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**Messaging**

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**Visual Identity**

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Michigan Technological University is a public research university, home to more than 7,000 students from 60 countries around the world. Founded in 1885, the University offers more than 120 undergraduate and graduate degree programs in science and technology, forestry, business and economics, health professions, humanities, mathematics, and social sciences. Our beautiful campus in Michigan’s Upper Peninsula overlooks the Keweenaw Waterway and is just a few miles from Lake Superior.
The Place to Be (Real).
Michigan Tech’s brand platform inspires external messaging that is uniquely ours: **real.**

More than a logo or tagline, our brand platform establishes the brand and is the foundation from which all marketing decisions are made. If a message falls outside our brand promises—real people, opportunities, and experiences—we argue it’s a story probably not worth telling.

**Promise to Make it Real.**

**Real people**
faculty, students, alumni, friends, prospective students, you

**Real opportunities**
facilities, location, traditions, research, events, classes, weather

**Real experiences**
in class, in the field, internships, co-ops, abroad
Attributes

Smart,
Hardworking,
Unpretentious,
Relentless in the pursuit of better

Brand attributes are characteristics that speak to the personality of the brand.
Differentiators

We Celebrate Tough:

Research
Location
Traditions
Events
Snow
Water
People

Differentiators are a set of enduring features separating Michigan Tech from competitors.
Stories

It’s easy to rely on data to tell our brand story (salaries, placement, expenditures). We want to focus on the journey—not just outcomes: Demonstrate what life is like for a first-year engineering major. Showcase a day-in-the-life of a researcher. Or talk about what it’s like to be president of a student organization.

We want STEM to not only be seen as necessary and important for our world, but also as just plain cool.

Share stories that are:

Compelling
Current
Bite-sized
Relatable

More than Features and Benefits

A feature is a factual statement about a product or service. A benefit answers “What’s in it for me?” Our external messaging doesn’t center on features and benefits, but rather real, emotive brand stories. Narratives about students, alumni, and research get to the heart of why our audiences care about Michigan Tech, and what they’ll come to believe about our brand through storytelling.
Tone of voice

Honest.
It’s how we say what we say—and it’s essential that all external communications consistently share our trademark tone of voice.
Honest means...

Use simple, active, staccato sentences. Avoid jargon and fussy words.
Power Statements

Memorable phrases that can be infused in messaging as headlines, subject lines, cutlines, social media, body copy, and more.

- Crazy Smart—You’d have to be crazy smart to come here.
- Create the Future—Create the future in science, technology, engineering, and mathematics.
- Innovation Shore—Create the future along Michigan Tech’s Innovation Shore.
- Location—Bound together by distance, STEM, and snow.
- Second Family—We’re a pack—in it together.
- Research—Roll up our sleeves to analyze, dig, compare, and deploy.
- Value—Michigan Tech grads get jobs.
Frequently Used Words

Simple, active words and verbs create a sense of liveliness and urgency.

ANALYZE
BUILD
CHOOSE
COLLECT
CONNECT
CREATE
DO
ENGINEER
EXPLORE
FIND
FUSE
GRIND
GRIT
HAUL
INnovATE
LEAD
LOAD
MEASURE
PACK
RESEARCH
SMART
SUBMERGE
TENACITY
WORK
VISUAL IDENTITY
Visual Identity

Logo System

<table>
<thead>
<tr>
<th>Full Name Horizontal</th>
<th>Full Name Wordmark Stacked</th>
<th>Full Name Wordmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michigan Technological University</td>
<td>Michigan Technological University</td>
<td>Michigan Technological University</td>
</tr>
</tbody>
</table>

When to Use
Use our stacked horizontal or full-name mark to provide immediate identity recognition in scenarios where the University brand is unfamiliar.

University Logos are Trademarked
All Michigan Tech logos downloaded from this page are registered trademarks of Michigan Technological University. The use of the Michigan Tech name, logos, seals, and/or other symbols of the University, in commercial venture, even fundraising or promotional activities, requires prior written approval. Only licensed vendors are authorized to produce merchandise and apparel featuring the University name and/or logos. For more information and a list of licensed vendors, please visit our trademark licensing page.
Visual Identity

Logo System

Michigan Tech Vertical

Michigan Tech Horizontal

Michigan Tech Wordmark

When to Use
Use these marks only when the full University name is included elsewhere.
When to Use
Use this mark only when the name of the University is present elsewhere. On campus, this mark may stand alone when used in conjunction with signage, events, and internal communication.
Visual Identity

Logo System

Clear Space

Clear space is the protected area around the logo that maximizes its impact. This space must be kept free of all other graphics and text, including other logos.
Visual Identity

Logo System

Minimum-Size Restrictions
Minimum-size requirements ensure legibility of the logo. Contact University Marketing and Communications with questions or concerns regarding logo size.

