

# MINNESOTA STATE COLLEGES AND UNIVERSITIES

## Minneapolis Community and Technical College

### REQUEST FOR PROPOSAL (RFP) FOR

#### Brand Identity Assessment, Development & Implementation

**SPECIAL NOTE:** This Request for Proposal (RFP) does not obligate Minnesota State, its Board of Trustees or Minneapolis Community and Technical College to award a contract or complete the proposed project and each reserves the right to cancel this RFP if it is considered to be in their best interest. Proposals must be clear and concise. Proposals that are difficult to follow or that do not conform to the RFP format or binding specifications may be rejected. Responding vendors must include the required information called for in this RFP. Minnesota State reserves the right to reject a proposal if required information is not provided or is not organized as directed. Minnesota State also reserves the right to change the evaluation criteria or any other provision in this RFP by posting notice of the change(s) on Minnesota State Campus Services Cooperative website: <http://www.mnscu.edu/vendors/index.html>

For this RFP, posting on the captioned web site above constitutes written notification to each vendor. Vendors are expected to check the site daily and review information on the site carefully before submitting a final proposal. Accordingly, MCTC shall select the vendor(s) whose proposal(s), and oral presentation(s), if requested, demonstrate, in MCTC's sole opinion, the clear capability to best fulfill the purposes of this RFP in a cost-effective manner.

This RFP is undertaken by MCTC pursuant to the authority contained in provisions of Minnesota Statutes § 136F.581 and other applicable laws.

September 2017

**REQUEST FOR PROPOSAL (RFP)  
FOR  
Brand Identity Study & System**

**Table of Contents**

Section 1 - General Information .....	4
1.1 Background.....	4
1.2 Project Overview.....	4
1.3 Nature of RFP .....	5
1.4 Target Audiences .....	5
1.5 Glossary of Terms .....	5
1.6 Anticipated deliverables.....	6
Section 2 - Budget .....	6
Section 3 - Selection Process .....	6
3.1 Selection and Implementation Timeline .....	6
3.2 Response Evaluation.....	7
3.3 Parties to the Contract.....	7
3.4 Contract Termination .....	7
Section 4 - Definitions .....	8
4.1 Applicable Law .....	8
4.2 Contract Assignment .....	8
4.3 Entire Agreement.....	8
4.4 Deviations and Exceptions .....	8
4.5 Duration of Offer.....	8
4.6 Authorized Signature .....	9
4.7 Proposal Rejection and Waiver of Informalities.....	9
4.8 Notice to Vendors and Contractors.....	9
4.8.1 Problem Resolution Process .....	9
4.8.2 Affidavit of Non-Collusion .....	9
4.8.3 Human Rights Requirements .....	10
4.8.4 Preference to Targeted Group and Economically Disadvantaged Business and Individuals.....	10
4.8.5 Veteran-Owned Preference.....	10
4.8.6 State Audit .....	11

4.8.7 Minnesota Government Data Practices Act.....	11
4.8.8 Conflict of Interest .....	11
4.8.9 Organizational Conflicts of Interest.....	11
4.8.10 Physical and Data Security .....	12
Section 5 - Submission .....	12
<b>AFFIDAVIT OF NON-COLLUSION .....</b>	<b>14</b>
<b>AFFIRMATIVE ACTION .....</b>	<b>15</b>
<b>CERTIFICATION OF COMPLIANCE.....</b>	<b>15</b>
<b>STATE OF MINNESOTA – AFFIRMATIVE ACTION CERTIFICATION.....</b>	<b>16</b>
<b>AFFIRMATIVE ACTION CERTIFICATION OF COMPLIANCE .....</b>	<b>17</b>
<b>DISABLED INDIVIDUAL CLAUSE .....</b>	<b>18</b>
<b>VETERAN-OWNED PREFERENCE FORM .....</b>	<b>19</b>

## Section 1 - General Information

### 1.1 Background

[Minneapolis Community and Technical College \(MCTC\)](#) is a public college located in the Loring Park neighborhood at the western edge of downtown Minneapolis. It is one of the 37 institutions in the [Minnesota State Colleges and Universities system](#).

MCTC formed in 1996 with the merger of a technical college with a long history of vocational education dating back to 1914 and an open-enrollment community college established in 1965. Currently, the campus covers 21.6 acres and includes a state-of-the-art Science Center, dining hall and outdoor plaza.

Accredited by the Higher Learning Commission of the North Central Association of Colleges, MCTC enrolls nearly 13,000 credit students annually and is an active partner in initiatives designed to strengthen the social, economic and cultural vitality of the Twin Cities metropolitan area. MCTC is proud to be one of the most diverse schools in the Minnesota State system with students who are diverse and eager to learn and share with one another in a global campus environment. According to students, MCTC's diversity is a significant reason for choosing to pursue their studies here.

MCTC provides access to the transformative power of classroom and online higher education through Associate Degree, Diploma, and Certificate programs. It also offers professional development and lifelong learning courses to individuals on a non-credit awarding basis through its Continuing Education and Workforce Development department (CEWD.) CEWD also offers customized training programs to employers who want to enhance their employees' existing skills and workforce development programs to public sector agencies and community-based organizations whose missions include providing employment services to low-income individuals.

Past perceptions of community and technical colleges include a stigma that the quality of education is not as rigorous as at a four-year institution. Often times this perception manifests itself as the "grade 13 syndrome." MCTC's brand must more effectively convey an image of being a provider of high quality postsecondary education awarded and accredited by many outside agencies.

In 2011, MCTC conducted a branding study and rolled out its current brand system and Identity Manual in 2014. MCTC's unique brand identity includes a name, logo, brand promise, position and personality as outlined in its Identity Guidelines. Additional information is available on [MCTC's website](#). The [Campus Fact Sheet](#) provides details and data about MCTC and its students.

### 1.2 Project Overview

Develop and implement a brand strategy to communicate MCTC's value proposition. The project will include assessing and, possibly, updating primary branding elements including the College's name, wordmark, logo, graphics and tagline in a manner that:

- Results in increased student enrollment and retention
- Strengthens partnerships with communities and businesses positioning MCTC as the region's workforce engine of the future

- Leads to stronger support among opinion leaders and public officials
- Increases the institution's unique brand value, recognition and visibility
- Aligns creative direction and brand guidelines with the College's Mission, Vision, Values and strategic priorities
- Strengthens MCTC's competitive position and unique brand promise relative to other institutions
- Develops an aspirational, yet accurate and believable, brand promise
- Creates a system to guide future development of marketing and communication strategies and tactics considerate of accessibility compliance guidelines
- Provides assistance in rolling out and obtaining institution-wide compliance with the use and management of the new brand and associated messages

### **1.3 Nature of RFP**

MCTC is requesting proposals from qualified branding consultants to assist with the development and implementation of an updated Brand Identity System. The project will include consultation and decision-making with members of MCTC's President's Council and its Marketing Director. The discovery process will include consultations with other College representatives such as students, staff and faculty. These consultations should follow a specific, documented process. The brand elements developed need to be functional in a variety of combinations of color, size and media applications.

