MIDLANDS TECH

MAVERICKS

THE UNBRANDED GUIDE FOR THE MIDLANDS TECH MASCOT | MAY 2021

MIDLANDS
TECHNICAL COLLEGE

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.

LOGOS 3

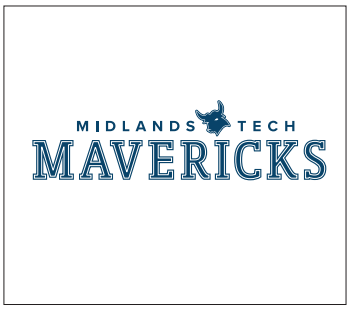
COLORS 7

FONTS. 8

ADDITIONAL ART 9

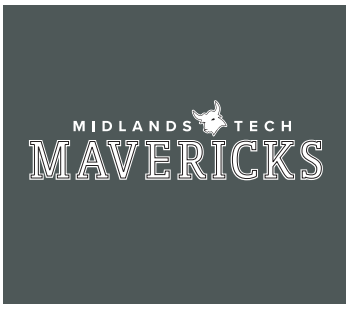
MAVERICK PRIME LOGO

Full Color



One Color

Color Background



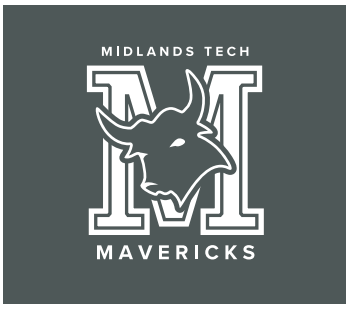
Reverse

MAVERICK BIG CAP LOGO

Full Color

One Color

Color Background



Reverse

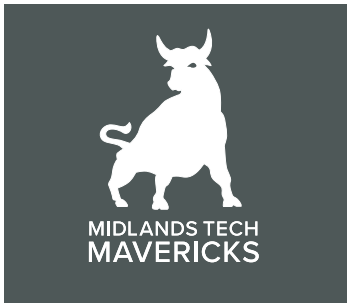
MAVERICK MTC VERTICAL LOGO

One Color

One Color

Color Background

Color Background



Reverse

Reverse

MAVERICK MTC HORIZONTAL LOGO

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TECHNICAL COLLEGE

MIDLANDS TECH
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One Color

MIDLANDS
TECHNICAL COLLEGE

One Color

MIDLANDS TECH
MAVERICKS

Color Background

MIDLANDS
TECHNICAL COLLEGE

Color Background

MIDLANDS TECH
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Reverse

MIDLANDS
TECHNICAL COLLEGE

Reverse

MAVERICK COLORS

PMS 7694
CMYK 100-76-35-21
RGB 12-67-106

PMS 7689
CMYK 79-33-7-0
RGB 35-141-193

PMS 130
CMYK 0-38-100-0
RGB 245-168-28

PMS 2204
CMYK 27-9-9-0
RGB 184-209-220

PMS 303
CMYK 97-73-52-56
RGB 0-41-58

PMS 443
CMYK 47-31-35-1
RGB 142-156-156

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

SECONDARY COLORS

PMS 368
CMYK 58-2-100-0
RGB 121-188-67

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

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

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

OPTIONAL ART TO BE USED ONLY WITH THE MAVERICK LOGOS ON PAGES 3-6.

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MIDLANDS TECH

ALUMNI

MIDLANDS TECHNICAL COLLEGE

MAVERICK ALUMNI

SINCE 1974

MIDLANDS TECHNICAL COLLEGE

MAVERICK ALUMNI

MIDLANDS TECH

MAVERICK ALUMNI

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MIDLANDS TECHNICAL COLLEGE
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2021
ALUMNI
MIDLANDS TECH

