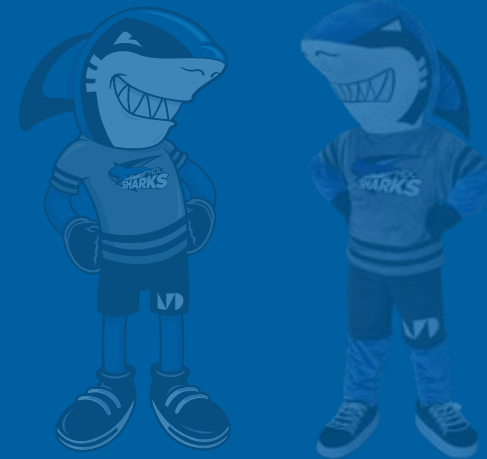


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# MDC IDENTITY GUIDE

- SHARKS BRAND
- MDC FINN MASCOT GRAPHIC (cartoon)
- FINN PHOTO-REALISTIC MASCOT GRAPHIC



# TABLE OF CONTENTS

## OFFICIAL DESIGN STANDARDS

How we present Miami Dade College marks and brands influences how the College is perceived by its many audiences. Clear and consistent use of MDC marks and brands eliminates confusion in the marketplace and promotes a positive image for the institution.

The MDC brand or mark as presented in this guideline should be used consistently in all live-action, animated and/or static visual media including digital, print and/or apparel formats.

This publication is the official guide for the use of the MDC Sharks Spirit Mark and the MDC Sharks Wordmark, MDC Finn Mascot Graphic (cartoon) and MDC Finn photo-realistic mascot graphic. Graphic representations of the mascot, marks or logos for other departments or entities may not be created without the express consent of the College President's Office.

## CONTACT INFORMATION & FILE DISTRIBUTION

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305-237-3030  
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Miami, FL 33132

-or-

Travis Jordan  
305-237-3920  
tjordan@mdc.edu



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**MDC Sharks Brand  
Identity Guide**  
3-10



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**MDC Finn  
Mascot  
Graphic  
(Cartoon)  
Identity Guide**  
11-17



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**MDC Finn  
Photo-Realistic  
Mascot Graphic  
Identity Guide**  
18-23

# MDC SHARKS BRAND IDENTITY GUIDE



The MDC Sharks Spirit Mark is the primary symbol of college spirit and personality for Miami Dade College athletics, alumni, 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. These standards are provided in this design guide to address the proper use of approved graphics, colors and fonts for any application of the marks in all live-action, animated and/or static visual media including digital, print and/or apparel formats.

These usage standards should be adhered to in all College communications and marketing efforts in order to maintain the integrity of both marks.

Any attempt to utilize these marks outside the standards represented in this guide is strictly prohibited.

New technologies, delivery methods and design practices may require modification of this guide in the future.

Please contact MDC's Office of Communications regarding usage of any mark, logo or brand-related material.

Both the MDC Sharks Spirit Mark and the MDC Sharks Wordmark are trademarks of Miami Dade College.

# MDC SHARKS SPIRIT MARK

## PRIMARY MARK [LOGO]

The MDC Sharks Spirit Mark is made up of the stylized shark illustration, “MDC” and “Sharks” and should always be referred to in the plural as the “Sharks” Spirit Mark.

When reproduced in color, the Sharks Spirit Mark should always appear in MDC’s official colors: blue and gray along with black (see page 7). The only exception is that the mark may be reproduced in any single color that matches the material being created.

This mark is an official, established brand of Miami Dade College and may not be altered in any way including typeface.

## SIZING

To ensure legibility in print media, the mark may not be reproduced in sizes less than 1 inch wide. The minimum size for electronic media is 72 pixels wide.



Acceptable color variations



For use on dark backgrounds

## PROTECTED AREA

The protected area around the mark ensures that no other graphic elements interfere with the clarity and integrity of the mark. The protected area is always scaled symmetrically with the mark. The depth of the protected area is equivalent to the height and width of the space where the dot is placed.



# PRIMARY AND SECONDARY FONT

## TYPOGRAPHY

“MDC” and “Sharks” are incorporated directly into the design of the Sharks Spirit Mark. No variations or alterations to the MDC or Sharks typeface is acceptable.

