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Miami Dade
College
Standards Manual

MIAMI DADE COLLEGE
OFFICIAL DESIGN GUIDELINES

How we present ourselves has everything to do with how we are perceived by our many audiences. Lack of clear and consistent use of our identity creates confusion and fails to promote a positive image. It is imperative that an organizational brand or mark be consistently used in all visual and printed media.

This publication is the official guide in the usage of College logotypes, official typefaces, official colors and the College seal.

Official logos may be downloaded from the NetPublish dropdown on this website.

The Web page will also offer step-by-step procedures for producing all College collateral material directed at marketing to external audiences.

Please follow the guidelines in this document.
Direct questions to the Marketing and Brand Strategy Department at 305-237-3032.

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THE COLLEGE LOGOTYPE



The College logotype or the College/Campus logotype are the primary identifiers of Miami Dade College and its campuses. These logos must be the prime brands of the College on the Internet and on all printed academic, administrative, marketing and fundraising materials. Exceptions to this may be appealed to the AVP of Marketing and Brand Strategy.

The College logotype is made up of the College mark, the stylized MD symbol and the College name.

It is the official, established logotype of Miami Dade College and may not be altered in any way, including typeface.

The purpose of the College logotype is to make the name of Miami Dade College instantly recognizable. It must be used consistently.

Whenever the logotype appears in relation to any campus, the appropriate campus designation must appear as well.

No other designation – such as an academic school or department, athletic symbols or program title – may be added to the logotype.

HISTORICAL EXCEPTIONS

Certain entities within Miami Dade College – such as Miami Book Fair, Miami Film Festival and The Honors College – have identifying logos.

Logos for specific entities may not be created without the express consent of the College President’s office. No Exceptions.

LOGOTYPE USAGE



As with the general College logotype, there are horizontal and square formats for each of the official College entities.

Since the name designation in the square format logo is smaller, it is best to use it no smaller than one inch in width.

The logotype may not be altered in any way, including typeface.

The logotype may not be redrawn or clipped from a printed source for reproduction.

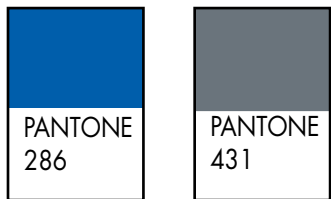
The logotype may not be stretched, squeezed or flattened to fit an area.

The College’s Department of Marketing and Brand Strategy has logotypes in tiff, eps and jpg formats.

Student-sponsored publications, including newspaper and literary journals, are not bound by the logotype usage guidelines.

THE COLLEGE AND COLOR

The College has designated two official colors in blue and gray. To make sure College colors are uniform, the College has adopted the Pantone Matching System (PMS), which uses a numbering system with which professional designers, suppliers, printers and media are familiar.



The logotype may be used in any single color that matches the material being printed or used in any media, including the Internet and film.

Use the College logotype on all College material, whether print or other media.

Some examples of materials that must carry the College logo are:

- Every Web page
- Letterheads
- Envelopes and mailing labels
- Business cards
- Memo pads
- Academic program brochures and posters
- Newsletters
- Advertising – print and broadcast
- Collegewide publications (e.g. catalogs, schedules, advisement materials, etc.)

FORMULAS FOR MIAMI DADE BLUE AND GRAY FOR VARIOUS MEDIA

MDC BLUE Four-Color printing (CMYK)

Cyan	100 percent
Magenta	66 percent
Yellow	0 percent
Black	37 percent

sRGB 0 Red 50 Green 160 Blue

WEB Color Hex: #0032A0

LAB Color 22.97, 17.93, -67.91

MDC GRAY Four Color Printing (CMYK)

Cyan	20 percent
Magenta	8 percent
Yellow	0 percent
Black	56 percent

sRGB 91 Red 103 Green 112 Blue

WEB Color Hex: #5B6770

LAB Color 42.63, -2.85, -6.98

THE COLLEGE SEAL

The Miami Dade College Manual of Policy states: “The President will keep in custody the College seal and will authenticate true copies of decisions, acts or documents where official signatures are required by law.”

