

# NORTHWEST INDIAN COLLEGE

# Marketing and Publications Guidelines

Approved by the NWIC Administrative Team  
September 7, 2012

## Did you know....

THE PUBLIC INFORMATION OFFICE MAKES

NWIC HAS OFFICIAL COLORS AND FONTS

### POSTERS



Horizontal Logos

Smaller than two inches wide

Do not place logo on black background as the bird will disappear. If needed, please contact Kinsman Creative and we can modify to work with a dark background. Do not change the color of the logo. The below colors are the approved colors for this logo. Please leave enough of a border around the logo so it doesn't look crowded (usually .5").

Square Logos

Smaller than one inch wide

Colors

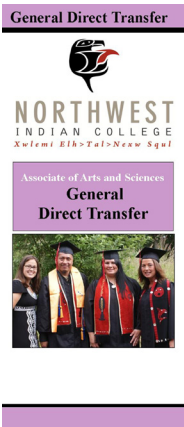
Pantone Warm Grey 8 PC

Pantone 1805 PC

**KINSMAN CREATIVE**

Northwest Indian College has the right to use the above logo in whatever sizes their needs. There are just suggestions for usage. The logo was created by Kinsman Creative from a concept developed by Northwest Indian College. All rights reserved. Kinsman Creative did not perform any copyright research or protection on this logo and is not liable for any copyright infringement. If any infringement was made in this logo or any other logo that Kinsman Creative has created, please contact us immediately. It is the responsibility of the user to ensure that appropriate business, if needed, to use the included trademark.

### BROCHURES



### ADVERTISEMENTS



NWIC GOT A NEW LOGO IN 2009



**You** have access to all of this and more.

# NWIC Marketing and Publications Guidelines

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# NWIC Marketing and Publications Guidelines

Approved by the NWIC Administrative Team September 7, 2012

## Purpose Statement

This document will explain the importance of establishing and maintaining a Northwest Indian College brand/identity and will teach readers to contribute to this process by explaining how NWIC employees can create successful publications/promotional material, including brochures, flyers/posters, newsletters, news stories and forms. This document also describes publication and image standards, and explains how employees can obtain assistance advertising events/programs/etc. in newspapers and on NWIC's website.

To request assistance with a promotional material/publications project, fill out the appropriate section of the "PR Request Form" (*attached and in the "Promotional Materials" folder on the G:Drive*). For more information, contact NWIC's Public Information Officer at (360) 392-4252 or by email at [rwynne@nwic.edu](mailto:rwynne@nwic.edu).

## Branding and Its Importance

Branding is the unique personality of an organization. It's what we are known for and how we are perceived. NWIC's logo and other visuals are part of our graphic identity. NWIC's graphic identity includes our logo, fonts, symbols, color schemes or designs. Beyond how our materials look, our brand is influenced by how we answer the phone, how employees present themselves, and how our website works.

In a simplified approach, a brand can be defined as an essential expression of the story an organization wants to tell to potential users. We already have a brand identity. Our goal is to proactively manage it through consistent communications.

## NWIC Style Guide

*NWIC's official fonts and colors are located in the NWIC Brand Guidelines document. The guide is attached and in the "Promotional Materials" folder on the G:Drive.*

NWIC's official logo, fonts and colors can be viewed in the NWIC Brand Guidelines document (*attached and in the "Promotional Materials" folder on the G:Drive*). These graphic elements should be consistently used in all college publications and promotional materials to create an identity in the mind of the audience, and to position NWIC in the marketplace. Publications and promotional materials include, but are not limited to: brochures, posters, advertisements, newsletters, direct mailers and forms, as well as NWIC gear and merchandise, such as t-shirts, hats, sports jerseys, folders, pens, pencils, etc. It is also recommended that these elements be used in all campus communications intended for external (off-campus) audiences.

NWIC's visual identity in college publications, such as Web pages, social media, brochures, print advertising and stationery, is a direct result of consistent use of graphic standards. Having a set of design standards also makes the production of new materials easier, faster and less costly.

