MIDLANDS
TECHNICAL COLLEGE

SM

ALL COLLEGE MATERIALS REFLECT THE MTC BRAND

The Marketing Communications Department makes the final decisions on the content and appearance of all materials that include any MTC logos found in this brand guide. This includes, but is not limited to the text, design, colors, fonts, and photo selections on items used on-and-off campus such as brochures, emails, flyers, posters, post cards, banners, booklets, pamphlets, text, and building signage.

The Marketing Communications Department will rely heavily on receiving original content and ideas from faculty and staff for facts, audience insight, and strategic goals.

MTC POLICY AND PROCEDURE NUMBER 1.14.1

C.   College Logos, Tag Line, and Seal

1.   MTC's official logos (MTC, Enterprise Campus Authority, Foundation, and Harbison Theatre) will be the only official logos to represent the college. Other divisions, departments, or groups may request to have a logo treatment created with their department or group name by submitting an official request to Marketing Communications. Groups may also request use of their area names in conjunction with MTC logos. Marketing Communications will forward these requests along with a branding recommendation to Executive Council for approval. Marketing Communications will govern how any such logo treatments are used.

2.   Use of the Midlands Technical College logos, official text treatments, or the "You can get anywhere from here." tag line on documents, publications, and communications must be approved by Marketing Communications. This includes, but is not limited to apparel, advertising, promotional Items (giveaways, bags, etc.), signage, banners, and tablecloths. It also includes items assigned to students by college faculty where said items are distributed to or seen by external audiences.

3.   The Midlands Technical College Seal is reserved for official communications such as commencement materials and transcripts. All uses of the seal must be approved by Marketing Communications.

D.   College Publications

(For the purpose of this procedure, "publications" are defined as all digital and printed materials that are designed for public distribution with the exception of certain official forms.)

1.   Only Marketing Communications may create college materials designed to communicate information about the college to prospective students or the general public. This includes, but is not limited to materials used on-and-off campus such as brochures, emails, flyers, posters, post cards, banners, booklets, pamphlets, text, and building signage.

2.   College materials designed by faculty and staff to communicate with current students must adhere to the college's official brand standards and be approved by Marketing Communications. This includes, but is not limited to materials used on-and-off campus such as brochures, emails, flyers, posters, postcards, banners, booklets, pamphlets, text, and building signage.

3.   Marketing Communications will support college personnel in developing copy, design, layout, and specifications of their material. All final products must adhere to the college's official brand standards and be approved by Marketing Communications. This includes, but is not limited to materials used on-and-off campus such as brochures, emails, flyers, posters, postcards, banners, booklets, pamphlets, text, and building signage.

4.   Marketing Communications will provides official templates for college personnel to use to communicate with students, prospective students, and the public. When using the templates provided by Marketing Communications, all fonts, styles, and other elements detailed in the college's official brand standards be must be followed. All final products must adhere to the college's official brand standards and be approved by Marketing Communications.

MIDLANDS
TECHNICAL COLLEGE

It's important the visual identity and all messaging be a unifiing element for the college. Consistency must be maintained at all times because the logo is used in many different ways for different audiences.

