BRAND GUIDELINES

NORTHEAST
WI Technical College

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INTRODUCTION

TOGETHER, WE TELL THE NWTC STORY.

We are a nationally-recognized, two-year public college, serving over 26,000 people annually. Hundreds of NWTC faculty and staff work in 12 locations throughout Northeast Wisconsin.

Yet we are *all* NWTC. And student success is at the center of all we do.

We pioneer programming that meets the current and future needs of our communities. We are committed to producing highly-skilled graduates for the workforce. We prepare and encourage all students to become lifelong learners.

Dig deeper into who we are, and you'll see our core values at work every day. We have a personal passion for achieving the College's vision, and we believe everyone has worth.

We value each student. We open each individual to a purpose-filled future.

NWTC MISSION

We are a two-year college, serving Northeast Wisconsin by providing education, training, and life long learning opportunities for individuals and businesses leading to the development of a skilled workforce. Our customers stimulate the economic vitality of our district as a result of the application of skills and knowledge acquired through the completion of certificates, degrees, diplomas, and courses.

NWTC VISION

NWTC is a cutting-edge, lifelong learning college that transforms, strengthens, and inspires.

STORYTELLING TOOLS FOR A STRONG BRAND

In this book, you'll find the tools and resources to share our unique story. If you communicate on behalf of the College in any way, please use this guide.

Let's tell the NWTC story together — delivering the consistent message, look, and feel that results in a memorable brand experience.

OUR TAGLINE

A tagline is one way we express ourselves. We use a tagline to create an emotional connection with an audience, to share our voice and our vision, and to inspire our internal and external constituents.

SOAR HIGHER

Everyone — no matter where they are in their personal and professional journeys — can dream big and rise above their current places. Everyone can **soar higher**.

Our tagline gives...

- *Hope* to people who may feel hopeless about themselves and their future
- *Confidence* to those on the brink of truly finding themselves
- *Pride* to those who already know who they are and what they want

The Soar Higher tagline, which was brought forward by an NWTC student, aligns with our mascot and our new, eagle-inspired, logo.

OUR NAME

Consistency is key to a strong brand, and the way we use our name is part of that consistency.

HOW TO USE OUR NAME

In first references, use:
Northeast Wisconsin Technical College

In subsequent references, or in headlines, use:
NWTC

IMPROPER NAME USAGE

N.W.T.C.   TC   T.C.

The Evolution of our Name

Since we began in 1912, our name has changed from City Vocational School; to Wisconsin Vocational, Technical and Adult Education District 13; to Northeast Wisconsin Technical Institute; to, finally, in 1987, Northeast Wisconsin Technical College.

WHO IS THIS BOOK FOR?

Anyone who communicates for the College is encouraged to follow the NWTC Brand Guide.

Do you...

- Communicate to students and/or prospects through emails or texts?

- Write content for or edit the NWTC website?

- Create handouts for students and/or prospects?

- Represent the College at conferences, vendor fairs, or in any community groups/teams?

- Lead initiatives for NWTC?

- Design any kind of promotional pieces for your programs, services, or the College in general?

- Post about NWTC in social media?

- Talk about NWTC to your friends, family, neighbors, people you meet at gatherings, and so on?

If you answered "yes" to at least one of the above, then you can benefit from the tools and guidelines in this book.

WHAT WILL THIS BOOK HELP NWTC DO?

Tell our story with tools that express who we are in tangible ways — through our design, logo, tagline, messaging, font and color palettes, and photographs.

Create consistency in the voice, look, and feel of our communication pieces — as well as in our daily interactions with our constituents and colleagues — resulting in a memorable brand.

Build and maintain a brand identity that inspires students, alumni, faculty, staff, and other constituents to be advocates for the College.

TELLING THE NWTC STORY

OUR MESSAGE

Consistent messaging plays a key role in a solid, memorable brand experience. When we speak and act with a consistent voice, style, and attitude, we build brand confidence and loyalty. Our audience trusts they will receive the same high-quality, positive experience and feeling every time they interact with our brand.

Using the information outlined in this guide will help you align your content with the NWTC brand message and voice.

WHAT WE SAY

BRAND MATRIX

Our brand matrix helps us tell the NWTC story. The key attributes and unique selling propositions represent what NWTC offers. The benefits speak to our audience's "why" (as in, why should they care?). Keep in mind, when interacting with our brand, our audience is always asking themselves, "what's in it for me?"

When you promote NWTC or communicate on behalf of the College, refer to the brand matrix to determine if your messaging reflects our attributes and benefits.

Attribute	USP (Unique Selling Proposition)	Rational Benefit	Emotional Benefit	Self-Expressive Benefit
Valuing every person/ opening people up.	Culture and programs shaped to equitably support each student on his/her own journey.	I know NWTC will meet me where I'm at and will walk with me.	I feel understood, supported, and valued.	I am empowered to make an impact and be successful.
Changing and shaping trajectories.	Cutting edge, dynamic learning culture.	I know my education is relevant.	I feel prepared for a changing and dynamic future.	I am pushing boundaries.
Real world, applicable, high quality education.	Challenging, rigorous academics taught by highly-experienced industry experts in hands-on, real world environments.	I will be prepared.	I feel confident.	I am smart and accomplished.
Future-thinking and future-focused.	Identifying and developing passion and purpose, and matching it with community need.	NWTC has aligned itself to set me up for success.	I feel proud, inspired, and courageous.	I am driven to make a difference.

WHAT WE SAY: OUR CORE MESSAGE

From our brand matrix stems the brand elements — our brand purpose, position, and essence — that make up our core message.

BRAND PURPOSE AND POSITION

Our brand purpose is *why* we exist. Our brand position is *what* differentiates us from our competition. In the brand purpose and position statement below, our key differentiator is linked with the why.

We provide high quality, real world, hands-on education that changes and shapes the life trajectory of students.

BRAND ESSENCE

The brand essence expresses *how* everyone at NWTC delivers on the purpose. No matter anyone's specific job function, this is essentially what we all do:

We value each person and open them to a purpose-filled future.

WHAT WE SAY: OUR CORE MESSAGE

From our brand matrix stems the brand elements — our brand purpose, position, and essence — that make up our core message.

WHY
Change and shape life trajectories

HOW
Value each person and open her/him to a purpose-filled future

WHAT
Real world, applicable, high quality education

WHAT
Value each person and open her/him to a purpose-filled future

WHY
Change and shape life trajectories

HOW
Real world, applicable, high quality education
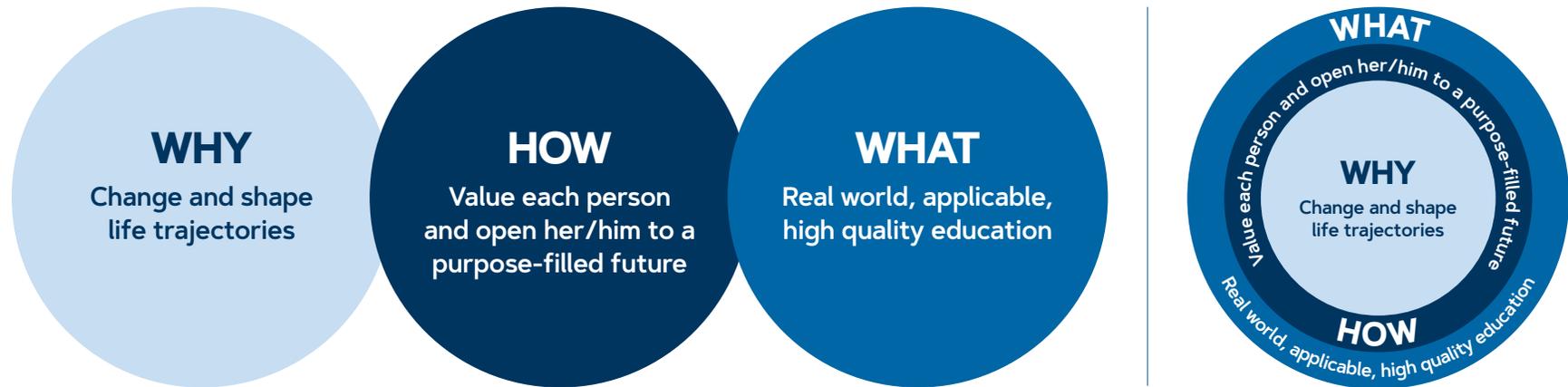
HOW WE SAY IT

BRAND PRINT

The brand print expresses the reasons to choose NWTC from the student's point of view. This is not meant to be used in promotional copy; rather, it represents the **emotions** and **tone** of our brand.

Everyone needs to choose the path that's best for them. For me, that path goes straight through NWTC. My learning style and personality do not fit a one-size-fits-all factory-model approach to education. I'm not a chained-to-the-desk kind of person. I need to be free — free to learn, grow and discover who I really am and what I'm capable of. That's what NWTC does — it sets me free.

HOW WE SAY IT

OUR PERSONALITY AND VOICE

People want human relationships with people, not with institutions or organizations. A brand must have a character and voice. When we represent our brand, it's important how we deliver our message. Consistency in tone and personality are key.

OUR PERSONALITY

Our students are the heroes of their own stories. **We are their guides.** We are the Yoda to their Luke Skywalker; Gandalf to their Frodo; Glinda the Good Witch to their Dorothy.

In our role as the guide, we support our students and provide them with tools and plans for success. We believe in them, and that confidence radiates from our messaging, personality, and attitudes. It's in the way we talk to and about our students. We believe, to paraphrase Glinda's uplifting message to Dorothy in the *Wizard of Oz*, our students have always had the power.

HOW WE SAY IT

OUR VOICE

The tone of our voice is engaging, smart, confident, clear, and often inspiring. It's never pretentious, negative, confusing, or full of jargon.

To check if your message matches our tone, ask yourself a few questions:

- Am I using active voice?
- Does my message cover the "who, what, when, where, why, and how"?
- Would someone outside of the College or my program be able to follow/understand what I'm saying?
- Would I feel inspired to find out more?

