STYLE GUIDE

IDENTITY AND GRAPHIC STANDARDS
GUIDELINES AND RESOURCE MANUAL

IDENTITY IS CREATED — IMAGE IS EARNED.
Welcome to the Northland Community and Technical College Style Guide

The Northland Community and Technical College Marketing and Public Relations Offices exist to serve the NCTC community. The Marketing Staff concentrates on public information and producing recruitment and promotional materials. Our work consists of writing, editing, advertising, photography, special events coordination, designing brochures, folders, posters, search pieces, the catalog, and more.

These guidelines are intended to help communicate a consistent, uniform and professional image. They are designed to be used in the promotion of Northland Community and Technical College in all communications.

Furthermore, the Marketing and Public Relations Offices will work with instructors and departments on publications, reviewing for stylistic consistencies, grammar, purpose and intended audience, as well as making publications consistent with the image of the college. Anything published should follow the NCTC Style Guide.

Previous NCTC and NTC logos and nameplates should not be used in any printed material, products, signage or other items.

This Style Guide has been established based on the best practices of college and university style guides, as well as several primary reference works including: The Associated Press Stylebook and Libel Manual. The dictionary of choice is Merriam-Webster’s Collegiate Dictionary, Tenth Edition.

If you have questions, please contact the Marketing or Public Relations Offices.

Julie Olson, Director of Public Relations
Office Direct: (218) 683-8590
julie.olson@northlandcollege.edu

Mark Johnson, Interim Director of Marketing
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Introduction

Purpose
The purpose of the Northland Community and Technical College Style Guide is to provide basic guidelines to maintain consistent use of the NCTC logo and build College identity.

Why Standards
Image is an important criterion in the way current and future students, their families, business partners, alumni, employees and community identify with the institution. Without a standard policy, the College sacrifices its viable identity and clouds its image with competitive colleges. Graphic standards assist users in consistent use of college logo in graphic styles, signage, brochures, and advertising.

Advantages
Consistent and correct usage of the Northland Community and Technical College logo can provide a positive, organized, efficient and up-to-date impression. A uniform college logo will build the identity of the institution and create a powerful marketing tool.

How
The Northland Community and Technical College logo is to be followed in the design, approval and production of all visual materials. This rule applies to every use of the College logo.

Responsibility
The success of building and maintaining a consistent college image is the responsibility of every individual who represents the college and uses and produces the college logo. It is imperative that every aspect of the NCTC image and identity be consistently applied and presented. All areas of application must be reviewed to comply with these policies and guidelines to present a unified image to college clients.

Who
It will be the responsibility of all Northland Community and Technical College administrators, faculty, staff, students, advertisers, business partners, alumni, and anyone involved in the production of college materials to comply with this policy.
Any advertisement or promotion of an event will include the following:
Individuals with a disability who need a reasonable accommodation to participate in this event are to contact Ellen Brehmer at (218) 793-2382 or 1-800-451-3441, or TDD (218) 793-2801 at the East Grand Forks campus; or Dean Dalen at (218) 683-8560 or 1-800-959-6282, or TDD (218) 683-8801 at the Thief River Falls campus.

Catalog/Class Schedules
This document is available in alternative formats to individuals with disabilities by contacting Ellen Brehmer at (218) 793-2801 or 1-800-451-3441, or TDD (218) 793-2801 at the East Grand Forks campus; or Dean Dalen at (218) 683-8560 or 1-800-959-6282, or TDD (218) 683-8801 at the Thief River Falls campus.

An Affirmative Action/Equal Opportunity Educator and Employer
TDD (218) 793-2801 TDD (218) 683-8801

NCTC is committed to a policy of nondiscrimination in employment and education opportunity. No person shall be discriminated against in the terms and conditions of employment, personnel practices, or access to and participation in, programs, services and activities with regard to race, sex, color, creed, religion, age, national origin, disability, marital status, status with regard to public assistance, sexual orientation, or membership or activity in a local commission as defined by law.