STYLE

High Tech | Innovative | Business-Savvy | Simple | Strong

TONE

Refreshing | Personal | Approachable | Real

PRIMARY COLORS

PMS 7694
CMYK
100-76-35-21
RGB
12-67-106
HEX
#0C436A

PMS 7689
CMYK
79-33-7-0
RGB
35-141-193
HEX
#238DC1

PMS 130
CMYK
0-38-100-0
RGB
245-168-28
HEX
#F5A81C

SECONDARY COLORS

PMS 2204
CMYK
27-9-9-0
RGB
184-209-220
HEX
#B8D1DC

PMS 303
CMYK
97-73-52-56
RGB
0-41-58
HEX
#00293A

PMS 368
CMYK
58-2-100-0
RGB
121-188-67
HEX
#79BC43

PMS 328
CMYK
88-35-62-17
RGB
0-113-102
HEX
#007166

PMS 166
CMYK
4-82-100-0
RGB
231-85-37
HEX
#E75525

PMS 443
CMYK
47-31-35-1
RGB
142-156-156
HEX
#8E9C9C

PMS 445
CMYK
68-54-55-29
RGB
80-88-89
HEX
#505859

MIDLANDS
TECHNICAL COLLEGE

Full Color

MIDLANDS
TECHNICAL COLLEGE

Black

MIDLANDS
TECHNICAL COLLEGE

Full Color

MIDLANDS
TECHNICAL COLLEGE

White

3

Black

Full Color

Full Color

White

Black

Full Color

Full Color

White

MIDLANDS TECHNICAL COLLEGE

PMS
7694

PMS
7689

PMS
130

PMS
443

PMS
445

Logotype can only be used in the colors above.

You can get anywhere from here.

You can get anywhere from here.

You can get anywhere from here.

You can get anywhere from here.

PMS 7694	PMS 7689	PMS 130	PMS 443	PMS 445	

Tagline can only be typed in **Museo Slab 500** or **Proxima Nova** in the colors above.

Proxima Nova + all families + all weights

ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz   0123456789

TRACK THESE FONTS OUT TO 40.

Museo Slab + all families + all weights

ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz   0123456789

TRACK THESE FONTS OUT TO 40.

Ganache + all families + all weights

ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz   0123456789

EMAIL, POWERPOINT, AND SECONDARY FONT

Calibri + all families + all weights

ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz   0123456789

GRADUATION, CERTIFICATE, OR FORMAL CEREMONY OPTIONAL FONT

AnnabelleJF

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz   0123456789

The seal is reserved for special communications such as **President's Office communications,**
commencement materials, and **transcripts**. All uses of the seal must be approved by Marketing Communications.

MIDLANDS
TECHNICAL COLLEGE
FOUNDATION

MIDLANDS
TECHNICAL COLLEGE
FOUNDATION

MIDLANDS
TECHNICAL COLLEGE
ENTERPRISE CAMPUS

MIDLANDS
TECHNICAL COLLEGE
ENTERPRISE CAMPUS

AFRICAN AMERICAN MALE
LEADERSHIP INITIATIVE
MIDLANDS TECHNICAL COLLEGE

TRiO
EDUCATIONAL OPPORTUNITY CENTER
MIDLANDS TECHNICAL COLLEGE

AFRICAN AMERICAN
WOMEN'S ALLIANCE
MIDLANDS TECHNICAL COLLEGE

These are the ONLY MTC-RELATED LOGOS. Any other logo versions must be reviewed by Marketing Communications and approved by the President of Midlands Technical College.

MIDLANDS
TECHNICAL COLLEGE

SCHOOL OF
ADVANCED MANUFACTURING
AND SKILLED TRADES

MIDLANDS
TECHNICAL COLLEGE

SCHOOL OF BUSINESS

MIDLANDS
TECHNICAL COLLEGE

SCHOOL OF EDUCATION
AND PUBLIC SERVICE

MIDLANDS
TECHNICAL COLLEGE

SCHOOL OF ENGLISH
AND HUMANITIES

MIDLANDS
TECHNICAL COLLEGE

SCHOOL OF HEALTH CARE

MIDLANDS
TECHNICAL COLLEGE

SCHOOL OF
INTERDISCIPLINARY STUDIES

MIDLANDS
TECHNICAL COLLEGE

SCHOOL OF SOCIAL
AND BEHAVIORAL SCIENCES

MIDLANDS
TECHNICAL COLLEGE

SCHOOL OF STEM

SCHOOL OF
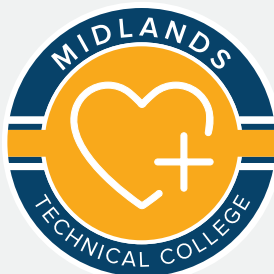**ADVANCED MANUFACTURING AND SKILLED TRADES**
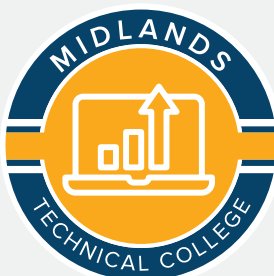
SCHOOL OF
BUSINESS

