

# DESIGN

guide



Miami Dade  
College  
Standards Manual



---

## MIAMI DADE COLLEGE OFFICIAL DESIGN GUIDELINES

How we present ourselves has everything to do with how we are perceived by our many audiences. Lack of clear and consistent use of our identity creates confusion and fails to promote a positive image. It is imperative that an organizational brand or mark be consistently used in all visual and printed media.

This publication is the official guide in the usage of College logotypes, official typefaces, official colors and the College seal.

Official logos may be downloaded from the NetPublish dropdown on this website.

The Web page will also offer step-by-step procedures for producing all College collateral material directed at marketing to external audiences.

Please follow the guidelines in this document.  
Direct questions to the Marketing Communications  
Department at 305-237-3032.

---

# CONTENTS



The College Logotype .....	4
Logotype Usage.....	5
The College and Color .....	6
The College Seal.....	7
Incorrect Usage of the College Logotype .....	8
Typography.....	9
Standard College Publications .....	10
Corporate Identity .....	12
Brochure Colors.....	13

# THE COLLEGE LOGOTYPE



The College logotype or the College/Campus logotype are the primary identifiers of Miami Dade College and its campuses. These logos must be the prime brands of the College on the Internet and on all printed academic, administrative, marketing and fundraising materials. Exceptions to this may be appealed to the College Director of Communications.

The College logotype is made up of the College mark, the stylized MD symbol and the College name.

It is the official, established logotype of Miami Dade College and may not be altered in any way, including typeface.

The purpose of the College logotype is to make the name of Miami Dade College instantly recognizable. It must be used consistently.

Whenever the logotype appears in relation to any campus, the appropriate campus designation must appear as well.

No other designation – such as an academic school or department, athletic symbols or program title – may be added to the logotype.

## HISTORICAL EXCEPTIONS

Certain entities within Miami Dade College – such as Miami Book Fair, Miami Film Festival and The Honors College – have identifying logos.

**Logos for specific entities may not be created without the express consent of the College President's office.**

**No Exceptions.**

## LOGOTYPE USAGE



Hialeah Campus



Homestead Campus



Padrón Campus



Kendall Campus



Medical Campus



North Campus



Wolfson Campus



West Campus

As with the general College logotype, there are horizontal and square formats for each of the official College entities.

Since the name designation in the square format logo is smaller, it is best to use it no smaller than one inch in width.

The logotype may not be altered in any way, including typeface.

The logotype may not be redrawn or clipped from a printed source for reproduction.

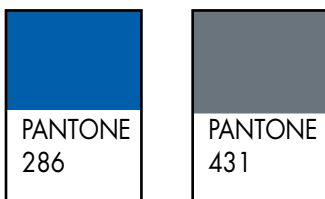
The logotype may not be stretched, squeezed or flattened to fit an area.

The College Office of Communications has logotypes in tiff, eps and jpg formats.

Student-sponsored publications, including newspaper and literary journals, are not bound by the logotype usage guidelines.

# THE COLLEGE AND COLOR

The College has designated two official colors in blue and gray. To make sure College colors are uniform, the College has adopted the Pantone Matching System (PMS), which uses a numbering system with which professional designers, suppliers, printers and media are familiar.



The logotype may be used in any single color that matches the material being printed or used in any media, including the Internet and film.

Use the College logotype on all College material, whether print or other media.

Some examples of materials that must carry the College logo are:

- Every Web page
- Letterheads
- Envelopes and mailing labels
- Business cards
- Memo pads
- Academic program brochures and posters
- Newsletters
- Advertising – print and broadcast
- Collegewide publications (e.g. catalogs, schedules, advisement materials, etc.)