NCTC provides assistance for students experiencing academic difficulty or for those needing accommodations for disabilities. Services for students with disabilities include: advocacy, counseling, academic assistance, and referral information. Lack of English skills will not be a barrier to admission and participation. All appropriate and necessary services shall be provided for prospective or current students needing accommodations for disabilities by contacting Ellen Brehmer at (218) 793-2801 or 1-800-451-3441, or TDD (218) 793-2801 at the East Grand Forks campus; or Dean Dalen at (218) 683-8560 or 1-800-959-6282, or TDD (218) 683-8801 at the Thief River Falls campus.

Handbooks – Employee and Student
The Employee Handbook and Student Planner and Handbook will contain policies and procedures relating to the reasonable accommodations made available to people with disabilities in compliance with the Americans with Disabilities Act.

Abbreviations
Use the full name of Northland Community and Technical College on first reference and in referring to the College as an institution. Thereafter, “Northland College,” or simply, “NCTC” is acceptable.

When using the college name in reference to a specific campus, “Northland Community and Technical College - East Grand Forks” or “Northland Community and Technical College - Thief River Falls” are the acceptable first mentions. Thereafter, “Northland College - EGF/Northland College - TRF” or “NCTC - EGF/NCTC - TRF” are acceptable. These conjoiners should be used without spaces separating the hyphen or hyphenated words.

Accreditation
Northland Community and Technical College is accredited by:
The Higher Learning Commission
North Central Association (NCA)
30 North LaSalle Street, Suite 2400
Chicago, IL  60602-2504

There are three acceptable statements for use of the NCA name:

1. Accredited — The Higher Learning Commission: Member — North Central Association,
2. Accredited by The Higher Learning Commission and a member of the North Central Association; or

Do not use the word “fully” when stating the institution’s accreditation. A college either is or is not accredited by NCA.
Addresses

Use official names of offices and departments in college addresses.

Northland Community and Technical College campus addresses, as defined by Minnesota State Colleges and Universities guidelines, are as follows:

Northland Community and Technical College
2022 Central Avenue Northeast
East Grand Forks, MN 56721-2702

Northland Community and Technical College
1101 Highway One East
Thief River Falls, MN 56701-2728

The Airport facility is as follows:
Northland Community and Technical College
13892 Airport Drive
Thief River Falls, MN 56701-8437

Note: The “Airport Campus,” as it is commonly referred to, is considered part of the Thief River Falls campus of Northland Community and Technical College, and it is not considered a separate campus in the MnSCU System’s count of 32 campuses and universities in the state.

The center at Roseau address is as follows:
Northland Community and Technical College
121 Center Street East, Suite 200
Roseau, MN 56751-1494

The Swenson House address is as follows (no mail delivery):
1020 Centennial Drive
Thief River Falls, MN 56701-2505

The College Internet address is as follows:
http://www.northlandcollege.edu

The Distance Education address is as follows:
http://distance.minnesota.edu

Written Communications Procedures

To ensure compliance with the Americans with Disabilities Act and Office of Civil Rights, documents published by Northland Community and Technical College (NCTC) will contain statements to ensure communication with all clients of the College. (Questions regarding these procedures are to be addressed to Julie Olson.)

Procedures

Documents published by NCTC will contain, at a minimum, the following statements/information:

Program Fact Sheets/Letterhead/Posters
An Affirmative Action/Equal Opportunity Educator and Employer
TDD (218) 793-2801 TDD (218) 683-8801
Website: http://www.northlandcollege.edu

Flyers
This document is available in alternative formats to individuals with disabilities by contacting Ellen Brehmer at (218) 793-2382 or 1-800-451-3441, or TDD (218) 793-2801 at the East Grand Forks campus; or Dean Dalen at (218) 683-8560 or 1-800-959-6282, or TDD (218) 683-8801 at the Thief River Falls campus.

Brochures/Booklets/Programs
This document is available in alternative formats to individuals with disabilities by contacting Ellen Brehmer at (218) 793-2382 or 1-800-451-3441, or TDD (218) 793-2801 at the East Grand Forks campus; or Dean Dalen at (218) 683-8560 or 1-800-959-6282, or TDD (218) 683-8801 at the Thief River Falls campus.

