

NORTHLAND COMMUNITY AND TECHNICAL COLLEGE

8025 College Identity and Graphic Standards Policy

NCTC is dedicated to quality image and promotion. Recognizing that image is evidenced through written and visual means, a policy governing the use of NCTC's name, logo, as well as standards for any printed materials and publication pieces, has been established through the use of the NCTC Style Guide for Identity and Graphic Standards. A copy of the manual is available on the college Intranet and from the College Public Relations/Marketing Offices.

The Style Guide establishes the approved design and appropriate use of the college name, logo and description guidelines (written and visual) for use in representing the college, as well as resources for writing and referring to the college.

The purpose of the NCTC Style Guide is to provide basic guidelines to assist in maintaining consistent use of the NCTC logo and build college identity. 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.

NCTC requires that all printed materials and publications (including press releases, advertisements, novelty items, etc.) comply with the official standards as identified in the NCTC Style Guide.

The College is not responsible for any publications or materials published without consulting the NCTC Style Guide, Director of Marketing or Director of Public Relations.

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