

Brand Guidelines

JANUARY 2015



Logo

Primary

Created in 1979, this icon is one of the most recognized marks in our northern communities. The Northwestel logo is an integral part of the roots and history of a brand forged in Canada's North. It stands as a proud symbol that has evolved with the company in leading the pursuit of connectivity through innovative communications solution.

This logo is the primary logo and should be used at all times unless the medium or size do not allow this logo to be prominent or appropriately visible. In these instances, the secondary logo can be used.



LOGO



C	100	R	0
M	4	G	132
Y	87	B	61
K	18		

GREY SCALE



C	0	R	0
M	0	G	0
Y	0	B	0
K	100		



Logo

Secondary

This secondary logo should only be used in cases where the primary logo does not view appropriately or provide enough brand prominence on the medium that is being used. For example, this logo can be used in promotional items, social media or digital applications that do not allow for the horizontal orientation of the primary logo. The icon alone can only be utilized in applications where the text would not be legible and branding is clear and prominently Northwestel.



NorthwesTel



LOGO



C	100	R	0
M	4	G	132
Y	87	B	61
K	18		

GREY SCALE



C	0	R	0
M	0	G	0
Y	0	B	0
K	100		



NorthwesTel



Tagline

The corporate tagline “Bringing us together” was developed in 2008 when Northwestel brought all its products and services together under the one brand banner of Northwestel. It was an evolution of the brand perception, from just a phone company to the North’s entertainment provider that connects us all.

“Bringing us together” is used for corporate initiatives, human resources, environmental, operational and community initiatives only, not for product and service marketing.



What not to do

1. Do not stretch or manipulate the proportions of the logo. Existing width and height must be sized proportionately.

 DO NOT



2. Do not change the colour of the logo. It must keep within its colour guideline.

 DO NOT



3. Do not change the icon to text proportion. Use only the two versions provided.

 DO NOT



4. Do not place any item on top of the logo or within a space that is half the logo's size in height.

 DO NOT



5. Do not rotate the logo on an angle.

 DO NOT



6. Do not use the icon alone in replacement of the logo with text.

 DO NOT



7. Do not use the icon alone as a mark, background or screen. Special social media or digital icon circumstances are to be approved by the Marketing Communications Director.

 DO NOT



What not to do

8. Do not change the colour of Northwestel Product Word Marks. They must remain black.



9. Do not use any additional unapproved Word Marks



10. Do not move Word Mark to unapproved location around logo. Only use approved logo word mark sets.



11. Do not use the logo with corporate tagline in product marketing and communications.



12. Do not add any unapproved wordmarks to the logo



Contact

For more information or further direction
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