TDD (218) 793-2801 TDD (218) 683-8801

NCTC is committed to a policy of nondiscrimination in employment and education opportunity. No person shall be discriminated against in the terms and conditions of employment, personnel practices, or access to and participation in, programs, services and activities with regard to race, sex, color, creed, religion, age, national origin, disability, marital status, status with regard to public assistance, sexual orientation, or membership or activity in a local commission as defined by law.
Vision Statement

The Vision Statement of Northland Community and Technical College, as accepted on May 27, 2004 by the Shared Governance Council, is as follows:

“Widely recognized as a leader in comprehensive college education in the state of Minnesota and beyond, responsive to the needs of our learners as well as the changing demands of resource stewardship through the use of partnerships, innovation, and technology”

The Vision Statement is to be used on most promotional materials.

Website

The Internet address of Northland Community and Technical College is:

The intranet address of Northland Community and Technical College is:
http://intranet.northlandcollege.edu/

Questions or procedures for alterations or additions to the college Website should be directed to the Webmaster Chad Sperling:
East Grand Forks Office:  (218) 793-2436
Thief River Falls Office:  (218) 683-8586
chad.sperling@northlandcollege.edu

Questions or comments on the Website, as well as information about the academic database and for Desire2Learn support, contact Karleen Delorme at (218) 793-2429, e-mail: karleen.delorme@northlandcollege.edu.

Boilerplate Language

The preferred closing for College news releases intended for public distribution is as follows:

Northland Community and Technical College is a comprehensive college with campuses in East Grand Forks, Minn., and Thief River Falls, Minn. One- and two-year degrees, transfer programs and diploma certification are available in a variety of majors, as well as workforce training and continuing education programs. NCTC is a member of the Minnesota State Colleges and Universities system, and accredited by the Higher Learning Commission of the North Central Association. NCTC’s athletic teams compete in the Minnesota Community College Conference. The College is a member of the National Junior College Athletic Association. Visit the college at www.northlandcollege.edu. NCTC is an equal opportunity educator and employer.

Business Cards

Employees of Northland Community and Technical College are eligible to have business cards printed for use in promoting the institution. Order forms are available by contacting Julie Olson at (218) 683-8590 julie.olson@northlandcollege.edu.

Campuses

Northland Community and Technical College owns and operates campus facilities in East Grand Forks, Minnesota, and Thief River Falls, Minnesota, as defined by Minnesota State Colleges and Universities guidelines.

Classes are also offered on-line, with additional sites leased in Roseau and Mahnomen.
Capitalization

Capitalize and spell out formal titles used directly before an individual’s name, lowercase elsewhere:

- NCTC President Dr. James Davis
- Biology Instructor Terry Wiseth
- David Christian is the instructor of psychology at NCTC - EGF.

Capitalize an academic subject only when it is the name of a language, part of a department name, or part of a specific course title:

- He majored in economics with a minor in English.
- She teaches Accounting 2202 on Thursdays.

Do not capitalize an academic subject when it is used as a general field of study, unless it is the name a proper noun or adjective:

- NCTC offers courses in sociology, Spanish, surgical technology and welding.

Do capitalize an academic subject when it is used as a specific program of study:

- He enrolled in the Criminal Justice program at Northland College.

Capitalize a degree only when it is part of the official degree title. Academic degrees should be capitalized in the following manner:

- A.A., A.S., A.A.S., dip, cert
- Associate in Arts, Associate of Science, and Associate in Applied Science, associate’s degree, diploma, certificate

Capitalize “college” when specifying Northland, especially when the word “college” is preceded by “the.”

- The College offers more than 75 programs of study.

Do not capitalize freshman, sophomore, first-year student, second-year student, continuing student, etc., unless using as a title:

- “It was a great game,” said Freshman Joe Smith.
- There are seven sophomores in the marketing class.

Capitalize Internet but do not capitalize intranet.

Capitalize Web when referring to the World Wide Web.

Spelling

Optional spellings or usage adopted as preferred by Northland Community and Technical College:

- Advisor, not adviser
- Campuswide
- Catalog, not catalogue
- Chair, not chairman or chairperson
- Cooperative, not co-operative, or Coop is acceptable
- Database, not data base
- English-as-a-Second-Language, ESL is acceptable on second reference
- Non-profit, not nonprofit
- Statewide
- Systemwide
- Web site, Web, Web-based

Tagline

The approved Northland Community and Technical College tagline is: Building Futures ... Together. When used in promotional materials, the tagline should be set apart from copy with all words capitalized and an ellipsis between the words Futures and Together. The ellipsis is treated as a three-letter word with a space on either side. The tagline should not be placed inside quotation marks or parentheses.

