Stationery Guidelines

Stationery (defined as branded letterhead, envelopes and business cards) of Northland Community and Technical College shall only be used for official college business and is not permitted for personal, non-business use. College employees must exercise sound judgment in separating official and personal activities to avoid potential conflicts of interest, as well as the appearance of such conflicts, when communicating or representing themselves via college stationery.

The Marketing & Communications Department designs the official stationery for Northland Community and Technical College. Under no circumstances is an employee, other organizational unit of Northland Community and Technical College or outside entity permitted to create different stationery.

No deviation to layout or design may occur without written permission from the Marketing & Communications Department.

No graphic images, photographs or illustrations besides official college logos should be displayed on official stationery.

Guidelines for Stationery templates:

* Do not use “Northland College”, “NCTC” or “Northland CTC” when identifying the college.
* In first references, use “Northland Community & Technical College”. In subsequent references, use “Northland” when abbreviating the full college name.
* Avoid including ‘http://’ in your web addresses.
* Keep email addresses in lowercase.
* Use official department/office names and titles.
* Be consistent. For instance, if you are using ampersands or hyphens, use them throughout.
* It is recommended that Microsoft document formats be exported as secure PDFs prior to transmission.
* **Delete all Stationery Guidelines text and "Save As" a Template for your department to use.**