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Branding Madison College: Real world smart

The Madison College brand is summed up in our tagline, Real world smart. Yet, our brand is much more than a tagline, logo or mission statement. Real world smart is our promise to provide a high quality educational experience that prepares students for success in the real world.

Real world smart at Madison College is:

- High value for a low tuition cost
- Relevant educational experiences preparing students for jobs of today and the future
- A broad range of offerings, flexible scheduling and easy access
- Top-notch instructors with real world experience
- Strong support with small class sizes and individualized attention

Using “Real world smart” branding

- Follow logo and tagline usage guidelines, relevant stylebooks and aim for high quality text and images in everything you produce for Madison College.
- Craft your message “real world smart.” Keep the brand uppermost in your mind when writing or speaking about the college.
- Don’t overuse the phrase in your copy, but do explore different ways to make the message clear.

Madison College Mission and Vision

Our Madison College mission and vision statements are encompassed in our branding efforts.

- Madison College mission: Madison Area Technical College provides accessible, high quality learning experiences that serve the community.
- Madison College vision: Transforming lives, one at a time.
BRAND ELEMENTS

Tagline Usage

Our tag line, “Real world smart,” is an important branding element. Consistency is key to our brand message and to the tagline we use to represent that message.

- Place the “Real world smart” tagline in the lower right-hand side when adding it to your document. This is flexible, however, depending on the format of your document.
- Use Century Gothic font. Type should appear in black, grey or blue only.
- Capitalize the “R” in real and lowercase the “w” in world and “s” in smart.
- Use an ending period only (do not add periods or other punctuation between words).
- When referring to the “Real world smart” tagline, within text, please set it apart from regular text using quote marks, a different font or italics.

Our Logo

The primary logo for Madison Area Technical College was developed for the college by Mark Schmitz of ZD Studios. Mark is a proud graduate of the college.

The design incorporates our name and a strong image representing our ties and contributions to the state of Wisconsin. The shield was chosen for its depiction of time-honored strength and quality, and the path leads us into the future. Our logo comes in several approved versions including special regional versions, school versions and versions in both color and in black and white. The primary logo is available in stacked (vertically) or horizontal. Secondary versions of the logo are provided to offer design flexibility. Use only approved primary or secondary versions of the logo.

Logo usage guidelines protect and maintain our logo’s integrity. By following these guidelines, we ensure a uniform recognition and awareness of the Madison Area Technical College identity throughout our community.
Rules for Logo Use

Do not substitute different fonts or colors.

Do not apply any visual effects such as drop shadows, glow, blur, etc.

Do not use low-resolution versions. Do not "grab" logo from the web for print.

Do not stretch or compress the logo out of proportion. Always hold the shift key down when sizing the logo to fit.

Do not change the background behind the logo. Logo versions with blue and white backgrounds are available.

Do not "recreate" the logo on your own.

Do not put a box or other graphic shape or image around or behind the logo.

Do not add, subtract, re-size or change the arrangements of the words.

Do not change the size relationship between elements in the logo.

Leave "quiet" space around the logo — at least 3/8" of white space on all sides.

Do not add, subtract, re-size or change the arrangement of the words.

Do not create 3D versions of the logo.
Logos in different formats

Logos for Madison Area Technical College have been created in different electronic formats for print, web and other uses. They are available for download from madisoncollege.edu/in/logos-download. Choose the logo that works best for your project.

Different file types work best for different projects.

**Print projects**
- Use high quality, high resolution images.
- The .eps format is the preferred format for print.
- To see an .eps file, download it and open up a Word or Publisher document. From there you can insert the logo into your document to see it. (insert>picture>from file).

**Web and email projects**
- Use low resolution images for quick downloading.
- Use either .jpg or .png format (a “lossless compression” format similar to .gifs) for web or email.
- Insert onto your web page using the Drupal picture button or follow Outlook’s instructions to insert into your email signature.
- The .png format allows a transparent background. On “reversed” images, with no background behind white text or images, you won’t be able to see them against a white background.

