



## Northwoods Coalition Logo & Media Guidelines

### Purpose

The purpose of using the Northwoods Coalition (NWC) logo is to show partnership with the largest and oldest coalition dedicated to substance abuse prevention in Wisconsin.

The NWC logo represents partnership between:

- Marshfield Clinic
- Northwoods Coalition
- Alliance for Wisconsin Youth

The three logos **must** remain together and should not be cropped or modified in any way. The logo should be used only for local coalition activities that are done in partnership with NWC.

### Logo Usage

Coalitions will strive to preserve the integrity of the logo by maintaining:

1. *Logo dimensions* – shape and size should not be distorted (see back)
2. *Color* – full color or black and white
3. *Placement* – should always appear centered or left justified at the top or bottom of the page
4. *High resolution* – will be provided upon request

If it is not possible to use the logo, the following statement **must** be used:

*This (event/project) was supported in part by  
Marshfield Clinic, Northwoods Coalition and the Alliance for Wisconsin Youth.*

### Media

When writing an article or giving an interview pertaining to your coalition, please recognize the Marshfield Clinic, Northwoods Coalition and the Alliance for Wisconsin Youth partnership, if appropriate. The same statement above may be used.

It is also acceptable to include Marshfield Clinic, Northwoods Coalition and the Alliance for Wisconsin Youth in written materials.

Example: Ashley is the coalition coordinator for Marshfield Area Coalition for Youth, a member of Northwoods Coalition, supported by Marshfield Clinic and the Alliance for Wisconsin Youth.

**Please note:** When called by the media to discuss a community issue or a specific topic, Marshfield Clinic understands that it may not be appropriate or relevant to discuss the Northwoods Coalition partnership and/or funding. It is also understood that the media may omit any mention of Marshfield Clinic, Northwoods Coalition and the Alliance for Wisconsin Youth in their communication.

For logo file requests and approval of materials containing the logo,  
contact Marshfield Clinic Center for Community Outreach at:  
715-221-8400 or [cco@marshfieldclinic.org](mailto:cco@marshfieldclinic.org).

*Marshfield Clinic maintains the right to allow or deny usage of the logo based on appropriateness of use.*



## What to do...

The minimum size of the logo **must** be: Height: .55" Width: 2"

Resize the logo using only the corners to prevent distortion of the image (see below):



## What not to do...

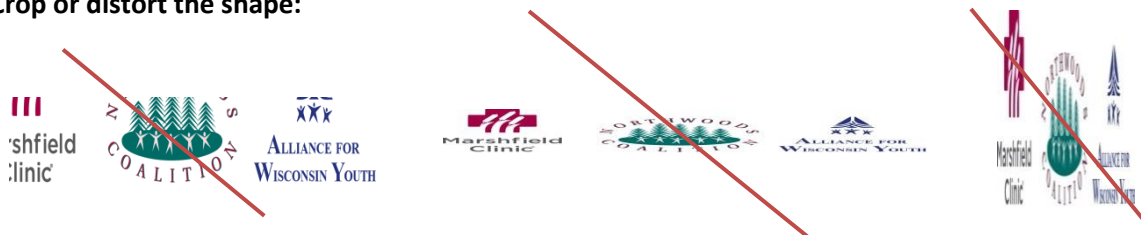
Separate the three logos:



Change the order or orientation:



Crop or distort the shape:



Create borders:



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