

MARKETING MATERIALS GUIDE



**PRINT COLLATERAL
& MORE**



NORTHWEST
FAMILY OF BRANDS

MARKETING MATERIALS GUIDE

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I. Purpose

At Northwest, we're dedicated to creating customers for life. We do this by pursuing resources, people, and genuinely listening. We believe that making our team better starts with each piece of collateral, advertisement, and conversation. Our print collateral allows us to build even more extraordinary connections between 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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I. Branded Marketing Materials

A. We serve our teammates and customers by offering materials and items that create Customers for Life.

B. 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

II. Custom Requests

A. Marketing looks forward to assisting with any ideas you have that help our neighbors and customers. All custom marketing material or requests for custom creative can be sent to marketingcommunications@callnorthwest.com.

III. Frequently Asked Questions

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 linked here, [link to marketing material portals](#).

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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III. Frequently Asked Questions Continued

Can I make my own marketing material?

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.

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, help us create materials that reflect the heart of Northwest culture.

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

How is my office charged for print collateral?

Your 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 sent marketingcommunications@callnorthwest.com. We're happy to explore how to make your idea a reality.

More questions?

If you have questions not handled in this FAQ resource, please email marketingcommunications@callnorthwest.com.