

Brand Identity Manual

# Northwest Education Services



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## What is Branding?

### Contents of this Section

- What is Branding?
- Purpose of a Brand Manual
- About the ISD
- Organizational Structure
- 2019 Strategic Plan
- 2020-2022 Rebrand Project
- How to Establish a Brand
- Brand Experience
- Brand Strength

**“Honoring the history of this great organization and those who paved the way to provide outstanding programs, services, and leadership to regional schools, students and community is very important to us.”**

—Dr. Nicholas Ceglarek, *Superintendent*

## Branding Defined

### What it is

A brand is defined as the perception others have of an organization; a reputation built over time. The success of an organization’s brand is established by the actions of each member of an organization, past and present, and the impressions they make on others.

### What it isn’t

A brand is not a solitary logo or symbol. An organization’s brand identity is a system of elements and rules for their use. A logo is only one of those critical elements. All elements must be in use for the system to work.

## Building a Brand Identity

The evolution of a brand can produce a lasting impact when internal stakeholders support and take ownership of an intentional plan that reflects unity in the eyes of all.

The Northwest Education Services (North Ed) brand identity was designed to express clarity and honor the past. By presenting our identity consistently, we convey our brand more clearly and we amplify the impact we make across the communities we serve.

## Brand Integrity, Brand Strategy

This brand identity manual provides the strategic framework and style guidelines for North Ed. It is the resource for our brand and is designed to help members of the organization or partners in education communicate with a clear and consistent voice and visual identity. Following the set standards within this manual will strengthen the integrity of the brand and its value to all.

***Brand integrity starts with YOU!***

## Purpose of a Brand Manual

*“A brand is a person’s gut feeling about a product, service or company. It’s not what we say it is. It’s what THEY say it is.”*

—Marty Neumeier, *Designer, Author*  
*The Brand Gap*

*“One eye sees. The other feels.”*

—Paul Klee, *Artist*

## What is a Brand Manual?

A brand manual is an essential tool and detailed style guide for establishing brand identity. Every successful organization needs explicit guidelines that clearly represent its brand standards. Making sure that our branding elements — from our symbol, wordmarks, typography and colors to our swag, signage, social media, publications, web design and letterhead — all flow from the same brand is important.

This brand identity manual outlines North Ed’s design standards for anyone communicating on behalf of this organization. It includes guidelines for the applications and variations of our logos, color palettes and typography (font families, sizes and line height/spacing).

## Why is this so important?

When we pull together, we speak with a stronger voice. The more unified we are in our brand identity, the better others understand our extensive good work.

Whether you are a member of the North Ed organization, or a vendor supporting our work, we each have the responsibility to be brand ambassadors. Following our brand standards ensures that our communication distinguishes the North Ed brand from other entities. This helps establish a strong brand identity that reinforces our message and values.

## About the ISD

**“Given the great breadth of our education services and regional collaboration that exist today, it is essential that we continue to communicate clearly to ensure our work positively impacts everyone who needs it.”**

—Dr. Nicholas Ceglarek, *Superintendent*

## Overview

Northwest Education Services (North Ed) is a state-authorized educational service agency that works in collaboration with regional public school districts, public school academies, and private and parochial schools to create efficiencies and enhance the educational experience for students and families who reside in Antrim, Benzie, Grand Traverse, Kalkaska and Leelanau counties.

In Michigan, there are 56 such organizations that act as intermediaries between the Michigan Department of Education and local school districts in defined geographic areas. These organizations are commonly referred to as intermediate school districts (ISDs), regional education service agencies (RESAs), or education service districts (ESDs). Each is different in that they partner to meet the needs of the districts they serve to improve educational opportunities and student learning, develop teachers' expertise and maximize services on a regional scale.

North Ed provides meaningful educational support through a variety of programs and services, helps school districts meet state and federal legislative mandates, and enriches school programs throughout the five-county area. North Ed contributes to community engagement by strengthening education systems and partnerships to ensure every learner has a pathway to a meaningful life.

## North Ed Services

- **Special education**
- **General education**
- **Career and technical education**
- **Early childhood**
- **Instructional support**
- **Professional development**
- **Adult education**
- **Business operations**
- **Human resources**
- **Technology**
- **Communication support**

## Organizational Structure

“Our North Ed staff are present in every school in our region. Unless a community member has a child receiving services or attending one of our programs, people don’t really know what services are provided by an ISD.”

—Joe Fisher, Board President

## Collaborative by Nature

Collaborative by the nature of what we do, the North Ed organizational chart depicts that educational programs and services are highly emphasized in our operational structure. With this clarity of purpose, we aim to support the needs of regional education and community partners by empowering our people to create efficiencies, support student pathways to success, and generate a feeling of inclusiveness among members of our organization and the community we serve.

### Organizational Chart of Programs & Services

#### Center-Based Programs

- Bridgeway
- Creekside School
- New Horizons
- Transition Campus
  - Adult Community Experience
  - Community Connection
  - Life Skills Center

#### Services & Evaluations

- Adaptive Physical Education
- Assistive Technology
- Behavior Support
- Blind & Visually Impaired
- Deaf & Hard of Hearing
- Homebound
- Occupational Therapy
- Orientation & Mobility
- Physical Therapy
- School Nursing
- School Psychology
- School Social Work
- Speech & Language
- Teacher Consultants

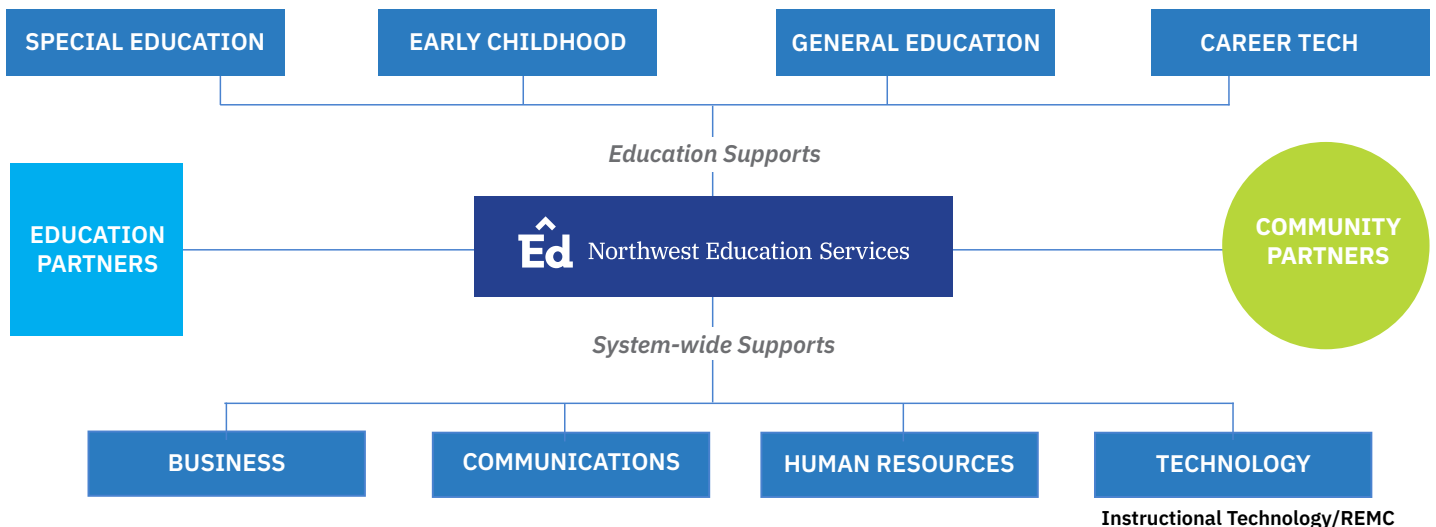
#### Continuous Improvement Curriculum & Instruction