HOW WE SAY IT

TONAL WORDS

Our tonal words convey our personality in a relatable way. Referring to these words will help set the tone as you craft your messages. Depending on your audience and message, you may rely heavily on one or two of the tonal words more than the others.

Inclusive
We are welcoming and approachable. We respect and celebrate our differences. We are not limited to age, gender, social status, or religion. We are unified in dignity and diversity.

Passionate/Driven
Walk into any lab, classroom, or office, and it's clear we love what we do. Our positive energy and belief in our mission propel us to make an impact every day. We're never boring. We're always relevant. We understand how we impact the lives of our students and communities, and we thrive on that responsibility.

Smart
We're experts without being arrogant. We're intelligent but typically not too formal. Our excellence turns heads but turns no one away. Our rigorous studies are balanced by the enthusiastic and caring way in which we share our knowledge and know-how. Just ask the thousands of professionals, technicians, and leaders who are our alumni.

Transformative
We have the best job in the world! Because of what we do, people from all walks of life discover and develop their unique gifts and talents. Because of who we are, individuals are opened to a purpose-filled life.

Bold/Forward-thinking
Are we confident in what we do? Yes. Do we believe in our educational excellence? Of course. Will we rest on our laurels and become complacent? Never. We are ever-innovative and always eager to find new, creative ways of helping our students live their dreams.

Student-centered
We focus on our students — all else follows. Simply stated, student success is the heart of everything we do.

The sentences/phrases on this page are not intended to be used word-for-word in NWTC's marketing materials; rather, they are strategic in nature and meant to provide general guidance on voice and messaging.

KEY AUDIENCES

WHO WE'RE REACHING/IMPACTING

Prospective Students:

Each target group — high school students, recent high school grads, adults 18+, international students — has a unique set of needs, yet share common goals; care about career satisfaction, job placement, four-year transfer programs, and affordability.

Parents of High School Students:

Influence their children's college selection process; care about affordability, job placement, and career satisfaction.

K12 Counselors & Administrators:

Influence prospective students' decision-making process; appreciate NWTC's wide range of offerings, job placement, dual credit classes, and four-year transfer programs.

Current Students & Alumni:

Have benefited personally and professionally from their NWTC experience; can be strong brand advocates who share the NWTC message; care about the continued excellence of their education and credentials.

Business & Industry:

Value NWTC for producing high skilled graduates for their workforce; can be strong brand advocates; care about mutually-beneficial partnerships and speed to market.

Educational Foundation & General Public:

Value NWTC for contributing to the economic vitality of the region; care about graduate success and the people, partnerships, and programs that illustrate NWTC's impact.

KEY AUDIENCES

MULTIPLE COMMUNICATION METHODS

Our key audiences communicate and receive information in different ways and on different media platforms. See the example, below:

	Boomers	Xers	Millennials	Centennials
Texting	"Please call me"	"Can you pick the kids up?"	"Who's going out tonight?"	🐍 😂 🔥
Email	"Here's an article I thought you'd like"	"Let's schedule a meeting"	"Where's my Amazon package?"	"This is just a login for other apps"
Facebook	"I'm so proud of my grandkids"	"I have thoughts about that article you shared"	"Here's an article I have feelings about"	"Hi, Grandma"
Snapchat	"Snap what?"	"My kids like the filters"	"Check out how much fun I'm having!"	

(Source: Kantar Consulting)

While social media has become increasingly important, other media/communication methods — including radio, TV, email, direct mail, blogs, and, yes, even newspapers — are still valuable ways to reach *specific* target audiences. Examples: A YouTube video may be a good fit for our younger prospective students; an ad in a community newspaper can connect with residents of our regional areas; and a postcard may work well when trying to promote a new associate degree to certificate completers or course takers in a similar field.

DIVERSITY AND INCLUSION AT NWTC

We believe everyone has value. We are committed to embracing every individual, providing an inviting community, and creating a respectful and stimulating student experience that is necessary for intellectual and personal growth.

We acknowledge that we share many similarities with one another yet also have our own unique backgrounds, experiences, needs, skills and stories. We see our differences as something to be respected and learned from.

In the spirit of this belief, we celebrate that our students, staff, and instructors come from different places, Tribal Nations, and countries. In our messaging and communication pieces, we strive to reflect our warm, welcoming, and inclusive culture.

WE ARE ONE NWTC.

OUR LOGO

Essential to our brand, the NWTC logo acts as our primary identifier and signifies what makes the College unique. It should be the most consistent element used in our communication.

Our Northeast Wisconsin Technical College (NWTC) logo is built with curvilinear elements that complement the NWTC Eagles mascot logo. While the shield symbolizes strength and confidence, the upward and forward movement represents success. The type treatment consists of pairing a modern san-serif and a bold serif font, which together enhance the clean and crisp edges of the icon. The hierarchy built upon the word "Northeast" emphasizes our location and helps avoid any confusion with northwest.

FORMAL LOGO

VERTICAL

NORTHEAST
WI Technical College

HORIZONTAL

NORTHEAST
WI Technical College

PRIMARY COLORS

EAGLE BLUE
PANTONE® 2955

SKY'S THE LIMIT
PANTONE® 3005

Note

The NWTC logo should never be recreated or altered. Only official logo files should be used in communications.

Official logo files are available for download under Brand Resources on the Marketing & Recruitment Hub page. Please see page 36 for file format options.

FORMAL LOGO - PRIMARY USAGE

Full Color (Primary)

The primary color option for our logo is Eagle Blue (Pantone® 2955) and Sky's the Limit (Pantone® 3005). It is designed to be used on lighter images and backgrounds in order to maintain visual legibility.

One Color (Secondary)

Another acceptable color option is to use a one color logo — Eagle Blue (Pantone® 2955). It is designed to be used on lighter images and backgrounds in order to maintain visual legibility.

Do not change the colors or type treatment of any logo.

Reverse (White)

One other acceptable color option is to reverse the logo to white. This is to be used on darker images and backgrounds.

Black (Limited Use)

The logo can appear in black only for black-and-white and grayscale needs.

INFORMAL LOGO

In special circumstances and when space is limited, such as social media and other digital applications, our informal logo is an acceptable option to utilize.

VERTICAL

HORIZONTAL

Full Color
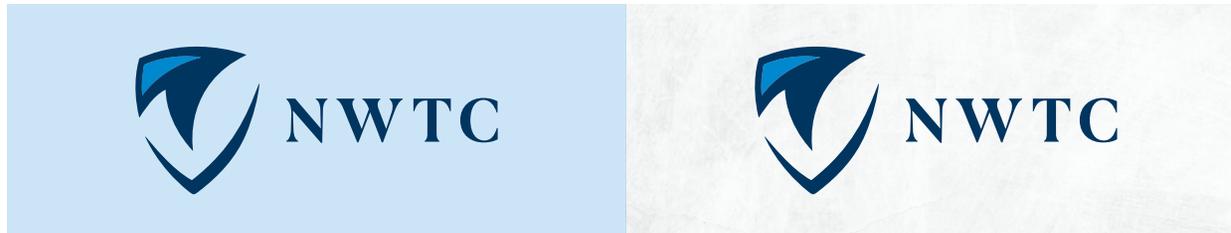
One Color

⚠ *Do not change the colors or type treatment of any logo.*

Reverse (White)

Black (Limited Use)

WORDMARK

The wordmark can be displayed on covers of publications, apparel, and collateral where the icon would clash with other design elements. It is also the approved logo to use when pairing with other College logos.

TWO COLOR

NORTHEAST
WI Technical College

ONE COLOR

NORTHEAST
WI Technical College

REVERSE (WHITE)

NORTHEAST
WI Technical College

⚠️ *Do not change the colors or type treatment of any logo.*

TAGLINE - SOAR HIGHER

The tagline is a brand expression that provides an emotional on-ramp to our NWTC brand. It is acceptable to use the tagline with our formal and informal logos in the formats provided below.

Formal Logo

VERTICAL

HORIZONTAL

Informal Logo

VERTICAL

HORIZONTAL

⚠ *Do not change the colors or type treatment of any logo.*

LOGO LOCKUPS - CAMPUSES

The campus logo lockup combines our NWTC logo and a campus location. Below is a sample. All campus logo lockups (Green Bay, Marinette, and Sturgeon Bay) are available for use.

Formal

This specialty lockup is intended for specific apparel or events per campus location. The official NWTC logo will remain the primary identification.

VERTICAL

HORIZONTAL

Informal

Only to be used when limited space is available or for social media purposes.

VERTICAL

HORIZONTAL

⚠️ *Do not change the colors or type treatment of any logo.*

LOGO LOCKUPS - REGIONAL LEARNING CENTERS

A regional learning center logo lockup combines our NWTC logo and a regional learning center location. Below is a sample. All RLC logo lockups (Aurora, Crivitz, Luxemburg, Oconto Falls, and Shawano) are available for use.

Formal

This specialty lockup is intended for specific apparel or events per regional learning center location. The official NWTC logo will remain the primary identification.

Informal

Only to be used when limited space is available or for social media purposes.

VERTICAL

VERTICAL

HORIZONTAL

HORIZONTAL

⚠ *Do not change the colors or type treatment of any logo.*

UNIT IDENTIFIERS - LEARNING DIVISIONS & DEPARTMENTS

A unit identifier combines our NWTC logo and the division or department name. Below is a sample. All unit identifiers listed in the column to the right are available for use.

Formal

This specialty lockup is intended for specific apparel per learning division or department. The official NWTC logo will remain the primary identification.

VERTICAL

HORIZONTAL

Informal

Only to be used when limited space is available or for social media purposes.

VERTICAL

HORIZONTAL

Available Unit Identifiers

Below lists all unit identifiers that are available. These logos should be used primarily internally on items such as apparel.

