

# WHY IS NORTHEAST INTRODUCING NEW LOGOS?

- The new logos capture the exceptional academic experience, school spirit and sense of pride that defines Northeast. Northeast has a rich history of over 50 years, rooted in hard work and dedication to our region. Because of that, we stand as one of the best community colleges in the nation, and now have original logos reflecting that level of quality.
- The marks reflect Northeast's continued commitment to higher education throughout the region based on three key pillars:
  - Strong history with a bold pledge for the future.
  - Commitment to all learners, making education affordable and accessible to all.
  - Continued dedication to meeting workforce and economic needs.
- **But why now?** The decision to rebrand was strategic, aligning with our fiscal responsibility. Plans for this rebranding have been in motion for years. With careful planning, we're able to incorporate new brand elements seamlessly into routine maintenance, making updates part of regular expenditures.
- **What input was used in the process?** More than 1,000 faculty, staff, students, and community members contributed to shaping the Northeast brand and its rollout. Their thoughts and input shared through meetings, focus groups, surveys, and rich conversations were crucial as brand research and implementation planning took place.

# USING THE NEW LOGOS

- **When should I start using the new logo?** You should start using the new logo immediately. Any newly produced items should utilize the new logo. Electronic documents should be updated with the new logo.
- **Where can I get the new logo and guidelines for usage?** Visit [Northeast.edu/brand](https://northeast.edu/brand) for more information about the Northeast brand. Email [marketing@northeast.edu](mailto:marketing@northeast.edu) to request logo files.
- **Where can I find updated branded templates?** You can find updated PowerPoint, electronic letterhead, and Zoom backgrounds [here](#).
- **I work with an external partner. What do I need to provide them for new logo usage?** Email [marketing@northeast.edu](mailto:marketing@northeast.edu) with the project type and vendor specs, and marketing will work with you to provide the appropriate files.
- **How can I get promotional items (giveaways such as pens, etc) with the new logo?** Email [purchasing@northeast.edu](mailto:purchasing@northeast.edu) with the project type and vendor specs, and marketing will work with you to provide the appropriate files.

# WHICH LOGO SHOULD I USE?

- **College Logo:** The Northeast N will be the primary mark used to signify Northeast Community College. Projects using the N should be accompanied by a typeset Northeast Community College (this is preferable during the first year) or the northeast.edu treatment when possible. The “N” should not be used in conjunction with the words “Northeast Hawks”. The “N” should not be used to represent athletics.
- **College Seal:** The seal is not a logo and serves a separate purpose. The seal will be used on materials associated with official and ceremonial occasions, such as diplomas, transcripts and graduation announcements. The seal is not to be used for promotional purposes.
- **Hawk Logo:** The Hawk logo is the primary mark symbolizing Northeast Athletics. It also represents our school spirit, pride, and community. It can be used outside of the Athletics Department primarily for internal communications such as events, nonacademic clubs and intramural sports, but should not be used in conjunction with Northeast department names, program names or academic events.

# PHASING OUT THE OLD LOGO

- **Can I continue using materials with the old logo until they are exhausted, or should I update them immediately?** Letterhead, business cards, and envelopes should be phased out by July 1, 2024. Other marketing materials such as brochures, fliers, handouts, and giveaway items such as pens should be updated or have a phase-out plan approved by marketing by June 1, 2024. Faculty that do not have any events until fall 2024 can extend their phase out plan with Marketing until August 23, 2024.
- **When will the old logo be phased out entirely?** The new logo will gain a stronger presence prior to the '24 commencement ceremonies. During the summer, many updates will be made and materials used for New Student Registration and Orientation will feature the new logo. By December 31, 2024, the old logo will be mostly phased out.
- **How do I get materials updated?** Submit a request for updates to [marketing@northeast.edu](mailto:marketing@northeast.edu). Please provide specifics including a pdf of the item to be updated along with any changes necessary besides the logo update.

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- **How do I order new business cards and letterhead?** New business cards and letterhead can be printed and purchased through the copy center/Hawk Shop.

**How should apparel be phased out?** For departmental uniforms that utilize a logo, those items should be updated before July 1, 2025. The Hawk Shop may be able to provide a high-quality, aesthetically pleasing patch for certain types of items.

During working hours, employees are encouraged to wear new logo items when choosing to wear Northeast apparel.

The Hawk Shop carries a large range of new inventory and offers a 25% employee discount for those wanting to purchase new personal items.



MORE QUESTIONS?  
FEEDBACK/SUGGESTIONS FOR IMPLEMENTATION?

Email: [marketing@northeast.edu](mailto:marketing@northeast.edu)