

Brand Style Guide

2021



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Introducing Northwood Technical College

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- The term "Indianhead" is viewed as out-of-date, which does not reflect the college's innovative and high-tech approach to learning.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



Living the Brand

Mission

Students First

We strengthen communities by empowering each student to realize their own success story.

Vision

Transforming Communities

We aspire to be the recognized leader in workforce development and community engagement through our students' success.

Values

Collaboration

We value relationships that enhance learning and promote economic development.

Innovation

We embrace the latest theories and technologies to support student and community success.

Excellence

We prioritize high quality education, services, and continuous improvement in a dynamic learning environment.

Community

We value our deep connections to our communities, working together to provide solutions through student success.

Support

We empower individuals by supporting their success with quality experiences and services designed to meet their needs.

Integrity

We uphold honesty and accountability in a diverse, open and ethical learning and working environment.

Respect

We value each individual and approach all interactions mindfully, with civility, empathy, and openness to new and differing ideas.



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

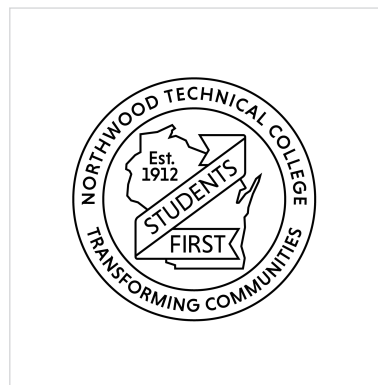
Official Seal



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.



Use the negative space inside the logo icon as a standard for vertical space between the logotype and your new typography.

Northwood Tech
Continuing Education



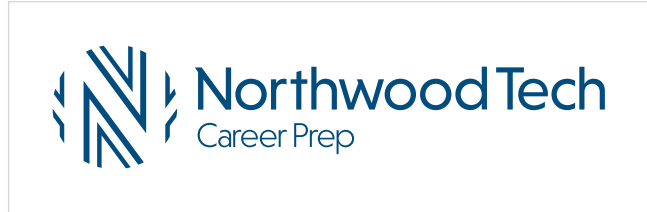
Maintain equal vertical space above and below your type block.



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

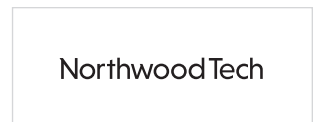
Tech Text



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.