- Early On
- Great Start Collaborative
- GSRP
- Infant/Toddler
- Preschool Assessment

- Adult Education
- Attendance & Truancy
- Homeless Education
- Instructional Support
- Migrant Education
- Professional Development
- Pupil Accounting

- Agriscience\*
- Auto Repair
- Business Careers\*
- Collision Repair
- Construction Trades
- Culinary Arts
- Early Education
- Electrical Occupations
- Engineering Academy\*
- Film & New Media
- Graphic Arts
- Health Sciences\*
- Information Technology\*
- Power Equipment
- Precision Machining\*
- Public Safety\*
- Robotics & Automation\*
- Teacher Academy\*
- Web & App Development
- Welding
- Writers Studio\*

\*(Early College opportunity)



## 2019 Strategic Plan

“At the heart of this extensive project are our students, families, staff members and school districts we serve.”

—Dr. Nicholas Ceglarek, *Superintendent*

### Background

In 2018, Northwest Education Services (then Traverse Bay Area Intermediate School District, TBAISD) administration, with the support of its Board of Education, embarked on a strategic planning exercise to define a new vision, mission and values and to better understand the organization’s perceived strengths and challenges. The plan generated values that form the foundation of the organization and a vision and mission that articulates a clear path forward.

### Mission:

**Working together to develop learners with purpose, strong schools and engaged communities**

### Vision:

**Partnering to ensure every learner will have pathways to a meaningful life**

### Values:

**Students/Learners First** We prioritize the needs of all learners

**Relationships** We recognize the power of collaboration

**Integrity** We operate in a transparent, fair, honest manner

**Listening** We honor varying perspectives

**Service** We respond to the needs of our learning community

**Diversity** We embrace the unique gifts of all

**Equity** We strive to meet the varying needs of all

**Empathy** We seek to understand

**Excellence** We aim to provide the highest quality of service and support

### Strategic Key Words:

**Education**

**Serving**

**Achieving**

**Inspiring**

**Learning**



## 2019 Strategic Plan

Stakeholders expressed a lack of understanding regarding the TBAISD identity.

*“You represent more than Traverse City, yet your name says ‘Traverse’ and none of the 16 other districts. Many districts that you serve are not closely related to the Traverse area.”*

—Superintendent

*“Are you a ‘district’ that competes with local school districts? Are you like a traditional school district?”*

—School Parent

*“I find it amazing how many people don’t even know we exist (or don’t know what services we provide).”*

—Staff Member

*“TBAISD is the same as Traverse City Public Schools.”*

—Common Misconception

## Strategic Plan Goal

In the summer of 2019, a three-year strategic plan was launched and among one of its goals was to establish a common understanding of the organization’s identity and form a cohesive brand among all audience segments.

### Establish a common understanding of identity/brand

Through strategic planning surveys, stakeholder feedback expressed misconceptions and confusion about who and what purpose the ISD serves. This foundational research led us to seek clarity for the new brand identity for the ISD.

### Rebranding Objectives

- Create a professional, consistent visual image to represent the entire organization, inclusive of all departments
- Identify a clear relationship as a support agency serving local school districts
- Emphasize services provided and partnerships with students, families, educators and schools throughout the five-county region
- Position the ISD as a key regional organization that unites, engages and serves families, students and local schools
- Build understanding of the depth of services to families and children ages pre-birth through 26 years and beyond
- Portray the ISD as part of the fabric of strong communities and economies

## 2020-2022 Rebrand Project

**“This is a very exciting change for this organization. I’m confident that our new brand will establish clarity of our purpose in serving education for the learners of this region.”**

—Joe Fisher, *Board President*

### Rebranding Overview

In May 2020, the ISD contracted with Nielsen Design Group of Traverse City, Michigan to evaluate and lend their expertise to define and transform our identity in ways that preserved existing brand equity and reflected education at its core. Driven by data and independent research, the team delivered a recommendation that demanded our identity must communicate:

- **It is about education**
- **Collaborative, benevolent relationships**
- **Exists to serve, support, respond**
- **It happens, with pride, in *this* place**

### Outcome: New Name and Brand Identity

In March 2021, a new name and identity of Northwest Education Services was unveiled. Backed by extensive research, the evolution from Traverse Bay Area Intermediate School District (TBAISD) to Northwest Education Services (North Ed) was purposeful by design, capturing the inherent values of the organization with simplicity and clarity. The name provides emphasis on the organization’s long history of service in northwest Michigan, and the ISD’s focus on education in collaboration with regional schools and community partners.

## How to Establish a Brand

*“Brand is more than a logo or a tagline—it is a strategic endeavor.”*

—Michelle Bonterre, *Chief Brand Officer*,  
Dale Carnegie

## Branding is Communication and Design

Our identity and brand is best established through clear consistent communication and design that reflects who we are. With every action, every image and every word, we share our values, mission and vision.

### Communication

The core messages sent from within the organization, the daily messages sent about the organization, the stories told and interactions with North Ed staff within and outside the organization creates our culture and impacts our brand.

*Everything we do (and don't do) communicates.*

The perceived value of Northwest Education Services is the collective effect of each interaction and every experience held in the minds of members of our community.

### Design

The best way to be intentional about how an organization is perceived is to create communication solutions using a fully designed brand identity system. Once a system is designed, standards are created so there is no need to reinvent the wheel as we communicate.

### Putting it all Together

A brand identity cannot simply rely on the creation of a logo. It must be experienced and built over time through intentional communication and visual cues from a fully designed identity system. Every annual report, press release, business card, letter, phone call, banner, invitation or shirt needs to reflect the North Ed brand identity.

*Everything that happens next, happens by design.*

The North Ed brand identity system has been designed and is ready for use. The remaining pages of this manual outline the elements of our brand identity system and the rules of use.