SCHOOL OF
EDUCATION AND PUBLIC SERVICE

SCHOOL OF
ENGLISH AND HUMANITIES

SCHOOL OF
HEALTH CARE

SCHOOL OF
INTERDISCIPLINARY STUDIES

SCHOOL OF
SOCIAL AND BEHAVIORAL SCIENCES

SCHOOL OF
STEM

SCHOOL OF
**Advanced Manufacturing
and Skilled Trades**

SCHOOL OF
Business

SCHOOL OF
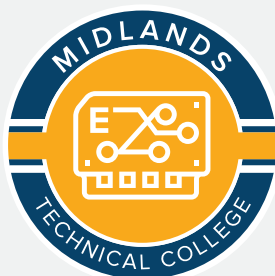**Education and Public Service**

SCHOOL OF
English and Humanities

SCHOOL OF
Health Care

SCHOOL OF
Interdisciplinary Studies

SCHOOL OF
**Science, Information Technology,
Engineering, and Math (STEM)**

SCHOOL OF
Social and Behavioral Sciences

Logos and seal should be surrounded by adequate clear space from competing text, images, and graphics.

Logos and seal clear space is equal to the height of the logo mark.

MIDLANDS
TECHNICAL COLLEGE

STUDENT AMBASSADOR

Official logos will be the only logos for the college.
Other divisions, departments, or groups can request to have a "text treatment" created (see example above)
for use on apparel only. To do this, submit an official request to Marketing Communications email.
Marketing Communications will forward the request along with a recommendation to Executive Council for approval.

**Other divisions, departments, or groups can also request to have a logo used on materials other
than apparel**. Submit an official request to Communications. Marketing Communications will forward
the request along with a recommendation to Executive Council for approval.

✓

Midlands Technical College
MTC (following prior use of full name)
Midlands Tech (following prior use of full name)