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Since 74

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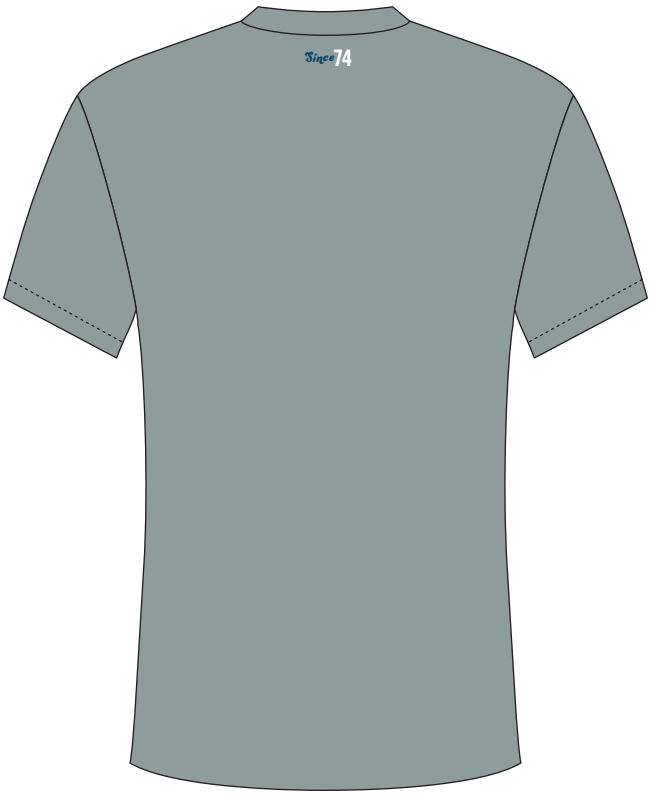
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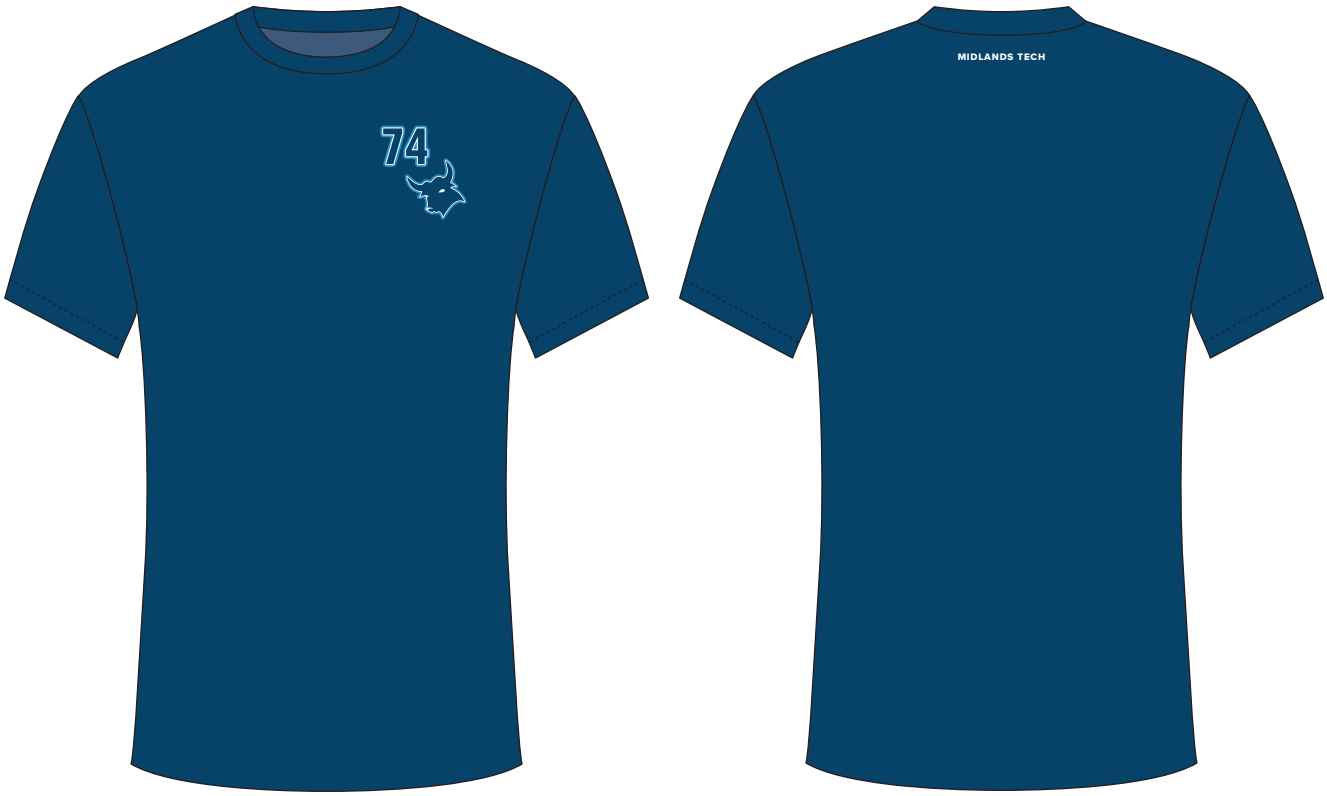
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Since 74

