

MILWAUKEE AREA TECHNICAL COLLEGE

Brand and Logo Guidelines

September 2022

 MILWAUKEE AREA **Technical College**
Transforming Lives, Industry & Community

PRIMARY BRAND LOGO MARKS

Using Milwaukee Area Technical College logos in a consistent manner is vital to communicating the college identity and sustaining the brand. The Milwaukee Area Technical College Signature logo and MATC Spark logo, complete with the Transforming Lives, Industry and Community tagline, are the official college logo marks. The logo marks should be used prominently as the primary brand identity in all college business, including academic and nonacademic divisions and departments.

Request a college brand logo from the MATC Marketing and Communications Department, communications@matc.edu.

PRIMARY MATC SIGNATURE AND SPARK LOGOS

Signature logo – reinforces the name of the college



Spark logo – more frequently used



Signature logo with branded tagline



Spark logo with branded tagline



COMBINATION SIGNATURE AND SPARK LOGO FOR USE OUTSIDE THE MATC DISTRICT

Guide for use: when the MATC Spark logo is not recognizable as Milwaukee Area Technical College, and use of the Signature logo in a program mention is less than 1-1/2 inches in horizontal width.

Combination Signature and Spark logos



Combination Signature and Spark logos with tagline



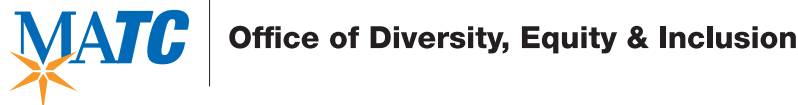
PRIMARY SUB-BRAND LOGO MARKS

Using Milwaukee Area Technical College logos in a consistent manner is vital to communicating the college identity.

This section contains approved sub-branding for MATC’s divisions, departments and college service areas. To maintain the integrity of our brand, only use this sub-brand visual identity process. No individual department logos are to be created or implemented for college business.

PRIMARY SUB-BRAND LOGOS

Signature and Spark logo unit



Signature logo sub-brand justified left and centered



MATC Spark logo sub-brand stacked justified left and single line justified left



Example of Signature logo sub-brand justified left second line with tertiary information and centered second line with tertiary information



Example of MATC Spark logo sub-brand stacked, second line for tertiary information justified left – MATC Spark logo with tertiary information only



EXAMPLES OF PRIMARY SUB-BRAND LOGOS

Academic Offices, Admissions, Bookstore, Children’s Centers, College Offices, Counseling, Departments, Divisions, Human Resources, Library, Multicultural Office, Registration, Student Life, Student Resource Center, Tutoring, Veterans Resource Center and similar entities.

COLLEGE LOGO DEVELOPMENT UNDER A DIVISION OR DEPARTMENT UMBRELLA

The Office of Diversity, Equity and Inclusion supports several Employee Affinity Groups that are dedicated to promoting a culture of inclusion at MATC and in the community. As part of MATC's Equity Strategic Priority, the primary functions of affinity groups are to support the college's equity and inclusion values by building community, promoting a sense of belonging, supporting student success, and assisting in the recruitment and retention of diverse talent. Each affinity group is connected to an executive sponsor that serves on MATC's Cabinet or Council. They are officially chartered MATC organizations supported and sponsored by the Office of Diversity, Equity and Inclusion.

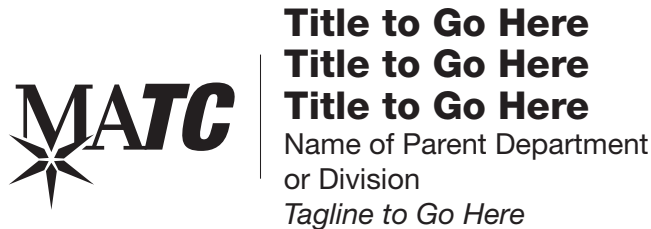
Signature logo centered



Signature logo flush left



Spark logo flush left



COLLABORATIONS AND PARTNERSHIPS LOGOS

Organizational entities, college alliances and community-guided partnerships may require a custom build that is outside of the Primary Sub-Brand logo guidelines. Examples include: Academic & Career Pathway logos, CareerHub, JobUp, MATC Foundation, MATC Drive, MATC Promise, Men of Color, ReStart, Safezone. Requests for these logo types will be reviewed by MATC Marketing.

- Academic marketplace brick-and-mortar storefronts with pay-for services provided by students led by faculty. Examples include: Cuisine, Sixth Street Cafe, Sixth Street Bakery, Edge of State, Skyn, Onyx.
- MATC staff-led institutional MATC service areas. Examples include: Public Safety, State Street Coffee Shop.
- Student Life Clubs and Organizations logos are created by students with their club/organization advisor. They are not created by MATC Marketing.
- When appropriate, MATC Marketing department will conduct legal research for MATC-affiliated commercial initiatives, college alliances and community-guided partnerships logo requests, through MATC General Counsel and/or outside legal counsel, for trademark research and compliance prior to beginning a custom logo process.