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**Primary logos stacked (vertical)**

- **Color stacked**
- **Black and white stacked**
- **Color reversed stacked**
- **Black and white reversed stacked**

**Primary logos horizontal**

- **Color horizontal**
- **Black and white horizontal**
- **Color reversed horizontal**
- **Black and white reversed horizontal**
### Regional campus logos

<table>
<thead>
<tr>
<th>Campus</th>
<th>Color</th>
<th>Black and white</th>
<th>Reversed horizontal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fort Atkinson</td>
<td>color horizontal</td>
<td>black and white horizontal</td>
<td>color reversed horizontal</td>
</tr>
<tr>
<td>Portage</td>
<td>color horizontal</td>
<td>black and white horizontal</td>
<td>color reversed horizontal</td>
</tr>
<tr>
<td>Reedsburg</td>
<td>color horizontal</td>
<td>black and white horizontal</td>
<td>color reversed horizontal</td>
</tr>
<tr>
<td>Watertown</td>
<td>color horizontal</td>
<td>black and white horizontal</td>
<td>color reversed horizontal</td>
</tr>
</tbody>
</table>

### Secondary and text only logos

<table>
<thead>
<tr>
<th>Logo</th>
<th>Color</th>
<th>Black and white</th>
<th>Shield color</th>
<th>Shield black and white</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color horizontal</td>
<td>Black and white horizontal</td>
<td>Shield color</td>
<td>Shield black and white</td>
<td></td>
</tr>
</tbody>
</table>

Go to [madisoncollege.edu/in/logos-download](http://madisoncollege.edu/in/logos-download) to download and see more logos.
**Typography**

The college has selected Century Gothic as the primary font family for both headlines and body copy. Avant Garde is also an acceptable font. Both offer a wide range of weights and styles, of which only a few are shown here.

In creating materials for Madison College, please use these fonts. For body copy in brochures and flyers, please keep type size at no smaller than 7 point and no larger than 10 point.

Use your discretion when selecting one, or both font styles, and remember that clear and legible communication is always a primary goal.

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**Secondary color palette**

Any of the colors in the approved secondary color palette may be used in projects for Madison College. Please use only one secondary color per project. Screening back the approved colors offers more variations on these colors.

In the same project, you may use the primary colors of the Madison College logo in addition to your one secondary color choice or the black-and-white version of the logo.

The secondary color palette on the next page is presented in CMYK and RGB values. CMYK is used in four-color printing, and each number corresponds to the amount of blue (cyan), red (magenta), yellow and black ink needed to create that particular color.

The RGB color system was developed for electronic broadcasting and includes values for red, green and blue light. This system is used in Word even though it was designed for broadcast display (television) instead of print.

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**Colors**

**Primary colors**

The official colors of the Madison College logo and visual identity are two shades of blue, identified in the printing industry as two blues in the Pantone Matching System (PMS) known as PMS 7468 C and PMS 282 C.

Both of these colors can be used to match our logo in publications in text or graphics. They can be used full strength or screened back to create lighter versions of the same colors.

**PMS 7468 C**

<table>
<thead>
<tr>
<th>C: 100</th>
<th>R: 0</th>
</tr>
</thead>
<tbody>
<tr>
<td>M: 10</td>
<td>G: 125</td>
</tr>
<tr>
<td>Y: 0</td>
<td>B: 177</td>
</tr>
<tr>
<td>K: 28</td>
<td></td>
</tr>
</tbody>
</table>

**PMS 282 C**

<table>
<thead>
<tr>
<th>C: 100</th>
<th>R: 0</th>
</tr>
</thead>
<tbody>
<tr>
<td>M: 68</td>
<td>G: 45</td>
</tr>
<tr>
<td>Y: 0</td>
<td>B: 98</td>
</tr>
<tr>
<td>K: 54</td>
<td></td>
</tr>
</tbody>
</table>
### Madison College secondary color palette (in CMYK and RGB color values)