The full name horizontal logos should never be smaller than .5 inches tall.

The Michigan Tech wordmark should never be smaller than 1.5 inches wide.

Michigan Tech
Visual Identity

Business Cards

Front side (two options)

<table>
<thead>
<tr>
<th>First name Last name</th>
<th>Title</th>
<th><a href="mailto:email@mtu.edu">email@mtu.edu</a></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Department Name
Office Location
1400 Townsend Drive
Houghton, Michigan 49931-1295
o. xxx-xxx-xxxx  |  c. xxx-xxx-xxxx  |  mtu.edu/XXXXXX

Reverse side (three color options or blank)

First name Last name
Title 1
Title line 2
Title line 3

Department Name
Office Location
1400 Townsend Drive
Houghton, Michigan 49931-1295
email@mtu.edu  |  xxx-xxx-xxxx  |  c. xxx-xxx-xxxx  |  f. xxx-xxx-xxxx
www.XXXXX.mtu.edu

To place a business card order, email umc@mtu.edu
or download the form at mtu.edu/umc/resources/download.
Visual Identity

Letterhead

Department Letterhead
To place an order, contact umc@mtu.edu.

Digital Letterhead
Visit mtu.edu/umc/resources/download to download digital departmental letterhead. Digital letterhead is not intended for print.

Minimum-Size Restrictions
Minimum-size requirements ensure legibility of the logo. Contact University Marketing and Communications with questions or concerns regarding logo size.
Visual Identity

Logo System

Unacceptable Applications
Do not re-create the Michigan Tech logo, change the logo’s color, stretch the type, alter, move elements of the logo, or add or subtract design elements.

Use only official logos prepared by and available from University Marketing and Communications.

- Do not stretch the logo vertically.
- Do not use another color within the logo.
- Do not condense the logo horizontally.
- Do not use a web logo on a print publication.
- Do not make the logo transparent.
- Do not tilt or position the logo vertically.
- Do not mix the one-color logo options.
- Do not change the one-color logo to any other color.
Visual Identity

How to use the logo

Color Variations
These are approved logo variations when applied on color backgrounds.
Visual Identity

How to use the logo

Photography
The following are recommendations of logo use on photographs. The designer should use their best judgment when overlaying the logo. Never place logo over people, complex images, patterns, or main focal points in the photograph.

Use full-color logo on a light photo.

Black logo may also be used on a light photo.

Use white (or gold) logo on a dark photo.
When to Use

The University seal is used for formal and official documents, such as diplomas and communications from the president. It is not for general use. The seal may not be used on apparel. The seal may not be altered in any way or blended with other designs or symbols.

The seal may be used on pre-approved specialty items.
Visual Identity

Color Palette

Primary Palette
The official colors of Michigan Tech are black and gold.

PMS 116
CMYK: 0/18/100/0
RGB: 255/206/0
HEX: #ffcd00

Black
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000000
Visual Identity

Color Palette

Secondary Palette
The secondary color palette provides additional options when working on publications. These colors ensure University publications share a cohesive and unified theme.

PMS 3115
CMYK: 74/0/17/0
RGB: 0/191/214
HEX: #00bfd5

PMS 7737
CMYK: 64/15/100/2
RGB: 108/164/57
HEX: #6ca438

PMS 172
CMYK: 0/86/99/0
RGB: 255/70/18
HEX: #ff4611

PMS 423
CMYK: 48/39/39/4
RGB: 138/140/140
HEX: #8a8b8c

PMS 7713
CMYK: 100/31/36/3
RGB: 0/129/152
HEX: #008197

PMS 390
CMYK: 22/0/100/8
RGB: 193/205/35
HEX: #c1cd23

PMS 1925
CMYK: 0/97/50/0
RGB: 238/37/92
HEX: #ed255c

PMS 675
CMYK: 38/100/20/2
RGB: 164/34/119
HEX: #a42277
Visual Identity

Typography

Primary Font Family
Avenir Next—Our sans-serif typeface for body copy and headlines

