



STRATEGIC  
COMMUNICATIONS



# Mid Michigan College **Brand Standards**

[midmich.edu/strat-comm](http://midmich.edu/strat-comm)

Mid Michigan College  
**THE 'MID' BRAND**

## THE MID BRAND

# BRAND GUIDEPOSTS

These guideposts do exactly what you imagine a guidepost would do. They guide our work to being the best representation it can be of Mid's brand. You won't see these words in advertisements or hear them in radio ads. But their meaning and the emotional response they evoke comes through and connects the viewer or listener to Mid's story.

### AUTHENTIC

- Is the work true to who Mid is?
- Does the work present itself as straightforward, relevant, and honest?
- Does the work feature actual students and genuine stories?

### FRIENDLY

- Does the work appear welcoming and warm?
- Does the work promote our dedication to personal attention and Mid's caring and supportive environment?

### DURABLE

- Does the work capture the significance of grit, determination, and perseverance that our students need to succeed?
- Does the work recognize the value of the journey from wherever our students have been to where their potential can take them?
- Does the work convey Mid's steadfastness, solidness, and reliability?

### UPLIFTING

- Does the work evoke confidence, hope, and positivity?
- Does the work capture a sense of rising up and rising above?

### VIBRANT

- Is the work dynamic and energetic?
- Is the work colorful and representative of Mid's diversity?
- Does the work convey the fun and inspirational atmosphere at Mid that compels people to be lifelong learners?

For more information about our brand, visit the Brand Toolkit at [midmich.edu/strat-comm](https://midmich.edu/strat-comm)

Mid Michigan College  
**VISUAL IDENTITY**

## VISUAL IDENTITY

# LOGO SYSTEM

### Mid Stack - Official Logo



Mid Michigan College 'Official Logo'

### WHEN TO USE

The 2-Color Mid Stack version is preferred. Use on stationary, letterhead, envelopes, posters, brochures, flyers, billboards, advertisements, website, and other applications where brand identity is paramount.

*See logo colors, acceptable use, and sizing information for more details on using this logo/wordmark correctly and appropriately.*



# LOGO SYSTEM

## Mid "M" ICON



Mid Michigan College 'Mid M ICON'

## WHEN TO USE

Our 'Mid M' ICON is both part of the full wordmark logo versions, but can also be used separately as an icon.

The icon can only be used if the full name 'Mid Michigan College' is included elsewhere on the document or application. Use of the full logo wordmark, or an allowed or approved alternate logo version, may satisfy this requirement.

# LOGO SYSTEM

## Additional Logo Versions



Mid Michigan College 'Horizontal Version' Logo

## WHEN TO USE

Use the preferred official logo/wordmark when possible. These alternative logo versions are reserved for use in specific applications.



Mid Michigan College 'Vertical Block Version' Logo

## VISUAL IDENTITY

# LOGO SYSTEM

### Clear Space



The Mid Michigan College logo/wordmark should have clearspace around it, free from text or distracting backgrounds or graphic elements.

The clearspace amount is based on the size of the logo. Clearspace should equal the width of the letter M in MID from the logo at size, or the 'M-width.'

### Minimum Size



The minimum printed size is no smaller than **1.5" wide**. Height is properly proportioned based on the logo width. Occasionally exceptions exist. If you need art for a particular application, please contact Stategic Communications.



# LOGO SYSTEM

## Acceptable Use

The Mid Michigan College logo/wordmark should be present in all print and electronic communications.

- Logos must be used in their entirety and should not be rotated, stretched, defaced, distorted, or altered in any way.
- Do not use or display the logo at a size smaller than 1.5" wide.
- Do not attempt to recreate the logo/wordmark. Official logos and graphics may be downloaded from [midmich.edu/strat-comm](http://midmich.edu/strat-comm).

Do not rotate or tilt logo.



Do not stretch, squash, or distort logo.



Do not display too small.



Do not remove or alter logo elements.



Do not recreate logo or use different fonts.

VISUAL IDENTITY

# LOGO SYSTEM

## Logo (Color Variations)

The Mid logo/wordmark can be used in blue, 2-color, black, or white.

This applies for all logo variations. The blue or black version can be used on lighter colored backgrounds. The white version may be used on darker colored backgrounds. Contrast visibility is top priority when choosing backgrounds and logo colors. **The Mid logo should NOT be used in any other colors than those specified.**

In all applications, Use the 2-color version if possible.



Official 2-color Logo - PREFERRED OPTION



Do not display logo in other colors.

