**Minnesota West Community & Technical College**

**Style Guide**

**Colors**

The official Minnesota West colors are:

Blue - Pantone 3005

R=3, G=111, B=176

C=90%, M=57%, Y=11%, K=1%

Hex #036FB0

Royal Blue can be substituted on certain products that do not have the color flexibility.

The accent colors are white and black and gray.

**Logo Usage**

**Minnesota West logo:** These are the official logos and are currently in use. The logo may be used in solid white with black or blue background. The logo can also be solid black when printing a black & white publication. Manipulation of color, proportions, or fonts is not permissible. The official Minnesota West logo must be included on all publications:

 

 

**Slogan/Statement**

The new/official slogan came from a graduation speech by a 2010 Surgical Tech graduate - **“Learn with Purpose.”**

 **Minnesota State statement:** All publications must include the Minnesota State statement.

Minnesota West Community & Technical College is accredited by the

Higher Learning Commission North Central Association.

A member of Minnesota State colleges and universities

An Affirmative Action Equal Opportunity Educator/Employer

Deaf and Hard of Hearing Minnesota Relay Service 800-627-3529

**College Name Usage**

Use any of the following approved college name variations. Other formats should not be used.

Minnesota West Community & Technical College

Minnesota West Community and Technical College (acceptable, but ampersand is usually used)

Minnesota West

For second reference: MW or MWCTC is acceptable.

*Note: MN West or MnWest should not be used. (These spellings are easily confused with a bank and a technology campus.)*

 **Acceptable Wording for Minnesota State (formerly called MnSCU)**

Minnesota State colleges and universities (No capital first letter on “college” and “universities”)

colleges and universities of Minnesota State (No capital first letter on “colleges” and “universities”)

Minnesota State system office (No capital first letter on “system office”)

A member of Minnesota State

*Minnesota West Community & Technical College,* a member of Minnesota State

A member of the Minnesota State system (No capital first letter on “system”)

*MnSCU* is no longer acceptable.

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