THE MAVERICK BRAND REFLECTS THE MTC BRAND

It's important the Maverick visual identity and all messaging be a unifying element working to complement the MTC brand by reflecting school spirit and vitality. Consistency must be maintained at all times to show professionalism and quality in building brand awareness.

MAVERICK BRAND ATTRIBUTES

INDEPENDENT | FREE | SPIRITED | REBEL | STRONG

THE MARKETING COMMUNICATIONS DEPARTMENT MAKES THE FINAL DECISIONS ON ALL MAVERICK CONTENT AND APPEARANCE IN THIS BRAND GUIDE. THIS INCLUDES, BUT IS NOT LIMITED TO ALL TEXT, DESIGN, COLORS, FONTS, AND PHOTO SELECTIONS ON ITEMS USED ON AND OFF CAMPUS.

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.
MAVERICK FONTS

Mislab Std Narrow + all families + all weights
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
TRACK THESE FONTS OUT TO 40.

Proxima Nova + all families + all weights
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
TRACK THESE FONTS OUT TO 40.

Ganache + all families + all weights
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY FONTS FOR EMAIL AND POWERPOINT

Calibri + all families + all weights
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789