

BRAND IDENTITY GUIDELINES



OUR BRAND IDENTITY

In today's highly competitive and overly marketed world, even colleges and universities are constantly competing for attention. Because of this barrage of messaging in the marketplace and the complexity of our institution, it is critical to our success that we speak with one united voice.

The Mohawk College Brand Identity Guidelines are a comprehensive tool for anyone designing, printing, or producing communication materials. With your assistance, we can ensure that all communication from our institution is integrated and consistent – making each individual component, as well as our marketing efforts as a whole, stronger and more effective.

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LOGO

WE BELIEVE...

We believe every student attending our school deserves the opportunity to enter the next phase of their life with confidence, excitement and optimism.

CONFIDENT they have the knowledge and skills to excel in their chosen field.

EXCITED by their prospects for employment and success in today's changing world.

OPTIMISTIC about their future and their capacity to shape it.



OUR LOGO



Our logo is the most visible representation of our institution – and our brand. From our website, marketing materials and apparel to publications, community outreach activities and formal presentations, our new logo serves as a bold and confident reminder of what Mohawk stands for and the values we share.

“GIVE ME AN ‘M!’” At first glance the symbol in our new logo may appear simply as a modern, stylized letter “M” for “Mohawk” (which it is), but there is considerably more to it than that.

“I SEE THREE PILLARS!” Mohawk’s future is being built on three “long-term pillars” for success. They are 1) Quality, 2) Innovation and 3) Sustainability, and each pillar is represented by a coloured bar in our symbol.

“WE’RE FOCUSED ON THE FUTURE!” The three coloured bars are also a reminder of Mohawk’s future-ready academic focus and the belief that every student deserves the opportunity to enter the next phase of their life with **confidence, excitement and optimism.**

PRIMARY LOGO

The Mohawk logo is a Wordmark in grey combined with a symbol representing the three pillars of our long-term strategic plan. The symbol may stand alone in some applications but the wordmark must always be combined with the symbol as illustrated on this page.

VERSIONS

There are four Colour Versions of the Mohawk logo:

1. Full Colour Version - Burgundy, Red, Orange and Charcoal
2. Full Colour Version - Burgundy, Red, Orange and White
3. One Colour Version - Black only
4. One Colour Version - White only (REV = reverse)

The symbol may be used in full colour (Burgundy, Red, Orange) or as Black or White only (REV=reverse).

In addition, the symbol may be used as a watermark
- i.e. reproduced less than 20% Pantone Black 7 (PMS)
or less than 20% K (CMYK)

THE LOGO ON DARK BACKGROUNDS

The Full Colour Version (White) and the White only (REV = reverse) version are the preferred choice for use on dark backgrounds. However, the Full Colour Version (Charcoal) version of the logo can be used on solid black backgrounds for a subtle effect.

Either version of the symbol (full colour or white only) is acceptable for reproduction on black backgrounds.



SECONDARY LOGO FORMATS

The logo format shown on the previous page is the primary brand logo used for identifying Mohawk College on all communications. However, there may be instances when it is necessary to use one of the two secondary formats shown on this page.

1. Mohawk College (with identifier)

Used in those instances when it is necessary to identify Mohawk as an institution of higher education – e.g. *sponsorship identification* – when our logo appears with other logos.

2. Vertical Format

The vertically stacked format is permissible for use ONLY where space requires.

LOGO FILES

The logo versions and formats have been saved in multiple digital formats for usage in various media – RGB jpeg files, PMS eps files, PMS ai files, CMYK eps files, and CMYK ai files. The logo naming convention indicates Format, Version and file type.

“Logo_CMYK_REV.eps”

“Logo” indicates the Primary Format, “CMYK” or “PMS” indicates the Full Colour version, “REV” indicates the wordmark is white and “eps” indicates this is a vector file.

“Logo_Vert_REV.jpg”

“Logo_Vert” indicates the Vertical Format, “REV” indicates that it is the One Colour White format and “jpg” indicates this is a bit-mapped jpeg file.