### **1.4 Target Audiences**

- Prospective students (traditional, non-traditional, continuing education, etc.)
- Parents, families and gatekeepers who guide prospective students' decisions
- Current students
- Faculty and staff
- Alumni
- Residents of MCTC's service area and the greater metropolitan area
- Community and business leaders, elected officials, industry partners and related state agencies
- Campus visitors
- Philanthropic donors

### **1.5 Glossary of Terms**

- Brand: A promise about who we are and the benefits we deliver that is reinforced whenever someone comes into contact with any facet of the organization
- Brand architecture: The branding structure used in an organization (independent, parent-dominant, parent-endorsed, parent-silent or brand extensions)
- Brand identity: Marks that visually present the brand usually in the form of a logo, symbol or unique typestyle or combination thereof
- Brand image: A set of beliefs about what the brand is and what it stands in the customer's mind as a result of their associations with the organization
- Branding: The process of building positive perceptions in the minds of customers
- Brand position: How the brand fits with and relates to various other brands within the competitive market

- Brand management: Controlling the presentation of brand identity and messaging across the entire organization and through all outlets
- Brand equity: The value of the brand as an asset based on its qualities, reputation and recognition as well as the commitment and demand it generates as well as the level to which it develops brand passion and loyalty
- Wordmark: A visual means by which the name “Minneapolis Community and Technical College” is presented in consistent and distinctive size, proportions, typeface and colors

## **1.6 Anticipated deliverables**

- Create a documented process involving key MCTC decision-makers and representatives in the development of the College’s brand and brand identity.
- Evaluate existing naming convention; brand and identity guidelines (see pages 20-29) to assess gaps and opportunities for updates.
- Identify the promises in which MCTC stakeholders believe and find inspiring.
- Update existing or develop a new name, wordmark, logo and associated graphic elements including an expanded color palette to convey the College’s brand.
- Identify and provide rationale for the College’s updated brand architecture.
- Document MCTC’s brand attributes and how they:
  - differentiate the College from competitors
  - are relevant to those who interact with the College
  - develop knowledge about the College’s offerings
  - enhance the reputation of the College
- Develop a process for introducing and managing the College’s brand identity across the institution.
- Document compliance with Minnesota State co-branding guidelines.

## **Section 2 - Budget**

The budget for this project has not been firmly established. Proposers must provide itemized cost estimates as some proposed project components may be selected and others not based on cost and benefit considerations.

## **Section 3 - Selection Process**

The selection process will involve the evaluation and scoring of all submissions by a stakeholder group led by MCTC’s Marketing Communications Division with representation from other divisions. This group will evaluate the proposals and present recommendations to the Marketing Director and Chief Communications Officer.

### **3.1 Selection and Implementation Timeline**

MCTC does not agree to reach a decision by any certain date and reserves the right to alter this timeline as deemed necessary. Due to concurrent work already underway to redevelop MCTC’s website, an aggressive timeline for this branding study is needed to ensure any new creative elements are available when needed for the website redesign.

The goal is for RFP responses to be evaluated and a finalist selected according to the following tentative timeline.

<b>Deadline:</b>	<b>Task:</b>
September 11 & 18, 2017	Publish RFP notice in State Register and Minnesota State CSC <a href="http://www.mnscu.edu/vendors/index.html">http://www.mnscu.edu/vendors/index.html</a>
September 25 at 12 p.m.	Deadline for RFP proposal submissions
September 25, 2017	Open RFP proposal submissions
September 26, 2017	Evaluate RFP proposals, select finalist(s)
September 26, 2017	Notify finalists, arrange presentations
September 27-28, 2017	Finalist(s) presentations
September 29, 2017	Evaluate presentations, tabulate scores, select proposal, notify finalist(s) of selection
October 3, 2017	Negotiate and finalize contract
October 4, 2017	Contracted work commences

### 3.2 Response Evaluation

The following criteria and assigned weights will facilitate proposal evaluation:

- Adequacy and strength of the proposal (35%)
- Evidence that the vendor can carry out the project (25%)
- Cost and value to MCTC (20%)
- Awareness and understanding of MCTC, Minnesota State and the competitive higher education environment in the metropolitan Twin Cities region (10%)
- Relevant experience and references including prior experience with two-year community colleges or comparable postsecondary institutions (10%)

Proposal(s) may be rejected if it is determined a vendor's ability to work with the existing College infrastructure will be too limited or difficult to manage. Proposals must include:

- Detailed descriptions demonstrating how the vendor will help MCTC achieve the goals and objectives of this project
- Itemized estimated costs
- Detailed timeline
- Outline of vendor's related experience
- Work experience highlights of personnel who will be assigned to the project
- Brief descriptions and work samples of a minimum of three clients for whom the vendor has completed related work with contact information

### 3.3 Parties to the Contract

Parties to this contract shall be MCTC (acting on behalf of Minnesota State Colleges and Universities, its Board of Trustees and the State of Minnesota) and the successful vendor(s).

### 3.4 Contract Termination

MCTC (acting on behalf of Minnesota State Colleges and Universities, its Board of Trustees and the State of Minnesota) may cancel the contract(s) upon 30 days written

notice with or without cause. The vendor(s) may cancel the contract(s) upon 181 days written notice with or without cause.

## **Section 4 - Definitions**

Wherever and whenever the following words or their pronouns occur in this proposal, they shall have the meaning given here:

Minnesota State - the system office of Minnesota State Colleges and Universities

located at Wells Fargo Place, 30 Seventh Street East, Suite 350, St. Paul, Minnesota

Minneapolis Community and Technical College - the two-year community and technical college, part of Minnesota State Colleges and Universities located at 1501 Hennepin Ave, Minneapolis, Minnesota 55403

### **4.1 Applicable Law**

A contract entered into as a result of this RFP shall be governed and interpreted under the laws of the State of Minnesota.

### **4.2 Contract Assignment**

A contract or any part hereof entered into as a result of this RFP shall not be assigned, sublet or transferred directly or indirectly without prior written consent of MCTC.

### **4.3 Entire Agreement**

A written contract and any modifications or addenda thereto, executed in writing by both parties constitutes the entire agreement of the parties to the contract. All previous communications between the parties, whether oral or written, with reference to the subject matter of this contract are void and superseded. The resulting contract may be amended at a future date in writing by mutual agreement of the parties.

