



POLICY

Category	Approval		
Series 100: Foundations and Basic Commitments	Effective	Administration	Board
	2/22/10	12/4/09	2/22/10
	Revised		For Review
	7/1/2020		2023

IDENTITY AND PUBLICATIONS STANDARDS

MTC 105

Mitchell Technical College places great value on its name and logo. These represent the college 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 MTC Marketing Office in order to use the school trademark which includes all school names (Mitchell Technical College, MTC, 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 College 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 MTC 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 College, regardless of funding source. Questions regarding the policy should be referred to the MTC Marketing Office, which is responsible for its implementation.

Identity Elements

- College Name
- College Seal
- College 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
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College Name

By resolution of the South Dakota Board of Education, the institution's full name is Mitchell Technical College. In most cases, the full name should be used in the first reference to the College. 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 College may use the form MTC, or in some cases, Mitchell Tech.

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

Examples of correct and incorrect usage:

Correct Forms

- Mitchell Technical College
- MITCHELL TECHNICAL COLLEGE
- MTC
- Mitchell Tech
- For electronic mail only: MTC

Incorrect Forms

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

College Seal

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

The seal may not be redrawn or re-proportioned, nor may its text be modified in any manner. Previous seals of the College 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 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

College Logo

The official College logo consists of large bold italic letters “M” and “T” and a stylized swoosh representing “I” contained within an oval and accompanied by the words “Mitchell Technical College”. The official College logo exists in two usable formats. The stacked version consists of the oval with the words “Mitchell Technical College” centered below. The horizontal version consists of the oval with the words “Mitchell Technical College” 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 a College 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 MTC activities or events or promote the sale of a product by the College. An MTC activity or event is one sponsored or co-sponsored by the College.

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 College'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 MTC which have their own governing boards should not use College stationery without authorization of the Marketing Office. The MTC Foundation and the MTC Alumni Association are examples of such organizations.

Letterhead

Letterhead is available in 8 1/2" x 11" (standard). The design features the College 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 College 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 College unit. Publications fall into one of the following categories and must adhere to the standards for that category.

Informational Publications

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

Standards

Informational publications must:

1. Use the College logo in an appropriate location. The name "Mitchell Technical College" or "MTC" may be used as well. The College should be identified on the cover panel.
2. Provide standard publishing information on newsletters produced by College units. Examples are available from the Marketing Office.
3. Use one of the standard publication 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 MTC activities or events or promote the sale of a product by the College. An MTC activity or event is one sponsored or co-sponsored by the College.

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 College signature so that a "teaser" effect can be achieved. However, the College 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 MTC standards and South Dakota statutory requirements.

Exempt Publications

Publications exempted from these standards include manuals and books produced by College 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 College."

No department of the College 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 College 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 College'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 College's name, seal and logo are registered marks of the Board of Education of the Mitchell School District doing business as Mitchell Technical College. This provides protection against the manufacture, display, or sale of these identifiers without the College's consent.

Protectability of the College 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 MTC's name, seal and logo will be administered by the College's President or Designee.

6/27/11 – Changed minor specifications to reflect current practice.

8/10/15 – Updated description of the MTC official logo.

6/10/19 – President (or designee) will administer licensing of MTC's name, seal and logo instead of Vice-President for Finance and Administrative Services.

7/1/20 – Logo and college references were updated as Mitchell Technical Institute was renamed Mitchell Technical College.