



**MIDLANDS**  
TECHNICAL COLLEGE

## **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 provide 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 must be followed. All final products must adhere to the college's official brand standards and be approved by Marketing Communications.

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It's important the visual identity and all messaging be a unifying 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








#### STONE

Refreshing | Personal | Approachable | Real

## PRIMARY COLORS

		
<b>PMS</b> 7694	<b>PMS</b> 7689	<b>PMS</b> 130
<b>CMYK</b> 100-76-35-21	<b>CMYK</b> 79-33-7-0	<b>CMYK</b> 0-38-100-0
<b>RGB</b> 12-67-106	<b>RGB</b> 35-141-193	<b>RGB</b> 245-168-28
<b>HEX</b> #0C436A	<b>HEX</b> #238DC1	<b>HEX</b> #F5A81C

## SECONDARY COLORS

				
<b>PMS</b> 2204	<b>PMS</b> 303	<b>PMS</b> 368	<b>PMS</b> 328	<b>PMS</b> 166
<b>CMYK</b> 27-9-9-0	<b>CMYK</b> 97-73-52-56	<b>CMYK</b> 58-2-100-0	<b>CMYK</b> 88-35-62-17	<b>CMYK</b> 4-82-100-0
<b>RGB</b> 184-209-220	<b>RGB</b> 0-41-58	<b>RGB</b> 121-188-67	<b>RGB</b> 0-113-102	<b>RGB</b> 231-85-37
<b>HEX</b> #B8D1DC	<b>HEX</b> #00293A	<b>HEX</b> #79BC43	<b>HEX</b> #007166	<b>HEX</b> #E75525
				
	<b>PMS</b> 443	<b>PMS</b> 445		
	<b>CMYK</b> 47-31-35-1	<b>CMYK</b> 68-54-55-29		
	<b>RGB</b> 142-156-156	<b>RGB</b> 80-88-89		
	<b>HEX</b> #8E9C9C	<b>HEX</b> #505859		

PRIMARY LOGO



Full Color



Black



Full Color



White

SECONDARY LOGO



Full Color



Black



Full Color



White

SECONDARY LOGO



Full Color



Black



Full Color



White

LOGO TYPE

# MIDLANDS TECHNICAL COLLEGE



Logotype can only be used in the colors above.

TAGLINE

You can get anywhere from here.

You can get  
anywhere  
from here.

You can get anywhere from here.

You can get  
anywhere  
from here.



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

## PRIMARY FONTS

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

*Annabelle*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz 0123456789*

COLLEGE SEAL






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.

ADDITIONAL LOGOS



**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.

SCHOOLS OF STUDY - FORMAL

 <p><b>MIDLANDS</b> TECHNICAL COLLEGE</p> <hr/> <p>SCHOOL OF ADVANCED MANUFACTURING AND SKILLED TRADES</p>	 <p><b>MIDLANDS</b> TECHNICAL COLLEGE</p> <hr/> <p>SCHOOL OF BUSINESS</p>
 <p><b>MIDLANDS</b> TECHNICAL COLLEGE</p> <hr/> <p>SCHOOL OF EDUCATION AND PUBLIC SERVICE</p>	 <p><b>MIDLANDS</b> TECHNICAL COLLEGE</p> <hr/> <p>SCHOOL OF ENGLISH AND HUMANITIES</p>
 <p><b>MIDLANDS</b> TECHNICAL COLLEGE</p> <hr/> <p>SCHOOL OF HEALTH CARE</p>	 <p><b>MIDLANDS</b> TECHNICAL COLLEGE</p> <hr/> <p>SCHOOL OF INTERDISCIPLINARY STUDIES</p>
 <p><b>MIDLANDS</b> TECHNICAL COLLEGE</p> <hr/> <p>SCHOOL OF SOCIAL AND BEHAVIORAL SCIENCES</p>	 <p><b>MIDLANDS</b> TECHNICAL COLLEGE</p> <hr/> <p>SCHOOL OF STEM</p>

