MOUNTAINLAND TECHNICAL COLLEGE

# BRAND GUIDE

MOUNTAINLAND
TECHNICAL COLLEGE

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This Brand Guide serves as the official reference for MTECH's visual and verbal identity. It establishes the standards that ensure consistency, clarity, and professionalism across the board. All employees are expected to follow these guidelines to maintain the integrity of our brand. Adhering to these standards is essential to strengthening recognition, building trust, and reflecting MTECH's excellence.

Any exceptions, adaptations, or alternative applications of these standards are determined solely at the discretion of the Communications team. This ensures both brand consistency and the flexibility needed for strategic creative execution.

# **MTECH** OVERVIEW

## COLLEGE MISSION STATEMENT

**To enhance the employability of individuals through market-driven career and technical education.**

## COLLEGE VISION

To prepare the workforce in the three county service region and implement the Mission Statement of the Mountainland Technical College through the five core areas of: Program Development; Student Achievement; Faculty and Staff Support; Physical Resources; and Community Outreach.

## COLLEGE VALUES

Mountainland Technical College's Values Compact is our collective commitment to student success. By working together with a shared passion for our community, we support the student experience with the following:

1. Relevant, industry-driven programs
2. Authentic and personalized support services in and out of the classroom.
3. A positive and welcoming community that inspires learning, confidence, integrity, and inclusion.

# **OUR** NAME

Be a proud member of the MTECH community by using our **correct and official name.** This **strengthens our recognizability** and **unifies our message** to faculty, staff, students, community members, and industry partners.

## THE **ONLY CORRECT** NAMES OF THE COLLEGE:

Mountainland Technical College

MTECH (**always all caps!**)

Mountainland Tech

## **INCORRECT** NAMES:

- Mtech
- M Tech
- M-tech
- M-Tech
- MTech
- MTEC
- Mtec
- MTec
- MATC
- Mountainland Applied Technology College
- Mountainland
- Mountain Land Technical College
- MountainLand Technical College
- **And anything else outside of our official name**

# **BRAND** VOICE

Our brand voice is the **foundation of how we connect** with our audience. It ensures **consistency across all communication channels, builds trust, and reinforces our identity** as a leader in technical education. A clear and authentic brand voice **allows us to effectively engage** with students, parents, community members, and industry partners while staying true to our mission and values.

## MTECH'S VOICE IS:

- Professional
- Friendly
- Informational
- Helpful
- Positive
- Confident
- Approachable

# **VISUAL** BRAND

Our visual brand is the **face of our organization and it shapes how MTECH is recognized.** Our visual brand reflects our commitment to excellence and is a clear and approachable identity that resonates with students, staff, and the community. Every element, from color choices to typography, is **intentionally crafted to represent our values and mission.** By maintaining consistency across all platforms and materials, we build **recognition, trust, and credibility**—ensuring a unified and polished identity. Our visual brand is not only for the college as a whole but **for every department and program under its umbrella, reinforcing our shared purpose and mission.**

## MTECH'S VISUAL BRAND IS:

- Professional
- Clean
- Simple
- Consistent
- Cohesive

# **COLLEGE** LOGO

MOUNTAINLAND
TECHNICAL COLLEGE

## HORIZONTAL LOGO

The Horizontal Logo features our ‘M’ monogram and our full name. This logo should be used in most applications to represent the brand.




## VERTICAL OR STACKED LOGO

The Vertical (or stacked) Logo features our ‘M’ monogram and our full name. This logo should be used in most applications to represent the brand.



## MONOGRAM

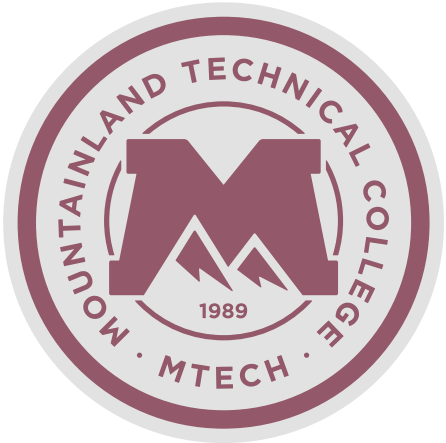
The Monogram features only the ‘M’ and is best used for internal use and select applications where space or format constraints apply.

# **PRESIDENTIAL** SEAL




## PRESIDENTIAL SEAL

The Presidential Seal is reserved for authorized use by the College President.




## RETIRED PRESIDENTIAL SEAL

This version of the Presidential Seal is retired and should **never** be used. If this seal is found on any material, please remove and/or discontinue use.

# **OTHER MTECH** LOGOS

Program and School logos are designated for use on materials that directly represent a specific program or school, such as program-specific communications or approved merchandise. These logos should not replace or compete with the college logos and must be applied sparingly. Their use is intended to support the primary brand identity. Final approval and application are subject to the discretion of the Communications team.







