BRAND STANDARDS and VISUAL IDENTITY MANUAL

UNITED TRIBES
TECHNICAL COLLEGE

Revised 2-2025

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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 (with trademark symbol) 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.

TRADEMARK INFORMATION

File: UNIT-005 (5 Diamonds Logo)

UNITED TRIBES®
TECHNICAL COLLEGE

PROPOSED GOODS/SERVICES: Educational services, namely, developing and providing courses of instruction at the undergraduate, graduate, and postgraduate, university, professional, preparatory, continuing, and community level; providing research in the field of education; educational services, namely, developing and providing educational seminars, conferences, workshops, and lectures and distributing course materials in connection therewith at the undergraduate, graduate, post-graduate, adult education and professional levels in a wide variety of fields via the Internet, correspondence courses, radio, and television programming; educational services, namely, creating and providing courses of instruction at the undergraduate, graduate, and post-graduate levels in the fields of drama, music, and art; conducting exhibitions in the nature of live dramatic performances and live music performances; organizing exhibitions for artwork; educational and entertainment services, namely, arranging and conducting athletic competitions and providing sports training in a wide variety of collegiate-level sports; organizing intercollegiate, intramural, and recreational sports events

Visual Identity Elements

BRANDING STANDARDS PURCHASING PROCEDURE

College Relations approves all forms of visual and audio communications to ensure adherence to the Branding Policy.

Visual Communications

1) Requestor may request the bookstore for assistance with visual communication, quotes, and possible vendors. Requester could order from their chosen vendor. Requester must make sure their chosen vendor is on UTTC vendor list and/or request from Finance the vendor is added to the vendor list.

2) The Bookstore Manager/Requestor will get approval from the College Relations for the visual communications.

3) Upon approval of the visual communication from College Relations the Bookstore Manager will send the approval and the quote to the requestor. If the requestor is placing the order directly then they will go directly to step 4.

4) Requestor will then submit an Electronic Purchase Requisition (EPR), attaching the College Relations approval, quote, justification, and all other pertinent information.

5) Once the requestor's EPR has been approved, the requestor will send the Purchase Order to the Bookstore Manager. If the requestor is placing the order directly then they will send the PO to their vendor of choice.

6) Once the visual communication is received then the Bookstore Manager/Requestor will fill out the Payment Justification form and send the invoices and receiving reports to Accounts Payable to process payment.

Audio/Video Publications

1) Audio/Video publications are reviewed and approved directly by College Relations. College Relations will approve print and graphic publications.

2) All agreements and contracts are signed by the President.

3) Upon approval, the requestor will submit an EPR attaching the College Relations approval, audio/video publication, justification, buy or quote, and all other pertinent information.

4) Once the requestor's EPR has been approved the requestor will send the Purchase Order to the vendor.

5) Once the audio/video publication is received then the Requestor will fill out the Payment Justification form and send the invoices to Accounts Payable to process payment.

Print/Graphic Publications

1) Print/Graphic publications are reviewed and approved directly by the College Relations. College Relations will approve print and graphic publications.

2) All agreements and contracts are signed by the President.

3) College Relations Print Center is available to design and print products. Departments can also use an outside vendor to design and print their products.

4) If using an outside vendor then upon approval, requestor will submit an EPR attaching the College Relations approval, for print/graphic publication, justification, buy or quote, and all other pertinent information.

5) If using the College Relations Print Center, requestors must fill out a production order form and will receive an invoice from the print center.

6) Once the requestor's EPR has been approved the requestor will send the Purchase Order to the vendor/print center.

7) Once the Print/graphic publication is received then the Requestor will fill out the Payment Justification form and send the invoices to Accounts Payable to process payment.

BRAND AND LOGO APPROVAL PROCESS

Approval for all materials containing the official UTTC logo or name including the Thunderbird logo is to ensure proper usage and brand standards for materials representing United Tribes Technical College. These materials include but are not limited to stationary, publications, presentations and displays, promotional items and advertisements, DVDs, CDs, web videos, photocopied materials, websites, and social media posts and advertisements.

Interdepartmental, meeting materials or classroom materials that are used for teaching or communication solely in the classroom or departments but are not being distributed campus wide are not subject to prior approval.

Two Step Approval Process

The approval process includes a two eyes minimum requirement. Materials can be sent for approval through two routes:

1. The College Relations Office to the Communications Specialist where he or she will then CC or show samples to the College Relations Marketing Assistant for a second pair of eyes before approval.

2. The College Relations Marketing Assistant who then will CC or show the Communications Specialist the proof or sample of the materials before approval.

All materials must go through both to be approved but only one of the two positions will notify the person, department, or club, that their materials were approved or denied. The approval email will need to be attached to the EPR for proof of approval.