NWIC's official fonts include the "DIN" family, which is used in the titles throughout this document, and the "Arno Pro" family, which is used in the body text of this document. This font is not readily available on all campus computers. If your computer does not have these fonts, contact the IS tech help desk. If you need to create a document immediately and do not have access to NWIC's official fonts, the following alternative fonts can be used on a temporary basis:

- For titles/headlines and subtitles/subheads: **Arial Narrow, Bold (this is Arial Narrow, Bold)**
- For body text: Bell MT (this is Bell MT)

There are different versions of the Northwest Indian College logo to accommodate most general publications and applications produced in-house at NWIC. The NWIC logo has also been designed for site-specific needs. To obtain the college logo in digital form, contact The Public Information Officer or go to the “Promotional Materials” folder on the G:Drive.

While we encourage employees to use NWIC’s official graphic elements in all official publications/promotional materials, we do not discourage employees from using additional elements to compliment them (such as departmental/club logos and additional fonts).

If you need more information or have questions about college graphic standards, contact the Public Information Officer at (360) 392-4252 or [rwynne@nwic.edu](mailto:rwynne@nwic.edu).

## Publication Guidelines

The Public Information Officer (PIO) provides for the quality review of all promotional material for any external (off-campus) use, including publications, stationery, posters, logo items, brochures, flyers, graphics, signage, t-shirts, designs and some non-media photography. Any publications or promotional material intended for off-campus distribution must be approved by the PIO and by a department head from which material comes. Before a project can be printed for distribution, the PIO must initial the appropriate space on the PR Request Form (*attached and in the Promotional Materials folder on the G:Drive*).

The PIO is also responsible for providing some assistance with the design, content and copy editing of all college publications for external use. The originator of the publication project should submit a PR Request Form and proofed content for the publication project to the PIO. Project originators must coordinate in-house publications with their department managers. Please contact the PIO for more information concerning publications.

## The Official NWIC Logo

*Digital copies of the logo are available in the “Promotional Materials” folder on the G:Drive*

The official logo consists of the approved official NWIC artwork, the words “Northwest Indian College” and the words Xwlemi Elh>Tal>Nexw Squal. The logo is an important element of branding the institution. The official logo, of which there is a square and wide version, is the only logo that represents the College. The logo cannot be dissected from its official forms unless prior review and approval by the Communications Committee has been given.



Prior to June 2009, the Northwest Indian College logo design used was as pictured left. A logo contest was held in 2008 for a new logo design.



A new logo was selected and unveiled on June 19, 2009. NWIC unveiled the new logo designed by Sean Brown (NWIC student) at the graduation commencement ceremony to be used beginning fall 2009 as pictured left. This new logo was further incorporated into several designs by Kinsman Creative, a print and design firm in Bellingham, Wash., to accommodate letterhead, flyers, newsletters, advertisements, posters, Web site use, etc.

## Unacceptable Uses of the NWIC Logo

The logo can be resized, but must not be distorted by stretching or squishing. If you need assistance properly resizing the logo, contact the Public Information Officer at (360) 392-4252 or email [rwynne@nwic.edu](mailto:rwynne@nwic.edu).

Any color combinations other than those outlined in the Logo style guide are not acceptable.

## Image Standards

Quality images of main campus, students and programs, stock photography, and artwork NWIC has a legal right to use in promotional material is available in the “Promotional Materials” folder on the G:Drive. These images can and should be used in marketing materials.

If using a photograph, it should be high resolution and show subjects and the college in a positive light. For brochures, it is best to use photographs that are easily identifiable as well as simple and clean. A signed Media Release Form (*attached and in the “Promotional Materials” folder on the G:Drive*) usually must be obtained from students or youth before their recognizable image or testimonial statement can be used to market the college or in official college reports.

## Public Relations/Event Requests

If you would like assistance creating promotional material or a publication, plan ahead. Public Relations requests require a minimum of **15** working days from approval to completion of projects. In order to receive assistance, fill out NWIC’s PR Request Form (*attached and in the “Promotional Materials” folder on the G:Drive*).