## SCHOOL LOGOS

Each school has a corresponding horizontal and vertical logo. It follows the logo usage guidelines and should never compete with the primary college logos.







## PROGRAM LOGOS

Each program has a corresponding horizontal and vertical logo. It follows the logo usage guidelines and should never compete with the primary college logos.

*For specific logo requests that aren't included here, please contact the Communications team.*

# **LOGO** USAGE

Unless otherwise noted, all logo marks (college, school, and program) are governed by the same usage and restriction standards detailed in this section.




**Don't** stretch the logo. Keep scale correct.




**Don't** rotate or tilt the logo. Keep it level.




**Don't** change the color of the logo. Use logos in color variations provided.




**Don't** outline the logo in a different color. Use the correct color logo for the background you are placing it on.

(reference page 12 for correct color combinations)



**Don't** zoom in or crop any aspect of the logo. Use the full logo.




**Don't** change the text of the logo.




**Don't** mix and match color variations of the logo.

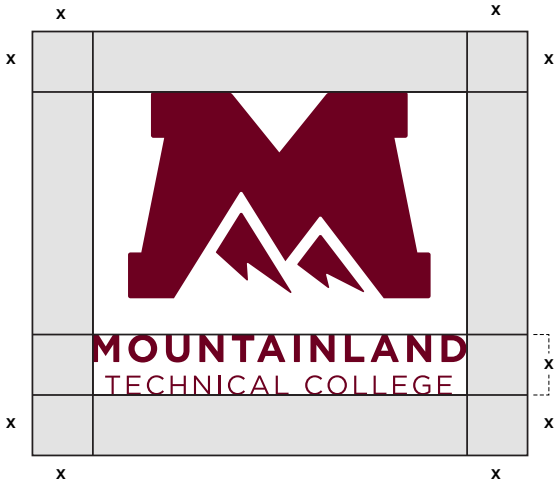



**Don't** use any retired versions of the logo.

# **LOGO** USAGE

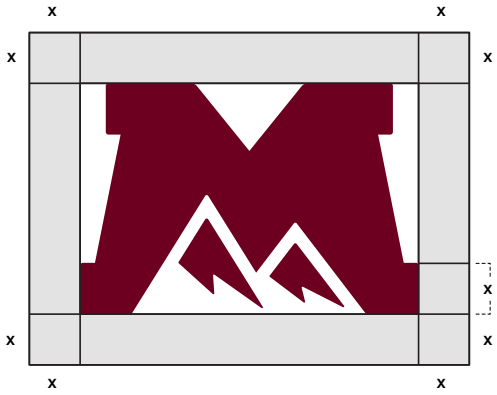
## LOGO CLEAR SPACE

Clear space is the **minimum** amount of space around a logo that should be free of other elements (text, shapes, edges, etc.).









# **BRAND** FONTS

## PRIMARY FONT

## GOTHAM

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Gotham is MTECH's primary font. It is the preferred brand typeface and is used in the logo and should be used on core brand materials whenever possible.

## SECONDARY FONT

## MONTSERRAT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Montserrat is MTECH's secondary font. This may be used as an approved substitute when the primary font is not available.

# **BRAND** COLORS




## MTECH MAROON

**#6D0020 | 108 11 14 | 33 100 77 47**

MTECH Maroon is the core brand color and serves as the primary visual identifier. It is used most frequently.



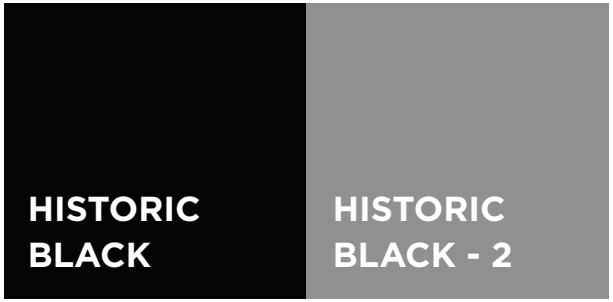

## SILVER LINING - 1

**#C2C2C2 | 194 194 194 | 24 19 19 0**

## SILVER LINING - 2

**#E4E4E4 | 228 228 228 | 9 7 7 0**

Silver Lining variations are used to compliment and support MTECH Maroon.