OUTSIDE VENDORS

Any outside vendor selling merchandise with UTTC's name or logo must enter into a separate payment agreement with UTTC prior to each event. The vendor is required to follow UTTC's branding guidelines and approval process.
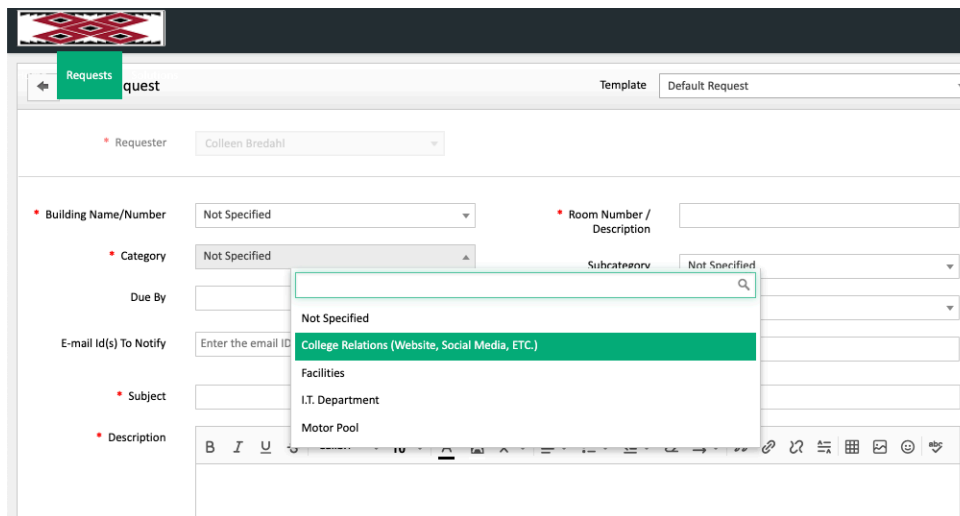
Visual Identity Elements

WEBSITE

The UTTC website is used as a marketing tool to promote UTTC's programs, research, and events to prospective and current students, faculty, staff, parents, and alumni. The website is also used to have a strong focus on fundraising and connecting with donors.

Site Management

College Relations maintains the UTTC website. When making a request to make changes to the website use the following steps.

1. Requests for changes to the Academic pages will be made by the Academic Affairs Administrative Assistant.
2. Requests for changes to the main pages will be made by the College Relations Communications Specialist. Log into the Service Desk Plus to submit a request for changes to the website and social media posts.

Allow 2 weeks for changes to be completed.

Requests for major changes to the Academic or main pages may take longer than 2 weeks.

GOOGLE SITES

Programs using google sites will create, maintain, and have them approved in the following manor:

1. All google sites must be approved by College Relations
2. All google sites must share access to view and edit to the IT Department and the College Relations Department.
3. Arial will be the official font used when creating content and headers for the google site.
4. The UTTC Secondary logo will be used in the header of the google site with a white background.

Visual Identity Elements

5. The navigation buttons will be on the right side of the logo before the header photo.

6. The header photo must be prevalent to the program.

7. The text over the header will reflect the name of the button for all pages.

8. All sites will follow the following design for all home page headers.
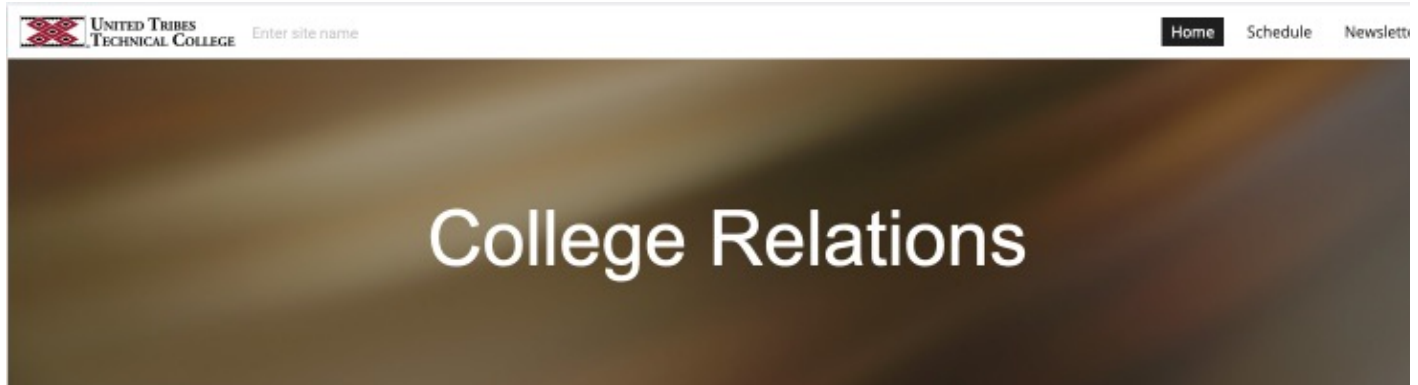
9. Content and design under the header will be the decision of the program person designing the site. All text will be arial.

10. Buttons that link to the site will be placed on the program website. Once there is a final approval the link will be given to Academic Affairs Administrative Assistant, who will create the button and the link.

BOOKSTORE APPAREL AND PRODUCTS

College apparel and products from the UTTC Bookstore adheres to general college product branding standards but has more flexibility with special treatments. All shirt colors will be cranberry, gray, white and black. Logo colors are black, white and pantone 7427. The logo printed as a single color will always have the background as white. When the logo is printed on the cranberry shirt as a one color it must print as white ink. Multi-color and single-color graphics can be designed and printed on the t-shirt or jacket. The logo can be incorporated in the design or print on the back of the product or on the sleeve. If the graphic design is on the back of the product, then the logo can be placed on the left or right chest and/or sleeve.