The tagline should be used on promotional pieces whenever space and design allow. The tagline may be used in conjunction with the NCTC logo, but its placement is flexible to design. Font is not specified.
In dialogue or conversation, each person’s words are placed in a separate paragraph with quotation marks at the beginning and the end of each person’s speech.

"Will you go?"
"Yes."
"When?"
"Not until Thursday."

Quotation marks are not required in formats that identify questions and answers by Q: and A:.

For quotes within quotes, alternate between double quotation marks (" ") and single marks (‘ ’).

She said, “I quote from this letter, ‘I agree with Sanders that, “funding will be needed to keep the contractors going,” but we do not know where the funding will come from.””

Placement with other punctuation: Follow these long-established rules:

- The period and the comma always go within the quotation marks.
- The dash, the semicolon, the question mark and the exclamation point go within the quotation marks when they apply to the quoted matter only.

**Colors**

The Northland Community and Technical College colors are navy and scarlet. When using these colors in printing, the Pantone colors are navy 281 and scarlet 199.

If converting to a RGB (Red, Green, Blue scale) use the following conversions. Pantone Scarlet 199 is convert to the following RGB combination: Red–216, Green–63 and Blue–63. Pantone Navy 281 is convert to the following RGB combination: Red–0, Green–40 and Blue–104.

**Dates**

The preferred time sequence for promoting events is time-before-date-before-place:

The softball game will take place at 3 p.m., April 6, at the Multi-Event Center.

Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Spell out when using alone, or with a year alone.

Accepted dates for use in college history are as follows:

- 2003 Merger of East Grand Forks campus of Northwest Technical College and Thief River Falls campus of Northland Community and Technical College to one institution under the name Northland Community and Technical College.
- 1995 Northland Community and Technical College created by a merger of Northwest Technical College- Thief River Falls campus and Northland Community College.
- 1965 Northland State Junior College founded in Thief River Falls.
- 1946 Thief River Falls Area Vocational School founded.
Degrees

Accepted abbreviations for degrees offered by Northland Community and Technical College are as follows:

- A.A. Associate in Arts
- A.A.S. Associate in Applied Science
- A.S. Associate in Science
- Dip Diploma
- Cert Certificate

If mention of degrees is necessary to establish someone’s credentials, the preferred form is to avoid an abbreviation and use instead a phrase such as: John Jones, who has a doctorate in psychology. Use such abbreviations as A.A., A.A.S., A.S., B.A., M.A., and Ph.D. only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome.

When used after a name, an academic abbreviation is set off by commas: Daniel Moynihan, Ph.D., spoke.

Use an apostrophe in bachelor’s degree, a master’s degree, etc.

Disclaimers

Note: See the Written Communications Policy for procedures on disclaimer usage in printed materials.

Distance Education

The term “Distance Education” is used to describe on-line programs offered by the College. The website used to promote distance education is: http://distance.minnesota.edu/.

E-mail Addresses

E-mail addresses for college employees should be written as follows: firstname.lastname@northlandcollege.edu

Punctuation

Frequently used punctuation and its usage:

Ampersand (&)
The ampersand can be used in reference to Northland Community & Technical College, although it is not part of the College’s formal name.

Apostrophe (’)
Plural nouns not ending in s: Add ’s: the student’s homework.

Remember: It’s is the contraction for it is. Use an apostrophe. Its without the apostrophe is the possessive form of it.

Comma (,)
Use commas to separate elements in a series.

- Red, white, and blue.
- Required courses include physics, Spanish, and calculus.
- The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper attitude.

Use a comma to separate two or more adjectives preceding a noun.

- It was a bright, sunny, warm Saturday.

Remember that commas always go inside quotation marks.

Ellipsis ( ... )
In general, treat an ellipsis as a three-letter word, constructed with three periods and two spaces, as shown here:

Building Futures ... Together

Quotation Marks (" ”)
Use quotation marks to surround the exact words of a speaker or writer.

“The dog ate my homework,” said the student.

