

Milwaukee Area Technical College

LOGO GUIDELINES





For more information
on the MATC logo
and its usage contact:

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To request a unit logo



The Importance of the Primary Logo

At Milwaukee Area Technical College (MATC), our **primary logo** serves as the singular visual identifier for the entire institution. It facilitates immediate recognition, embodies core mission and values, builds brand awareness, and differentiates MATC from other higher education institutions. This logo represents the college as a whole and all entities operating under its purview.

A department/division/office/group/pathway is a Unit of MATC

Within MATC's logo/brand architecture, **Unit logos** can identify specific Pathways, programs, departments, divisions, offices, groups, or in some cases, initiatives. These integrate the primary logo with the unit's name. This system provides clarity within the organizational structure, demonstrating that a specific unit is an official part of the broader MATC family while utilizing the brand equity that the primary logo has.

The brand equity of our primary logo—its inherent value derived from widespread awareness, positive associations, and perceived quality—constitutes a critical asset from which every unit at the college benefits. Allowing disparate visual identities would fragment and dilute the primary logo's brand equity, diminishing the institution's cohesion and professionalism.

Clarifying Exceptions for Distinct Logos

Certain entities within the college, or those closely associated with it, are authorized to utilize uniquely designed logos. These recognized college subbrands are granted such distinction contingent upon strict adherence to established criteria (refer to page 06 for details reflecting some of these exceptions). Specialized graphics may be permitted for specific internal groups (i.e., affinity groups), events, or promotions, subject to authorization from the Department of Marketing and Communications. Such graphics must be integrated with the primary logo in an approved manner and are not to be used as substitutes for the primary or standard unit logos.

PRIMARY ACRONYM LOGO (PREFERRED)



Primary Acronym Logo With Signature



Primary Acronym Logo



Primary Acronym Logo With Tagline

SECONDARY LOGO SIGNATURE STACKED (LIMITED USES)



Secondary Signature Logo Stacked



Secondary Signature Logo Stacked With Tagline

UNIT LOGOS: PATHWAYS	UNIT LOGOS	SYMBOLS	PRESIDENTIAL SEAL
 	<p>Departments/Divisions/Offices/Programs</p>  	 M-Spark Icon  Spark	

Guidelines for logo/icon usage are below. Please contact the Marketing and Communications department if you have questions about which logo to use or how to use it.

<div data-bbox="102 235 317 316"> </div> <p>Primary Acronym Logo with Signature</p> <div data-bbox="388 235 602 316"> </div> <p>Primary Acronym Logo</p> <div data-bbox="195 391 512 462"> </div> <p>Primary Acronym Logo with Tagline</p>	<p>The Primary Acronym Logo in all forms is the preferred logo of the college. For any audiences outside of the Milwaukee/MATC community, the Primary Acronym Logo With Signature should always be used unless there is an opportunity in copy to highlight Milwaukee Area Technical College.</p> <p>When the tagline is needed, select The Primary Acronym Logo With Tagline. Primary Acronym Logo With Signature does not have an option that also uses the tagline.</p>
<div data-bbox="113 566 464 641"> </div> <div data-bbox="113 686 590 758"> </div>	<p>The Secondary Signature Logo Stacked should be used only when the Primary Acronym Logo with Signature reduces to a size that makes the signature ("Milwaukee Area Technical College") difficult to read. It can also be used, in limited instances, when it's important to show the full name of the college along with the tagline.</p> <p><i>Use of the Secondary Signature Logo should be approved by the Marketing and Communications department.</i></p>
<div data-bbox="113 852 348 896"> </div> <div data-bbox="113 937 468 980"> </div>	<p>Unit Logos are designed to work for every program, office, department and division (and for some events or initiatives) and can be used when an initiative is solely tied to that unit. It can be shown with or without the subtitle tying it to the Pathway or to the office, department or division. It is appropriate for use in an email signature.</p>
<div data-bbox="113 1057 445 1101"> </div>	<p>Pathway Unit Logos have a slight font variation to differentiate them from all other unit logos and can be used when an initiative is solely tied to that particular Pathway. It can be shown with or without the subtitle of the full name. It is appropriate for use in an email signature.</p>
<div data-bbox="436 1218 590 1321"> </div>	<p>The M-Spark is an icon that represents the college but does not replace, or get used in place of, the logo (except as our new social media icon). When using the M-Spark, the Primary or Secondary logo must be shown somewhere else on the page/swag/design but not immediately under or to the side of it. Example; if the M-Spark is on the front of a T-shirt, then the logo should appear on the sleeve or on the back. No text should be shown with the M-Spark.</p> <p><i>Use of the M-Spark should be approved by the Marketing and Communications department.</i></p>
<div data-bbox="470 1382 590 1503"> </div>	<p>The Presidential Seal is an icon reserved solely for the use of the President's Department(with some exceptions).</p> <p><i>Use of the Presidential Seal outside of the President's Department should be approved by the Marketing and Communications department.</i></p>