### **4.4 Deviations and Exceptions**

Deviations from and exceptions to terms, conditions, specifications or the manner of this RFP shall be described fully on the vendor's letterhead stationery, signed and attached to the proposal submittal page(s) where relevant. In the absence of such a statement, the vendor shall be deemed to have accepted all such terms, conditions, specifications and the manner of the RFP. A vendor's failure to raise an issue related to the terms, conditions, specifications or manner of this RFP prior to the proposal submission deadline in the manner described shall constitute a full and final waiver of that vendor's right to raise the issue later in any action or proceeding relating to this RFP.

### **4.5 Duration of Offer**

All proposal responses must indicate they are valid for a minimum of one hundred eighty (180) calendar days from the date of the proposal opening unless extended by mutual written agreement between MCTC and the vendor. Prices and terms of the proposal as stated must be valid for the length of the resulting contract.



## **4.6 Authorized Signature**

The proposal must be completed and signed in the firm's name or corporate name of the vendor and must be fully and properly executed and signed in blue or black ink by an authorized representative of the vendor. Proof of authority of the person signing must accompany the response.

## **4.7 Proposal Rejection and Waiver of Informalities**

This RFP does not obligate MCTC, Minnesota State Colleges and Universities or its Board of Trustees to award a contract or complete the proposed project and each reserves the right to cancel this RFP if it is considered to be in its best interest. MCTC also reserves the right to waive minor informalities and, notwithstanding anything to the contrary, reserves the right to:

1. reject any and all proposals received in response to this RFP;
2. select a proposal for contract negotiation other than the one with the lowest cost;
3. negotiate any aspect of the proposal with any vendor;
4. terminate negotiations and select the next most responsive vendor for contract negotiations;
5. terminate negotiations and prepare and release a new RFP;
6. terminate negotiations and take such action as deemed appropriate.

## **4.8 Notice to Vendors and Contractors**

As a condition of this contract, CONTRACTOR is required by Minn. Stat. §270C.65 to provide a social security number, a federal tax identification number or Minnesota tax identification number. This information may be used in the enforcement of federal and state tax laws. These numbers will be available to federal and state tax authorities and state personnel involved in approving the contract and the payment of state obligations. Supplying these numbers could result in action to require CONTRACTOR to file state tax returns and pay delinquent state tax liabilities. This contract will not be approved unless these numbers are provided.

If you are an independent contractor, Minn. Stat. §256.998 requires the state to report your name, address and social security number to the New Hire Reporting Center of the Minnesota Department of Human Services unless your contract is for less than two months in duration with gross earnings of less than \$250.00 per month. This information may be used by state or local child support enforcement authorities in the enforcement of state and federal child support laws.

### **4.8.1 Problem Resolution Process**

A formal problem resolution process will be established in the contract to address issues raised by either MCTC or the vendor.

### **4.8.2 Affidavit of Non-Collusion**

All responding vendors are required to complete the Affidavit of Non-Collusion form and submit it with the response.

### 4.8.3 Human Rights Requirements

For all contracts estimated to be in excess of \$100,000, all responding vendors are required to complete the Human Rights Certification Information and Affirmative Action Data Page and submit it with the response. As required by Minnesota Rule 5000.3600, "It is hereby agreed between the parties that Minnesota Statutes §363A.36 and Minnesota Rule 5000.3600 are incorporated into any contract between these parties based upon this specification or any modification of it. Copies of Minnesota Statutes §363A.36 and Minnesota Rules 5000.3400 - 5000.3600 are available from the Minnesota Bookstore, 660 Olive Street, St. Paul, MN 55155." All responding vendors shall comply with the applicable provisions of the Minnesota Affirmative Action law, Minnesota Statutes §363.A36. Failure to comply shall be grounds for rejection.

### 4.8.4 Preference to Targeted Group and Economically Disadvantaged Business and Individuals

In accordance with Minnesota Rules, part 1230.1810, subpart B and Minnesota Rules, part 1230.1830, certified Targeted Group Businesses and individuals submitting proposals as prime contractors shall receive the equivalent of a six percent preference in the evaluation of their proposal, and certified Economically Disadvantaged Businesses and individuals submitting proposals as prime contractors shall receive the equivalent of a six percent preference in the evaluation of their proposal. For information regarding certification, contact the Materials Management Helpline at 651.296.2600, or you may reach the Helpline by e-mail at [mmd.help.line@state.mn.us](mailto:mmd.help.line@state.mn.us). For TTY/TDD communications, contact the Helpline through the Minnesota Relay Services at 1.800.627.3529.

### 4.8.5 Veteran-Owned Preference

In accordance with Minn. Stat. § 16C.16, subd. 6a, (a) Except when mandated by the federal government as a condition of receiving federal funds, the commissioner shall award up to a six percent preference, but no less than the percentage awarded to any other group under this section on state procurement to **certified small businesses that are majority-owned and operated by veterans**.

In accordance with Minn. Stat. § 16C.19 (d), a veteran-owned small business, the principal place of business of which is in Minnesota, is certified if it has been verified by the United States Department of Veterans Affairs as being either a veteran-owned small business or a service disabled veteran-owned small business, in accordance with Public Law 109-461 and Code of Federal Regulations, title 38, part 74.

To receive a preference the veteran-owned small business must meet the statutory requirements above by the solicitation due date and time.

If you are claiming the veteran-owned preference, attach documentation, sign and return the Veteran-Owned Preference Form with your response to the solicitation. Only eligible veteran-owned small businesses that meet the statutory requirements and provide adequate documentation will be given the preference.

#### **4.8.6 State Audit**

The books, records, documents and accounting practices and procedures of the vendor relevant to the contract(s) must be available for audit purposes to Minnesota State and the Legislative Auditor's Office for six (6) years after the termination/expiration of the contract.

#### **4.8.7 Minnesota Government Data Practices Act**

The requirements of Minnesota Statutes § 13.05, subd. 11 apply to the contract. The vendor must comply with the Minnesota Government Data Practices Act, Minnesota Statutes Chapter 13, as it applies to all data provided by Minnesota State, its schools and the System Office in accordance with the contract and as it applies to all data created, gathered, generated or acquired in accordance with the contract. All materials submitted in response to this RFP will become property of the State of Minnesota and will become public record after the evaluation process is completed. Pursuant to the statute, completion of the evaluation process occurs when Minnesota State has completed negotiating the contract with the selected vendor. If the vendor submits information in response to this RFP that it believes to be trade secret materials as defined by the Minnesota Government Data Practices Act, the vendor must:

- Mark clearly all trade secret materials in its response at the time the response is submitted;
- Include a statement with its response justifying the trade secret designation for each item;
- Defend any action seeking release of the materials it believes to be trade secret, and indemnify and hold harmless the State of Minnesota, Minnesota State, its agents and employees, from any judgments or damages awarded against the State or Minnesota State in favor of the party requesting the materials, and any and all costs connected with that defense. This indemnification survives Minnesota State's award of a contract. In submitting a response to this RFP, the responder agrees this indemnification survives as long as the trade secret materials are in possession of Minnesota State.