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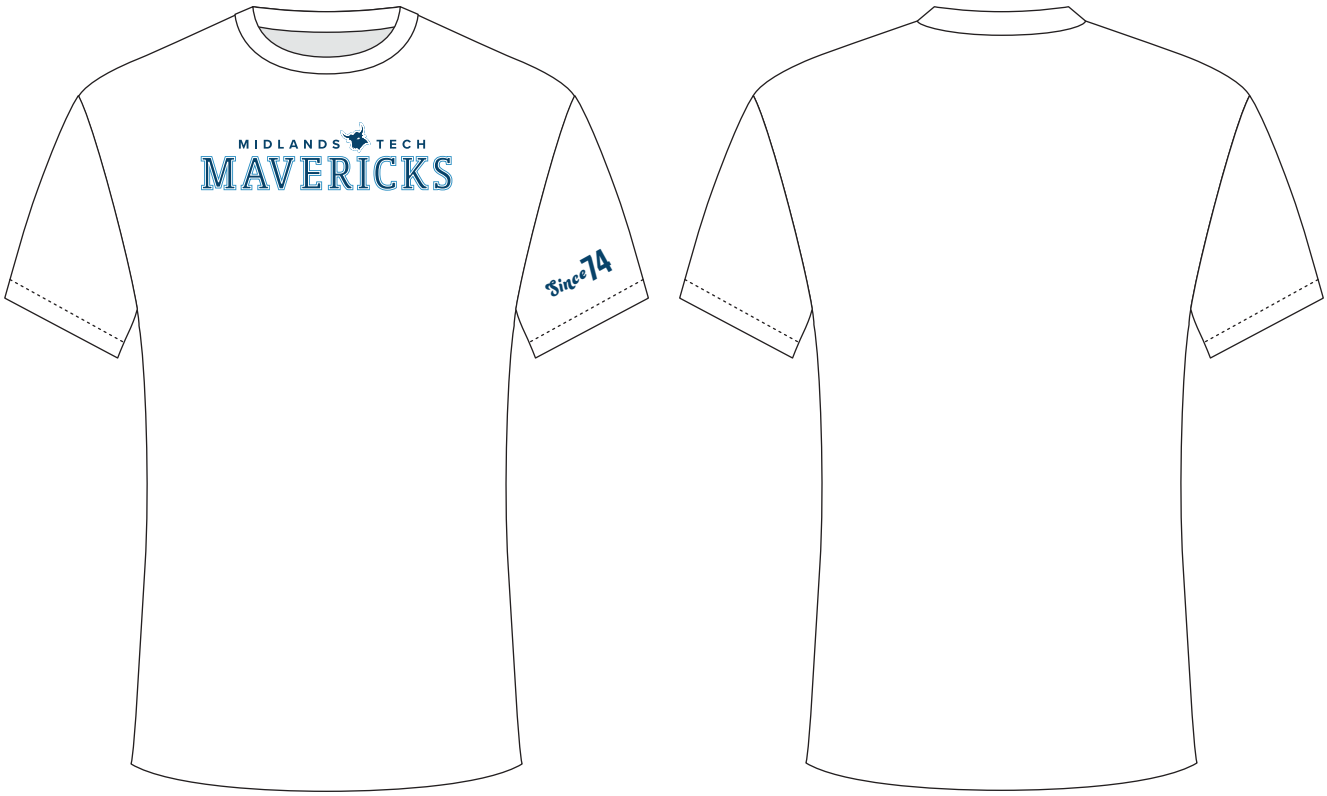
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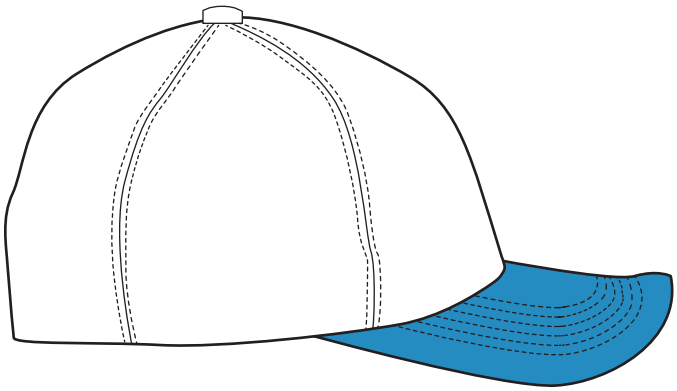

