Attachment A

Northwood Technical College

Brand Style Guide

2021

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Why Rebrand Wisconsin Indianhead Technical College?

The objective driving the rebrand was to select a modern name and mascot that will foster broader and longer-term brand recognition and appeal within the diverse populations and stakeholders seeking technical college services.

As part of its strategic planning process, Wisconsin Indianhead Technical College (WITC) regularly conducts brand and perception research. In early 2020, WITC hired CLARUS Corporation to conduct a large market research project that, in part, focused on WITC's brand, perceptions of the college, and the name. CLARUS reached out to residents, both within WITC's district and nearby; alumni; community influencers; current students; and employees.

The results showed that:

→ The current name, "Wisconsin Indianhead Technical College," and its short initials, "WITC," caused confusion on what type of college WITC is, and whether it's even a college.

→ The term "Indianhead" is tied to a geographic region which lacks recognition within the district and has very little recognition outside of the service area.

→ The term "Indianhead" is viewed as out-of-date, which does not reflect the college's innovative and high-tech approach to learning.

We are excited to launch a vitalized Northwood Tech brand. Our name, logo, and mascot may be new, but our century-old story of innovation and success remains the same. The essential brand elements that follow will help illustrate that promise to our students and the communities we serve.

The Name

The name *Northwood Technical College* was selected after a thorough process that included a survey of staff and students. The new name not only addressed the concerns associated with WITC, but also checked the following requirements:

→ Common term, reflecting the geographic area

→ Easy to understand and pronounce

→ Appeal to those from outside the district

→ Reasonable and sustainable given the mission and vision of the college

The name *Northwood Technical College* may be shortened to *Northwood Tech* — especially in medium and communication channels that seek to create a casual, conversational tone. It is never abbreviated to *Northwood*, *NWTC*, or *NTC*.

Mission

Learning First

Learning is our passion. As Northwest Wisconsin's leader in technical education, Northwood Technical College creates dynamic opportunities for our students. We help learners of all ages prepare for lifelong careers and transform their own lives, personally and professionally, for the better. We are committed to making each and every experience with us meaningful and professional.

Vision

An Innovative Journey

Education is a lifelong journey of learning and discovery. We embrace innovative theories, techniques, and technologies to ensure success in a changing world.

Values

Core values are those basic principles that guide Northwood Technical College's behavior — the bedrock of our brand. Our values set us apart from other organizations and offer the strongest points of support for our position. They provide an essential basis for our mission and philosophy.

Empowerment

We value an engaging and supportive environment that inspires learners to achieve their personal and professional goals.

Excellence

We value high-quality training, professional development, and customer service in a dynamic learning environment.

Innovation

We value flexible delivery options and embrace the latest theories and technologies to meet individual learners' needs.

Integrity

We value honesty, accountability, and diversity in an open and ethical environment.

Collaboration

We value partnerships that enhance learning, promote economic development, and improve quality of life.

Tenets

Quality and continuous improvement are expected in all aspects of the college.

Quality and continuous improvement in people, processes, services, initiatives, and projects are valued, encouraged, assessed, and expected throughout the college.

Learning environments are created and nurtured to maximize personal success.

Learning environments, including atmosphere, modes of delivery, and physical spaces for students and staff will be created and nurtured to support personal growth and success.

Decision-making is collaborative and research-based.

Research, dialogue, and formal and informal consultations will be the basis for major decisions at all levels of the college.

Leadership is based on talent and vision.

Individuals will be sought out to provide leadership based on their individual talents, abilities, and understanding of the college's future directions — rather than their position in the organization.

All individuals are valued.

All individuals (staff, students, and community members) are valuable to the vitality of the college. The talents of each are considered necessary for the college to fulfill its mission and aspire to its vision.

Students and staff are both teachers and learners.

In the college's collaborative learning environment, each individual is expected to be both a learner and a teacher. This belief enhances and expands the learning potential of everyone involved with the college.

Diversity is respected and embraced.

Diversity implies being open to new and different ideas. It also implies respect for and appreciation of all staff, students, and members of the community. Diversity is embraced as a means of enriching relationships and enhancing collaboration.

Dialogue takes place in a safe, open, empathetic, and respectful environment.

