The Mind Trekkers logo is a fun, bright mark designed to excite and inspire younger viewers. It is a full knockout logo which can be placed on a variety of substrates and within digital applications.
The Independent Mind Trekkers logo should be used only when absolutely necessary. Embroidery applications where readability is compromised due to equipment limitations for example. If the independent brandmark is used, the official Michigan Tech logo must be used somewhere else within the document, garment, etc.
The horizontal Mind Trekkers logo is designed for use in applications where vertical real estate is limited. Stationary systems, web applications etc. This mark should be the second choice to the full Mind Trekkers logo.
The Monotone Brandmark can be used for black and white printing (Black) and for placement over images (White or Black) pending background colors.
Brand Elements

The footprints and the atomic head are the main branding elements of Mind Trekkers. Use them when you need to add a splash of color or want to help reinforce brand messaging without using the full logo. They can be knocked down to grayscale and used as a background texture. They can also be scaled up or down as long as ratios are kept consistent. Have fun and use them liberally.
Facebook Wall Option
Questions?

Please contact:

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