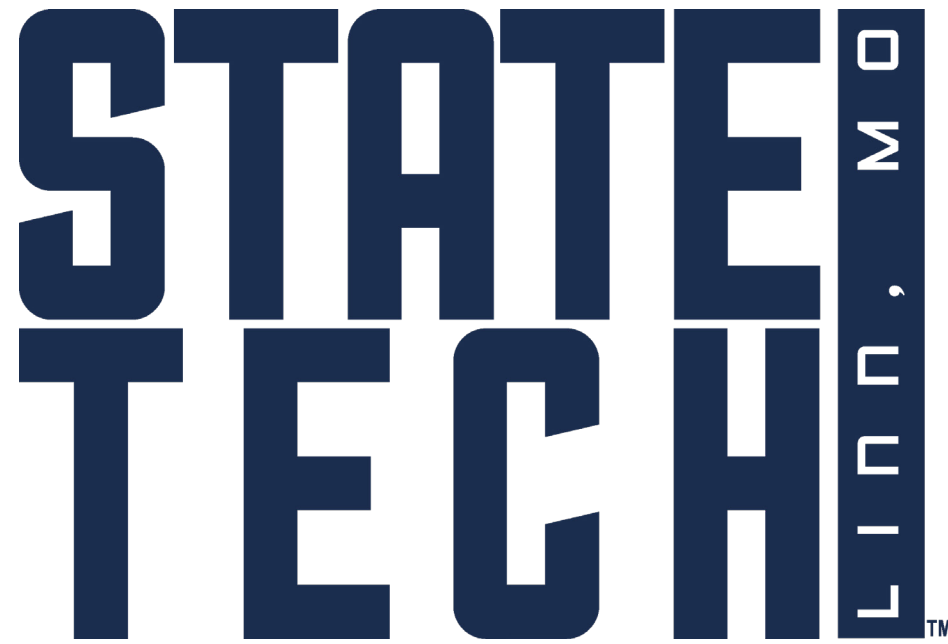


State Technical College of Missouri



Logo Usage Guidelines

State Technical College of Missouri Logo Usage Guidelines

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Logo reproduction guidelines for campus departments:

Linn State Technical College officially become State Technical College of Missouri on July 1, 2014. The wordmarks and logos contained in this document are for use in the production of merchandise, apparel, promotional items and publications.

Official wordmarks and logos will be available upon request to brandon.mcelwain@statetechmo.edu.

To promote consistency and uniformity, all orders for merchandise with the State Tech name and/or logo must be completed by working with the Marketing Department and the State Tech bookstore. To order any logoed merchandise, College departments will submit the order including artwork to the Marketing Department for logo approval. Once the artwork is approved by marketing, a quote for the customized merchandise will be obtained and provided from the bookstore to the requesting department. Upon verification of the order and approval of the quote, the order will be placed. Unless there are unusual circumstances, the requesting department's budget will be charged for the order. Most orders that will follow this process are customized for a particular event or program. Orders like these that will not truly be bookstore inventory will not be marked up by the bookstore's full retail markup, however, there are obvious administrative costs involved in accommodating these orders and a modest markup by the bookstore will be applied to cover these costs.