Since dialogue is used in a learning college to make critical decisions and create shared understanding, it is imperative that individuals feel the environment is non-threatening and their contributions are welcome.

Risk-taking is encouraged.

As the college evolves, individuals and groups are encouraged to think outside the box. Mistakes are okay — even expected — when trying new ideas.

Attributes

- → An affordable, accelerated, accommodating college experience
- → Flexible, hands-on learning styles that work for you
- → Technically proficient and technologically advanced
- → Focused on the real world: practical skills and job placement
- → Closely connected to employers and the community
- → Faculty and staff focused on and committed to you and your success
- → Geared toward anyone — high school student or adult — who wants essential skills for success
- → A collaborative learning experience where students and faculty are engaged as full partners

Personality

Brand personality is the "style of play" embraced by the entire organization. It represents our unique characteristics and attitude. The components of our brand personality provide the essence of how we speak, act, and engage with others.

To create a consistent brand experience for our students and community partners, Northwood Tech consciously creates the characteristics of this "persona" in our advertising, messages, visual elements, community partnerships, and so on.

We Are:

Caring and responsive

"We care about you personally and look forward to working with you closely throughout your unique learning journey."

Down to earth

"There is no judgement, and no need to catch up or conform. We'll meet you where you are in your education process, then provide you with an individualized path."

Skilled and confident

"You'll have access to technological tools, innovative learning approaches, and networking connections, so you feel confident in the real world."