NWTC LEARNING DIVISIONS

College of Business
General Studies
Health Sciences & Education
Public Safety
Trades & Engineering Technologies

NWTC DEPARTMENTS

Bookstore
Career Services
College Advancement
Counseling Services
Disability Services
Finance
Human Resources
Learning Solutions
Student Involvement
Student Services
Student Support Services
Veterans Services

Do not change the colors or type treatment of any logo.

SIZE

To maintain complete legibility, never size the logo smaller than 1 ½-inches wide (for print) or 175 pixels (for web). There is no maximum size limit; however, the logo should never be the largest element on the page. The logo should always be treated as an identifying mark. *These minimum size guidelines apply **only** to the NWTC logo **without** a tagline or lockup.*

≥ 1 ½" or 175 px

CLEAR SPACE

To ensure that proper space is maintained around logo for legibility, surrounding photos, text, and graphic elements must follow the guidelines below. Use the width of the **shield** as a tool to help maintain minimum clearance. *When trying to determine clear space for a lockup or unit identifier, use the same "shield" measurement.*

Need a logo?

All acceptable formats of our NWTC logo are available for download via the Hub. Reference the guidelines below to help choose the correct file for your needs.

EPS

Use this option for print pieces (including banners and tablecloths), apparel, and promotional items. The background is transparent and is built in Pantone® color mode. The quality of the logo in this format is maintained at any scale and is compatible with Microsoft products, such as Word and PowerPoint.

JPG

This file type has a white background. It is created in RGB color mode and is low-resolution, making it best for web or on-screen use only. This is not an available option for the reverse/white logo version.

PNG

With a transparent background, RGB color mode, and low-resolution format, the PNG file is ideal for web and other onscreen uses. Unlike JPG, PNG is an available option for the reverse/white logo version.

For more explanation of the color formulas and their uses, see page 44 in the color chapter.

⚠ *Do not change the colors or type treatment of any logo.*

IMPROPER LOGO USAGE

DON'T STRETCH, CONDENSE, SKEW OR CHANGE THE DIMENSIONS OF THE LOGO.

DON'T USE DROP SHADOWS, STROKES OR OTHER VISUAL EFFECTS.

DON'T USE COLORS OTHER THAN THOSE SPECIFIED IN THE GUIDELINES.

DON'T ALTER THE PLACEMENT OR SCALE OF ANY ELEMENTS.

DON'T ADD COLORS TO INDIVIDUAL ELEMENTS.

DON'T ADD OR REPLACE ELEMENTS.

DON'T ROTATE THE LOGO.

DON'T REARRANGE PLACEMENT OF ELEMENTS.

DON'T USE LOGO ON BACKGROUNDS THAT DON'T PROVIDE ENOUGH CONTRAST.

DON'T PLACE LOGO ON COMPLEX TEXTURES OR BUSY PHOTOGRAPHS.

Incorrect Logo Usage

Logos and lockups have been carefully designed to be visually balanced and represent the NWTC brand appropriately. No alteration or customization of these marks is allowed. Included to the left are some examples of incorrect logo usage. Other unacceptable examples include:

- Substituting fonts

- Outlining or inlining

- Combining the logo elements in any way

- Changing the relative size or positioning of the elements

- Combining elements other than the approved lockups or unit identifiers

- Filling the logo with a pattern or photo element

- Using the logo as a watermark

- Using the logo as part of a sentence or phrase

- Creating a unit or departmental identifier or club logo out of the official NWTC logo

- Rearranging any part of the lockups or unit identifiers provided

⚠ *Do not change the colors or type treatment of any logo.*

EAGLES MASCOT LOGO

In 2016, leaders and students at NWTC decided to bring back a mascot to generate more excitement around student activities, events, intramural sports, and the College experience. College leaders asked the Student Senate to choose a new mascot. In the fall of 2017, the Eagle landed at NWTC.

Full Color (Primary)

The primary color option for our logo is Eagle Blue (Pantone® 2955) and Traditional Teal (Pantone® 2227). It is designed to be used on lighter images and backgrounds in order to maintain visual legibility.

One Color (Secondary)

The secondary color option for our logo is Eagle Blue (Pantone® 2955). It is designed to be used on lighter images and backgrounds in order to maintain visual legibility.

Black (Limited Use)

The logo can appear in black only for black-and-white and grayscale needs.

Reverse (White)

One other acceptable color option is to reverse the logo to white. This is to be used on darker images and backgrounds.

Do not change the colors or type treatment of any logo.

RESTRICTED USE - NWTC EAGLES LOGO LOCKUP

This restricted logo lockup is intended for use only when the Eagles mascot logo and the NWTC logo both need to be represented. *This logo must be approved for use and is available only through the Marketing department.* An additional option with tagline is also available.

Formal

Only to be used in specific instances. This specialty logo is not a replacement for the formal NWTC logo, which will remain the College's primary identification.

VERTICAL

HORIZONTAL

Informal

Only to be used when limited space is available.

VERTICAL

HORIZONTAL

⚠️ *Do not change the colors or type treatment of any logo.*

COLOR

OUR COLOR PALETTE

Color is an important part of the NWTC identity and one of the most recognizable aspects of our brand. Using the unique NWTC color palette throughout our digital and printed materials is essential to creating a consistent and strong brand.

Our family of colors represent our bold, modern, and inclusive culture and have customized names to reflect their inspiration and for easy reference. Using color correctly is one of the simplest ways to maintain visual consistency within the NWTC brand. Our color palette is specifically built for web and print use.

Primary (Essential) Colors

Eagle Blue and Broadway Blue are our primary colors. Start with one or both colors when choosing your color palette. Between 50 and 70 percent of the color used within your piece(s) should be Eagle Blue and/or Broadway Blue.

EAGLE BLUE

BROADWAY BLUE

Secondary (Support) Colors

Traditional Teal, Orange You Proud and Great Lakes are our secondary colors. Select one to two of these colors when choosing your color palette. No more than 30 percent of the color used within your piece(s) should be secondary colors.

TRADITIONAL TEAL

ORANGE YOU PROUD

GREAT LAKES

Tertiary (Accent) Colors

Wisconsin Winter, Greater Green, Golden Rae, Rafn Red, and Perfect Purple are our tertiary colors. Select one to two of these colors for the color palette of your piece(s). The tertiary colors should be used sparingly (for no more than 10 to 20 percent of your piece's color).

WISCONSIN WINTER

GREATER GREEN

GOLDEN RAE

RAFN RED

PERFECT PURPLE

Note

For proper color usage, please reference page 45 for specific color combination breakdowns per target audience(s).

COLOR PALETTE

PRIMARY COLORS

EAGLE BLUE

PMS	2955
CMYK	100 / 60 / 10 / 53
RGB	0 / 56 / 101
HEX	003865

BROADWAY BLUE

PMS	2384
CMYK	99 / 48 / 1 / 14
RGB	0 / 97 / 160
HEX	0061A0

SECONDARY COLORS

TRADITIONAL TEAL

PMS	2227
CMYK	60 / 0 / 25 / 0
RGB	89 / 190 / 201
HEX	59BEC9

ORANGE YOU PROUD

PMS	165
CMYK	0 / 70 / 100 / 0
RGB	255 / 103 / 31
HEX	FF671F

GREAT LAKES

PMS	2192
CMYK	89 / 18 / 0 / 0
RGB	0 / 145 / 218
HEX	0091DA

TERTIARY COLORS

WISCONSIN WINTER

PMS	COOL GRAY 7
CMYK	20 / 14 / 12 / 40
RGB	151 / 153 / 155
HEX	97999B

GREATER GREEN

PMS	375
CMYK	46 / 0 / 90 / 0
RGB	151 / 215 / 0
HEX	97D700

GOLDEN RAE

PMS	1235
CMYK	0 / 31 / 98 / 0
RGB	255 / 184 / 28
HEX	FFB81C

RAFN RED

PMS	7417
CMYK	1 / 83 / 85 / 0
RGB	224 / 78 / 57
HEX	E04E39

PERFECT PURPLE

PMS	513
CMYK	53 / 99 / 0 / 0
RGB	147 / 50 / 142
HEX	93328E

Color Lingo

Colors are specified in different ways for various intended uses. Please use the explanations below to help choose the correct color formula needed for your materials.

PMS

An acronym for Pantone® Matching System, this color system is also often referred to as "spot" colors. This color system is to be used for **print materials** when an exact color match is needed.

CMYK

CMYK, also known as "process," refers to the four ink colors that are used to create a wide spectrum of colors. The colors are cyan (C), magenta (M), yellow (Y), and black (K). This color system is to be used for **print materials**. Both colors and photographs should be converted to CMYK mode prior to printing.

RGB

RGB (red, green, blue) is specific to digital applications only. RGB refers to colors used **onscreen only** — for computers, TV screens, mobile devices, and so on. Both colors and photographs should be in RGB mode when intended for use onscreen.

HEX

Hex refers to the hexadecimal number assigned to solid colors for use on the web, specifically **onscreen for websites**. A HEX color is a six-digit combination of numbers and letters defined by its mix of red, green, and blue (RGB).

COLOR PALETTE COMBINATIONS

UNIVERSAL
(PRIMARY + SECONDARY OPTIONS OR PRIMARY + SECONDARY + 1 TERTIARY)
60% Primary, 30% Secondary, 10% Tertiary

TRADITIONAL
(PRIMARY + SECONDARY OPTIONS + WISCONSIN WINTER)
70% Primary, 30% Secondary (includes or excludes Wisconsin Winter)

ENERGETIC
(PRIMARY + SECONDARY + 2 TERTIARY)
50% Primary, 30% Secondary, 20% Tertiary

DRIVEN
(PRIMARY + SECONDARY + WISCONSIN WINTER AND/OR GREATER GREEN)
50% Primary, 30% Secondary, 20% Tertiary

Target Audiences

Easy-to-use, flexible color breakdowns for specified target audiences are described below. Please see color examples shown to the left. The proper use of these color combinations will strengthen the NWTC brand's cohesiveness and increase visual interest to each unique audience.

UNIVERSAL
General NWTC Messaging
Suggested Audience:
Anyone

Color palette uses a high amount of primary color with well-balanced secondary and tertiary color options included to create a consistently branded appearance to materials.

