BRAND STANDARDS and VISUAL IDENTITY MANUAL

UNITED TRIBES
TECHNICAL COLLEGE

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Visual Identity Elements

UNITED TRIBES TECHNICAL COLLEGE LOGO

A logo is one visual element in the identity scheme. Though it is the cornerstone, only the consistent application of the logo, coupled with a family of colors and selected type styles, gives the public a memorable vision of the college. Inconsistent messages are confusing and can be damaging. Consistency, the core of effective communication, cannot be overdone.

Effective communication begins with the correct use of the logos. United Tribes Technical College's primary or one of the secondary logos are the appropriate symbol for all forms of visual communication. Visual communications include, but are not limited to:

- stationery (letterhead, envelopes, business cards, note pads, and fax cover sheets)
- publications (brochures, catalogs, invitations, newsletters, posters, etc.)
- presentations and displays
- promotional items and advertisements
- DVDs and CDs
- photocopied materials
- websites

United Tribes Technical College's primary or one of the secondary logos should be clearly and prominently displayed on all visual communications and may not be incorporated into or combined with any other mark, symbol, or graphic to create a new mark. In this reference, "prominently displayed" means placing the logo on the cover or at the beginning or end of a visual communication, providing clear space around the logo to ensure readability, and ensuring the logos are not smaller than the minimum size allowed.

PRIMARY LOGO

The primary logo consists of two parts: the five diamond design and the name "United Tribes Technical College" using Adobe Garamond Pro Bold

typeface in small caps, center aligned below the five diamond design.

UNITED TRIBES TECHNICAL COLLEGE

SECONDARY LOGOS

The first secondary logo consists of two parts: the five diamonds design and the name "United Tribes" on the first line and "Technical College" on the second line, aligned left using Adobe Garamond Pro Bold typeface in small caps, to the right of the five diamond design.

UNITED TRIBES TECHNICAL COLLEGE

The second secondary logo consists of two parts: the five diamonds design and the name "United Tribes Technical College", aligned left using Adobe Garamond Pro Bold typeface in small caps, to the right of the five diamond design.


UNITED TRIBES TECHNICAL COLLEGE

The primary logo or one of the secondary logos is required on:
- all print media (brochures, periodicals, etc.) • all advertising • websites
- all other media and external communications according to appropriate guidelines

Visual Identity Elements

PROTECTED AREA

To allow for maximum legibility, the primary and wordmark logos must be kept clear from conflicting visual elements. The protected area is the minimum amount of clear space that must surround the logo. No elements such as typography, other logos, or graphics should intrude into the protected area. This space is equivalent to the distance from the left edge of the graphic mark to the right edge of the second column. *See diagrams below.*
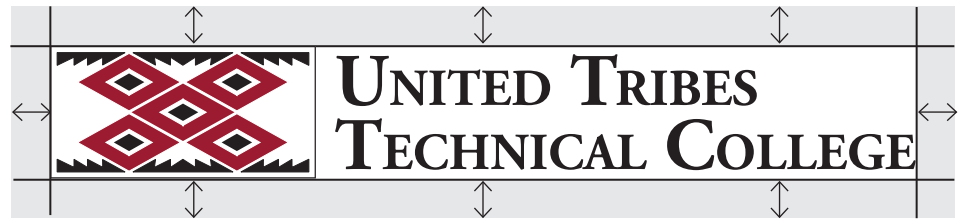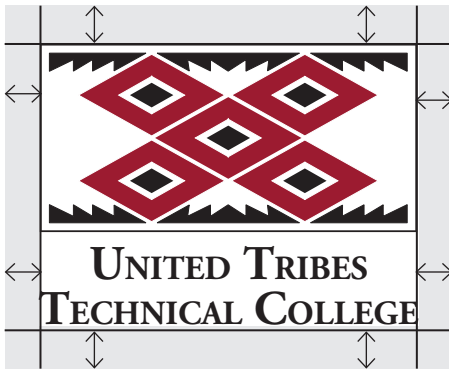
NOTE: The protected area will change as the logo is scaled.
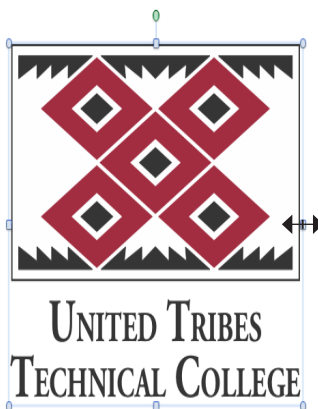
RESIZING THE LOGO

Click on the logo that you want to resize.