Generally, the College Seal is reserved for diplomas and the College Catalog.

The College Seal may never be used without the express consent of the College President.

The College logotype serves as the approved symbol of the College.



The official College flag includes the blue MDC logo, eight horizontal blue stripes representing the eight campuses, and a gold laurel wreath, which is a classical symbol of victory and honor.



The MDC Sharks Spirit Mark is the primary symbol of college spirit and personality for Miami Dade College athletics, alumni foundation, social media and the campus student life departments. The purpose of the Sharks Spirit Mark is to establish the school mascot (Sharks) and the Miami Dade College acronym (MDC) together as a recognizable brand of the College. Specific usage standards have been established for application of the Sharks Spirit Mark and the Sharks Wordmark and can be found in a separate guideline [here](#).



INCORRECT USAGE OF COLLEGE LOGOTYPE

The logotype is never screened in print material.



The logotype is never italicized.



Typeface in the logotype may not be substituted.



The logotype is never contained within a border or shape of any type.



Administrative and academic areas within the College may not incorporate the College logotype for their respective identities.



The logotype symbol (MD) is not decorative device and must never be used anywhere but with the Logotype. Exception: Architecture.



The logotype must never be distorted.



TYPOGRAPHY

The Garamond and Futura typeface families are the official fonts of the College Brand.

They should be used whenever possible in all publications included in the Graphic Identity Guidelines.

These two typefaces were selected for readability and ease of use.

Never stretch, condense, distort or alter the College typeface in any way.

GARAMOND

ABCDEF
ghijklnop
qrstuvwxyz

ABCDEF
ghijklmnop
qrstuvwxyz

FUTURA

ABCDEF
ghijklmnop
qrstuvwxyz

ABCDEF
ghijklmnop
qrstuvwxyz

STANDARD COLLEGE PUBLICATIONS

LETTERHEAD, BUSINESS CARDS

College letterhead, envelopes, business cards and mailing labels must adhere to an approved format.

Many area printers have the templates for these publications. If your printer does not have the template, the College’s Marketing and Brand Strategy Department will provide printers with the templates that are required.

Discretionary information, such as slogans, cooperative messages, tag lines, advertising and logos other than the standard College logo, may never be imprinted on the College letterhead, business envelopes, business cards or mailing labels without the consent of the College AVP of Marketing and Brand Strategy.

RECRUITMENT AND MARKETING

Any publication or advertising that promotes the College or informs the general public, current and prospective students, alumni, faculty and staff about the academics, athletics and cultural programs of the College must be approved by the College AVP of Marketing and Brand Strategy.

COMMERCIAL PRODUCTS

The branding campaign extends to non-educational items such as those that might be sold in a campus bookstore or given away as advertising specials.

The College Seal may never be used in a commercial product. Authorization for the use of the College name or logo on any commercial product must be obtained by vendors from the College AVP of Marketing and Brand Strategy. Specialty items often require that artwork be in “vector file” format. The Marketing and Brand Strategy Department can help you.

SPECIAL EVENTS PROMOTIONS

Sometimes a combination of materials is specifically designed and used in the promotion of a special event or activity.

Posters are generally design-driven pieces in which the College logo may or may not blend properly.

We recognize that at times an event’s graphic design may be compromised if the College logo is used. Therefore, while we encourage the use of the Miami Dade College logo, promotional materials for special events are not required to use the logo.

However, the name of the College must still be listed prominently with the appropriate campus designation.

STANDARD FORMS

All College forms must carry the College logo. If forms do not have the logo on them, they must be revised to include the logo.

NOMENCLATURE

All external communications from any entity of the College should carry Miami Dade College as the primary identification. Campus or department names are secondary and should be used for clarification.

