INTRODUCTION

Since 1919, Northeastern Oklahoma A&M College has been a beacon of higher learning. Established to meet the need of a booming mining industry, NEO is an institution focused on comprehensive education. Through the years, the brand identity at NEO has been fluid and it was not until the renaming of the Miami School of Mines to the Northeastern Oklahoma Junior College and later Northeastern Oklahoma A&M College that a brand began to develop.

NEO is organized as a state supported comprehensive college offering associate degrees and/or certificates while remaining sensitive to the specialized educational needs of the local community. The basic curricula contain freshman and sophomore courses for students who intend to pursue a baccalaureate degree after leaving Northeastern Oklahoma A&M College. Occupational programs provide opportunities for those who plan to enter the work force upon graduation. Other educational programs provide for furthering the cultural, occupational, recreational, and enrichment opportunities for those in the community desiring to study, with or without credit, in specific areas of their interest.

This branding guide was created to be used in the creation and distribution of a variety of mediums and for the reference of the partners, suppliers, staff, and faculty members of NEO.
MISSION & VISION

MISSION

Northeastern Oklahoma A&M College is dedicated to providing opportunities that promote excellence in learning, service and leadership in a global society.

VISION

NEO seeks to become a national leader in rural, residential community college education by developing nationally competitive programs in academics, intercollegiate athletics, co-curricular activities, student development and campus facilities.
The seal of NEO is the official representation of our institution to the Oklahoma State Regents for Higher Education. The NEO seal features “Northeastern Oklahoma A&M College” in NEO Blue on the top hemisphere followed by “Miami, Oklahoma” on the lower hemisphere. Inside the inner circle, the NEO chimes stand surrounded by a rolling cloud in NEO Yellow. The phrase “Preparing for Tomorrow” is written on the inside of the inner circle. Alternatively, the logo may be displayed in only NEO Blue.
The “NEO Badge” logo was created in 2012 as the primary identity of NEO A&M College. Rather than a primary wordmark, the NEO badge is an all-encompassing logo that is not only meant to be a stylish graphic representation of the NEO brand, but also inform the viewer. The slanted NEO letters on the negative of the design are borrowed from the classic and simple “Slant NEO” design, which serves as a secondary logo for the College.

“Northeastern Oklahoma” being set in the negative expands on the slanted NEO letters to provide the viewer both the official and more casual approaches to the NEO identity.

The positive background coloration insinuates a border to encompass the “Northeastern Oklahoma” wording and compliments the “A&M College” wording on the bottom, right-hand corner of the badge.

The secondary logo is an important part of the NEO brand and is often used when design constraints prohibit the use of the NEO badge. The simplified “Slant NEO” logo is useful in design situations that require minimalism or when space and size are a constraint. The logo should be the same in relative size and dimensions to the slanted NEO present in the primary NEO logo. A variation on the slant logo includes “A&M College” beneath “NEO” to identify NEO as an institution of higher learning.
The two primary colors in the NEO palette are Blue and Yellow. These two colors have come to represent NEO in nearly all design elements, including academically, athletically, and in co-curricular activities. Aside from the NEO badge, Blue and Yellow are the most recognizable design elements for NEO. However, these two colors are complimented by secondary colors that can be arranged and combined in different ways, depending on design requirements.

White, Black, and Grey are included in the NEO palette as neutrals. The design colors create a variety of options for implementing the NEO logos and primary colors, while still providing consistency.
NEO TYPOGRAPHY
This NEO Wordmark will serve as the primary wordmark for NEO A&M College. As an update to the wordmark from the 1980s, this version borrows from the graphical style and incorporates the “Slant NEO” logo on the left. Using the font Bodoni Mt, which includes traditional kerning, ensures a professional and academic look. Likewise, the wordmark is formalized by expanding “A&M” to “Agricultural and Mechanical.” This change not only serves to further clarify the College, but also balance the wordmark to put the weight on the bottom, rather than the top.
INTRODUCTION