TRADITIONAL
High Level Marketing
Suggested Audiences:
Foundation/Donor Recognition/Alumni/Executive Leadership Team

Color palette uses a high amount of primary color with well-balanced secondary color options and an additional specified tertiary accent color to add an extra clean, modern, and professional presence to materials.

ENERGETIC
K12/Dual Credit/Post K12 Recruitment
Suggested Audience:
Prospective students ages 14-24

Color palette uses an even amount of primary and secondary/tertiary colors to add warmth, excitement, and energy to materials.

DRIVEN
Returning Adult Recruitment
Suggested Audience:
Prospective students ages 25+

Color palette uses an even amount of primary and secondary/tertiary* colors to enhance the driven and determined energy within materials.

Greater Green and Wisconsin Winter are the approved tertiary colors for this color palette.

TYPOGRAPHY

OUR NWTC TYPOGRAPHIC PALETTE

The thoughtful use of typography becomes a powerful brand tool that can enhance visual meaning to what is communicated. NWTC's typography is clean, modern, flexible, and easy on the eyes. Our font families are classic, strong, contemporary, and legible at all sizes.

Below are detailed descriptions on how to properly use our five font families within the NWTC brand. These fonts are strategically used for specific purposes and to help create consistency and strength in our messaging.

Our typography palette consists of three levels – **Foundational** (Primary)**, Accent** (Secondary)**, and Restricted Use** (Tertiary)**.**

Foundational (Primary)
The primary typefaces convey our core brand qualities and have the widest range of use.

- Artegra Sans

  Artegra Sans

- Artegra Sans Condensed

  Artegra Sans Condensed

Accent (Secondary)
Our secondary typefaces are complementary to our primary typefaces.
They offer additional flexibility in our design and marketing efforts.

- Artegra Slab (headlines and subheadlines only)

  Artegra Slab

- Fineday (call-out words/phrases)

  Fineday

Restricted Use (Tertiary)
Our tertiary typeface is a unique addition to our typography palette.
The font should be used sparingly and only for a few, specific purposes.

- Begum (display)

  Begum

FOUNDATIONAL

Artegra Sans

The Artegra Sans family provides a large array of font styles that offers flexibility and adaptability to various messaging needs. Any weight/version of the family may be used.

TONE
Reliable, friendly, modern

APPLICATION
Headlines and subheadlines, body copy, general all-purpose use

VARIANTS
18 san-serif options ranging from thin to black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ARTEGRA SANS
THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ARTEGRA SANS
THIN ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ARTEGRA SANS
EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ARTEGRA SANS
EXTRA LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ARTEGRA SANS
LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ARTEGRA SANS
LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ARTEGRA SANS
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ARTEGRA SANS
REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ARTEGRA SANS
MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ARTEGRA SANS
MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ARTEGRA SANS
SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ARTEGRA SANS
SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ARTEGRA SANS
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ARTEGRA SANS
BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ARTEGRA SANS
EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ARTEGRA SANS
EXTRA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ARTEGRA SANS
BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ARTEGRA SANS
BLACK ITALIC

FOUNDATIONAL

Artegra Sans Condensed

The Artegra Sans Condensed family provides a large array of font styles that offers flexibility and adaptability to various messaging needs when space is limited. Any weight/version of the family may be used.

TONE

Classic, clean, modern

APPLICATION

Headlines and subheadlines, body copy, general all-purpose use

VARIANTS

18 condensed options ranging from thin to black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARTEGRA SANS CONDENSED
THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARTEGRA SANS CONDENSED
THIN ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARTEGRA SANS CONDENSED
EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARTEGRA SANS CONDENSED
EXTRA LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARTEGRA SANS CONDENSED
LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARTEGRA SANS CONDENSED
LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARTEGRA SANS CONDENSED
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARTEGRA SANS CONDENSED
REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARTEGRA SANS CONDENSED
MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARTEGRA SANS CONDENSED
MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARTEGRA SANS CONDENSED
SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARTEGRA SANS CONDENSED
SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARTEGRA SANS CONDENSED
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARTEGRA SANS CONDENSED
BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARTEGRA SANS CONDENSED
EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARTEGRA SANS CONDENSED
EXTRA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARTEGRA SANS CONDENSED
BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARTEGRA SANS CONDENSED
BLACK ITALIC

ACCENT

Artegra Slab

The Artegra Slab family provides a large array of font styles that offers a dynamic — yet stable — touch to headlines. Any weight/version of the family may be used, but predominately the bolder styles for optimal impact.

TONE
Dynamic, stately, stable

APPLICATION
Headlines and subheadlines only

VARIANTS
8 slab serif options ranging from extra thin to black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ARTEGRA SLAB
EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ARTEGRA SLAB
LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ARTEGRA SLAB
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ARTEGRA SLAB
MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ARTEGRA SLAB
SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ARTEGRA SLAB
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ARTEGRA SLAB
EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ARTEGRA SLAB
BLACK

Fineday

The script font adds a contemporary, decorative display to complement the Artegra families. These fonts should be used sparingly in specialty call-out words and phrases in all marketing materials.

TONE
Unique, expressive, approachable

APPLICATION
Call-out words and phrases

VARIANTS
Style One
Style One Non-Connect
Style Two
Style Two Non-Connect

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
FINEDAY
STYLE ONE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
FINEDAY
STYLE ONE
NON-CONNECT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
FINEDAY
STYLE TWO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
FINEDAY
STYLE TWO
NON-CONNECT

RESTRICTED USE

Begum

This serif font is allowed for use in print materials when used sparingly, and only for display or a larger graphic element. It should never appear smaller than 65 pt. and never be used for body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BEGUM
SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BEGUM
SEMIBOLD ITALIC

ALTERNATIVE PC/WEB USE

Verdana and Cambria

The consistent use of our NWTC typefaces throughout print, digital, and other applications will create a recognizable and strong identity. However, our designated typefaces may not be available on desktop platforms. Therefore, Verdana and Cambria may be used as alternative typefaces.

If Artegra Sans is not available, please use Verdana — a standard font available on most computers.

Verdana Regular	**Verdana Bold**
Verdana Regular	***Verdana Bold Italic***

If Artegra Slab is not available, please use Cambria — a standard font available on most computers.

Cambria Regular	**Cambria Bold**
Cambria Regular	***Cambria Bold Italic***

PHOTOGRAPHY

OUR PHOTOGRAPHY

Photography plays a vital role in how we communicate. Our photography captures NWTC and connects with our audiences in ways that words cannot. Our voice tells how we are successful, achieve goals, and shape the future. Our photographs show it.

Our primary photography brings NWTC to life by showcasing a variety of our students, faculty, staff, and alumni in engaging environments. Our photography falls into three categories that capture the journey of an NWTC Eagle. The following pages provide a closer snapshot of the photo styles.
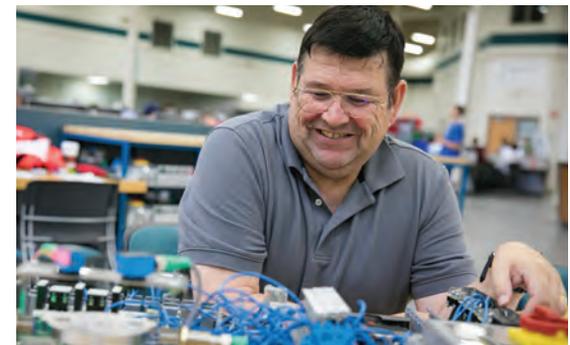
Note

Use architecture images sparingly. Photos of our buildings do not illustrate NWTC's diverse culture.

PHOTOGRAPHY: CATEGORY #1

BE PROUD.

This first image category represents the beginning stages of an NWTC Eagle's journey. This is showcased by genuine reactions of people in learning and teaching environments, which can consist of a wide variety of settings — from classrooms to hands-on training.

The emotions felt are natural, candid, and in the moment. Honest and real-life imagery can develop from capturing these engaging interactions between people and their rigorous studies, hands-on experiences, and personal discoveries. The subject of the photo may or may not acknowledge the camera. Facial expression and mood must display focus, contentment, and fearlessness.

Image Criteria

• Single individual (typically) is pictured.

• Subject may or may not engage with the camera.

• Interest, exploration, and discovery are the main attitudes of the image style.

• Focus is on not just the subject but the surrounding environment, as well.