<table>
<thead>
<tr>
<th>Color Block</th>
<th>CMYK Values</th>
<th>RGB Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red 1</td>
<td>C: 0, M: 98, Y: 95, K: 0</td>
<td>R: 238, G: 32, B: 39</td>
</tr>
<tr>
<td>Red 2</td>
<td>C: 0, M: 93, Y: 97, K: 0</td>
<td>R: 238, G: 52, B: 38</td>
</tr>
<tr>
<td>Red 3</td>
<td>C: 0, M: 86, Y: 100, K: 0</td>
<td>R: 240, G: 74, B: 35</td>
</tr>
<tr>
<td>Red 4</td>
<td>C: 1, M: 77, Y: 99, K: 0</td>
<td>R: 239, G: 96, B: 35</td>
</tr>
<tr>
<td>Red 5</td>
<td>C: 1, M: 65, Y: 100, K: 0</td>
<td>R: 241, G: 119, B: 33</td>
</tr>
<tr>
<td>Red 6</td>
<td>C: 0, M: 60, Y: 100, K: 0</td>
<td>R: 245, G: 130, B: 32</td>
</tr>
<tr>
<td>Orange 1</td>
<td>C: 4, M: 58, Y: 100, K: 0</td>
<td>R: 237, G: 132, B: 35</td>
</tr>
<tr>
<td>Orange 2</td>
<td>C: 4, M: 46, Y: 99, K: 0</td>
<td>R: 239, G: 152, B: 33</td>
</tr>
<tr>
<td>Orange 3</td>
<td>C: 6, M: 32, Y: 100, K: 0</td>
<td>R: 239, G: 177, B: 30</td>
</tr>
<tr>
<td>Orange 4</td>
<td>C: 6, M: 16, Y: 97, K: 0</td>
<td>R: 242, G: 205, B: 29</td>
</tr>
<tr>
<td>Orange 5</td>
<td>C: 7, M: 9, Y: 97, K: 0</td>
<td>R: 242, G: 216, B: 26</td>
</tr>
<tr>
<td>Green 1</td>
<td>C: 89, M: 29, Y: 95, K: 18</td>
<td>R: 237, G: 118, B: 65</td>
</tr>
<tr>
<td>Green 2</td>
<td>C: 84, M: 11, Y: 100, K: 1</td>
<td>R: 239, G: 159, B: 73</td>
</tr>
<tr>
<td>Green 3</td>
<td>C: 78, M: 1, Y: 99, K: 0</td>
<td>R: 239, G: 179, B: 75</td>
</tr>
<tr>
<td>Green 4</td>
<td>C: 60, M: 0, Y: 99, K: 0</td>
<td>R: 242, G: 190, B: 68</td>
</tr>
<tr>
<td>Green 5</td>
<td>C: 45, M: 1, Y: 99, K: 0</td>
<td>R: 242, G: 201, B: 61</td>
</tr>
<tr>
<td>Green 6</td>
<td>C: 35, M: 0, Y: 99, K: 0</td>
<td>R: 242, G: 210, B: 54</td>
</tr>
<tr>
<td>Blue 1</td>
<td>C: 87, M: 42, Y: 33, K: 6</td>
<td>R: 15, G: 118, B: 141</td>
</tr>
<tr>
<td>Blue 2</td>
<td>C: 84, M: 28, Y: 40, K: 3</td>
<td>R: 2, G: 137, B: 147</td>
</tr>
<tr>
<td>Blue 3</td>
<td>C: 78, M: 8, Y: 47, K: 0</td>
<td>R: 0, G: 170, B: 156</td>
</tr>
<tr>
<td>Blue 4</td>
<td>C: 70, M: 0, Y: 51, K: 0</td>
<td>R: 57, G: 187, B: 154</td>
</tr>
<tr>
<td>Blue 5</td>
<td>C: 57, M: 0, Y: 44, K: 0</td>
<td>R: 107, G: 197, B: 166</td>
</tr>
<tr>
<td>Blue 6</td>
<td>C: 44, M: 0, Y: 43, K: 0</td>
<td>R: 146, G: 207, B: 166</td>
</tr>
<tr>
<td>Purple 1</td>
<td>C: 100, M: 89, Y: 34, K: 26</td>
<td>R: 30, G: 49, B: 96</td>
</tr>
<tr>
<td>Purple 3</td>
<td>C: 93, M: 61, Y: 16, K: 2</td>
<td>R: 2, G: 99, B: 155</td>
</tr>
<tr>
<td>Purple 4</td>
<td>C: 82, M: 35, Y: 9, K: 0</td>
<td>R: 4, G: 136, B: 186</td>
</tr>
<tr>
<td>Purple 5</td>
<td>C: 72, M: 7, Y: 14, K: 0</td>
<td>R: 17, G: 178, B: 209</td>
</tr>
<tr>
<td>Purple 6</td>
<td>C: 59, M: 0, Y: 7, K: 0</td>
<td>R: 115, G: 210, B: 235</td>
</tr>
<tr>
<td>Magenta 1</td>
<td>C: 82, M: 100, Y: 30, K: 21</td>
<td>R: 74, G: 33, B: 97</td>
</tr>
<tr>
<td>Magenta 2</td>
<td>C: 76, M: 100, Y: 30, K: 21</td>
<td>R: 85, G: 31, B: 95</td>
</tr>
<tr>
<td>Magenta 4</td>
<td>C: 53, M: 100, Y: 26, K: 8</td>
<td>R: 132, G: 35, B: 110</td>
</tr>
<tr>
<td>Magenta 6</td>
<td>C: 24, M: 99, Y: 12, K: 0</td>
<td>R: 193, G: 26, B: 129</td>
</tr>
</tbody>
</table>
PRINT PROJECT TEMPLATES

Templates offer an efficient way to create internally focused or small quantity brochures, flyers, posters and other printed material for your department, event or program. Maintaining our brand identity and a consistent look, feel and tone in our printed publications is a key concept behind these materials.