## FORMULAS FOR MIAMI DADE BLUE AND GRAY FOR VARIOUS MEDIA

### **MDC BLUE**

#### **Four-Color printing (CMYK)**

Cyan	100 percent
Magenta	80 percent
Yellow	0 percent
Black	12 percent

#### **RGB**

36 Red  
70 Green  
142 Blue

#### **WEB Color**

24468E

### **MDC GRAY**

#### **Four Color Printing (CMYK)**

Cyan	63 percent
Magenta	45 percent
Yellow	34 percent
Black	25 percent

#### **RGB**

89 Red  
107 Green  
110 Blue

#### **WEB Color**

596B6E

## THE COLLEGE SEAL

The Miami Dade College Manual of Policy states: "The President will keep in his custody the College seal and he will authenticate true copies of decisions, acts or documents where official signatures are required by law."

**Generally, the College Seal is reserved for diplomas and the College Catalog.**

**The College Seal may never be used without the express consent of the College President.**

The College logotype serves as the approved symbol of the College.



## MDC SHARKS BRAND

The MDC Sharks Spirit Mark is the primary symbol of college spirit and personality for Miami Dade College athletics, alumni foundation, social media and the campus student life departments. The purpose of the Sharks Spirit Mark is to establish the school mascot (Sharks) and the Miami Dade College acronym (MDC) together as a recognizable brand of the College. Specific usage standards have been established for application of the Sharks Spirit Mark and the Sharks Wordmark and can be found in a separate guideline [here](#).





# INCORRECT USAGE OF COLLEGE LOGOTYPE

The logotype is never screened in print material.



The logotype is never italicized.



Typeface in the logotype may not be substituted.



The logotype is never contained within a border or shape of any type.



Administrative and academic areas within the College may not incorporate the College logotype for their respective identities.



The logotype symbol (MD) is not decorative device and must never be used anywhere but with the Logotype. Exception: Architecture.



The logotype must never be distorted.





The Garamond and Futura typeface families are the official fonts of the College Brand.

They should be used whenever possible in all publications included in the Graphic Identity Guidelines.

These two typefaces were selected for readability and ease of use.

Never stretch, condense, distort or alter the College typeface in any way.

## GARAMOND

ABCDEF  
**ghijklnop**  
qrstuvwxyz

*ABCDEF*  
***ghijklmnop***  
***qrstuvwxyz***

## FUTURA

ABCDEF  
ghijklmnop  
**qrstuvwxyz**

*ABCDEF*  
***ghijklmnop***  
***qrstuvwxyz***

# STANDARD COLLEGE PUBLICATIONS

## LETTERHEAD, BUSINESS CARDS

College letterhead, envelopes, business cards and mailing labels must adhere to an approved format.

Many area printers have the templates for these publications. If your printer does not have the template, the College Marketing Communications Department will provide printers with the templates that are required.

Discretionary information, such as slogans, cooperative messages, tag lines, advertising and logos other than the standard College logo, may never be imprinted on the College letterhead, business envelopes, business cards or mailing labels without the consent of the College Director of Communications.

## RECRUITMENT AND MARKETING

Any publication or advertising that promotes the College or informs the general public, current and prospective students, alumni, faculty and staff about the academics, athletics and cultural programs of the College must be approved by the College Director of Communications.

## COMMERCIAL PRODUCTS

The branding campaign extends to non-educational items such as those that might be sold in a campus bookstore or given away as advertising specials.

The College Seal may never be used in a commercial product. Authorization for the use of the College name or logo on any commercial product must be obtained by vendors from the College Director of Communications. Specialty items often require that artwork be in "vector file" format. The Marketing Communications Department can help you.

## SPECIAL EVENTS PROMOTIONS

Sometimes a combination of materials is specifically designed and used in the promotion of a special event or activity.

Posters are generally design-driven pieces in which the College logo may or may not blend properly.

We recognize that at times an event's graphic design may be compromised if the College logo is used. Therefore, while we encourage the use of the Miami Dade College logo, promotional materials for special events are not required to use the logo.

However, the name of the College must still be listed prominently with the appropriate campus designation.

## STANDARD FORMS

All College forms must carry the College logo. If forms do not have the logo on them, they must be revised to include the logo.