The Public Information Office will respond to certain promotional opportunities and special events during the year. Special events can be arranged by the following:

1. Notify the Public Information Officer well in advance to plan – between a month at three months notice may be required.
2. Provide as much information as possible about the event so that the Public Information Officer can assist with a press release, photos and timely notification.

## Suggested Content for Publications

- Always use officially approved NWIC logo
- Don’t forget: who, what, where, when and why
- Include information regarding a fee, if applicable
- Include a deadline, if applicable
- Always include contact information: name, title, address, phone, fax, e-mail and/or website
- Make sure that the main NWIC address, local phone, toll-free number, and website address are prominent
- Include NWIC’s mission statement or slogan, if applicable
- Include sponsors and partners, if applicable

## Guidelines for Tri-fold Brochures

### Guidelines

Templates for brochures are available in the “Promotional Materials” folder on the G:Drive. It is important to maintain consistency regarding information about the college and the look and feel of campus publications, therefore, please follow the “Publications Guidelines” and “Suggested Content for Publications” defined above.

Department heads are responsible for ensuring that brochures produced by their departments contain accurate information, are competently written and designed and properly use the college logo. Final approval of layout for college brochures is usually done in the Public Information Office. The Public Information Officer can also offer advice and assistance on text and design.

### **Basic Features**

- Front has department/program name near top, photo(s)/image(s), and college logo prominently placed in document
- The back panel includes contact information with a phone number and, usually near the bottom of the page, the college’s logo and mission statement
- Text that is in paragraph form should be left justified/aligned left
- Use of “white space,” which is space on the page that is left blank, is recommended to produce an uncluttered appearance (do not fill up all of the available space with graphics or text)

### **Steps in Creating College Brochures**

1. Produce a rough draft of the piece within estimated department printing budget parameters, and then have your department head carefully review the draft text and design.
2. Take your draft to and work with the Public Information to fine-tune the design and edit the content.
3. Obtain approval from the Public Information Officer.
4. Check over the final proof carefully. At this point, do not swap out any photos. If you do swap out a photo or make any major changes to the content, your brochure will need to go back to the Public Information Officer for final approval. When you and your department head have approved the document, your brochure will be ready to be printed. College brochures are usually printed by Premier Graphics, which can be reached at (360) 733-1212.

## **Guidelines for No-fold Flyers/Posters**

### **Guidelines**

The current guidelines for flyers/poster are listed in this section. It is important to maintain consistency regarding information about the college and the look and feel of publications, therefore, please follow the “Publications Guidelines” and “Suggested Content for Publications” defined above.

### **Basic Features**

Please see the “Publications Guidelines” and “Suggested Content for Publications” defined above.

### **Steps in Creating Program/Event Flyers (for public use)**

1. Produce a rough draft of the piece within estimated department printing budget parameters, and then have your department head carefully review the draft of the text and design.
2. Take your draft to and work with the Public Information Officer to fine-tune the design.
3. Obtain approval from the Public Information Officer.
4. Check over the final proof carefully. When you and your department head have approved the document, you are ready to go to print. For printer recommendations, contact the Public Information Officer at (360) 392-4252 or rwynne@nwic.edu.

## Guidelines for Newsletters and Newspaper Articles

The current guidelines for newsletters and newspaper articles are listed in this section. It is important to maintain consistency regarding information about the college and the look and feel of publications, therefore, please follow the “Publications Guidelines” and “Suggested Content for Publications” defined above.

- To request that the Public Information Officer write an article, please fill out the appropriate section of the PR Request Form (*attached and in the “Promotional Materials” folder on the G:Drive*).
- Remember when writing an article to put the most important information in the first few paragraphs. Not everyone reads the entire article.
- All publications produced by the college and its employees reflect the college and its employees, therefore proper spelling and grammar is essential in all publications.
- Newsletters must be edited by at least two members of the department creating them and should then go to the Public Information Officer for final review and approval.

