GRAPHICS

Please assure that college logo art is of good quality, and is used in the correct proportion (not stretched). Original logos can be obtained from our LOGOS page from the main menu, or click here:

Midland College Logos and Art

OFFICIAL MC COLORS

<table>
<thead>
<tr>
<th>COLOR</th>
<th>OFFICIAL PANTONE #</th>
<th>CYAN %</th>
<th>MAGENTA %</th>
<th>YELLOW %</th>
<th>BLACK %</th>
<th>Hexadecimal (Web)</th>
</tr>
</thead>
<tbody>
<tr>
<td>GREEN</td>
<td>357CV</td>
<td>79</td>
<td>0</td>
<td>87</td>
<td>56</td>
<td>#006300</td>
</tr>
<tr>
<td>YELLOW</td>
<td>109CV</td>
<td>0</td>
<td>9</td>
<td>94</td>
<td>0</td>
<td>#FFD100</td>
</tr>
<tr>
<td>GRAY</td>
<td>430CV</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>47</td>
<td>#919693</td>
</tr>
</tbody>
</table>

REQUIRED STATEMENTS (see both below)

Midland College REQUIRES certain statements on printed materials that it produces and distributes. One is the Equal Opportunity Statement (EOS) and the other is the Statement of Accreditation.

You can simply "copy" and "paste" the text directly from this page into your document (in Microsoft Word, paste as "unformatted text").

EQUAL OPPORTUNITY STATEMENT

There are two versions ... the long and short one. The short one should be used on all brochures produced by our campus. The long one should be used on publications which are larger in nature (complete with title), such as course schedules and catalogs.

<table>
<thead>
<tr>
<th>Short Version for ADVERTISING ONLY</th>
<th>Long Version for MOST PUBLICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midland College is an equal opportunity employer/educator.</td>
<td>Equal Opportunity Statement</td>
</tr>
</tbody>
</table>

Midland College is an equal opportunity employer/educator. No person shall be excluded from participation in, denied the benefits of, or be subject to discrimination under, any program or activity sponsored or conducted by Midland College, on any basis prohibited by applicable law, including, but not limited to race, color, age, marital status, national origin, religion, gender, disability, or status as a qualified disabled veteran or veteran of the Vietnam era.
STATEMENT OF ACCREDITATION

ENGLISH

Statement of Accreditation

Midland College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award certificates and associate and baccalaureate degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Midland College.

SPANISH

Declaración de Acreditación

Midland College es acreditado por la Commission on Colleges of the Southern Association of Colleges and Schools para otorgar títulos de licenciado y de asociado, igual que certificados. Si usted tiene preguntas sobre la acreditacion de Midland College favor de ponerse en contacto con la Commission on Colleges of the Southern Association of Colleges and Schools por la calle 1866 Southern Lane, Decatur, Georgia 30033-4097 o llamar 404-679-4500.

REVISION DATES ON FORMS & PUBLICATIONS

The Public Information and Media departments recommend that all forms and publications include a revision date. This is the best way to identify whether a form, or publication, is current or old. The revision date does not need to be obvious, but instead, just a very small, italicized date in an inconspicuous part of the publication or form. Here are a couple of examples:

revised 11/05/06 or just … 11/05/06

If you have any questions regarding the usage of these statements, contact Rebecca Bell at 685-4556.
Topics

Working with Printers

It is our department's responsibility to work with you on your design and printing needs, and we will be happy to do so! However sometimes, either due to our load, or your preference to design a brochure yourself, you may need the following information.

When ordering printing done, you should have the following readily available:

- **Quantity** of finished product desired;
- **Size of finished product** (after folding)
- **Size of paper**
- **Weight of paper**
- **Type** of paper (glossy or not)
- **Color** of paper
- **Number of colors** FOR EACH SIDE
- Whether or not the colors "BLEED" all the way to the edge of the paper
- Any special **TRIMMING** or **FOLDING** needed
- Give printer **ALL** the elements (publishing file, graphics, photos, and fonts)
- **When** you will get the copy to the printer, and when you need **delivery**;
- How you will get the "copy" to them, and whether or not it is "camera-ready", which indicates whether or not they need to compose the copy;
- What **file format** (computer program) you built the copy in.