Apparel and products may expand the color palette beyond the cranberry /white/black/grey and could allow for special events or occasions. When using different color schemes justification for the alternate color must be supplied to and approved by College Relations. The school logo will then have to be printed in full color on the alternative apparel.

All apparel and products ordered for the bookstore must receive approval from the College Relations.

Visual Identity Elements

PRIMARY LOGO

The primary logo consists of two parts:

1. the five diamond design and
2. the name "United Tribes Technical College" using Adobe Garamond Pro Bold typeface in small caps, center aligned below the five diamond design.

SECONDARY LOGOS

The first secondary logo consists of two parts:

1. the five diamonds design and
2. 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.

The second secondary logo consists of two parts:

1. the five diamonds design and
2. 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.

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 word-mark 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.*
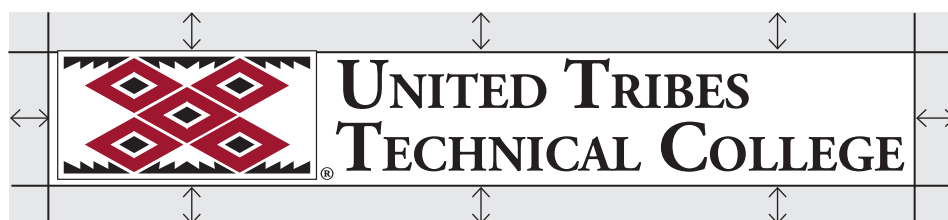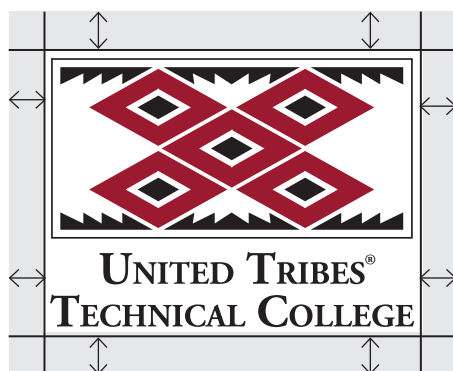
NOTE: The protected area will change as the logo is scaled.

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.
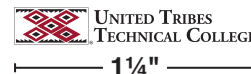
Visual Identity Elements

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.)

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 logo is two-colors: Pantone® 7427 Coated and standard black.

When using the logo printed in white, the background inside the box must be white. If printing in black ink, then the inside of the box will reflect the color of the object. The object must use the approved color selection, (black, burgundy, grey, or white) to be accepted as a one-color option.

Upon receiving prior approval from UTTC, the color palette options for apparel may be expanded beyond the cranberry /white/black/grey and could allow for special events or occasions. When using different color schemes justification for the alternate color must be supplied to and approved by College Relations. The school logo will then have to be printed in full color on the alternative color apparel.

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.
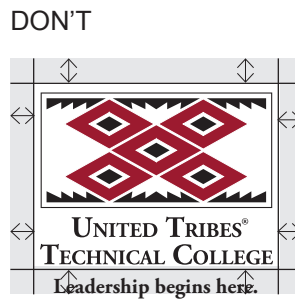
Leadership begins here.

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

Leadership begins here.

DON'T

Leadership begins here.

DEPARTMENT LOGOS

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

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 Signature

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 is one front and two back 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 (MS and above) & state licensure abbreviations following your name and a comma.

Order business cards from the College Relations Facility.

A Business Card Order form is available upon request.

E-mail Colleen Bredahl at *cbredahl@uttc.edu* to receive your form. If you need to use the card for appointments or handing them out to many students then specifiy on the form that you need appointmnet backs.

Horizontal Cards

NAME, DEGREE
TITLE

Phone: 701-221-000
Email: ????????@uttc.edu

Building Name
Building #???? - Room#
3315 University Drive
Bismarck, North Dakota 58504

UNITED TRIBES®
TECHNICAL COLLEGE
DEPARTMENT

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.

Appointment Backs

You have an appointment scheduled on:

☐ AM
Date: _____ **Time:** _____ ☐ PM

If unable to keep appointment please give 24 hr notice.

NOTE: You will need to request this alternative when ordering your business card otherwise you will have the standard back. You will be charged for reprints.