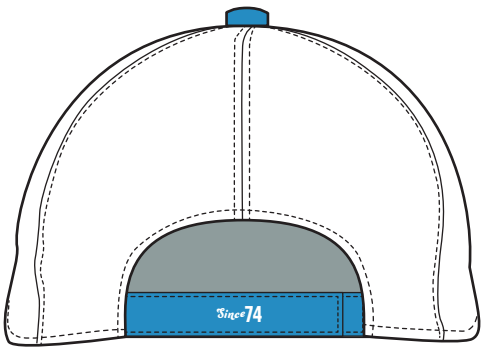
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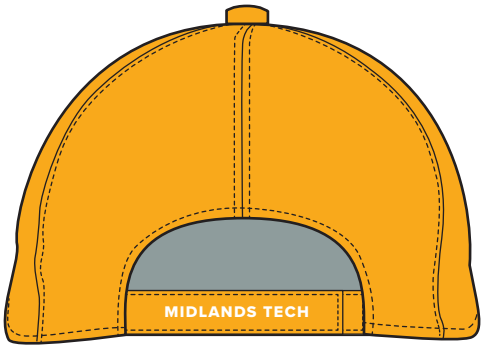
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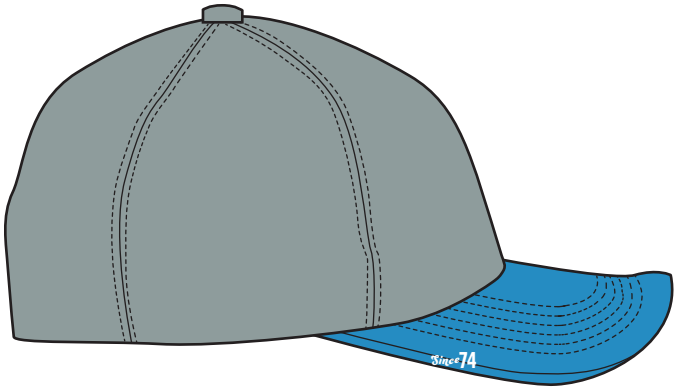
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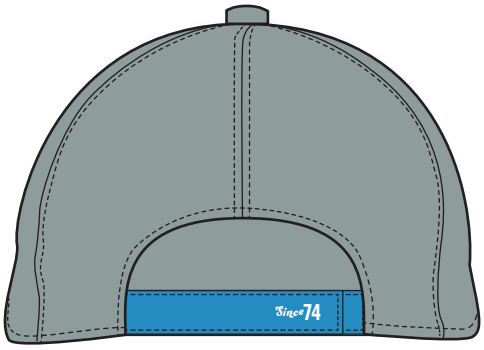
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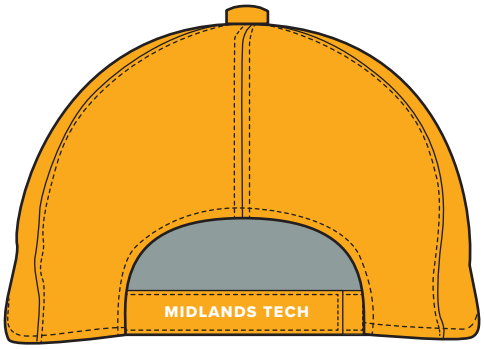
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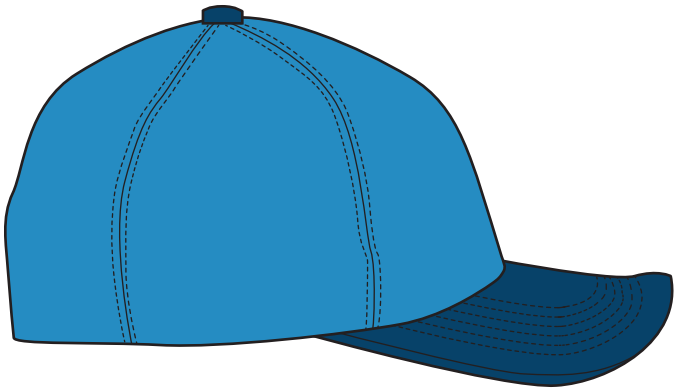