### ACCOMPANYING BODY AND OTHER TEXT

The Gotham typeface family is the official font of the Sharks Spirit Mark and has been selected for readability and ease of use. This font should be used whenever possible in all formats requiring text to accompany the mark. Never stretch, condense, distort or alter these typefaces in any way.

### GENERAL TYPEFACE RECOMMENDATIONS

For body text, use simple and legible typefaces. Do not use highly characteristic display fonts for extensive text. When combining multiple typefaces on a design, avoid using typefaces that are similar. When using a decorative typeface for a header, always pair it with a simple sans-serif typeface for maximum readability. Do not stretch, condense or distort a typeface by altering the vertical or horizontal scale. Most fonts have narrow, wide or other variations within its font family to choose from.

GOTHAM, ULTRA

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

GOTHAM, ULTRA - NUMERALS

**1 2 3 4 5 6 7 8 9 0  
1 2 3 4 5 6 7 8 9 0**

GOTHAM, ULTRA - PUNCTUATION

**(.,;:@%\*%+!?-#&\$)  
(.,;:@%\*%+!?-#&\$)**

COLOR VARIANTS ON PMS 286 BLUE

**ABCDEFGHIJKLMN**OPQRSTUVWXYZ****

For use on dark backgrounds

COLOR VARIANTS ON BLACK

**ABCDEFGHIJKLMN**OPQRSTUVWXYZ****

For use on dark backgrounds

GOTHAM, MEDIUM

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

GOTHAM, MEDIUM - NUMERALS

**1 2 3 4 5 6 7 8 9 0  
1 2 3 4 5 6 7 8 9 0**

GOTHAM, MEDIUM - PUNCTUATION

**(.,;:@%\*%+!?-#&\$)  
(.,;:@%\*%+!?-#&\$)**

## MDC SHARKS WORDMARK

### LOGOTYPE [WORDMARK]

The MDC Sharks Wordmark has been designed for limited use.

- Use only approved, unaltered versions of the Sharks Wordmark.
- Do not separate “Miami Dade College” from “Sharks” in the wordmark.
- Use the Sharks Wordmark as a stand-alone and separate mark from any other element.

This mark is an official, established brand of Miami Dade College and may not be altered in any way including typeface.

### COLOR VARIANTS

MIAMI DADE COLLEGE  
**SHARKS**

MIAMI DADE COLLEGE  
**SHARKS**

### COLOR VARIANTS ON PMS 286 BLUE

MIAMI DADE COLLEGE  
**SHARKS**

For use on dark backgrounds

### COLOR VARIANTS ON BLACK

MIAMI DADE COLLEGE  
**SHARKS**

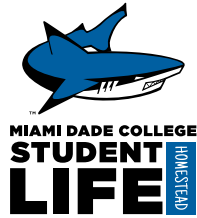
For use on dark backgrounds

# STUDENT LIFE LOGOS

## PRIMARY (VERTICAL) BY CAMPUS



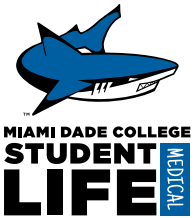
HIALEAH



HOMESTEAD



KENDALL



MEDICAL



WEST



WOLFSON



PADRÓN



NORTH

## PRIMARY (HORIZONTAL) BY CAMPUS



HIALEAH



HOMESTEAD



KENDALL



MEDICAL



WEST



WOLFSON



PADRÓN



NORTH

# COLOR PALETTE

## COLORS

MDC has designated blue and gray as official colors, along with black. To make sure 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.

While there may be the occasional opportunity to expand the color palette or use colors outside of the core palette, this is acceptable only on a case-by-case for special occasions or retail purposes and is not intended for long-term use. Any color variation must be authorized by the College President's Office.