## NOMENCLATURE

All external communications from any entity of the College should carry Miami Dade College as the primary identification. Campus or department names are secondary and should be used for clarification.

### **EXAMPLE**

Miami Dade College  
Kendall Campus  
Music, Theater and Dance Department  
presents  
MUCH ADO ABOUT NOTHING

### **NOT**

Music, Theater and Dance Department  
of the Kendall Campus  
presents  
MUCH ADO ABOUT NOTHING

# STANDARD COLLEGE PUBLICATIONS

## CAMPUS DISTRICT DESIGNATIONS

The College Board of Trustees has mandated that, when listed together, the College campuses are always listed in the order in which they came into existence.

North Campus	Homestead Campus
Kendall Campus	Padrón Campus
Wolfson Campus	Hialeah Campus
Medical Campus	West Campus

Never list the campuses alphabetically.

## DISTRICT BOARD OF TRUSTEES

The District Board of Trustees is required to be listed on any printed communication aimed at an external audience.

Likewise, the College EEO statement is also required.

If you are unsure of the names of the trustees or the wording of the other statements, call the Office of Communications.

Examples below. Always check to make sure your list is up to date.

### **Miami Dade College District Board of Trustees**

Michael Bileca, Chair  
Nicole Washington, Vice Chair  
Anay Abraham  
Roberto Alonso  
Maria Bosque-Blanco  
Marcell Felipe  
Ismare Monreal

Madeline Pumariiega, President,  
Miami Dade College

Miami Dade College is an equal access/equal opportunity institution which does not discriminate on the basis of sex, race, color, marital status, age, religion, national origin, disability, veteran's status, ethnicity, pregnancy, sexual orientation or genetic information. To obtain more information about the College's equal access and equal opportunity policies, procedures and practices, please contact the College's Equity Officer: Cindy Lau Evans, Director, Office of Equal Opportunity Programs and ADA Coordinator, at 305-237-2577 (Voice) or 711 (Relay Service); 11011 S.W. 104th St., Room 1102-01; Miami, FL 33176. [EquityOff@mdc.edu](mailto:EquityOff@mdc.edu)

## PREPARING A MAILING

The Marketing Communications Department has return address/indicia art for each campus and Collegewide office.

These are made up of:

- The College logo with the appropriate campus designation
- Up-to-date list of the District Board of Trustees
- The College EEO/Affirmative Action statement
- The mailing permit number

For materials from the MDC Foundation, these are also added in addition to the elements listed above:

- The MDC Foundation logo
- The MDC Foundation statement

The Marketing Communications Department can also prepare art for U.S. Postal Service-approved business reply mail.

## PHOTO/VIDEO RELEASE FORMS

The following forms provide consent for use of photos, videos and voice without payment, and for public disclosure:

[Video and Photo Release Form](#)  
[Groups Release Form](#)

# CORPORATE IDENTITY

Miami Dade College's corporate identity pieces (letterhead, envelopes, business cards) all support the College brand.

Office of Communications  
Miami, Florida 33132  
Marketing Communications Department  
300 N.E. Second Avenue, Suite 1358  
D67205



Office of Communications  
Miami, Florida 33132  
Marketing Communications Department  
300 N.E. Second Avenue, Suite 1358  
D67205



Office of Communications  
Marketing Communications Department  
300 N.E. Second Avenue, Suite 1358  
Miami, Florida 33132  
Phone: 305-237-3152 • Fax: 305-237-7646 ssmither@mdc.edu



[www.mdc.edu](http://www.mdc.edu)

**John Doe**  
Senior Graphic Designer

# BROCHURE COVERS & INSIDE (schools, degrees and programs)



**Overview**

The School of Science at Miami Dade College is a leader in providing a high-quality education in the fields of science, technology, and health care. Our programs are designed to provide students with the skills and knowledge they need to succeed in a competitive job market.