• Natural, authentic lighting is most effective.
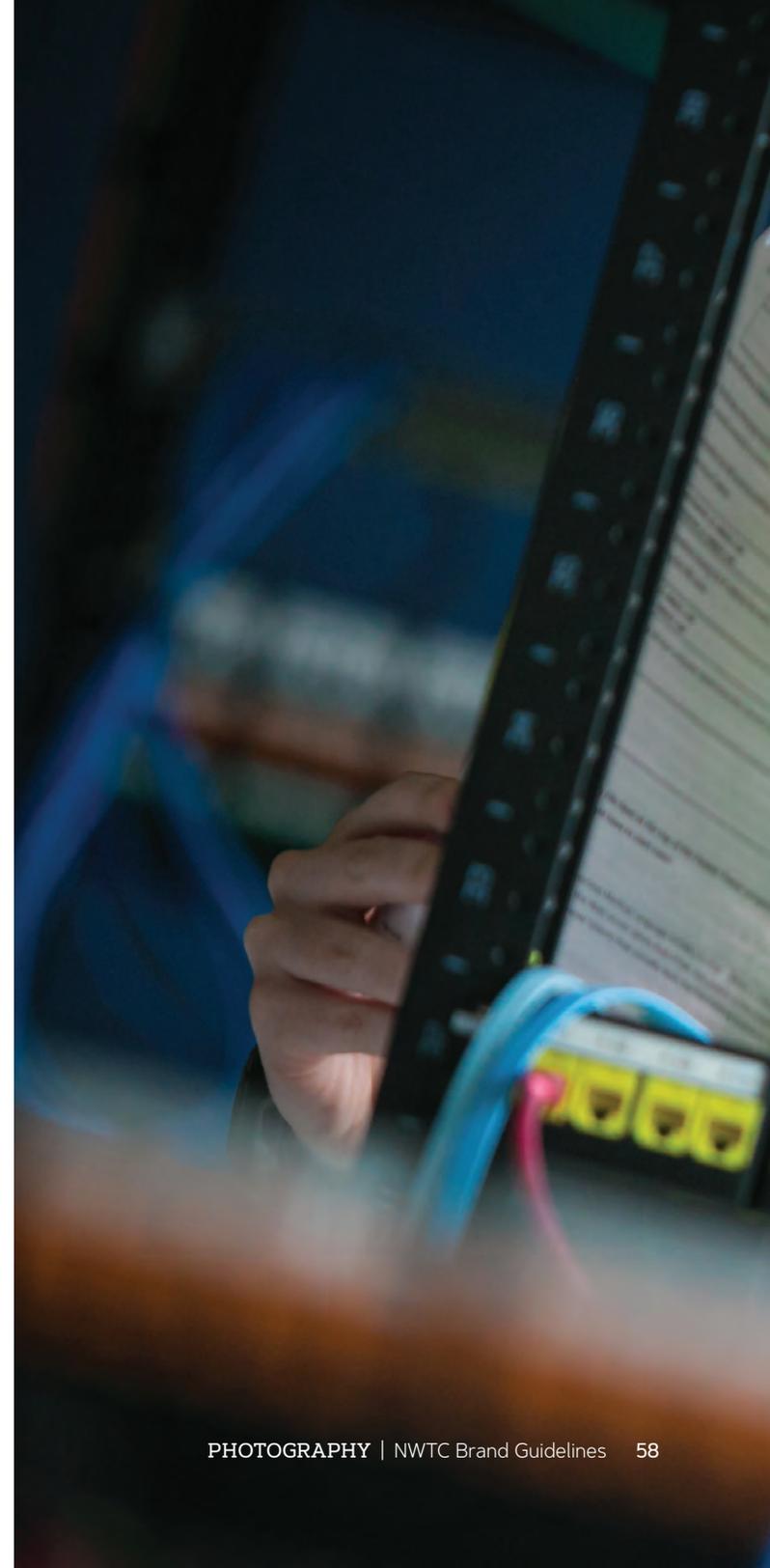
PHOTOGRAPHY: CATEGORY #2

BE CONFIDENT.

This second image category highlights our diverse student population. Category two captures the interpersonal, relatable interactions of our students as they live in the moment — without boundaries — as NWTC Eagles.

The tone captured is personal and creates a feeling of inclusivity within a community of people. A sense of belonging is the core of the style. With no strict arrangement, these images showcase the concept of being present in natural, meaningful instances: social activities, group collaboration, laughter, and beyond. These memorable moments express the unique college experience at NWTC.

Image Criteria

• More than one individual — primarily a group setting — is pictured.

• Subjects may or may not engage with the camera.

• Positivity, energy, and spirit are the main attitudes of the image style.

• Close-up and distant perspectives are acceptable.

• Natural, authentic lighting is most effective.

PHOTOGRAPHY: CATEGORY #3

BE DRIVEN. *SOAR!*

The third image category shows the NWTC Eagle preparing to soar. This can be portrayed by an individual student, or a group of students, with or without faculty in a larger physical setting, embracing knowledge gained throughout their journey. A few key settings are professional events, apprenticeships, hands-on training, and graduation.

The imagery captured is exciting and awe-inspiring. Accomplishment and the feeling of empowerment are the foundation of the style. NWTC Eagles feel ready and prepared for a changing and dynamic future. They are ready to push boundaries and fly high!

Unique angles and interesting lens perspectives are acceptable for this category to achieve a sense of movement and energy.

Image Criteria

- Single individual or group activity is pictured.

- Subjects may or may not engage with the camera.

- Perseverance, wisdom, and power are the main attitudes of the image style.

- Special emphasis is placed on the surroundings.

- Natural, authentic lighting is most effective.
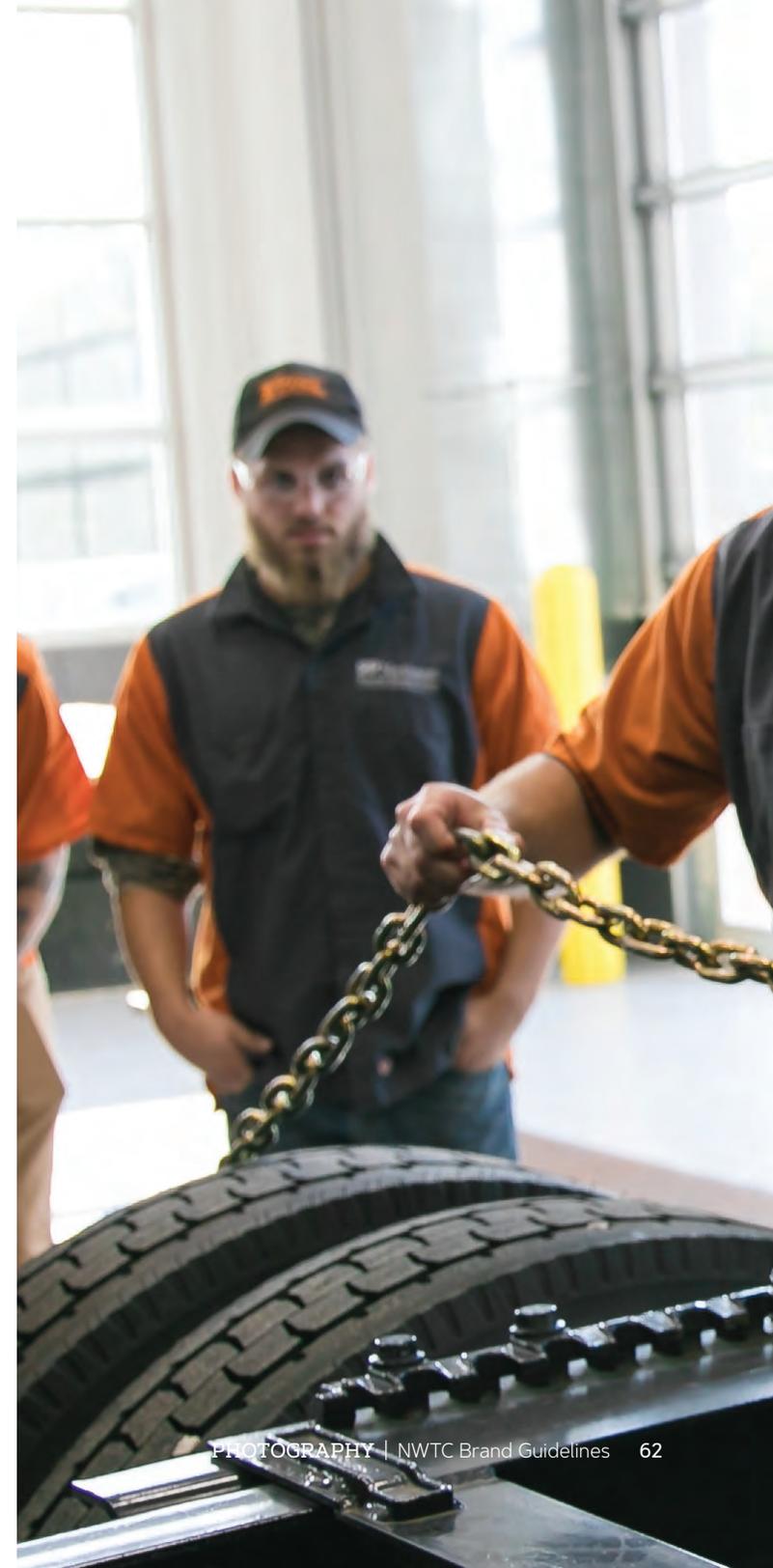
MARKETING APPLICATIONS

OUR MARKETING APPLICATIONS

Our visual elements create a distinct look and make us recognizable at a glimpse, while adding interest and enhancing our story. They help communicate the identity of NWTC as a whole while maintaining the integrity of our brand.

The content provided in this chapter contains useful tools for all staff and faculty that are specifically branded for NWTC. The consistent use of these pieces and elements strengthens our brand and creates a cohesive visual representation of our College.

Corporate Identity

As one of the more visible uses of the logo, the letterhead, envelope, and business cards play an important role in representing the College, and therefore must be used as explained in the following pages.

Email Signature

Our email signature is a modern version of stationary and a reflection of NWTC. It is a critical touchpoint to our prospective students, donors, colleagues at other colleges and to one another. Email is a great opportunity to share information and support our brand identity.

PowerPoint Templates

Branded PowerPoint templates have been created to provide consistent and professional presentations for a variety of our target audiences. Please reference this section as to which templates to utilize for your intended demographic.

Note

Need a template? Complete the online Creative Services Request form found on the Hub.