Logos

Primary Logo

Stacked

Twilight Blue

White

Black

Horizontal

Twilight Blue

White

Black

Logos

Official Seal

Twilight Blue

White

Black

Logos

Foundation Logo

Stacked

Twilight Blue

White

Black

Horizontal

Twilight Blue

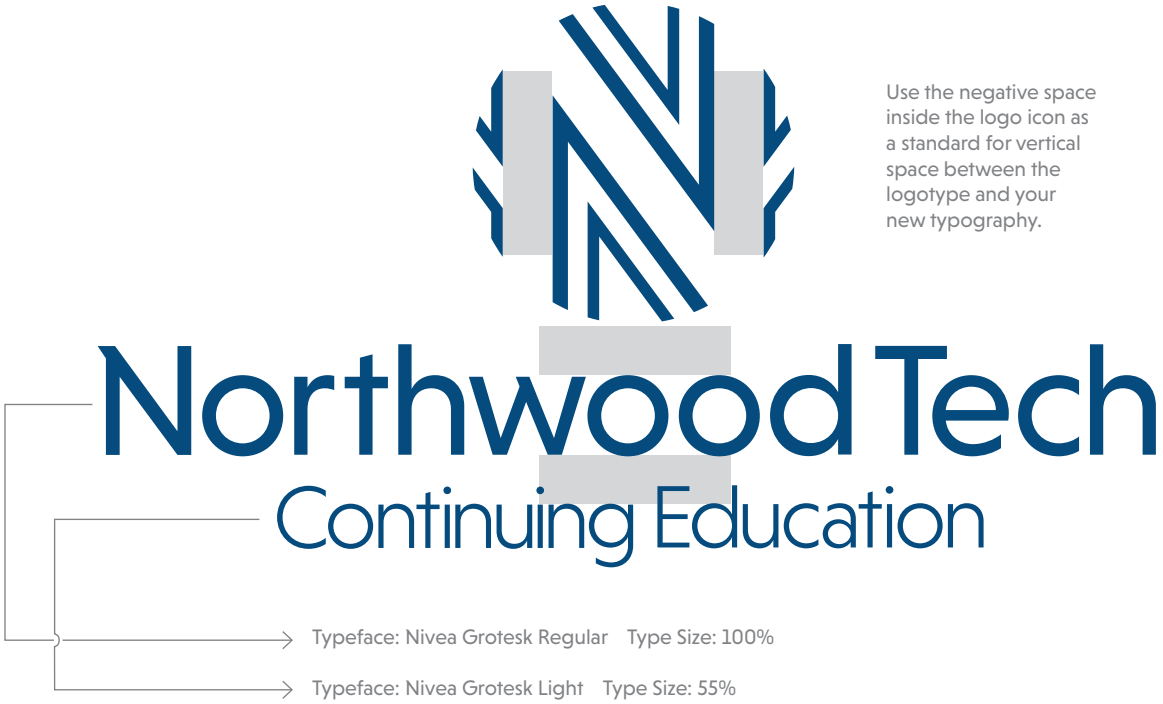
White

Black

Logos

Sub-Brand Construction

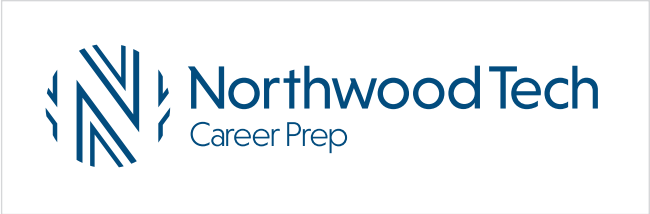
Creating a new sub-brand logo is as simple as placing your new typography directly underneath the icon and logotype. By adhering to the guides below, you can guarantee your new typography is the correct font, size, and position in relation to the established logo proportions.



Logos

Sub-Brand Examples

Career Prep



Continuing Education

Workforce Solutions

Logos

Tech with Tagline

Stacked

Twilight Blue

White

Black

Horizontal

Twilight Blue

White

Black

Logos

Elements

Icon

Twilight Blue

White

Black

Tech Text

Twilight Blue

White

Black

Logos

Usage

Guidelines for Logo Variations

The **primary version** of the logo is preferred for formal documents and on external building signage and in most cases when representing the College as a whole.

When the placement is more casual in context, the "Tech with Tagline" logo may be used. When possible, the full college name "Northwood Technical College" should be present elsewhere on the document in text.

Sub-brand logos should only be used on documents and items specific to a sub-brand area. For example, a required program-specific uniform or a program-specific vehicle such as "Driver's Education" should use the sub-brand logo with the name of the program or department area in the second line. Keep the name of a sub-brand area consistent across all sub-brand-specific items.

Individual logo elements should only be used when space is limited, such as imprints on small premiums like pens or as an avatar, or in situations where the primary or secondary College logo is used in the first reference, such as a multi-page document or PowerPoint presentation.

Margins

To maintain a safe area around all versions of the logo, consider the "o" in the logotype to be your standard margin width. Make sure no nearby artwork or typography crosses this margin.

Logos

Usage

Do not apply new colors to the logo.

Do not alter the proportions of logo elements.

Do not remove logo elements.

Do not rotate or distort logo elements.

Do not expand or embellish logo elements

Do not add a border around the logo.

Misuse

Part of ensuring that the logo is always presented in its best form is avoiding unnecessary modification. While the overall brand direction allows for a range of creative expression, here are a few examples of logo tweaks that should be avoided.

In most applications, the logo should be used in its complete form with the "Northwood Technical College" wording. However, the icon or logotype can be used on their own in rare instances where space is limited, such as on pens or as an avatar.