SCHOOLS OF STUDY - CASUAL



SCHOOL OF  
**ADVANCED  
MANUFACTURING  
AND SKILLED  
TRADES**



SCHOOL OF  
**BUSINESS**



SCHOOL OF  
**EDUCATION AND  
PUBLIC SERVICE**



SCHOOL OF  
**ENGLISH AND  
HUMANITIES**



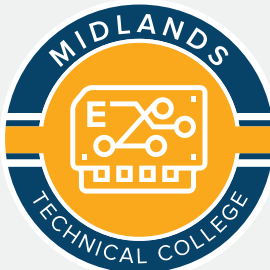
SCHOOL OF  
**HEALTH CARE**



SCHOOL OF  
**INTERDISCIPLINARY  
STUDIES**



SCHOOL OF  
**SOCIAL AND  
BEHAVIORAL  
SCIENCES**



SCHOOL OF  
**STEM**

SCHOOLS OF STUDY SECONDARY COLOR TREATMENT

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**

## LOGO AND SEAL USAGE



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.**

## TEXT TREATMENTS



**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.

## HOW TO REFER TO MTC



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

BUSINESS CARD

FULL COLOR



ONE COLOR



Includes option to add School of Study names at bottom

## FULL-COLOR LETTERHEAD



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](http://midlandstech.edu/mymtcstationery)

## ONE-COLOR LETTERHEAD



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

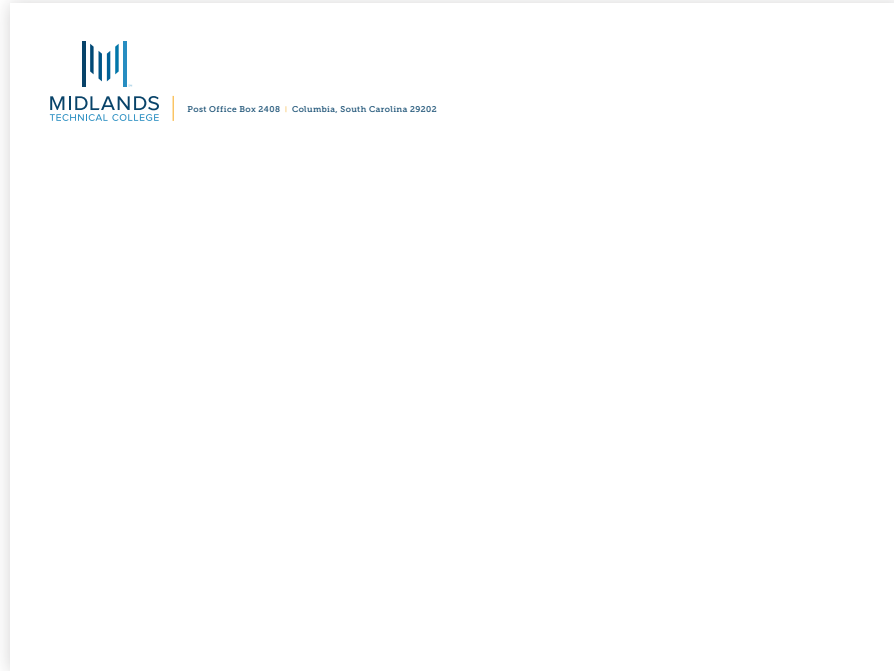
TO VIEW MORE OPTIONS AND DOWNLOAD TEMPLATES, GO TO  
MyMTC > President's Office > Marketing and Communications > Ready-to-Use Marketing Resources

### MARGIN SETTING

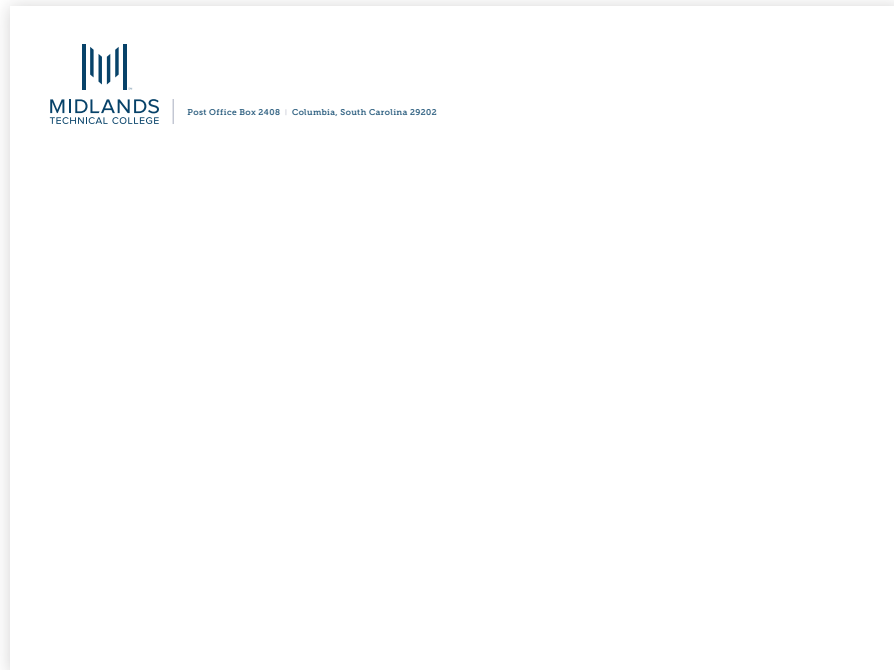
TOP | **1.25 inches**    BOTTOM | **1 inch**    LEFT | **1.25 inches**    RIGHT | **1.25 inches**

