

Napa Valley College Branding Guidelines

Office of Public Affairs and Communications | Branding | 2026

1. Graphic Standard Guidelines

Consistent branding is crucial for NVC as a college for several reasons:

1. **Reputation and Image:** A consistent brand helps shape NVC's reputation and image. It communicates professionalism, reliability, and credibility to students, faculty, staff, and the community.
2. **Differentiation:** In a competitive educational landscape, consistent branding helps NVC stand out. It distinguishes the college from other institutions and helps attract students and stakeholders who resonate with its unique identity.
3. **Community Engagement:** Consistent branding fosters stronger connections with the community. It creates a recognizable identity that community members can relate to, leading to increased engagement and support.
4. **Future Alumni Relations:** A consistent brand helps maintain strong relationships with alumni. It keeps them connected to NVC's mission and values, encouraging their ongoing involvement and support.
5. **Recruitment and Retention:** Consistent branding plays a key role in recruiting and retaining students. It helps convey NVC's strengths and values, making it more appealing to prospective students and encouraging current students to stay.
6. **Internal Alignment:** Consistent branding aligns internal stakeholders, such as faculty and staff, around a shared vision. It creates a sense of unity and purpose, driving collective efforts towards NVC's goals.
7. **Financial Support:** A strong, consistent brand can also attract financial support from donors and sponsors. It instills confidence in potential donors and demonstrates that their contributions will be used effectively.

Overall, consistent branding is essential for NVC to build and maintain a strong, reputable, and successful college identity.

2. Accessibility and Title II Compliance

Napa Valley College is required to ensure that all visual and digital communications are accessible under ADA Title II and aligned with WCAG 2.1 AA standards.

All branding elements, including logos, colors, typography, and imagery, must be used to support accessibility and readability for all users. Accessible design ensures that individuals



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communications@napavalley.edu, 707-256-7118, napavalley.edu

2277 Napa-Vallejo Hwy, Napa, CA 94558

using assistive technologies, those with visual impairments, and mobile users can fully engage with NVC content.

3. Logo & Icon

The NVC logo is crucial for our college's identity and brand recognition. It adds a level of professionalism to our communications, showcasing our commitment to our mission and values. By using the logo consistently in all NVC communications, we create a unified brand image that fosters trust and credibility among our audience. Modifications of the approved logos are prohibited.



Icon Logo Version

An icon-only version of the logo cannot be used in any piece of Napa Valley College communications. The typeface "Napa Valley College" or "NVC" must be included with the hill and grape graphic, and none of the colors should be changed.



Minimum Size

The logo should always be used as shown in the examples. The logo should not be smaller than 1 inch in width due to reduced word legibility.



4. Other Official NVC Affiliated Logos

In addition to the main NVC logo, there are several official logos representing different facets of the college, such as NVC Athletics, the Basic Needs Center, River Trail Village, and other departments and programs.

These logos are designed to visually represent each entity's unique identity and purpose while maintaining a cohesive look that aligns with the overall NVC brand. Consistency in using these



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logos across various communications helps to strengthen the recognition of these specific programs and services within the broader NVC community and beyond.



5. Typography

Body text should be light, regular, or condensed weight. Italic, bold, or black can be used to emphasize or highlight text and headlines.

Primary Font

Montserrat Montserrat
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Montserrat is the official font used for the NVC website, social media, and designs. It is also used as a title and body text for applications, including event flyers, brochures, and announcements.

Decorative/ Logo Font

LITHOS LITHOS
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Lithos is NVC's logo typeface. Although it can be used for headlines and titles, it **should be used sparingly and not for body text.**

Alternative Fonts

Helvetica Helvetica
Arial Arial
Calibri Calibri

Helvetica, Arial, and Calibri are also fonts that can be used as alternative title and body text that can be used in applications, including event flyers, event brochures, announcements, etc.

Accessible Typography

- Use simple, readable fonts for body text, such as Montserrat, Arial, Helvetica, or Calibri
- Avoid decorative fonts for essential information (Lithos)
- Ensure sufficient font size for readability, especially on mobile
- Avoid using all caps for large blocks of text



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- Maintain proper spacing and avoid overly condensed text

6. NVC Color Palette

NVC's brand guidelines include a specific color palette for design elements and visual recognition. We encourage the usage of these colors when drafting designs for brand consistency.

For professional printing applications, the NVC logo may be embossed or reproduced with a varnish but should not appear in any color configurations outside of those shared here. For specific questions, please contact the Office of Public Affairs and Communications.

Primary Colors:

DARK GREEN #223528 C 60 M 0 Y 25 K 79 R 27 G 42 B 31	GREEN #66883A C 25 M 0 Y 57 K 47 R 34 G 46 B 20	YELLOW #ECAF43 C 0 M 26 Y 72 K 7 R 49 G 37 B 14	MAROON RED #762124 C 0 M 72 Y 69 K 54 R 63 G 18 B 19	PURPLE #776794 C 20 M 30 Y 0 K 42 R 32 G 28 B 40	BLACK #000000 C 0 M 0 Y 0 K 100 R 0 G 0 B 0
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Secondary Colors:

FOREST GREEN #30693F C 54 M 0 Y 40 K 59 R 22 G 49 B 29	SAGE #6D8877 C 20 M 0 Y 13 K 47 R 30 G 37 B 33	MUSTARD YELLOW #B38806 C 0 M 24 Y 97 K 30 R 56 G 42 B 02	RED #A85256 C 0 M 51 Y 49 K 34 R 50 G 24 B 26	LAVENDER #BAA3AB C 0 M 12 Y 8 K 27 R 36 G 31 B 33	EGGSHELL WHITE #F0EAD6 C 0 M 03 Y 11 K 6 R 35 G 34 B 31
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7. Color Accessibility Requirements - NVC Color Palette

- All color combinations must meet minimum contrast standards:
 - 4.5:1 for standard text
- 3:1 for large text avoid low-contrast combinations, including:
 - Light text on light backgrounds
 - Dark colors on dark backgrounds
 - Use color as a design element, not the only way to communicate meaning
- Use tools such as [WebAIM Contrast Checker](#) to verify compliance.



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8. Best Practices for Logos and Colors

Logo Consistency

Proper use of the official logo is crucial to maintaining consistency and showing respect for the Napa Valley College brand. Kindly adhere to the provided guidelines, which also apply to the primary logotype and its alternative format variations.

DO:

- Use the primary form of the logo whenever possible. Maintain the minimum clear space and reproduction size specifications.
- Print the logo on a clear area when against a photo background
- Keep the logo on either of the four corners of the image, or in the center-top or center-bottom of designs



DON'T:

- Don't warp (distort) the logo
- Don't change the orientation of the logo
- Don't use the logo over a busy photograph
- Don't change the logo colors from the original
- Don't use low-quality versions of the logo.



9. Support

If you need assistance or have questions, please reach out to communications@napavalley.edu.



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