Use only when necessary. Use secondary options (1-color versions) when readability or printing requirements are a concern.



Laker Blue Logo - SECONDARY 1<sup>ST</sup> OPTION



Reversed-White Logo SECONDARY 2<sup>ND</sup> OPTION



Black Logo - SECONDARY 3<sup>RD</sup> OPTION

# LOGO SYSTEM

## How to Use the Logo on various background colors.

You may use or display the Mid logo on various background colors provided there is strong visual contrast between them. However, one should avoid using complementary, saturated colors as it can create 'vibration'. These color combinations should be avoided, such as in the purple/blue example below. A better choice would be to use the reversed-white logo version with the strong purple background.



Do not display logos on background colors that impair visibillity.



This works better!

# LOGO SYSTEM

## How to Use the Logo on Photographs

The following are recommendations of the logo use on photographs. Use your best judgement when overlaying the Mid logo onto a photographic background. Visibility and clearspace must be maintained. Do not place over people's faces, complex imagery, patterns of main focal points, or any part of the imagery that impairs readability.



# OFFICIAL SEAL



Black version

## WHEN TO USE

This iconic graphic represents the official Mid seal (2018 update). This seal was developed for use on official university documents including diplomas, formal invitations, and formal publications such as the commencement program. **The seal should not be used for any other purpose. Permission from Strategic Communications must be secured in advance.**

## VISUAL IDENTITY

# LOGO SYSTEM

### Discontinued Logos

The Mid logo has gone through several variations and versions throughout its over 50-year history. Occasionally you may run across internal memos, stationary, or other materials displaying an older version of the logo. **These outdated logos and any materials displaying them are not to be used under any circumstance.** Please notify Strategic Communications of the piece and download current logo versions to use as needed.

Do not use discontinued logo versions.



Do not use discontinued logo versions.

VISUAL IDENTITY

# LOGO SYSTEM

## Discontinued Logos: 50th Anniversary Logo Versions

Used during the 50th Anniversary year. **It is not acceptable to use anymore**, but you may see it displayed on materials and 50th-related specific website pages.



Do not use discontinued logo versions.



# LOGO 'SWOOP' FOOTER



## WHEN TO USE

This graphic “Monolith” footer element is for use on posters, flyers, and other admissions, marketing, and event materials. This lets the viewer quickly identify a Mid Michigan College-sponsored event. This design is meant to reinforce the ‘supportive atmosphere’ at Mid, and encourage students to ‘soar’ toward their future.



## VISUAL IDENTITY

# COLOR PALETTE

### Primary Palette

The 'Official colors' of Mid are Laker Blue, Cyan, and metallic Silver/Gray.

### OFFICIAL COLORS



Laker Blue

C M Y K	R G B
100 57 0 48	0 61 113
#003d71	Pantone 541 C



Mid Cyan

C M Y K	R G B
100 0 0 0	0 174 239



Light Gray

C M Y K	R G B
0 0 0 10	232 232 232
#e8e8e8	Pantone 427 C

# TYPOGRAPHY

## Headlines & Creative Type-Headlines-Agitated Text

This graphic treatment is used to signify headlines and emphasize important messaging, for calls-to-action in marketing materials.

# Steelfish

## Programs of Study

Headline Sample

# Laker Life

'Agitated Text' Sample

# TYPOGRAPHY

**Headline, Subhead, Highlight font: Oswald**

Oswald is used often to add emphasis, heirarchy, and interest to marketing materials, and web content.

Oswald Light

Oswald Regular

Oswald Bold

Being a student at Mid means getting more out of your education, more for your dollar, and more for your future.

Oswald Light

# TYPOGRAPHY

## Body Copy - General Font Families

These typefaces have been chosen for body copy due to their strong level of readability, and style variations.

### Myriad Pro (All Varieties)

Note: Myriad Pro, Calibri, or another 'sans serif' font is preferred for body copy in letters, posters, flyers, etc.

Main Body Copy Font Choices

### *Adobe Garamond Pro (Italic Versions)*

Italic Font Choice

#### Body Copy Sample

Mid Michigan College isn't one size fits all, but it is a place where students of every stripe can gain something valuable. Not just because our classes transfer to public and private universities across the country. Not just because you'll be teamed up with an academic advisor who will work with you on defining and mapping your experience across your time at Mid. Not just because you'll be appreciated as an individual who can meaningfully contribute to your learning and that of your peers. But because being a student at Mid means getting more out of your education, more for your dollar, and more for your future.

