



KARUK FLYERS & POSTERS

PROMOTIONAL GUIDELINES FOR
MARKETING KARUK
TRIBAL EVENTS

Karuk Sponsored Events

EXAMPLE PLACEMENT



The wording around the seal must be **legible**

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



The full design should be clear and unobstructed

Karuk primary Seal must always be placed on the top right or top left corner of the flyer or poster

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.

#eae6df

#007566

Primary Color codes:

#994343

Aim for rich, dark reddish colors, resembling deep rose or mahogany red. Darker than brick red, and going up to but *not exceeding* burgundy.

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

It is *okay* to deviate from this for special events or for Tribal creativity



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***
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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