If the full paragraph of quoted material is followed by a paragraph that continues the quotation, do not put close-quote marks at the end of the first paragraph.
Pioneer 90.1 FM KSRQ

The Northland Community and Technical College radio station, Pioneer 90.1 FM KSRQ, is a 24,000-watt FM radio station. Pioneer 90.1 uses the CNN Radio Network and the computerized news service of the Associated Press. The studio is all-digital, utilizing the Audio Vault system, and is operated by students enrolled in the mass communications program, as well as community and college volunteers. When referring to the station, use the full name of Pioneer 90.1 FM KSRQ on first reference. Pioneer 90.1 is acceptable in subsequent references.

Pioneer 90.1 uses a logo in promotion of the radio station. As with the NCTC logos, the Pioneer 90.1 logo utilizes colors navy blue (PMS 281) and scarlet red (PMS 199). These are the only approved color combinations and no other combinations will be allowed. One-color versions may appear in black. The Pioneer 90.1 logo should also never be distorted in size.

Any public use of the Pioneer 90.1 logo should be approved with Station Manager Travis Ryder:
Office Direct: (218) 683-8589
travis.ryder@northlandcollege.edu

Hyphenation

Campus Names
When using the college name in reference to a specific campus, “Northland Community and Technical College - East Grand Forks” or “Northland Community and Technical College - Thief River Falls” are the acceptable first mentions. Thereafter, “Northland College - EGF/Northland College - TRF” or “NCTC - EGF/NCTC - TRF” are acceptable. These conjoiners should be used with spaces separating the hyphen and hyphenated words. Only one hyphen is necessary.

E-mail
This is the preferred form (not email) as it is more suggestive of proper pronunciation and derivation. It can be used as a noun (I read my e-mail last night) or verb (I will e-mail that to you).

Hyphen
Hyphens are joiners. Use them to avoid ambiguity or to form a single idea from two or more words. When compound modifiers precede a noun, use a hyphen to link all words in the compound except for the word “very” and all adverbs that end in “ly.” Also, use a hyphen when attaching a prefix that ends with the same letter that the base word begins with.

The championship-playoff game takes place at 3 p.m.
The class is designed for first-time students.
pre-established, pre-empt

Non-
When forming a word with the prefix “non,” only use a hyphen when forming a compound with particular or special meaning. This use of hyphenation generally takes place when the base word begins with a capital letter.
non-English speaking, non-American, non-profit
nonpayment, nonpermanent

On-line
Similar to e-mail, the preferred form of on-line also contains a hyphen, as it is more suggestive of proper pronunciation and derivation.

Suspended Hyphenation
Use a suspended hyphen when using more than one conjoiner with a base word.
He received 15– to 20-pages of homework.
Logos

For the majority of graphic uses, the College logo displayed below is to be used for institution identification.

Typestyles

The Northland Community and Technical College logo utilizes font “Impact” in the word "Northland" the font “Fortis” for the words “Community & Technical College.”

Colors

The Northland Community and Technical College logo is navy blue (PMS 281) and scarlet red (PMS 199). These are the only approved color combinations and no other combinations will be allowed. One-color versions may appear in black, white, or blue (PMS 281) only.

Application

The Northland Community and Technical College logo shall appear as indicated on all institution-wide brochures, advertising, displays, letterhead, packaging, clothing and graphic applications.

Size

The Northland Community and Technical College logo should never be distorted in size. When importing the logo into documents, be sure to lock the aspect ratio of the size to prevent distortion. This feature can be found by either double-clicking on the logo, or clicking on the logo and using the “Format” toolbar. Under the “Size” option, you can lock the aspect ratio. The height-width ratio of the official college logo is 1.75:1.

Photographs

In general, photographs taken of people in a public place may be used in publications without the consent of the people who are photographed. However, for photos intended for publication in advertising or promotional material, it is advisable to have recognizable photo subjects sign a consent form agreeing to allow their images to be used in these materials.

If a photo is electronically altered in any way, it should be labeled “photo illustration.”

The photo consent form used by the College is as follows:

CONSENT TO PHOTOGRAPH

I hereby give Northland Community and Technical College the right to use, reproduce, and to permit the use to others, etc., of all photographs and negatives taken of me for educational, publication or marketing purposes without further compensation. I consent that all of this material shall be solely and completely the property of Northland Community and Technical College.

