

*MB*



***Miguel Beltran***

*portfolio*



# Miguel Beltran

## About Me

*Hi there. My name is Jose Miguel Beltran, but I go by my middle name Miguel. I am a fun and purpose driven creative with nearly a decade's worth of experience in graphic design, branding and social media in the education sector. I would summarize my creative work as organized, sleek, fun and engaging. My favorite color is yellow and I also really like chocolate chip cookies with coffee.*

*I hope you enjoy some of my selected works in this portfolio. If you would like to see more design projects and case studies, please feel free to reach out. You can view recent design, photograph, and video work at my current employer's social media below.*

*Instagram: @nacenters*

# NICHOLAS ACADEMIC CENTERS

# Brand Guidelines

version 2.0

*The Nicholas Academic Centers (NAC) established brand guidelines to articulate our design principles to partners and third party creative contributions. Additionally, the NAC Brand Guidelines serve as a training tool for new employees, ensuring adherence to our branding standards.*


### Master Logo

Our Master Logo consists of the words "Nicholas Academic Centers" and the three lines that surround each word. These elements are in a right justified format which appears forward on page. The logo appears as in Trajan Pro 3.



### Exclusion Zone

Make sure that text or other design elements respect the space around the logo.



The average person's eye is approximately half the height of the main logo. The 10px logo is an indicator to help you maintain the exclusion zone.

### Typography

The following font families are chosen to the NAC brand guidelines. These fonts are timeless and can adapt to changes in trends.

These fonts can be used in both formal and informal communication styles.

- TRAJAN PRO 3**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890-[]|\_.,/!@#%&'\*~!\_+
- TRAJAN SANS PRO**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890-[]|\_.,/!@#%&'\*~!\_+
- Prosets**  
 ABCDEFGH,ILMNOQRSTU,WXYZ  
 abcdefgh,ilmnopqrstu,vwxyz  
 1234567890-[]|\_.,/!@#%&'\*~!\_+

### Typeface A

Our primary typeface is Trajan Pro 3. This elegant and classic typeface is one that can give unique statements. Our 3 logo are made using this font.

## TRAJAN PRO 3

AA BB CC DD EE FF GG HH II KK LL MM  
 NN OO PP QQ RR SS TT UU VV WW XX YY ZZ  
 0 1 2 3 4 5 6 7 8 9 0 . - / ! " # \$ % & ' \* ( ) [ ] { } |

sans | ABC123  
 serif | ABC123  
 regular | ABC123  
 bold | ABC123

### Engagement

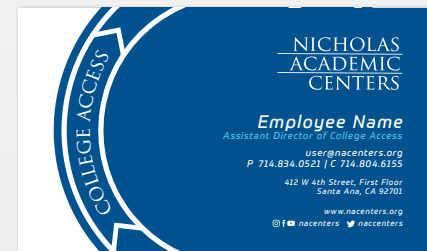


### Detailed



## Business Card Refres

We revitalized the NAC business cards by incorporating elements from our emblem. This strategic update aims to elevate the impact of our initial point of contact when our staff travel nationally to engage with representatives from high-performing colleges and universities.





## College Late Nights

An engaging, space-themed approach to remind our students about College Late Nights. These sessions are designed to assist in proofreading senior personal statements and navigating scholars through their college applications. With an open-ended visual identity, creators are encouraged to explore and experiment with simple assets and gradients to craft innovative interplanetary designs.

### Instagram Post



### Instagram Story



# Booklet Design

We produce a collection of booklets for year-round marketing and key events. Our focus is on crafting straightforward yet impactful layouts that convey the essence of the NAC Story in digestible formats. This intentional approach is aimed at maintaining viewer engagement throughout.



NICHOLAS ACADEMIC CENTERS  
Advancing Learning for Young People



NICHOLAS ACADEMIC CENTERS

## About Us

The Nicholas Academic Centers is a nationally recognized provider of pre-college learning, academic, cultural enrichment, college preparation, college access, and college success programs. Our centers focus on providing college-ready students with the skills, knowledge, and resources to succeed in college and beyond.

The NAC was founded by Dr. Henry T. Nicholas, III, Co-Founder and former Co-Chairman and CEO of Southern Company, and by the late Mrs. John and Mrs. Elizabeth Nicholas. The NAC was made possible through the generosity of Dr. Henry T. Nicholas, III, the late Mrs. John and Mrs. Elizabeth Nicholas, and the late Mrs. John and Mrs. Elizabeth Nicholas. The NAC was made possible through the generosity of Dr. Henry T. Nicholas, III, the late Mrs. John and Mrs. Elizabeth Nicholas, and the late Mrs. John and Mrs. Elizabeth Nicholas.