### PANTONE 286



### CMYK

C: 100%  
M: 80%  
Y: 0%  
K: 12%

### RGB

R: 36%  
G: 70%  
B: 142%

### HEX

#24468E

### BLACK



C: 0%  
M: 0%  
Y: 0%  
K: 100%

R: 0%  
G: 0%  
B: 0%

#2D2926

### PANTONE 431



C: 63%  
M: 45%  
Y: 34%  
K: 25%

R: 89%  
G: 107%  
B: 110%

#596B6E

### WHITE



C: 0%  
M: 0%  
Y: 0%  
K: 0%

R: 255%  
G: 255%  
B: 255%

#FFFFFF



# SPIRIT MARK AND WORDMARK USAGE

## PROPER USE

- The Sharks Spirit Mark must never appear without “MDC” and “Sharks,” i.e., the characterized shark is not to be used as a standalone mark, character, logo or illustration.
- The Sharks Wordmark must never appear without both “Miami Dade College” and “Sharks,” i.e., “Sharks” is not to be used as a standalone mark.
- The marks must not be inserted into text in place of the word “Sharks” or in place of “MDC.”
- The words “Sharks” or “Shark” must not be used in or as the names of any department, school, organization, program or initiative and may not serve as acronyms in any form (SHARKS, SHARK, S.H.A.R.K., etc.).
- No other designation such as a specific sport, team, school, department, event or program may be added to the marks unless specifically authorized by the College President’s Office.
- The marks should not be used on academic, business, official or legal communications in place of the official MDC mark or wordmark.
- The marks should never be produced in a size as to be rendered illegible. In general, the marks should never be reduced to less than 1 inch in height.
- Typeface in the marks may not be substituted or italicized.
- The marks must never be distorted in any way, i.e., cropped, stretched, squeezed, flattened, blurred, weathered, distressed, embossed, bent or warped.
- The marks must never be contained within a border or shape of any kind and no additional outlines or borders of any kind should be added.
- The original proportions, angles and scale must not be altered in any manner.
- The marks should always be placed on a solid background. However, in certain cases, with prior approval, use against photographic backgrounds may be acceptable if the marks are positioned against areas that offer sufficient contrast for legibility.
- The marks must never be combined with any other mark, logo or brand and no other graphic element or words(s) may be added to it.
- The marks must never be screened in print material or digital applications.
- The marks must never be scanned, redrawn or clipped from the Internet or from a printed source for reproduction. Second generation logos or marks will degrade the quality of the image and will alter the scale of the elements.
- Designers or desktop publishers should not attempt to re-create the marks from scratch.

## IMPROPER USE



**DO NOT** manipulate the logo colors



**DO NOT** rearrange the elements of the logo



**DO NOT** change the specified logotype



**DO NOT** change the type spacing



**DO NOT** change the logotype font



**DO NOT** distort the logo elements



**DO NOT** affiliate logo with other brands



**DO NOT** combine undesignated logo elements



**DO NOT** change the arrangement of any logotype



**DO NOT** alter the orientation of the logo



**DO NOT** overprint on the logo

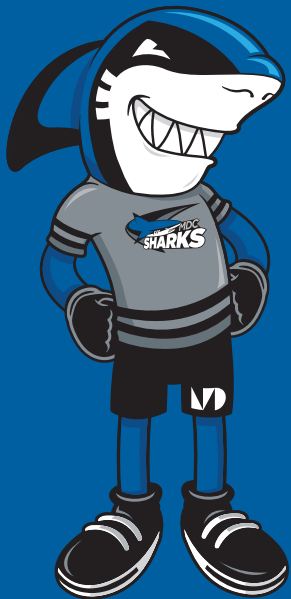


**DO NOT** change the scaling



**DO NOT** use the shark icon without the "MDC" and "Sharks" logotype

# MDC FINN MASCOT GRAPHIC (cartoon) IDENTITY GUIDE



The MDC Finn Mascot Graphic (cartoon) 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 Finn Mascot Graphic is to establish this representation of the school mascot (Sharks) as a recognizable brand of Miami Dade College.

Specific usage standards have been established for application of the Finn Mascot Graphic. These standards are provided in this design guide to address the proper use of approved graphics, colors and fonts for any application of the mark in all live-action, animated and/or static visual media including digital, print and/or apparel formats.

These usage standards should be adhered to in all College communications and marketing efforts in order to maintain the integrity of the mark.

Any attempt to utilize this mark outside the standards represented in this guide is strictly prohibited.

New technologies, delivery methods and design practices may require modification of this guide in the future.

Please contact MDC's Office of Communications regarding usage of any mark, logo or brand-related material.

The MDC Finn Mascot Graphic (cartoon) is a trademark of Miami Dade College.

## MDC FINN MASCOT GRAPHIC

### PRIMARY MARK [CARTOON]

The MDC Finn Mascot Graphic has been designed for limited use.

The MDC Finn Mascot Graphic is made up of a stylized shark illustration which includes both the Sharks primary logo and the MDC identity mark within the illustration.

