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WE ARE REAL.

Real people. Real opportunities. And real experiences. The Michigan Technological University brand is built on these promises and our honest approach to life.

THIS IS WHO WE STRIVE TO BE.

Following this brand guide produced by University Marketing and Communications is an essential element in reaching our 2045 Vision to become a premier technological research university of international stature. We invite you to become a brand ambassador by incorporating these principles, tools, and guidelines in your marketing materials.
CELEBRATE TOUGH.

At Michigan Tech, classes nor climate come easy. Just like our very first mining engineers, we seek and celebrate challenge. The reward is not only in the outcome, but the process. We crawl into caves, explore deep under snow and ice, and study droplets high in the clouds. Neither our research or location is convenient—and we wouldn’t have it any other way.
HONOR OUR HISTORY.

We started as the Michigan Mining School in 1885 with 23 students and four faculty members. We are who we are now because of what we’ve always been; a community of people with grit, tenacity, and the will to dig deeper and reach higher. The spirit of the copper mines and the people who engineered them is alive in our students and campus today. Our unique and humble history is the foundation of our brand.
The Michigan Technological University brand is more than our logo. It goes beyond listing our offerings. Brand is how we look, sound, and feel to our audience—it’s perception. It is the intangible thread that connects every department, team, and area—it’s consistency. And in true Husky style, we’re rolling up our sleeves and building brand from the ground up. Every piece of external communication has the power to elevate, amplify, and strengthen our brand, reach, and voice.

That’s why brand matters.
MESSAGING

POSITIONING

Our students, researchers, and staff are down to earth—and our messages should be, too.

VOICE

Each story about Michigan Tech may have a different subject matter, but how we tell every story should consistently be specific, straightforward, and above all, honest.

ESSENCE

Honesty radiates from all messaging and marketing we create. Our students and faculty invent, design, code, create, and build. We’re adventurous, hardworking—and yeah—a little bit quirky. We don’t pose against research-lab backdrops—we do research. We have wet feet, pink cheeks, and grit under our fingernails. We break things apart to see how they work, and then put them together better, faster, and stronger than before. We’re breaking out of the glossy brochure and telling it like it is.
BRAND ATTRIBUTES

Raw.
Michigan Tech feels purposefully raw and gritty.

Unfiltered.
How our students, faculty, and alumni actually talk about Michigan Tech IS Michigan Tech.

Unaffected.
Michigan Tech doesn’t have to pretend we’re something we’re not. We don’t feel like we have to fit in. We’re unpretentious and proud of it.
MESSAGING

PROMISES

Every statement we make and every story we tell aligns with one of our brand promises:

Real Voices.
Faculty, students, alumni, friends, prospective students, and you

Real Experiences.
Facilities, location, traditions, research, campus events, classes, weather, and more

Real Opportunities.
In the classroom, in the field, during internships and co-ops, research, and Study Abroad

MESSAGING

IT’S REAL. IT HAPPENED. IT BELONGS IN OUR MESSAGING?
NOPE.
Real+ is an approach to our stories. We tell powerful stories in a strategic way to authentically represent real people who make a real difference.
MESSAGING

LIFESTYLE

Students don’t wind up here by accident. We are not the convenient choice. Most drive eight to 10 hours to find us, and when they do, are immersed in an entirely new, unique—sometimes difficult—land. A place bound together by remote location, water, STEM, and snow—lots of it.

WE ARE DIFFERENT—AND WE LOVE IT.

Michigan Tech is not just a higher-ed brand. We’re a lifestyle brand.

This is how we’re different:

<table>
<thead>
<tr>
<th>Research</th>
<th>Snow</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>People</td>
</tr>
<tr>
<td>Water</td>
<td>Events</td>
</tr>
<tr>
<td>Traditions</td>
<td></td>
</tr>
</tbody>
</table>
**MESSAGING**

**MAKE-IT-REAL TACTICS:**

**Lead with the Outcome**
Every message needs a result. Get to the crux of the work: What is the global impact? What does it mean for Michigan Tech? Focus on the human, their story, and how they’re creating the future.

**Dig for Specifics**
Could-only-happen-at-Tech statement first. Cute and clever second.

- 428 engineering students test concrete canoes in Lake Superior. Crazy smart!

**Don’t Tell—Show**
Avoid saying: “We do hands-on research.” Say exactly what kind of research and who does it.

- First-year student Jill Poliskey 3-D prints prosthetic hands for children in Nicaragua.
- Research assistant Moises Siles tags Golden-winged Warblers to better understand bird migration.