To increase or decrease the size proportionally, drag a **corner** sizing handle away from or toward the center, while holding down the SHIFT key.
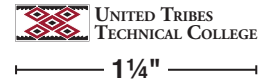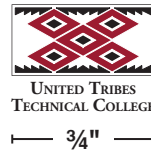

Corner sizing handles

IMPORTANT: DO NOT resize the logo by using the middle resizing handles. In most programs this will result in distortion of the object you are resizing.

Visual Identity Elements

Minimum Reproduction Size

The primary logo may not be reproduced any smaller than 3/4 inch in width.

The secondary logo may not be any smaller than 1¼ inches in width.

(Exempt from this requirement is special branded merchandise, such as pens and pencils.)

UNITED TRIBES
TECHNICAL COLLEGE

├──── ¾" ────┤

UNITED TRIBES
TECHNICAL COLLEGE

├──── 1¼" ────┤

COLOR SCHEME

In terms of consistency and identity, color plays a key role in building recognition. Use of United Tribes Technical College official colors is critical when reproducing the college logos.

The preferred reproduction of the college logos is two-colors: Pantone® 7427 Coated and standard black.

Reversing the logo can be accomplished by using a solid color as the background and knocking out the logo in white.

NOTE: The black box background is for display purposes only and should not be used in a way that implies that it is part of the logo.

Visual Identity Elements

OFFICIAL MOTTO

United Tribes Technical College's official motto is "Leadership begins here". Occasionally, there may be a need to use the motto as graphic or headline. If so, the only acceptable font is Adobe Garamond Pro Bold or Bold Italic in sentence case or title case. All caps is only allowed if used as a headline.

Leadership begins here.

Leadership begins here.

Leadership Begins Here

USING MOTTO WITH PRIMARY LOGO

When using the motto and primary logo together be sure to place the motto outside of the protected area.

DO

UNITED TRIBES TECHNICAL COLLEGE

Leadership begins here.

DON'T

UNITED TRIBES TECHNICAL COLLEGE

Leadership begins here.

UNITED TRIBES TECHNICAL COLLEGE

Leadership begins here.
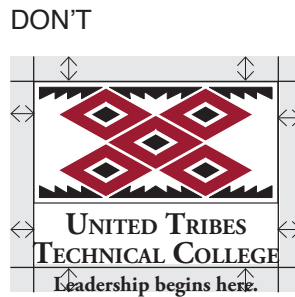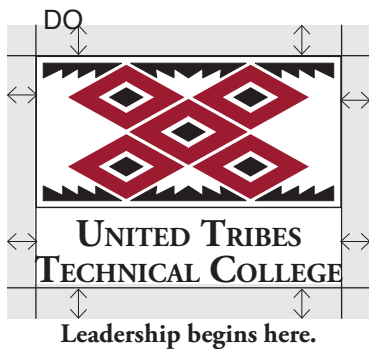
DEPARTMENT LOGOS

Department logo shown to be used for business cards, signage and other uses as needed to show departments/offices. Contact

UNITED TRIBES TECHNICAL COLLEGE
OFFICE OF THE PRESIDENT

UNITED TRIBES TECHNICAL COLLEGE
OFFICE OF THE PRESIDENT

NOTE: The black box background is for display purposes only and should not be used in a way that implies that it is part of the logo.

MONOGRAM LOGOS

The monogram logo is designed for secondary graphic applications such as campus banners, bags, branded merchandise, and social media avatars. The monogram logos should not be used for print media or web banners.