TO ORDER PRINTED MTC LETTERHEAD, GO TO  
[midlandstech.edu/mymtcstationery](http://midlandstech.edu/mymtcstationery)

9 X 12 ENVELOPE FULL-COLOR ENVELOPE




9 X 12 ENVELOPE ONE-COLOR ENVELOPE



TO ORDER 9 X 12 MTC ENVELOPES, GO TO  
[midlandstech.edu/mymtcstationery](http://midlandstech.edu/mymtcstationery)



## FACULTY AND STAFF EMAIL FORMATTING

To: \_\_\_\_\_  
Cc: \_\_\_\_\_  
Subject: \_\_\_\_\_

  
**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: \_\_\_\_\_

   
**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

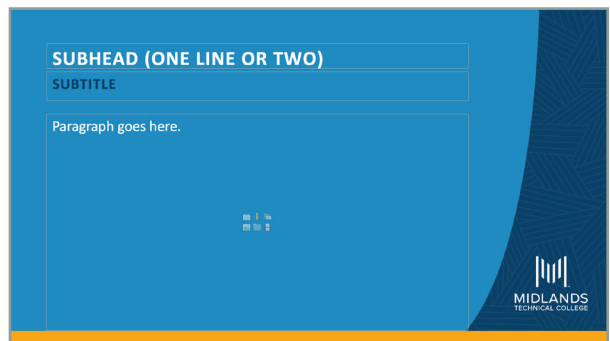
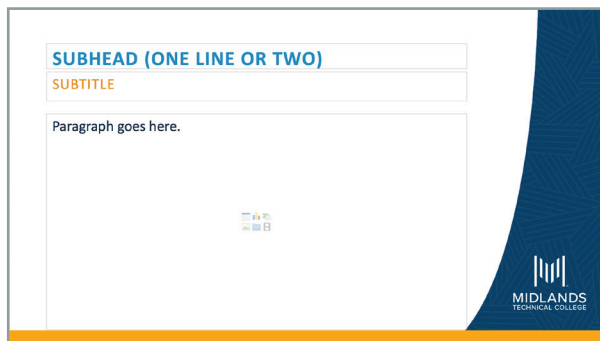
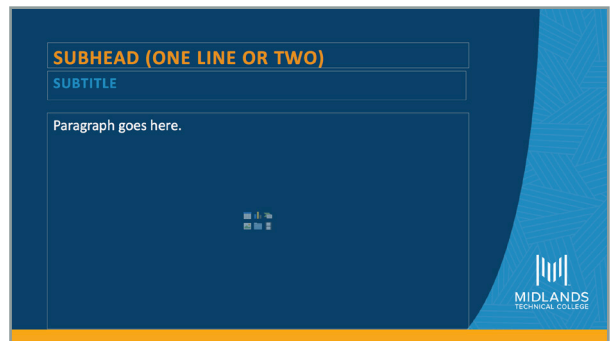
If you do not frequently host visitors, please omit the street address.

**DO NOT** include tag lines, photos, or quotes.

**DO NOT** include a background image.

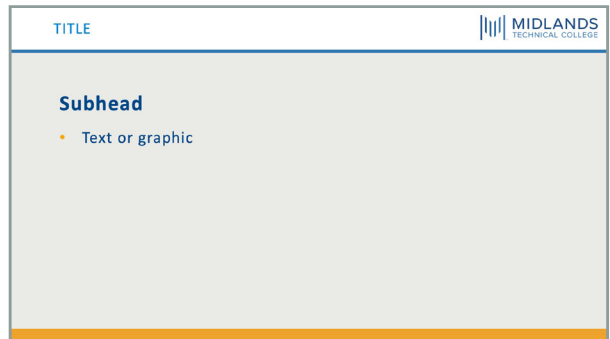
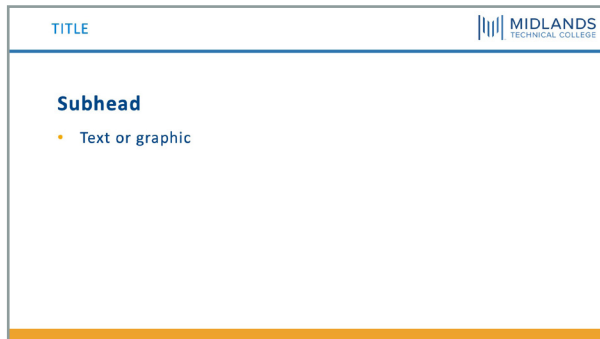
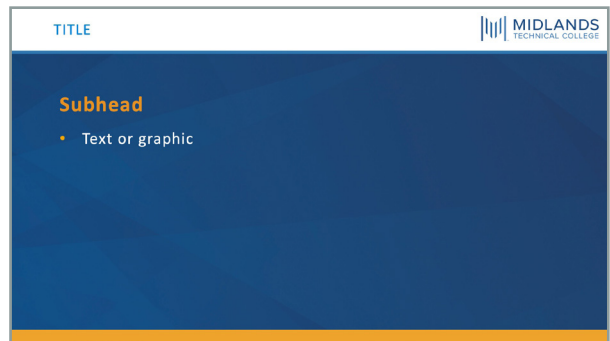
**DO NOT** include social media links or NON-MTC-RELATED logos.