Stationary Guidelines

LETTERHEAD AND ENVELOPE

Electronic letterhead may be ordered through College Relations 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.
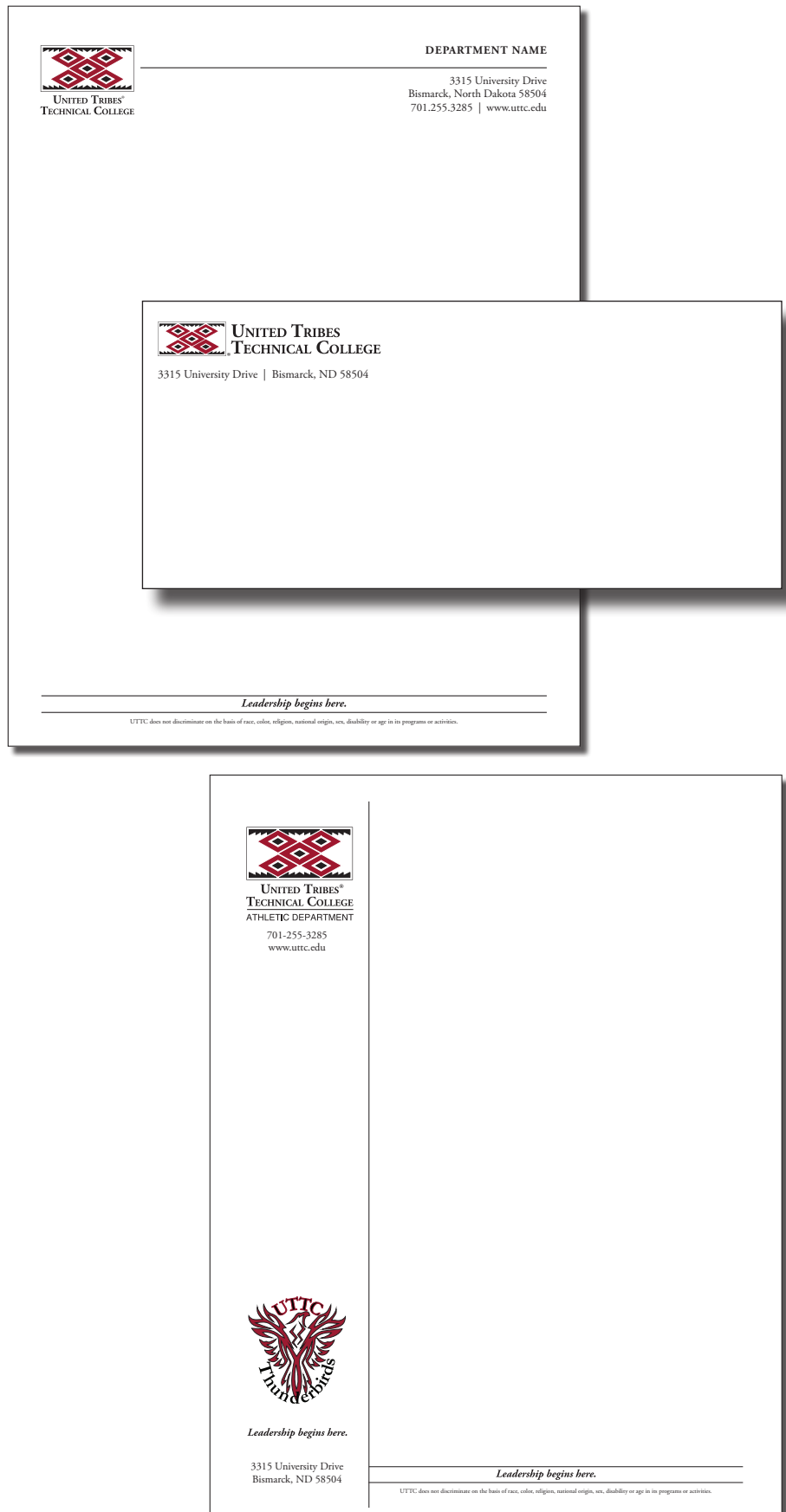
The Office of Civil Rights (OCR) mandates higher education institutions maintain continuous notification for non-discrimination. To meet this mandate, the following text must be included on each department letterhead: *"UTTC does not discriminate on the basis of race, color, religion, national origin, sex, disability or age in its programs or activities."*

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.

ALTERNATIVE LETTERHEAD

This design can be used if another logo is associated with the program or department *(example such as Thunderbird logo, NTEF, ATF)*. This other logo may be necessary for the programs certification and required to be placed on the programs letterhead and business card. Only special requests and permissions must be made to use this alternative design.

DEPARTMENT NAME
3315 University Drive
Bismarck, North Dakota 58504
701.255.3285 | www.uttc.edu

UNITED TRIBES
TECHNICAL COLLEGE
3315 University Drive | Bismarck, ND 58504

Leadership begins here.
UTTC does not discriminate on the basis of race, color, religion, national origin, sex, disability or age in its programs or activities.

UNITED TRIBES®
TECHNICAL COLLEGE
ATHLETIC DEPARTMENT
701-255-3285
www.uttc.edu

Leadership begins here.
3315 University Drive
Bismarck, ND 58504

Leadership begins here.
UTTC does not discriminate on the basis of race, color, religion, national origin, sex, disability or age in its programs or activities.

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.
- If approved by UTTC, the UTTC logo is not required to be placed on apparel (shirts, jackets, hats, etc.) for the Powwow, Softball, Summit and when the Thunderbird logo is used for athletic and academic competition.

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

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

Summit logo with United Tribes Technical College designed in the logo.

Legends logo with United Tribes Technical College designed in the logo.

Powwow logo with United Tribes Technical College designed in the logo.