✗

Midlands Tech School
Midlands College
Midlands

FORMATTING

✓

MIDLANDSTECH.EDU

MIDLANDSTECH.EDU/contact

MIDLANDSTECH.EDU/EnrollNow

MyMTC.MIDLANDSTECH.EDU

LIB.MIDLANDSTECH.EDU

✗

midlandstech.edu

WWW.MIDLANDSTECH.EDU

MIDLANDSTECH.EDU/CONTACT

Body copy, letters, or emails use **MIDLANDSTECH.EDU** or **midlandstech.edu**. **NOT http:// or www.**
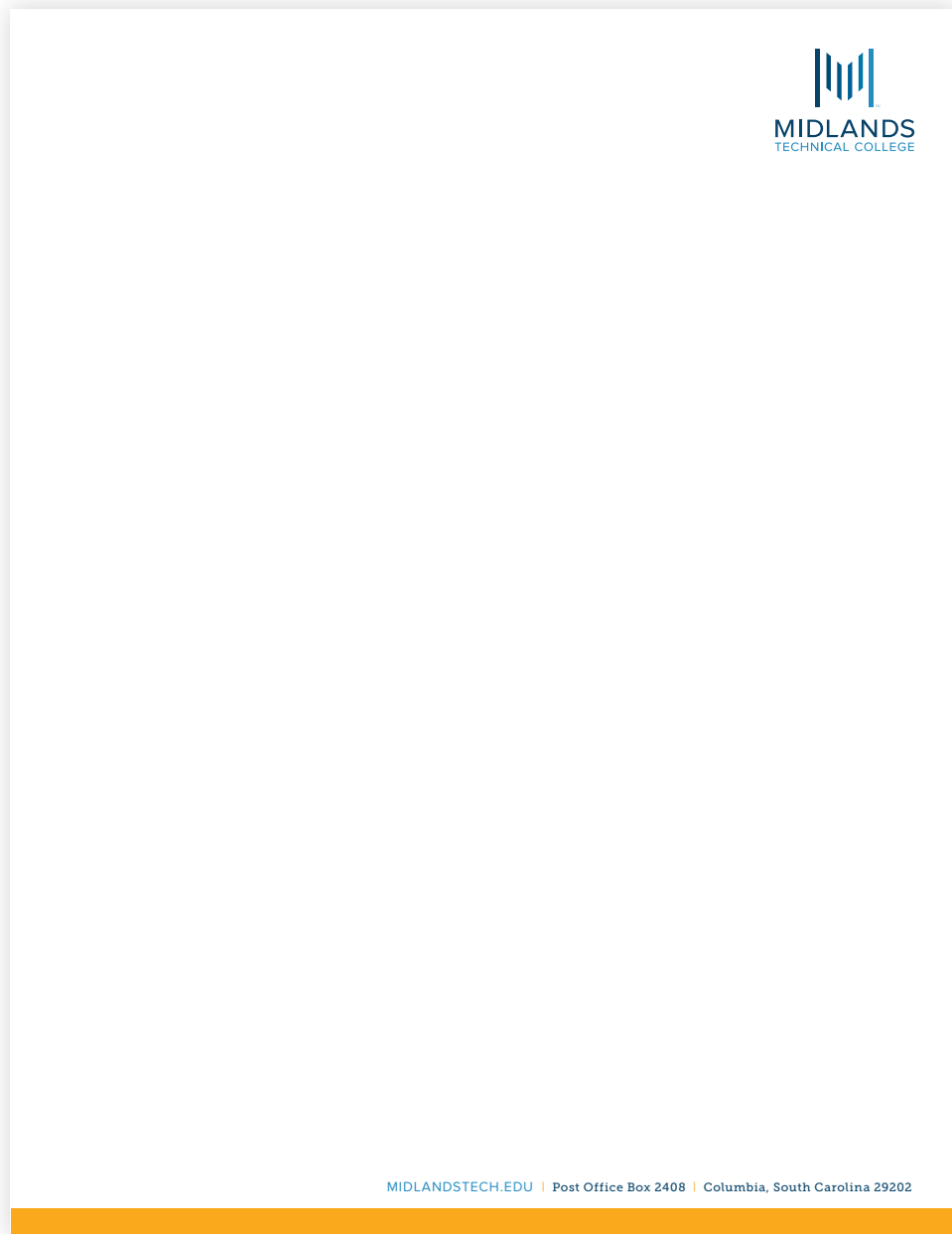
✓   803.738.8324

✗   803-738-8324

FULL COLOR

MIDLANDS
TECHNICAL COLLEGE

First Lastname
Title
Division or Department or Program

1260 Lexington Dr | West Columbia, SC 29170
p: 000.000.0000 | c: 000.000.0000 | f: 000.000.0000
name@midlandstech.edu

ONE COLOR

MIDLANDS
TECHNICAL COLLEGE

First Lastname
Title
Division or Department or Program

1260 Lexington Dr | West Columbia, SC 29170
p: 000.000.0000 | c: 000.000.0000 | f: 000.000.0000
name@midlandstech.edu

Includes option to add School of Study names at bottom

MIDLANDS
TECHNICAL COLLEGE

MIDLANDSTECH.EDU | Post Office Box 2408 | Columbia, South Carolina 29202

TO VIEW MORE OPTIONS AND DOWNLOAD TEMPLATES, GO TO

MyMTC > President's Office > Marketing and Communications > Ready-to-Use Marketing Resources