Minnesota State will not consider the prices submitted by the Responder to be proprietary or trade secret materials.

#### **4.8.8 Conflict of Interest**

The vendor must provide a list of all entities with which it has relationships that create, or appear to create, a conflict of interest with the work contemplated in this RFP. The list should indicate the names of the entity, the relationship and a description of the conflict.

#### **4.8.9 Organizational Conflicts of Interest**

The responder warrants that, to the best of its knowledge and belief, and except as otherwise disclosed, there are no relevant facts or circumstances that could give rise to organizational conflicts of interest. An organizational conflict of interest exists when,

because of existing or planned activities or because of relationships with other persons, a vendor is unable or potentially unable to render impartial assistance or advice, or the vendor's objectivity in performing the contract work is or might be otherwise impaired, or the vendor has an unfair competitive advantage. The responder agrees that, if after award, an organizational conflict of interest is discovered, an immediate and full disclosure in writing must be made to the respective College's Chief Financial Officer or the System Office's Business Manager that includes a description of the action which the vendor has taken or proposes to take to avoid or mitigate such conflicts. If an organizational conflict of interest is determined to exist, the College or System Office may, at its discretion, cancel the contract. In the event the responder was aware of an organizational conflict of interest prior to the award of the contract and did not disclose the conflict to the contracting officer, the College or System Office may terminate the contract for default. The provisions of this clause must be included in all subcontracts for work to be performed similar to the service provided by the prime contractor, and the terms "contract," "contractor," and "contracting officer" modified appropriately to preserve Minnesota State's rights.

#### **4.8.10 Physical and Data Security**

The vendor is required to recognize that on the performance of the contract the vendor will become a holder of and have access to private data on individuals and nonpublic data as defined in the Minnesota Government Data Practices Act, Minnesota Statutes Chapter 13; and other applicable laws.

In performance of the contract, the vendor agrees it will comply with all applicable state, federal and local laws and regulations, including but not limited to, the laws under Minnesota Statute Chapters 13 relating to confidentiality of information received as a result of the contract. The vendor agrees that it, its officers, employees and agents will be bound by the above confidentiality laws and that it will establish procedures for safeguarding the information.

The vendor agrees to notify its officers, employees and agents of the requirements of confidentiality and of the possible penalties imposed by violation of these laws. The vendor agrees that neither it, nor its officers, employees or agents will disclose or make public any information received by the vendor on behalf of Minnesota State and MCTC.

The vendor shall recognize Minnesota State's sole and exclusive right to control the use of this information. The vendor further agrees it shall make no use of any of the described information, for either internal or external purposes, other than that which is directly related to the performance of the contract.

The vendor agrees to indemnify and hold harmless the State of Minnesota, Minnesota State and MCTC from any and all liabilities and claims resulting from the unauthorized disclosure by the vendor, its officers, employees or agents of any information required to be held confidential under the provisions of the contract. The vendor must return all source data to the "Authorized Representative" to be identified in the contract.

## **Section 5 - Submission**

For additional information, contact:

Geoffrey Jones, Director of Marketing and Communications  
Minneapolis Community and Technical College  
1501 Hennepin Ave  
Minneapolis, MN 55403  
Geoffrey.Jones@minneapolis.edu

Interested proposers must submit completed copies of the following:

- Affidavit of Non-Collusion
- Affirmative Action Compliance

To assure all potential responders receive the same information about this project, MCTC will only reply to questions or comments submitted by email to Geoff Jones no later than September 12, 2017. Responses to these emails will be sent to all potential responders who received the original RFP no later than September 14, 2017. Except for such response(s), there will be no meetings or communications outside the provisions in this RFP. Minnesota State shall not be bound by, and responders may not rely on, information regarding RFP requirements obtained from non-authorized persons or outside of this RFP process. Other persons are not authorized to discuss RFP requirements before the proposal submission deadline. Questions must include the responder's name and e-mail address. Anonymous inquiries will not be answered.

Proposals received following the deadline date and time will be returned unopened. Alterations in cost figures used to determine the lowest priced proposal will be rejected unless initialed in ink by the person responsible for, or authorized to make, such decisions. The use of "white out" is considered an alteration.

Sealed proposals must be marked "Brand Identity Proposal" with the responder's name and address clearly visible on the outside. To be considered, proposals must be received at the following address no later than 12:00 p.m. CT on Monday, September 25, 2017:

Finance/Business Services M-0430  
Management Education Center – Lower Level Offices  
1312 Harmon Street  
Minneapolis, MN 55403

The responder shall submit five (5) copies of its RFP response and a flash drive with the RFP response in Microsoft Word format. One copy of the proposal must be unbound and signed in blue or black ink by an authorized representative of the vendor. Proof of authority of the person signing must accompany the response.

**STATE OF MINNESOTA  
AFFIDAVIT OF NON-COLLUSION**

I swear (or affirm) under the penalty of perjury:

1. That I am the Responder (if the Responder is an individual), a partner in the company (if the Responder is a partnership), or an officer or employee of the responding corporation having authority to sign on its behalf (if the Responder is a corporation);
2. That the attached proposal submitted in response to the \_\_\_\_\_ Request for Proposal has been arrived at by the Responder independently and has been submitted without collusion with and without any agreement, understanding or planned common course of action with, any other Responder of materials, supplies, equipment or services described in the Request for Proposal, designed to limit fair and open competition;
3. That the contents of the proposal have not been communicated by the Responder or its employees or agents to any person not an employee or agent of the Responder and will not be communicated to any such persons prior to the official opening of the proposals; and
4. That I am fully informed regarding the accuracy of the statements made in this affidavit.

Responder's Firm Name: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Subscribed and sworn to me this \_\_\_\_\_ day of \_\_\_\_\_

Notary Public: \_\_\_\_\_

My commission expires: \_\_\_\_\_

**NOTICE TO CONTRACTORS  
AFFIRMATIVE ACTION  
CERTIFICATION OF COMPLIANCE**

It is hereby agreed between the parties that Minnesota State will require that affirmative action requirements be met by contractors in relation to Minnesota Statutes §363A.36 and Minnesota Rules, 5000.3400 to 5000.3600. Failure by a contractor to implement an affirmative action plan or make a good faith effort shall result in revocation of its certificate or revocation of the contract (Minnesota Statutes §363A.36, subdivisions 3 and 4).