State Technical College of Missouri Identity

Trademark

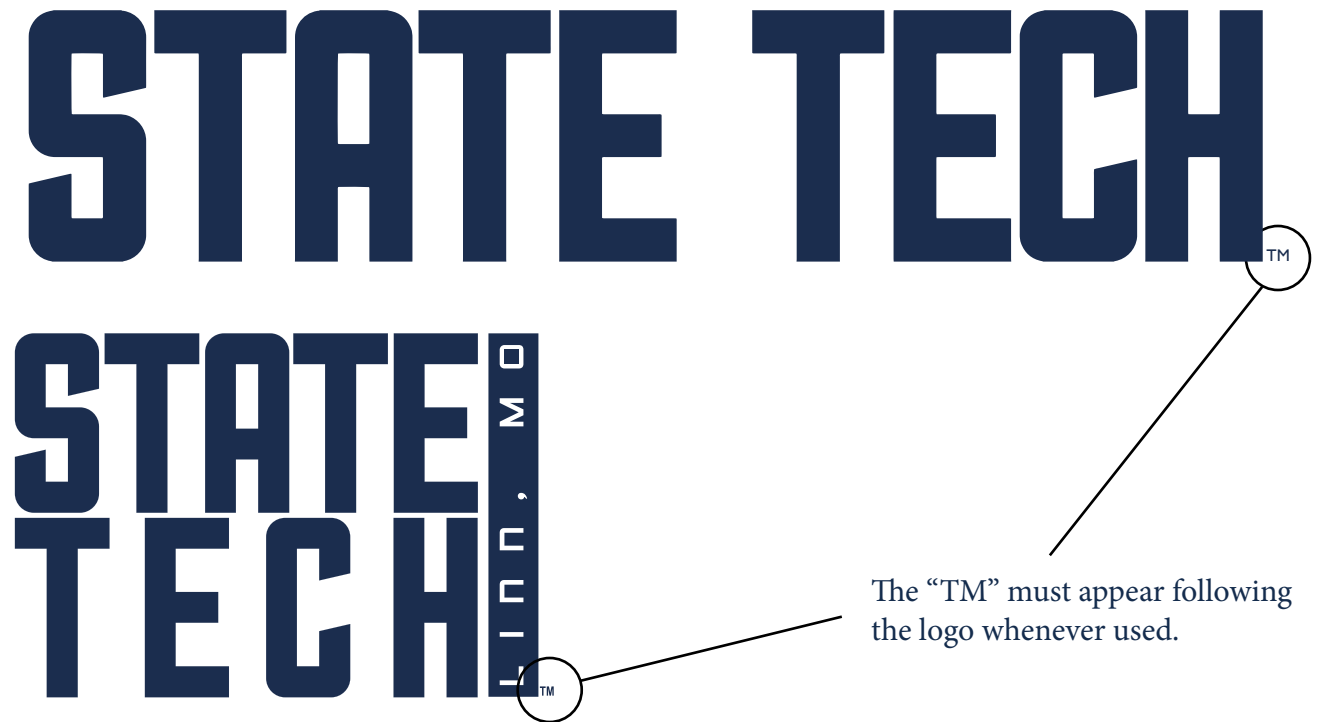
The State Technical College of Missouri Official College logos are trademarks and may not be used without consent from State Technical College of Missouri. The logos must be used according to the policies set within this document.

To ensure protection of its rights, the “TM” symbol must appear following the Official College logo or Eagle logo whenever used.

Use of “State Tech”

To ensure recognition of State Technical College of Missouri beyond the surrounding region, first reference of the college’s name should be “State Technical College of Missouri.” Subsequent references must be “State Tech”

“State Technical College of Missouri” or “State Tech” is the preferred usage of the college’s name, and should be regarded in instances such as, but not limited to, answering phones, making speeches or presentations and in print publications.



Logo Variations

Variations of the wordmark allow flexibility for use with different media formats. Guidelines for correct use of the wordmark are included in the following pages. The college wordmarks cannot be altered in any way. Use of these marks should be limited to the variations shown.

Wordmark

The State Technical College of Missouri wordmark may be used alone, or in conjunction with the official college logo or eagle logo.

Coloring

Wordmarks must be either "State Tech Silver" or "State Tech Blue." All coloring information can be found on page 10.

For Assistance

Marketing Department
brandon.mcelwain@statetechmo.edu
573.897.5351

**STATE TECHNICAL COLLEGE
OF MISSOURI**

STATE TECHNICAL COLLEGE OF MISSOURI

STATE TECH

STATE TECH MISSOURI

Logo Variations

Official College Logo

The State Technical College of Missouri official college logo is designed to be used individually, in conjunction with the wordmark as a unit, or with the wordmark and department name. It is the preferred logo for all external communications and publications.



For Assistance

Marketing Department
brandon.mcelwain@statetechmo.edu
573.897.5351

Acceptable Logo Uses

Official College Logo

In addition to the acceptable logos shown on previous pages, the variations included on this page also are approved Official College logos for State Technical College of Missouri.

The Official College logo may be used in a two-color or one-color version. When using a dark background, use the logos specifically developed for dark backgrounds.

The "TM" symbol must always appear as shown on all State Technical College of Missouri logos.