Templates in Word, available at madisoncollege.edu/in/templates, allow easy access and customization for departmental staff. Color copies and folding is available through Document Services, and turnaround is generally less than one week.

Requests for larger quantity, externally focused, collegewide marketing projects should continue to be sent to the Marketing Department.

Center for Excellence in Teaching and Learning (CETL) technology trainers have generously offered to help answer questions on template use. Call (608)246-6646 to reach a CETL team member who can help you with questions on Word, Publisher or other software.

Template features

We have provided templates to download in Word for simple, one-page projects. More projects are planned. If you have a request for a specific type of project template, please contact the Marketing Department.

Working with Templates

General download instructions for Madison College templates are available online at madisoncollege.edu/in/template-use-and-guidelines. We’ve built much flexibility into the templates, but to maintain our brand identity, some elements should remain unchanged:

- Typeface should remain Century Gothic.
- Body type size can be no smaller than 7 point and no larger than 10 point; 9 point type is preferred.
Photography

Photographs help pull in your reader whether he or she is looking at a brochure or a web page. At Madison College we look for engaging, high quality photographs that go beyond illustration. They set a tone and add to the story.

For Madison College photos, select images that convey our “Real world smart” brand.

A few tips:

- Make sure your photo is at a resolution high enough and suitable for your project. For web use, 72dpi (dots per inch) is the standard resolution but for print 300dpi is recommended.
- Use a photo that has a crisp, clear focal point with no dark or blurry areas.
- Avoid photos taken from far away. The closer to the action, the better.
- Feature people in action. Show staff or students doing something rather than posing for the camera.
- Look for students and staff interacting, working together on a project or engaging each other in conversation.
- Select photos that reflect the diversity of our staff and student body.
- Choose photos that show variety either in college activities or even in the different activities within a program area.

For more tips on selecting photos, taking good photos and college resources for photos see Photo Tips and Resources at madisoncollege.edu/in/photography-tips-and-resources.

Using photos from our Flickr photostream

Flickr is a photo sharing website that allows access to millions of photographs. Most require permission from the photographer but Madison College has set up an area on Flickr (called a “photostream”) that contains photos already selected and approved for use in our publications.

Madison Area Technical College’s photostream on Flickr can be found at flickr.com/photos/photosharingtest2010/. Here you will find high quality photos that reflect the college brand for use with our templates and other Madison College projects.

To find and download photos:

1. Search for photos using the search box on our Madison College photostream page. Put in your program name, topic or other search terms such as “student” “lab,” etc.
2. Click on the photo you would like to use.
3. Above the photo, click on the “Actions” drop down menu and select “View all sizes.”
4. Above the photo, you will see all the sizes listed.

For more information, please see Template Use and Guidelines at madisoncollege.edu/in/template-use-and-guidelines.
If you include Ph.D. after the name, do not also use the courtesy title Dr. (use one or the other).

Academic offices, centers or departments
Capitalize center or department only when it is used in the title of a specific department such as the Enrollment Center.

Acronyms
When you are using an acronym, the first reference in the document should include the full spelled-out title of the entity with the acronym in parenthesis after the title. You can use the acronym for all subsequent references. For example use Center for Excellence in Teaching and Learning (CETL) on first reference and CETL on all subsequent references.

Campus names
When referring to the formal name of our campuses, capitalize “campus.” For example Fort Atkinson Campus.

College name
The official name of the college is Madison Area Technical College. The short name for the college is Madison College.

Dashes and hyphens
Make dashes and hyphens consistent throughout your document. Use hyphens in adjectival clauses such as “part-time teachers” but not when used as alone such as “He works part time.” Do not hyphenate titles such as vice president.

AP style prefers a space before and after a dash such as “Finding enough time — a common concern — is key in today’s environment.” At Madison College, we also use dashes without spaces to save space, but keep it consistent in your document.

Dates
Dates can appear in any of these ways as long as you are consistent throughout your document:
January 4, 2011
Jan. 4, 2011
1/4/2011
4 January 2011

Do NOT add ordinal designations such as “st,” “th” or “nd.”

Faculty
At Madison College, we refer to faculty members as instructors instead of teachers or professors.

Non sexist language
Refer to chairperson instead of chairman or chairwoman; spokesperson instead of spokesman or spokeswoman, etc.