Identification

Vertical Format



IMPROPER USE

Proper use of the logo is essential for promoting, maintaining and protecting the brand. It is very important that it is not modified from its original form or colour.

Always use the approved digital files when reproducing the logo in order to avoid some of the common errors that are illustrated on this page.

THE SYMBOL

The "Mohawk" Wordmark or logotype should never be used without the symbol. It is permissible to use the symbol without the Wordmark for use as a graphic element. Colours or proportions should not be altered.

THE COLLEGE CREST

The official Coat of Arms Crest is reserved for use by the College President and Board of Governors.



DO NOT
rearrange elements



DO NOT
use logotype without symbol



DO NOT
use on a busy background



DO NOT
resize elements



DO NOT
change colours



DO NOT
distort or alter the proportions



DO NOT
change colours



DO NOT
distort or alter the proportions

PROTECTED SPACE

The Mohawk logo should always be positioned to ensure maximum visibility and to function optimally in any given application. It is most easily recognized when it stands out from other elements around it, which requires plenty of breathing room.

For typical print applications such as ads or stationery, the minimum clear space required on all sides of the logo is equal to the width of the "m" symbol (see diagram on this page).



MINIMUM SIZE

To ensure legibility, use the logo no smaller than the minimum size shown here. (Height of the symbol = 0.125")



BRAND ESSENCE

For over forty years we have been serving the diverse needs of our community by offering a wide range of programs and courses based on the principles of supply and demand – if enough people ask for it we do our best to provide it. From full-time programs to co-op and apprenticeship programs to continuing education and personal interest courses.

While we will always be many things to many people, we are fast becoming recognized and renowned for building futures in health and technology. Not only has the world acknowledged the importance of these sectors; our community itself has identified advanced manufacturing and health care as the top two sectors for growth in our region.

It's a perfect focus for us. There's a natural integration with many of our core programs, including business, social services, engineering and communications. Both specialties fit with the make-up of our faculty, the scope of our facilities and technologies, our strength in applied research, and the evolution of our partnerships with the likes of Arcelor Mittal/Dofasco and McMaster University. In fact, our relationship with McMaster is one of the most reciprocal and envied partnerships of its kind in Ontario.

Our focus is right for the times, too. Talk about opportunity. Many would say that health and technology are two of the most relevant and promising career choices one could make, because as much as they impact today's world, it's small compared to the role they'll play in tomorrow's.

Whatever we have been, we are much more now. And wherever we have gone, we are going much farther.

OUR BRAND ESSENCE

It's a bright **FUTURE** for those who are **READY** for it.

Future Ready is an ambitious and appealing promise we have made to ourselves, our students and our community. We are committed to always being ready for the future in all aspects of college life – from course offerings to faculty and staff to facilities and resources. We are committed to preparing our graduates for a meaningful and rewarding life by giving them the skills and the knowledge to rise to today's challenges and embrace tomorrow's opportunities. We are committed to fostering innovative partnerships with business and not-for-profit organizations to build a vibrant and prosperous community.



Our Brand Essence may be combined with the Mohawk logo and used as a tagline in communications. It should always be reproduced in one of the five corporate colours (shown) or in white with the reverse logo.



ALWAYS
maintain proper spacing
and size ratio



DO NOT
reposition the tagline



ALWAYS
use the proper colours

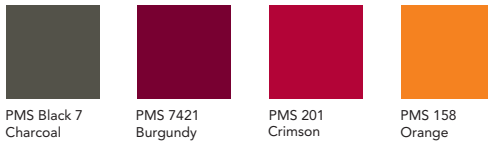


COLOUR

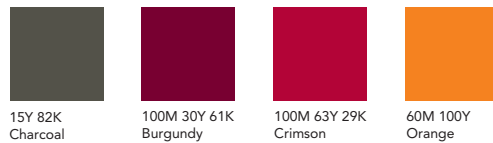
CORPORATE COLOURS

The full colour version of the brand logo is made up of four colours – Charcoal, Burgundy, Crimson and Orange. Please refer to the chart below for the correct colour designation specific to each colour model.

