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INTRODUCTION

In 2010, Northland Community & Technical College adopted a new logo, campaign tagline and visual look. This communication and design standards guide is to help keep a focused and strong Northland image.

We have attempted to keep this guide as straightforward as possible and to cover most of the major design issues. This guide is a living document and may change over time, but if you follow these guidelines, you will keep the image and reputation of Northland strong.

The most recent version of this guide can always be found at www.northlandcollege.edu/guide.

From now on, in this guide, we will refer to Northland Community and Technical College as simply Northland.

If you find that you have an issue or circumstance that isn’t covered in this guide, go to the contacts section on page 22 for an answer or approval.

northlandcollege.edu/marcom/brand
northlandcollege.edu/marcom/contact-us
NAME, GRAPHICS AND VISUAL ELEMENTS

Northland Community and Technical College Name

When first referring to Northland Community and Technical College in written or spoken form, always use the full name. Afterwards, you can shorten it to “Northland” or “the college” (leaving “college” uncapitalized). “NCTC” is encouraged to be used only internally.

Due to the institution’s history and current legal obligations it is important to follow the college name guidelines that help ensure a strong unified brand.

Northland Community and Technical College Logo

The Northland logo is available in two styles — a wide version with the circle-N to the left of the full college name, and a stacked version with the circle-N on top of the full college name.

Northland logo files for employees can be found at northlandcollege.edu/marcom/employee-resources. Northland logo files for media/vendors can be found at northlandcollege.edu/marcom/media-resources.

Except for proportional scaling, approved color variations and certain uses of the circle-N mentioned later, the Northland logos are not to be changed or altered in any way.

The Northland logo should appear on all forms of communication and be large enough for all words to be legible. If you can’t read it, it’s too small.

Logo Clear Space

In order for the Northland logo to stand out cleanly and strongly, a clear space of at least 3/8” (0.375”) must be established and maintained around it. No other elements may intrude into this protected area. Online and in print, this clear space is also the closest that the logo may be placed to the edge of a page.
Circle-N Graphic

In certain circumstances, the circle-N graphic can be used separately from the full Northland logo. Usually, this will only be in cases where those who see it will recognize the symbol as belonging to Northland, such as on banners, shirts, watermarks, profile pictures, etc.

The circle-N graphic files can be found at northlandcollege.edu/marcom/employee-resources.

As with the full logo, the physical shape of the circle-N is not to be altered in any way. Unlike the full logo, some mild creative treatments are allowed, such as a slight tilt or allowing part of the circle-N to bleed off a page. If you have an idea but don’t know if it’s safe or goes too far, make sure to get it approved by the Marketing and Communications Department.

Marketing Campaign Tagline

Northland’s new campaign tagline — Take your life North. — should be included on all marketing materials starting June 1, 2011. It should never be positioned so that it looks like it is part of the logo, but can sometimes be used as a headline. When literally used as a tagline or in body copy, it should be written in the style of a sentence with an upper-case “T” on “Take”, an upper-case “N” on “North” and a period at the end. In rare instances where the entire tagline is in upper-case, such as in a headline, make sure that it still has the period at the end. In instances where the tagline is used as part of a sentence, always keep the “N” capitalized on “North”.

Always make sure that the tagline is all in one color.

For consistency and ease of use, a graphic version of the campaign tagline has been created and can be found at northlandcollege.edu/marcom/employee-resources.

Should the campaign and/or campaign tagline change, a campus-wide update will be issued by the Marketing and Communications Department.

Take your life North.
Wave Design Element

For printed and electronic publications, a scarlet, white and navy “wave” has been created as a design element that may be used optionally, at the discretion of the designer. It was designed for external promotional and marketing use, but has a number of potential internal uses, such as in signage. The wave element may be included in black and white publications, substituting black and halftone gray for scarlet and navy. Grayscale and white versions of the wave element are also available for download and use. Ideally, the wave element should be used to separate other elements in a layout, such as separating body copy from photography.

For print ads, posters and general college printed pieces, the wave element incorporates a mix of dotted and solid lines. For outdoor billboards, online usage and department-specific printed pieces, the wave element only uses solid lines.