Under the Minnesota Human Rights Act, §363A.36, businesses or firms entering into a contract over \$100,000 which have more than forty (40) full-time employees within the state of Minnesota on a single working day during the previous twelve (12) months, or businesses or firms employing more than forty (40) full-time employees on a single working day during the previous twelve (12) months in a state in which its primary place of business is domiciled and that primary place of business is outside of the State of Minnesota but within the United States, must have submitted an affirmative action plan that was received by the Commissioner of Human Rights for approval prior to the date and time the responses are due. A contract over \$100,000 will not be executed unless the firm or business having more than forty (40) full-time employees, either within or outside the State of Minnesota, has received a certificate of compliance signifying it has an affirmative action plan approved by the Commissioner of Human Rights. The Certificate is valid for four (4) years. For additional information, contact the Department of Human Rights, Freeman Building, 625 Robert Street North, Saint Paul, MN 55155.

Effective July 1, 2003. The Minnesota Department of Human Rights is authorized to charge a \$150.00 fee for each Certificate of Compliance issued. A business or firm must submit its affirmative action plan along with a cashier's check or money order in the amount of \$150.00 to the Minnesota Department of Human Rights or you may contact the Department for additional information at the Compliance Services Unit, Freeman Building, 625 Robert Street North, Saint Paul MN 55155.

## STATE OF MINNESOTA – AFFIRMATIVE ACTION CERTIFICATION

If your response to this solicitation is or could be in excess of \$100,000, complete the information requested below to determine whether you are subject to the Minnesota Human Rights Act (Minnesota Statutes 363A.36) certification requirement, and to provide documentation of compliance if necessary. It is your sole responsibility to provide this information and—if required—to apply for Human Rights certification prior to the due date of the bid or proposal and to obtain Human Rights certification prior to the execution of the contract. The State of Minnesota is under no obligation to delay proceeding with a contract until a company receives Human Rights certification.

### **BOX A – For companies which have employed more than 40 full-time employees within Minnesota on any single working day during the previous 12 months. All other companies proceed to BOX B.**

Your response will be rejected unless your business:

has a current Certificate of Compliance issued by the Minnesota Department of Human Rights (MDHR)

—or—

has submitted an affirmative action plan to the MDHR, which the Department received prior to the date the responses are due.

Check one of the following statements if you have employed more than 40 full-time employees in Minnesota on any single working day during the previous 12 months:

- We have a current Certificate of Compliance issued by the MDHR. **Proceed to BOX C. Include a copy of your certificate with your response.**
- We do not have a current Certificate of Compliance. However, we submitted an Affirmative Action Plan to the MDHR for approval, which the Department received on \_\_\_\_\_ (date). **Proceed to BOX C.**
- We do not have a Certificate of Compliance, nor has the MDHR received an Affirmative Action Plan from our company. **We acknowledge that our response will be rejected. Proceed to BOX C. Contact the Minnesota Department of Human Rights for assistance.** (See below for contact information.)

**Please note:** Certificates of Compliance must be issued by the Minnesota Department of Human Rights. Affirmative Action Plans approved by the Federal government, a county, or a municipality must still be received, reviewed, and approved by the Minnesota Department of Human Rights before a certificate can be issued.

### **BOX B – For those companies not described in BOX A**

Check below.

- We have not employed more than 40 full-time employees on any single working day in Minnesota within the previous 12 months. **Proceed to BOX C.**

### **BOX C – For all companies**

By signing this statement, you certify that the information provided is accurate and that you are authorized to sign on behalf of the responder. You also certify that you are in compliance with federal affirmative action requirements that may apply to your company. (These requirements are generally triggered only by participating as a prime or subcontractor on federal projects or contracts. Contractors are alerted to these requirements by the federal government.)

Name of Company: \_\_\_\_\_ Date \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Telephone number: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_

#### **For assistance with this form, contact:**

Minnesota Department of Human Rights, Compliance & Community Relations

Freeman Building, 625 Robert Street North, Saint Paul, MN 55155

Phone: 651-296-5663

Toll Free: 800-657-3704

Fax: 651-296-9042

TTY: 651-296-1283

Web: [mn.gov/mdhr](http://mn.gov/mdhr)

Email: [compliance.mndh@state.mn.us](mailto:compliance.mndh@state.mn.us)

Affirmative Action Certification Page, Revised 6/11 – MDHR



**MINNESOTA STATE  
NOTICE TO VENDORS**

**AFFIRMATIVE ACTION CERTIFICATION OF COMPLIANCE**

The amended Minnesota Human Rights Act (Minnesota Statutes §363A.36) divides the contract compliance program into two categories. Both categories apply to any contracts for goods or services in excess of \$100,000.

The first category applies to businesses that have had more than 40 full-time employees within Minnesota on a single working day during the previous 12 months. The businesses in this category must have submitted an affirmative action plan to the Commissioner of the Department of Human Rights prior to the due date and time of the response and must have received a Certificate of Compliance prior to execution of the contract or agreement.

The secondary category applies to businesses that have had more than 40 full-time employees on a single working day in the previous 12 months in the state in which its primary place of business is domiciled. The businesses in this category must certify to Minnesota State that it is in compliance with federal affirmative action requirements before execution of the contract. For further information, contact the Department of Human Rights, Compliance Services Unit, 625 Robert Street North, Saint Paul MN 55155; Voice: 651-296-5663; Toll Free: 800-657-3704; TTY: 651-296-1283.

**Minnesota State is under no obligation to delay the award or the execution of a contract until a vendor has completed the Human Rights certification process. It is the sole responsibility of the vendor to apply for and obtain a Human Rights certificate prior to contract execution.**

It is hereby agreed between the parties that Minnesota State will require affirmative action requirements be met by vendors in relation to Minnesota Statutes §363A.36 and Minnesota Rules, 5000.3400 to 5000.3600.

Under the Minnesota Human Rights Act, §363A.36, subdivision 1, no department or agency of the state shall execute an order in excess of \$100,000 with any business within the State of Minnesota having more than 40 full-time employees in a single working day during the previous 12 months unless the firm or business has an affirmative action plan for the employment of minority persons, women, and the disabled that has been approved the Commissioner of Human Rights. Receipt of a Certificate of Compliance issued by the Commissioner shall signify that a firm or business has an affirmative action plan approved by the Commissioner.