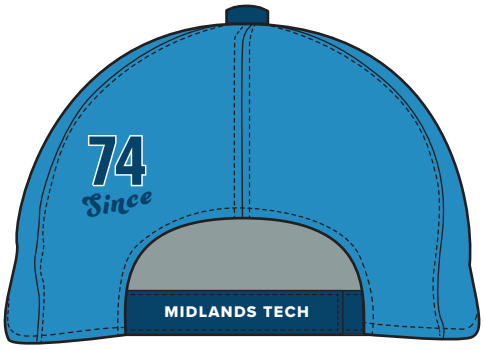
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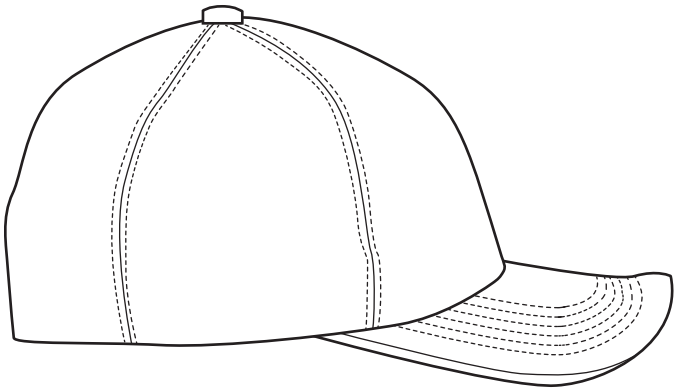

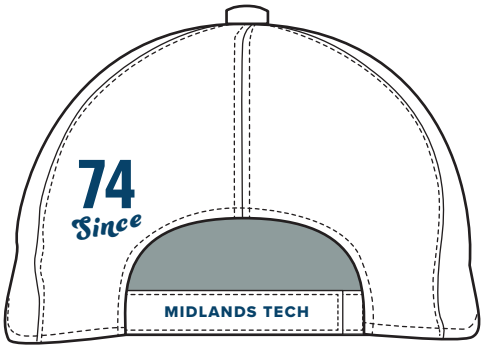
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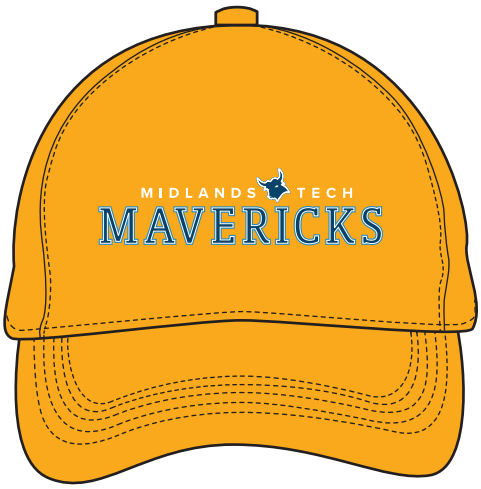
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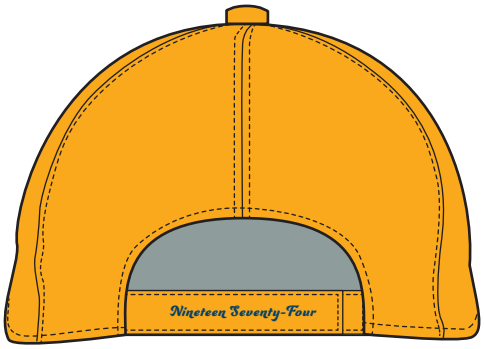
Nineteen Seventy-Four