The wave element may not be paired with other type or graphics which in any way violate the standards presented in this guide. It cannot obscure or otherwise interfere with the circle-N, logo, or body copy of any kind.

As with the logo and circle-N, the wave element should not be changed, altered or overlapped, except when approved through the Marketing and Communications Department.

The wave element files can be found at northlandcollege.edu/marcom/employee-resources.

Logo Hierarchy

To help manage a visual identity system strategically, institutions of higher education often call upon a brand architecture model. This model provides a brand hierarchy, starting with the top-level brand for the institution as a whole, then addressing other entities. The three categories within the Northland brand hierarchy are:

I. College Logos
   - Primary identity of the college
   - Should always be first in appearance and priority

II. Sub-branded Logos
   - Secondary identity
   - May stand alone without the college logo

III. Badges, Crests, and Emblems
   - Should always be used subordinate to the college or sub-branded logo
   - Does not stand alone to replace college or sub-branded logo
   - May be used on uniforms and promotional or marketing materials
   - Not to be used on official college stationery, business cards, name tags, or e-mail signatures
   - Can be designed internally or externally but must be approved by MET
**Sub-Branded Logos**

By keeping the individual branding so closely related to the college logo, each COE, cluster, department, or program benefits from the recognition of Northland. In turn, this also helps with the overall consistency and impact of Northland’s brand publicly.

Northland has two program clusters that have earned “College Center of Excellence” recognition — Transportation and Building Trades — and until recently had special graphics for both. Those graphics have been retired, and from now on will be referenced in text or spoken after each honored program’s name.

[example below of use in body copy/spoken]

“Northland’s Carpentry program, a College Center of Excellence in Building Trades, has experienced a 36% increase in enrollment since 2009.”

These subtitles can be used in formal pieces, press releases or potential student enrollment pieces. The College Center of Excellence subtitle can be added when referencing that specific program (Transportation or Building Trades) to show the Northland standard of achievement and accreditation.

When describing a College Center of Excellence, use a variation of the following:

This Northland program has been designated as a College Center of Excellence for its accomplishments beyond traditionally-held expectations in providing a superior education to its students.
Radio Station Logos

Each of Northland’s three radio stations have their own logo. Official logo files can be found at northlandcollege.edu/marcom/employee-resources and they are not to be altered in any way except for uniform-scale sizing.

The radio station logos have been designed to complement the look and feel of Northland. A certain amount of freedom is allowed with the use of the radio station logos in places such as banners, signs, their separate website and Facebook page. However, all usages should be within the boundaries of good taste and design. If in doubt, ask the Marketing and Communications Department for assistance.

Badges, Crests, and Emblems

In addition to the college logo and sub-branded logos, a specific badge, crest, or emblem may be desired for internal or external materials. This would include items such as uniforms, pens, cups, hats, etc.

Official Athletics Logo

Northland has an official Northland Pioneers logo, which can be found at northlandcollege.edu/marcom/employee-resources for download. The Pioneers logo is to be used for athletics-related promotional materials for recruitment and events. It is not to be used as a replacement for the Northland logo.
Sports Graphics and Use

Aside from the official athletics logo previously mentioned, each sport that Northland competes in has its own uniform and approach to the Northland and/or Pioneers names. These approaches extend to gear and facilities, such as the gymnasium floorboards.

All uniforms and related sports materials that currently exist and are in use are “grandfathered in”, meaning that they are approved for continued use. Any additions or restyling of uniforms or other athletic elements will be allowed a certain amount of freedom, but must complement the look and feel of Northland in regard to color and design.

Official Student-Affiliated Clubs and Organizations

Northland has a diverse collection of clubs and organizations. To keep this diversity strong, there is no official logo or format designed for each group (except for athletics).

A group may take it upon themselves to design an unofficial logo for their club or organization to be used on clothing, banners or postings. In these cases, the word “Northland” may be used, but the official Northland logo is not to be used on the same piece as the unofficial graphic. These logos must be registered with the Marketing and Communications Department in high resolution .jpg or .eps form when necessary.

Northland’s circle-N graphic and official Northland Pioneers logo may be used in some instances, but this will be determined on a case-by-case basis by the Marketing and Communications Department. All apparel and materials using the college logo needs to be approved by the Marketing & Communications Department.