## Guidelines for NWIC Letterhead and Forms

NWIC letterhead (*attached and in the “Promotional Materials” folder on the G:Drive*) should be used for all official campus communications. Please keep in mind when using this letterhead that you are representing NWIC in an official capacity, therefore, letterhead should only be used for official NWIC communications (not to share an employee’s personal views or for non-work purposes) and should contain accurate information and be competently written.

Forms, such as applications, are publicly disseminated and reflect the college. Forms intended for public distribution should be created using the official NWIC Forms Letterhead (*attached and in the “Promotional Materials” folder on the G:Drive*). Forms must contain:

- The officially approved NWIC logo at the top of the first page
- Standard NWIC fonts (*contact the IS tech help desk to obtain the Arno Pro and all DIN fonts*)
  - Form titles should be in 13 to 16 point DINNeuzeitGrotesk Bold Condensed
  - Form body text should be in 10 to 12 point ArnoPro fonts or DIN fonts
- NWIC contact information: address, phone, fax and website (*these are included in the “Forms” letterhead*)
- Department contact information: name, title, phone, email, address and fax

## Business Cards

All business cards for NWIC employees must be ordered through NWIC’s Purchasing Manager. All cards should contain the following:

- Official NWIC logo
- Name of employee
- Title of employee
- The college’s full physical address
- The college’s main phone
- Employee’s or employee’s department fax number
- Employee’s direct phone line
- Employee’s email address
- Any additional contact information employee would like to include

## Email Signatures

To maintain consistency and ensure recipients of NWIC emails have appropriate contact information, NWIC employees should create an email “signature” – these signatures are automatically included at the bottom of emails. To create a signature in Microsoft Outlook, click on “Tools” in the menu at the top of the window, then select “Options,” click on “Mail Format,” and finally click on “Signatures.” For assistance creating an email signature, contact the IS tech help desk.

The following information should be included in all NWIC employee email signatures:

- Employee’s name
- Employee’s title/s
- “Northwest Indian College”
- NWIC’s main phone number: (360) 676-2772
- Employee’s direct line
- “Visit us at [www.NWIC.edu](http://www.NWIC.edu)”
- Any additional contact information employee would like to include

Employees are welcome to include a personalized version of their names before they list all required contact information above (please also include a regular/non-signature version of your name before all required contact information). Employees may also choose their own color schemes.

Email signatures should left justified and be created using the font “Arial Narrow” Bold in 11-point font size. Here is an example of a standard NWIC employee email signature:

**Jane Austen**  
Resident Romantic Fiction Novelist  
Northwest Indian College  
Direct line: (360) 392-42XX  
Visit us at [www.NWIC.edu](http://www.NWIC.edu)

## Advertising

Planned advertising projects can be initiated by completing the PR Request Form (*attached and in the “Promotional Materials” folder on the G:Drive*) and submitting it to the Public Information Officer. Below are the guidelines for use of the form for advertising:

1. Advertising projects must allow a minimum of 15 working days from request submission to completion. Advertising projects may include special art, support advertising, recruitment campaigns, community education ads and other promotional efforts.
2. The Public Information Officer or Director of Development must approve advertising for external audiences except as it relates to personnel or legal public notices.

## Media Relations

All media inquiries or contacts concerning the College should be referred to the Public Information Officer. The Public Information Office works directly with the President for approval of all contacts with the media.



# Horizontal Logos



Smaller than two inches wide



Do not place logo on black background as the bird will disappear. If needed, please contact Kinsman Creative and we can modify to work with a dark background  
Do not change the color of the logo. The below colors are the approved colors for this logo.  
Please leave enough of a border around the logos so it doesn't look crowded (usually .5")

# Square Logos



Smaller than one inch wide



# Colors

Pantone Warm Grey 8 PC

Pantone 1805 PC



Northwest Indian College has the right to use the above logo in whatever form fits their needs. These are just suggestions for most effective usage. This logo was created by Kinsman Creative from a concept developed by Northwest Indian College. All rights remain those of Northwest Indian College. Kinsman Creative did not perform any copyright research or protection on this logo and is not liable for any copyright infringement. If any modifications are made to this logo, it is requested that Kinsman Creative be consulted before changes are made. It is the responsibility of the owner of this logo to maintain the appropriate licenses, if needed, to use the included typefaces.