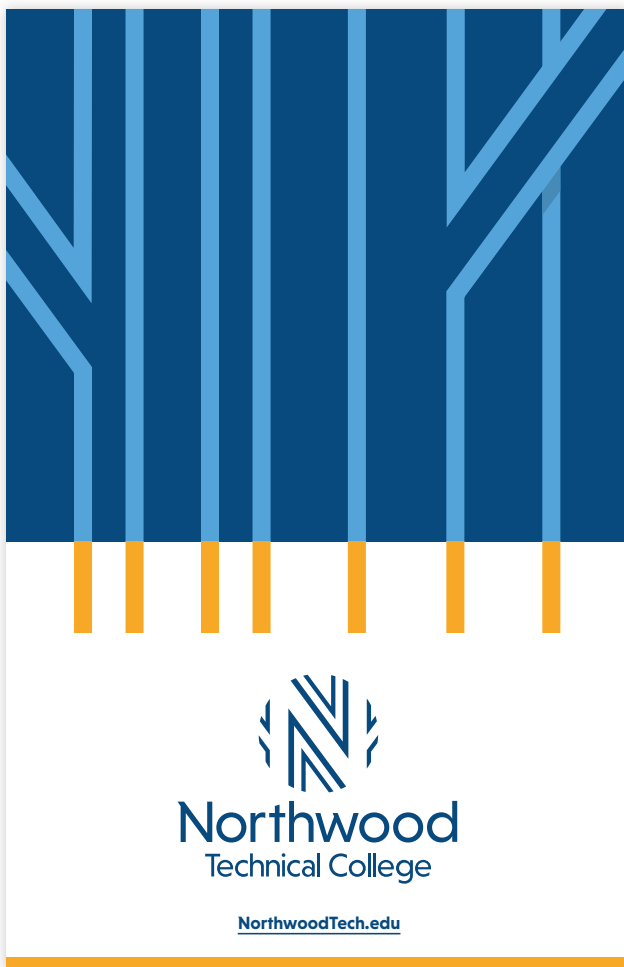


Brand Art Direction

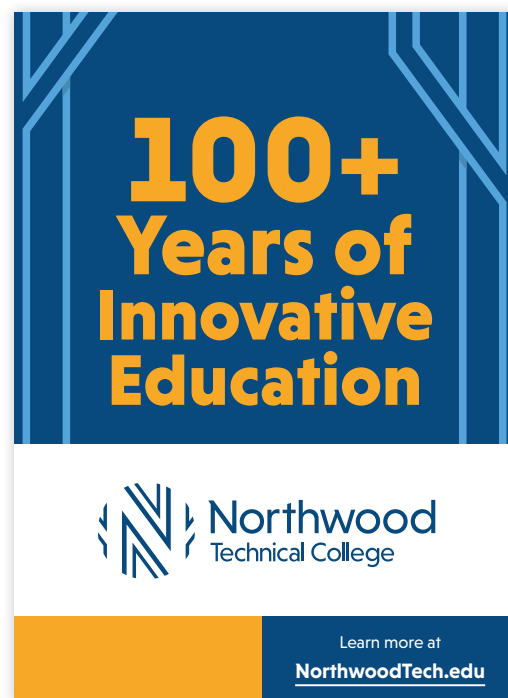
Pathway Illustration Examples



Outdoor Board



Poster

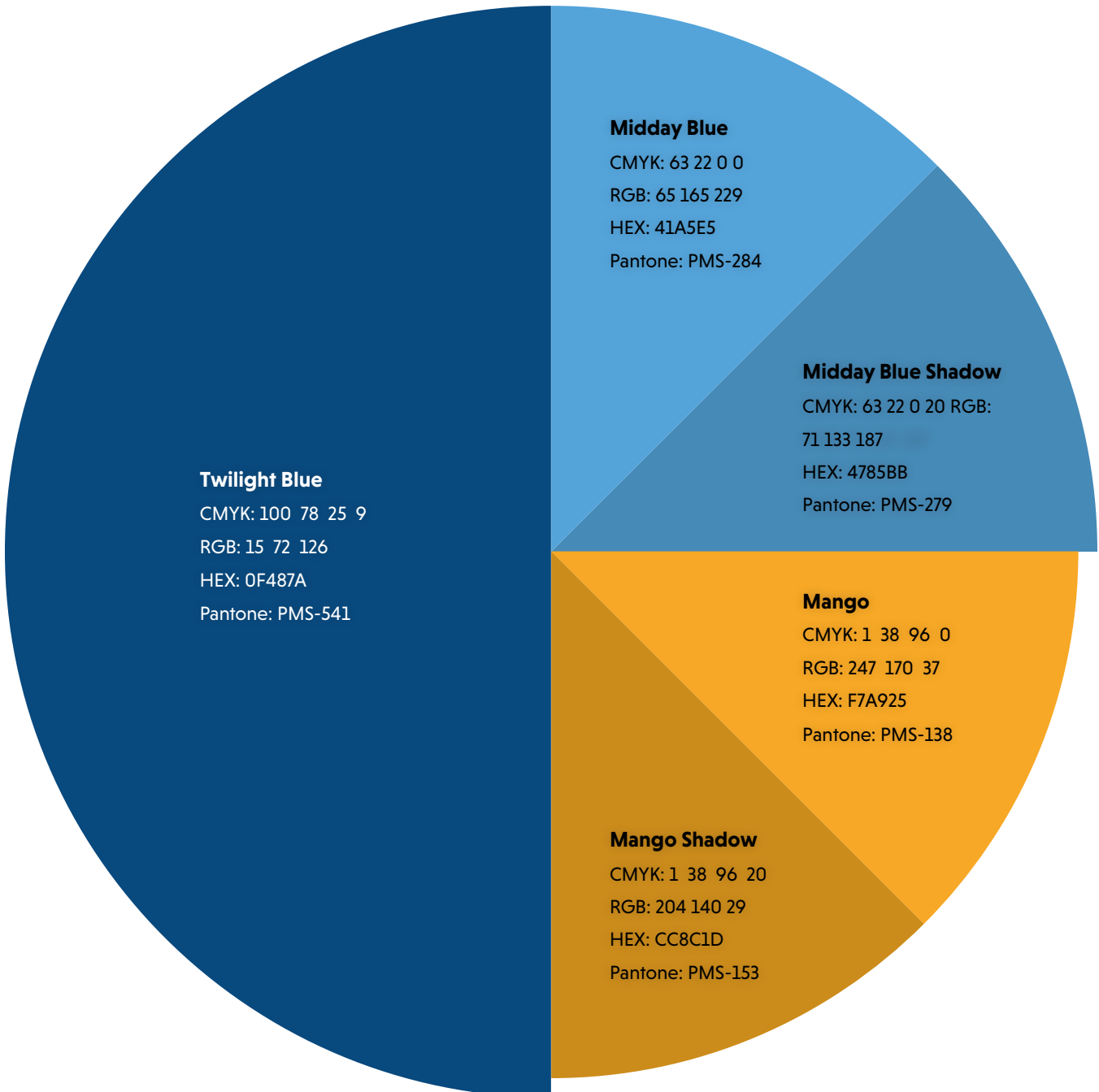


Print Ad



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

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.

AaBbCc

Niveau Grotesk - Light

AaBbCc

Niveau Grotesk - Regular

AaBbCc

Niveau Grotesk - Bold

AaBbCc

Niveau Grotesk - Black



Business Card



Brand Art Direction

Photography



NorthwoodTech.edu

Poster

When selecting photography, 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



Logos

Student Club Logos

Stacked



Northwood Tech
Nursing Club

Horizontal



Northwood Tech
Nursing Club