



Planning Guide Highlights: NTTI Identity and Marketing

Over the past fourteen years NTTI has come to stand for one of the most respected and trusted professional development initiatives in America. An ongoing goal of NTTI is to create even more visibility and “brand” recognition. The NTTI logo is a valuable “trustmark” or “seal of approval” that we want to maximize.

You can help us do this in several ways:

- Use the NTTI logo consistently and uniformly in all collateral material. This includes recruiting letters and fliers, presentations, press releases and lesson plans. The preferred position for the logo is upper left-hand corner or dead center.
- Use the NTTI logo at every point of contact at your Institute: on name tags, agendas, directional signage, and of course, it should be prominently displayed on stage or screen during opening comments, lunch and/or during “down” time. Participants should never have any doubts about “what the name of the conference is.”
- In conversations and presentations refer to NTTI strategies, NTTI lesson plans, NTTI funders. Verbal usage is an effective ways to help create awareness ...the more often people hear NTTI, the more likely they will be able to use the name themselves.
- Credit our funders whenever possible. Without their support NTTI would not take place. 2003-2004 national funders are **Cisco Systems, Inc.** (please note **NOT The Cisco Foundation**), the GE Foundation, and Thirteen/WNET New York. NTTI sites in Missouri, Nevada, and Ohio are also funded by the SBC foundation.
- Promote NTTI on-air if possible.

The “For Managers” section of NTTI Online (www.thirteen.org/wnetschool/ntti) contains a toolkit of resources for managers, including NTTI and funder logos, that will make it easy for you to uniformly promote NTTI.

Your support will help build a strong identity for our collective work and will help spread the word about NTTI. If you have any questions or suggestions, please call or email Mark Wier, 212-560-6612 or wier@thirteen.org.