Failure by the vendor to implement an affirmative action plan or make a good faith effort shall result in revocation of its certificate or revocation of the order (Minnesota Statutes §363A.36, subdivisions 3 and 4). A certificate is valid for a period of four (4) years.

## DISABLED INDIVIDUAL CLAUSE

- A. A vendor shall not discriminate against any employee or applicant for employment because of physical or mental disability in regard to any position for which the employee or applicant for employment is qualified. The vendor agrees to take disabled individuals without discrimination based on their physical or mental disability in all employment practices such as the following: employment, upgrading, demotion or transfer, recruitment, advertising, layoff or termination, rates of pay or other forms of compensation, and selection of training, including apprenticeship.
  
- B. The vendor agrees to comply with the rules and relevant order of the Minnesota Department of Human Rights issued pursuant to the Minnesota Human Rights Act.
  
- C. In the event of a vendor's noncompliance with the requirements of this clause, actions for noncompliance may be taken by the Minnesota Department of Human Rights pursuant to the Minnesota Human Rights Act.
  
- D. The vendor agrees to post in conspicuous places, available to employees and applicants for employment, notices in a form to be prescribed by the Commissioner of the Minnesota Department of Human Rights. Such notices shall state the vendor obligation under the law to take affirmative action to employ and advance in employment qualified disabled employees and applicants for employment and the rights of applicants and employees.
  
- E. The vendor shall notify each labor union or representative of workers with which it has a collective bargaining agreement or other order understanding, that the vendor is bound by the terms of Minnesota Statutes §363A.36 of the Minnesota Human Rights Act and is committed to take affirmative action to employ and advance in employment physically and mentally disabled individuals.

It is hereby agreed between the parties that Minnesota Statutes §363A.36 and Minnesota Rules 5000.3400 to 5000.3600 are incorporated into any order of Minnesota Statutes §363A.36 and Minnesota Rules, 5000.3400 to 5000.3600 are available from Minnesota Bookstore, 660 Olive Street, St. Paul, Minnesota 55155.

By signing this statement, the vendor certifies that the information provided is accurate.

NAME OF COMPANY: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_

TITLE: \_\_\_\_\_

DATE: \_\_\_\_\_

**STATE OF MINNESOTA  
VETERAN-OWNED PREFERENCE FORM**

In accordance with Minn. Stat. §16C.16, subd. 6a, the Minnesota State may award up to a 6% preference in the amount bid on state procurement to certified small businesses that are majority owned and operated by veterans.

Veteran-Owned Preference Requirements - See Minn. Stat. §16C.19(d):

1. Principal place of business is in Minnesota.

**and**

2. The United States Department of Veterans Affairs verifies the business as being a veteran-owned small business under Public Law 109-461 and Code of Federal Regulations, title 38, part 74.

---

Statutory requirements and appropriate documentation must be met **by the solicitation response due date and time** to be awarded the veteran-owned preference. The preference applies only to the first \$500,000 of a solicitation response.

---

**Claim the Preference**

**By signing below, I confirm that:**

My company is claiming the veteran-owned preference afforded by Minn. Stat. § 16C.16, subd. 6a. by making this claim, I verify that:

- My company's principal place of business is in Minnesota; and
- The United States Department of Veteran's Affairs verifies my company as being a veteran-owned small business. (Supported By Attached Documentation)

Name of Company: \_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Telephone: \_\_\_\_\_

\_\_\_\_\_

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_

\_\_\_\_\_

---

**Attach documentation, sign, and return this form with your solicitation response to claim the veteran-owned preference.**



## Table of Contents

### Overview

#### The Minneapolis Community and Technical College Brand

1.1 Brand promise and brand position.....	3
-------------------------------------------	---

### Identity Elements

2.1 Our logo.....	4
2.2 Placing the logo.....	5
2.3 Logo clear space.....	6
2.4 Alternate use of the logo.....	7
2.5 Incorrect logo use.....	8
2.6 Logo file formats.....	9
2.7 Typography.....	10
2.8 Color palette.....	11
2.9 Imagery.....	12
2.10 Writing style and tone.....	13

### Using the Identity Elements

3.1 Stationery.....	14
3.2 Endorsement relationships.....	15
3.3 Secondary and neutral color palette use.....	16
3.4 Presentations.....	17

### Contact Information

4.1 MCTC marketing contact information.....	18
---------------------------------------------	----

## Overview

At Minneapolis Community and Technical College we offer the most diverse, vibrant community and technical college in the state of Minnesota. We're proud of this distinction and our new, updated visual identity reflects it by strengthening our name and integrating it with our symbol.

Expressing who we are goes beyond just our name and logo. It is a combination of unique graphic elements, that when used in a particular way, reflects our personality. Since the key to building a strong brand is consistency, we have created a set of identity guidelines that explain how to use the elements in our visual identity system. Following these guidelines will help us project a distinctive, more unified voice to the community.

As part of the Minneapolis Community and Technical College team, we each have the opportunity to build our brand whenever we interact with a student, colleague or community member — from our orientation sessions, website and business cards to our brochures, and building signage. We want everyone to understand who we are and why we're so unique.

These guidelines will show you how.



MCTC | March 10, 2011 2

1.1

## The Minneapolis Community and Technical College Brand

Our brand is defined by our promise, position, attributes and our brand personality. They help us describe who we are in words.

### Brand promise

MCTC provides a path to success by making quality education accessible in an exceptional environment for learning and prospering.

### Brand position

- ▶ Comprehensive — Breadth and depth of educational programs offered
- ▶ Relevant — In synch with today's educational and experiential needs and economic opportunities and realities
- ▶ Urban/Diverse — Vibrant downtown location, where higher education, the arts, business, world cultures, civic leadership and the community at large connect. A place reflective of diverse cultures, ages, etc.
- ▶ Accessible — Easily accessed via car, bus, light rail; approachable, easy to reach faculty; open access with great opportunities to attend college no matter your level of experience; flexible hours and class times; financially accessible due to financial aid packages, low tuition; easy access to jobs, internships, work, home.

### Brand essence

- ▶ Relevant education in an accessible, dynamic, urban environment

### Brand attributes

- ▶ Accessible
- ▶ Broad (comprehensive)
- ▶ Current
- ▶ Experiential
- ▶ Multicultural
- ▶ Relevant
- ▶ Urban

### Brand personality

- ▶ Approachable
- ▶ Dynamic
- ▶ Engaging
- ▶ Innovative
- ▶ Motivating
- ▶ Real

MCTC | March 10, 2011 3

## 2.1 Identity Elements

### Our Logo

Our unique icon symbolizes aspiration and achievement of dreams. This icon in combination with our name is our logo identity. Our name, Minneapolis Community & Technical College, is set in the font *Clear Face Gothic Bold*.