# NORTHWEST INDIAN COLLEGE



*i E l h > T a l > N e x w S q u l*

This font is:  
Din Schrift  
1451 Engschrift

This font is:  
Arno Pro  
SmbdItalicSmText

Arno Pro and Din Schrift are the main typefaces used in the Northwest Indian College brand. Using consistent typefaces extends the Indian College's brand in any materials these typefaces are used. Feel free to use any typeface within these two families. Din Schrift is a sans serif typeface that should only be used for headlines, subheads and small blocks of text. Arno Pro is a classic serif typeface that can be used for body types and large blocks of text.

**DIN SCHRIFT, PURCHASE** <http://store1.adobe.com/cfusion/store/html/index.cfm?store=OLS-US&event=displayFontPackage&code=1022>

**ARNO PRO** <http://new.myfonts.com/fonts/adobe/arno/>

## Typeface examples, these are only suggestions

### HEADLINES, DIN SCHRIFT

#### Main Headline

Din Schrift, 1451 Mittelschrift, 22 pt

#### Smaller, lighter Headline

Din Schrift, 30640 Neuzeit Grotesk Light, 15 pt,

### SUBHEAD

Din Schrift, 1451 Engschrift, 15 pt, all caps

### BODY SUBHEAD

Din Schrift, 30640 Neuzeit Grotesk Bold Cond, 12 pt, all caps

### BODY TEXT CORRESPONDANCE

**Arno Pro, Regular, 8pt with 12pt leading, 10pt indent**

The dialectic that I observed in Jack, which was kind of charming, really, and you see it at work in his novels, was that he could play the fool and he could play the student very well. "But see, I really don't know anything about this. Teach me!" "Wow! You really know how to do that?" and lead you on. My hat was balanced by sometimes great authoritativeness and great arrogance, and he would suddenly say, "I am the authority." But then he would get out of that again. It was partly maybe like a really skillful novelist's con, to get people to speak. And he uses that as a literary device in his novels, where he presents himself often as the straight guy and he lets the other guys be smart.

I much appreciated what he had to say about spontaneous prose, although I never wrote prose. I think it influenced my journal writing a lot, some of which would, say, be registered in the book Earth House Hold. I think that I

### QUOTE OR SIDEBAR

**Arno Pro, Semibold Italic**

*"The dialectic that I observed in Jack, which was kind of charming, really, and you see it at work in his novels, was that he could play the fool and he could play*



**NORTHWEST**  
INDIAN COLLEGE  
*Xwlemi Elh>Tal>Nexw Squl*

# PR Request Form

*A response to this request may take as many as 15 days  
Submit forms to Building 2 or [rwynne@nwic.edu](mailto:rwynne@nwic.edu)*

Fill out this request form for: Advertisements, Flyers/Posters, Reader Board, Banners, Brochures, Photos, Press Releases, Website Event Listings

Project approved by PIO \_\_\_\_\_

## The following information is required for all requests

Your name	
Today's date	
What type/s of project are you requesting?	
When do you need project/s by?	
How would you like the project/s delivered?	
Your contact information	

## Please check all boxes in this document that apply

If you will be submitting this form digitally, underline the type of request/s you are making

**Advertisement**

**Flyer/Poster**

**Reader Board**

What would you like advertised and what is the official name of the event/program etc	
Date, time and location of event (if applicable)	
Cost (if applicable)	
Contact phone and email	
Advertisement and Flyers: Where would you like this advertised/hung?	
Advertisement and Flyers: Any other information you would like included	

*For advertisement and flyer requests only: Please email any high-resolution images you would like included in the advertisement/flyer/poster to [rwynne@nwic.edu](mailto:rwynne@nwic.edu). Images can also be delivered via flash drive.*

**Banner Requests**

You must contact a print company to determine size and submission requirements before you submit this request. For more information, including printer contacts, email [rwynne@nwic.edu](mailto:rwynne@nwic.edu).