## Brand Experience

*“Branding is the process of connecting good strategy with good communication. (It’s not the process of connecting good strategy with poor communication, poor strategy with good communication, or poor strategy with poor communication.)”*

—Marty Neumeier, Designer,  
Author, *The Brand Gap*

### Individual Points of Contact = Brand Experience

Each individual point of contact provides an opportunity to communicate. Everything we do (and don’t do) communicates. The success of an organization’s brand is established through the actions of each member and the impressions they make on others.

**Brand integrity starts with YOU!**



## Brand Strength

*“Design is intelligence  
made visible.”*

—Lou Danzinger, *Brand Designer  
and Educator*

## Establishing Brand Strength

Service in education is at the heart of what North Ed stands for, and it is important that we unite our visual brand with our work as we demonstrate North Ed values in our practice. The care we put into ensuring the integrity of the North Ed brand builds confidence, awareness and positive relationships with our audiences.

## Brand Accountability & Consistency

### Accountability

Every form of communication, no matter how small, must be accountable to design standards established by the organization. Every advertisement, e-blast, shirt, annual report, fact-sheet, brochure, etc., must follow brand identity system guidelines.

### Consistency

Be consistent with language, voice and design. Lack of consistency can happen in small ways. The best measure to ensure the integrity of our brand is to work with the North Ed Communications Department.

### Director of Communications

Ryan Jarvi | rjarvi@NorthwestEd.org  
231.922.6242

### Communication Specialist

Heather Jewell | hjewell@NorthwestEd.org  
231.922.6222

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231.922.6435



## Elements of a Brand Identity System

### Contents of this Section

- Elements of a Brand Identity System
- Primary Brand Identity
- Department Signatures
- Programs & Services Signatures
- North Ed Color Palette
- North Ed System Fonts

The pages that follow contain spot illustrations that are facsimiles of official North Ed artworks. They are not to be pulled from these pages for any type of use.

Please contact the North Ed Communications Department for access to original artwork and instructions for use.

The North Ed brand identity is designed to be contemporary, orderly and uplifting for all. The identity's design method employs systematic typography, strict alignments, generous spacing and a minimalist visual sensibility.

This section outlines the key elements of the system and describes what each element is intended to do.

### Identity System Elements

A logo alone does not constitute a system. An identity system is a collection of essential elements:

#### A Name

The formal word/s that identify the organization. Informally, what people call you.

#### Symbol (logo)

A primary visual icon. A wordmark or designed image that is a symbolic presentation of a name. A symbol is most commonly spoken of as a "logo."

#### Descriptor (wordmark)

A short phrase that creates clarity about you. Descriptors ensure accurate positioning. Sometimes your name serves this purpose without this additional set of words. "Northwest Education Services" is an example.

#### Palette

A set of specific colors.

#### Typography

A set of specific fonts with varied weights, sizes, line heights and spacing, and their systematic use.

#### Layout

The arrangement of elements in any designed communication.

#### Imagery

An approach to the use of images, such as photographs, illustration, information graphics, icons — any non-verbal visual element.

#### Voice

An approach to the character of written or verbal communications. Consistency is key. Writing with clarity is an essential element of every brand identity system.

## Primary Brand Identity

### The Symbol (logo)

The primary North Ed symbol is designed to represent the informal nickname “North Ed.”

- Designed to feel friendly, be visually unique and convey clarity of purpose: this is about education, in *this* place.

### The Wordmark

The formal name of the organization is designed as a wordmark to be placed alongside the symbol.

Together, the symbol and wordmark act as a system-wide universal signature (lower right), the most visible identifier of our organization.

### Rules of Use

#### Never use the symbol alone.

It must always appear with a wordmark whether as part of the official signatures, or placed separately but in close proximity, showing relationship to the symbol. Consult with the North Ed Communications Department when designing outside of our established signatures.

#### Never re-create the brand elements.

The primary symbol is hand-drawn. Only use the approved, stand-alone original source artwork available from the North Ed Communications Department.

#### Never create an acronym.

Acronyms and variations of our name will erode clarity and perception of who we are. *First and foremost we are Northwest Education Services.* Once that is clarified in writing or in conversation, “North Ed” can replace the full formal name. *NWED, NED, Northwest Ed, NES are not acceptable forms of the name.*

### The Symbol (logo)



### The Wordmark

Northwest  
Education  
Services

### The Primary Signature





## Department Signatures

The North Ed brand identity system is designed to include signatures for all departments and programs in the organization.

This page shows a few examples of department-level signatures that are designed to feature each unique department. The secondary sans-serif North Ed wordmark always appears below the department name.

Different situations of use will require that most departments have the same set of formats as the system-wide signatures (stacked horizontal, 1-line horizontal and stacked vertical) as shown at the bottom of the page.

### Rules of Use

**Never re-create the brand elements.**

Never re-create the department signatures or re-size the elements. Only use the approved original source artwork.

**Ask for help.**

Please contact the North Ed Communications Department for additional requests.

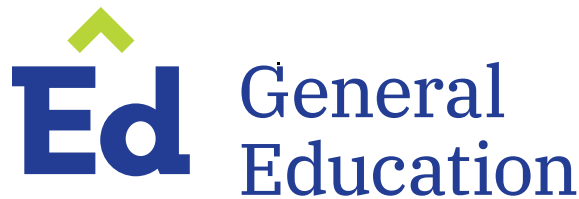
Email: [NorthEdNews@NorthwestEd.org](mailto:NorthEdNews@NorthwestEd.org)



Northwest Education Services



Northwest Education Services



Northwest Education Services

**Special Education** | Stacked horizontal, 1-line horizontal, stacked vertical



Northwest Education Services



Northwest Education Services



Northwest Education Services

## Programs & Services Signatures

The next level of signature is designed to feature the name of each unique program or service within its corresponding department.

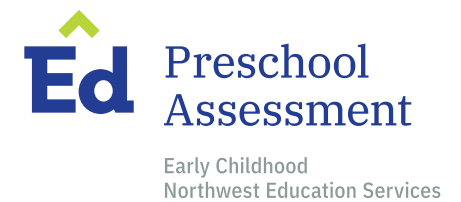
The secondary, sans-serif North Ed wordmark always appears below, and also includes the name of the department above it.

These are just a few examples of program and services signatures in the North Ed identity system.

### Career Tech | Program signature samples



### Early Childhood | Program signature samples



### General Education | Program signature samples



## Rules of Use

### Never re-create the brand elements.

Never re-create the signatures or re-size the elements. Only use the approved original source artwork.

### Ask for help.

Please contact the North Ed Communications Department for additional requests.

Email: [NorthEdNews@NorthwestEd.org](mailto:NorthEdNews@NorthwestEd.org)

### Special Education | Program signature samples



## North Ed Color Palette

The North Ed color palette is designed to achieve two objectives:

- **Consistent brand recognition**
- **Lively brand expression**

Each palette is designed for different situations of use and different levels of formality or informality.