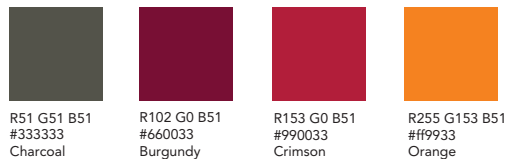
Pantone Colours



Process Colours



RGB and Hexadecimal Colours



Each colour has been carefully chosen to complement the four corporate colours. ***Please consult Marketing for guidance in the application of colour.***

TYPOGRAPHY

LOGOTYPE

The logotype “Mohawk” is a custom designed wordmark based on the typeface House Movements Runway. The font weight and certain letters have been modified.

PRIMARY TYPEFACE

Verdana is the primary typeface used in communications. It is recognized as being one of the most accessible fonts with built-in features that enhance legibility and has a clean, bold and modern look. Verdana can be used across all mediums, including digital (ie: Microsoft Word, Powerpoint etc...), print and web. Additionally, it is a standard font that is widely installed and available on computers and devices, making it a solid choice for universal access.

Note: For print applications, a “pro” version of Verdana is available with a range of weights, from light to extra bold, to provide greater design flexibility. The “pro” version is reserved for use by the college Marketing and Creative Services departments.

The logo consists of three vertical bars of varying heights and colors (dark red, orange, and dark red) to the left of the word "MOHAWK" in a bold, sans-serif, uppercase font.

VERDANA

Verdana Regular

Verdana Italic

Verdana Bold

Verdana Bold Italic

BRAND ARCHITECTURE

ACADEMIC THEMES

Brand architecture defines how a company or institution classifies and names its products and services.

Consumers are not really interested in how a company is managed, but they do want to understand its product or service offering. The Mohawk College brand architecture will determine how students and other external stakeholders understand and interact with Mohawk College. It is the external “face” of the college and it must support the overall brand strategy. Mohawk College is in the business of skills training and higher education.

Academic programs are the products and services we offer.

Our academic programs are grouped by themes to aid program search. Programs can be found through more than one theme. By far, the largest number of programs will be found through the Health and Technology Themes. Academic Streams will further refine program search.

Health

Technology

Skilled Trades

Business

Community
Services

Creative
Industries

Preparatory
Studies

MASTER BRAND ARCHITECTURE STRATEGY

The Mohawk College brand architecture system utilizes a Master Brand strategy.

One brand name dominates all products and services.

The fundamental strength of a Master Brand strategy lies in the fact that every product or service within the organization, by way of promotion, supports each other. As a consequence Master Brand identities tend to have high visibility and a clear positioning, which can be a great advantage in the marketplace.

Use of Mohawk or Mohawk College is dependent on the medium, the context of the message, target audience and the region the message is being used in. For example –

- the primary version would be used for all on-site executions
- the primary version would be used when it is clearly in an educational environment
- the secondary logo would be used within a grouping of logos (ie. Sponsorship) unrelated to education
- the secondary logo would be used in promotional materials placed outside of the region/catchment

PRIMARY



SECONDARY



Mohawk College Foundation, Mohawk College Alumni and Mohawk College International are vital to the overall success and sustainability of the College; however, it is a part of the Mohawk brand and would not exist as a separate entity unto itself. As such, it should always be represented with the Mohawk logo.



SUB-BRANDS

A product or facility that has its own name is a sub-brand.
It is always combined with the Master Brand in the brand identity system.

PRIMARY



SECONDARY



Note: The naming of schools would dilute the strength of the Master Brand. The only exceptions are the Marshall School of Skilled Trades & Apprenticeship and the McKeil School of Business. The naming of physical properties – i.e. facilities, campuses and wings – is recommended for development opportunities.

ENDORSED BRANDS

An endorsed brand is the primary name used to refer to a product or service. It is a brand that is endorsed by the Master Brand; however, it is given much greater visual weight than the Master Brand. In this situation, the corporate or parent brand lends credibility or assurance to the endorsed brand without overpowering it with its own associations.

