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.
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRAND OVERVIEW</td>
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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.

**Quality** | Demonstrate personal attention and demanding academics and training

**Diversity** | Celebrate the range of programs, students, faculty, and staff

**Affordability** | Highlight degrees, certifications, continuing education, and workforce development

**Impact** | Show positive effects on the entire college and community

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

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**Refreshing** | **Personal** | **Approachable** | **Real**
LOGO TYPE

MIDLANDS TECHNICAL COLLEGE

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.

Tagline can only be typed in Museo Slab 500 or Ride My Bike 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.

RidemyBike + all families + all weights
ABCDEFGHIJKLMNOPQRSTUVWXYZ  abcdefghijklmnopqrstuvwxyz  0123456789
TRACK THESE FONTS OUT TO 80.

EMAIL, POWERPOINT, AND SECONDARY FONT

Calibri + all families + all weights
ABCDEFGHIJKLMNOPQRSTUVWXYZ  abcdefghijklmnopqrstuvwxyz  0123456789

GRADUATION, CERTIFICATE, OR FORMAL CEREMONY OPTIONAL FONT

AnnabelleG9
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.
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.
<table>
<thead>
<tr>
<th>School of Study</th>
<th>Logo</th>
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</thead>
<tbody>
<tr>
<td>Advanced Manufacturing and Skilled Trades</td>
<td>Midlands TC</td>
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<td>Business</td>
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<tr>
<td>Education and Public Service</td>
<td>Midlands TC</td>
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<tr>
<td>English and Humanities</td>
<td>Midlands TC</td>
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<td>Health Care</td>
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<td>Interdisciplinary Studies</td>
<td>Midlands TC</td>
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<tr>
<td>Social and Behavioral Sciences</td>
<td>Midlands TC</td>
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<tr>
<td>STEM</td>
<td>Midlands TC</td>
</tr>
</tbody>
</table>
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.
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, but NEVER type it.)

- Midlands Tech School
- Midlands College
- Midlands

FORMATTING

- MIDLANDSTECH.EDU
- MIDLANDSTECH.EDU/contact
- MIDLANDSTECH.EDU/TheRealDeal
- 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
TO ORDER CUSTOM BUSINESS CARDS, GO TO
mtc.sunsolutionsusa.com

Includes option to add School of Study names at bottom
TO DOWNLOAD THE MTC LETTERHEAD TEMPLATE (WORD DOCUMENT), GO TO MyMTC > Faculty/Staff Resources > Marketing Communications > Accessing Templates with the New Logo

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
TO DOWNLOAD THE MTC LETTERHEAD TEMPLATE (WORD DOCUMENT), GO TO MyMTC > Faculty/Staff Resources > Marketing Communications > Accessing Templates with the New Logo

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
N°. 10 FULL-COLOR ENVELOPE

TO ORDER MTC ONE-COLOR AND/OR FULL-COLOR ENVELOPES, GO TO
MyMTC > Faculty/Staff Resources > Marketing Communications > Accessing Templates with the New Logo
TO ORDER 9 X 12 MTC ENVELOPES, GO TO
midlandstech.edu/mymtcstationery
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.