Fonts

The official Northland fonts for advertising and promotion are Myriad Pro and Locator, which are available for download and use at northlandcollege.edu/marcom/employee-resources.

For body copy, no particular font is required, but it should be easily read and complement the official fonts. See examples.

Good font style  Bad font style
Colors

Northland’s official colors are scarlet and navy.

When printing spot color, use the following Pantone colors:

Scarlet — PMS 1807c
Navy — PMS 5395c

For process color printing jobs, use the following CMYK values:

<table>
<thead>
<tr>
<th>Scarlet</th>
<th>Navy</th>
</tr>
</thead>
<tbody>
<tr>
<td>C-0</td>
<td>C-94</td>
</tr>
<tr>
<td>M-100</td>
<td>M-49</td>
</tr>
<tr>
<td>Y-100</td>
<td>Y-0</td>
</tr>
<tr>
<td>K-20</td>
<td>K-85</td>
</tr>
</tbody>
</table>

For electronic media, use the following RGB values:

<table>
<thead>
<tr>
<th>Scarlet</th>
<th>Navy</th>
</tr>
</thead>
<tbody>
<tr>
<td>R-196</td>
<td>R-0</td>
</tr>
<tr>
<td>G-22</td>
<td>G-21</td>
</tr>
<tr>
<td>B-28</td>
<td>B-58</td>
</tr>
</tbody>
</table>

Acceptable secondary colors include white, black or halftone gray.
Unacceptable Logo Renderings

Do not crop, cut or trim the logo in any way.

Never make or use an outlined version of the logo.

Do not rearrange the logo’s elements.

Do not tilt, flip, invert, rotate or do a mirror image of the logo.

Do not introduce or overlap outside elements into the logo or its clear space.

Do not alter the approved proportions of the logo. This includes distorting, stretching, crushing, twisting, squishing, pinching and compressing.
Do not replace the logo’s circle with any other shape.

Do not remove the circle element from the rest of the logo.

Do not use any other colors.

Do not add textures, lighting/shadow effects, extrusions or other three-dimensional effects. Keep the logo solid.

Do not remove any of the words in the logo, except when the circle-N is used alone.

Do not change the “N” in any of the words in the logo.

Do not change the size of the “N” in the circle in any way.

Never make the logo too small to be fully and easily read.
PRINT MEDIA

Things to Consider

For consistency and because of budget constraints, all printed materials should be necessary and developed following these guidelines.

Before creating any printed piece, first determine whether or not the recipients could be better reached by electronic means. If so, pursue that direction instead.

Please also know the following before you begin the design process:

- Budget
- Quantity needed
- Target audience
- Purpose of the printed piece
- What you want the audience to do

Always submit one copy of all new external advertising and promotional printed pieces to the Marketing and Communications Department for approval and archiving.

Stationery

northlandcollege.edu/marcom/employee-resources

Approved stationery is available to offices and departments for official use. Order needed letterhead, note cards and envelopes through the bookstore. Do not order, make or use any stationery that isn’t approved by Northland for Northland use.

Envelopes will have the Northland logo, full school name and address. Department/office name can be included.
You may continue to use Northland’s old stationery until January 1, 2012. After that date, only the new stationery will be allowed.

Electronic letterhead may be downloaded at northlandcollege.edu/marcom/employee-resources to be placed in emails.

**Business Cards**

The following information should always be included on business cards can be requested online. This is the official business card of Northland.

at northlandcollege.edu/project-request.

- Name
- Title
- Department
- [Northland logo]
- Address
- Phone
- Email
- (optional) Fax and/or mobile number(s)

**Name Tags**

Just like our Northland business cards, name tags are requested online. Old name tags may only be used until January 1, 2012. Please use the official order form at northlandcollege.edu/project-request.

**Fax Cover Sheets and Memos**

A fax cover sheet template can be downloaded at northlandcollege.edu/marcom/employee-resources and printed or photocopied as needed.
For official memos, always use official Northland stationery and make sure the following five lines of information are placed above the primary content of the memo:

MEMO

To:
From:
Date:
Subject:

**Minimum Design Standards**

The official Northland logo should be clearly displayed on the front of each printed piece.