CORPORATE IDENTITY

CORPORATE IDENTITY

.5"   .5"

.5"

NORTHEAST
WI Technical College

Dr. H. Jeffrey Rafn, President

dotted lines represent copy margins

TOLL FREE 800-422-NWTC

GREEN BAY	MARINETTE	STURGEON BAY
920-498-5400	715-735-9361	920-746-4900
2740 W. Mason Street	P.O. Box 19042	1601 University Drive	229 N. 14TH Avenue
Green Bay, WI 54307-9042	Marinette, WI 54143	Sturgeon Bay, WI 54235

.5"

.5"
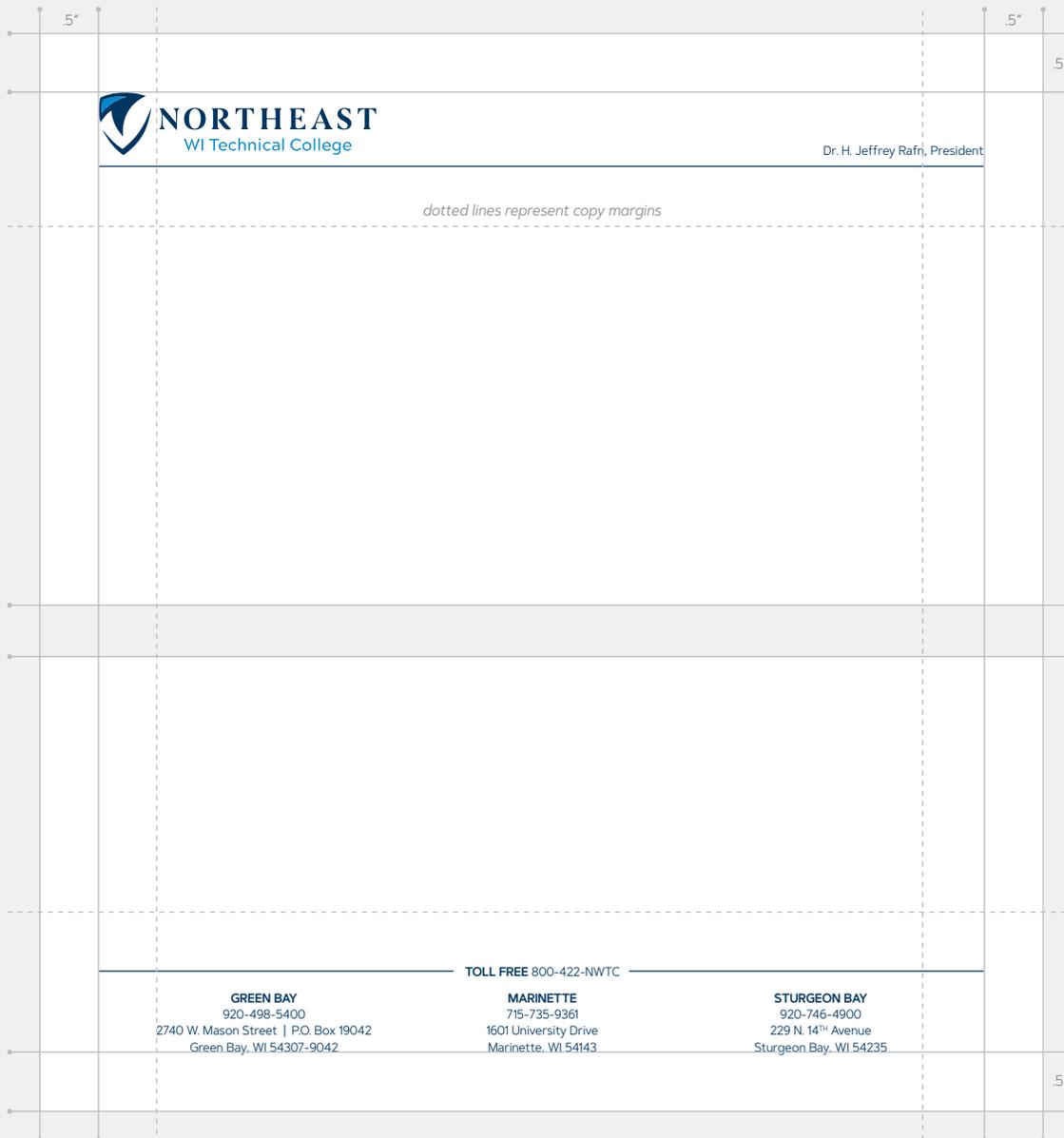
Letterhead

Scale:
Header and footer shown at 65%

Size:
8.5" W × 11" H

Ink:
2/0
Pantone® 2955 *(Eagle Blue)*
Pantone® 3005 *(Sky's the Limit)*

Recommended Type Style:
- When and where possible, Verdana Regular should be used for body text font
- 10pt font size
- 14pt leading (or 1.14 line spacing in Word)
- 6pt paragraph spacing
- 90% black (when possible) or black

Copy Margins:
- Top: 1.625"
- Bottom: 1.6875"
- Left: 1"
- Right: 1"

Templates:
Design templates have been created and are available for download under Brand Resources on the Marketing & Recruitment Hub page.

CORPORATE IDENTITY

FRONT

1" .25" .25"

.25"

**NORTHEAST WISCONSIN
TECHNICAL COLLEGE**
John Doe
MARKETING COORDINATOR

Office 000-000-0000
Mobile 000-000-0000
Toll Free 800-422-NWTC
john.doe@nwtc.edu
2740 W. Mason Street | P.O. Box 19042
Green Bay, WI 54307-9042
nwtc.edu

.25"

BACK
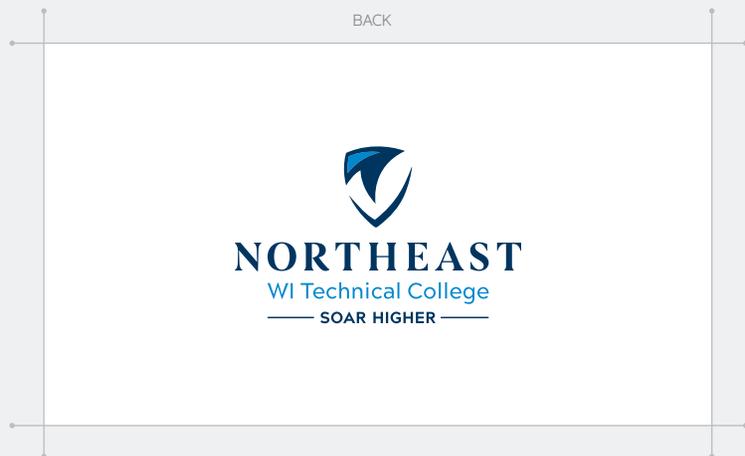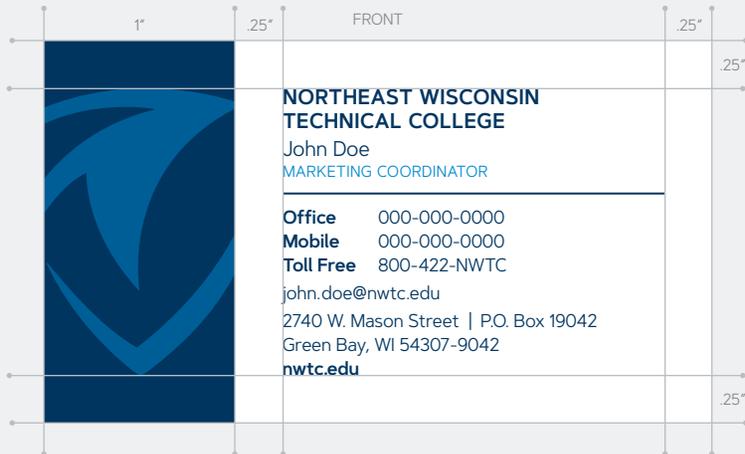
Business Card

Scale:
Shown at 100%

Size:
3.5" W × 2" H

Ink:
2/2
Pantone® 2955 *(Eagle Blue)*
Pantone® 3005 *(Sky's the Limit)*

Recommended Type Style:
- Artegra Sans Bold 8pt
  (All Caps) for the College name
- Artegra Sans Regular 8pt
  for the first and last names
- Artegra Sans Regular 6pt
  (All Caps) for the title
- Artegra Sans Regular 7pt font
  style for the body copy, except
  phone categories and website
  listed in Artegra Sans Bold

Ordering:
Please submit a Printing Services
Request form to order your
customized business card.

CORPORATE IDENTITY

.375"
.375"

COLLEGE ADVANCEMENT

Northeast WI Technical College
2740 W. Mason Street
P.O. Box 19042
Green Bay, WI 54307-9042
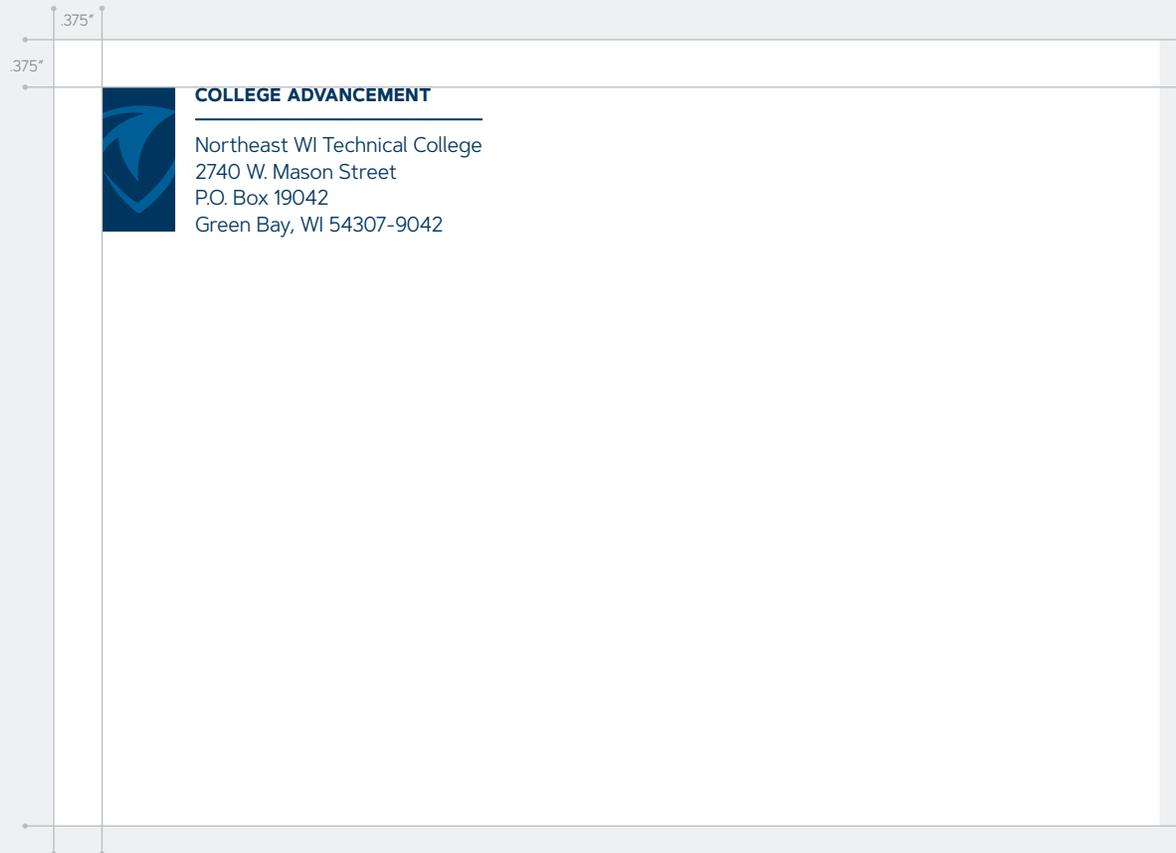
Envelope

Scale:
Return address shown at 100%

Size:
Various

Ink:
2/0
Pantone® 2955 *(Eagle Blue)*
Pantone® 3005 *(Sky's the Limit)*

Recommended Type Style:
• Artegra Sans Bold 7pt (All Caps)
  font style for the Learning Division,
  Department or Location
• Artegra Sans Regular 8pt for
  "Northeast WI Technical College"
  and address

Ordering:
Please submit a Printing Services
Request form to order your
customized envelope.