Stacked monogram logo

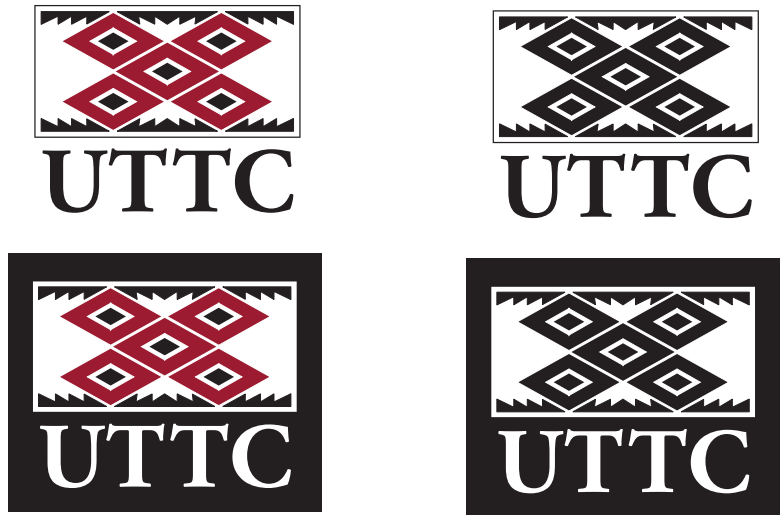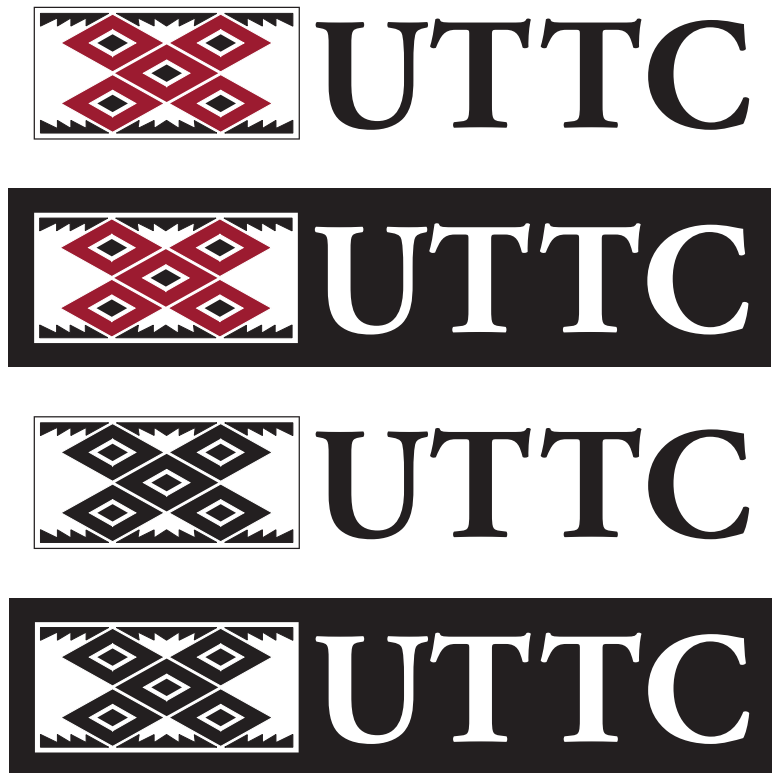**NOTE:** The black box background is for display purposes only and should not be used in a way that implies that it is part of the logo.

Linear monogram logo

Email Signatures

EMAIL SIGNATURES

As one of the most frequently used forms of communication, email messages are an official reflection of the college. Because of the wide variety of formats used by faculty and staff, UTTC has adopted a standardized signature format to help reinforce the college's brand identity, as well as convey important contact information.

Follow these guidelines when creating your UTTC email signature:

DO
- Include your name, title, department name, the name of the college, your phone number, and your email address
- Use black as your text color

DO NOT
- Use backgrounds, images, animated GIFs, and clip art as these elements detract from the message and professionalism of your email
- Use a handwriting or script style of font for your name
- Include social media links or the images
- Include quotations or espouse political, religious, or cultural viewpoints
- Include any other information that can lengthen your signature and make it more difficult to process as well as distract from the professionalism and clarity of your email

OPTIONAL
- Cell phone and fax number
- It's not considered best practice to include a postal address as part of an email signature, but if you wish to, it should go below the email address.
- Most people recognize that the email domain contains your web address. However, you may replace this with the college's web address, www.uttc.edu, or your departmental web address.
- It is acceptable to add the UTTC primary logo after your signature.
- If it's a necessary part of your job to work with confidential information, a confidentiality clause can be included at the bottom of the signature.

Sample Email Signature

Jane Good Sample
Job Title
College or Department
United Tribes Technical College
701-255-3285 ext. XXXX
or 701-221-XXXX
jgoodsample@uttc.edu

**UNITED TRIBES
TECHNICAL COLLEGE**

Shorter Signature for Tablets and Phones

Jane Good Sample, PhD
Job Title
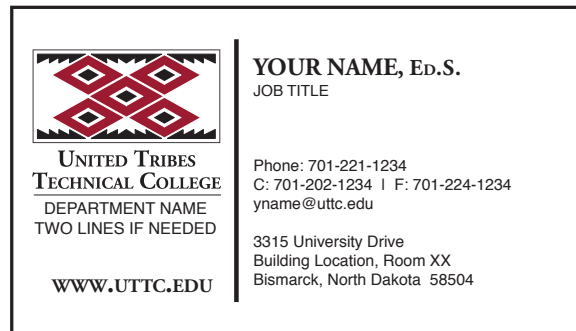701-255-3285 ext. XXXX
jgoodsample@uttc.edu

BUSINESS CARD

There are two options to choose from for United Tribes Technical College business card. The college's primary logo is to be positioned as shown and printed in two colors.