I hereby certify that I am 18 years old or over, and I am competent to sign my own name. I also certify that I have read and completely understand the contents of the above release before affixing my signature below.

Name:
Signature:
Address:
Phone:
City:
State:
Zip:
Signature of Parent/Guardian (for those under 18 years of age):
Witness Name:
Date:

Note: This form can be made available by the Marketing and Public Relations Offices.
Numbers

Use only Arabic numerals in titles and common course outlines \((1, 2, 3, 4, 5 \ldots)\) as opposed to Roman numerals.

Generally spell out all numbers under 10. Use figures for 10 and higher. Exceptions: ages, \((6\text{-year-old})\), and credit class listings, \((3\text{-credit class})\).

When large numbers must be spelled out, use a hyphen to connect a word ending in \(y\) to another word: \(fifty-five\).

In telephone numbers, always use figures with parentheses around the area code, based on a format that telephone companies have agreed upon for domestic and international communications. If extension numbers are given: Ext. 2, Ext. 1861.

Phone numbers for Northland Community and Technical College locations:

- East Grand Forks campus: (218) 793-2800
  - 1-800-451-3441
- Thief River Falls campus: (218) 683-8800
  - 1-800-959-6282 or 1-800-959-NCTC
- Airport site: (218) 683-8802
- Roseau site: (218) 463-1606
- Swenson House: (218) 683-8645

Fax numbers for Northland Community and Technical College locations:

- East Grand Forks campus: (218) 793-2843
- Thief River Falls campus: (218) 683-8980
- Airport site: (218) 683-8994
- Roseau site: (218) 463-1606
- Swenson House: (218) 683-8986

Theme Logos

Northland Community and Technical College has approved five theme logos.

It is acceptable to use the Northland Pioneers logo in student services and athletic applications. The graphic image and the word “Northland” are represented in blue (PMS 281) and the font “Impact.” The word “Pioneers” is represented in red (PMS 199) and the font “Fortis.”

It is acceptable to use the Northland College logo in institution-wide applications. The graphic image and the word “Northland” are represented in blue (PMS 281) and the font “Impact.” The word “College” is represented in red (PMS 199) and the font “Fortis.”

It is acceptable to use the NCTC - EGF logo in applications specific to the East Grand Forks campus. The graphic image and the word “Northland” are represented in blue (PMS 281) and the font “Impact.” The words “Community & Technical College” and “East Grand Forks” are represented in red (PMS 199) and the font “Fortis.”

It is acceptable to use the NCTC - TRF logo in applications specific to the Thief River Falls campus. The graphic image and the word “Northland” are represented in blue (PMS 281) and the font “Impact.” The words “Community & Technical College” and “Thief River Falls” are represented in red (PMS 199) and the font “Fortis.”
It is acceptable to use the NCTC logo with both community names showcased. This might be most applicable in advertising, recruiting, and promotion of the institution where the public might not be familiar with the College and the locations of campuses.

In an effort to present a cohesive college graphic image, Northland Community and Technical College departments, offices and committees MAY NOT create their own logos. The department can include their name with the official college logo — using the fonts "Impact" or "Fortis" as follows:

The NCTC logo and theme logos may also be reversed as white on a solid black or navy blue background:

**Unacceptable Logo Use**

- Do not change or manipulate logo graphics
- Do not enclose the logo inside a box or contained space
- Do not use improper fonts (Impact and Fortis are the accepted fonts)
- Do not wrap any copy around the logo icon, or modify its width
- Do not move or flip the icon or change its size in proportion

**Northland Athletic Hall of Fame Inductees**

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<tr>
<th>Year</th>
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<tr>
<td>2004</td>
<td>Al Adams</td>
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<td>Chet Engelman</td>
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<td>Swede Lund</td>
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<td>Pat Klemisch</td>
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<td>Nick Neibauer, Sr.</td>
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<td>2004</td>
<td>Millie Reierson</td>
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<td>2004</td>
<td>Lowell Swenson</td>
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<td>2004</td>
<td>Ken Wiebolt</td>
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<td>2005</td>
<td>John Michael Anderson</td>
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<td>Scott R. Bergland</td>
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<td>Anthony James Burke</td>
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<td>Paula Seifried</td>
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<td>Georgine Troska</td>
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<td>Alex Easton</td>
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<td>Janelle Lundin</td>
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<td>Don Jorstad</td>
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<td>Bob Lundbohm</td>
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<td>Tim Olson</td>
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<td>Van Swanson</td>
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<td>2008</td>
<td>Peter Sullivan</td>
</tr>
<tr>
<td>2008</td>
<td>Deb Jacobson</td>
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</table>
Mission Statement