2008-2022

## Our Mission

The mission of the Nicholas Academic Centers (NAC) is to provide exceptional pre-college learning, academic, cultural enrichment, college preparation, college access, and college success programs to students from underserved communities. Our centers focus on providing college-ready students with the skills, knowledge, and resources to succeed in college and beyond.

1864 Alumni



Dr. Henry T. Nicholas, III  
Co-Founder



Judge Jack K. Mandel  
Co-Founder



Judge Jack K. Mandel, a former judge of the San Francisco Superior Court and a member of the United States District Court for the Northern District of California, is a frequent speaker at NAC events. He has been a member of the NAC since its founding in 2008 and continues to be an active participant in our programs.



## ACADEMICS

The NAC provides academic services that support students in their preparation for college. Our centers offer a variety of programs, including college preparatory courses, college access programs, and college success programs. Our centers focus on providing college-ready students with the skills, knowledge, and resources to succeed in college and beyond.



## MENTORING

100% of our students receive mentorship from NAC staff and alumni.

The NAC provides mentorship and social resources to students throughout high school and college, including those who are first-generation, low-income, and underserved. Our centers focus on providing college-ready students with the skills, knowledge, and resources to succeed in college and beyond.

## 1864 Alumni

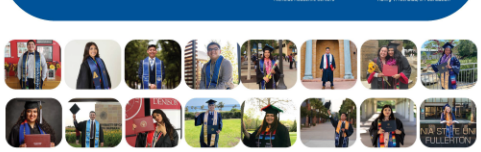
29 STATES 143 COLLEGS 04 COUNTRIES



<b>ALABAMA</b> Alabama State University University of Alabama	<b>ARIZONA</b> Arizona State University University of Arizona	<b>CALIFORNIA</b> Berkeley Berkeley College Berkeley University California State University University of California University of San Francisco	<b>FLORIDA</b> Florida State University University of Florida	<b>GEORGIA</b> Georgia Institute of Technology University of Georgia	<b>ILLINOIS</b> University of Illinois University of Chicago	<b>INDIANA</b> Indiana University University of Indiana	<b>MICHIGAN</b> Michigan State University University of Michigan	<b>MINNESOTA</b> University of Minnesota University of Wisconsin	<b>MISSOURI</b> University of Missouri University of Kansas	<b>NEW YORK</b> Columbia University University of the State of New York	<b>OHIO</b> Ohio State University University of Cincinnati	<b>PENNSYLVANIA</b> University of Pennsylvania University of Pittsburgh	<b>TENNESSEE</b> University of Tennessee University of Kentucky	<b>TEXAS</b> University of Texas Texas A&M University	<b>VIRGINIA</b> University of Virginia University of North Carolina	<b>WASHINGTON</b> University of Washington University of Oregon	<b>WEST VIRGINIA</b> West Virginia University University of West Virginia	<b>WISCONSIN</b> University of Wisconsin University of Michigan	<b>WYOMING</b> University of Wyoming University of Colorado
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## About the Henry T. Nicholas, III Foundation

\$29.1 Million Dollars  
\$11.4 Million Dollars



1864 97% 95% 99%  
About the Class of 1888  
188 Graduates  
4 Year University Bound

## Long Nguyen



Sarah Viveros  
NAC Alumna  
Sarah Viveros was part of the first class of students who graduated from the NAC in 2008. She is currently a graduate student at the University of California, Berkeley, where she is studying for her Ph.D. in Public Health. She is also a member of the NAC's Board of Directors and is actively involved in the organization's mission to provide college access and success for underserved students.

## Follow the Journey

www.naccenters.org

Follow us on social media: @naccenters, @naccenters

847 W. 4th St. 3rd Floor  
Berkeley, CA 94702  
(415) 848-1212

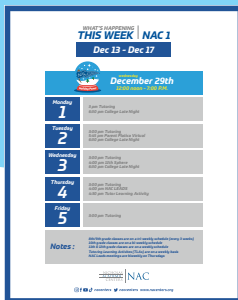
1400 S. University Ave.  
Berkeley, CA 94702  
(415) 848-1212

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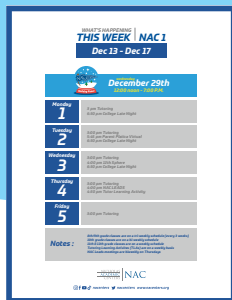
**Instagram Story**  
1080 x 1920 px



**Instagram Post**  
1080 x 1350 px



**Print**  
8.5 x 11 in



# Calendar Design Systems

We developed a calendar design system to keep scholars informed while significantly reducing employee workload by over 10 hours per week on updates. The grid-based design facilitates swift updates while allowing ample room for creativity within the template's framework.