The preferred identity use is comprised of our white reversed logo within a purple trapezoid shield. The bold color and angles it creates give a distinctive and dynamic character to our brand. This use is recommended for all applications.

#### Approved color versions

The logo color palette consists of only one color: Pantone® 526. This purple is the preferred color for the shield. In situations where this color cannot be used, use the white reverse logo on a black background.

By following the guidelines above and using our logo correctly and consistently, over time we will establish stronger relationships with our various audiences and have a more unified voice in the community and on campus.

- ▶ Use only approved electronic files of our logo. See contact information on page 4.1 for logo art.
- ▶ Use current Pantone® color chips for accurate color matching.



PANTONE® 526  
C: 76 M: 100 Y: 7 K: 0  
P: 101 Q: 45 B: 137  
Minneapolis © 2010

PANTONE® is a registered mark of Pantone Matching System.

Preferred color logo:  
white reverse on a Pantone® 526 purple shield



Alternate logo:  
white reverse on a black shield



MCTC | March 10, 2011 4

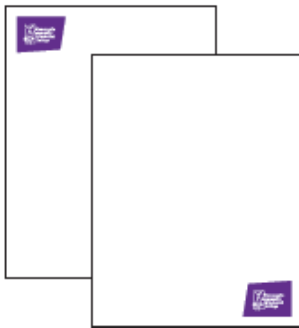
## 2.2 Identity Elements

### Placing the Logo

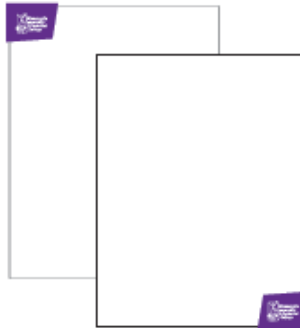
The preferred application of the logo shield is in either of two locations, each with a corresponding version of shield artwork. Use the top left application on materials such as stationery and the website where our identity leads the communication. This is also best where the display of materials in a pocket folder or literature display rack might otherwise obscure the logo. The bottom right application is recommended on brochures and other print collateral and serves as our identity signature.

When print production allows for artwork to bleed the finished edge, the bleed application and version of the logo is recommended.

#### Non-bleed applications



#### Bleed application



Top left logo



Bottom right logo



MCTC | March 10, 2011 5

### Logo Clear Space

For maximum visual impact it is important to retain a designated amount of clear space around the logo. This avoids interference and clutter around our logo identity. When using the bleed version of the logo, the shield defines the correct clear space between the reversed art and the finished edge of the page.

For the non-bleed logo version, the shield should be placed with adequate space to the finished edge. This minimum distance is designated as  $\frac{1}{2}$  the box width as shown at right. The clear space rules apply for either the top left or bottom right (as shown) applications.

#### Minimum Size

In order to reproduce the signature clearly and consistently, never reduce the logo smaller than one inch wide, as measured from the left to right side of the shield.

Bleed version



Non-bleed version



Minimum size logo



### Alternate Use of the Logo

When it is not possible to incorporate the logo with shield, use the reverse white logo on a solid purple background. The logotype should not be placed closer than 1 box width to the edge of the background or finished edge of a piece. The preferred background color for this alternate use is the same 626 purple.

Alternate use logo with recommended clear space



## 2.5 Identity Elements

### Incorrect Logo Use

Do not alter the color of the artwork within the shield.  
It should always reverse to white.



Do not use other colors for the shield.



Never separate the icon from the typography or rearrange  
the logo elements or proportions of the shield.



MCTC | March 10, 2011 8

## 2.6 Identity Elements

### Logo File Formats

To achieve optimum reproduction quality, please refer to the chart below to determine which file format is best suited to your application.

#### Correct file formats

The preferred file format for any print application is the eps file. The eps files provided are compatible with Adobe Illustrator® CS3 and above. Eps files work in a variety of page layout programs such as InDesign®. Always use the eps file for any professional print job.

The preferred color mode for screen applications such as PowerPoint is rgb. This type of file has the letters "rgb" in its name and uses the rgb color spectrum.

The preferred file format for Web applications are gif files. These files have the word "Web" in their name and use Web-safe colors.

PC		Mac	
Adobe Illustrator®	eps file	Adobe Illustrator®	eps file
Adobe Photoshop®	psd file	Adobe Photoshop®	psd file
MS Excel®	png file	MS Excel®	eps file
MS PowerPoint®	png file	MS PowerPoint®	png file
MS Word®	png file	MS Word®	eps file
Adobe InDesign®	eps file	Adobe InDesign®	eps file
Web	gif file	Web	gif file

MCTC | March 10, 2011 9



## Typography

The typography we use in our headlines, subheads and body copy is one of the most recognizable elements in our identity system — it helps to convey our personality. For this reason, we have created typographic standards to help maintain consistency.

### Approved fonts

Meta and Helvetica Neue are our approved font families, selected due to friendly appearance, unique letter forms and readability. Consistent use of these fonts will help build recognition of our brand and express our unique personality.

The following shows the appropriate font for each application:

#### Headlines and subheads

**Meta Bold**  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

#### Introductory text

**Meta Medium**  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

#### Callouts

**Meta Light**  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

#### Body text

**Helvetica Neue 45 Light**  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

#### Bylines

**Helvetica Neue 45 Light Italic**  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

For electronic applications where the approved print fonts are not available, the Arial font family is recommended.

#### Headlines and subheads

**Arial Bold**  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

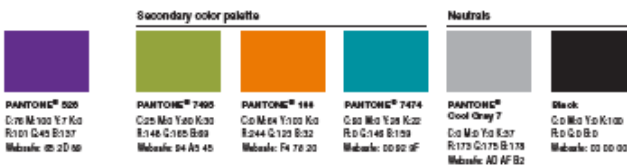
#### Body text

**Arial Regular**  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

## Color Palette

Color evokes powerful emotional responses and is a critical component in creating a unique, lasting identity system. The personality of our vibrant institution is expressed in part through our color palette.

Our identity color is PMS 526 purple and should be used only in our system as the background color for the trapezoid shield. Preserving this color for the logo keeps it strong and distinctive. A secondary color palette compliments our logo color and provides rich, warm accents. The colors black and cool gray anchor the system with neutral tones and support the mix of black and white imagery with color photos.



**IMPORTANT NOTE:** Colors represented electronically will differ on various computer monitors and may vary when printed. Use the most recent version of the Pantone® color formula guide for matching purposes and to achieve correct Pantone® and CMYK color values. Refer to the RGB color values for correct display in website and PowerPoint applications. Pantone® is a registered mark of Pantone Matching System.

