



POLICY

Category	Approval
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Series 100: Foundations and Basic Commitments

Effective	Administration	Board
2/22/10	12/4/09	2/22/10
Revised		For Review
8/14/2023		2027

IDENTITY AND PUBLICATIONS STANDARDS MTC 105

Mitchell Technical College places great value on its name and logo. These represent the college and all the staff and students within. Therefore, students and members of the public should be aware that they need to secure permission from the MTC Marketing Office in order to use the school trademark which includes all school names (Mitchell Technical College, MTC, Mitchell Tech, etc.), logos, and trademarks.

Unauthorized use of any of the above may result in legal action against all persons involved in the production, design, manufacture, sales, or distribution of items. This includes T-shirts, jackets, and all other materials. Legal action may seek legal fees and damages and may also seek to seize such materials and proceeds.

The institution that has become Mitchell Technical College has been identified by various names and symbols as it evolved to its present status. This Identity and Publications Standards Policy was developed to ensure that MTC is clearly presented to all audiences.

The Identity and Publications Standards policy applies to any individual or institutional unit, which must conform to other policies, rules, and regulations of the College, regardless of funding source. Questions regarding the policy should be referred to the MTC Marketing Office, which is responsible for its implementation.

6/27/11 – Changed minor specifications to reflect current practice.
 8/10/15 – Updated description of the MTC official logo.
 6/10/19 – President (or designee) will administer licensing of MTI's name, seal and logo instead of Vice-President for Finance and Administrative Services.
 7/1/20 – Logo and college references were updated as Mitchell Technical Institute was renamed Mitchell Technical College.
 8/14/23 – Removed identity standards and specifications from the policy. Standards and specifications are documented and maintained by the MTC Marketing Director.