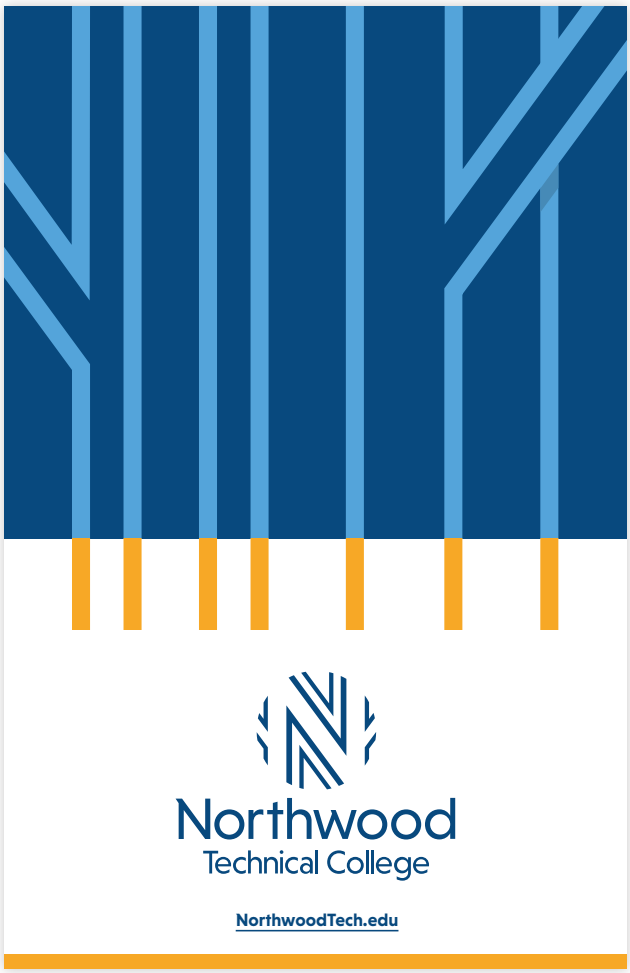
Brand Art Direction

Creating branded collateral involves a few useful elements which we'll explore in the following pages. Along with proper logo usage, color and typography, a very useful design element is our pathway illustration. Inspired by the logo icon, these pathways maintain a strong linear theme, moving in vertical, horizontal or angled directions. They can appear as a subtle background element, or as a prominent foreground element, even taking on literal shapes as a recognizable illustration.