Listed below are some printers, in alphabetical order, that either our department or the college has dealt with in the past. The printers in red type are the printers that do full color printing. All of the printers can do one and two-color printing. Our department will be more than happy to help with getting your printing bids. Certainly we are not recommending that only these printers be used, but are sharing those that we have used in the past, and therefore know and have some experience with.
### Printers:

<table>
<thead>
<tr>
<th>Printer</th>
<th>Contact</th>
<th>Address</th>
<th>Phone</th>
<th>Fax</th>
</tr>
</thead>
<tbody>
<tr>
<td>Craftsman Printer</td>
<td>Amy</td>
<td>Lubbock</td>
<td>800-880-8429</td>
<td>806-765-0860</td>
</tr>
<tr>
<td>Copy Craft (in Lubbock)</td>
<td>Jimmy Davila</td>
<td>Lubbock</td>
<td>800-794-5594</td>
<td>806-798-8190</td>
</tr>
<tr>
<td>House of Printing</td>
<td>David</td>
<td>E. Illinois Ave</td>
<td>683-1740</td>
<td>683-1390</td>
</tr>
<tr>
<td>Permian Basin Office Products</td>
<td>Randy or Ronnie</td>
<td>208 S A St</td>
<td>687-1345</td>
<td>570-7267</td>
</tr>
<tr>
<td>Qualified</td>
<td>Jack</td>
<td>2803 N Big Spring</td>
<td>683-4676</td>
<td>686-1942</td>
</tr>
<tr>
<td>Rainbow Press</td>
<td>Brenda</td>
<td>2706 W Wall</td>
<td>699-7613</td>
<td>699-1044</td>
</tr>
</tbody>
</table>

**Screen Capture** - You can capture your screen image, say for training purposes, and insert the image in Word or WordPerfect. There are two options: 1) press the PrtScn (Print Screen) key to capture the entire monitor image to your "clipboard", or 2) press ALT/PrtScn key to capture just the current window (say you have multiple windows on your screen) to your "clipboard". Then, switch over to your word processing program and PASTE (CTRL/V) the image into your document.

**Pictures (Digital versus Film)** - As a general rule of thumb, pictures for printed publications need to be 300 dpi (dots per inch) or higher. Similarly, pictures for web pages should be 72 dpi. When scanning printed pictures, it is best to go ahead and scan at 300 dpi, then downsize to 72 dpi if that is all that is needed, using a photo-editing program like Photoshop or Corel Photo-Paint. That way you still have the 300 dpi picture in case you need it for a brochure or some printed product. A film picture will always provide more versatility than a digital camera picture. However, with the increasing pixel data that cameras are now taking, depending on the size that you expect to use an image, you can get sufficient quality from digital cameras IF you resize any image in a photo-editing program to the size and pixel resolution you need PRIOR to using it.

**File Sizes** - File sizes are directly related to the resolution of images in the files. And, although it does not seem logical, it is important to know that if you double the resolution number, you quadruple the actual resolution. For example:

A 72 dpi picture sized at 3 inches by 3 inches calculates to a pixel value of (3 x 72) x (3 x 72), or 46,656 pixels.
Doubling that 72 to 144 ... a 144 dpi picture sized at 3 x 3 calculates to (3 x 144) x (3 x 144), or 186,624 pixels, which is FOUR TIMES the 72 dpi picture, not twice as much as you would first expect. The reason is because you are doubling both directions, vertically and horizontally.

So a 3-inch, 72 dpi picture is roughly 46,000 pixels, where as a 3-inch, 300 dpi picture is 810,000 pixels! The increased pixels allow you to have better resolution when printing press quality materials.

**PowerPoint** - The pixel size of a PowerPoint slide screen is 934 pixels wide, by 700 pixels tall. When an image is used in a slide, the program converts (interpolates) the image resolution to the screen resolution called for depending on the settings of the monitor (e.g. 640x480, 800x600, 1,024x768, etc.). As an example, considering that a typical monitor is 13" wide and 11" tall, having a monitor setting of 800x600 would mean that the pixels per inch across is 800/13" and the pixels tall are 600/11, so the viewed image will be in the neighborhood of 65 dpi. **So a general rule of thumb for image resolution for PowerPoint presentations is no more than 72-90 dpi.** However, PowerPoint will allow you to import a 300 dpi image, but will only use the 72 dpi or so it needs to display the image. Because the program maintains the original image file size (300 dpi), but displays it on the fly (72 dpi) ... two problems exist with using higher resolution images: 1) the program takes more time to do the resizing on the fly, which can have an effect on the flow and timing of the presentation in extreme cases, and 2) the overall file size of the PowerPoint presentation can be unnecessarily HUGE. For example, I was recently forwarded a presentation that was 103 megabytes, and which was having some display problems. After resizing the images correctly, and losing no quality in the process, the presentation was reduced to only 4 megabytes. And the display problem went away ... simply because the program did not have to "work as hard." Finally, **there is a way within PowerPoint to automatically resize the images,** without having to do it in another program ... saving lots of time. To learn how to do this, contact Media Services.

---

**Special Characters**

To type the following special characters in any program, simply hold down the ALT (Alternate) key followed by pressing the corresponding 4-digit number FROM THE NUMERIC KEYPAD not the numbers across the top! (keep holding down the ALT key until you have finished typing the number, then release the ALT key!).