**Applied Tracks**

- Health Care Technology
- Information Technology
- Environmental Science
- Biotechnology

**Admission Requirements**

- High school diploma or GED
- Minimum GPA of 2.0
- Minimum SAT score of 1000
- Minimum ACT score of 18

**How to Apply**

Visit our website at [www.mdc.edu](http://www.mdc.edu) or contact our admissions office at (305) 375-1000.

**Financial Assistance**

Our school offers a variety of financial aid options, including scholarships, grants, and student loans. We are committed to making education accessible to all students.

**BUSINESS REPLY MAIL**

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

MIAMI DADE COLLEGE  
SCHOOL OF SCIENCE  
PO BOX 170000  
MIAMI, FL 33187-0000  
305.375.1000  
www.mdc.edu

**Miami - a city that has it all - offers glorious weather, exciting nightlife and a melting of cultures that has led to a reputation as a cosmopolitan culture destination. The world-class Miami region has become a vibrant metropolis that is one of the world's most cosmopolitan and fastest-growing. Home to major hotels, resorts, clubs, casinos and all types of excitement, why not get the best of both worlds? Join our Culinary Institute and get the best of both worlds!**

**About the Program**

Our Culinary Institute offers the highest quality education in the field of culinary arts. Our program is designed to provide students with the skills and knowledge they need to succeed in a competitive job market. Our graduates are highly sought after by employers in the industry.

**Career Opportunities**

Our graduates are prepared to work in a variety of settings, including hotels, resorts, restaurants, and catering companies. Our program provides students with the skills and knowledge they need to succeed in a competitive job market.

**Our Faculty and Guest Chefs**

Our faculty consists of experienced chefs and industry professionals. Our guest chefs are some of the best in the industry, and they provide students with hands-on experience in the kitchen.

**Why Entrepreneurship?**

Entrepreneurship is a dynamic and exciting field that offers students the opportunity to start their own businesses. Our program provides students with the skills and knowledge they need to succeed in a competitive job market.

**Let's Talk Business**

Our program is designed to provide students with the skills and knowledge they need to succeed in a competitive job market. Our graduates are highly sought after by employers in the industry.

**Courses You Will Take**

- Business Fundamentals
- Marketing
- Finance
- Management

**Information**

Visit our website at [www.mdc.edu](http://www.mdc.edu) or contact our admissions office at (305) 375-1000.

**Why Entrepreneurship?**

Entrepreneurship is a dynamic and exciting field that offers students the opportunity to start their own businesses. Our program provides students with the skills and knowledge they need to succeed in a competitive job market.

**Let's Talk Business**

Our program is designed to provide students with the skills and knowledge they need to succeed in a competitive job market. Our graduates are highly sought after by employers in the industry.

**Courses You Will Take**

- Business Fundamentals
- Marketing
- Finance
- Management

**Information**

Visit our website at [www.mdc.edu](http://www.mdc.edu) or contact our admissions office at (305) 375-1000.



# BROCHURE COVERS & INSIDE (schools, degrees and programs)



**Baccalaureate Studies in the School of Business**

The Bachelor of Applied Science (BAS) in Supervision and Management program graduates for leadership roles in a wide variety of industries. The upper-level coursework includes applied management practices which allow students the opportunity to apply acquired knowledge, skills, and competencies through assigned and capstone experiences.

After graduation, students will be prepared to advance to supervisory and managerial positions in a wide variety of industries, including financial services, retail, healthcare, marketing, utilities, food services, insurance, real estate, office administration, and sales.

**Career Prospects in Management and Supervision**

Graduates of the BAS in Supervision and Management will be prepared to pursue advanced opportunities in the workplace as supervisors and managers. Typical Florida, a great career to BAS in Management career. The BAS in Supervision and Management program graduates for careers in more than 30 different fields, including those identified by Florida's Bureau of Labor Market Statistics as the fastest-growing industries in Florida (Auto and Marine repair).