### The Primary Palette

For maximum brand recognition, the primary palette is to be used for the identity system’s primary high-level elements: North Ed symbol, wordmark and signatures.

### The Secondary Palette

An expanded blue palette was created for both brand recognition and expression. Adding cool blues to the color system reinforces the primary blues of the North Ed brand. **Use the secondary palette in support of, but never instead of, the North Ed primary blues.**

### The Supporting Palette

The supporting palette was created to provide a range of warm hues that enliven and contrast the primary and secondary North Ed blues.

### Rules of Use

#### Radiant Symbol Restrictions

Never use the “Radiant Symbol” even if your personal preference suggests it. This symbol application is part of the ID system but is reserved for internal professional design applications and should never take priority over the primary North Ed signature.

### Primary Color Palette | For maximum brand recognition



**North Ed Dark Blue**  
Pantone 286C

**C** 100 **R** 0  
**M** 80 **G** 49  
**Y** 0 **B** 167  
**K** 12 **HEX**  
#0031a7



**North Ed Blue**  
Pantone 285U

**C** 81 **R** 73  
**M** 46 **G** 129  
**Y** 0 **B** 216  
**K** 0 **HEX**  
#4981d8



**Lime**  
Pantone 381U

**C** 22 **R** 187  
**M** 0 **G** 216  
**Y** 97 **B** 60  
**K** 0 **HEX**  
#bbd83c

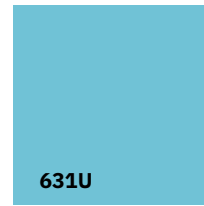
### Secondary Color Palette | For reinforcing brand recognition



**North Ed Cyan**



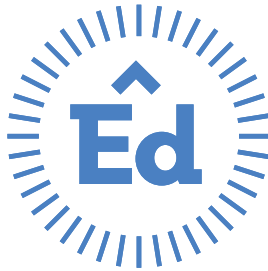
**North Ed Slate**



**North Ed Turquoise**



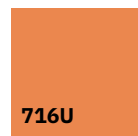
**North Ed Light Blue**



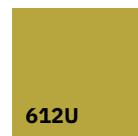
### Supporting Color Palette | For brand expression



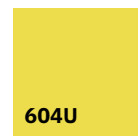
**Lime**



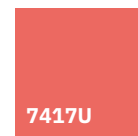
**Orange**



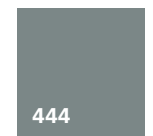
**Gold**



**Yellow**



**Red**



**Gray**



## North Ed System Fonts

The North Ed brand identity system employs three approved fonts. Each has an assigned use as follows:

### Georgia

**For formal letters** Georgia is a traditional serif typeface that has been selected for use in the body of North Ed formal letters. This font family is available for download within Microsoft Office and Google.

### Open Sans

**For forms and document use** Open Sans is a modern sans-serif font that has been selected for use on North Ed documents, forms and internal printed communication. This font family is available for download within Microsoft Office and Google.



### IBM Plex

**For expert design use** The IBM Plex font has been selected only for use in collaboration with the North Ed Communications Department. The font family offers multiple weights and styles that a graphic designer will need to align to North Ed design standards.



**Georgia** | Recommended size: 11 pt font/1.15 line spacing

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**Open Sans** | Recommended size: 11 pt font/1.15 line spacing

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**IBM Plex Suite** | Recommended size: 11 pt font/1.15 line spacing

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**North Ed Brand Communications**

## Applying the Brand Identity

### Contents in this section:

- Applying the Brand Identity
- Stationery System
- Electronic Screens
- E-newsletter System
- Signage: Interior & Exterior
- Brochures & Flyers
- Banners & Displays
- North Ed Swag
- Rules of Use Summary
- Promoting Brand Recognition

### Ask for help.

Please contact the North Ed Communications Department for additional support.

Email: [NorthEdNews@NorthwestEd.org](mailto:NorthEdNews@NorthwestEd.org)

## Brand Integrity Starts with YOU!

This brand identity manual provides the strategic framework and style guidelines for the North Ed brand. It is *the* resource for the North Ed brand and is designed to help each member of the organization understand how to support and reinforce brand awareness.

The following pages show examples of how the identity system should be applied to North Ed communication. Every letter, flyer, report, presentation, banner and T-shirt must be designed using the same system rules that are outlined within this manual. This is where design matters most: every day, in every small way, every one of us is building the North Ed brand.

As you encounter new needs for communication and outreach, please work with your team and do so with goodwill, discipline and adherence to our brand standards.

## Stationery System

Stationery brings unity to the organization while giving individuality to each department.

### Formal Letterhead

Formal letterhead is used for all formal communications originating from ISD departments. From informational communication to opportunities for honorary recognition, the formal letterhead represents the organization as one unified entity.

### Rules of Use

#### Standard margins.

The left and right margin should be set at 1" to align with the left edge of the Ed symbol in the header and provide appropriate white space in letter formatting.

#### Left justify.

All documents should incorporate left justification of all titles, text and content in any letter or form when possible. Avoid center justification even if your personal preference suggests it.