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.
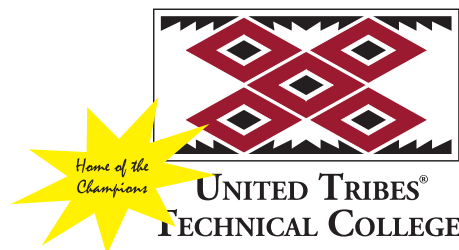
DO NOT alter the composition of the logo.

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

DO NOT adjust the angle of the logo.

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

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 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 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.
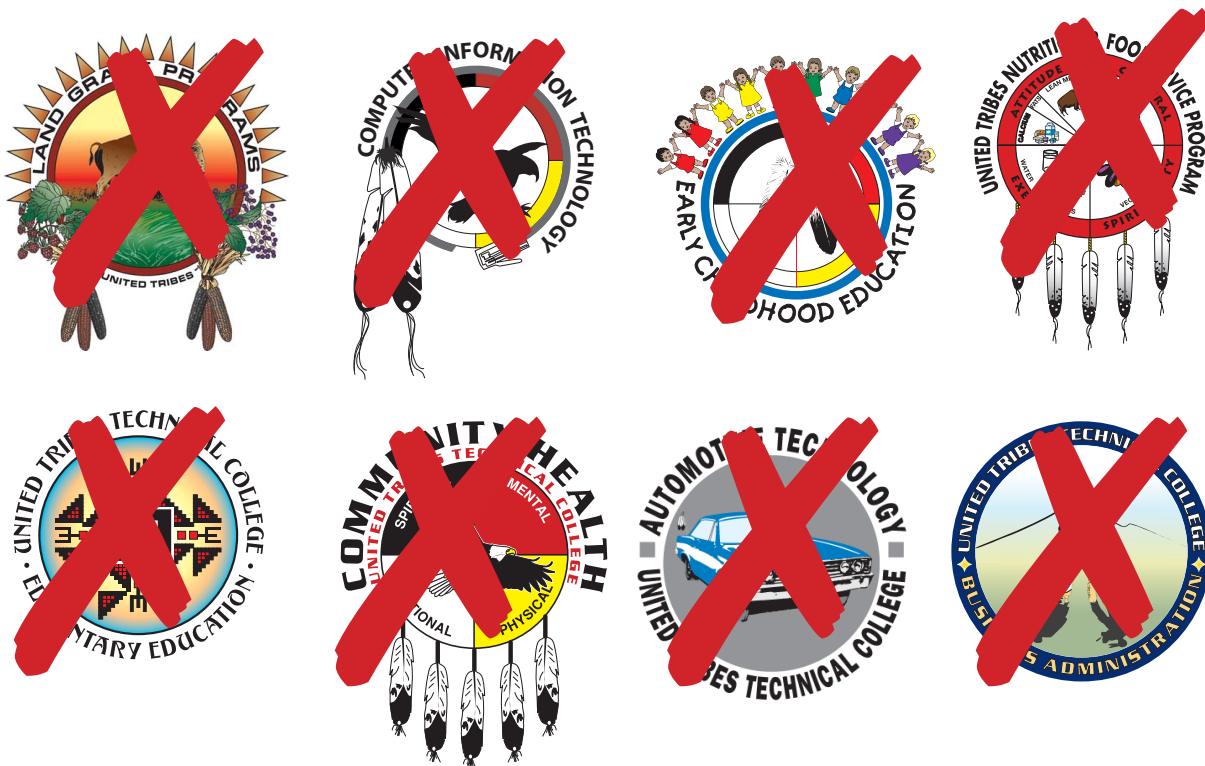
Visual Identity Elements

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:
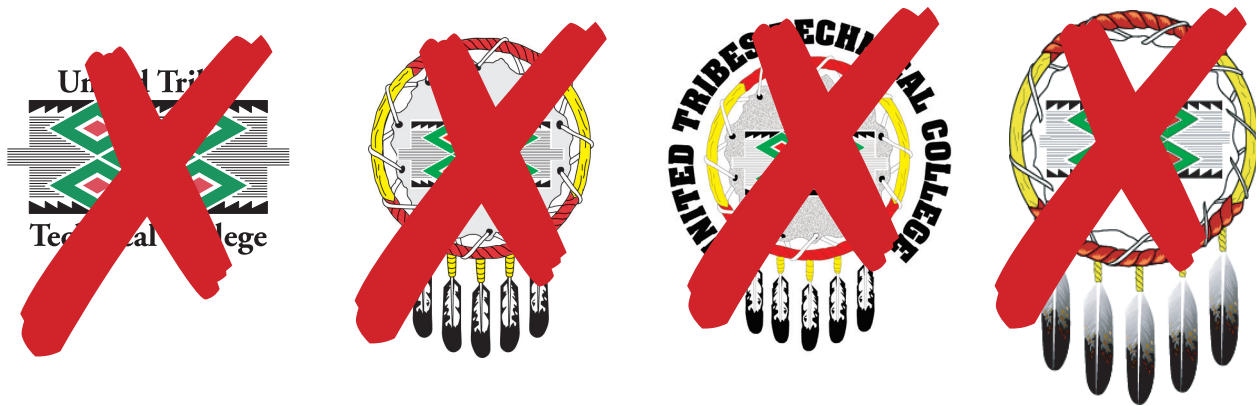

ALL DEPARTMENT LOGOS AND GRAPHICS OBSOLETE

Listed below are a few examples

Visual Identity Elements

APPROVED IDENTITY FOR PROGRAM RECRUITMENT & CLUBS

Designs can be used to support a programs club if the program uses the line and under it the UTTC logo. The design must specifically support what the program does, no generic design will be accepted. This is not the program logo just a graphical depiction of what the program does. No program can use the Thunderbird logo associated with their program. This is an athletic and competitive logo, not allowed for programs.