POWERPOINT TEMPLATES



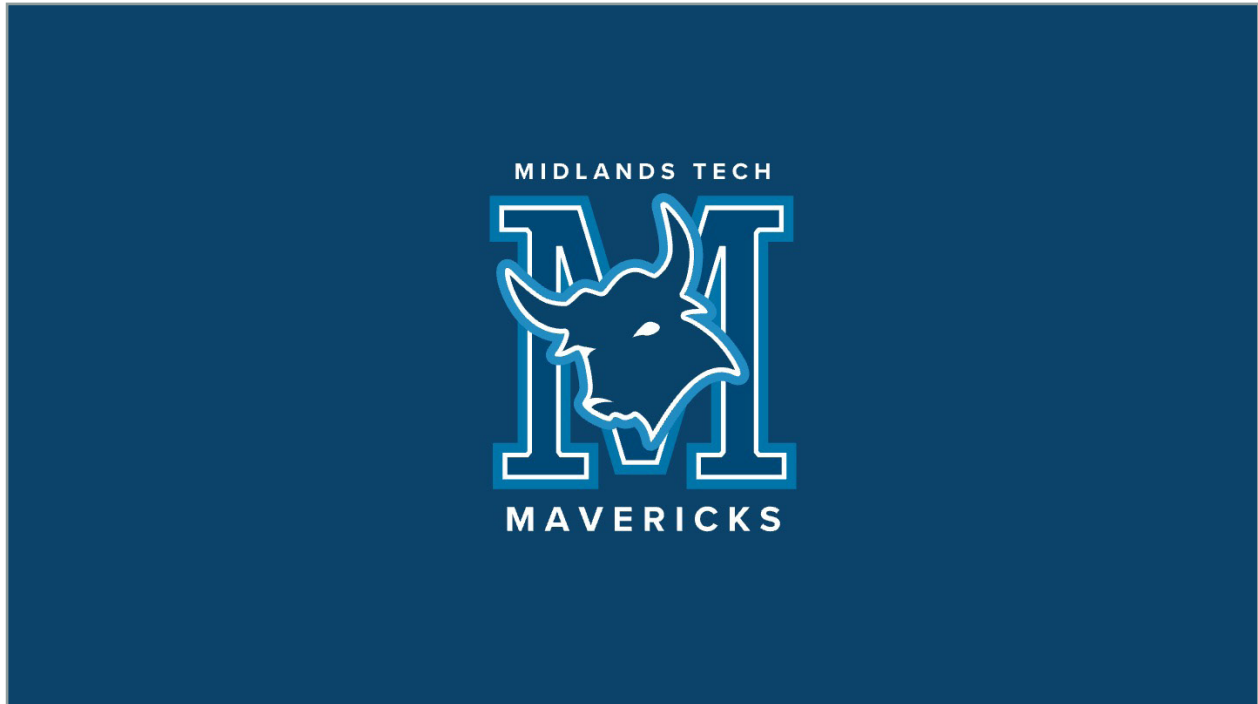
TO VIEW MORE OPTIONS AND DOWNLOAD TEMPLATES, GO TO  
MyMTC > President's Office > Marketing and Communications > Ready-to-Use Marketing Resources

POWERPOINT TEMPLATES



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

POWERPOINT TEMPLATES



TO VIEW MORE OPTIONS AND DOWNLOAD TEMPLATES, GO TO  
MyMTC > President's Office > Marketing and Communications > Ready-to-Use Marketing Resources



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](#)