**Baccalaureate Curriculum**

The baccalaureate program is 120 credit hours, with the first 60 credit hours being general education as required by the program. The program contains the following 30 upper-level credits:

**Supervision & Management Core – 25 Credits**

- MAN 3027: Operations Management
- MAN 3028: Business Ethics
- MAN 3200: Organizational Behavior
- MAN 3201: Human Resources Management
- MAN 3204: Applied Case Studies in Management
- MAN 3420: Leadership Challenges and Solutions
- MAN 4122: Customer Relations for Managers
- MAN 4007: Capstone Project

**Business General Core – 31 Credits**

- FIN 3420: Basics for Non-Finance Managers
- ISB 3017: Intro to Organizational Information Systems
- ISB 3700: Strategic Organizational Decision-Making

**Interdisciplinary – 3 Credits**

- MAN 4041: Organizational Identity

**Focus on Applied Knowledge**

The Bachelor of Applied Science is a four-semester degree that is designed to accommodate the unique demands of entry-level employment within specific, well-defined career fields. Programs provide degree completion opportunities for students from a variety of educational backgrounds, including those with A.A., A.S., or A.S.T. degrees. BAS program conforms to all accreditation requirements including minimum course prerequisites, minimum course numbering, and faculty membership in accordance with accreditation standards. The baccalaureate is awarded at College and School.

**Distinguished Faculty**

The reputation of any educational institution is determined by the caliber of its faculty. The School of Business at Miami Dade College has many distinguished faculty members who have a combination of advanced and classroom experience. The professors teaching applied business courses have proven expertise of successful teaching and are skilled at providing the hands-on learning experience that is the hallmark of the BAS in Supply Chain Management.

**Admissions**

To be admitted to the Supervision and Management program, applicants must:

- Complete the MDC online application, if not currently an MDC student.
- Complete the supplemental form for Supervision and Management application.
- Have a minimum cumulative GPA of 2.0 or higher.

**Prerequisites for MAN 3027: Operations Management**

- 24 credits of 30 credits applicable to the BAS program.
- ENG 1000 and one college-level math.

**Prerequisites for MAN 3200: Bachelor of Applied Science Program**

- ENG 1101 and ENG 1102 and one college-level math course.
- MAN 2021 Principles of Management.

**Have earned an Associate in Arts degree from a regionally accredited institution.**

**OR**

- Have completed a minimum of 60 semester hours from a regionally accredited institution. These credits must include 47 credits applicable to the program curriculum.

**Additional Requirements:**

- Foreign language – students admitted to the baccalaureate degree program without meeting the foreign language requirement must complete the requirement prior to graduation.
- Computer competency – students must complete ISB 1000 with a minimum grade of "C" or pass the computer competency test.

**Affordability**

As a public college, MDC offers high-quality, student-centered education at accessible tuition rates. By filing out the FAFSA (www.FAFSA.gov), many students learn they may be eligible for financial aid in the form of full tuition, scholarship loans or work study.

**Headline Font**  
Trade Gothic Ultra Condensed  
Size: 19 pt  
Leading: 24 pt  
Space after: .0625"

**Body Type**  
Formata Light  
Size: 9 pt  
Leading: 12 pt

Space between sections: .125"

**Brochure Colors**  
All brochures will adhere to two colors throughout, which will be used for text, cover and to differentiate the various panels.

Brochures for the same program, campus and degrees will use the same colors throughout to create unity.

**Images**  
All images will be used edge-to-edge of fold and in color.

**Cover**  
"Miami Dade College" is placed in a bar on the lower portion. The School name and/or campus will be placed above the Miami Dade College text in a separate bar. The Program and the Degree copy will be placed on the top portion in a separate bar. Only one image shown edge-to-edge on three sides is used.



**Baccalaureate Studies in the School of Business**

The Bachelor of Applied Science (BAS) in Supply Chain Management program graduates for leadership roles in a wide variety of industries, including financial services, retail, healthcare, marketing, utilities, food services, insurance, real estate, office administration, and sales.

