

Identity Standards

Michigan Tech has started an initiative to keep representation of the university consistent. Here are some basic guidelines which may apply to your student organization.

Michigan Tech Name

- Michigan Technological University should be the first reference name of the University
- The second reference should be Michigan Tech
- The third reference may be Tech
- MTU or Michigan Tech University should not be used in any facet

This applies to all reference of the University including use in email, letters, forms, phone messages, signs, advertising & apparel

Publications

- The following information should be included in all publications:
- Logo
- Michigan Technological University
- Create the Future (promotional & recruitment publications)
- Department or University web address
- Equal opportunity statement on anything going off campus:

Michigan Technological University is an equal opportunity educational institution/equal opportunity employer.

Logos

- Michigan Tech logos are available online at:
www.mtu.edu/idstandards/downloads/logos
- Tech Logos should only appear in black and white or solid gold with a black border
- Tech Logos have a minimum size of 1 3/4" to ensure clarity and legibility
- The Michigan Tech Logo must not be stretched, slanted, shrunk or distorted in any way
- Alternate colors other than the approved Tech colors are also unacceptable

Web Guidelines

- If you create a website for your organization, enterprise or any other Michigan Tech affiliated online resource, guidelines in the identity standards handbook must be followed
- Some aspects include the Michigan Tech banner with the Tech Logo. Also the links to the Michigan Tech homepage, Department homepage and Department resource pages

General Information

- The Michigan Tech logos and spirit marks are not allowed for personal use
- Use of the Michigan Tech logo or any other designs on t-shirts or other apparel is not permitted unless cleared through University Marketing and Communication

FOR MORE INFORMATION REFERENCE THE UNIVERSITY IDENTITY STANDARDS AND EDITORIAL GUIDE OR UNIVERSITY MARKETING AND COMMUNICATION

www.mtu.edu/idstandards