Dear Students:

This Guide was created to assist the campus community in producing communications to promote an identity that is consistent, much like Coca-Cola, whose image has stood the test of time. By following these standards in our advertising endeavors, promotional products, publications, and electronic communications, we can strengthen the University as a whole. Consistency is critically important, and your cooperation is essential.

If you have any questions about what is outlined here or need any assistance, please contact University Marketing and Communications at 906-487-2354 or at umc@mtu.edu.

Thank you for helping us tell the Michigan Tech story.

Glenn D. Mroz
President
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Our official name is Michigan Technological University. To ensure recognition beyond our geographic region, the first reference of the University's name should always be “Michigan Technological University.” The second reference should be “Michigan Tech.” After that, references may be “Tech,” “the University,” or “the institution,” although “Tech” should not be used repeatedly. Do not use “MTU” or “Michigan Tech University” as these references may not be understood beyond the campus community. This applies to all references to the University including use in email, letters, forms, phone messages, signs, advertising, and apparel. Further, student organizations should not use MTU in their organization name, and if they choose to use Michigan Tech it should appear following the club name such as the Frisbee Club at Michigan Tech.
The Michigan Tech logo is the official graphic symbol for Michigan Technological University.

**Logo Standards**

The logo is available in gold/black, gold/black with white outline, black/white, black/white with white outline, and white for use on a dark or black background.

The color version can be used in electronic and two- or four-color applications. The gold/black or gold/black with white outline logo must always be used in color electronic files or in four-color printed publications. Use only the black/white version for black-and-white printing. See www.mtu.edu/idstandards/print/color for official color-printing specifications and www.mtu.edu/idstandards/web/colors for web use.

Use only officially prepared logos that are available from University Marketing and Communications. Logos can be downloaded from the web at www.mtu.edu/idstandards/downloads/logos using your ISO password.
Logo Placement

The University should be referenced on both sides of a publication. Use the Michigan Tech logo on the front and back cover, or use the Michigan Tech logo on either the front or back cover and the full name of the University—Michigan Technological University—on the other side.

Multiple-page calendars should include the logo on every page spread.

The University logo should be on every official web page. This is often accomplished within a banner or footer.

White Space Requirements

Maintain a minimum distance equal to the space between the base of the logo and the bottom of the g (see image next page) between any part of the signature and any other design elements appearing on the page. This minimum distance also applies to the minimum space allowable between the edge of the page and any part of the layout.

Minimum Size Requirements

The minimum size for the Michigan Tech logo in publications is 1¾" wide. Minimum size requirements have been established to ensure legibility of the University’s logo. Proportions of the logo should never be altered.

On specialty items such as pens, pencils, carabiners, lapel pins, etc., when the logo must be smaller, please contact University Marketing and Communications for assistance. In addition, see pages 14–15 for trademark requirements.
Sample of white space requirement

Sample of minimum size
Unacceptable Applications
Do not re-create the Michigan Tech logo. Changing the logo’s color, stretching the type, and adding or subtracting design elements are prohibited. The examples on the next page represent some of the unacceptable uses of the logo.

Use only the officially prepared logos which are available from University Marketing and Communications or on the web at www.mtu.edu/idstandards/downloads/logos.
Do not use old logos.

Do not place text over the logo.

Do not make the logo appear transparent.

Do not stretch the logo vertically or horizontally.

Do not condense the logo vertically or horizontally.

Do not curve or arch the logo.

Do not distort the logo in any way.

Do not size the logo below 1 3/4".

Do not use a web logo on a printed publication.

Do not use a grayscale logo, even when printing in black and white.

Do not use the logo on a dark or black background without the white background.

Do not use any color other than white as an outline on the logo.

Do not position the logo vertically.

Do not use a black and white logo on a color piece.

Do not use another color within the logo.
The official seal of the University is used only for formal and official documents, such as diplomas and communications from the president. It is not for general use. The seal may not be altered in any way or blended with other designs or symbols.

The seal may be used on approved specialty items and may not be used on apparel. See www.mtu.edu/idstandards/visual/seal for a list of specialty items.
The husky dog is the official mascot of Michigan Tech athletics. While the husky dog logo is used primarily by athletics, it may be used in nonacademic communications that promote campus and alumni activities.

The Huskies script logo is reserved for use by athletics and for University promotion, including apparel.

