



USING OUR BRAND TEMPLATES

Microsoft Word and PowerPoint

NOVA | Northern Virginia
Community College

INTRODUCTION

Consistency is the hallmark of effective brand implementation.

This holds true for both visual and textual communication. To make it easier for everyone at NOVA to support the NOVA brand, we designed a number of templates to help you unify the look and feel of brand collaterals and maintain consistency across broad groups of information.

We have available templates ranging from posters and fliers to letterhead utilizing our new brand graphics.



NOVA Northern Virginia Community College

THIS IS AN EXAMPLE OF A LONGER HEADLINE THAT YOU CAN EDIT.

SAMPLE-URL.EDU

NOVA Northern Virginia Community College

H1 HEADLINE GOES RIGHT HERE ONTO MULTIPLE LINES IF NEEDED.

H2 Text Title goes here and can span onto several lines if needed.



Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore Veritatis et quasi architect beatae. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore Veritatis et quasi architect beatae.



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NOVA Northern Virginia Community College

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SIDEBAR TITLE IN ALL CAPS

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NOVA Northern Virginia Community College

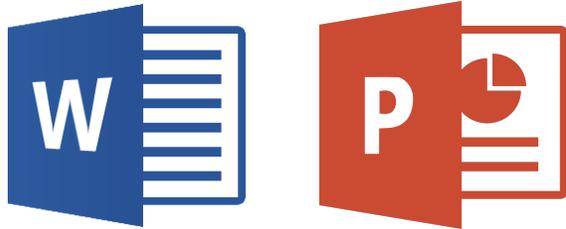
First and last name of writer, Role/Title of Author

☎ xxx.xxx.xxx ext xxx 📠 xxx.xxx.xxx ext xxx
✉ email@address.edu 📍 6333 Little River Turnpike
Annandale, VA 22003



USING THE TEMPLATES

To edit these files, you must have Microsoft Word and Microsoft PowerPoint installed on your computer.



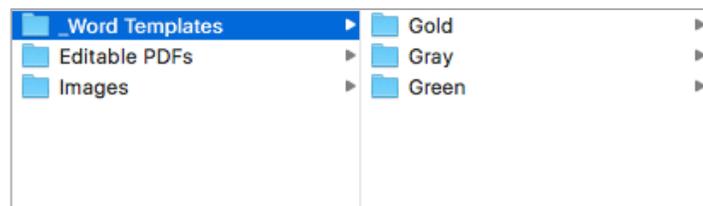
If you have questions or trouble downloading any file, please contact Marketing and Creative Services at marketing@nvcc.edu.

NAVIGATING FILES

Each .zip folder includes a set of Word templates (.dotx files) using green, gold, and gray mosaic graphics. Because these are saved as *templates*, they will automatically generate a new Word document (.docx) copy when you open them.

There are also .PDF preview versions of each template that can be edited using Adobe Reader Pro if users prefer.

In some cases, there is also a folder of images that can be substituted for the default images included in each template.





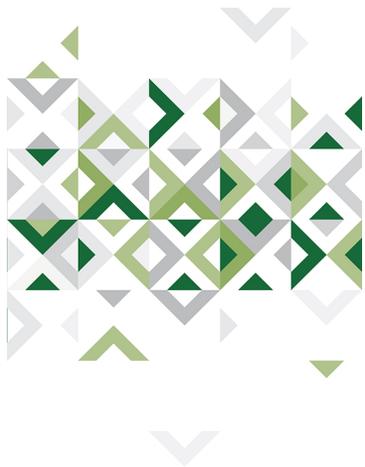
THE NOVA MOSAIC

The NOVA Mosaic is a graphic element that represents the rich diversity of students, offerings, and opportunities that exist within Northern Virginia Community College. It reflects and communicates our brand essence of boldness visually and should be used to infuse your designs with the NOVA brand. This unique pattern may be used to enhance NOVA branded materials and bring visual unity to all public-facing NOVA documents.