EMAIL SIGNATURE

The following email signature options have been developed for desktop and mobile use.

Primary (Verbose)

John Doe
MARKETING COORDINATOR

College Advancement
Northeast Wisconsin Technical College
2740 W. Mason Street | P.O. Box 19042
Green Bay, WI 54307-9042
Office 000-000-0000
Mobile 000-000-000
Toll Free 800-422-NWTC
john.doe@nwtc.edu | nwtc.edu
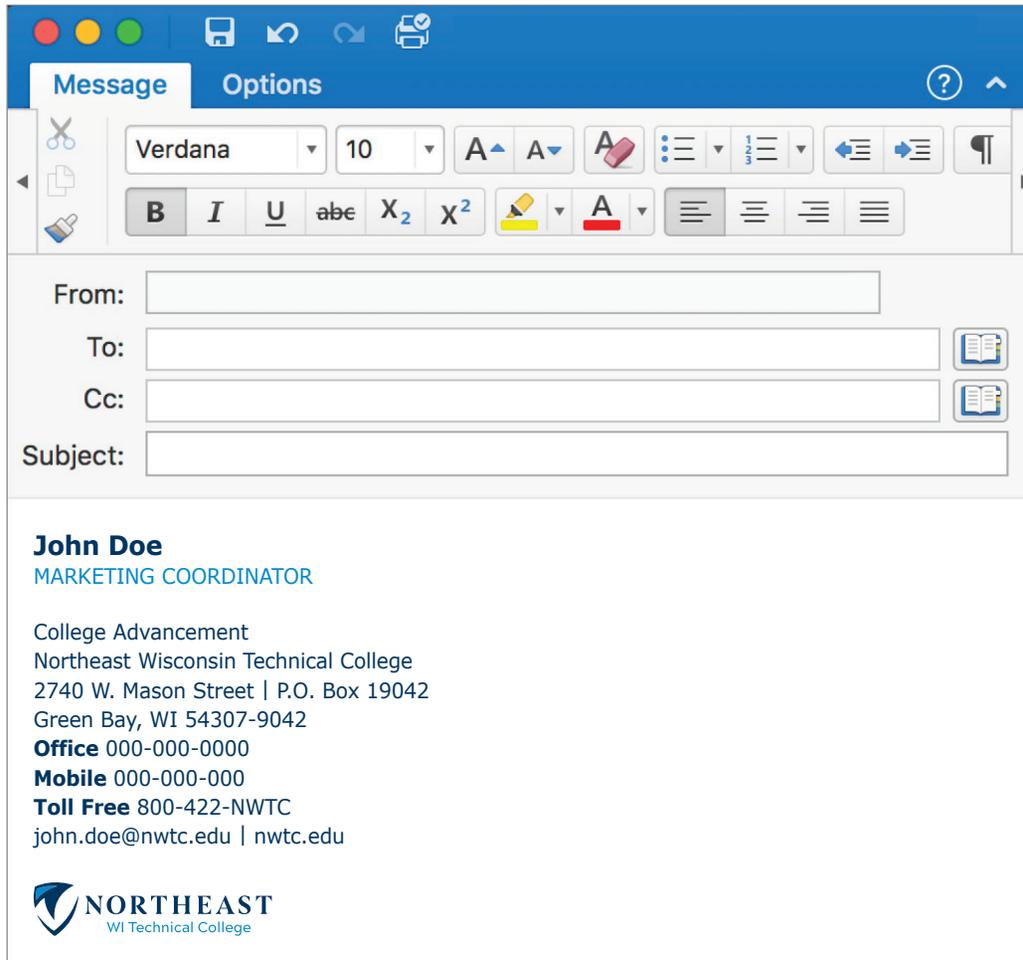
Secondary (Simple/Mobile)

John Doe
Marketing Coordinator,
College Advancement
Northeast Wisconsin Technical College
Office 000-000-0000
Mobile 000-000-0000
Toll Free 800-422-NWTC
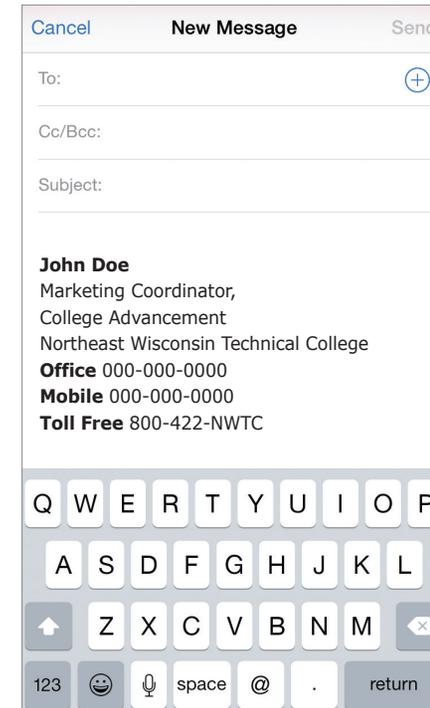
EMAIL SIGNATURE

Using consistent email signatures for @nwtc.edu email accounts is an opportunity to create brand alignment while relaying relevant contact information. In addition, consistent and clear email signatures present a professional appearance for conducting business through email. The following are recommended guidelines for faculty and staff members using an @nwtc.edu email account:

John Doe ●————————————————————● Verdana 10pt Bold HEX 003865 *(Eagle Blue)*
MARKETING COORDINATOR ●——————————● Verdana 8pt Regular (All Caps) HEX 0077C8 *(Sky's the Limit)*

Double Spacing

College Advancement
Northeast Wisconsin Technical College
2740 W. Mason Street | P.O. Box 19042
Green Bay, WI 54307-9042
Office 000-000-0000
Mobile 000-000-000
**Toll Free** 800-422-NWTC
john.doe@nwtc.edu | nwtc.edu

Verdana 8pt Regular HEX 003865
(Bold for phone categories)
mobile number optional

Single Spacing

Double Spacing

NORTHEAST WI Technical College ●————————————————● Horizontal logo

Do's and Dont's

✔ Provide several ways to be contacted.

✔ Put emphasis on the content, not the visuals.

✔ Use visual hierarchy to make your signature easy to read.

✔ Use brand-approved typefaces.

✔ Use brand-approved color (selectively).

✔ Keep logos small and high quality (no pixelation).

✔ Be sure any linked content (ex. social media links) are large enough to be comfortably interacted with on touch-based devices.

🚫 Do not use quotes, lyrics, or other inspirational messages.

🚫 Do not list details in excess. Be selective when choosing social media accounts, etc.

🚫 Do not list a URL outside of the nwtc.edu domain.

🚫 Do not use decorative typefaces.

🚫 Do not use non-brand colors.

🚫 Do not use non-academic logos.

🚫 Do not use background graphics or icons for social media.

Note

Please reference the Marketing page of our Hub for instructions on how to create an email signature.

POWERPOINT TEMPLATES

TITLE SLIDE

CONTENT SLIDE EXAMPLE

Option 1

Format:

Widescreen

Colors:

HEX 003865 (Eagle Blue)
HEX 59BEC9 (Traditional Teal)
WHITE

Recommended Type Style:

- Cambria Bold 72pt for presentation title *(Traditional Teal)*
- Verdana Bold 30pt for subtitle *(white)*
- Cambria Bold 45pt for slide headers *(Traditional Teal or white)*
- Verdana Bold 28pt for and subheaders *(Eagle Blue)*
- Verdana Regular 24pt for main body copy *(Eagle Blue or white)*

Templates:

Design templates have been created and are available for download under Brand Resources on the Marketing & Recruitment Hub page.

Note

Design templates include additional slide layouts.

POWERPOINT TEMPLATES

TITLE SLIDE

CONTENT SLIDE EXAMPLE
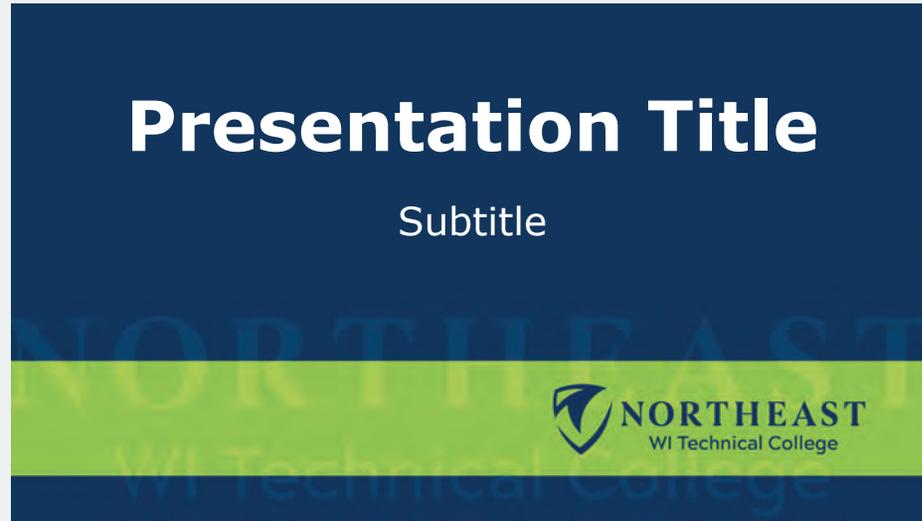
Three color variations to this option are available — only one accent color per variation is allowed.