For Assistance

Marketing Department
brandon.mcelwain@statetechmo.edu
573.897.5351

Two Color Versions



Two Color Versions Reversed



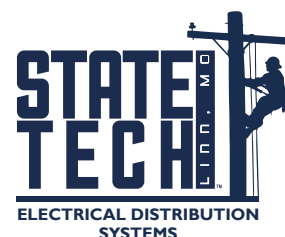
One Color Versions Blue



One Color Versions Silver



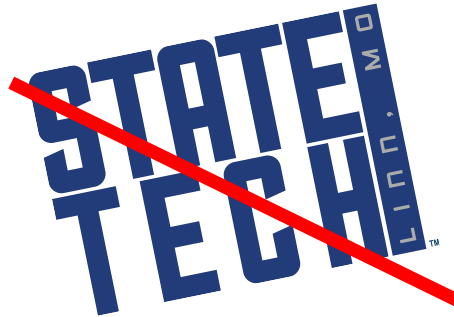
Program Specific Logos



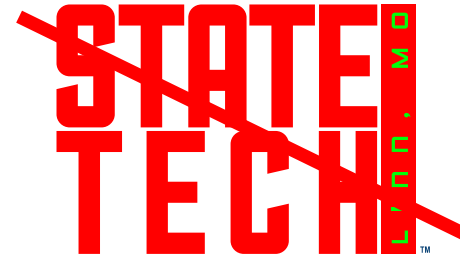
Unacceptable Logo Uses

The logos outlined in this document have been created to establish a strong identity for State Technical College of Missouri. Only approved variations of the logos may be used.

Under no circumstances should the wordmark or logos be altered or distorted. A specific clear space around the logos is required. No other graphic element or text may touch, overlap or be combined with any logos.



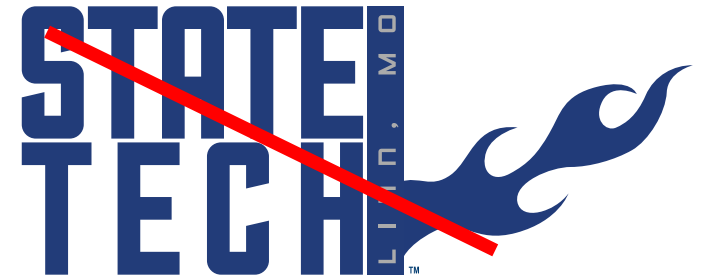
Orientation has been changed.



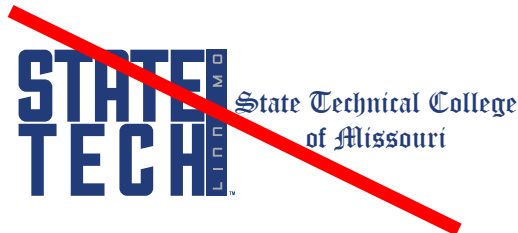
Color Has been changed.



Outdated logo.



Text/graphics overlaps logo.



Font has been chaged.



Logos have been combined.

For Assistance

Marketing Department
brandon.mcelwain@statetechmo.edu
573.897.5351

Customizing the Logos

Customizing the Official College logo is limited. Instances where additional information can be added to the logo include the college web address, the college's phone number or a college office/department name.

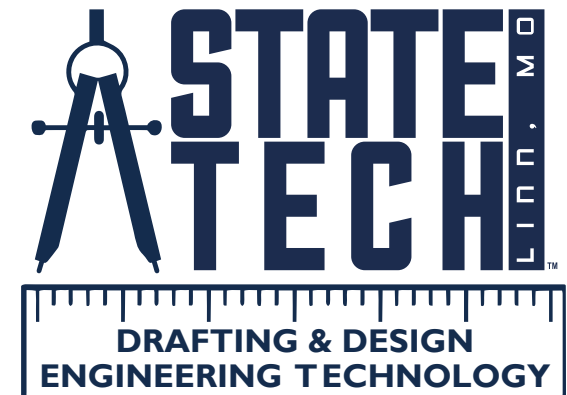
The customized font is Gill Sans MT Regular for any subsequent lines. The point size of the customized information should be comparable to the size of the words "of Missouri" in the wordmark. Additional information should not extend further than the logo. Use multiple lines if needed.

The customized text must be in State Tech Blue unless using an all Silver logo, in which case the customized text must be State Tech Silver. (See page 11 for color guidelines)

For assistance in creating your customized logo, contact the Marketing Department at brandon.mcelwain@statetechmo.edu.

For Assistance

Marketing Department
brandon.mcelwain@statetechmo.edu
573.897.5351



Colors

The official colors for State Technical College of Missouri are blue and silver.

Blue

Hex: #1B2D4E

CMYK: 96%, 84%, 42%, 39%

RGB: 27, 45, 78

Pantone: 289 C

Silver

Hex: #ABABAB

CMYK: 34%, 27%, 28%, 0%

RGB: 171, 171, 171

Pantone: Cool Gray 5

Green

Hex: #66C010

CMYK: 35%, 0%, 69%, 25%

RGB: 102, 192, 16

Pantone: 361 C

For Assistance

Marketing Department

brandon.mcelwain@statetechmo.edu

573.897.5351

Blue



Green (Accents only)



Silver