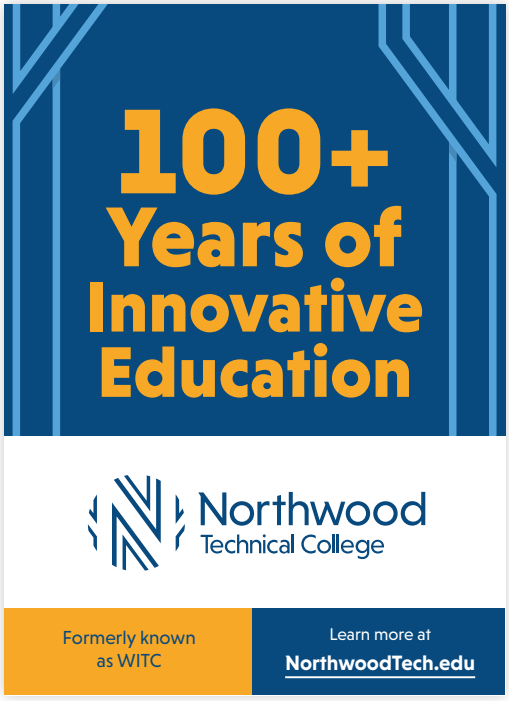
Brand Art Direction

Pathway Illustration Examples

Outdoor Board



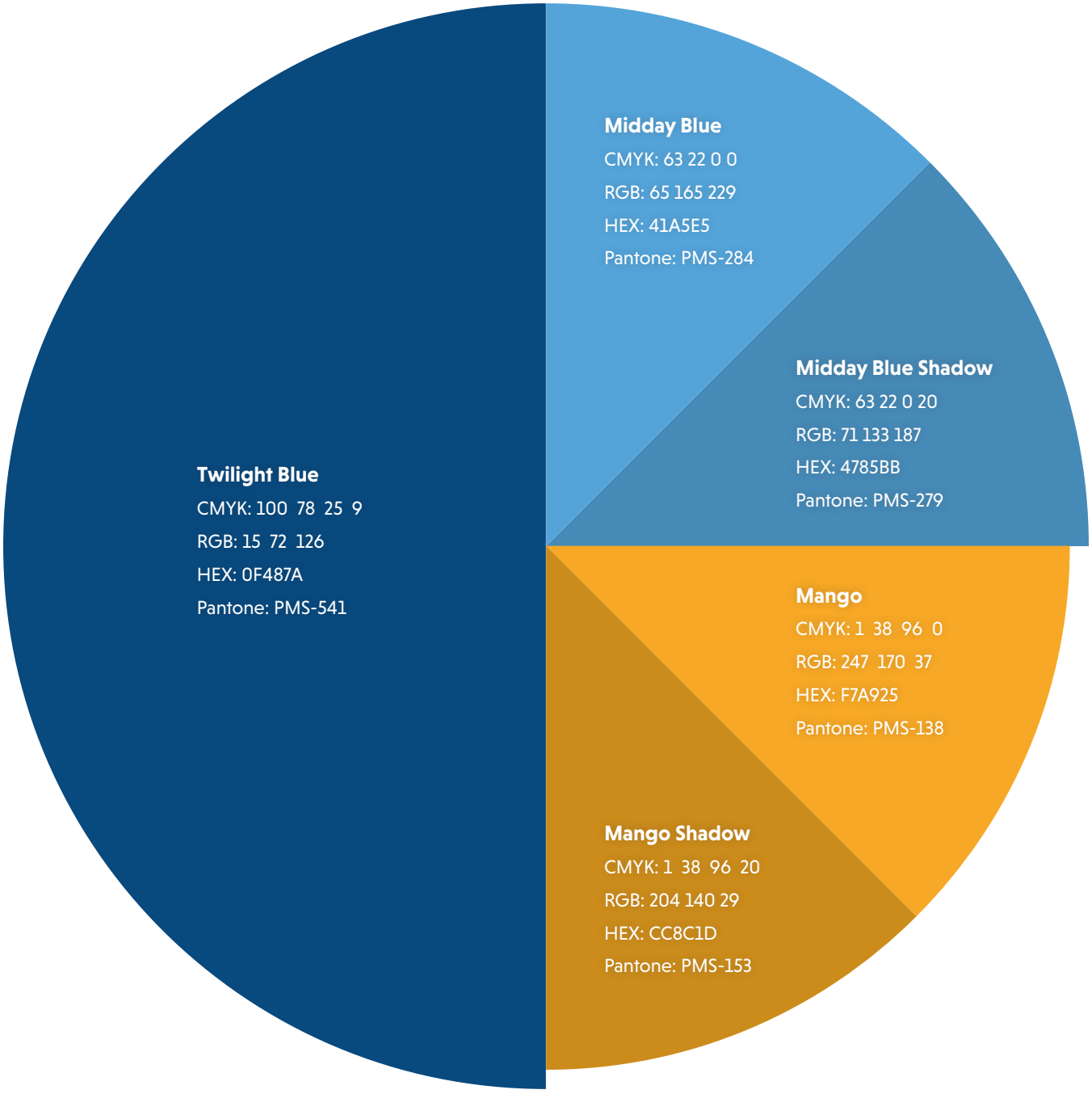
Poster



Print Ad

Brand Art Direction

Color



Twilight Blue is the primary color and should be the most prominently used color. Midday Blue and Mango are secondary colors. Shadow colors are only to be used in the context of shadows in graphic elements.

Brand Art Direction

Typography

Flyer

AaBbCc

Niveau Grotesk - Light

AaBbCc

Niveau Grotesk - Regular

AaBbCc

Niveau Grotesk - Bold

AaBbCc

Niveau Grotesk - Black

Within the Niveau Grotesk type family, there exists four commonly used weights that appear frequently in Northwood collateral. Niveau Grotesk Black and Bold are most commonly used for headlines, while subheads and body copy use a mix of Niveau Grotesk Light and Medium.

Business Card

Brand Art Direction

Photography

Poster

When selecting photophy, look for candid, authentic moments. Avoid too-perfect poses, or subjects gazing at the camera. Photos may be presented as stand-alone images, clipped, or even paired with pathway illustrations embedded into the photography, creating a branded, multiple-level image.

Brand Art Direction

Apparel

Apparel can make full use of the Northwood brand color scheme. Pairing official logos in Twilight Blue or white, on Northwood brand color fabrics. Additional headlines can be added, using Niveau Grotesk Black in high-contrast brand colors.

Mascot

Blaze

Twilight Blue

Twilight Blue with Forcefield

Black

Two-Tone

Two-Tone with Forcefield

Usage

On light backgrounds, use the Two-Tone, Twilight Blue, or Black versions of the logo. On dark backgrounds or photography, use logo versions which include a built-in buffer, named the "Forcefield."

Misuse

The brand colors used in the one- and two-color logos should never be altered, and alternative color should never be used. The logos included in this suite would be the only operative versions available.

Mascot

Blaze with Northwood Tech Bears Text

Twilight Blue

Twilight Blue with Forcefield