## HISTORIC BLACK - 1

**#000000 | 0 0 0 | 75 68 67 90**

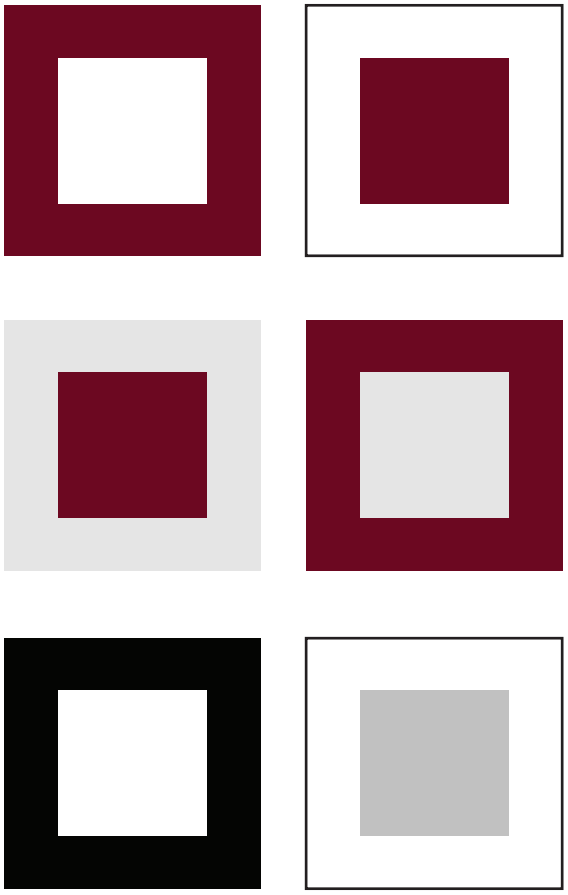
## HISTORIC BLACK - 2

**#8F8F8F | 143 143 143 | 46 38 39 3**

Historic Black variations are used sparingly.

# **COLOR** COMBINATIONS

## **DO USE:**



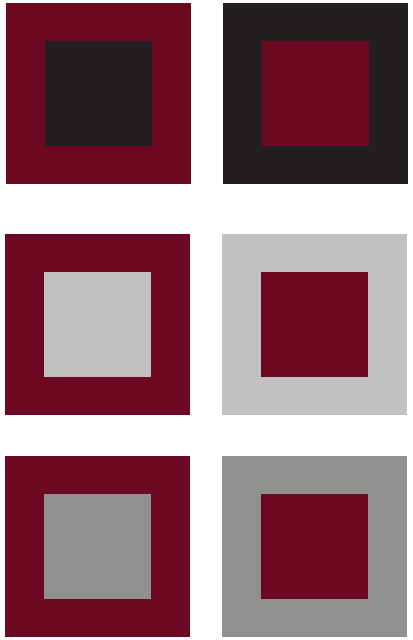
MTECH Maroon + White

MTECH Maroon + Silver Lining - 2

All Historic Black Variations + White

All Silver Lining Variations + White

## **DO** NOT **USE:**



MTECH Maroon + any Historic Black Variation

MTECH Maroon + Silver Lining - 1

# **EMAIL** & STATIONERY

## EMAIL SIGNATURES

Email signatures should be created from the templates available on the online Style Guide. Email signatures should **not** include any form of specialty and/or retired logos such as Best of State medals, anniversary logos, etc.

## BUSINESS CARDS

Official college business cards can be ordered at mtec.edu/employees. If custom business cards are needed, requests can be made through the Communications team.

## LETTERHEADS

Official college letterheads are available for use and can be found on the online Style Guide. Letterheads should not be altered from the brand approved version available.

## THANK YOU & SYMPATHY CARDS

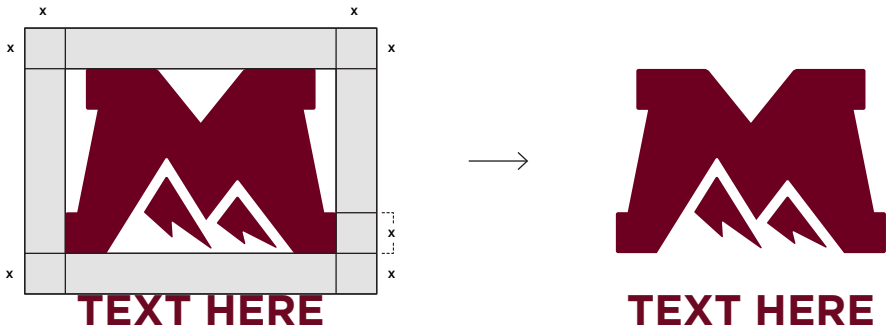
College cards are available for use and can be found in break rooms located at each campus.

# MERCHANDISING

## MERCHANDISING WITH THE LOGO

In the instance that the monogram is being used for merchandising (adding program/department name underneath) the clear space should be the **exact** amount of space between the logo and the text. School and program logos should be prioritized when applicable. Any design work beyond our primary logos and/or designs that require a third party vendor should be approved through the Communications team before merchandise is ordered.

*Example:*




*The Communications team has created department-specific logos. If you want access to these logos for merchandise purposes, please contact the Communications team.*