COLLABORATIONS AND PARTNERSHIPS LOGOS



ACADEMIC PROGRAM MARKETPLACE

MATC MARKETPLACE AND SERVICE



LOGO MARKS AND SYMBOLS

Using Milwaukee Area Technical College logos in a consistent manner is vital to communicating the college identity. MATC Marketing reserves the right to use a logo symbol in marketing and promotional communications.

M with Spark



Six-sided Spark



MATC SEAL

The presidential seal is used only by the MATC President's Office. It appears on official MATC communications from the president for college business and commencement.



MATC AFFILIATIONS AND FURNISHED LOGOS

Milwaukee PBS

Milwaukee PBS manages this logo and furnishes files to MATC Marketing.



MATC Stormers logo

MATC Athletics manages this logo and furnishes files to MATC Marketing – there is a shared logo use guide.



Wisconsin Technical College System

WTCS manages this logo and furnishes files to MATC Marketing.



COLLEGE LIMITED CAMPAIGN, UMBRELLA, EVENT AND IDENTITY GRAPHICS

There may be specific instances when a nonstandard graphic and not a logo may be appropriate. For example: Foundation fundraising campaigns, institutional celebrations, Academic & Career Pathway icons, MATC Day, special events, Student Experience umbrella.



Business & Management



Community & Human Services



Creative Arts, Design & Media



General Education



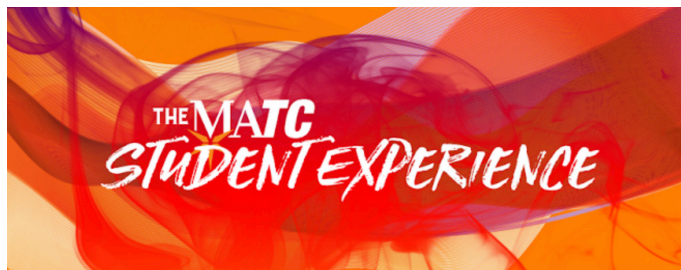
Healthcare



Manufacturing, Construction & Transportation



STEM



PRIMARY SIGNATURE AND SPARK LOGO FONTS

The MATC Signature and Spark logos are built on two primary typefaces:

Milwaukee Area – Palatino

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

Technical College – Helvetica Condensed Bold Italic

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

Tagline – Helvetica Condensed Italic

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ



PRIMARY SUB-BRAND LOGO FONTS

The Sub-Brand logo title and tagline are built on two primary typefaces:

Title – Helvetica Neue LT Std, 85 Heavy

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

Tertiary line – Helvetica Neue LT Std, 55 Roman

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

Tertiary line 3 – Helvetica Neue LT Std, 56 Italic

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ



Office of Diversity, Equity & Inclusion



Title to Go Here

Title to Go Here

Title to Go Here

Name of Parent Department
or Division

Tagline to Go Here

LOGO AND MATC BRAND COLORS

Use of the college brand colors is essential. Color production can vary with paper stock, printing processes, digital displays and visual platforms. Consistent use of the MATC brand colors is very important. There are no substitutions for the color formulas.



MATC BLUE

PANTONE – PMS: 293

CMYK: C = 100, M = 57, Y = 0, K = 0

RGB: RED = 0, GREEN = 70, BLUE = 173

HEX matc.edu: 1C69B3



MATC ORANGE

PANTONE – PMS: 151

CMYK: C = 0, M = 48, Y = 95, K = 0

RGB: RED = 248, GREEN = 151, BLUE = 40

HEX matc.edu: F89728

SECONDARY OR ACCENT COLOR

MATC Gray is used as a tertiary color that complements the MATC blue and orange primary color palette.