After graduation, students will be prepared to advance to supervisory and managerial positions in a wide variety of industries, including financial services, retail, healthcare, marketing, utilities, food services, insurance, real estate, office administration, and sales.

**Career Prospects in Supply Chain Management**

Graduates of the BAS in Supervision and Management will be prepared to pursue advanced opportunities in the workplace as supervisors and managers. Typical Florida, a great career to BAS in Management career. The BAS in Supervision and Management program graduates for careers in more than 30 different fields, including those identified by Florida's Bureau of Labor Market Statistics as the fastest-growing industries in Florida (Auto and Marine repair).

**Baccalaureate Curriculum**

The baccalaureate program is 120 credit hours, with the first 60 credit hours being general education as required by the program. The program contains the following 30 upper-level credits:

**Upper Division Core – 34 Credits**

**Professional Core – 15 Credits**

- MAN 3420: Operations Management (3 Credits)
- ISB 3017: Intro to Organizational Information Systems (3 Credits)
- ISB 3700: Strategic Organizational Decision-Making (3 Credits)
- MAN 3200: Operations Management (3 Credits)
- MAN 3201: Human Resources Management (3 Credits)
- MAN 3204: Applied Case Studies in Management (3 Credits)
- MAN 3420: Leadership Challenges and Solutions (3 Credits)
- MAN 4122: Customer Relations for Managers (3 Credits)
- MAN 4007: Capstone Project (3 Credits)

**Business General Core – 21 Credits**

- FIN 3420: Basics for Non-Finance Managers (3 Credits)
- ISB 3017: Intro to Organizational Information Systems (3 Credits)
- ISB 3700: Strategic Organizational Decision-Making (3 Credits)
- MAN 3200: Operations Management (3 Credits)
- MAN 3201: Human Resources Management (3 Credits)
- MAN 3204: Applied Case Studies in Management (3 Credits)
- MAN 3420: Leadership Challenges and Solutions (3 Credits)
- MAN 4122: Customer Relations for Managers (3 Credits)
- MAN 4007: Capstone Project (3 Credits)

**Interdisciplinary – 3 Credits**

- MAN 4041: Organizational Identity (3 Credits)

**Focus on Applied Knowledge**

The Bachelor of Applied Science is a four-semester degree that is designed to accommodate the unique demands of entry-level employment within specific, well-defined career fields. Programs provide degree completion opportunities for students from a variety of educational backgrounds, including those with A.A., A.S., or A.S.T. degrees. BAS program conforms to all accreditation requirements including minimum course prerequisites, minimum course numbering, and faculty membership in accordance with accreditation standards. The baccalaureate is awarded at College and School.

**Distinguished Faculty**

The reputation of any educational institution is determined by the caliber of its faculty. The School of Business at Miami Dade College has many distinguished faculty members who have a combination of advanced and classroom experience. The professors teaching applied business courses have proven expertise of successful teaching and are skilled at providing the hands-on learning experience that is the hallmark of the BAS in Supply Chain Management.

**Admissions**

To be admitted to the BAS in Supply Chain Management program, applicants must:

- Complete the MDC application, as well as the supplemental BAS in Supply Chain Management application online.
- Have a minimum cumulative GPA of 2.0 or higher.
- Have earned an Associate in Science in Management and Logistics or other business field, or an Associate in Arts from a regionally accredited institution.

**OR**

- Have completed a minimum of 60 semester hours from a regionally accredited institution, including all general education requirements.
- Have completed Lower Division prerequisite courses with a minimum grade of "C".

**Additional Requirements:**

- Foreign language – students admitted to the BAS program without meeting the foreign language requirement must complete the requirement prior to graduation.
- Computer competency – students must complete ISB 1000 with a minimum grade of "C" or pass the computer competency test.

**Affordability**

As a public college, MDC offers high-quality, student-centered education at accessible tuition rates. By filing out the FAFSA (www.FAFSA.gov), many students learn they may be eligible for financial aid in the form of full tuition, scholarship loans or work study.