Option 2

Format:
Widescreen

Colors:
HEX 003865 (Eagle Blue)
HEX 0061A0 (Broadway Blue)
HEX E04E39 (Rafn Red)
HEX 97D700 (Greater Green)
WHITE

Recommended Type Style:
- Verdana Bold 72pt for presentation title *(white)*
- Verdana Regular 40pt for subtitle *(white)*
- Verdana Bold 40pt for slide headers *(Eagle Blue)*
- Verdana Regular 26pt for main body copy *(Eagle Blue)*

Templates:
Design templates have been created and are available for download under Brand Resources on the Marketing & Recruitment Hub page.

Note
Design templates include additional slide layouts.

MERCHANDISE & APPAREL

MAKING US LOOK GOOD

It is important that the NWTC brand is presented in a strong and consistent manner in order to achieve greatest impact. Through consistent use, students, staff, faculty, and visitors will be able to represent NWTC in and outside of the community.

A great opportunity for your audience to further engage with the Northeast Wisconsin Technical College brand is through merchandise and apparel. If you would like to produce NWTC-branded items, such as merchandise, apparel, and sporting goods, you must follow the below standards.

✔ **Order apparel and merchandise through a licensed vendor.**
This ensures the name, logo, and colors are used appropriately and are produced at a high quality level.

✔ **The logo must only be produced in Eagle Blue (Pantone® 2955), Sky's the Limit (Pantone® 3005) and white.**
It may also be etched on metal or glass or embossed on metal or leather.

✔ **The logo must follow the standards established in the Logo chapter in the NWTC Brand Guidelines.**
For embroidery applications, please see page 81.

⊘ **Do not alter, recreate, or modify the logo in any way.**
The logo is a brandmark of NWTC and cannot be adjusted.

CREATING MERCHANDISE FOR AN EVENT OR OTHER ACTIVITY
To create items using the NWTC brand — such as merchandise, apparel, and sporting goods — you must submit a Creative Services Request form and consult with the Marketing Department.

APPROVED LOGO VERSIONS

Shown below are the approved official NWTC logos that may be used for branded merchandise and apparel. Questions regarding clarification of these standards or application of the marks for branded apparel and merchandise should be referred to NWTC's Marketing Department.

Formal Logo

VERTICAL

HORIZONTAL

Formal Logo – Tagline

VERTICAL

HORIZONTAL

Specialty Logos

Formal Wordmark

Informal Wordmark

Informal Logo

VERTICAL

Informal Logo - Tagline

VERTICAL

HORIZONTAL

HORIZONTAL

⚠️ *Do not change the colors or type treatment of any logo. Also available for use are one color blue and reverse (white) logo versions. Refer to the Logo chapter for proper use of all versions.*

EMBROIDERY

When the logo is embroidered, every effort should be taken to ensure clarity, definition, and accuracy. A slightly modified and approved logo has been created for this specialty application. Embroidery should not be used on lightweight materials.

To maintain complete legibility, the logo should be sized to 3 ½-inches wide.

= 3 ½"
logo above not shown at 100% scale

= 3 ½"
logo above not shown at 100% scale

NWTC EAGLES MASCOT LOGO

The NWTC Eagles mascot logo is meant to create and nurture a feeling for the NWTC student experience/college life. Its use should align with the NWTC Brand Guidelines. It should not be used as a substitute for the official College logo.

To maintain complete legibility, the logo should be sized to 2-inches wide.

= 2"
logo above not shown at 100% scale

⚠️ *Do not change the colors or type treatment of any logo. Also available for use are one color blue and reverse (white) logo versions. Refer to the Logo chapter for proper use of all versions.*

COLOR

Core Brand Colors

EAGLE BLUE	BROADWAY BLUE	WISCONSIN WINTER	WHITE

Limited Edition Colors*
these will rotate annually

TRADITIONAL TEAL	GREATER GREEN	GOLDEN RAE	RAFN RED	PERFECT PURPLE

TYPOGRAPHY

Verdana and Cambria are our universal branded typefaces for all merchandise and apparel.

Sans-Serif
Verdana Regular
Verdana Regular
Verdana Bold
Verdana Bold Italic

Serif
Cambria Regular
Cambria Regular
Cambria Bold
Cambria Bold Italic

SMALL IMPRINT

The NWTC icon can be separated from the wordmark for some merchandise where style and space are limited *(see USB example below)*. The workmark can similarly be used without the icon at all on select merchandise where size and space are confined. There is no minimum size for the use of the logo, icon or wordmark on small merchandise as long as the integrity is maintained. There must be clear legibility and detail *(see pen example below)*.

EMBOSSING & ENGRAVING

The NWTC logo can be reproduced on a range of materials in the form of embossing, engraving, etc., but attention should be paid to quality, clarity, and consistency.

APPAREL - CORE

Our core colors (Eagle Blue, Broadway Blue, Wisconsin Winter, and White)
should be present in at least 80% of the clothing selection.

EAGLE BLUE

BROADWAY BLUE

WISCONSIN WINTER

WHITE

APPAREL - LIMITED EDITION

Our limited edition colors (Traditional Teal, Greater Green, Golden Rae, Rafn Red, and Perfect Purple) should be present in no more than 20% of the clothing selection.

TRADITIONAL TEAL

GREATER GREEN

GOLDEN RAE

RAFN RED

PERFECT PURPLE

APPAREL - SPECIALTY

NWTC Eagles Mascot Logo
Within our core brand, a select amount of informal apparel, such as short and long-sleeve t-shirts and accessories, will display the Eagles logo.

Eagle Blue, Traditional Teal, Wisconsin Winter, and White are the permitted colors for apparel and merchandise for this specialty logo.

EAGLE BLUE

TRADITIONAL TEAL

WISCONSIN WINTER

WHITE

SWAG

Formal and informal logos are approved for use on swag materials. Similarly to small imprint merchandise, the NWTC icon can be separated from the wordmark for swag where style and space are limited. There is no minimum size for the use of the logo on products as long as the integrity is maintained. There must be clear legibility and detail.

PROPER & IMPROPER USAGE

Logo Placement Options

Full front

Left chest

Left vertical

Left chest
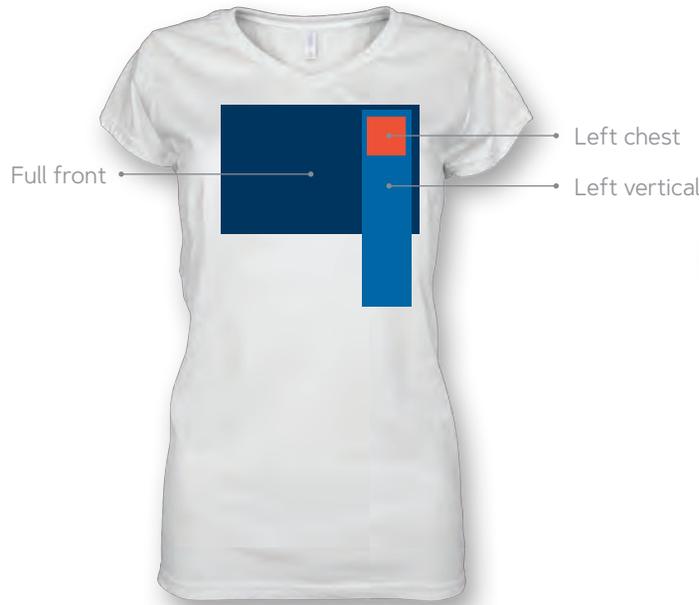
Suggested for all informal apparel (does not include polos, ¼ zip pullovers, etc)

Formal and Informal logo approved.
Icon and wordmark can be used together or separate.

🚫 **NO** LOGO ON SLEEVES.

🚫 **NO** LOGO ON BACKSIDE OF APPAREL ITEMS.

🚫 **DON'T** STRETCH, CONDENSE, SKEW, ROTATE, OR CHANGE THE DIMENSIONS OF THE LOGO.

Suggested for all formal apparel such as polos, ¼ zip pullovers, etc.

Formal logo only approved.
Icon and wordmark must be used together.

🚫 **DON'T** CHANGE THE COLORS OF THE LOGO OR ADD COLORS TO INDIVIDUAL ELEMENTS.

🚫 **DON'T** USE LOGO ON BACKGROUNDS THAT DON'T PROVIDE ENOUGH CONTRAST.

🚫 **DON'T** ALTER THE PLACEMENT OR SCALE ANY ELEMENTS.

Formal and Informal logo approved.
Icon and wordmark can be used together or separate.

🚫 **DON'T** ADD ANY EXTRA OR REARRANGE PLACEMENT OF ELEMENTS.

🚫 **DON'T** COMBINE OR ALTER LOGO ELEMENTS FROM THE NWTC OR EAGLES MASCOT LOGO.

🚫 **DON'T** SEPARATE EAGLES MASCOT LOGO ICON FROM THE TYPEFACE.

QUESTIONS?

Connect With Us

Need to talk strategy or have a specific project question?
Please contact our Marketing team:

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NORTHEAST
WI Technical College
—— SOAR HIGHER ——

To download a copy of these guidelines and brand assets, visit the Brand Resources section on the Marketing & Recruitment Hub page.