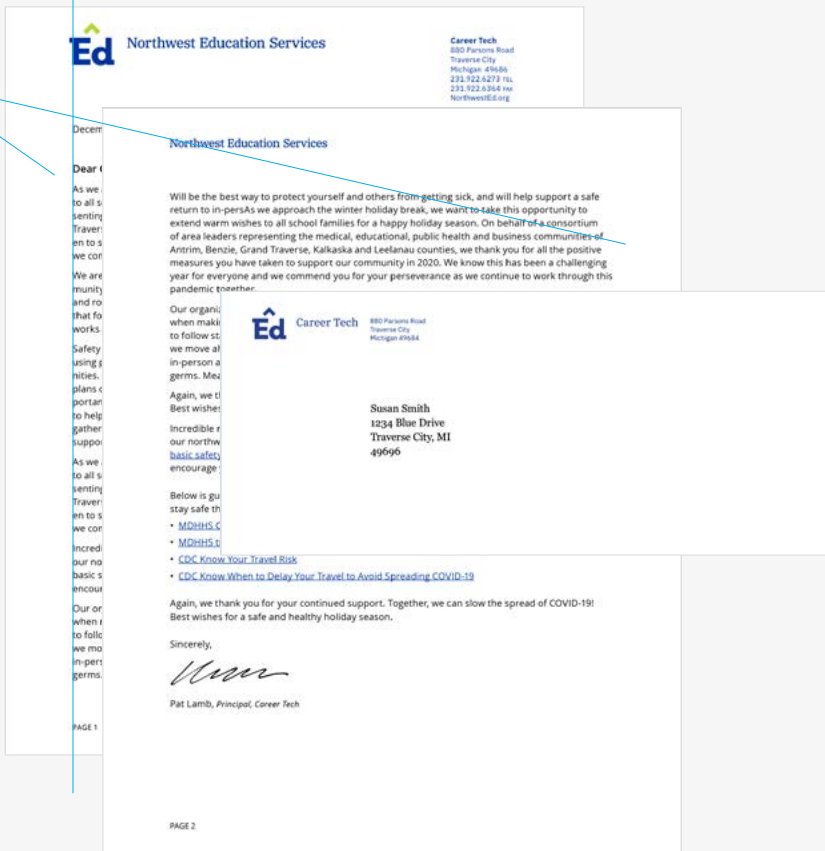
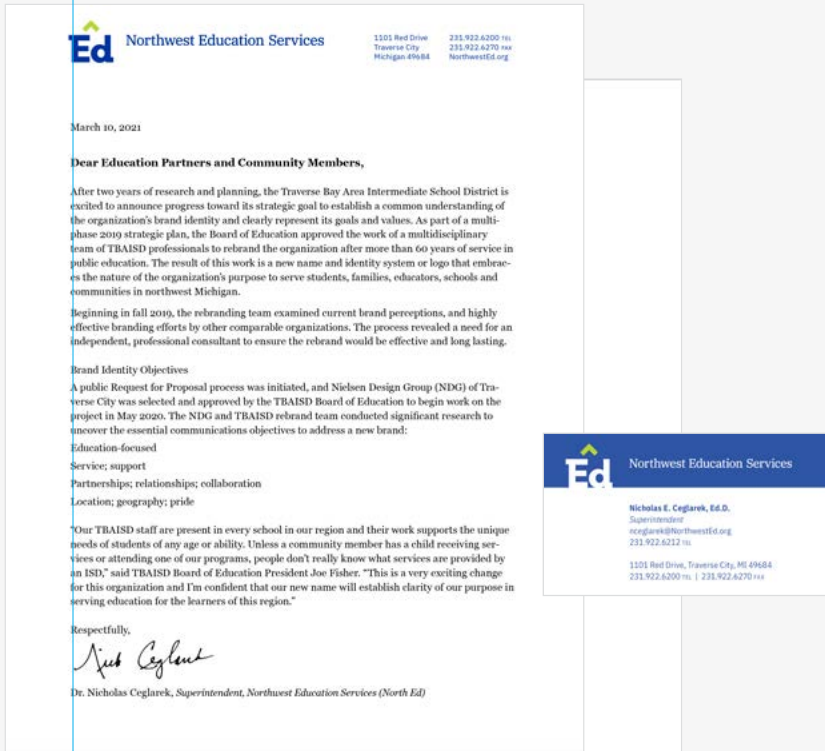
#### Stick with brand-approved fonts.

The font is automatically specified in each template to allow the user to meet standards and maintain the integrity of the brand.

### How to Access

Formal letterhead templates are available on the North Ed network in both Microsoft Office and Google platforms.

Variations are available based on building location information. Choose the universal North Ed administration letterhead or the site location that best identifies the department you serve.



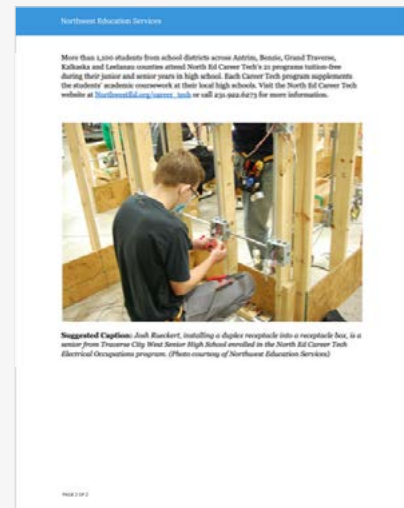
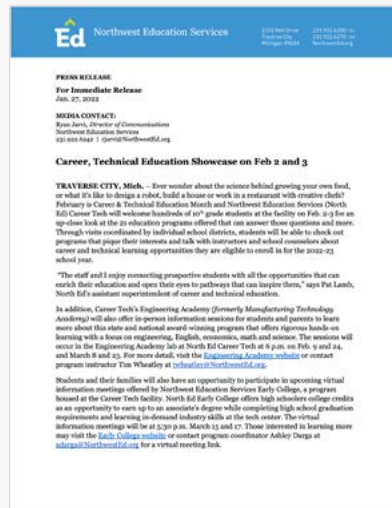
## Stationery System

### Informal Letterhead

The informal letterhead maintains the integrity of the brand while offering an alternative format for a variety of uses.

### How to Access

Informal letterhead templates are available on the North Ed network in both Microsoft Office and Google platforms.



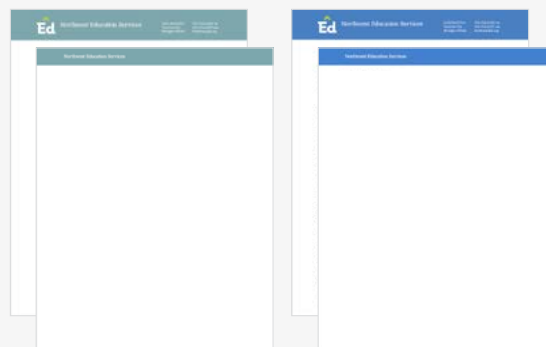
### Rules of Use

#### Standard margins.

The margins are set in all templates to provide appropriate white space in letter formatting. Use 1" margins when possible.

#### Stick with brand-approved fonts.

The font is automatically specified in each template to allow the user to meet standards and maintain the integrity of the brand. See page 20 for details.





## Stationery System

### North Ed Forms

A slimline header with the symbol resting on the baseline of the color block may be used when space is at a premium for content-heavy documents and forms. Contact the Communications Department or the administrative assistant of your department to inquire about this template and form standards.

### Rules of Use

#### Standard margins.

The margins are set in all templates to provide appropriate white space in letter formatting. Use 1” margins when possible.

#### Left justify.

All documents should incorporate left justification of all titles, text and content in any letter or form when possible. Avoid center justification even if your personal preference suggests it.

#### Stick with brand-approved fonts.

The font is automatically specified in each template to allow the user to meet standards and maintain the integrity of the brand. See page 20 for details.