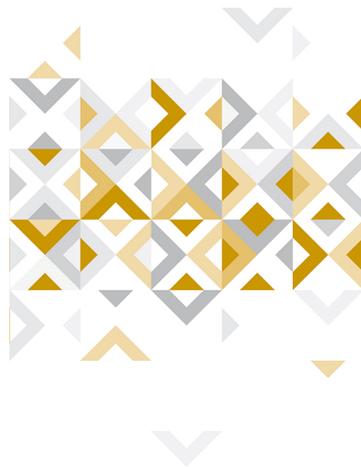
The NOVA Mosaic is made of interlocking shapes filled with our brand colors. It can be used as a graphic element, background, or accent to enhance NOVA branded materials.

CHOOSING THE RIGHT TEMPLATE

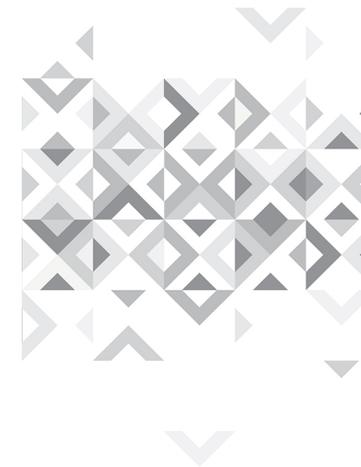
The mosaic has been created in three color schemes, each meant for a different NOVA audience. Templates using the green mosaic should be used on external-facing documents. The gold mosaic should be used on internal-facing documents. And the gray mosaic should be used only by the executive office.



Green:
for external
audiences



Gold:
for internal
audiences



Gray:
for executive
office



TYPOGRAPHY

These templates have been designed largely for public use, so they don't require the use of NOVA's brand typefaces. Instead, they use widely available substitutes, **Arial** and **Georgia**.

Please *do not* change the fonts in these Word and PowerPoint templates to NOVA's brand typefaces. Instead, please reach out to NOVA if you'd prefer to edit Adobe InDesign files that support NOVA's brand typefaces.



WORD TEMPLATES



WORD TEMPLATES

When editing text, only type inside existing text boxes.

NOVA Northern Virginia
Community College

**H1 HEADLINE GOES RIGHT HERE
ONTO MULTIPLE LINES IF NEEDED.**



H2 TEXT TITLE

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**SIDEBAR TITLE
IN ALL CAPS**

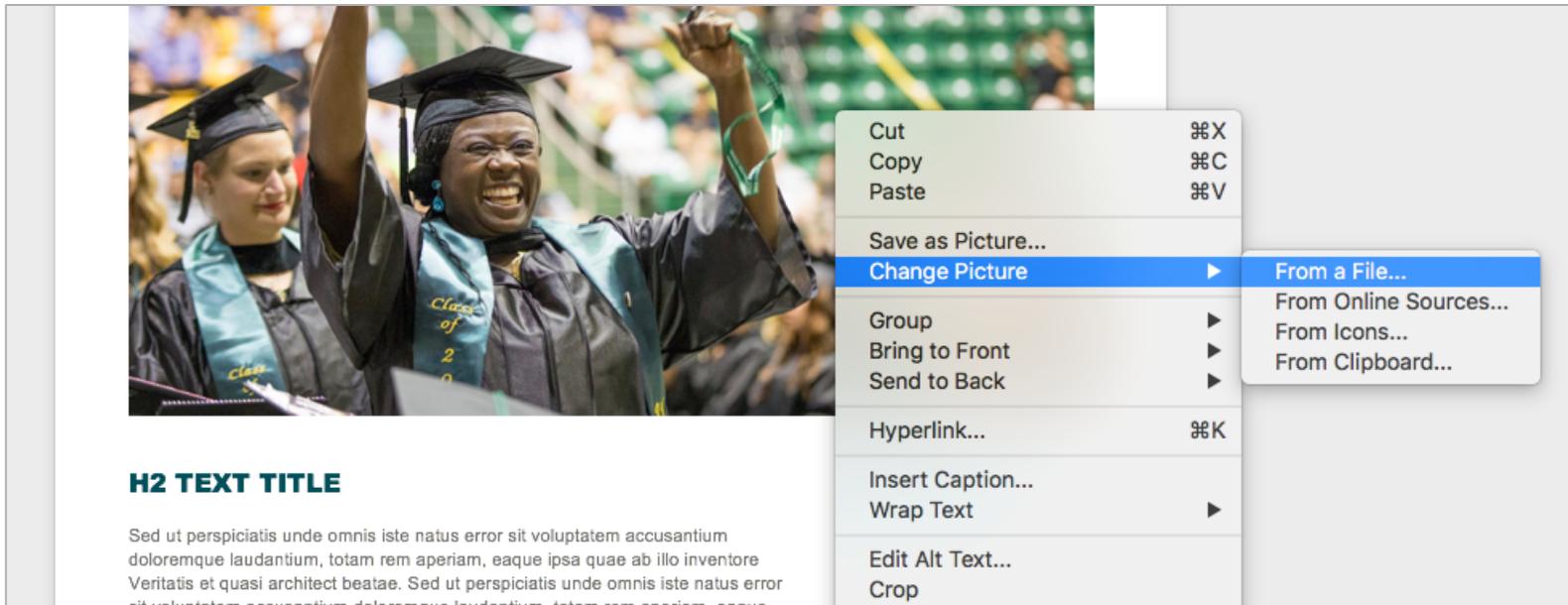
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore Veritatis et quasi architect beatae.