MARGIN SETTING

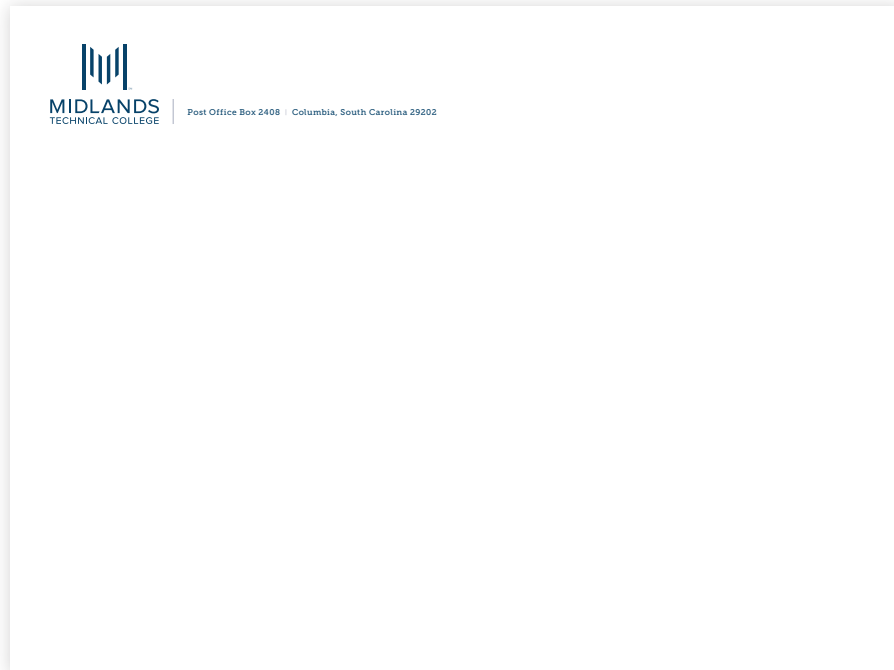TOP | **1.25 inches**   BOTTOM | **1 inch**   LEFT | **1.25 inches**   RIGHT | **1.25 inches**

TO ORDER PRINTED MTC LETTERHEAD, GO TO

midlandstech.edu/mymtcstationery

MIDLANDS
TECHNICAL COLLEGE

MIDLANDSTECH.EDU | Post Office Box 2408 | Columbia, South Carolina 29202

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MARGIN SETTING

TOP | **1.25 inches**   BOTTOM | **1 inch**   LEFT | **1.25 inches**   RIGHT | **1.25 inches**

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midlandstech.edu/mymtcstationery

9 X 12 ENVELOPE FULL-COLOR ENVELOPE

MIDLANDS
TECHNICAL COLLEGE | Post Office Box 2408 | Columbia, South Carolina 29202
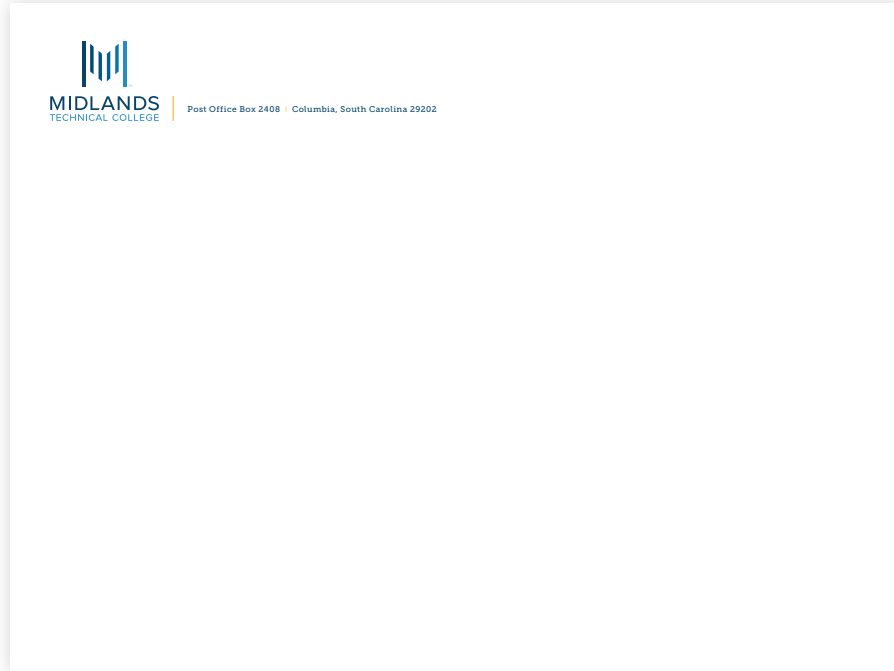
9 X 12 ENVELOPE ONE-COLOR ENVELOPE