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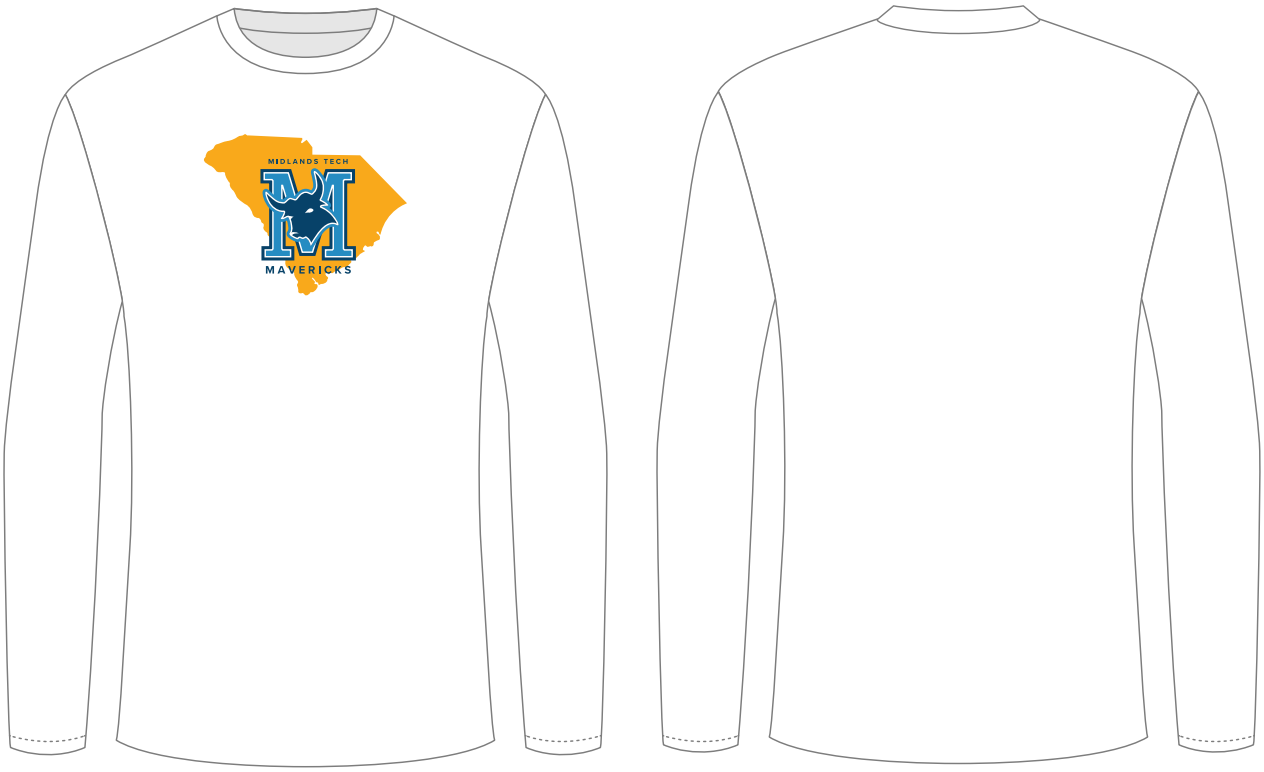
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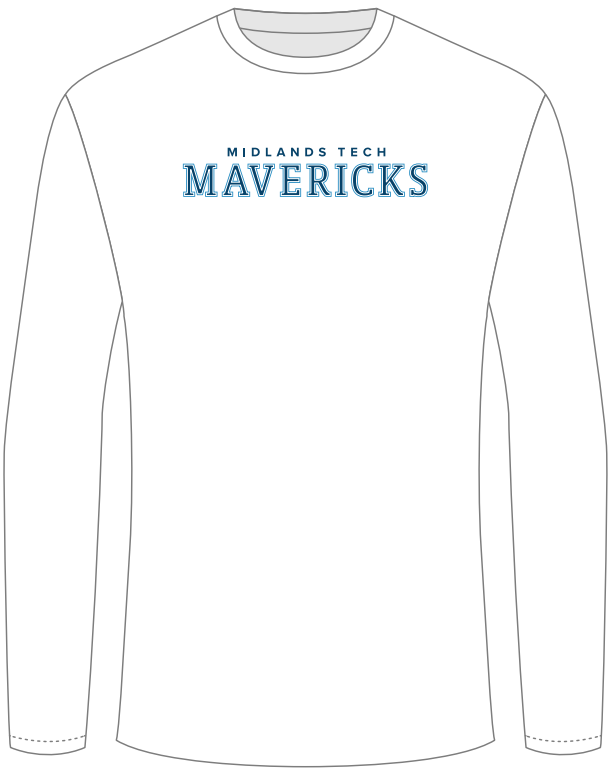