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This prevents any unwanted formatting changes.

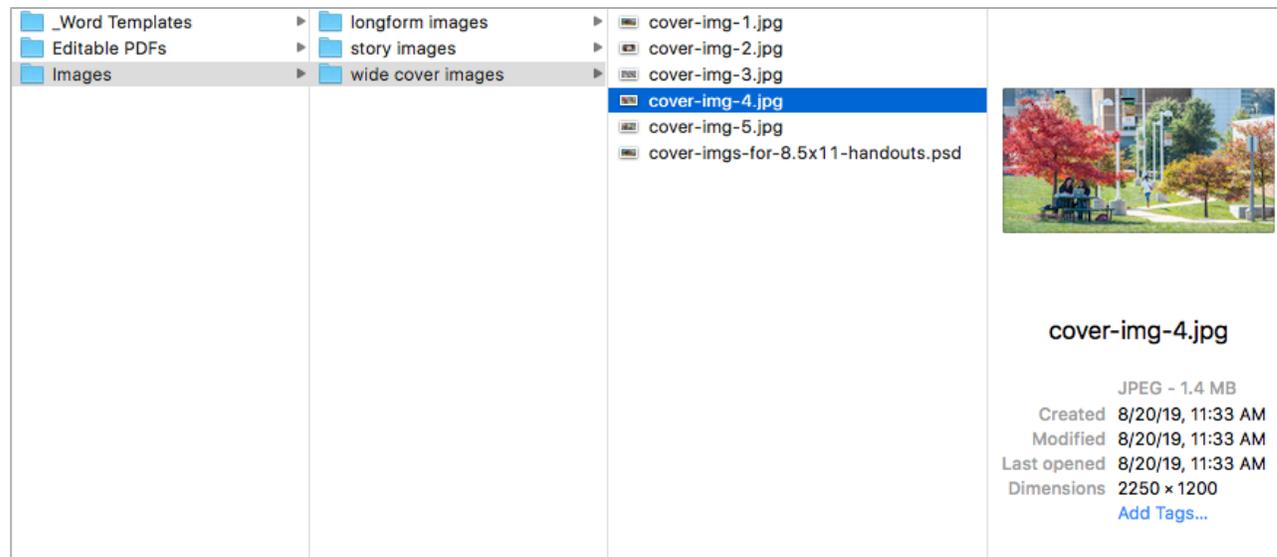
WORD TEMPLATES

To edit photos, right-click the default photo and select “change picture.”



WORD TEMPLATES

Only replace photos that are the same size and orientation. A handful of photos have been provided that are already the right size.



WORD TEMPLATES

To use custom photos, first crop them to the correct dimensions, using programs like Adobe Photoshop, Sketch, or Gimp, or system programs like Preview on Mac or Photo Gallery on PC.