When reproduced in color, the Finn Mascot Graphic should always appear in MDC's official colors: blue and gray along with black (see page 6).

- Use only approved, unaltered versions of the Finn Mascot Graphic.
- Do not remove or separate the Sharks primary logo or the MDC identity mark from the Finn Mascot Graphic.
- There may be occasion to create variations in gestures and costuming for the Finn Mascot Graphic. However, variations in the Finn Mascot Graphic may only be created by the Office of Communications and only with the express consent of the College President's Office.

This mark is an official, established brand of Miami Dade College and may not be altered in any way including typeface.

### SIZING

To ensure legibility in print media, the mark may not be reproduced in sizes less than 1 inch high. The minimum size for electronic media is 72 pixels wide.



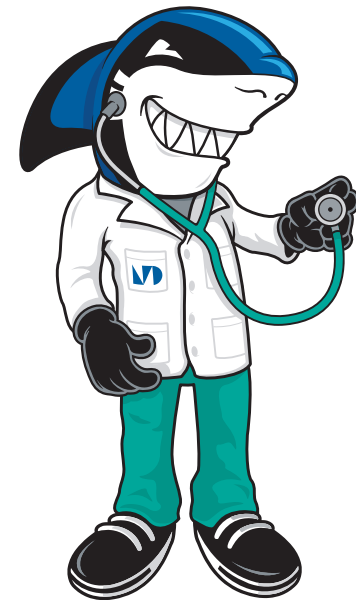
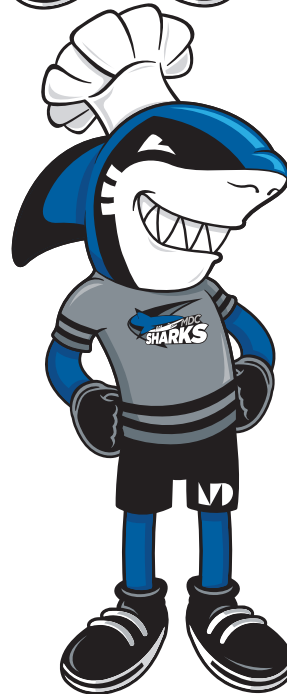
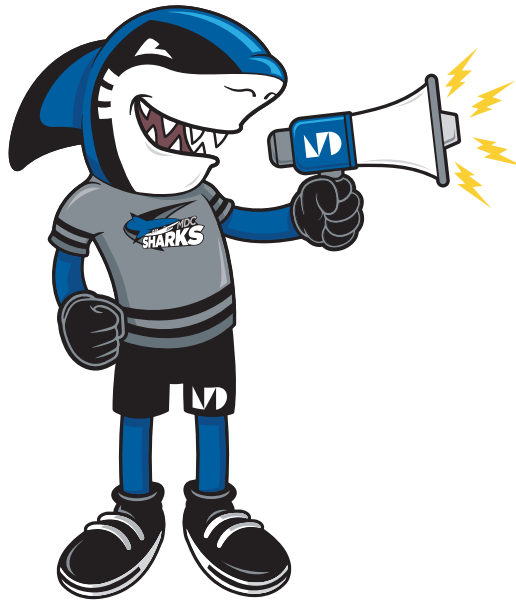
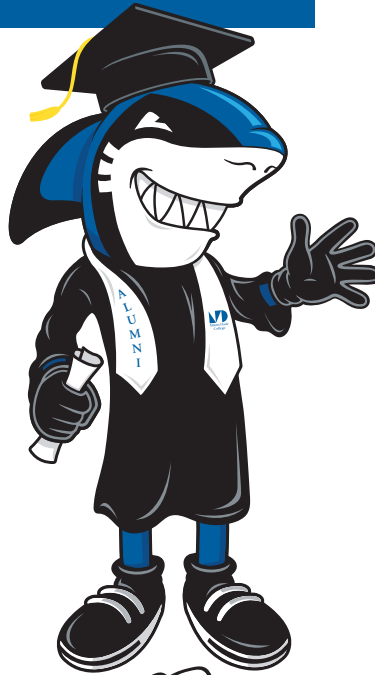
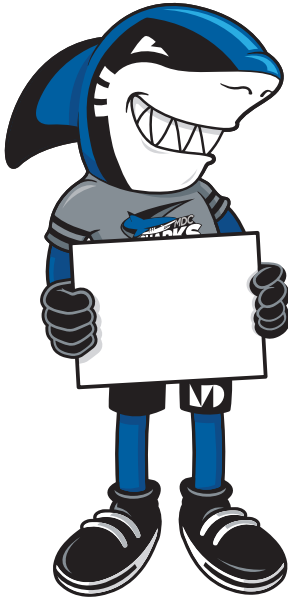
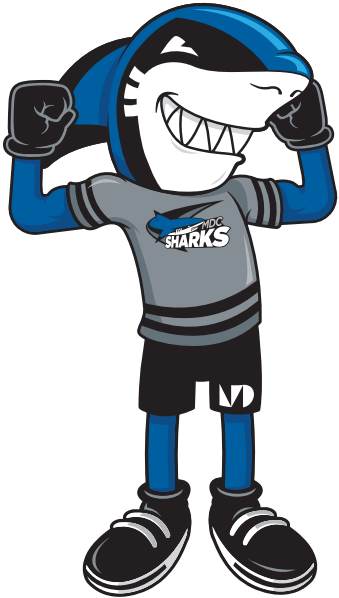
The full complement of official Finn Mascot graphic poses is available on [Portfolio](#), with new poses introduced periodically.