PRIMARY ACRONYM LOGO (SPACE & SIZE REQUIREMENTS)

In order to maintain the integrity of the iconic logo and maximize the brand's presence, it is important to give the logo breathing room and define a minimum clear space. The clear space is measured by the x-height of the Primary Acronym Logo with signature version of the logo, this same x-height is used for the Primary Acronym Logo and the Primary Acronym with tagline logo versions. The clear space must always be a minimum of the x-height on all sides of the logo.



Primary Acronym Logo with Signature



Primary Acronym Logo



Primary Acronym Logo with Tagline



Secondary Signature Logo Stacked



Secondary Signature Logo Stacked with Tagline

PRIMARY ACRONYM LOGO WITH SIGNATURE (MINIMUM SIZE)



Print: 3/4"
Web: 75px

MATC’s brand colors are blue and orange. The preferred color combinations for the logo are below. For questions, please contact the Marketing and Communications department.

MATC Blue: Pantone (PMS): 293; CMYK: C = 100, M = 57, Y = 0, K = 0; RGB: R = 0, G = 70, B = 173; HEX: 1C69B3

MATC Orange: Pantone (PMS): 151; CMYK: C = 0, M = 48, Y = 95, K = 0; RGB: R = 248, G = 151, B = 40; HEX:F89728

2-COLOR



1-COLOR (BLUE / ORANGE)



1-COLOR (BLACK / WHITE)



A subbrand within logo architecture refers to a distinct brand identity, often with its own unique logo, that operates under the umbrella of a larger, overarching parent brand. This strategy allows a specialized entity to cultivate its own unique personality and appeal to a specific audience while still benefiting from the credibility and recognition of the main institution.

SUBBRANDS

PROTECTIVE SERVICES



Public Safety and Protective Services Training Programs (Police, Fire, EMS, Corrections) are a unique category of an MATC sub brand that offer distinct badge-style or emblem type logos that are universally recognized symbols of authority, professionalism and public trust. Protective Services programs often have close ties with actual police, fire, EMS and corrections agencies and a professional, badge-like logo reinforces MATC’s role as a credible training provider for these critical public services.

July 1, 2025: Some of the logos are scheduled for a design update.

MARKETPLACE SERVICES (STUDENT-RUN/PUBLIC-FACING BUSINESSES)



Student-run businesses that allow “real-world” training for students while operating as distinct entities with their own unique business modules, and are open to the public are subject to having a unique logo. This sub category within the broader MATC brand acts as a unique brand identity for a commercial venture.

The logos to the left may not be the complete list.

July 1, 2025: Some of the logos are scheduled for a design update.

ATHLETICS



The athletic logo serves as a powerful, emotionally driven sub brand designed to engage a distinct audience that may not have other college connections.

PHILANTHROPIC PARTNER



The MATC Foundation is a separate, legally distinct 501(c)(3) nonprofit organization that serves as the philanthropic partner to MATC.

There may be additional subbrand logos that are not represented on this page.

Because the detailing of embroidery is so intricate, the MATC logo has been modified for this particular and unique usage. This version of the logo is not to be used in other applications.



EXAMPLES



DESIGN EXAMPLES OF PROPER LOGO AND M-SPARK USAGE

Note that when using the M-Spark icon, the primary or secondary logo has to be shown somewhere else on the item, but should not be shown too close to the icon. Appropriate ways to apply this are shown in some of these examples.