You may include degrees & state licensure abbreviations following your name and a comma.

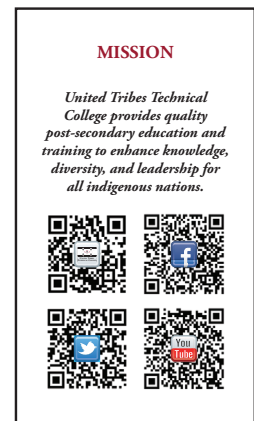*Order business cards from the Art/Art Marketing Production Facility.*

Horizontal Option

UNITED TRIBES
TECHNICAL COLLEGE
DEPARTMENT NAME
TWO LINES IF NEEDED

WWW.UTTC.EDU

YOUR NAME, ED.S.
JOB TITLE

Phone: 701-221-1234
C: 701-202-1234 | F: 701-224-1234
yname@uttc.edu

3315 University Drive
Building Location, Room XX
Bismarck, North Dakota 58504

Vertical Option

UNITED TRIBES
TECHNICAL COLLEGE
ART/ART MARKETING

YOUR NAME
JOB TITLE

701-221-1234 | C: 701-202-1234
F: 701-530-0633 | yname@uttc.edu
3315 University Dr. | Bismarck, ND 58504

WWW.UTTC.EDU

Standard Backs

MISSION
United Tribes Technical College provides quality post-secondary education and training to enhance knowledge, diversity, and leadership for all indigenous nations.

MISSION

United Tribes Technical College provides quality post-secondary education and training to enhance knowledge, diversity, and leadership for all indigenous nations.

NOTE: An alternate back side featuring an appointment card is also available. If you do not request this alternative when ordering your business card will have the standard back. You will be charged for reprints.
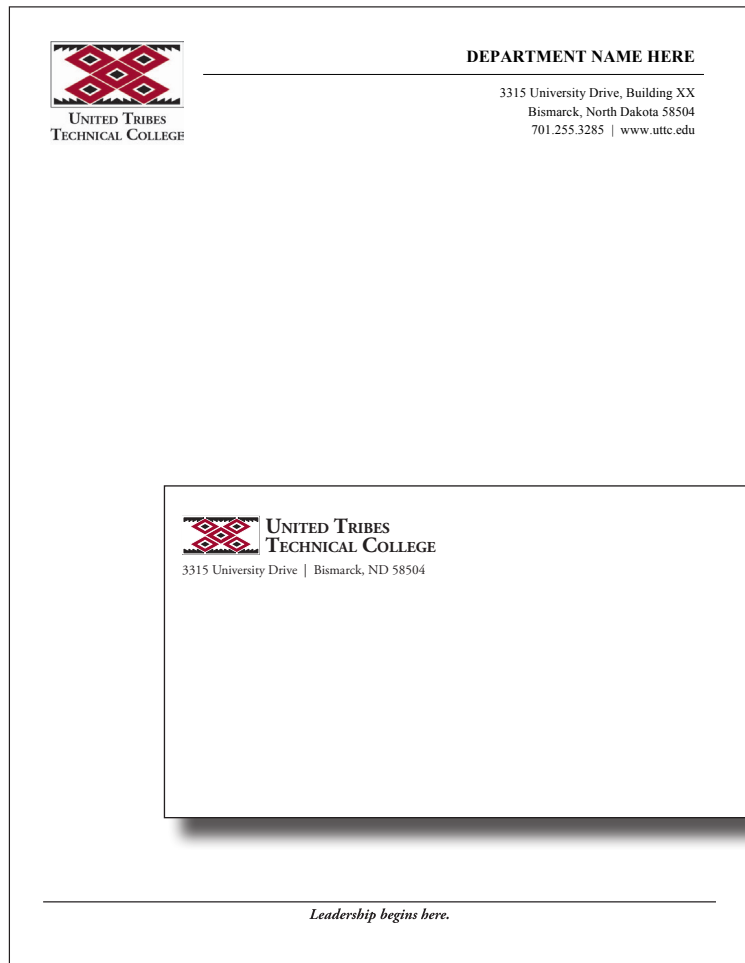
Stationary Guidelines

LETTERHEAD AND ENVELOPE

Electronic letterhead may be ordered through Art/Art Marketing Production Facility.

The product is a Microsoft® Word file that looks like the department's printed letterhead. Text can be entered directly into the Word file and sent, or the file can be converted into a PDF. Please restrict use of this product to official correspondence that must be sent electronically.