Always use the official Northland logo.

For full color publications, use the CMYK version of the logo. For one or two color publications, use the black, navy, or reverse version of the logo. When using the logo in reverse, always have the logo in white against a dark background.

If a certain department is designing a multi-page piece, include the department name, date and MnSCU/EOE statement on the back cover. See mandatory phrases for this statement in the following section.

The Northland URL (northlandcollege.edu) should be included on all non-recruitment, non-promotional printed pieces, unless a deeper, more specific address is relevant to the piece, such as northlandcollege.edu/nursing.

All recruitment and promotional efforts should point to thinknorthland.com instead of northlandcollege.edu.

In the event that a printed piece needs to go outside the standards set forth in this guide, approval needs to be granted by the Marketing and Communications Department.

**Mandatory Phrases**

Always include the following statement on all printed materials: Northland Community and Technical College is a member of the Minnesota State Colleges and Universities system and is an Equal Opportunity educator and employer.

On appropriate pieces, specifically website and catalog, include the Northland mission, vision and accreditation statements.
**Mission statement:** Northland Community and Technical College is dedicated to creating a quality learning environment for all learners through partnerships with students, communities, businesses and other educational institutions.

**Vision statement:** Northland Community and Technical College will be widely recognized as a progressive leader in community and technical college education, responsive to the needs of our learners through the use of partnerships, innovation and technology.

**Accreditation statement:** Northland Community and Technical College is accredited by the Higher Learning Commission of the North Central Association.

Telephone numbers. Separate area code, prefix and suffix by period, such as 218.793.2800. Always type Northland’s toll-free number as 1.800.451.3441.

**ELECTRONIC MEDIA**

**northlandcollege.edu Website Guidelines**

Northland’s websites have grown to become one of its most vital methods of communicating with students, prospective students, alumni, the community and the world. Because of this, a strong, smart and consistent image is also vital. This can be accomplished by following a few simple rules.

All pages on Northland’s website must have the Northland logo.

Northland’s Marketing and Communications Department is responsible for the college website. All written content should be proofread and approved by a department head before the Marketing and Communications Department.

All pages need to be kept current, and all links are to be active and correct.

Any Northland website development, whether internal or with an outside vendor, needs to follow the rules set forth in this style guide. Always include the Marketing and Communications Department during the development, as they must approve the work before it becomes available online.

Northland’s mission statement, vision statement and accreditation statement must be easily found on the website’s “About” page. Academic programs that are individually accredited should also have their accreditation statements on their section of the website.

All website content must abide by federal copyright laws, be written specifically for Northland or be properly sourced. Plagiarism is forbidden.
Social Media

Northland maintains a blog and has presences on Facebook and Twitter. All Northland students, faculty, departments, clubs and organizations are encouraged to use them as a more informal source of Northland-related news and information. As with the Northland website, social media is one more way for us to communicate and make a positive impression with others. Please conduct yourself in a manner befitting a representative of Northland when posting or commenting.

Please avoid the following:

• Swearing and crude language

• References to illegal or questionable behavior

• Use or reference of alcohol or illegal substances

• Social media avatars or photos that show you engaging in illegal or questionable behavior

• Hateful or threatening talk, racism, ageism, sexism, etc.

• Unsportsmanlike behavior or inappropriate comments about Northland or any other college or university

Basically, use common sense when communicating online. Even though web and social media channels are often quite lax with grammar and spelling, please write in a manner that shows you as a bright and educated person, and Northland as a professional institution.

Inappropriate use of social media may be sanctioned through applicable system or college policies and procedures.

Any content that social media administrators deems inappropriate will be removed.

Use Northland’s circle-N graphic as the avatar for Facebook and Twitter.

If you would like to become a social media administrator, please contact the Marketing and Communications Department.

Colors

Online, the Northland logo should always be in navy (R-0, G-21, B-58) against a light background, or in reverse (white) against a dark background. No other color variations are allowed.
Logo Use

For Northland website pages, always use the wide Northland logo. Position it toward the top left of each page, as it should be the first thing that is seen.