**Focus on Action**
Use active voice.

- *Blizzard has skated* becomes *Blizzard skates.*


**Keep Sentences Simple and Flat**
Strip away excess; avoid unnecessary adverbs, adjectives, and prepositions.

**Avoid Euphemisms, Lingo, Jargon, and Fussy Words**
Use instead of utilize

- *We offer education-enhancing experiential opportunities* becomes *We offer internships.*
- *Students benefit from global experiences* becomes *Students study abroad.*
Embrace Staccato
Go underground. Stain bacteria cultures. Freeze a flower. Launch a rocket. 1,135 crazy smart middle and high schoolers experience STEM at Michigan Tech.

Use Call to Actions
Headlines and intro sections are valuable real estate in marketing—call to actions provoke audience response. Do you have a unique skill to share with students? becomes Share your skills with students.

Let Your Audience Tell the Story
Use snippets of their actual words—not solicited, polished testimonials.
MAKE-IT-REAL HEADLINES:

The Michigan Tech brand message lives—among places—in headlines, email subject lines, and social media posts. These branded power statements should be crafted as a fact, fragment series, a question or call to action—here’s how:

**Fact Statement**
Weave in a number or person/group when able. Optional cute/clever statement can follow the fact.

Examples:
- *Our buoys call home 144 times a day.*
- *Michigan Tech ranks in top 11 percent of 4,322 universities around the world, or Top 11 percent of universities worldwide*
- *$73 million in financial aid. Crazy smart!*
- *Michigan Tech biomedical engineers design pre-vascularized tissue.*

**Fragment series**
Usually a series of three or four. Sometimes requires a clarifier or power statement following the series.

Examples:
- *McNaughton Cup Champions. Desert Hockey Champions. And a Final Five appearance. That’s Husky Pride.*
- *You got your clothes ready. Polished your résumé. And climbed the big hill—in the rain. Here are your snaps from #mtucareerfair.*
Question or call to action
Weave in a person, group, or number when able.

Examples:

What advice do you have for our 1,354 first-year Huskies?

Share these five scholarships available now.
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><img src="logo1.png" alt="Michigan Technological University" /></td>
<td><img src="logo2.png" alt="Michigan Technological University" /></td>
<td><img src="logo3.png" alt="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.
When to Use
Use these marks only when the full University name is included elsewhere.
VISUAL IDENTITY

LOGO SYSTEM

Husky Icon

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 .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

<table>
<thead>
<tr>
<th>First name Last name</th>
<th>Title 1</th>
<th>Title line 2</th>
<th>Title line 3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.XXXXXX.mtu.edu

**Reverse side (three color options or blank)**

To place a business card order, email umc@mtu.edu or download the form at mtu.edu/umc.
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.
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 condense the logo horizontally.
- Do not make the logo transparent.
- Do not move elements of the logo.
- Do not change the one color logo to any other color.
- Do not use another color within the logo.
- Do not use a web logo on a print publication.
- Do not tilt or position the logo vertically.
- Do not mix the one color logo options.
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.
Use white (or gold) logo on a dark photo.
Black logo may also be used on a light 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.
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

Primary Font Family
Atletico—Our serif typeface for headlines only*

ATLETICO ULTRALIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ATLETICO LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ATLETICO REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ATLETICO MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ATLETICO BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*Contact UMC for recommendations on how to use this font in layout.
VISUAL IDENTITY

TYPOGRAPHY

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

GEORGIA REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GEORGIA ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GEORGIA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GEORGIA BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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 leading public research university, home to 7,268 students from more than 50 countries around the world. Founded in 1885, the University offers more than 120 undergraduate and graduate degree programs in science, technology, engineering, and mathematics. Our beautiful campus in Michigan’s Upper Peninsula overlooks the Keweenaw Waterway and is just a few miles from Lake Superior.
About Michigan Tech

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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.

<table>
<thead>
<tr>
<th>Vertical Identifier</th>
<th>Horizontal Identifier</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Vertical Identifier" /></td>
<td><img src="image2" alt="Horizontal Identifier" /></td>
</tr>
</tbody>
</table>

Michigan Tech Housing and Residential Life

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
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
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
UNSCRIPTED
Nina Mahmoudian
Underwater Robots
RESOURCES
RESOURCES

CONTACT INFORMATION

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ceverran@mtu.edu  
906-487-3526

WEB LINKS

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