WORD TEMPLATES

Cropping guidelines: 8.5 x 11” Handouts

NOVA Northern Virginia Community College



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TO LEARN MORE, VISIT US AT HVCC.EDU

Cover images:

2250 px w
1200 px h

NOVA Northern Virginia Community College



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Longform images:

1200 px w
900 px h

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Story images:

900 px w
675 px h

WORD TEMPLATES

Cropping guidelines: 11 x 17" Posters

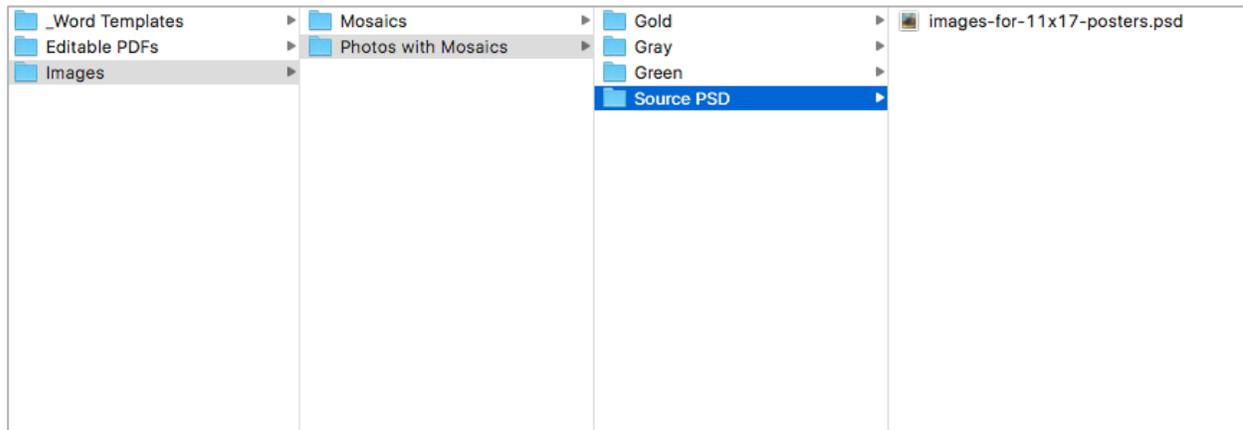


Poster
images:

2850 px w
2993 px h

WORD TEMPLATES

To use custom photos with the mosaic graphics, first insert them into the provided Adobe Photoshop file that includes mosaic layers.





POWERPOINT TEMPLATES



POWERPOINT TEMPLATES

Before getting started...

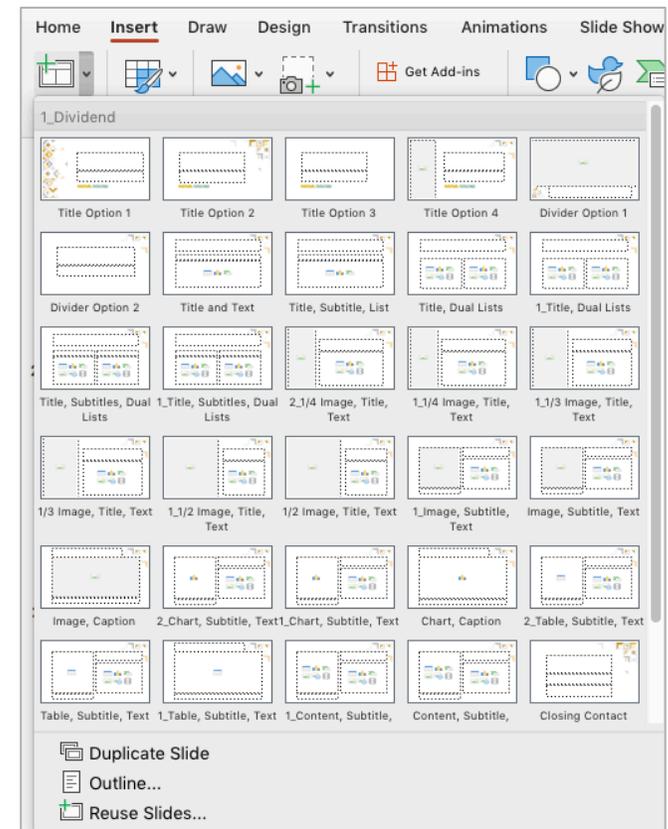
These master Powerpoint documents have been set up as templates (.potx) that will automatically open and create a .pptx copy when you open them.