Presentation Templates

A consistent Northland image also carries over to presentations. An approved cover slide and customizable template are available at northlandcollege.edu/marcom/employee-resources for use with official PowerPoint/Keynote presentations.

Video Production

All in-house video projects representing Northland on YouTube or other sites or channels need approval from the Marketing and Communications Department before being posted online.

As mentioned earlier, the first spoken mention of the college should always be the full name, “Northland Community and Technical College”, and any additional references can be shortened to “Northland” or “the college”. Always display the logo against a solid background, not a photo or other graphic.

Email Signature Files

All Northland administration, deans, faculty and employees with official Northland email accounts should use a standard text-based personalized signature file with all their outgoing emails.

Follow this recommended format, only customized to your personal Northland information:

Chad Sperling
Director of Creative Services
Northland Community and Technical College
northlandcollege.edu
2022 Central Avenue, NE
East Grand Forks, MN 56721
work: 218.793.2437
cell: 701.240.8229

PHOTOGRAPHY AND PHOTO RELEASES

A photo release should be obtained from the subject(s) of a photo if:
• the photo will be posted online
• the photo will be used by or given to organizations outside the college
• the photo will be used for marketing or advertising
• the photo was taken in a place where the subject expects a certain amount of privacy, such as dressing or
A photo release is not necessary from an individual or group when:
• they are photographed in a public venue or at a public event
• they are photographed on campus in a public space
• they are not recognizable

Northland’s policy is to limit the use of a photo to the marketing or representation of the college or college activities. Northland will also try to honor any request to stop using a photo. Requests to stop using particular photos need to be submitted in writing to the Marketing and Communications Department.

A copy of Northland’s official photo release form can be found at northlandcollege.edu/marcom/

NEWS RELEASES AND PUBLIC RELATIONS TIPS

When Dealing with Media Inquiries

There are a number of basic rules to follow when responding to a media inquiry, among the most important are:

• Never forget that you are speaking on behalf of Northland.

• Never say anything that you would not want to see in print or hear on television/radio.

• Never use profanity, slang or words that may be deemed derogatory.

• Never assume you are speaking to a reporter off the record.

• If you don’t know the answer to a question, admit it and tell the reporter that you will get back to him/her and/or direct the question to the appropriate official to provide the correct answer.

• Always provide clear, concise answers. Don’t talk for the sake of talking. Answer the question and move on.

• Inquiries are an opportunity to reach a broad audience. Avoid using big words/language that will turn off potential audience members.

• Be courteous at all times – even if, in the rare case, the reporter is not.

• Remember that journalists are simply doing their job.

News Release Style

News releases must follow a consistent pattern, thus guaranteeing a uniform “Northland look.” An established template will ensure this look. Basic elements of a consistent look include the college logo (a release is not official without the placement of Northland logo), standard block paragraph formatting and a consistent typeface (font) and a “tag” paragraph.
The “tag” paragraph contains “boilerplate” information about the institution: city, location, enrollment, scope of studies, brief educational philosophy statement and website address. This paragraph is always placed as the last paragraph in each news release.

Northland Community and Technical College (northlandcollege.edu) is a comprehensive college with campuses in Thief River Falls, MN and East Grand Forks, MN. It also has a separate aviation campus in Thief River Falls, MN and a satellite site in Roseau, MN. It offers certificates, diplomas, transfer courses, two-year AAS degrees in more than 60 areas of study, workforce training and education programs.

Center and type the pound (#) symbol three times below the tag paragraph to mark the end of the news release.

News releases should be presented in Associated Press style, which is the accepted style for most news organizations in the United States.

Always submit one copy of all new press releases to the Marketing and Communications Department for approval and archiving.

**News Release Template**

[Northland Logo]

FOR IMMEDIATE RELEASE: (INSERT DATE)

HEADLINE

Sub-headline (If deemed necessary)

EAST GRAND FORKS, Minn (OR THIEF RIVER FALLS, Minn or ROSEAU, Minn) – First sentence.

BODY

TAG PARAGRAPH

# # #

FOR MORE INFORMATION, CONTACT: Official's Name
Title
Northland Community and Technical College
City, State Zip
Phone Number
Email Address
COLLEGE MERCHANDISE AND APPAREL

Because of the nature of consumer tastes and changing trends in branded merchandise and apparel, a certain level of freedom and deviation from the rules is acceptable, if approved through the Marketing and Communications Department.

