CONTACT US

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Document Distribution Center
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LOGO AND GRAPHIC IDENTITY

SUBMITTING PROJECTS FOR APPROVAL
To ensure coordination of logo usage and graphic standards, the College requires that all Moraine Park Technical College marketing materials be approved by the Creative Services Manager before production begins. Items subject to approval include publications; posters; flyers; print advertisements; and promotional materials such as hats, pens, mugs or key chains.

PRODUCTION GUIDELINES
1. Digital or camera-ready artwork is recommended. Never use second-generation reproductions.

2. The logo should always be used in one of the approved forms without alteration. It should never be incorporated into illustrations, cartoons or other symbols or logos. The elements of the logo must always remain in proportion. Do not stretch, elongate or manipulate the logo.

3. Please do not reduce the logo beyond legibility.

4. A protected area of negative space around the logo is required to maintain visual impact.

5. Logo colors are limited to the official College colors: black, reversed out of a color (white) or PMS 286 (blue). Logo files can be downloaded at morainepark.edu/logos. Variations must be approved by the Creative Services Manager.

6. Check color for accuracy and ensure that the logo is legible in the chosen print context.
MORAINE PARK ACCEPTED LOGO USAGE

The logo is the primary identification device for Moraine Park Technical College. The logo must be used on all official College publications. Approved logo formats provide flexibility across a wide variety of applications.

Whenever possible, the Equal Opportunity statement should be included with the logo on printed materials used outside the College. The statement is used in a 6 pt. Universe Condensed font.
The logo may also include the Moraine Park Technical College tagline. The tagline will also be used independently as part of marketing messages.

Unacceptable Usage

Unacceptable Wording

Moraine Park Tech
DRIVEN TO DO COLOR PALETTE

- **Manufacturing**
  - Hex: f36a22
  - Code: 070 96 0

- **Health Science and Human Services**
  - Hex: 5c9a99
  - Code: 50 0 25 30

- **Branding**
  - Hex: 2f56a5
  - Code: 90 74 1 0 (pms 286)

- **Business, Technology and Digital Arts**
  - Hex: deb406
  - Code: 018 100 15

- **Environmental Sciences and Trades**
  - Hex: 18ad51
  - Code: 0 100 61 43

- **Career Showcase**
  - Hex: 92c14f
  - Code: 82 3 97 0

- **Engineering**
  - Hex: d31145
  - Code: 70 100 55 25 (pms 200)

- **Consumer and Hospitality Services**
  - Hex: 8f2084
  - Code: 53 100 10 0

- **Hex: 54c9f4**
  - Code: 56 1 0 0
MORaine PARK Mascot

Maximus the Gray Wolf is the college’s mascot. Developed at the request of students, for the purpose of community-building, it symbolizes pathfinders, success, perseverance, stability and thought. The Mascot may not be altered or modified in any way unless prior approval is obtained from Creative Services.
Moraine Park’s “official” font families are Helvetica Neue and Minion. These are the fonts that are always chosen for Moraine Park communications pieces to ensure a consistent look. For general office or Web use, however, please use the following chart below as a guide to choosing appropriate type styles. Remember, the rule of thumb when using fonts is to stick to one or two font families to help readability.

<table>
<thead>
<tr>
<th>FONT USE</th>
<th>MORAINE PARK FONT</th>
<th>SUBSTITUTE FONT</th>
</tr>
</thead>
<tbody>
<tr>
<td>HEADLINES</td>
<td>Helvetica Neue Bold Cond.</td>
<td>Arial Narrow Bold</td>
</tr>
<tr>
<td>HEADLINES ALT</td>
<td>Minion Bold</td>
<td>Times Roman Bold</td>
</tr>
<tr>
<td>BODY COPY</td>
<td>Helvetica Neue Light Cond.</td>
<td>Arial Narrow</td>
</tr>
<tr>
<td>BODY COPY ALT</td>
<td>Minion</td>
<td>Times Roman</td>
</tr>
</tbody>
</table>