Company name references in written format are very important to uphold brand recognition, whether it be for internal or external communication.

Important REMINDERS:

Abbreviations of our name should not be used *externally*, including Mid-Continent and MCIA.

The abbreviation MCICO is only acceptable when used within legal documents in reference to our full legal name:
Mid-Continent Instrument Co., Inc.

A registration symbol (®) is used with the company logo mark but should NOT be used when the company name is referenced in written format.

EXTERNAL REFERENCES

Accepted

Mid-Continent Instruments and Avionics is an industry leader in the overhaul, exchange, repair, design, and manufacturing of aircraft instruments, avionics and power solutions.

Not Accepted

Mid-Continent Instruments & Avionics is an industry leader in the overhaul, exchange, repair, design, and manufacturing of aircraft instruments, avionics and power solutions.

Mid-Continent Instruments + Avionics is an industry leader in the overhaul, exchange, repair, design, and manufacturing of aircraft instruments, avionics and power solutions.

Mid-Continent is an industry leader in the overhaul, exchange, repair, design, and manufacturing of aircraft instruments, avionics and power solutions.

MCIA is an industry leader in the overhaul, exchange, repair, design, and manufacturing of aircraft instruments, avionics and power solutions.

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INTERNAL REFERENCES

Accepted	Not Accepted
MCIA will recognize Monday, December 24 as an official company holiday.	MCI&A will recognize Monday, December 24 as an official company holiday.
Mid-Continent will recognize Monday, December 24 as an official company holiday.	MCI+A will recognize Monday, December 24 as an official company holiday.
	MCI will recognize Monday, December 24 as an official company holiday.
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