Minimum Design Standards

• If the Northland logo is used, do not alter, change or adjust it in any way.

• The circle-N (separate from the rest of the logo) could be used in a number of creative ways on a large number of products. However, it must remain recognizable.

• Make sure that every design portrays Northland in a positive light. Do not create anything that might be seen as offensive or in questionable taste.

• The word “Northland” is appropriate to shift with design trends as long as the logo is not used.

MARKETING MATERIALS

Northland templates and graphic elements are available for employees at northlandcollege.edu/marcom/employee-resources. Print and online advertisements as well as graphic elements are available for media/vendors at northlandcollege.edu/marcom/media-resources.

When creating a new piece from the templates or shells, make sure that the design follows the look and feel of the already-completed pieces in the archive. A pdf and text file containing Northland headlines and body copy can be found at northlandcollege.edu/marcom/employee-resources. If you are creating a new print ad, please follow the style of these examples for consistency.

Northland is striving to have a unified look across all marketing materials, and your efforts to complement this effort are very important.

Equally important is that all pieces must be proofread and approved by the Marketing and Communications Department before being printed, published, posted or displayed.
CONTACTS

If you have any questions about any of the material in this guide, or have a question that isn’t covered in this guide, please contact:

Jason Trainer  
Director of Marketing and Communications  
Marketing and Communications Department  
Northland Community and Technical College  
2022 Central Avenue NE  
East Grand Forks, MN 56721

Email: Jason.Trainer@northlandcollege.edu  
Phone: 218.793.2800 ext. 2437

HOW TO DOWNLOAD APPROVED ELEMENTS/EMPLOYEE RESOURCES AND TEMPLATES

Northland College keeps downloadable versions of its graphic elements at northlandcollege.edu/marcom/employee-resources in jpg, vector and pdf format. Never use low-resolution files of graphic elements in any internally or externally produced printing job. Low-resolution 72 dpi pdf files may be used for electronic presentations only.

High-resolution pdf files of college-communication templates are also kept on this site. Please use these templates whenever possible and avoid requests for customized layouts unless absolutely necessary.

Graphic and Design Elements

Wide Northland logo  
Color  
B/W  
Reverse  
Stacked Northland logo  
Color  
B/W  
Reverse  
Northland circle-N graphic  
Color  
B/W  
Reverse  
Wave design elements  
AMT logo  
UAS logo  
Northland Pioneers logo  
Campaign tagline graphic
Premade Marketing Materials
[Reproductions of the following designs]
8 1/2” x 11” full-page magazine ad, 4-color (example of body copy included)
8 1/2” x 11” full-page magazine ad, black and white (example of body copy included)
6” x 10” print ad, 4-color (example of body copy included)
6” x 10” print ad, black and white (example of body copy included)
10” x 6” print ad, 4-color (example of body copy included)
10” x 6” print ad, black and white (example of body copy included)
2” x 3” business card ad, 4-color (example of body copy included)
2” x 3” business card ad, black and white (example of body copy included)
6” x 6” print ad, 4-color (example of body copy included)
6” x 6” print ad, black and white (example of body copy included)
160 x 600 pixel banner ad
300 x 250 pixel banner ad
300 x 600 pixel banner ad
728 x 90 pixel banner ad
“Take your life North.” general ad text
“College is power.” general ad text
Unmanned Aerial Systems Maintenance Technician program ad text
Aviation Maintenance Technology program ad text
Automotive Service Technology program ad text

Empty Marketing Templates
8 1/2” x 11” full page, 4-color
8 1/2” x 11” full page, black and white
6” x 10” 4-color
6” x 10” black and white
10” x 6” 4-color
10” x 6” black and white
6” x 6” 4-color
6” x 6” black and white
Brochure trifold style
160 x 600 pixel banner ad
300 x 250 pixel banner ad
300 x 600 pixel banner ad
728 x 90 pixel banner ad

For PowerPoint/Keynote Presentations
Northland Cover Slide
Customizable Template Slide