All program club identities must be approved by College Relations. Once the approval is given then this identity will be used in the future. If for some reason the club chooses to have a new identity created, they must request and give justification to College Relations supported by the supervisor of the club.Listed below are a few approved examples
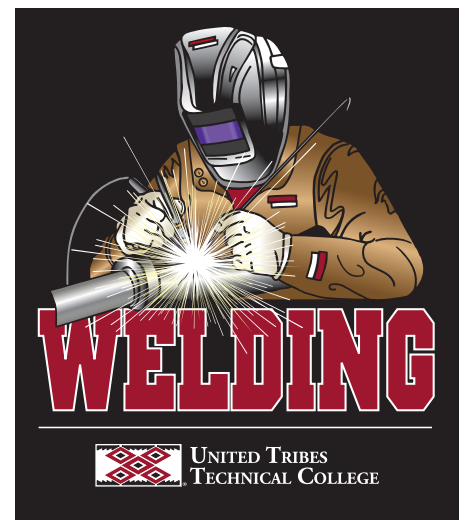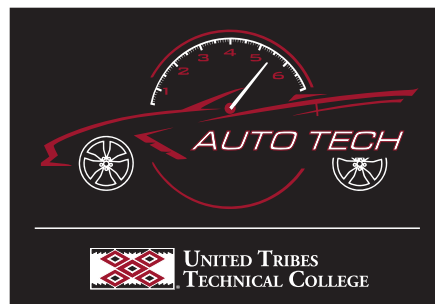
United Tribes Technical College Thunderbird Logo

TRADEMARK INFORMATION

File: UNIT-004 (Thunderbird Design Logo)

GOODS/SERVICES: Educational and entertainment services, namely, arranging and conducting academic competitions, athletic competitions and providing sports training in a wide variety of collegiate-level sports; organizing intercollegiate, intramural, and recreational sports events; organizing intercollegiate academic competitions
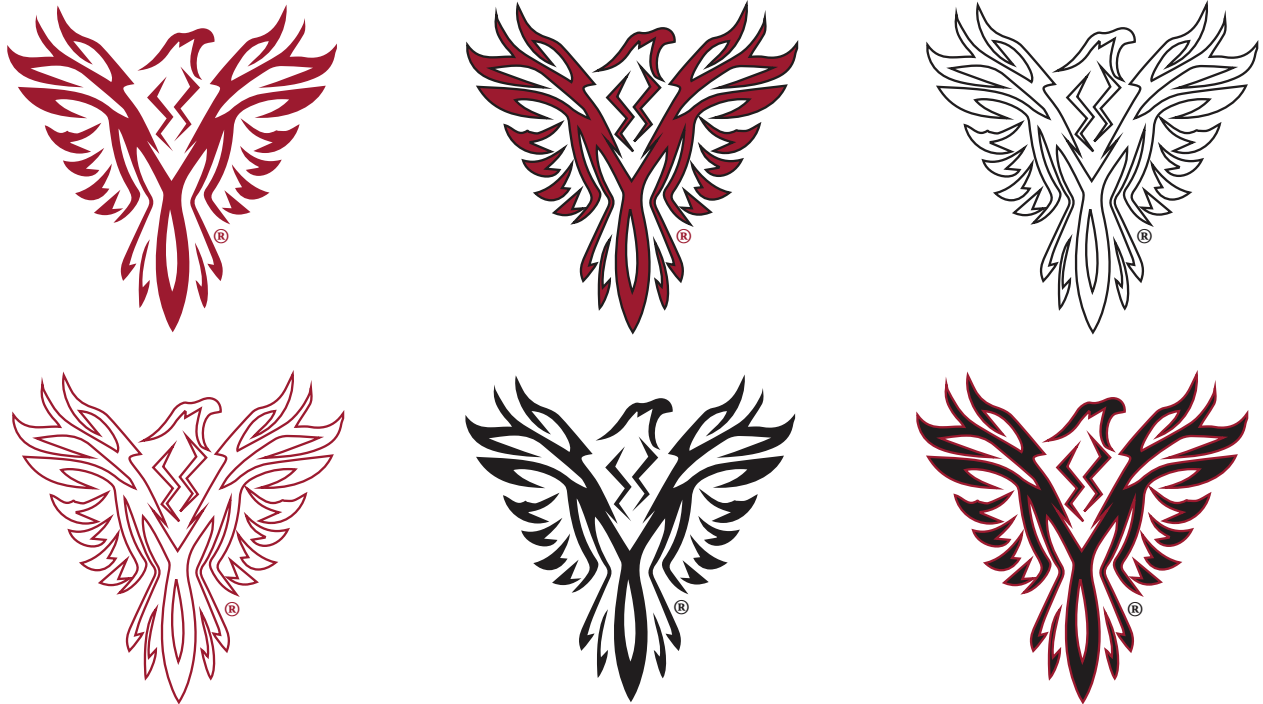
GUIDELINES FOR THE UTTC THUNDERBIRD LOGO

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 cranberry (Pantone 7427 Coated) or a combination of these colors.