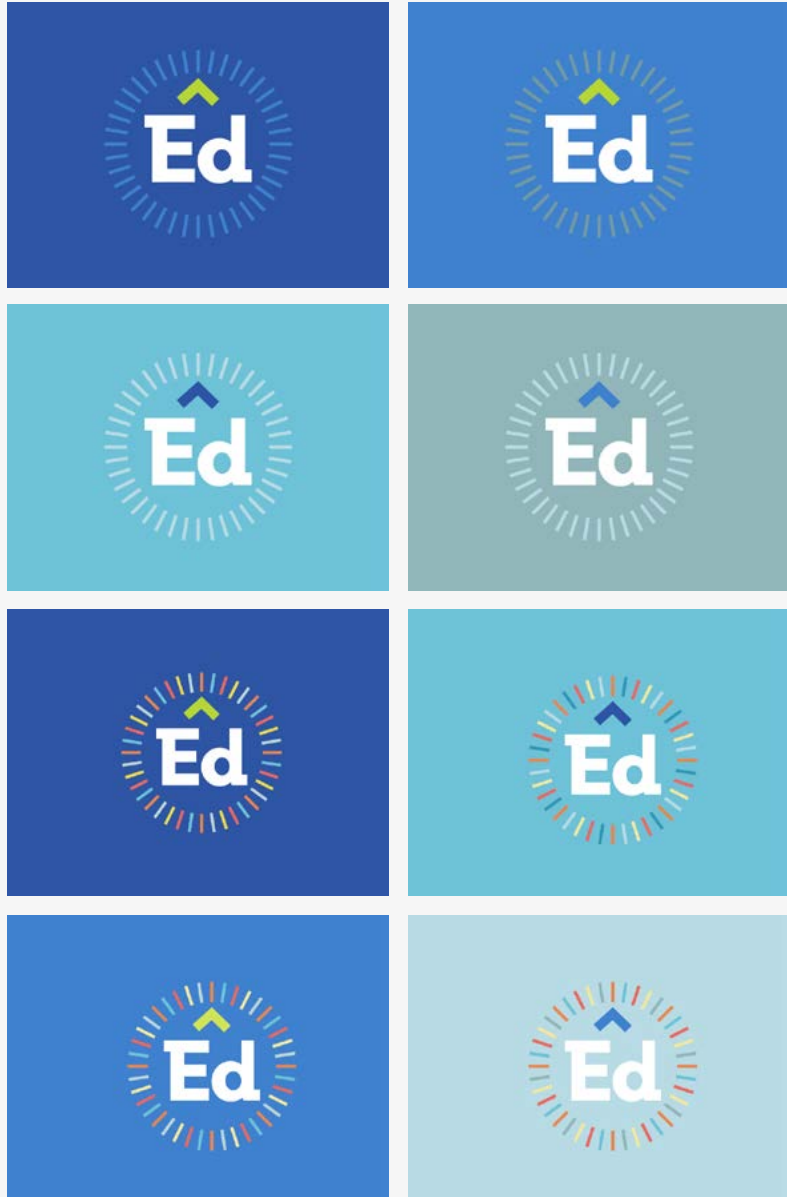
## Stationery System

One way to connect our audience to the North Ed brand is by sending a personal note. A handwritten note is a thoughtful way to express appreciation and make a positive impression on others.

### Notecards

4 x 5.5" Folded notecard

A2 Envelope with preprinted address



### How to Access

Please contact your supervisor or the Communications Department to request notecards and envelopes.

Email: [NorthEdNews@NorthwestEd.org](mailto:NorthEdNews@NorthwestEd.org)

## Electronic Screens

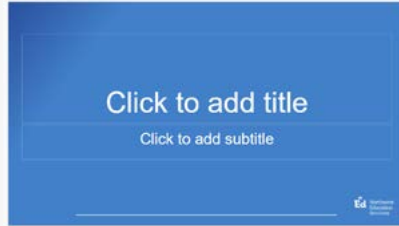
The power of technology and digital media provides many opportunities to build brand recognition.

### PowerPoint

#### Flat Screen / Media

#### Virtual Background Screens

Ready to use, North Ed-themed templates for presentations are available on the network T:drive and Google Slides platforms.



### How to Access

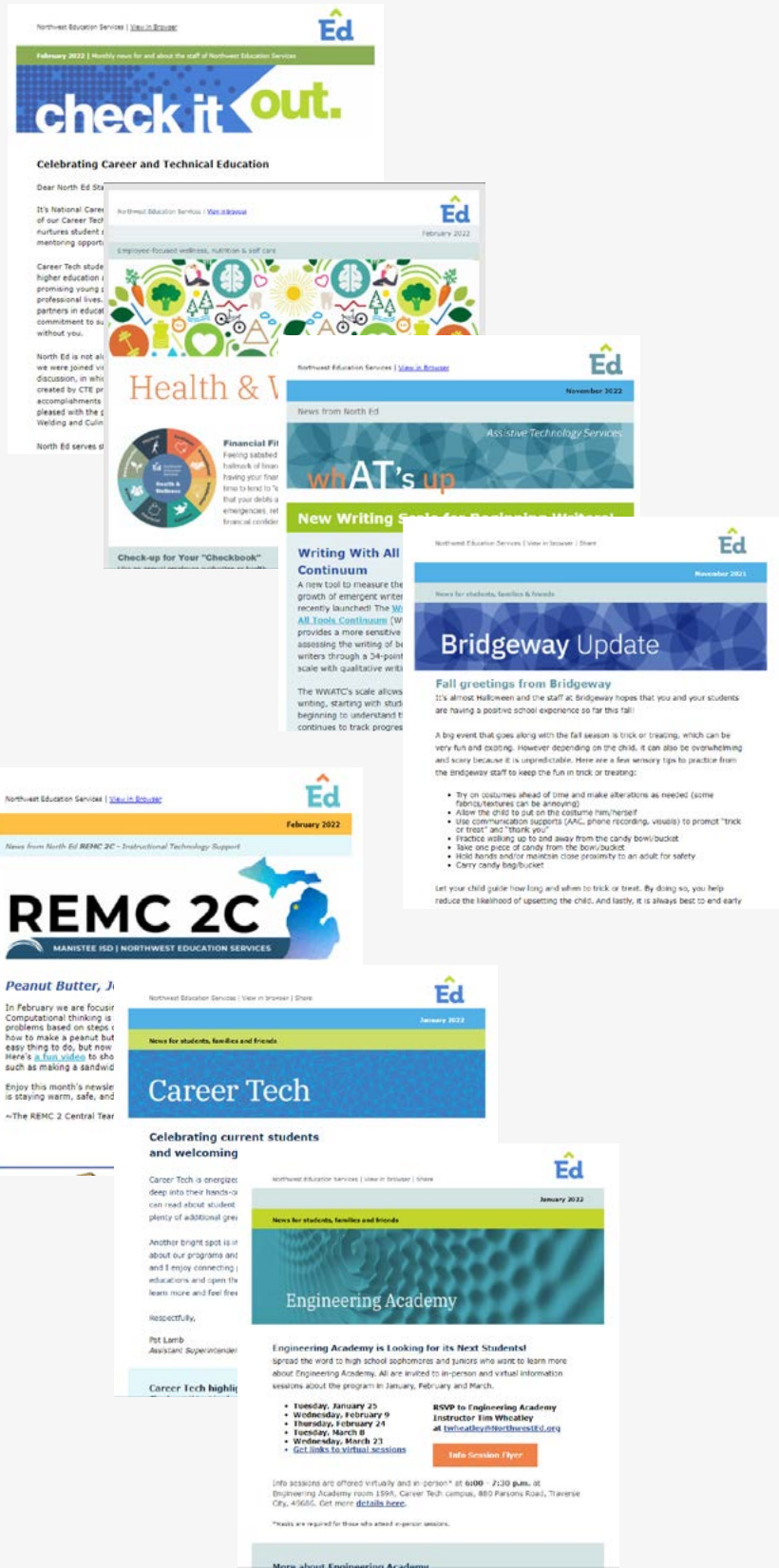
These and other resources are available on the network T:drive and Google platforms. Contact the Communications Department for additional resources designed to meet your needs.

