

# MARKETING MATERIALS GUIDE



**PRINT COLLATERAL  
& MORE**



**NORTHWEST**  
FAMILY OF BRANDS

# MARKETING MATERIALS GUIDE

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## I. Purpose

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At Northwest, we're dedicated to creating customers for life. One way we achieve this is by arming our teams with materials that clearly communicate who we are and how we serve. Our print collateral helps strengthen the extraordinary connections between our teammates and customers.

## 2. HONOR OUR CUSTOMERS.

**We put our customers first by honoring their time, health, investment, and, most importantly, trust in us. We will strive to convey how important our customers are to us in all we do by asking “Will this create a Customer for Life?”**

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### II. Branded Marketing Materials

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We serve our teammates and customers by offering materials and items that create Customers for Life. Northwest's marketing materials are listed here.

- ✓ Leave Behinds
- ✓ Door Hangers
- ✓ Flyers
- ✓ Coffee Shop Takeover Cards
- ✓ Review Cards
- ✓ Thank You Cards
- ✓ Service Standards
- ✓ Service Standard Posters
- ✓ Northwest Way Posters

### III. Custom Requests

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Have a custom request? You're not BUGGING us!  
Reach out to [marketingcommunications@callnorthwest.com](mailto:marketingcommunications@callnorthwest.com) and we'll see how we can make it happen.

### IV. Frequently Asked Questions

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#### **Where can I order marketing materials for my team or customers?**

All leave behinds, door hangers, review cards or miscellaneous marketing materials can be ordered using your brand's marketing material portal.

#### **What are marketing materials?**

Northwest's Family of Brand's marketing materials include leave behinds, door hangers, flyers, coffee shop takeover cards, review cards, thank you cards, service standards, service standard posters, Northwest Way posters, and more.

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### V. Frequently Asked Questions Continued

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#### **Can I make my own marketing materials?**

We ask that you don't create or change marketing materials containing Northwest logos, icons, or The Mouse. Our Marketing team is here to help and make sure everything we put out reflects the trusted brand we've built together.

Got a great idea? We'd love to hear it! Email your ideas to [marketingcommunications@callnorthwest.com](mailto:marketingcommunications@callnorthwest.com).

In the meantime, know that every piece of marketing has hours of thought, care, and investment behind it, so we can support teammates, customers, and The Northwest Way.

#### **Why does design approval need to come from Marketing?**

Marketing is trained and equipped to receive feedback from teammates and customers. Every conversation you have, whether in the field, online, or at the office, helps us create materials that reflect the heart of Northwest.

We use your insight, our team's experience, and over 70 years of Northwest culture to build marketing that's clear, concise, and worth celebrating.

#### **How is my office charged for print collateral?**

Invoices for your print requests will be sent to your office through Yooz up to 8 weeks after your order.

#### **What do I do with my marketing ideas?**

All feedback, requests, and ideas can be emailed to [marketingcommunications@callnorthwest.com](mailto:marketingcommunications@callnorthwest.com). We look forward to exploring how to make your idea a reality.

#### **More questions?**

If you have questions not handled in this FAQ resource, please email [marketingcommunications@callnorthwest.com](mailto:marketingcommunications@callnorthwest.com).