To get a list of all characters, and identify how to type them, run the program "Character Map" on your PC. The program is usually accessed from the start menu under the area:
START / PROGRAMS / ACCESSORIES / SYSTEM TOOLS

There are many characters, such as other fractions, that can be copied and pasted from the "Character Map" program, even though you cannot access an ALT key sequence for them.

Here are some regularly used characters and their ALT key strokes:

<table>
<thead>
<tr>
<th>Character</th>
<th>Key Stroke</th>
<th>Character</th>
<th>Key Stroke</th>
</tr>
</thead>
<tbody>
<tr>
<td>• (bullet)</td>
<td>ALT 0183</td>
<td>¢ (cents)</td>
<td>ALT 0162</td>
</tr>
<tr>
<td>© (copyright)</td>
<td>ALT 0169</td>
<td>® (registered)</td>
<td>ALT 0174</td>
</tr>
<tr>
<td>¶ (paragraph return)</td>
<td>ALT 0182</td>
<td>½</td>
<td>ALT 0189</td>
</tr>
<tr>
<td>¼</td>
<td>ALT 0188</td>
<td>¾</td>
<td>ALT 0190</td>
</tr>
</tbody>
</table>
Official MC Colors

Printers use various names to refer to specific colors. When discussing Midland College's green and yellow colors, you should reference the following:

<table>
<thead>
<tr>
<th>Color</th>
<th>Gray scale</th>
<th>Black &amp; White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 357 CV</td>
<td>Yellow</td>
<td>Gray (the wreath on the Seal)</td>
</tr>
<tr>
<td>Pantone 109 CV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pantone 430 CV</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

High Resolution Logos / Art

In order to assure consistent usage of college logos, we have provided links to high resolution images below for your accessibility. These are high-quality, 300 dpi images in TIF format (the format preferred by printers). You can download them to your computer, and then insert them into your documents. Due to the high resolution of the images, your download time may take several seconds, and PC may seem to "pause for about 10 seconds" prior to the download starting.

Use of the MC seal or logo by an entity outside of Midland College must have approval from the Dean of Community Relations & Special Events, Rebecca Bell, rbell@midland.edu, (432) 685-4556.
To download an image to your computer:

Using MICROSOFT INTERNET EXPLORER, simply RIGHT-MOUSE-CLICK on the one you want and choose the "save TARGET as" option in the window that pops up ... then place where you want on your computer.

Using GOOGLE CHROME, simply RIGHT-MOUSE-CLICK on the one you want and choose the "save IMAGE as" option in the window that pops up ... then place where you want on your computer.

Contact Media Services at extension 4770 if problems downloading files.
Two Horizontal Lines (2 pt green and 4.5 pt yellow); Pantone 367 (green) and Pantone 107 (gold). Laurel is 40% Gray.

MC Seal is 3 colors:
- Pantone 367 (green)
- Pantone 107 (gold)
- Laurel is 40% Gray

EXAMPLE 1: building name and 2 phones

EXAMPLE 2: added cell phone

You may also use the “MC” sign.

MailChimp
www.mailchimp.com

John A. Sydico
Director of Student Services

MailChimp
John A. Sydico
Director of Student Services

1300 S.sf. Ave., Suite 310
Phone: (407) 506-6888
Fax: (407) 506-6899
johna@sydico.com

MailChimp
www.mailchimp.com

MailChimp
www.mailchimp.com

John A. Sydico
Director of Student Services

MailChimp
John A. Sydico
Director of Student Services

1300 S. sf. Ave., Suite 310
Phone: (407) 506-6888
Fax: (407) 506-6899
johna@sydico.com

Times New Roman (9 pt italic, all lower case)
Times New Roman (12 pt, mixed case with SMALL Caps)
Times New Roman (7 pt type & leading, mixed case SMALL)
Times New Roman (9 pt type & reading, mixed case SMALL; email, Dear and all lower case instead of SMALL Caps)
To download a form to your computer:

Using **MICROSOFT INTERNET EXPLORER**, simply **RIGHT-MOUSE-CLICK** on the one you want and choose the "**save TARGET as**" option in the window that pops up ... then place where you want on your computer.

Using **GOOGLE CHROME**, simply **RIGHT-MOUSE-CLICK** on the one you want and choose the "**save IMAGE as**" option in the window that pops up ... then place where you want on your computer.

*Contact Media Services at extension 4770 if problems downloading files.*

<table>
<thead>
<tr>
<th>Midland College Letterhead</th>
</tr>
</thead>
<tbody>
<tr>
<td>This is a <strong>Microsoft Word template</strong>. Save to your computer as described above. Then on your computer, double-click the file, which will launch Microsoft Word and open the file in a &quot;new document&quot; window (so that the original template is preserved).</td>
</tr>
<tr>
<td>The letterhead graphic is positioned in the background on the header/footer layer, and should pretty much stay in position unless you go into the &quot;drawing mode&quot; and move them.</td>
</tr>
<tr>
<td><strong>RIGHT-mouse-click HERE</strong> or on the image to the left and choose &quot;<strong>Save Target As ...</strong>&quot; to download the form.</td>
</tr>
</tbody>
</table>
Midland College Event Program

This is a Microsoft Word template. Save to your computer as described above. Then on your computer, double-click the file, which will launch Microsoft Word and open the file in a "new document" window (so that the original template is preserved).