### PROTECTED AREA

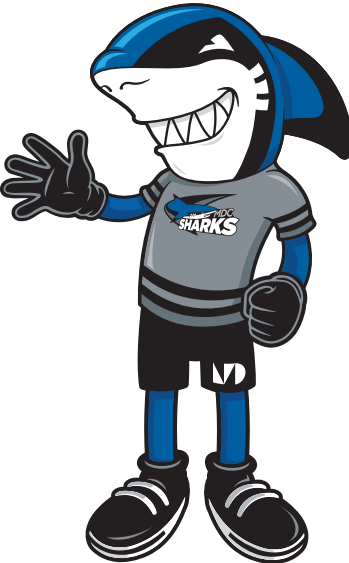
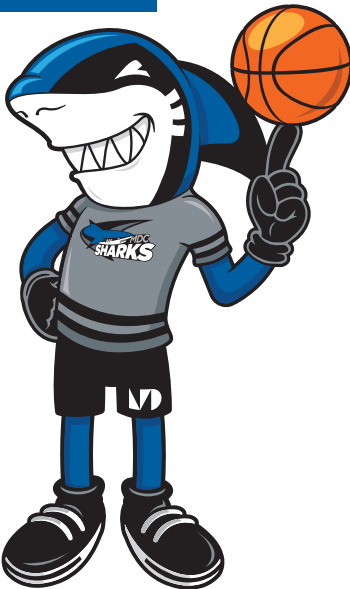
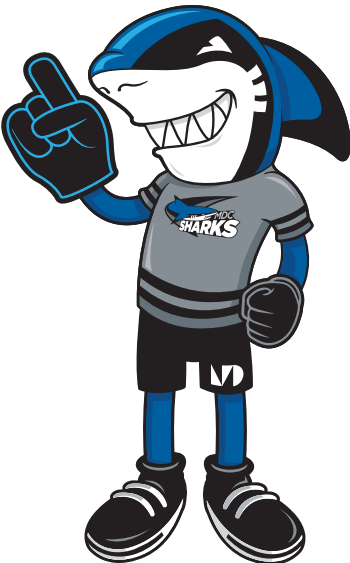
The protected area around the mark ensures that no other graphic elements interfere with the clarity and integrity of the mark. The protected area is always scaled symmetrically with the logotype. The depth of the protected area is equivalent to the height and width of the space where the dot is placed.



MDC FINN MASCOT GRAPHIC



MDC FINN MASCOT GRAPHIC



## DISPLAY TYPE

### TYPOGRAPHY

The Sharks primary logo and the MDC identity mark are incorporated directly into the design of the Finn Mascot Graphic. No variations or alterations to the MDC or Sharks typeface is acceptable.

#### ACCOMPANYING BODY AND OTHER TEXT

The Gotham typeface family is the official font of the Finn Mascot Graphic and has been selected for readability and ease of use. This font should be used whenever possible in all formats requiring text to accompany the mark. Never stretch, condense, distort or alter these typefaces in any way.

