NERIC BRAND QUICK REFERENCE GUIDE

The Northeastern Regional Information Center’s (NERIC) name, logo, logo marks and related design elements are an invaluable asset to the organization in the form of identity, unity and positive public relations. It is essential that these identifying elements be used thoughtfully, consistently and in accordance with our set guidelines.

Staff and other users are also strongly encouraged to contact the NERIC communications team for advice regarding compliance with our brand standards.

Contact the NERIC communications team with requests to create new forms or modify existing forms to comply with our brand standards.

Please direct all vendor requests for logo and logo mark artwork to the communications team to ensure quality artwork reproduction.

TYPOGRAPHY

The system font Calibri can be used as the primary typeface for staff-created/internal materials. A heavier weight (bold) version of this font may be used for headings and emphasis.

Palatino may also be used for headlines or body copy where variation or a more formal look is desired.

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Palatino Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri & Palatino are common on all Mac & Windows systems. Please see the full brand guide for font usage on websites and professionally-designed materials.

COLOR

PRIMARY PALETTE

These colors are used in the logo and throughout all web and print communications.

Blue or black should be used for headlines and body copy where variation or a more formal look is desired.

The “RGB” values below can be used when working in Word or PowerPoint.

BLUE

PMS 295
CMYK 100/84/36/39
RGB 15/45/82
HEX #102c52

YELLOW

PMS 143
CMYK 2/32/92/0
RGB 246/179/51
HEX #f6b331

BLACK

CMYK 0/0/0/0
RGB 0/0/0
HEX #000000

The NERIC logo and logo marks are the property of the Northeastern Regional Information Center. This artwork is solely intended for the promotion of the organization. Distortions, alterations or use of this artwork in ways contrary to our brand standards is prohibited.

HELPFUL LINKS:

An electronic version of the full Brand Standards, the NERIC logo, current standard template documents and forms for internal and external use can be downloaded from the NERIC section of the staff intranet (BERT) at bert.capregboces.org/content/3913.

MICROSOFT WORD LETTERHEAD TEMPLATE

Approved formats can be downloaded at: bert.capregboces.org/content/3917

POWERPOINT TEMPLATE

Approved formats can be downloaded at: bert.capregboces.org/content/3915

CONTACT:

Northeastern Regional Information Center
Communications Team:

900 Watervliet-Shaker Road
Albany, NY 12205

Kelsey Clark, public information specialist
kelsey.clark@neric.org
518.464.3952

Nicole Graf, public information specialist
nicole.graf@neric.org
518.862.5488

NERIC Communications
communications@neric.org

NERIC MISSION

(this is who we are and why our organization exists):

NERIC partners with our school communities to transform education through vision, leadership, and support in technology.

NERIC VISION

(more internally focused, this is who we strive to be):

We will be recognized as leaders for emerging and innovative educational technology, service, and support.