POWERPOINT TEMPLATES

Adding new slides

Templates have been created in all three color schemes that include a multitude of layouts that can accommodate any kind of media you'd like to add. To add a new slide, select the 'Insert' tab in the top PowerPoint Ribbon, and click the button that says 'New Slide.'

From there, you'll be presented with a dropdown menu that previews all available slide formats, including blank slides. Select the slide that will best accommodate your content.





POWERPOINT TEMPLATES

Editing slides

Do not attempt to reformat the text on your slides. Everything should default to the substitute brand fonts of Arial and Georgia – and you should avoid changing the font or font colors.

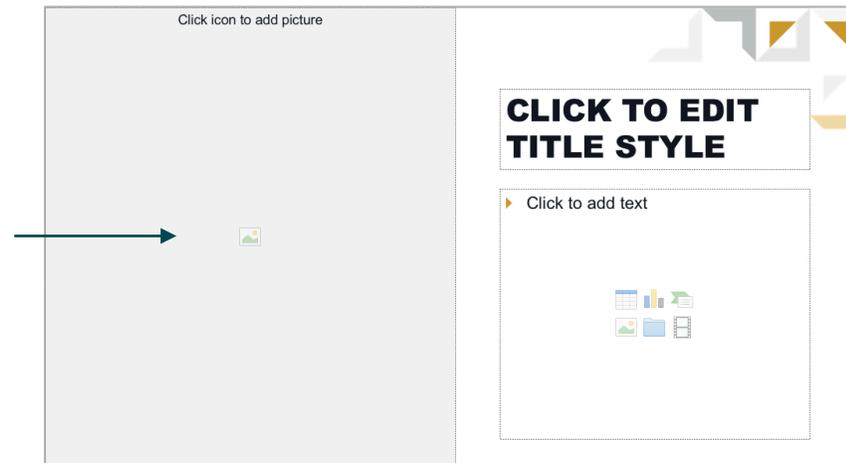
You should also avoid creating new slides that are not based on the master slides. This is to maintain consistency and professionalism across your presentation.

POWERPOINT TEMPLATES

Inserting Photos and Media

Many of the master slides can accommodate photography, graphics, and media. First, choose the appropriate master slide. Then click the icon in the center of the media placeholder to select your media.

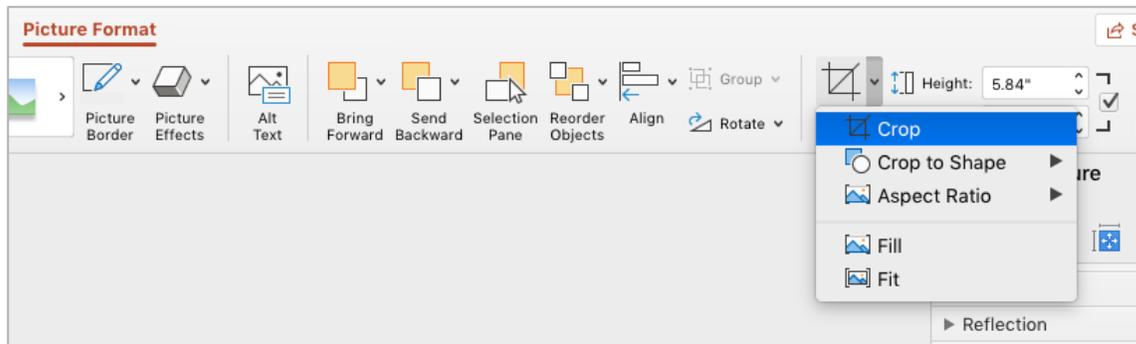
Click here to add
your media



POWERPOINT TEMPLATES

Cropping and Repositioning Media

By default, when you add a photo to the media placeholder box, it will proportionally fill that container. To change the position of the crop, select the image, and then select the 'Picture Format' tab on the ribbon. Click the "Crop" button, then select the first option in that menu, also called "Crop."



POWERPOINT TEMPLATES

Cropping and Repositioning Media

Adjust the margins of the image by dragging the crop lines to where you want them, or reposition the image within the crop box by clicking the center of the image and dragging it to where you want it.

Always hold down the Shift key while scaling images to maintain original proportions.



QUESTIONS?

*Contact Marketing & Creative Services for help
in using these templates.*

marketing@nvcc.edu