#### GENERAL TYPEFACE RECOMMENDATIONS

For body text, use simple and legible typefaces. Do not use highly characteristic display fonts for extensive text. When combining multiple typefaces on a design, avoid using typefaces that are similar. When using a decorative typeface for a header, always pair it with a simple sans-serif typeface for maximum readability. Do not stretch, condense or distort a typeface by altering the vertical or horizontal scale. Most fonts have narrow, wide or other variations within its font family to choose from.

GOTHAM, ULTRA

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

GOTHAM, ULTRA - NUMERALS

**1 2 3 4 5 6 7 8 9 0  
1 2 3 4 5 6 7 8 9 0**

GOTHAM, ULTRA - PUNCTUATION

**(.,;:@%\*%+!?-#&\$)  
(.,;:@%\*%+!?-#&\$)**

COLOR VARIANTS ON PMS 286 BLUE

**ABCDEFGHIJKLMN**OPQRSTUVWXYZ****

For use on dark backgrounds

COLOR VARIANTS ON BLACK

**ABCDEFGHIJKLMN**OPQRSTUVWXYZ****

For use on dark backgrounds

GOTHAM, MEDIUM

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

GOTHAM, MEDIUM - NUMERALS

**1 2 3 4 5 6 7 8 9 0  
1 2 3 4 5 6 7 8 9 0**

GOTHAM, MEDIUM - PUNCTUATION

**(.,;:@%\*%+!?-#&\$)  
(.,;:@%\*%+!?-#&\$)**

# COLOR PALETTE

## COLORS

MDC has designated blue and gray as official colors, along with black. To make sure 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.

While there may be the occasional opportunity to expand the color palette or use colors outside of the core palette, this is acceptable only on a case-by-case for special occasions or retail purposes and is not intended for long-term use. Any color variation must be authorized by the College President's Office.

### PANTONE 286



### CMYK

C: 100%  
M: 80%  
Y: 0%  
K: 12%

### RGB

R: 36%  
G: 70%  
B: 142%

### HEX

#24468E

### BLACK



C: 0%  
M: 0%  
Y: 0%  
K: 100%

R: 0%  
G: 0%  
B: 0%

#2D2926

### PANTONE 431



C: 63%  
M: 45%  
Y: 34%  
K: 25%

R: 89%  
G: 107%  
B: 110%

#596B6E

### WHITE



C: 0%  
M: 0%  
Y: 0%  
K: 0%

R: 255%  
G: 255%  
B: 255%

#FFFFFF



# SPIRIT MARK AND WORDMARK USAGE

## PROPER USE

- The Finn Mascot Graphic must never appear without the drawn costume or without the Sharks primary logo and the MDC identity mark appearing on the costume.
- The mark must not be inserted into text in place of the word “Sharks” or in place of “MDC.”
- The words “Sharks” or “Shark” must not be used in or as the names of any department, school, organization, program or initiative and may not serve as acronyms in any form (SHARKS, SHARK, S.H.A.R.K., etc.).
- No other designation such as a specific sport, team, school, department, event or program may be added to the mark unless specifically authorized by the College President’s Office.
- The mark should not be used on academic, business, official or legal communications in place of the official MDC mark or wordmark.
- The mark should never be produced in a size as to be rendered illegible. In general, the mark should never be reduced to less than 1 inch in height.
- Typeface in the mark may not be substituted or italicized.
- The mark must never be distorted in any way, i.e., cropped, stretched, squeezed, flattened, blurred, weathered, distressed, embossed, bent or warped.
- The mark must never be contained within a border or shape of any kind and no additional outlines or borders of any kind should be added.
- The original proportions, angles and scale must not be altered in any manner.
- The mark should always be placed on a solid background. However, in certain cases, with prior approval, use against photographic backgrounds may be acceptable if the mark is positioned against areas that offer sufficient contrast for legibility.
- The mark must never be combined with any other mark, logo or brand and no other graphic element or words(s) may be added to it.
- The mark must never be screened in print material or digital applications.
- The mark must never be scanned, redrawn or clipped from the Internet or from a printed source for reproduction. Second generation logos or marks will degrade the quality of the image and will alter the scale of the elements.
- Designers or desktop publishers should not attempt to re-create the mark from scratch.