## Imagery

In an organization that is as culturally diverse as ours, imagery is a powerful communications tool. Imagery is used to connect with audiences emotionally and to convey information. Whatever its function, it is important that it reflect the Minneapolis Community and Technical College brand. We recommend the use of both color and black and white photography. Black and white images are most effective when they have good contrast and a full tonal range.

Selected imagery must reinforce our brand personality by:

- 1) Showing diversity
- 2) Expressing the vibrant, dynamic nature of our organization
- 3) Conveying our inspirational, motivating nature
- 4) Depicting our openness and friendly atmosphere
- 5) Presenting the hip, cosmopolitan nature of our urban environment
- 6) Portraits of people should express a positive image; subjects looking off-camera have a candid and spontaneous feel which is recommended for our brand.



### Photo use

Photo use and placement on print pieces is recommended as follows: On large or medium size photo, use a full bleed or place so at least one edge of the photo bleeds to the trim edge. For small photos used as insets, use a corner radius of .125".



## Writing Style and Tone

The way we write and communicate with our audiences says a lot about who we are. At Minneapolis Community and Technical College we are vibrant, energetic and friendly. Our writing style and tone needs to express that — here are a few guidelines that will show you how:

### Always...

- ▶ After the full name, Minneapolis Community and Technical College, appears once on a page, use "MCTC" or "the College" thereafter
- ▶ Be specific: Be clear about what it is you want to communicate
- ▶ Use simple, declarative sentences: Make your point succinctly, everyone will thank you
- ▶ Write in the second person: Create a more intimate relationship with the reader by referring to them as "you" rather than in the 3rd person (Note: there may be times when you need to refer to the generic "students", but our goal is to keep this to a minimum)
- ▶ Reflect the current MCTC style guidelines for grammar and punctuation
- ▶ Use a consistent voice, don't switch
- ▶ Keep the tone upbeat and positive

### Avoid...

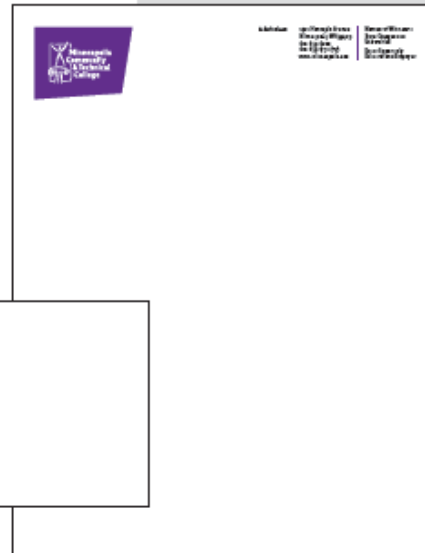
- ▶ Using jargon or terms that may be unfamiliar to your audience
- ▶ Stringing together long, complex words
- ▶ Writing long, intricate sentences
- ▶ Starting each paragraph with the same word. Mix it up so that you don't always start each paragraph with "Our" or "The".
- ▶ Using periods after bulleted copy

### 3.1 Using the Identity Elements

## Stationery

### Stationery

Our stationery system was designed to present a consistent image to all of our internal and external audiences. We have created electronic files for letterhead, business cards and envelopes available from the Marketing Department.



To order business cards, go to [www.minneapolis.edu/marketing/businessCards](http://www.minneapolis.edu/marketing/businessCards)

MCTC | March 10, 2011 14

### 3.2 Using the Identity Elements

## Endorsement Relationships

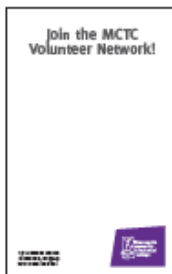
There are three approved endorsement relationships of the logo. Each is illustrated here:

#### Primary

When Minneapolis Community and Technical College is the primary sponsor of an event or program:

- ▶ Our logo should be the only logo on the communication
- ▶ The recommended placement of our logo is in the bottom right corner
- ▶ The name of the event or program should be set in our approved font
- ▶ No unique logo should be created.

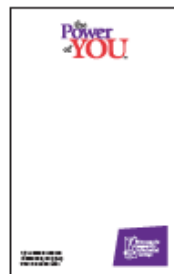
Example of a primary endorsement relationship on a brochure



#### Secondary

When an event or program has its own identity and unique logo, the Minneapolis Community and Technical College logo adds credibility to the event or program by being placed at the bottom of the communication.

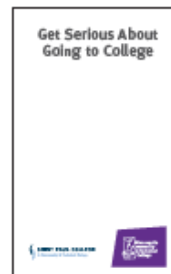
Example of a secondary endorsement relationship on a brochure



#### Co-branded

In certain instances Minneapolis Community and Technical College will co-sponsor or co-develop a program or event equally with another organization. In this situation, both organization's logos should be featured equally at the bottom of the communication, with the name of the event being featured at the top. Try to balance the size of each logo so they appear about the same.

Example of a co-branded endorsement relationship on a brochure



MCTC | March 10, 2011 15

### 3.3 Using the Identity Elements

#### Secondary and Neutral Color Palette Use

Use of the secondary color palette is most successful when just one or two accents are used within a piece. Combinations such as green and orange used in this brand guidelines document are an example of that. Recommended pairings of the accent colors are shown at right.

Achieving color overlays and transparencies are a recommended part of the secondary color use. Use the accent colors at 100% strength with the multiply effect to achieve this look. Examples of this are shown below.

Gray or tints of black work well to help separate side bars and organize information in charts or tables. 15% and 25% tints of black are recommended as they allow for good readability of black text.

#### Recommended color pairings



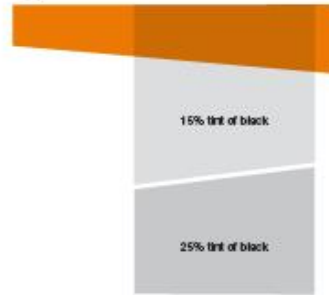
Color photo with accent color



Black and white photo with accent color



Gray panel with accent color



MCTC | March 10, 2011 16

### 3.4 Using the Identity Elements

#### Presentations

An example of a PowerPoint presentation is shown below. The purple identity should appear at a consistent size in the lower right corner as a bleed. Black and white imagery with an accent color is recommended for the cover page. Contact the MCTC marketing department for assistance in creating the color transparency effect.



MCTC | March 10, 2011 17

**MCTC Marketing Contact Information**

Minneapolis Community and Technical College  
Attn: Marketing Department  
1501 Hennepin Avenue South  
Minneapolis, MN 55403  
Phone: 612-659-6222 or 800-247-0011