UTTC Thunderbird Logo

COLOR OPTIONS

The bird is allowed to go on black, cranberry (pantone 7427), and white colors or patterns, but no other color can be used. Only approved colors are allowed to 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

SUPPORT USAGE

The Thunderbird logo can be used to support an athletic or academic competitive event, though the event name cannot be used around the Thunderbird, the association with the event is allowed. The Thunderbird logo can also be used in a global capacity and for recruitment support. The Thunderbird logo is a competitive representation of United Tribes Technical College. The Thunderbird logo will be associated with all athletic apparel and events and used to support and recruit our student athletes.

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.
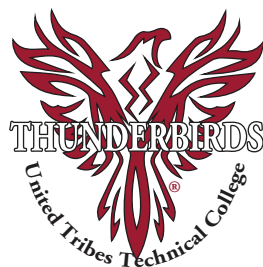
UTTC Thunderbird Logo

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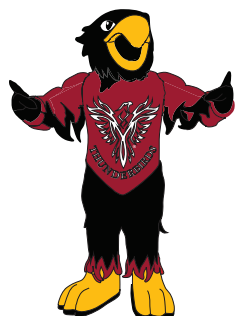
Secondary - The bird will be associated with one of these words Thunderbird, UTTC or United Tribes Technical College.

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.

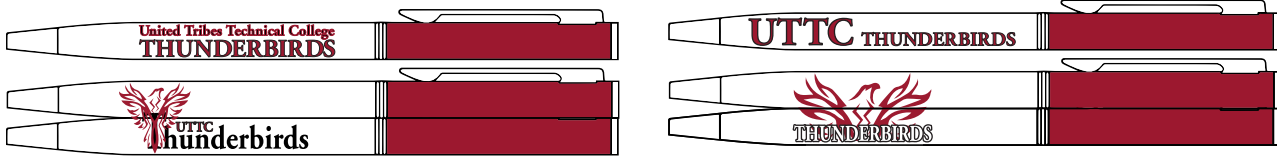**Examples of product designs with creative freedom:**

