inclusive, vibrant, aspirational and familiar. We don't talk down to viewers; we meet them where they are at. Videos are fun where they can be and serious when they must be. Rough edges are OK, but our videos are never sloppy.

Our logo, colors, fonts, and the content of our videos should identify them as NorQuest products without forcing each video to look and feel identical. Our videos stand out in our sector, and that means they often stand apart from each other.

Our video content always serves its audience, whether that is prospects, students, staff, faculty, or the wider community.

Types of video content

Brand videos

- Highlights the institution and amplifies brand values through visuals and storytelling
- Intended for a wide audience
- Created by Marketing and Communications

Profiles

- Documentary-style
- Tells an emotional story of one or more individuals
- Narrative-driven, convey emotion, informative

Explainers

- Informs viewer about a product, program, or service
- May include voiceover or animation
- Succinctly and intentionally communicate informations

Messages

- Includes event invitations, thank yous, or messages for specific occasions (e.g., Pride Week or Convocation)
- Shaped by the message content
- Short and impactful
- Uses relevant b-roll when appropriate to hold viewers' attention

Other

- Includes event recaps, highlight reels, or light-hearted short-form content
- Often intended for social media
- Reduced production standards may be acceptable

Purpose-first videos

- Created outside the Marketing and Communications department
- Includes webinar recordings, screen-casted software tutorial videos, or course material
- Rarely intended for an external audience
- Should in some way visually display their affiliation with NorQuest College
- Maximizes accessibility and video and audio quality

Assets

Titles, text, graphics, and other images used in NorQuest multimedia must adhere to the visual identity guidelines outlined in this document including typefaces, colour, and photography guidelines. Include generic stock video sparingly and thoughtfully.

Include the full NorQuest College logo, a premade logo slide, or our logo animation at the beginning and/or end of the video, depending on the best fit for the project.

Do not include a logo watermark over the video.

Technical specifications

Videos should prioritize accessibility. **All videos developed for public display must be captioned.** This can be done as a sidecar file uploaded to the video platform or rendered directly into the video (i.e., "baked-in").

Film in high-definition 1080p resolution or better. Render videos in 1080p. Rendering videos at higher resolutions (e.g., 4k or greater) can cause performance issues for viewers and is seldom necessary.

Use high quality audio recording equipment whenever possible. Ensure dialogue can be heard clearly over music.

Consider that most students view videos on mobile devices. Ensure on-screen type is large enough to be seen clearly on a small screen.