MISSION & VISION

PRIMARY IDENTITY
NEO SEAL
BADGE & SLANT LOGOS
COLOR

TYPOGRAPHY
WORDMARK
TYPEFACES

ATHLETIC IDENTITY
ODIN LOGO

AGRICULTURE IDENTITY
NEO BRAND

PROPER USE
SPACING GUIDELINES
COLOR GUIDELINES
BUSINESS CARDS
LETTERHEADS & E-MAIL

TRADEMARKS AND LICENSING

TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Bodoni MT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Monsterrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Uniform Extra Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Arial
In 1933, NEO held a contest seeking a new mascot as the school continued to grow. President John Holcomb selected Gilbert Reynolds’ “Norsemen” as the winning submission. As great explorers of the North, these figures were associated with bravery, cunning, and strength. The name “Norse” or north was also seen as a fitting tribute to NEO’s location in Oklahoma.

The Norsemen identity was popularized by Coach “Red” Robertson in 1945, as he sought to enhance the NEO brand. Robertson worked with renowned artist and former NEO Art Department Chair Charles Banks Wilson to design the logo that now serves as the primary athletic identity for NEO: The Odin Logo. The logo features Odin, a chief Norse god, holding a sword above his head and wearing a winged helmet. In all branding excluding explicit allowance by administration, the representation of Odin must not be changed in any way.
NEO AGRICULTURE IDENTITY
AGRICULTURE IDENTITY

Following Northeastern Oklahoma Junior College joining the Agriculture and Mechanical Colleges System in 1945, Dr. Bruce Carter was dedicated to ensuring the NEO Agriculture would become one of the greatest programs in the country. Beginning with the purchase of the NEO College Farm, later renamed Synar Farm, NEO Agriculture has developed into a widespread system of research farms, arenas, classrooms, and barns.

To further heighten the prestige of NEO Agriculture and to set it apart from other programs throughout the country, NEO developed a “Brand” to use both for practical purposes with steer leased to NEO and for design purposes to instill an “Aggie” feel. The NEO “Brand” is a variant on the “Slant NEO” logo with slight changes to the “N” and “O,” but with the spine removed from the “E.”

In addition to the “Brand,” text included below often denotes specific departments or programs that use the logo.
PROPER USE

Proper space should be given to the logos so as not to crowd or constrain them. The cases of spacing are presented above. While minor variations may be made, the Badge logo should be given clearance of 1/5 its total height, the wordmark 1/2 its total height, and the Slant NEO logo 1/4 its total height.

The logos should not be incorporated into another logo, nor should they be broken apart, unless specifically arranged through the Public Relations Office.

The NEO Seal is not to be used in promotional material and is reserved for use by the Office of the President.

SPACING GUIDELINES
PROPER USE

COLOR GUIDELINES

All forms of NEO logos must be used with proper colors and the logos themselves should not deviate. The backgrounds may have different colors, but proper inversion must be applies on light colors. (Ex. The blue NEO Badge should be used on a light grey background instead of a white Badge.)

Any questions regarding the proper spacing or coloration of NEO logos should be directed to the Public Relations Office.
PROPER USE

The NEO Business Card features a 2-sided design with identity information on the front and the mission of NEO A&M on the back. All business cards must be ordered through the NEO Public Relations Office.

Certain offices, such as the Executive Office of the President and the NEO Development Foundation may qualify for customization following Presidential approval. However, business card templates have been designed to create a unified identity and reduce printing and design costs.

To order business cards, please submit a ticket through the online media request form at neo.edu/intranet.
The standard NEO Letterhead should be used when drafted a formal letter to any entity outside of NEO A&M. The standard letterhead includes the NEO Badge Logo along with identity information for the person sending the letter.

Certain offices, such as the Executive Office of the President and the NEO Development Foundation may qualify for customization following Presidential approval. However, templates have been designed to create a unified identity and reduce printing and design costs.

NEO has also created signature templates for e-mail. While a greater variety of signatures by department are accepted, each signature must be approved for use by the Public Relations office to ensure consistency in logo/color usage.

To request a custom content, please submit a ticket through the online media request form at neo.edu/intranet.
TRADEMARKS & LICENSING

NEO handles licensing requests on a case-by-case basis. This process allows NEO to create an agreement with a legitimate licensee to ensure that NEO receives proper compensation for the use of NEO logos and trademarks.

Public Relations Office

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