TYPEFACE FOR CORRESPONDENCE

Times New Roman, standard on most computers, is acceptable when letters or memos are created in word-processing software and laser printed on official stationery.

DEPARTMENT NAME HERE

3315 University Drive, Building XX
Bismarck, North Dakota 58504
701.255.3285 | www.uttc.edu

**UNITED TRIBES
TECHNICAL COLLEGE**

3315 University Drive | Bismarck, ND 58504

Leadership begins here.

Visual Identity Elements

EVENT LOGOS

There are instances when United Tribes Technical College would like to use a symbol, mark, picture, custom text, or design, to promote an event initiated by United Tribes Technical College and of limited duration. In these instances, these entities are allowed to use an event logo. An event logo is any symbol, mark, picture, custom text or design that is used to promote an event of limited duration.

RESTRICTIONS

To be considered an event logo and not a prohibited logo, the logo must adhere to the following rules:

- The event must host 500+ participants/attendees.
- The event logo once established and approved by the United Tribes Technical College Administrative Council, will serve as a consistent, visual identity of the UTTC promoted event. Any future proposed changes to the event logo will need to go through the Administrative Council.
- The event logo must include a word or phrase that conveys to the audience that it is of limited duration. This would include, but is not limited to, words like "summit, tournament and conference."
- The item or media on which the event logo is placed must include specific date, month and year to convey to the audience that it is of limited duration.
- The UTTC primary logo must also be present, if the event logo appears in a printed advertisement, publication, poster, postcard, or any form of offset or web press printing. In the case of contracted services that have external event logos (for example: symposiums, professional development, lunch and learns, and others), the UTTC primary logo must be present on the promotional media.

All event logos must be pre-approved by the Administrative Council.

Inquiries concerning these guidelines should be directed to the Administrative Council.

Sample Event Logo

Summit logo with United tribes technical college

Visual Identity Elements

DOS AND DONT'S

Using the primary and secondary logos correctly will maintain consistency and respect for the United Tribes Technical College identity. Please follow these guidelines. These guidelines also apply to all versions of United Tribes Technical College logos.

NOTE: College wear from the UTTC Bookstore adheres to general college product branding standards but has more flexibility with special treatments (i.e. patterned lettering, expanded color selection, etc.). Since fashion depends on individual tastes, some liberties may be taken with the UTTC identity in the case of "fashion apparel" pending Administrative Council approval.

DO NOT distort the logo (see resizing on page three for instructions).

DO NOT frame the logo with a box or any other shape.

DO NOT change the color of the logo (see page five for the correct colors).

DO NOT place other graphics close to or on the logo.

DO NOT alter the composition of the logo.

DO NOT adjust the angle of the logo.
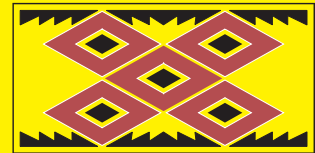
DO NOT print the logo on colored paper—this will change the color of the logo. If you must use a colored paper, choose the black version of the logo.

DO NOT place a jpg version of the logo on a dark background as it will result in a white box around the logo as seen above. Use a pdf or png instead.

Visual Identity Elements

OBSOLETE LOGOS AND GRAPHICS

As the college sustains its brand identity, it is imperative that all communications tools carry the approved United Tribes Technical College primary or secondary logo. In putting forth a consistent, recognizable institutional image, it is necessary to eliminate many previously accepted logos and graphics. Those no longer in use include (but are not limited to) the following:
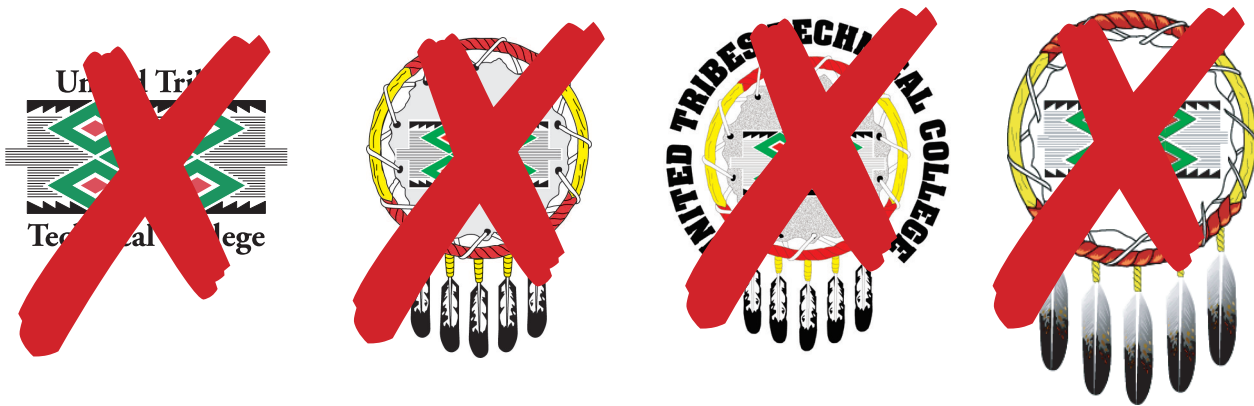
ALL DEPARTMENT LOGOS AND GRAPHICS OBSOLETE