Name and contact info for printer you are using	
Official name of event/program/etc. that the banner is for	
Banner width (inches)	
Banner height (inches)	

Information you would like included on banner (fewer words is better)	
What will banner be used for/where will it be hung?	

*Please email any high-resolution images you would like included in the advertisement/flyer/poster to [rwynne@nwic.edu](mailto:rwynne@nwic.edu). Images can also be delivered via flash drive.*

**Brochure Requests**

A brochure template is available on the G:Drive for those who want to create their own. Your brochure must be approved by your department manager and NWIC's Public Information Officer before it is printed for distribution.

Name of program/club/department/service that the brochure is for	
Contact phone, email and fax number to be listed on brochure	
Deadlines to include in brochure (if applicable)	

*Please provide text for your brochure in a separate email to [rwynne@nwic.edu](mailto:rwynne@nwic.edu). Include all relevant information, such as: a brief statement about your program/department/etc., the significance of it, and any facts or stories you would like shared. Please also submit four or five high-resolution images you would like included in your brochure to [rwynne@nwic.edu](mailto:rwynne@nwic.edu). Images can also be delivered via flash drive.*

**Photo Requests**

What would you like photographed?	
Date, time and location of event or name of subject that will be photographed (if applicable)	
What will the photograph be used for?	

**Press Release/News Story Requests**

**Website Event Listing**

For press releases: What would you like written (is this an event/student story/etc)?	
For website listings: What is the official name of the event?	
What is the significance of this event/topic? Why is it important?	
Date, time and location of event (if applicable)	
Cost (if applicable)	
Deadline (if applicable)	
Contact phone and email	
Sponsors and partners (if applicable)	
Any other information you would like to see in this story?	
Where would you like this story to be printed/posted?	

*Please email any high-resolution images you would like included in the advertisement/flyer/poster to [rwynne@nwic.edu](mailto:rwynne@nwic.edu). Images can also be delivered via flash drive.*

## PHOTO/TESTIMONIAL RELEASE FORM

### PERMISSION TO USE IMAGE/TESTIMONIAL DATA

I, \_\_\_\_\_, give Northwest Indian College, its employees, designees, agents, independent contractors, legal representatives, successors and assigns, and all persons or departments for whom or through whom it is acting, the absolute right and unrestricted permission to take, use my name, testimonial and biographical data and/or publish, reproduce, edit, exhibit, project, display and/or copyright photographic images or pictures of me or my child(ren), whether still, single, multiple, or moving, or in which I (they) may be included in whole or in part, in color or otherwise, through any form of media (print, digital, electronic, broadcast or otherwise) at any campus or elsewhere, for art, advertising, recruitment, marketing, fund raising, publicity, archival or any other lawful purpose.

I waive any right that I may have to inspect and approve the finished product that may be used or to which it may be applied now and/or in the future, whether that use is known to me or my child(ren) or unknown, and I waive any right to royalties or other compensation arising from or related to the use of the image or product. I release and agree to hold harmless Northwest Indian College, its Board of Trustees, officers, employees, faculty, agents, nominees, departments, and/or others for whom or by whom Northwest Indian College is acting, of and from any liability by virtue of taking of the pictures or using the testimonial/biographical data, in any processing tending towards the completion of the finished product, and/or any use whatsoever of such pictures or products, whether intentional or otherwise.

I certify that I am at least 18 years of age (or if under 18 years of age, that I am joined herein by my parent or legal guardian) and that this release is signed voluntarily, under no duress, and without expectation of compensation in any form now or in the future.

\_\_\_\_\_  
Name (Please print)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature of parent or legal guardian if under 18 years of age

\_\_\_\_\_  
Date

# NORTHWEST INDIAN COLLEGE



*X w l e m i E l h > T a l > N e x w S q u l*

2522 Kwina Road, Bellingham, WA 98226-9217 | Local: (360) 676-2772 | Toll free: (866) 676-2772 | Fax: (360) 738-0136 | [www.NWIC.edu](http://www.NWIC.edu)

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Department Name  
Department Phone Number  
Department Fax Number  
Email Address of Department Contact  
Physical Address of Department Contact

Form Title