



Mitchell Technical Institute POLICY

Category	Approval		
Series 100: Foundations and Basic Commitments	Effective	Administration	Board
	2/22/10	12/4/09	2/22/10
	Revised		For Review
	8/10/15		2019

IDENTITY AND PUBLICATIONS STANDARDS

MTI 105

Mitchell Technical Institute places great value on its name and logo. These represent the school and all the staff and students within. Therefore, students and members of the public should be aware that they need to secure permission from the MTI Marketing Office in order to use the school trademark which includes all school names (Mitchell Technical Institute, MTI, Mitchell Tech, etc.), logos, and trademarks.

Unauthorized use of any of the above may result in legal action against all persons involved in the production, design, manufacture, sales, or distribution of items. This includes T-shirts, jackets, and all other materials. Legal action may seek legal fees and damages and may also seek to seize such materials and proceeds.

The institution that has become Mitchell Technical Institute has been identified by various names and symbols as it evolved to its present status. This Identity and Publications Standards Policy was developed to ensure that MTI is clearly presented to all audiences. These Identity Standards interpret and implement the policy.

The Identity and Publications Standards policy applies to any individual or institutional unit, which must conform to other policies, rules and regulations of the Institute, regardless of funding source. Questions regarding the policy should be referred to the MTI Marketing Office, which is responsible for its implementation.

Identity Elements

- Institute Name
- Institute Seal
- Institute Logo
- Legibility
- Secondary Identifiers
- Logo

Applying Identity Elements

- Stationery Standards
- Letterheads
- Envelopes and Shipping Labels
- Business Cards
- Publications Standard
- Informational Publications

- Promotional Publications
- Forms
- Exempt Publications
- Waived Publications
- Other Graphic Applications
- Web Identity
- Protecting and Licensing the Identity Elements
- Protection
- Licensing Program

Institute Name

By resolution of the South Dakota Board of Education, the institution's full name is Mitchell Technical Institute. In most cases, the full name should be used in the first reference to the Institute. The word "the" may precede the full name to avoid awkward sentence structure, but is not required. Once the identity of the institution is clearly established, subsequent written references to the Institute may use the form MTI, or in some cases, Mitchell Tech.

The Institute's name must be written in appropriate ways wherever it appears. The phrase Mitchell Technical Institute should be written in capital and lower case letters with no periods or abbreviations. No punctuation or character should be used in either form of the Institute's name.

Examples of correct and incorrect usage:

Correct Forms

- Mitchell Technical Institute
- MITCHELL TECHNICAL INSTITUTE
- MTI
- Mitchell Tech
- For electronic mail only: mti

Incorrect Forms

- Mitchell Institute of Technology
- M.T.I.
- Mitchell Tech Institute
- Mitchell Vo-Tech
- Vo-Tech

Institute Seal

MTI's seals represent its distinctive characteristics and are reserved for official and ceremonial use. The Institute seal consists of two concentric circles. The inner circle contains the word "SEAL" and "Founded 1968". The outside circle contains the Institute's name "Mitchell Technical Institute".

The seal may not be redrawn or re-proportioned, nor may its text be modified in any manner. Previous seals of the Institute cannot be used except for historical reference.

In general, the seals should not be used as a design element in informational and promotional materials without permission. Examples of appropriate and inappropriate use are listed below. Use of the seal for other purposes requires the approval of the Vice-President for Academic Affairs or President.

Appropriate Uses

Official uses of the seal include:

- Diplomas
- Transcripts
- Legal documents
- Certificates and plaques

Ceremonial uses, for which the seal may be appropriate, include:

- Commencement materials

Inappropriate Uses

Commercial uses, for which the seal shall not be used, include:

- Advertising
- Garments
- Glassware and ceramics
- Notebooks, folders and similar items
- Specialty advertising and marketing items

Ancillary uses, for which the seal shall not be used, include:

- Badges
- Name tags
- Buttons

Institute Logo

The official Institute logo consists of large bold italic letters “M” and “T” and a stylized swoosh representing “I” contained within an oval and accompanied by with the words “Mitchell Technical Institute”. The official Institute logo exists in two usable formats. The stacked version consists of the oval with the words “Mitchell Technical Institute” centered below. The horizontal version consists of the oval with the words “Mitchell Technical Institute” to the right of the oval. Departmental and unit marks are prohibited either as substitutes for, or additions to, the official logo. The logo may not be redrawn or re-proportioned, nor may its text be modified in any manner. The logo may appear on publications as a design element or as an Institute signature. The following specifications apply:

Legibility

To preserve legibility, the logo should appear large enough for all type to be readable. Designs should allow the logo a liberal amount of white space.

Promotional Publications

Promotional publications invite participation in MTI activities or events, or promote the sale of a product by the Institute. An MTI activity or event is one sponsored or co-sponsored by the Institute.

Letterheads may display the name of a program, department, or unit, but cannot contain the name of an individual. Envelopes may carry one additional line, which may include an office name for use by the mailroom.