Mohawk College supports some distinct ventures and partnerships with businesses in our community. Because they present themselves externally as distinct areas of practice, these entities require unique names and visual identities.



MASTER BRAND STRATEGY



SUB-BRANDS



ENDORSED BRANDS



IDENTIFICATION

SIGNATURES

The Mohawk brand architecture system uses one brand name and logo for all of its primary products and services. The Mohawk logo and Mohawk sub-brands are the only logos to be used for communications and correspondence. The logo must not be altered in any way and care must be taken to ensure the proper amount of “white space” surrounds it when used in signatures. The following framework should be adhered to when identifying faculty and staff:

(your name)
 (position)
 Mohawk College
 (your campus' FULL address with city, province & postal code)
 (your campus phone number) (EXT)
www.mohawkcollege.ca



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Please consider the environment before printing this email.

LOGO OPTIONS

Faculty and staff may use the logo that reflects their area.



PHYSICAL PROPERTIES

Physical properties require identification for wayfinding purposes. If combined with the Mohawk logo, centres and campuses should use the following nomenclature framework for signage or other forms of identification.

CAMPUSES

 MOHAWK | FENNEL
CAMPUS

 MOHAWK | STONEY CREEK
CAMPUS

 MOHAWK | INSTITUTE FOR APPLIED HEALTH
SCIENCES AT MCMASTER

 MARSHALL
SCHOOL OF SKILLED TRADES
& APPRENTICESHIP

 McKEIL
SCHOOL OF BUSINESS

 McINTYRE
PERFORMING ARTS CENTRE

 DAVID BRALEY
ATHLETIC & RECREATION CENTRE

 CUMMINGS
LIBRARY & COLLABORATORY

 GERALD MARSHALL
CENTRE FOR TRANSPORTATION

 LANGUAGE & CULTURE
CENTRE

MCACES

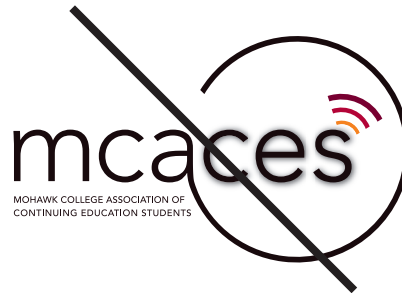
The Mohawk College Association of Continuing Education Students (MCACES) was dissolved in 2014, however, the college continues to recognize the important role that MCACES played in the growth of Mohawk College.

To preserve the memory of MCACES the college will continue to recognize MCACES in print, digital and other mediums. Guidelines for referring to MCACES are as follow:

- “Mohawk College Association of Continuing Education Students” will be written in full when first introduced, followed by “(MCACES),” the acronym of the name, for subsequent references.
- New documents or collateral created with references to MCACES will include the Mohawk logo and reflect Mohawk identity elements (colour, font, look/feel, etc.).