MATC GRAY - ACCENT COLOR

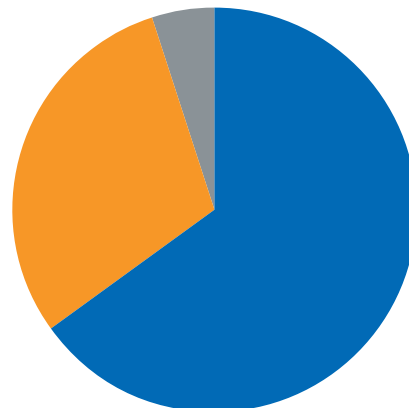
PANTONE – PMS: 429

CMYK: C = 5, M = 0, Y = 0, K = 35

RGB: RED = 248, GREEN = 151, BLUE = 40

HEX matc.edu: 9DA6A6

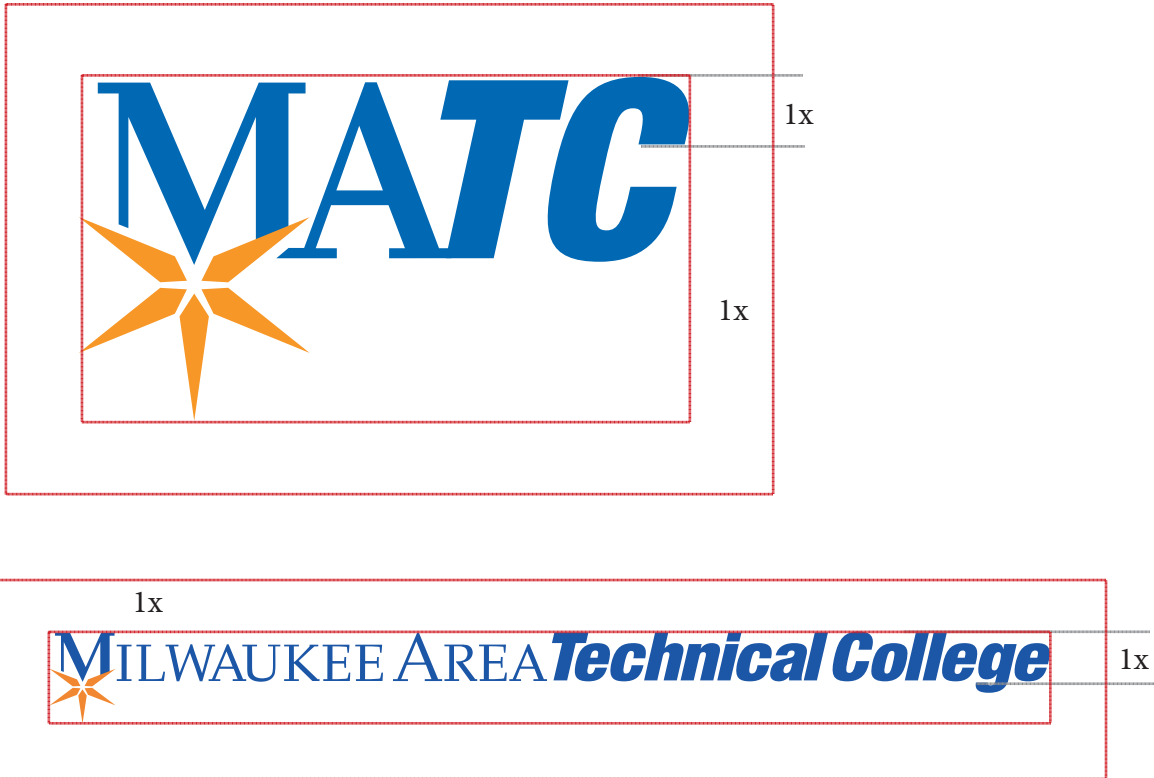
COLOR USE PERCENTAGE



CLEAR SPACE AROUND LOGO

The MATC Signature and Spark logos need to appear in a clear area without other elements to ensure visibility and impact. NO other graphic or typographic element may encroach on the area, unless logo mark is reversed out of an image or photograph and clear visual identity is retained.

The minimum size of clear surround area is indicated by 1x in the diagram:



LOGO COLOR VARIATIONS

Various options are acceptable using the MATC brand colors in strategic applications, primarily reserved for the MATC Marketing team. The same color usage applies to the Signature logo.



NOTES

The Milwaukee Area Technical College Brand and Logo Guidelines document outlines the approved use of the college's institutional visual identity. When promoting the brand of the institution, please follow this guide for clear and concise use.

It is important that the logo and graphic identity of the college is presented in a consistent manner at all times. Repeated and consistent use of the logo is critical to establish and maintain the Milwaukee Area Technical College Signature logo and MATC Spark logo to build brand identity.

Milwaukee Area Technical College Logo and Brand Rationale and Guidelines:

All academic and nonacademic offerings of Milwaukee Area Technical College's activities, initiatives and programming benefit by using the Milwaukee Area Technical College Signature logo, MATC Spark logo, brand typefaces and brand colors. When consistently used, these assets establish and sustain brand identity, advancing Milwaukee Area Technical College as an institution of higher learning in southeastern Wisconsin.

In this guide there are three categories of logo use and build:
Primary, Sub-Brand, Collaborations and Partnerships.

New logo requests should be undertaken only in consultation with MATC Marketing and Communications. A new logo requires a thoughtful approach if it is outside of the Primary and Sub-Brand categories.

Summary

New logos created outside of the MATC Marketing department are often a group consensus. The graphics are typically not built with professional industry software and do not meet professional industry standards across multiple delivery platforms. Layperson logos do not serve the college in maintaining a clear and consistent brand in the marketplace. For the most part they are not researched, strategic in visual design or marketing driven.

The most effective and memorable logos follow a branding process that begins with research and incorporates professional design with marketing brand strategy, an established visual-identity creative process, administrative review, and implementation. This process can be expensive and time consuming, and it should be reserved for marketing solutions when having a custom logo warrants the investment.

Everyone sees many logos and graphic marks in the course of a day that may represent a business, product or service. The impact of visual logo mark clutter is that we begin to think that every MATC program, product or service must have its own logo – its own “brand.” To act on this thought results in a diluted college brand and environmental clutter.

revised 9/3/22kk