AVENIR NEXT REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR NEXT ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR NEXT MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR NEXT MEDIUM ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR NEXT DEMI BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR NEXT DEMI BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR NEXT BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR NEXT BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR NEXT HEAVY
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR NEXT HEAVY ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Visual Identity

Typography

Secondary Print and Web Font
Georgia—serif typeface, use for print and web headlines, call outs, and display copy

GEORGIA REGULAR
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GEORGIA ITALIC
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GEORGIA BOLD
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GEORGIA BOLD ITALIC
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Visual Identity

Typography

Primary Web Font
Open Sans—Our sans-serif typeface, primary web font used for body copy

**OPEN SANS LIGHT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**OPEN SANS LIGHT ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**OPEN SANS REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**OPEN SANS ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**OPEN SANS SEMIBOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**OPEN SANS SEMIBOLD ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**OPEN SANS BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**OPEN SANS BOLD ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**OPEN SANS EXTRA BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**OPEN SANS EXTRA BOLD ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Michigan Technological University is a public research university, home to more than 7,000 students from 60 countries around the world. Founded in 1885, the University offers more than 120 undergraduate and graduate degree programs in science and technology, forestry, business and economics, health professions, humanities, mathematics, and social sciences. Our beautiful campus in Michigan’s Upper Peninsula overlooks the Keweenaw Waterway and is just a few miles from Lake Superior.
Visual Identity

Typography for Print

Sample Paragraph

Georgia may be used on headlines, titles, and display text.

Use Avenir Next for body copy, headlines, and titles.

About Michigan Tech

Michigan Technological University is a public research university, home to more than 7,000 students from 60 countries around the world. Founded in 1885, the University offers more than 120 undergraduate and graduate degree programs in science and technology, forestry, business and economics, health professions, humanities, mathematics, and social sciences. Our beautiful campus in Michigan's Upper Peninsula overlooks the Keweenaw Waterway and is just a few miles from Lake Superior.
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DEPARTMENT IDENTIFIERS
Department Identifiers

Horizontal and Vertical Variations
While the University logo system is available to all Michigan Tech colleges, schools, and departments, unique identifiers are available. They include the department name with the University logo and name.

Vertical Identifier
- Michigan Tech
- Housing and Residential Life

Horizontal Identifier
- Michigan Technological University
- Housing and Residential Life
Department Identifiers

Unacceptable Applications
Do not re-create the Michigan Tech identifiers, change the color, stretch the type, realign the text, move elements of the identifier, or add or subtract design elements.

Use only official identifiers prepared by and available from University Marketing and Communications.
PHOTOGRAPHY & VIDEO
Visual Identity

What makes a Michigan Tech photo?

• Our shots are not staged; they are honest examples of who our students, faculty, and alumni are and what they do.

• Our photos show students and faculty doing real work—in the lab, in the field, on campus, and abroad. We work hard and play hard in all types of environments.

• We avoid unnatural filters, gels, and lights.

• We capture images from eye level—our subjects are not always smiling at the camera.

Photos should highlight our:

• Natural environment
• Extreme adventure
• Extreme conditions
Visual Identity

What makes a Michigan Tech video?

• Our videos are made on location. Wherever our faculty, students, and staff are, we go.

• Our campus is active, gritty, and adventurous. Our lens doesn’t live on a tripod, it follows the action.

• We film with natural light whenever possible.

• Students, faculty, and alumni use their own words—to the point and with conviction.

Videos should highlight our:

• Culture, campus, and beautiful spot on the map

• Passion for the subject at hand, from both sides of the lens

• Secure identity—we are not everything to everyone
RESOURCES
Resources

Contact Information

Shannon Rinkinen  
Brand Manager  
G16 Administrative Building  
1400 Townsend Drive  
Houghton, Michigan 49931  
smrinkin@mtu.edu  
906-487-3162

Crystal Verran  
Director of Operations  
G16A Administrative Building  
1400 Townsend Drive  
Houghton, Michigan 49931  
ceverran@mtu.edu  
906-487-3526

Web Links

mtu.edu/umc/resources/download  
blogs.mtu.edu/brand