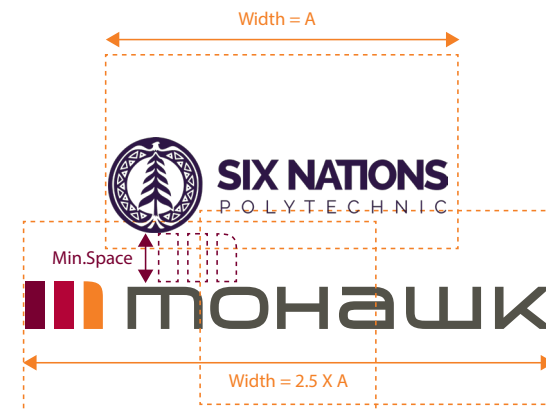
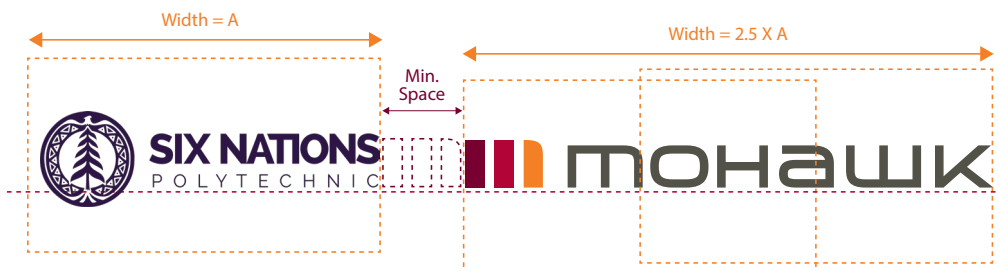
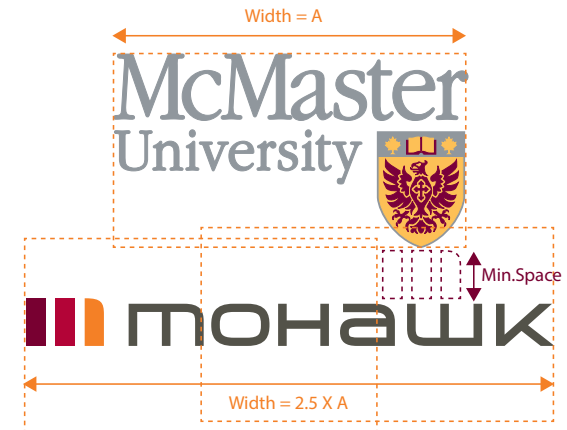
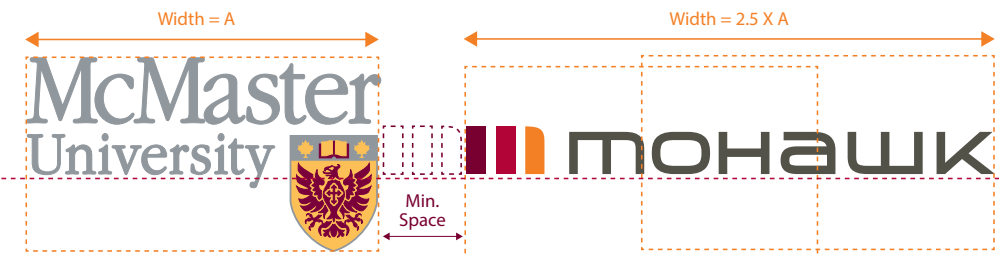
RETIRED LOGOS

All previous MCACES logos will be retired and no longer be used to represent MCACES.



PARTNERSHIPS

Occasionally, Mohawk College enters into partnerships with other academic institutions. In joint communications, care must be taken to ensure each institution is properly and fairly represented as partners. In most instances, this means ensuring that their respective logos have equal representation or visual weight in the communications. Use the following as a guide for size and alignment when placing logos side by side or in a stacked presentation.



PARTNERSHIPS

The David Braley Athletic & Recreation Centre is a new facility located on the Fennell Campus. It is managed by the YMCA. It is a Mohawk Sub-Brand and as such, requires its own logo. In communication and signage, this logo will often appear with the YMCA logo to signify their partnership. There is only one acceptable way to display both logos together when used in communications. For on-campus signage, it is acceptable to use a secondary version of the sub-brand logo. Refer to the diagram below for size and alignment guides.

COMMUNICATIONS



ON-CAMPUS SIGNAGE



APPLICATION

APPAREL

All versions and formats of the logo are permissible for use in the branding of incentives or apparel. Care must be taken to ensure the Mohawk identity is accurately and tastefully reproduced. Black, White, Charcoal Grey or Burgundy are recommended options as colours for pens, mugs, hats, shirts, and other apparel.



A FINAL WORD...

These standards have been created with a great deal of flexibility in order to address the complexities of Mohawk College, while providing a high degree of consistency and quality. No alterations should be made to any of our officially approved symbols, wordmarks, or logotypes. Always use approved digital artwork.

CONTACT

For brand information or requests for logos, files, etc., please contact:

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For signage and wayfinding questions or requests, please contact:

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