

# KARUK FLYERS & POSTERS

PROMOTIONAL GUIDELINES FOR MARKETING KARUK
TRIBAL EVENTS



## The wording around the seal must be <u>legible</u>

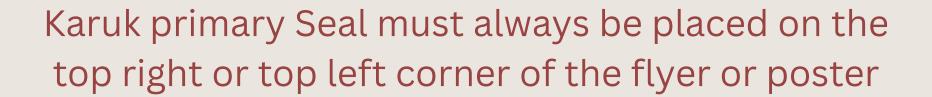
Department seals **must**go on the bottom and **must** be **smaller** than
the primary seal





#### Karuk Sponsored Events

#### \*EXAMPLE PLACEMENT\*



If the tribe is **one of many** contributors, the seal must appear alongside the other contributor logos while maintaining legibility



#### Always use a high-quality version of the seal

Contact Tyvin Whittaker for a copy



twhittaker@karuk.us



### Required Language:

In all cases, the following acknowledgment shall be made:

"Sponsored by the Karuk Tribe."

If the Tribe is one of several contributors,

"Sponsored with assistance from the Karuk Tribe."



#### What can be sent for wide distribution?

Karuk Sponsored Events
Karuk Department News
Karuk Tribe Program Promotional Materials

What *cannot* be sent for wide distribution?

Non-Karuk Hosted or Sponsored Events

Donation campaigns not directly run by the Tribe

Personal Promotion

Unaffiliated Third-Party Events



#### Preferred Colors & Design Elements

For Brand consistency, flyers and posters should adhere to a common color scheme It is okay if you choose colors *similar* to these tones. They should complement the primary colors

Aim for a light, neutral shade of light beige or off-white with warm undertone colors.



Aim for rich, dark reddish colors, resembling deep rose or mahogany red.

Darker than brick red, and going up to but *not*exceeding burgundy.

#007566

A dark greenish-blue shade. It leans more toward blue-green than pure teal

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### Design & Submission Suggestions

- If you want an item sent to all users, include **SEND TO ALL USERS** in the subject line of the email.
- Use Canva or Adobe Creative Cloud for the easy design and creation of brochures, flyers, and posters.
- Items should be sent to the Public Information Office at least 1 week *prior* to the scheduled event date.
- Double-check to ensure the dates and locations are correct before sending in for wide distribution.
- If you submit an item and do not receive a response within a day, feel free to follow up with a call, email, or text.
- Always make the flyer and poster the correct size for a *landscape Facebook Post* 940 X 788 PX
- Ensure the file format is JPEG or PNG if you want it to be shared on Social Media.
- The Public Information Office retains the right to *reject or return* any post that does not meet the minimum quality standards.



#### Minimum Quality Standards

- 1. Correct Seal placement
- 2. Seal Legibility
- 3. Colors are visually appealing
- 4. Post is sponsored by or in collaboration with the Karuk Tribe
- 5. Post does not violate the Karuk Tribe Logo & Seal Use Policy

To submit items for distribution or assistance in creating flyers or brochures, please contact the Karuk Tribe Public Information Office 707-951-9910



twhittaker@karuk.us