RIGHT-mouse-click HERE or on the image to the left and choose "Save Target As ..." to download the form.

PHOTO CONSENT FORM:

MIDLAND COLLEGE
PHOTOGRAPHIC CONSENT AND RELEASE FORM

I hereby authorize Midland College, and those acting pursuant to its authority to:

- Record my likeness and voice on video, audio, photographic, digital electronic or any other medium;
- Use my name in connection with these recordings;
- Use, reproduce, exhibit or distribute at any exhibition (i.e. print publications, video tapes, CD-ROM, DVD) hereafter these recordings for my purposes for the College, and those acting pursuant to its authority, including promotional or advertising efforts.

I release the College and those acting pursuant to its authority from liability for any violation of any personal or proprietary right I may have in connection with such use. I understand that I surrender all ownership rights, and that all such recordings, in whatever medium, shall become the property of Midland College.

Please read and fully understand the terms of this release.

Name:
Address:
City: State: Zip Code:
Home Phone: Cell:

Signature: Date:

Signature of Parent/Guardian: Date: (if under 14 years of age)

The Photographic Consent Form and Release Form may be located on the MC INTERNET under the employee tab.
BROCHURE BRANDING:

Outside (tri-fold):

Inside:

Department of Music

Degree in Music

The Associate of Arts in Music degree provides students with the opportunity to obtain the first two years of college credits toward fulfillment of the requirements for a bachelor's degree in music at a transfer institution of their choice. Students must audition for admission to this degree program.

Scholarships

Ouverture scholarships are available to both transfer majors and non-transfer majors who participate in voice, orchestra, and jazz band. Majors are also available to students who do not major in music.

All-Starry School

MC provides students with the very best in pre-college musical training, all designed by the Music Dept. The All-Starry School is one of only four community colleges in the nation to be designated "All-Starry School of Music."

Music Technology

MC's Department of Music is dedicated to providing students with cutting-edge technology and for instruction necessary to ensure that they remain competitive in the technology-oriented musical world of the 21st century. Established in 1998, the Music Technology & Creativity (MTC) is a fully integrated facility for students offering seminars in technology and housing facility specially designed for students excel in music courses.

MC Jazz Band

The MC Jazz Band is under the direction of Mr. Robert Ehrlich. The band rehearse Tuesday and Thursday, 11:00 am - 12:30 pm, and perform several major concerts per year. Membership is open to all MC students. A limited number of band scholarships are available to qualifying students. Further information is available by calling Mr. Ehrlich at (432) 636-5841, by emailing jeffrey@midland-tx.edu.

MC Choir

The MC Choir is under the direction of Mr. Brett Buckle. The choir rehearses Monday through Thursday, 12:30 - 1:30 pm, and performs several major concerts per year. Membership is open to all MC students. Further information is available by calling Mr. Buckle at (432) 636-5841, by emailing jeffrey@midland-tx.edu.

MC Orchestra

The MC Orchestra is under the direction of Mr. Robert Ehrlich. The band rehearse Monday and Wednesday, 1:00 - 2:00 pm, and perform several major concerts per year. Membership is open to all MC students. A limited number of band scholarships are available to qualifying students. Further information is available by calling Mr. Ehrlich at (432) 636-5841, or emailing jeffrey@midland-tx.edu.

Private Instruction

MC offers private instruction in voice, piano, guitar, and band. Further information is available by contacting a music faculty member below.

Stress-Free Auditions

Flute/woodwind, strings, percussion, guitar

Mr. Robert Ehrlich
Assistant Professor of Instrumental Studies
(432) 636-5841 / robert.ehrlich@midland-tx.edu

Piano

Dr. Nicholas Tolderich
Assistant Professor of Fine Studies
(432) 636-5841 / tolderich@midland-tx.edu

Vocal

Dr. Michael Sadowski
Professor of Vocal Studies
(432) 636-5841 / michals@midland-tx.edu

Choir

Mr. Brett Buckle
Assistant Professor of Choral Studies
(432) 636-5841 / brett.buckle@midland-tx.edu
QUICK RESPONSE CODES (QR):

These QR codes allow anyone to scan using any smart phone scanning app to quickly be linked to the MC catalog, or the MC Website:

Catalog Interactive App:

![QR Code](qr_code_1.png)

Midland College Website (Homepage):

![QR Code](qr_code_2.png)