The Mission Statement of Northland Community and Technical College, as accepted on May 27, 2004 by the Shared Governance Council, is as follows:

“Northland Community and Technical College, an accredited college that provides technical and liberal arts education, is dedicated to creating a quality learning environment for all learners preparing for careers and lifelong learning through partnerships with students, communities, businesses, and other educational institutions.”

The Mission Statement is to be used on promotional materials where applicable.

Name Tags

Employees of Northland Community and Technical College are encouraged to wear name tags to identify their work at the College and to ease visitors in locating college professionals. For name tag orders contact Human Resources Personnel Aide Kristi Lane:

Office Direct: (218) 683-8631
Fax: (218) 683-8982
kristi.lane@northlandcollege.edu

Northland Athletic Hall of Fame

The Northland Athletic Hall of Fame was established in 2004. The College Athletic Coordinator chairs the Hall of Fame Committee, which accepts nominations and announces inductees in the fall of each academic year. Plaques are awarded to the inductees at an Induction Ceremony, and duplicate plaques hang in the Hall of Fame, located outside the Gymnasium on the Thief River Falls campus. For more information, or nomination materials, contact Athletic Director Deb Jacobson:

Office Direct: (218) 683-8556
paul.peterson@northlandcollege.edu

Lowell T. Swenson Field

The football and track complex of the Thief River Falls’ based Multi-Events Center athletic complex, was officially dedicated and named after college benefactor Lowell T. Swenson on Saturday, Oct. 16, 2004. The Multi-Events Center name will continued to be used in reference to the eight softball and baseball fields and two soccer fields at the location, the Lowell T. Swenson Field name will now be used in reference to the football stadium and track and field facilities.

Mascot

The mascot of Northland Community and Technical College is the “Pioneers.” The Pioneer name and logo may be used in conjunction with college athletics and student life activities. Please consult the Style Guide for guidelines in logo usage.
Minnesota State Colleges and Universities
Logomark and Signature

The recommended logomark for use by member institutions of Minnesota State Colleges and Universities is displayed here.

Colors
The Minnesota State Colleges and Universities signature should be reproduced in gold Pantone 1245 and black.

Member Institution Seal
Member institutions should include the tagline with the logo. (Font is not specified.)

The visual standards manual and art files can be found on the web at www.pa.mnsu.edu.

Minneapolis Community & Technical Colleges System Office Tagline Policy

Procedure 3.23.1 Tagline Procedure under Policy 3.23

Part 1. Purpose.
This procedure establishes requirements for the implementation of Policy 3.23.

Part 2. Implementation.
Colleges and universities must use the phrase “A member of the Minnesota State Colleges and Universities System” as a tagline, as provided in this procedure.

Subpart A. Publications. Publications intended for external audiences, including, but not limited to, student recruitment materials, annual reports, alumni magazines, legislative publications, brochures, newsletters, news releases and event programs, shall include the tagline on the front or back cover, or other prominent position.

Subpart B. Stationery. Letterhead stationery shall include the tagline. Use on stationery items such as envelopes, fax cover sheets, note cards and business cards is optional.

Subpart C. Advertising and marketing materials. All print and visual advertising, such as newspaper, magazine and television ads, shall include the tagline. The tagline is optional for radio advertising, billboards and other outdoor advertising.

Subpart D. Web site. The college or university Web site home page or other prominent page shall contain the tagline.

Subpart E. Entrance signs. The main entrance sign for each campus, center or other ongoing location of the college or university at which signage is used shall contain the tagline.

Subpart F. Campus construction project signs. A sign erected to identify a capital construction project shall contain the tagline.

The Office of the Chancellor may waive the tagline requirement under limited circumstances, such as extraordinary expenses, space limitations or use of alternate methods of system identification.

The Office of the Chancellor shall issue guidelines addressing usage of the tagline.