EXAMPLE

Miami Dade College
Kendall Campus
Music, Theater and Dance Department
presents
MUCH ADO ABOUT NOTHING

NOT

Music, Theater and Dance Department
of the Kendall Campus
presents
MUCH ADO ABOUT NOTHING

STANDARD COLLEGE PUBLICATIONS

CAMPUS DISTRICT DESIGNATIONS

The College Board of Trustees has mandated that, when listed together, the College campuses are always listed in the order in which they came into existence.

- | | |
|----------------|------------------|
| North Campus | Homestead Campus |
| Kendall Campus | Padrón Campus |
| Wolfson Campus | Hialeah Campus |
| Medical Campus | West Campus |
- Never list the campuses alphabetically.

DISTRICT BOARD OF TRUSTEES

The District Board of Trustees is required to be listed on any printed communication aimed at an external audience.

Likewise, the College EEO statement is also required.

If you are unsure of the names of the trustees or the wording of the other statements, call the Marketing and Brand Strategy Department. Examples below. Always check to make sure your list is up to date.

Miami Dade College District Board of Trustees

- Michael Bileca, Chair
Roberto Alonso, Vice Chair
Anay Abraham
Maria Bosque-Blanco
Marcell Felipe
Ismare Monreal
Nicole Washington

Madeline Pumariaga, President,
Miami Dade College

Miami Dade College is an equal access/equal opportunity institution which does not discriminate on the basis of sex, race, color, marital status, age, religion, national origin, disability, veteran’s status, ethnicity, pregnancy, sexual orientation or genetic information. To obtain more information about the College’s equal access and equal opportunity policies, procedures and practices, please contact the College’s Equity Officer: Cindy Lau Evans, Director, Office of Equal Opportunity Programs and ADA Coordinator, at 305-237-2577 (Voice) or 711 (Relay Service); 11011 S.W. 104th St., Room 1102-01; Miami, FL 33176. EquityOff@mdc.edu

PREPARING A MAILING

The Marketing and Brand Strategy Department has return address/indicia art for each campus and Collegewide office.

These are made up of:

- The College logo with the appropriate campus designation
- Up-to-date list of the District Board of Trustees
- The College EEO/Affirmative Action statement
- The mailing permit number

For materials from the MDC Foundation, these are also added in addition to the elements listed above:

- The MDC Foundation logo
- The MDC Foundation statement

The Marketing and Brand Strategy Department can also prepare art for U.S. Postal Service-approved business reply mail.

PHOTO/VIDEO RELEASE FORMS


The following forms provide consent for use of photos, videos and voice without payment, and for public disclosure:

- [Video and Photo Release Form](#)
- [Groups Release Form](#)


CORPORATE IDENTITY

Miami Dade College’s corporate identity pieces (letterhead, envelopes, business cards) all support the College brand.

Office of Communications
Miami, Florida 33132
Marketing Communications Department
300 N.E. Second Avenue, Suite 1358
D67205



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Miami, Florida 33132
Marketing Communications Department
300 N.E. Second Avenue, Suite 1358
D67205



Office of Communications
Marketing Communications Department
300 N.E. Second Avenue, Suite 1358
Miami, Florida 33132
Phone: 305-237-3152 • Fax: 305-237-7646 ssmither@mdc.edu



www.mdc.edu

John Doe
Senior Graphic Designer

BROCHURE COVERS & INSIDE (schools, degrees and programs)







BROCHURE COVERS & INSIDE (schools, degrees and programs)



Headline Font

Trade Gothic Ultra Condensed

Size: 19 pt

Leading: 24 pt

Space after: .0625"

Body Type

Formata Light

Size: 9 pt

Leading: 12 pt

Space between sections: .125"

Brochure Colors

All brochures will adhere to two colors throughout, which will be used for text, cover and to differentiate the various panels.



Brochures for the same program, campus and degrees will use the same colors throughout to create unity.

Images

All images will be used edge-to-edge of fold and in color.

Cover

"Miami Dade College" is placed in a bar on the lower portion. The School name and/or campus will be placed above the Miami Dade College text in a separate bar. The Program and the Degree copy will be placed on the top portion in a separate bar. Only one image shown edge-to-edge on three sides is used.