## INTRODUCTION

# FINN PHOTO-REALISTIC MASCOT GRAPHIC IDENTITY GUIDE



The MDC Finn photo-realistic mascot graphic is a characterized 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 Finn photo-realistic mascot graphic is to establish the character of the shark mascot as a recognizable identity of the College.

Specific usage standards have been established for application of the Finn photo-realistic mascot graphic and are provided in this design guide to address the proper use of approved graphics, colors and fonts for any application of the Finn photo-realistic mascot graphic in all live-action, animated and/or static visual media including digital, print and/or apparel formats.

These standards should be adhered to in all College communications and marketing efforts in order to maintain the integrity of the Finn photo-realistic mascot graphic.

New technologies, delivery methods and design practices may require modification of these guidelines in the future.

Any attempt to utilize the Finn photo-realistic mascot graphic outside the standards represented in this guide is strictly prohibited.

Please contact MDC's Office of Communications regarding usage of any logo or brand related material.

The MDC Finn photo-realistic mascot graphic is a trademark of Miami Dade College.

## MDC FINN PHOTO-REALISTIC MASCOT

### PRIMARY GRAPHIC

The Finn “photo-realistic” mascot graphic refers to “live-action” photographs of the actual MDC Finn mascot wearing his official jersey and athletic shorts.

When reproduced in color, the Finn photo-realistic mascot graphic should always appear in Miami Dade College’s official colors: blue and gray along with black.

This Finn photo-realistic mascot graphic is an official, established mark of Miami Dade College and may not be altered in any way, including typeface.



The full complement of official photo-realistic Finn poses is available on [Portfolio](#), with new poses introduced periodically.



**ADDITIONAL COSTUMING**

The Finn photo-realistic mascot graphic has been designed for limited use. Use only approved, unaltered versions of the Finn photo-realistic mascot graphic. However, there may be occasion to create variations in gestures and costuming for the Finn photo-realistic mascot graphic. Any variations in the Finn photo-realistic mascot graphic may only be created by the Office of Communications and only with the express consent of the College President’s Office.

**SIZING**

To ensure legibility in print media, the mark may not be reproduced in sizes less than 1.5 inch high. The minimum size for electronic media is 72 pixels wide.

**PROTECTED AREA**

The protected area around the mark ensures that no other graphic elements interfere with the clarity and integrity of the mark. The protected area is always scaled symmetrically with the logotype. The depth of the protected area is equivalent to the height and width of the space where the dot is placed.







## PROPER GRAPHIC USE

The Finn photo-realistic mascot graphic may not be altered in any way, including typeface.

- Typeface in the Finn photo-realistic mascot graphic may not be substituted or italicized.
- The Finn photo-realistic mascot graphic must never be distorted, cropped, stretched, squeezed, flattened, blurred, weathered, distressed, beveled, embossed, bent or warped.
- The Finn photo-realistic mascot graphic should never be produced in a size such that it is rendered illegible. In general, the graphic should never be reduced to less than one inch in height.
- The Finn photo-realistic mascot graphic must never be contained within a border or shape of any type and no additional outlines or borders of any kind should be added.
- The angles of the Finn photo-realistic mascot graphic typeface or illustration must not be changed in any manner.
- The Finn photo-realistic mascot graphic should always be placed on a solid background. However, in certain cases with prior approval, usage against photographic backgrounds may also be acceptable. In these applications the graphic must be positioned against areas that offer sufficient contrast for legibility.
- The Finn photo-realistic mascot graphic must never be combined with any other logo and no other graphic element may be added to it.
- The Finn photo-realistic mascot graphic must not be inserted into text in place of the word “Sharks” or in place of “MDC.”
- The Finn photo-realistic mascot graphic must never be screened in print material or in a digital application.
- The Finn photo-realistic mascot graphic must never be scanned, redrawn or clipped from the Internet or from a printed source for reproduction. Second generation graphics will degrade the quality of the image and will alter the scale of the elements.
- Designers or desktop publishers should not attempt to build the Finn 3-D mascot graphic themselves.

No other designation – such as a specific sport, team, school or department, or program – may be added to the Finn photo-realistic mascot graphic unless specifically authorized by the College President’s office.

This Finn photo-realistic mascot graphic should not be used on academic, business, official or legal communications in place of the official MDC logo and wordmarks.



**Miami Dade College**  
300 N.E. Second Ave.  
Miami, FL 33132-2296

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