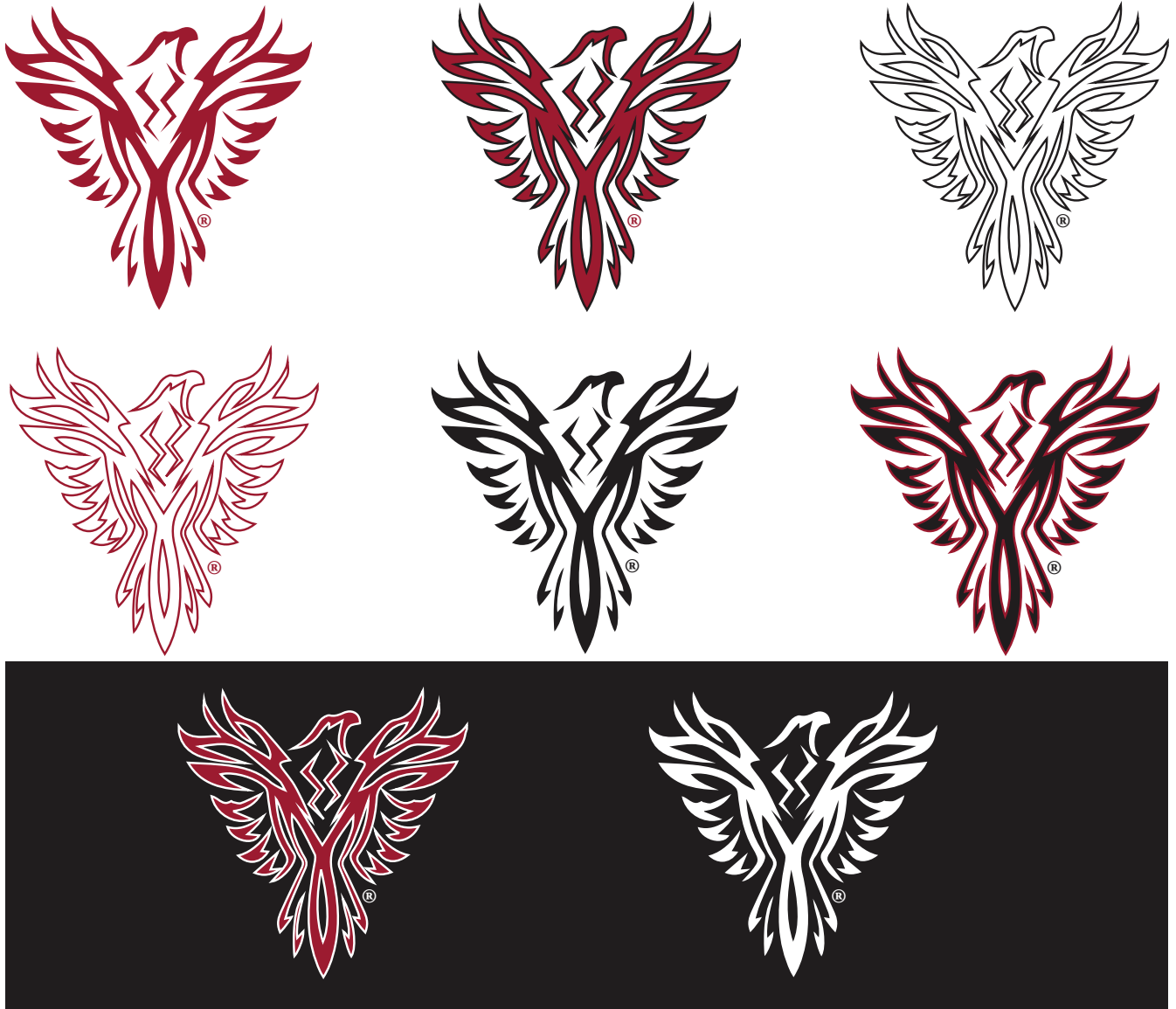Listed below are a few examples

United Tribes Technical College Thunderbird Logo

GUIDELINES FOR THE UTTC THUNDERBIRD LOGO

The guidelines for the United Tribes Technical College Thunderbird logo are as follows:

The bird is the federally trademarked logo. These are the 8 different ways the bird can be portrayed:

The birds colors are black, white and red (Pantone 7427 Coated) or a combination of these colors.

