



Mountwest

Community & Technical College

BRAND IDENTITY & GRAPHIC STANDARDS MANUAL

Mountwest Contact Information

BRAND IDENTITY & GRAPHIC STANDARDS [MANUAL](#)

Questions?

If you have questions regarding any of the standards in this guide,
or need special permission to use or change any of the listed guidelines,
please contact:

Bulldog Creative Services
(304) 525.9600
art@bulldogcreative.com

Mountwest Logo Standards

BRAND IDENTITY & GRAPHIC STANDARDS MANUAL

COLOR USAGE



MOUNTWEST BLUE

Pantone 301

C=100 M=45 Y=0 K=18

R=0 G=100 B=164

Thread = Madeira 1934



MOUNTWEST LIGHT BLUE

Pantone 290

C=25 M=2 Y=0 K=0

R=185 G=224 B=247

Thread = Madeira 1027



MOUNTWEST GREY

Black 70% or Pantone 430

C=0 M=0 Y=0 K=70

R=77 G=77 B=77

Thread = Madeira 1040

LOGO USAGE



Mountwest

Community & Technical College

COLOR LOGO



Mountwest

Community & Technical College

BLACK LOGO



Mountwest

Community & Technical College

REVERSE COLOR LOGO - OPTION 1



Mountwest

Community & Technical College

REVERSE BLACK LOGO



Mountwest

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REVERSE COLOR LOGO - OPTION 2
(for use on Mountwest blue backgrounds)



Mountwest

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ALL WHITE LOGO

Mountwest Logo Standards

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LOGO USAGE



COLOR LOGO



BLACK LOGO



REVERSE COLOR LOGO - OPTION 1



REVERSE BLACK LOGO



ALL WHITE LOGO

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LOGO USAGE



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BLACK LOGO

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LOGO MISUSE



DO NOT stretch logos to “fit” into a particular space.
Logos must be used in the original dimensions.



DO NOT change location of the mountain icon. Icon must ALWAYS appear to the left of the text logo.



DO NOT change logo color.
Logos MUST be used in PMS 301 or its CMYK/RGB makeup, or in black or white.

MINIMUM SIZE



FONT USAGE

The Mountwest logo should always appear in:
ITC Kabel *(See Font section for full examples)*

WRITTEN TEXT

When writing the college name in written text, the ampersand symbol (&) should always be used – “and” should never be used. It should always appear as follows:

Mountwest Community & Technical College

~~**Mountwest Community and Technical College**~~

Mountwest Application Standards

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FILE TYPES

EPS - Encapsulated Postscript File

EPS files are used in many applications in the advertising industry, but are especially known for use for items such as signs, promotional items and any other application that may require either enlarging the image or using the image without a white background around the image. An EPS is a vector format, meaning that the image is made of a system of points that correspond to each other. Whether enlarging or reducing the size, these points always know how to correlate to each other, producing a crisp image no matter the size.

EPS formats are ONLY visible on screen using a program such as Adobe Illustrator or when placed into a publishing program such as Adobe InDesign, Quark Xpress or Microsoft Publisher. When trying to view these formats outside these types of programs, the image will appear as a white box only.

When using an EPS for promotional items or print items, you may be asked to supply a “spot color” logo. This refers to a specific color of ink versus the standard 4-color (CMYK) printing, and can save money when placing a 1 or 2-spot color job. Your printer or product specialist will help you with this option should you have any questions. EPS options for downloads include spot color, cmyk, black and white (reverse).

JPG - Joint Photographic Experts Group

JPGs are used for on screen applications such as **Microsoft PowerPoint** and the internet, as well as printing in documents such as **Microsoft Word**. JPGs are a raster format also known as bitmap, meaning the image is made of pixels. When enlarged, the image will become pixelated. These type of images can be downsized, but not enlarged from original size. Since JPGs are a flattened image, a white box will always appear around the image when placing on a background other than white.

PLACING IN MICROSOFT WORD:

To place in your Microsoft Word document, simply go to the Insert menu and select “picture” then “from file.” A box will open and prompt you to choose the image you want to place. Choose the image, preferably a JPG image. (While other formats *can* be placed, it is not recommended as they aren’t as compatible and can cause your document to be larger in size.) Once you select the image, click the “insert” button and the image will appear in the document. Use the corner buttons on the image to resize as necessary. (And remember! Don’t enlarge the JPG, only reduce the size!)

PDF - Portable Document Format

PDFs are typically used for printing as well as placement into publishing programs. PDFs can be placed into publishing programs without a white box appearing as EPS’ are capable of, but they cannot be enlarged without pixelation occurring as JPGs do. These types of files are a raster or bitmap image, like JPGs, meaning the image is made of pixels and cannot be enlarged, only reduced in size.

PDFs are a standard in the world of printing and are easily read by both PC and MAC computers, making it an easy file type to use no matter the application. Can be used in programs such as Adobe InDesign, Quark Xpress, Microsoft Publisher, Adobe Acrobat, Adobe Illustrator and Adobe Photoshop.

TIF - Tagged File Format

TIF (also known as TIFF) is a file format similar to a JPG. It is used for images, photographs and line art, but it is a compressed file and is raster/bitmap based. TIF files cannot be enlarged, but only reduced in size, and will always appear with a white box when placed on a background with any other color than white. TIFs are typically only used for applications in publishing programs such as Adobe InDesign, Quark Xpress or Microsoft Publisher, but can also be used in photo editing software such as Adobe Photoshop.

Mountwest Font Standards

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MOUNTWEST FONTS

ITC Kabel – Logo & Heading Use, Not for Written Text Use

Book Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Medium Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Demi Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

**Bold Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

**Ultra Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Helvetica Neue Font Family – Written Text Use

Ultra Light Condensed	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
<i>Ultra Light Condensed Oblique</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>
Thin Condensed	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
<i>Thin Condensed Oblique</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>
Light Condensed	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
<i>Light Condensed Oblique</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>
Condensed	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
<i>Condensed Oblique</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>
Medium Condensed	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
<i>Medium Condensed Oblique</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>
Bold Condensed	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
<i>Bold Condensed Oblique</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>
Heavy Condensed	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
<i>Heavy Condensed Oblique</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>
Black Condensed	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
<i>Black Condensed Oblique</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>
Extra Black Condensed	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
<i>Extra Black Condensed Oblique</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>

Helvetica Neue Font Family – Written Text Use

Ultra Light	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
<i>Ultra Light Italic</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>
Thin	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
<i>Thin Italic</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>
Light	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
<i>Light Italic</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>
Roman	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
<i>Italic</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>
Medium	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
<i>Medium Italic</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>
Bold	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
<i>Bold Italic</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>
Heavy	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
<i>Heavy Italic</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>
Black	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
<i>Black Italic</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789</i>

Helvetica Neue Font Family – Written Text Use

Ultra Light Extended Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Ultra Light Extend. Oblique Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Thin Extended Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Thin Extend. Oblique Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Light Extended Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Light Extend. Oblique Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Extended Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Extended Oblique Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Medium Extended Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Medium Extend. Oblique Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Bold Extended Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Bold Extend. Obl. Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Heavy Extended Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Heavy Extend. Obl. Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Black Extended Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Black Extend. Obl. Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0123456789