

METRO TECH BRAND GUIDELINES



BRAND

LOGO BREAKDOWN

Stemming from feedback from students and stakeholders, we developed a new logo that better reflects our target market. This contemporary look represents Metro Tech's direction with Vision 2025. We wanted our logo to have more prominence and recognition. It was apparent from survey results that our target demographic and the vast majority of our community refers to us as Metro Tech instead of Metro Technology Centers. Therefore, Metro Tech will be the new wordmark we use going forward.



The M (for Metro) is the most central element of our logo. This bold new mark will become instantly recognizable.



The T (for Tech) is distinguishable by the subtle extension of the right side of the M.



The check mark symbolizes our mission to provide QUALITY career training. It is what Metro Tech holds highest as a district.



Slants in the letters tie directly into the mark and create a cohesive unity.

METRO in bold emphasizes we are local/central.

TECH encompasses everything we do. We updated to an abbreviated, fresh approach to identify with our target audience.

BRAND

METRO TECH LOGO USES

Metro Tech's logos should be used on all official communications, print materials, signage, digital graphics, promotional items and apparel. Logos should never be altered (stretching, squeezing, skewing, or otherwise distorting proportions or adjusting the layout of the design). Use of the school logo is subject to prior approval by the Marketing & Communications Department

FULL COLOR PANTONE 306 (PREFERRED LOGO)



ONE COLOR PANTONE 2955 (FOR LIGHT BACKGROUNDS)



REVERSED COLOR WHITE (FOR DARK BACKGROUNDS)



FULL COLOR (FOR DIGITAL, SOCIAL MEDIA AND PROMO ITEMS) *PLEASE CONTACT MARKETING FOR APPROVAL WHEN USING THIS LOGO*



OFFICIAL FOIL SEAL (FOR CERTIFICATES AND OFFICIAL DOCUMENTS) *PLEASE CONTACT MARKETING FOR APPROVAL WHEN USING THIS SEAL*



GRADIENT BRAND ELEMENT

PLEASE CONTACT MARKETING FOR APPROVAL WHEN USING THIS ELEMENT



BRAND

COLOR GUIDE

The official Metro Tech colors can vary in some applications. It is the responsibility of designers and staff to ensure our colors are produced with accuracy according to the material on which it will be printed.



MT BLUE
PANTONE 306
RGB 0•188•226
CMYK 76•0•0•0
HEX #00B5E2



MT NAVY
PANTONE 2955
RGB 0•56•101
CMYK 100•52•0•58
HEX #003865



MT YELLOW
PANTONE 116
RGB 255•205•0
CMYK 0•10•98•0
HEX #FFCD00



MT GRAY
PANTONE COOL GRAY 10
RGB 140•146•172
CMYK 0•2•0•68
HEX #8C92AC

BRAND

UNACCEPTABLE LOGO USES

The Metro Tech logo must always appear in an uncluttered area, free of text, designs, shapes or strong background patterns. Always surround the logo with enough clearance from other items by observing the “minimum clear space” rule. Do not allow any other items to appear within this space. For proper functionality and consistency of our visual identity please follow our guidelines for misuse of our logo.



⊘ Don't horizontally distort logo



⊘ Don't vertically distort logo



⊘ Don't mix/match colors



⊘ Don't change proportions



⊘ Don't rotate logo



⊘ Don't use the color logo on a background that has an unflattering contrast.



⊘ Don't modify logo colors



⊘ Don't use effects on logo



⊘ Don't place any colored box behind the logo. Always use the logo with a transparent background.

BRAND

TYPOGRAPHY

Clear and consistent typography improves the accessibility of information and unifies our look throughout the district. Use of other fonts should be approved by the Marketing & Communications Department before they are implemented.

PRIMARY TYPEFACE

Our primary typeface, **Acumin**, is a sans serif that is simple, modern and easily legible. Acumin is a broad and versatile family of fonts that are used in all of our marketing materials and professionally produced communications.

SUBSTITUTE TYPEFACE

As Acumin does not come as a standard system font on all computers, a replacement typeface, **Roboto Condensed**, can be used as a substitute typeface. This includes any communications created using the Microsoft Office suite, Canva, or any other design software. Roboto is a Google font, so it is free to use and is universally available for download [here](#). **Roboto Regular** is available for download [here](#).

DISPLAY TYPEFACE

Raleway is a sans serif font used primarily as a display font. Meaning a large header at the top of a document or flyer, postcard, etc. Raleway can be used in all caps or proper case in varying instances suited to the design. Raleway is a Google font, so it is free to use and is universally available for download [here](#).

OTHER TYPEFACES

Cormorant Garamond Pro is a serif font generally used for body text in specific situations. Garamond is suitable for formal programs and invitations. Please get approval through Communications & Marketing to ensure proper use of this font. Cormorant Garamond is a Google font, so it is free to use and is universally available for download [here](#).

Suntowns is a script font primarily used as a handwritten look not be used for body text or to replace our primary or substitute typefaces. Suntowns can be used as a welcome or personalized single sentence. Suntowns is not a Google font so please contact Communications & Marketing if you need access or approval to use this font.

Acumin Variable Concept

Light Condensed	Regular
<i>Light Condensed Italic</i>	<i>Regular Italic</i>
Regular Condensed	Medium
<i>Regular Condensed Italic</i>	<i>Medium Italic</i>
Medium Condensed	Semibold
<i>Medium Condensed Italic</i>	<i>Semibold Italic</i>
Semibold Condensed	Bold
<i>Semibold Condensed Italic</i>	<i>Bold Italic</i>
Bold Condensed	Black
<i>Bold Condensed Italic</i>	<i>Black Italic</i>
Light	Ultra Black
<i>Light Italic</i>	<i>Ultra Black Italic</i>

Roboto

Light Condensed	<i>Light Italic</i>
<i>Light Condensed Italic</i>	Regular
Regular Condensed	<i>Regular Italic</i>
<i>Regular Condensed Italic</i>	Medium
Bold Condensed	<i>Medium Italic</i>
<i>Bold Condensed Italic</i>	Bold
Thin	<i>Bold Italic</i>
<i>Thin Italic</i>	Black
Light	<i>Black Italic</i>

Raleway

Extra Light	<i>Medium Italic</i>
<i>Extra Light Italic</i>	Semibold
Thin	<i>Semibold Italic</i>
<i>Thin Italic</i>	Bold
Light	<i>Bold Italic</i>
<i>Light Italic</i>	Extrabold
Regular	<i>Extrabold Italic</i>
<i>Regular Italic</i>	Black
Medium	<i>Black Italic</i>

Cormorant Garamond Pro

Light	<i>Medium Italic</i>
<i>Light Italic</i>	Semibold
Regular	<i>Semibold Italic</i>
<i>Regular Italic</i>	Bold
Medium	<i>Bold Italic</i>

Suntowns

Regular

Four Metro **Locations**

AVIATION CAMPUS (AC)

Will Rogers World Airport
5600 S MacArthur Blvd
Oklahoma City, OK 73179

DOWNTOWN BUSINESS CAMPUS (DBC)

Corporate Tower
101 N. Robinson Ave, Suite 300
Oklahoma City, OK 73102

SOUTH BRYANT CAMPUS (SBC)

4901 S Bryant Ave
Oklahoma City, OK 73129

SPRINGLAKE CAMPUS (SPL)

1900 Springlake Drive
Oklahoma City, OK 73111



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