## Instagram Story Guide

size: 1080 x 1920 px  
All text sizes and values in this section are based on a 1080 x 1920 px artboard

### A Title and Dates

The title should always consist of the NAC primary colors **NAC Blue** and **Grey**.



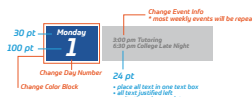
### B Day number and Event Info

The day number should be changed according to the week.

The color block should be changed according to the week number of the month.



\*colors are to restart each month

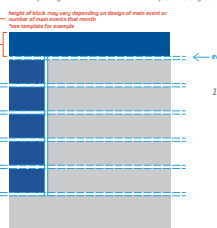


### C Border

Change border color to week theme

### D Equal Spacing and Alignment

Spacing between blocks must be equal and aligned.



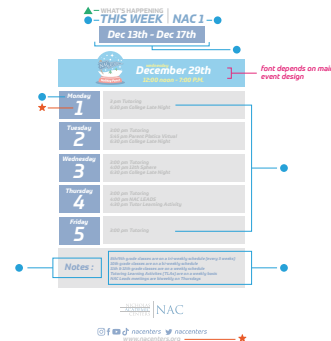
## Instagram Story Guide

size: 1080 x 1920 px  
All text sizes and values in this section are based on a 1080 x 1920 px artboard

### Font Guide

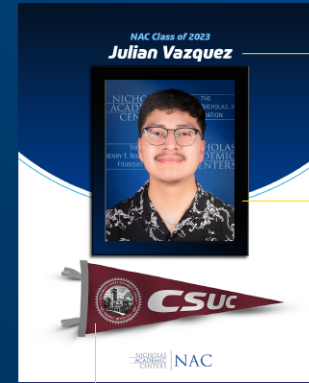
The primary font family used is "Prometo" with different variations of the font style. There is partial flexibility to use other fonts during certain seasonal branding, but font choice should mostly remain Prometo.

Key: ★ Prometo Medium Italic ▲ Prometo Bold ● Prometo Bold Italic



# College Announcements

Annually, we initiate a campaign in the first week of May to unveil our graduates' college choices. These announcements have evolved into a cornerstone of our social media presence, showcasing our students' achievements, fostering engagement within our online community, and notifying colleges and university profiles.



**Info**  
Area reserved for name and class year.

**Frame**  
Each of our NAC sites has a dedicated Honor Wall with portraits of our recent graduates. This design was created to invoke the same emotion.

**Pennant**  
College pennant is customizable to adapt to different college colors and logos.




# THE NAC ETIQUETTE DINNER

## Etiquette Dinner Slideshow

Every year we organize a formal dinner to impart dining etiquette skills to our students, preparing them for future networking opportunities with colleges, working professionals, and stakeholders. We applied the NAC Branding standards to our presentation to enhance the dinner learning experience.

ETIQUETTE DINNER




## LET'S TALK AND EAT

ETIQUETTE DINNER

## TRIVIA

WE NEED 5 VOLUNTEERS



- 1 Why do we attend these events?
- 2 What sort of preparation should you do prior to the event?
- 3 Provide an example of non-verbal communication and why it's important.
- 4 Where would you find your bread plate?
- 5 Give 2 example of good table manners.

ETIQUETTE DINNER

## WHY AM I HERE?

Besides the food...

- Table Manners
- Relationship Building



ETIQUETTE DINNER

PRIOR TO DINNER  
**DO YOUR HOMEWORK**

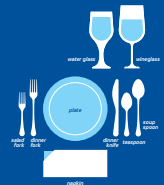
- Define your purpose
- Find out who will be there
- Think about questions to ask



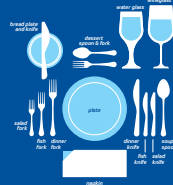
- 1.
- 2.
- 3.
- 4.
- 5.

ETIQUETTE DINNER

### Informal Table Setting



### Formal Table Setting



ETIQUETTE DINNER

## TABLE MANNERS

- Food should be passed to the RIGHT
- Food should move in one direction
- This means you have to wait until it gets to you