MIDLANDS
TECHNICAL COLLEGE | Post Office Box 2408 | Columbia, South Carolina 29202

TO ORDER 9 X 12 MTC ENVELOPES, GO TO

midlandstech.edu/mymtcstationery

To:

Cc:

Subject:

MIDLANDS TECHNICAL COLLEGE

FIRST LASTNAME
Faculty or Title | Department Name

316 South Beltline Blvd.
Columbia, SC 29205
P: 803.738.7600
C: 803.738.7831
midlandstech.edu

To:

Cc:

Subject:

MIDLANDS TECHNICAL COLLEGE

FIRST LASTNAME
Faculty or Title | Department Name

P: 803.738.7600
C: 803.738.7831
midlandstech.edu

To:

Cc:

Subject:

FIRST LASTNAME
Faculty or Title | Department Name
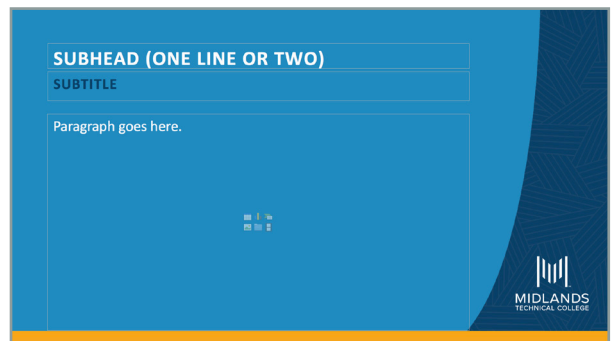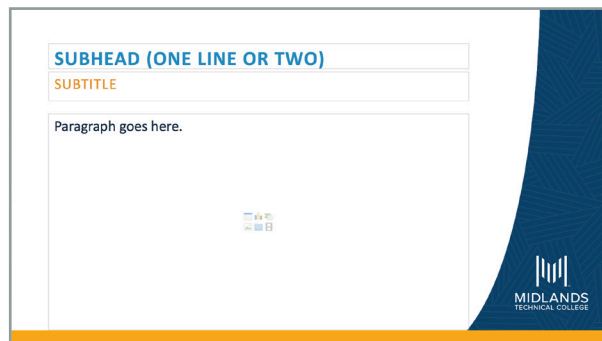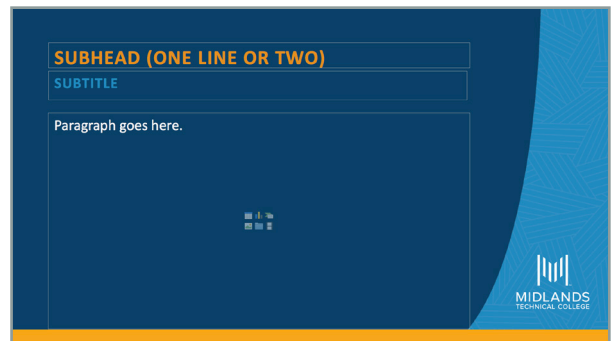
P: 803.738.7600
C: 803.738.7831
midlandstech.edu

If you do not frequently host visitors, please omit the street address.