Mid Michigan College offers a start that provides something rich and unique. Whether you're looking to save money on your four-year or advanced educational plans, you're coming back to college as a non-traditional student, or you want to enter into a career in two years or less through one of our trade, technical, or occupational programs, we're confident that you'll **Get More at Mid**.

# WEB TYPOGRAPHY

## Primary Web Fonts

On the website, Oswald remains as a headline typeface, and Source Sans Pro is used for body copy as it translates well across all platforms.

# Oswald - Light, Regular, Bold

## Source Sans Pro (All Varieties)

## Student Resources

Mid Michigan College values initiative and strives to support students in their efforts to succeed.

Our on-campus tutoring, supplemental instruction, writing and math labs, and other academic support services assist students in getting the most from their courses. Our lab and computer facilities enhance student success by continually maintaining new technologies that enrich learning.

The student services staff are here to help you to navigate your college experience. Mid offers advising assistance, course and program scheduling, registration, financial aid, to academic support. If you have questions about Mid, we have someone with answers.

[Web Font Samples](#)

# DEPARTMENT/PROGRAM IDENTIFIERS



Department/Program Identifiers

Initiative-Level Identifiers

## Department / Academic Program / Unit or Initiative-level Identifiers

**Departments or Academic Programs may not develop their own logos.** Maintaining a strict connection to the College's overall branding is paramount to developing strong brand recognition for Mid. Contact **Strategic Communications** for any questions or to request your department, program, or initiative-level identifiers.

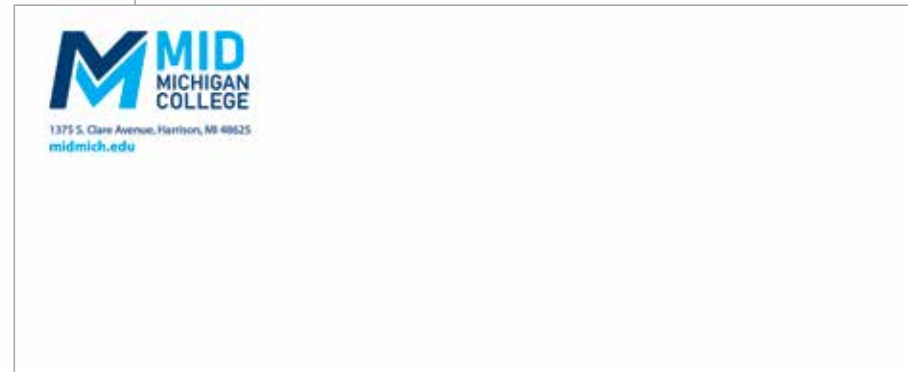
PRINT USE **EXAMPLES**

PRINT USE EXAMPLES

# LETTERHEAD & ENVELOPES



Letterhead Design



Standard #10 Logo Envelope

Download templates at [midmich.edu/strat-comm](https://midmich.edu/strat-comm)



PRINT USE EXAMPLES

# BUSINESS CARDS

## Business Card Designs



Card Front



Card Back

WORKING WITH  
**Strategic Communications**

## WORKING WITH STRATEGIC COMMUNICATIONS

The **Strategic Communications** Team is a group of individuals who are brand champions focused on sharing the “why” of Mid.

**We’re more than marketing.** Our job is about more than keeping Mid’s website updated or printing colorful flyers that hang on campus bulletin boards. Our goal is to clearly and consistently share authentic stories that capture Mid’s mission and brand.

**We collaborate with clients,** from academic departments to organizational divisions, and are ready to do whatever it takes to help our clients achieve their goals.

**We cultivate the brand.** Mid’s brand is always changing, ever evolving. From updating ads to creating new recruitment posters, our team ensures the brand speaks and connects to those we communicate with.

**We think strategically.** Our priority is to create an authentic, friendly, durable, uplifting, and vibrant experience for all Mid students. Every piece we design, every decision we make, we make with that goal in mind.

### Services & Responsibilities include:

Advertising	Public Relations
Brand Management	Photography
Editorial & Content Development	Printing
Event Promotion	Publications
Graphic Design	Social Media
Interactive Forms	Student Outreach
Internal Communications	Wayfinding
Laker Correspondents	Web & Digital

Visit our website to download templates,  
logo files, and learn how our team can help.  
[midmich.edu/strat-comm](http://midmich.edu/strat-comm)

#### Requesting Services:

Please submit any requests via the [HelpDesk](#) under the “Marketing & Communications” heading.