Email: [NorthEdNews@NorthwestEd.org](mailto:NorthEdNews@NorthwestEd.org)

## E-newsletter System

Electronic newsletters provide an efficient distribution strategy of official North Ed communication that builds audience recognition.

No matter who the target audience may be, every newsletter is designed to reflect the brand identity system and build North Ed brand awareness.



## Signage

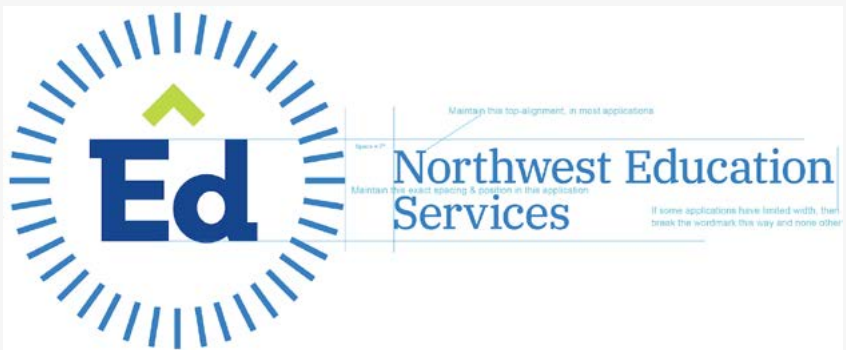
### Exterior

Signage serves as a visual cue throughout our community in ways that support conscious and non-conscious brand recognition. Through repeated exposure, symbols become recognizable and can unlock associations with the brand whether the audience has a connection to our organization or not.



### Interior

Interior signage is an extension of the visual identity in a physical environment and provides information, wayfinding, brand awareness and also inspires pride.

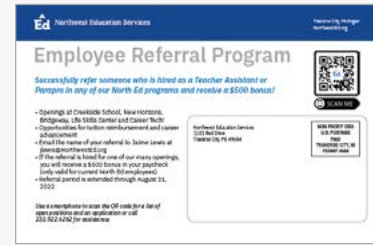


## Brochures & Flyers

A consistent design approach to North Ed brochures and other marketing assets is necessary to establish strong brand recognition.

**The goal of every designed communication is to help each department, program and service reflect and unite the brand!**

- Department Brochures
- Event Flyers
- Advertising
- Direct Mail
- Electronic Documents
- Invitations
- Certificates
- Folders



Need help designing a brochure or flyer? Reach out to the Communications Department and our team can help meet your objective and ensure your message meets brand standards!

Email: [NorthEdNews@NorthwestEd.org](mailto:NorthEdNews@NorthwestEd.org)

## Banners & Displays

Portable banners and displays provide eye-catching brand recognition and are available in a variety of designs.

### Flag Banners

Compact and portable, these 12' flags come in a carrying case with a pole kit for quick assembly. These banners can be placed outside with the use of a ground spike or inside with a four-legged base.

### Self-standing Banners

Compact and portable, these 8' banners scroll up from a base and are self-supported with a telescoping rod that attaches in the back.

### Grommeted Banners

4 x 6' grommeted banners provide another portable option to display the North Ed brand. These banners were provided to each building that offers student programming. Universal North Ed vinyl banners are also available.

### 10x10 Tent

Perfect for an outdoor event, branded tents with a branded topper and one sidewall can be used to assist with creating an enclosure space.

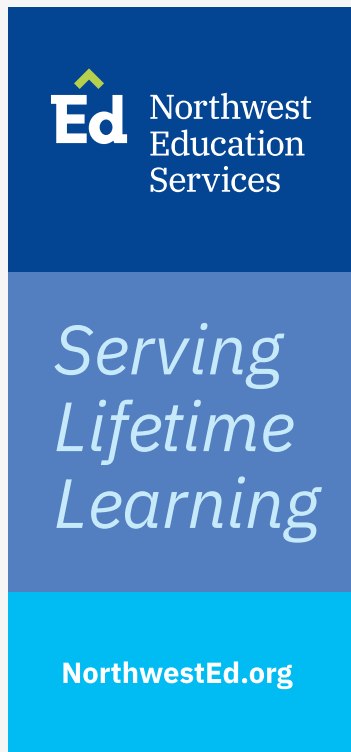
### Table Drapes

6' and 8' table coverings are available for use at all North Ed-sponsored events.

### Podium Signs

Place the North Ed brand front and center with an attractive branded podium sign. Available in two styles: acrylic panel or fabric drape.

*All of the branded display options above are available from the Communications Department.*



## North Ed Swag

From apparel to pens, North Ed swag can build brand awareness in many ways.

### Custom Orders

Need something customized for a future event? North Ed works with many vendors to create any branded item you desire. Brand integrity starts with you, so be sure to contact the North Ed Communications Department and request guidance in meeting brand standards before placing your order.

### North Ed Apparel Store

A variety of branded gear can be ordered directly from our online store. From T-shirts to quarter zips, and jackets to hats, new items will be added over time.

### How to access:

Go to the NorthwestEd.org [staff intranet](#)

OR

### Threads Custom Gear website:

<https://www.threadscustomgear.com/your-store/nw-edu-services-apparel/>





## Rules of Use Summary

### Do's

#### Give it Space

The primary Ed symbol should always be clearly visible. Keep the symbol separated from other visual elements using an “area of isolation” equal to the height of the Ed symbol. This is the minimum uninterrupted space surrounding all system logos, wordmarks and complete signatures. When the basic unit of space is too large for your surface area, never use less than half the height of the symbol. Both are shown to the right.