UTTC Thunderbird Logo

COLOR OPTIONS

The bird is allowed to go on different colors or patterns, but no other color can show through the bird.

Not Allowed

Correct

TEXT ASSOCIATION

The text that can be associated with the bird shall be either "UTTC", "United Tribes Technical College", or "Thunderbirds". No other text can be associated with the bird.

2014 Thunderbird Tournament

Not Allowed

UTTC

Correct

The font used for the text "UTTC", "United Tribes Technical College", and "Thunderbirds", will be the *Adobe Garamond family,* when associated with the bird or with the word "Thunderbirds".

Approved Text Styles With "Thunderbird"

UTTC, United Tribes Technical College and Thunderbirds, **UTTC, United Tribes Technical College and Thunderbirds, UTTC, UNITED TRIBES TECHNICAL COLLEGE and THUNDERBIRDS,** UTTC, UNITED TRIBES TECHNICAL COLLEGE and THUNDERBIRDS, **UTTC, UNITED TRIBES TECHNICAL COLLEGE AND THUNDERBIRDS,** UTTC, UNITED TRIBES TECHNICAL COLLEGE AND THUNDERBIRDS.

UTTC Thunderbird Logo

LOGO CATEGORIES

The logo is broken down into categories for usage, *trademark, primary, secondary, alternative, word press and mascot.*

Trademark - The bird is our athletic logo.

Primary - The bird will be associated with the word Thunderbird and UTTC or United Tribes Technical College.

Secondary - The bird will be associated with one of these words Thunderbird, UTTC or United Tribes Technical College.

Alternative - The bird can be used in various manners as long as it is associated with the word "Thunderbird".

Word press - No bird, but the word THUNDERBIRDS must accompany either UTTC or United Tribes Technical College

Mascot - The drawing of the mascot is allowed to be portrayed with any design of the logo on the mascots chest as long as the aforementioned rules are followed.

CREATIVE FREEDOM

Once the color, font and word association is understood, **creative freedom must** be given to our vendor designers. These designers know their product the best and will design what will work with the product. Vendor designs need to be approved to assure the guidelines are met.

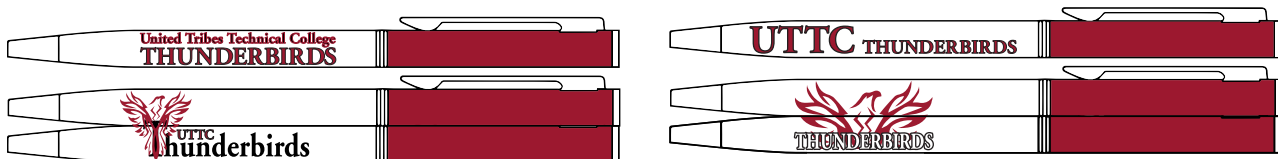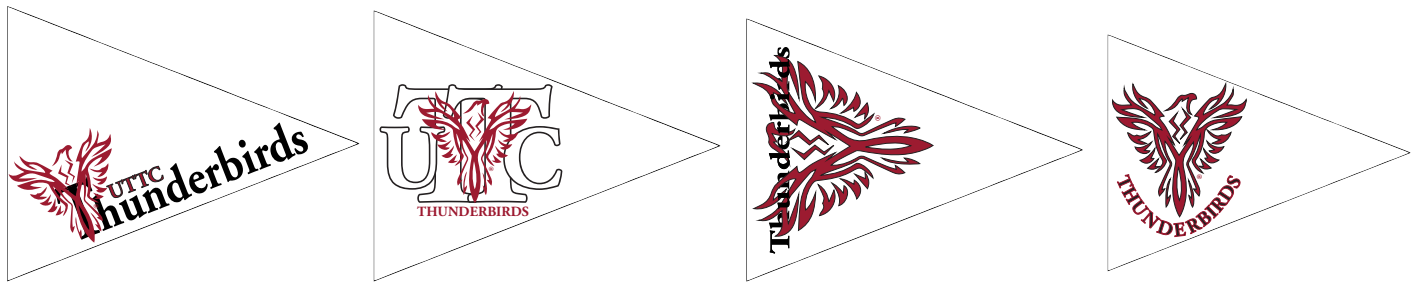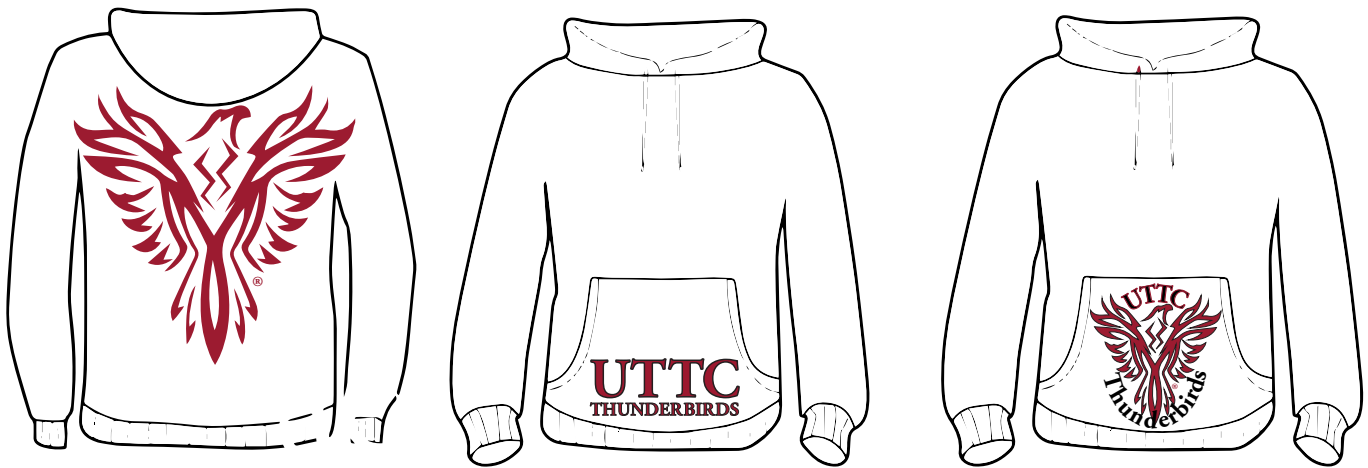**Examples of product designs with creative freedom:**

