



AGC
INLAND NORTHWEST CHAPTER
THE CONSTRUCTION ASSOCIATION

Branding Guidelines for Inland Northwest AGC Members

1. Logo Usage and Design

- Use the official Inland Northwest AGC logo(s) provided in marketing kits.
- Ensure the logo is always clear and legible; do not alter its proportions or distort its appearance.
- Maintain adequate clear space around the logo to ensure visibility and impact.

2. Messaging

- Highlight key benefits and values of NWAGC programs, awards, and events.
- Maintain a consistent tone of voice that aligns with the Inland Northwest AGC values and objectives and is appropriate for its members and the general public.

5. Imagery:

- Use high-quality images that reflect the professionalism, diversity, and safe practices of the construction industry.
- Ensure images align with the Inland Northwest AGC's brand identity and values as a leader in the construction industry.
- Obtain proper permissions for using images and ensure they do not infringe on copyrights.

6. Social Media and Digital Presence:

- Follow the NWAGC's lead when sharing information about programs, awards, and events.
- Use appropriate hashtags and tags when promoting Inland Northwest AGC initiatives.
- Engage with followers and encourage participation through interactive posts as much as desired.

7. Event and Program Promotion:

- Clearly communicate event details when relevant, including dates, locations, and registration information.
- Use consistent, provided branding across promotional emails materials.

8. Awards Promotion:

- Showcase award winners using approved templates and graphics provided by the NWAGC.
- Highlight the significance of awards and their impact on the industry.
- Celebrate winners through press releases, social media announcements, and newsletters as desired.

9. Co-Branding and Partnerships:

- Obtain approval from the association for any co-branded materials or partnerships.
- Ensure co-branded materials adhere to both the association's branding guidelines and partner guidelines.

10. Compliance and Ethical Standards:

- Adhere to all legal and ethical standards in marketing Inland Northwest AGC programs, awards, and events.
- Avoid misleading claims or misrepresentation of NWAGC initiatives.
- Respect intellectual property rights and trademarks of the Inland Northwest AGC, AGC of America, and other entities.

11. Feedback and Collaboration:

- Feel welcome to provide feedback on the effectiveness of branding materials and promotional strategies.
- Collaborate with the NWAGC's marketing team to enhance promotional efforts and maximize impact.

12. Updates and Revisions:

- Stay informed about updates to Inland Northwest AGC branding guidelines and incorporate changes promptly.
- Review marketing materials as needed to ensure compliance with current branding standards.

For questions or assistance regarding branding guidelines, please contact Kasi Dunn at kdunn@nwagc.org.