Use of the Institute's stationery is permitted only for official business conducted by persons under contract in officially recognized divisions, schools, departments, centers or other units. The letterhead and envelopes must never be used for correspondence of a personal nature. Letters by students must be co-signed by their staff adviser.

Organizations affiliated with MTI which have their own governing boards should not use Institute stationery without authorization of the Marketing Office. The MTI Foundation and the MTI Alumni Association are examples of such organizations.

Letterhead

Letterhead is available in 8 1/2" x 11" (standard). The design features the Institute logo and name printed with black ink on white paper.

Envelopes and Mailing Labels

Business and catalog envelopes that complement the letterhead are available. Sizes to meet most mailing needs are available including:

- Business size (#10) envelopes.
- Catalog envelopes in these sizes: 6" x 9", 9" x 12", and 10" x 13".
- Printed 5" x 3" pressure-sensitive mailing labels to use in addressing catalog envelopes, packages and mailing tubes.

Business Cards

Business cards are available in a standard format, consistent with the Institute stationery. All cards are printed on one side only. The following information may appear on the business cards.

- individual's name
- contractual or working titles approved by supervisor
- professional affiliations or credentials
- department names
- approved program name(s)
- building address
- phone numbers (up to four)
- email address

Individuals with more than one contractual or working title may order two cards. This would include, but is not limited to, persons with split assignments.

Publications Standards

A publication is defined as any printed material produced electronically, mechanically or by photocopying, in quantities greater than 25, regardless of substrate, intended for distribution to or circulation among audiences external to the originating Institute unit. Publications fall into one of the following categories and must adhere to the standards for that category.

Informational Publications

Informational publications describe MTI's policies, programs and services. These publications also disseminate general information.

Standards

Informational publications must:

1. Use the Institute logo in an appropriate location. The name "Mitchell Technical Institute" or "MTI" may be used as well. The Institute should be identified on the cover panel.
2. Provide standard publishing information on newsletters produced by Institute units. Examples are available from the Marketing Office.
3. Use one of the standard publications sizes.
4. Use approved paper stocks. These stocks have been selected to ensure ready availability, and to obtain best possible pricing.

Promotional Publications

Promotional publications invite participation in MTI activities or events, or promote the sale of a product by the Institute. An MTI activity or event is one sponsored or co-sponsored by the Institute.

Standards

In general, apply the standards listed for informational publications. However, flexibility is allowed in this category to allow for special needs in marketing events or products to targeted audiences.

If a publication will not be distributed along with informational publications, or if a publications package will not include an informational publication, further flexibility is allowed. Cover designs may omit the Institute signature so that a "teaser" effect can be achieved. However, the Institute logo and unit identification must be prominent elsewhere in the publication. Publication sizes and paper stocks may also vary.

Forms

Forms are used to provide information to, collect information from, or require an action from any source. Forms have space(s) for data insertion and may include information to guide the entry, subsequent interpretation and use of the information. These are governed by both MTI standards and South Dakota statutory requirements.

Exempt Publications

Publications exempted from these standards include manuals and books produced by Institute employees for external organizations, instructional (i.e. classrooms) materials, grant applications, and publications produced by student organizations.

Any publication produced within a course in any department, and produced by the students as full or partial fulfillment of the requirements of that course, is an exempt publication provided the following statement is printed on the front panel: "This publication is a student-produced class project and is not an official publication of Mitchell Technical Institute."

No department of the Institute may use this category of publications to intentionally circumvent the publications standard.

Waived Publications

On occasion, special audience needs cannot be met through a publications standards program. Individual publications or groups of publications may be granted a waiver from the standards by the Marketing Office based on the ability to meet the following criteria:

1. The user can provide written documentation that demonstrates special audience needs which cannot be met through the publications standard, and
2. The user has sole and complete control over the distribution of the publications, and

3. Such printing will not be distributed beyond the specialized audiences identified in the justification, and
4. The user can demonstrate how a control mechanism will ensure that such waived publications will not be mixed with other Institute publications.

When waived publications fail to adhere to these criteria, the waiver will be removed for reprints. Decisions by the Marketing Office are final, except when the President consents to review.

Other Graphic Applications

All possible uses of the Institute's graphic identifiers cannot be anticipated. The Marketing Office will review proposed applications not covered specifically by this standard on case-by-case basis, and develop new areas of standards as needed.

Protecting and Licensing

Protection

The Institute's name, seal and logo are registered marks of the Board of Education of the Mitchell School District doing business as Mitchell Technical Institute. This provides protection against the manufacture, display, or sale of these identifiers without the Institute's consent.

Protectability of the Institute seal and logo is based on their unique designs; therefore, they should never be redrawn, re-proportioned or otherwise modified for any special purposes.

Licensing Program

Licensing of MTI's name, seal and logo will be administered by the Institute's Vice-President for Finance and Administrative Services.