Both the husky dog and Huskies script logo are registered trademarks and cannot be modified. Any use of these marks on merchandise must be approved by the University’s Technology and Economic Development Licensing Department (see page 14 for more information).
Any use of the Michigan Tech name, logos, seals, and/or other symbols or marks of Michigan Technological University on any merchandise, whether offered for sale or noncommercial use (i.e., fund-raising or promotional purposes), requires a trademark license and written approval. The Trademark Licensing Program is administered by the Office of Technology and Economic Development and is designed to protect the University’s ability to enforce the use of its name and image and to ensure that such uses are authorized and appropriate. Approval of designs is based on accuracy of the design and the representation or image presented by the proposed use.

Information about the Trademark Licensing Program, instructions for obtaining a license, and a list of currently licensed vendors can be found at www.ted.mtu.edu/trademark.php.

**Guidelines for Design Use on Merchandise**

Representations of the name Michigan Technological University and Michigan Tech in text or graphical form on all merchandise must be consistent with the guidelines in this document.

Exceptions may be made for design and aesthetic reasons. For example, minimum size requirements as noted on pages 9–10 may not apply for small mementos and embroidered clothing. All merchandising applications must use the ® symbol.
When to Use Trademark Symbols TM and ®
The words “Michigan Tech” and “Michigan Technological University” and the logos shown here, have all been registered as trademarks at the USPTO (United States Patent and Trademark Office). These marks should always have the ® placed alongside the mark.

The HUSKIES word mark (see bottom left) is not registered with USPTO, but is a University identity mark, used almost exclusively for apparel. The University should also be identified on all items bearing this mark as Michigan Tech or Michigan Technological University. This mark should always be followed by the ™ symbol.

Similarly, a service mark “SM” is a word, name, symbol, or device that is used to indicate the source of the services and to distinguish it from the services of others. A service mark is the same as a trademark except that it identifies and distinguishes the source of a service rather than a product. The terms “trademark” and “mark” are often used to refer to both trademarks and service marks.

For additional questions on obtaining a trademark license, contact the Office of Technology and Economic Development by email at ted@mtu.edu.
When the official logo or a spirit mark is used, it should always appear in the specified University colors (www.mtu.edu/idstandards/print/color).

Student organizations are encouraged, but not required, to use the Michigan Tech logo on organization apparel. If the logo is used, however, organizations must adhere to the standards outlined here.

- Black, gold, and white are acceptable ink colors on complimentary color apparel. If the screen print is full color, the logo needs to be in full color (white outline required if printed on a dark color).
- When using only black, gold, or white inks, the transparent logo needs to be used.
- All apparel must be ordered through a licensed vendor. This will insure the appropriate usage and integrity of the logo.
- Apparel in black, gold, gray, and white are highly encouraged, but not required.
- The embroidery thread used on apparel should match the official colors of the University.

Please note that programs and events sponsored by offices affiliated with Student Life must use the Michigan Tech logo when apparel is being used for the event or to represent the area, for example, K-Day, Homecoming, Hall Councils, IRHC, Learning Communities, etc.

All apparel must be purchased through a licensed University vendor. For a complete list of approved vendors, or to have a new vendor licensed, please go to: www.ted.mtu.edu/trademark.php.
Personal Logo Use

Students are not permitted to use the University’s logo or spirit marks for personal use. Exceptions to this policy are granted in special circumstances. For example, the logo may be used for class projects and conference presentations or on business cards that reflect participation in an Enterprise or other student organization. To be considered for an exception, please contact University Marketing and Communications at umc@mtu.edu. Approvals must be received before the University’s symbols are used.

University symbols should not be displayed on personal web pages. Nor should personal pages use the name of the University in such a way that the reader would perceive the page to be an official University website.

Finally, personal use of the University symbols on merchandise is prohibited without the approval of the Office of Technology and Economic Development at www.ted.mtu.edu.
Any student organization registered with the Office of Student Activities that does not have web space on a department web server may have web space on the Michigan Tech Student Organization server (www.sa.mtu.edu/stulife/stuorg/). The Undergraduate Student Government funds and supports this server.

Student organizations may use the logo and symbols of the University but may not represent themselves as agents of the University. (Some exceptions may apply. Contact University Marketing and Communications). All use of symbols must be in accordance with the policies established here.
Michigan Technological University is an equal opportunity educational institution/equal opportunity employer.