Shirts

Front

Front   Back   Side

Front

Shorts

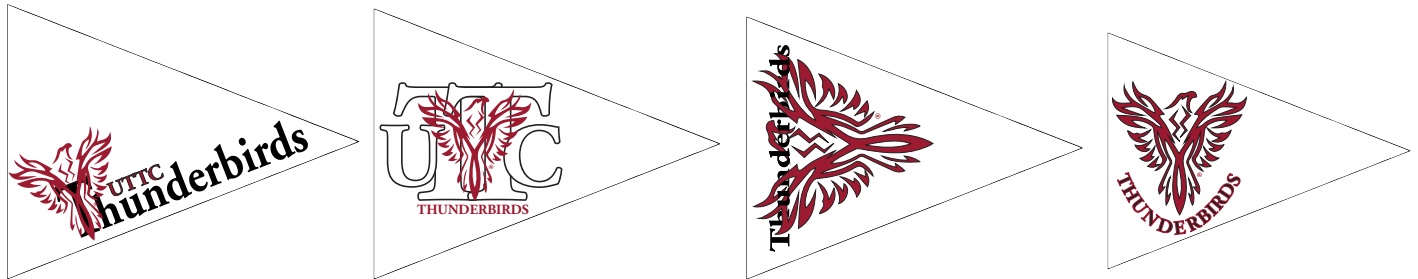Front   Front   Back   Side
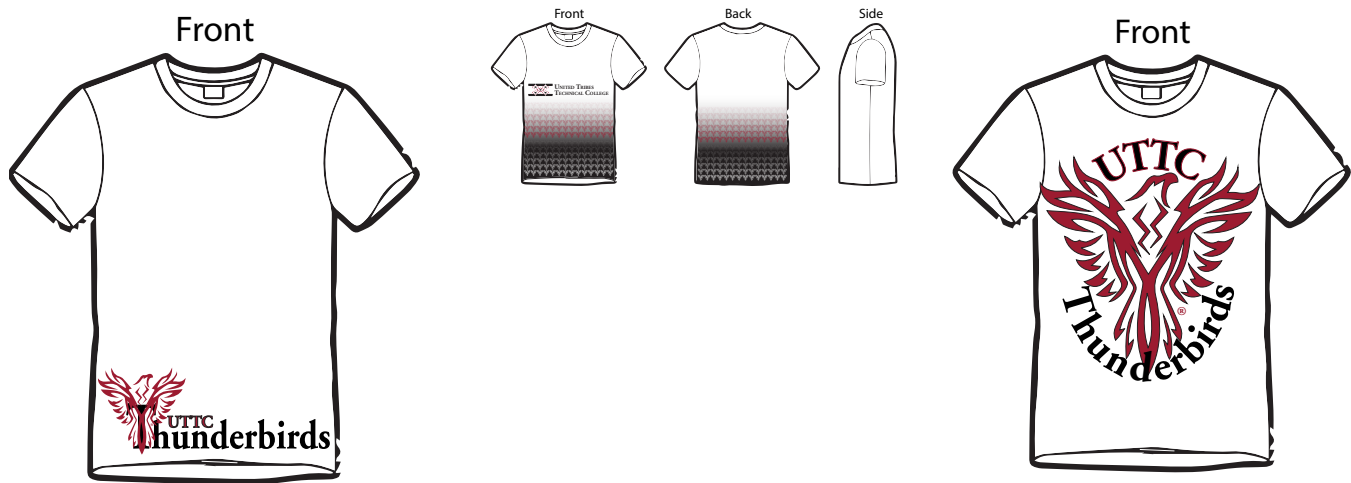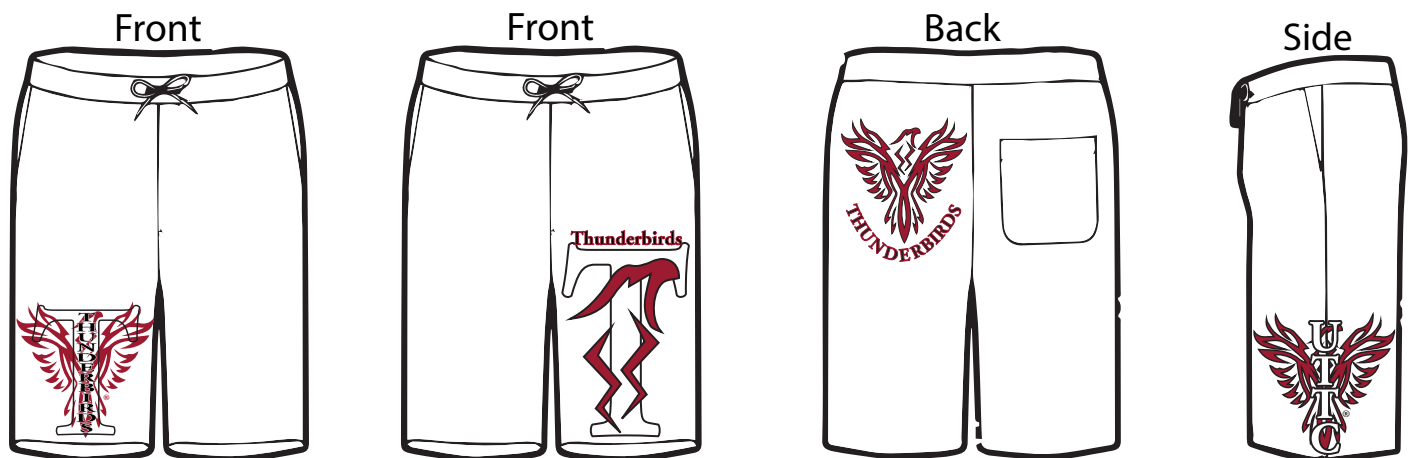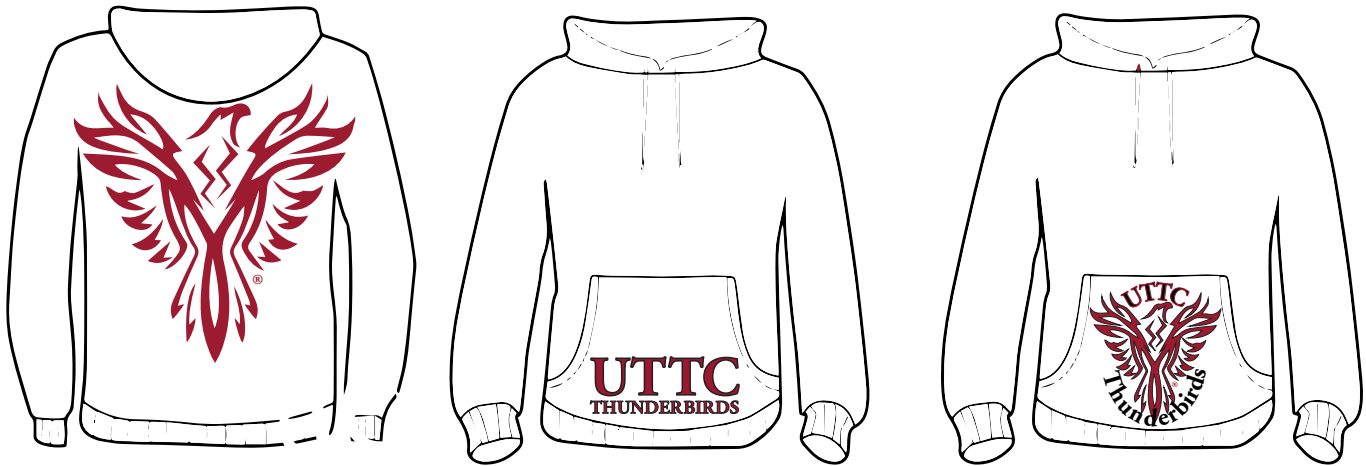
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