DO NOT include tag lines, photos, or quotes.
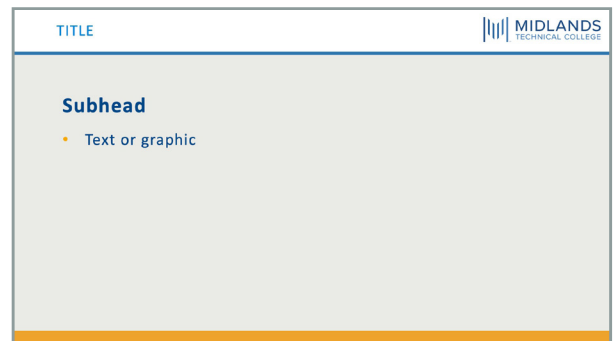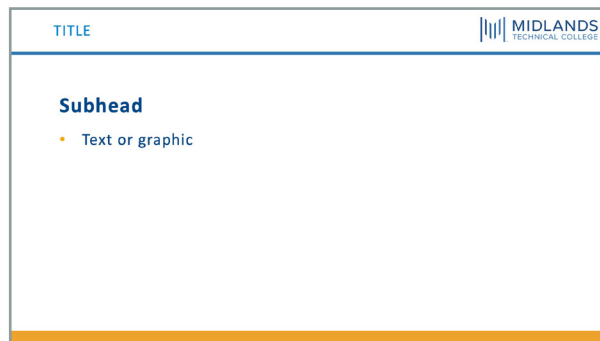
DO NOT include a background image.

DO NOT include social media links or NON-MTC-RELATED logos.

21

COVER TITLE SLIDE
SUBTITLE

SUBHEAD (ONE LINE OR TWO)
SUBTITLE

Paragraph goes here.

SUBHEAD (ONE LINE OR TWO)
SUBTITLE

Paragraph goes here.

SUBHEAD (ONE LINE OR TWO)
SUBTITLE

Paragraph goes here.

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TO VIEW MORE OPTIONS AND DOWNLOAD TEMPLATES, GO TO

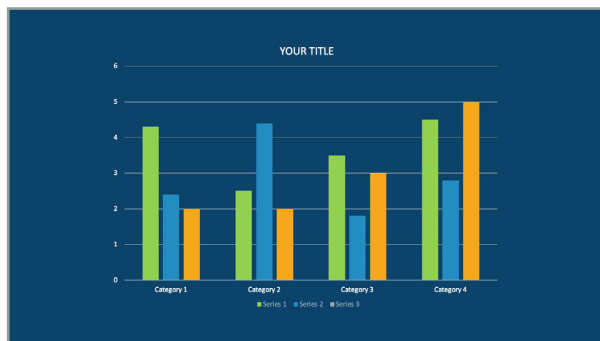MyMTC > President's Office > Marketing and Communications > Ready-to-Use Marketing Resources

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MyMTC > President's Office > Marketing and Communications > Ready-to-Use Marketing Resources

SCHOOL OF
Advanced Manufacturing and Skilled Trades

SCHOOL OF
Advanced Manufacturing and Skilled Trades

Automotive Technology
Commercial Driver's License
Commercial Graphics
Construction
Electrical and Electronics
Forklift Operator
HVAC/R
Industrial Mechanical Maintenance
Landscaping
Precision Machining
Mechatronics
Welding

SCHOOL OF
Business

SCHOOL OF
Business
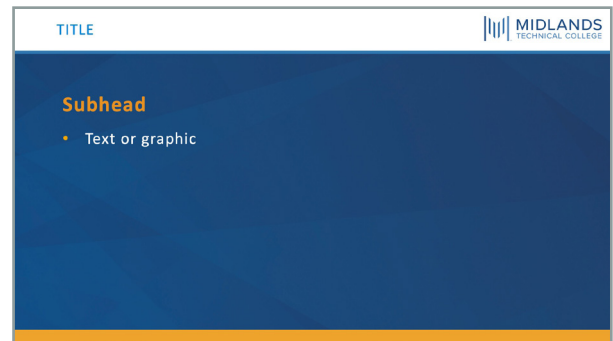
Accounting
Business
Customer Service
Essential Skills for Success
Human Resources
Management
Marketing
Meeting and Event Planning
Office Skills

ALL SCHOOLS OF STUDIES AVAILABLE

TO VIEW MORE OPTIONS AND DOWNLOAD TEMPLATES, GO TO

MyMTC > President's Office > Marketing and Communications > Ready-to-Use Marketing Resources