Shirts

Front

Front

Front

Shorts

Front

Front

Back

Side
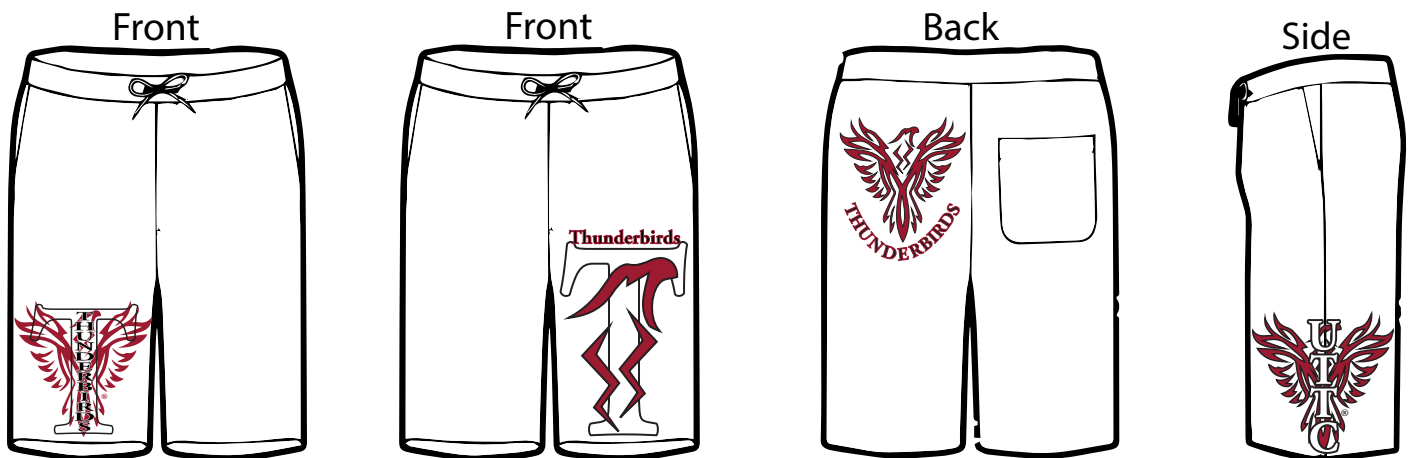
Pens

UTTC Thunderbird Logo

Banners

Sweaters

Jackets

UTTC Thunderbird Logo

Sweat Pants

Cups

Glasses

UTTC Thunderbird Logo

Hats

Long Sleeve Shirts

UNITED TRIBES
TECHNICAL COLLEGE