Do not mix singular and plural. Do not use “they” when referring to a single subject. Do not say “A student should phone in if they need help.” The subject and reference must either both be plural or both be singular. Either “Students should phone in if they need help” or “A student should phone in if he or she needs help.”

Numbers
In AP style, we spell out numbers from one to nine. Use numerals for numbers 10 and above. This rule even applies if you have a mixed list of numbers such as two goats, three chickens and 14 ducks. If any number is used at the beginning of a sentence, however, it must be spelled out. There are exceptions to this rule so please see the stylebook for more information.
Percent
Spell out "percent" in text. Only use % in tabular material. This rule occasionally can be broken for space reasons but if you do so, be consistent.

Program/certificate names
The word "program" is not included in the title of programs so it should not be capitalized. Use Accounting program, not Accounting Program.

Time of day (a.m./p.m.)
AP style prefers periods and lower case times: a.m., p.m. At Madison College use this or am, pm as long as it is consistent. Avoid capitalizing AM, PM. When writing a time on the hour, a colon and zeros are acceptable, such as 4:00 p.m. but you can save space by writing 4 p.m.

When referring to midday use either 12 p.m. or noon, but not both. Same goes for midnight.

Titles
In AP style, a title that appears BEFORE a name should be capitalized. A title that appears AFTER a name should be set off with a comma and should NOT be capitalized. For example: Vice President Terry Webb; Terry Webb, vice president.

When using a title in combination with a department or office, capitalize the formal name of the department or office but keep the same rules for the position. For example: Vice President for Learner Success Terry Webb; Terry Webb, vice president for Learner Success.

When not associated with a proper name, do not capitalize second references. For example, use “the dean said” not “the Dean said.”

United States abbreviation
AP style prefers U.S., not US.

Second references
References to departments, programs, offices, centers or the college should include the full title when it appears for the first time. If you will refer to the entity again in the same document, we recommend you do not capitalize on second reference. For example on first reference you might say the Facilities Department but after that, you can refer to the department not Department.

Serial commas
In AP style, do not use a comma in a series before the “and” unless you need to for clarity. For example use “books, pens and pencils.” For clarity, however, you might use “books and cards, pens and pencils, and crayons and markers.”

State of/city of
It is best to just use the state or city name and not precede it with “state of” or “city of.” If you feel you must say “state of Wisconsin,” do NOT capitalize “state.”
Writing for the web

Writing for the web can be challenging. People tend to use websites to obtain quick information—grab and go—and this is very true of the Madison College website. Web information must be easy to find, concise and direct.

When writing for the web, think economy. How long should your web page be? Answer: As long as it needs to be and not one word more. Generally, keep your paragraphs to about 50 words and use bulleted and numbered lists whenever they will work.

Web users tend to scan for information. Research shows they scan in an “F” pattern. They read the headline and the first one or two sentences. Then they scan down the left-hand side and read the first couple of words. With this in mind, try to put the most important and descriptive words near the beginning of your sentences.

Headlines and links stand out, so make them as descriptive as possible. Help people find the information they are looking for on your page easily. Never, ever use “click here” as your link. Instead name the link exactly what it is. For example, do not say “Click here for more information.” Say “Visit Today’s Deli Specials list for more information.”

Remember, clean and concise is the key.

Web words and style guide exceptions

Here are a list of web-related words, including some exceptions to The Associated Press Stylebook unique to Madison College

- eBusiness
- ecommerce
- email
- username
- web
- web-based
- webmaster
- web page
- web server
- website
- World Wide Web

Other Commonly Used Technical Terms

- desktop
- file name
- home page
- Internet
- LISTSERV
- log in, login (Two words when used as a verb: “log in to your account.” One word when used as a noun: “Enter your login.”)
- style sheet, CSS, Cascading Style Sheet
- WWW (World Wide Web)

For more comprehensive information, please see the online Web Style Guide at madisoncollege.edu/in/web-style-guide.

Please note. This style guide is a living document. Check back for changes. We will make announcements in Madison College Matters when new material is added or when there are important changes.

Get the Word Out!

Promote your classes, programs, services or events to students, faculty and staff.

The Promotional Toolkit includes

- Style and usage guides
- Logos for print and web
- Marketing Request Form (for college-wide and externally focused projects)
- Useful tips and marketing resources from around the college
- Downloadable templates for letterhead, posters, PowerPoints and name tags.

Bookmark us at madisoncollegener.edu/in/promotional-tool-kit-0

Real world smart.