#### Alignment

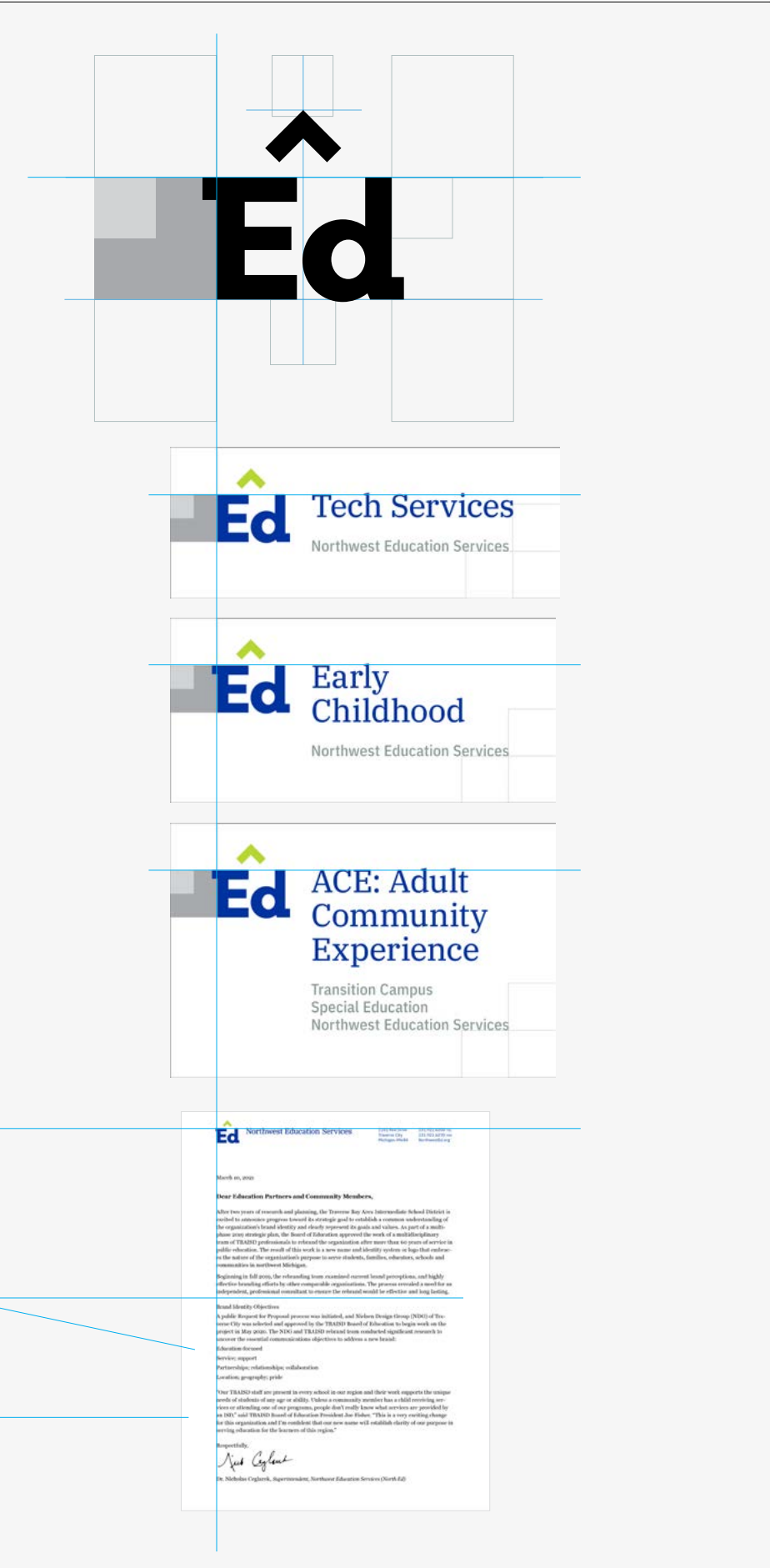
Having given the North Ed logo ample space, away from all other elements, the top and the left edge of the North Ed symbol are to be used for the alignment of content. With that, all content below the symbol, including titles, subtitles and tables, are not centered, but aligned to the left edge of the North Ed symbol.

#### Example of North Ed Stationery:

At top of the formal letterhead, the wordmark and the address blocks (upper right) align horizontally with the top of the “E” in the symbol.

The entire stationery system (with few exceptions) is designed with 1” margins at left and right.

At the left edge of the letter, the text block aligns vertically with the left edge of the symbol (but not the serif).



## Rules of Use Summary

### Don'ts

#### Honor the Brand Identity System

This identity system is provided to ensure that all of our branded assets are used appropriately and created according to a set standard. Respecting the system ensures that all North Ed communication reflects our brand consistently and professionally, setting our organization apart from other entities in the region and across the state.

#### Always ask for help.

Please contact the North Ed Communications Department for additional guidance.

Email: [NorthEdNews@NorthwestEd.org](mailto:NorthEdNews@NorthwestEd.org)

## How to Use North Ed Brand Elements

It is important to use original image files of logos and artwork in all communications materials, including but not limited to flyers and reports, digital screen graphics, ads and branded event materials. Copies of logos from the internet lack precision and can risk poor representation of our visual identity. Please consult with the North Ed Communications Department to ensure that our brand identity is presented to the public in a unified manner. Brand integrity starts with you!

### Guidelines: Brand Elements and Signatures

**DO NOT** modify the size, position, color or relationship of any of the designed elements of the symbol or wordmark.

**DO NOT** modify, redesign, redraw, distort, add effects or alter proportions of the symbol.

**DO NOT** add words or images alongside the logo.

**DO NOT** place the symbol inside an arbitrary shape.

**DO NOT** rotate or render the mark three-dimensionally.

**DO NOT** re-create wordmarks using alternative font styles.

**DO NOT** use the symbol as a standalone item. It must always be accompanied by the formal name, department name and program name within the space it is being used.

### Guidelines: Color

**DO NOT** apply arbitrary colors to the system elements, even if your content or personal preference suggests otherwise. See page 19 for approved color palettes.

**DO NOT** use dark colors on dark backgrounds. Having enough contrast between brand elements and background items is necessary to meet Americans with Disabilities Act (ADA) compliance. White logos are available and meet compliance standards for use on a dark background.

### Guidelines: Voice

**DO NOT** create acronyms for our name. We are Northwest Education Services or North Ed for short. NWES, NED, NES, Northwest Ed or NE are not acceptable forms of the name.

## Promoting Brand Recognition

### How to Become a Brand Ambassador

Making sure that all of our branding elements — from our logo, wordmarks, fonts and colors to our swag, signage, publications, web design and letterhead — all flow from the same brand identity system is important. Every member of the North Ed team is expected to embrace the brand of the organization with accountability and consistency.

- Every piece of communication, no matter how small, is accountable to these brand identity standards.
- Consistent design approaches result in consistent experiences for your audiences. Without this, the identity will become less recognizable and articulate, and will lose effectiveness over time.

The best measure to ensure the integrity of the North Ed brand is to work with the North Ed Communications Department.

#### Director of Communications

Ryan Jarvi | [rjarvi@NorthwestEd.org](mailto:rjarvi@NorthwestEd.org)  
231.922.6242

#### Communication Specialist

Heather Jewell | [hjewell@NorthwestEd.org](mailto:hjewell@NorthwestEd.org)  
231.922.6222

#### Communication Services Assistant

Heidi Argue | [hargue@NorthwestEd.org](mailto:hargue@NorthwestEd.org)  
231.922.6435



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