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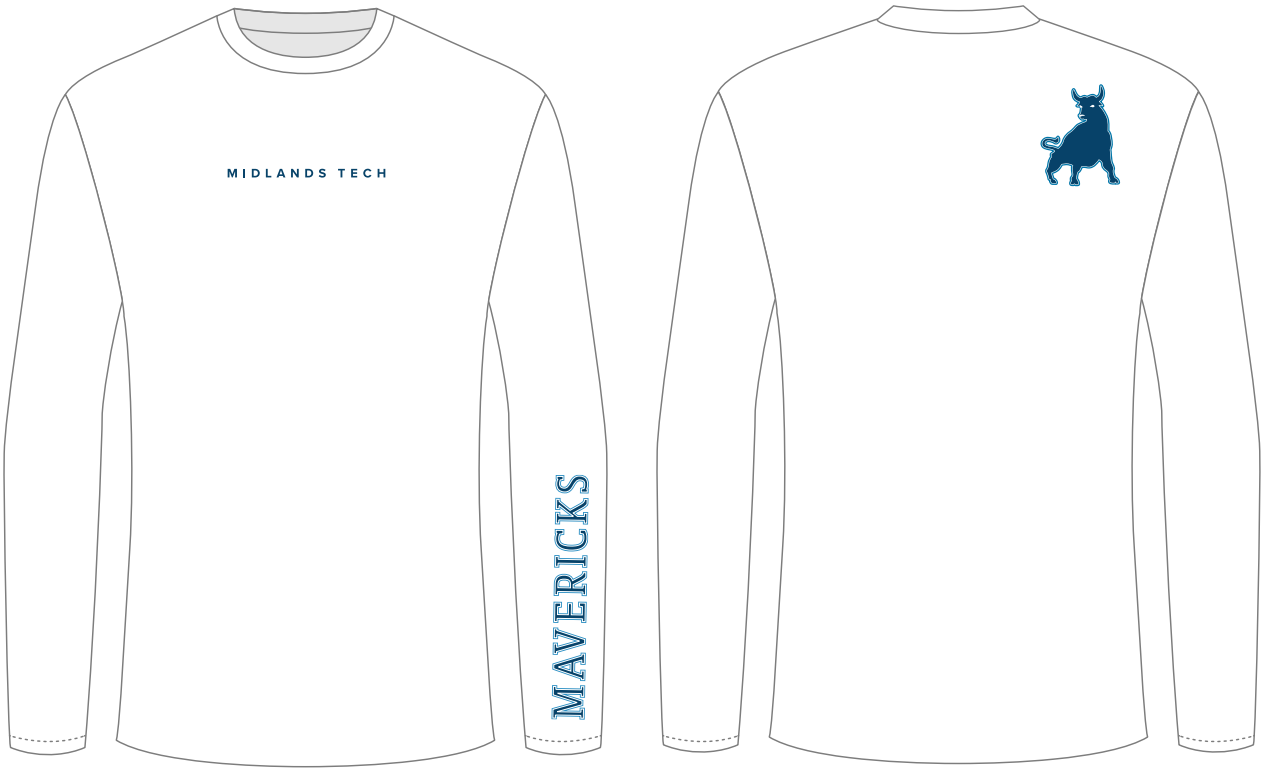
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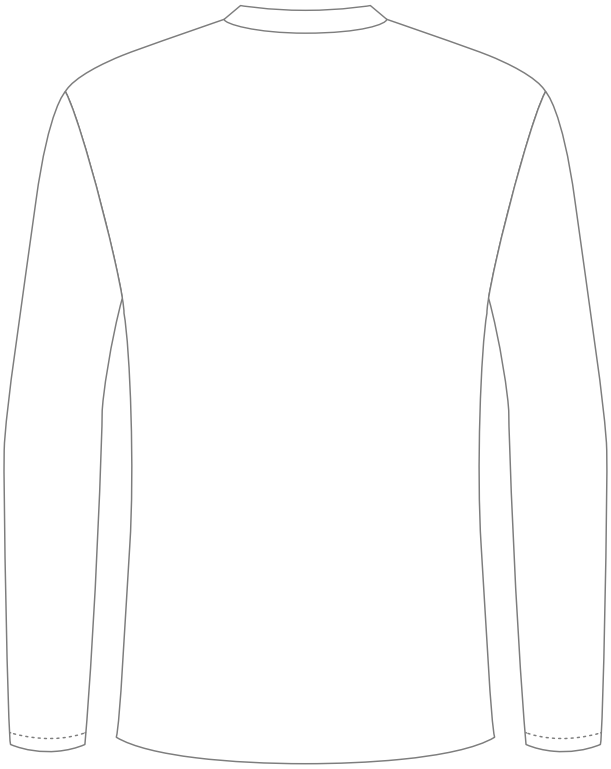
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