Monroe Community College

STATE UNIVERSITY OF NEW YORK

Brand Guidelines

Revised March 2022

Inspiring every day.

TABLE OF CONTENTS

*The Monroe Community College Brand Guide is a roadmap for expressing the MCC visual identity that supports all those involved in college communications. Understanding and observing the design standards presented in this publication is the foundation for sending a consistent and strong expression of our character to all of our audiences. However, Marketing, Web and Social Media recognizes that there may be circumstances requiring variation from specific branding standards. Please contact Marketing, Web and Social Media for guidance and assistance when a project calls for flexibility in graphic treatment. Call **292-3012** or email **marketingandweb@monroecc.edu**.*

Why is the MCC brand so important?

Because it's how people see us. How they feel about us. And, ultimately, it's why they'll choose us. From our name and logo to the colors and language we use—it all matters. Using the guidelines outlined in this book is important. It ensures we send a consistent message to our audiences. And, in turn, it builds our brand.

Inspiring every day.

Our tagline is a simple and hardworking three-word phrase. The word "inspiring" describes MCC while it also expresses what we do, making it all the more memorable. It expresses that our faculty and staff inspire students to be great every day. It conveys that our students' abilities, and accomplishments continually inspire us. Finally, it describes MCC as the place it truly is: an inspiring college that creates remarkable success stories.

BRAND DEFINITION

At MCC, our dynamic learning environment, excellent academics, and innovative approach empower diverse learners to follow personal paths toward achievable results. Guided by exceptional professors and staff, we inspire successful outcomes – making MCC a catalyst for economic development, an important asset to New York state, and a source of pride for all.

BRAND PERSONALITY

Innovative	Welcoming
Bold	Nurturing
Confident	Connected
Proud	Professional

BRAND TAGLINE

Inspiring every day.

COLOR PALETTE

MCC's colors are gold and black.

MCC's primary brand colors are gold, gray, black, and white. This is the preferred design palette for all college communications.

The chart at right shows recommended matching values for print and electronic color models.

A secondary color palette has been developed as a guide in selecting complementing colors in instances where an accent color would be useful*.

A reference guide is available that contains color samples, specifications and usage guidelines for the extended palette. Please contact the Marketing, Web and Social Media Department to request a copy.

*Colors intended to represent each of the academic Schools @ MCC have also been drawn from this palette. Care should be taken when designing with colors from the extended palette so as not to inadvertantly suggest a relationship with any of the school divisions. Contact Marketing for guidance.

The initial reference point of each of the colors in the MCC palette has been based on a PANTONE® Coated Solid Ink color. Color match values provided are recommendations by PANTONE, Inc.

PRIMARY COLORS

	Gold	Gray	Black	White
Coated:	PMS 117C	PMS COOL GRAY 8C	BLACK	WHITE
Uncoated:	PMS 110U	PMS COOL GRAY 8U	BLACK	WHITE
CMYK:	C6 M27 Y100 K12	C0 M0 Y0 K60	C0 M0 Y0 K100	C0 M0 Y0 K0
sRGB:	R201 G151 B0	R136 G139 B141	R0 G0 B0	R255 G255 B255
HEX:	C99700	888B8D	000000	FFFFFF
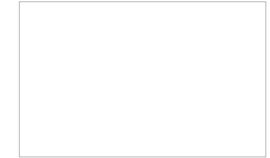
Components

The primary graphic element used to identify the college is the logo. The MCC logo is a combination of specific graphic elements that should be consistently used to identify the college on all internal and external communications.

The college logo consists of three elements: The **Shield**, a graphic symbol always associated with the college; The **Wordmark** "Monroe Community College"; and the **Partnership Identifier** "State University of New York." These components are shown in the illustration to the right.

LOGO ELEMENTS

SHIELD

WORDMARK

PARTNERSHIP IDENTIFIER

The **Shield** is the main graphic element of the logo and should appear on every college communication. However, it is not intended to be used as the sole element representing the college in any setting. As a component of the MCC college logo, it is used with the Wordmark and the Partnership Identifier. As a component of any complementary mark, it appears with the department or unit name along with the college identifier "Monroe Community College."

The **Wordmark** is the typographic art used to name the college. It should always be used in association with the Shield and Partnership Identifier in one of the approved configurations. Always use the provided artwork for the full logo. Never typeset the Wordmark.

The **Partnership Identifier** designates our relationship with SUNY, a renowned and respected higher education organization. This connection is a vital differentiator for the college in attracting students, including online learners and students from outside Monroe County. It should always appear as part of the MCC logo.

LOGO

Approved Configurations

There are three approved configurations of the logo: The **Horizontal Logo**, the **Centered Logo** and the **Left-Aligned Logo**. The graphic elements of the logo should not be arranged in any other way.

Always use approved artwork when reproducing the MCC logo. Do not re-draw or typeset any of the logo components.

To download the approved versions of the logo, visit the brand toolkit on the MCC website at: www.monroecc.edu/depts/brand-toolkit.

LOGO CONFIGURATIONS

Monroe Community College
STATE UNIVERSITY OF NEW YORK

Horizontal Logo

Monroe Community College
STATE UNIVERSITY OF NEW YORK

Centered Logo

Monroe Community College
STATE UNIVERSITY OF NEW YORK
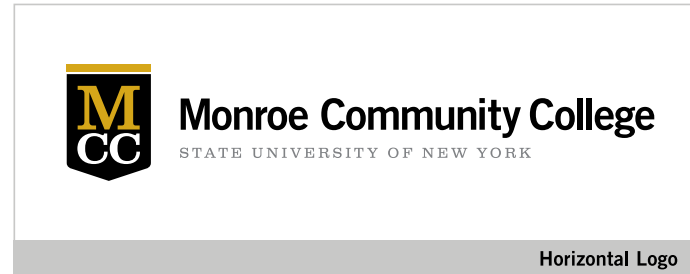
Left-Aligned Logo

Treatment of the Shield

The Shield element within the MCC Logo is not to be used by itself or treated as a separate piece of artwork. It must always be associated with the Wordmark and Partnership Identifier in one of the three accepted logo configurations (see page 6).

Do not combine the Shield graphic with other logos, graphics, headlines, slogans, or text.

Not Permitted
Shield with another logo.

Not Permitted
Shield with other wording.

Not Permitted
Shield alone.

Not Permitted
Shield with college wordmark replaced by any alternate artwork or copy in any other font.

Not Permitted
Shield as part of another piece of art.

Minimum Size and Clear Space

To maintain the logo's legibility, the Wordmark "Monroe Community College" should never be reduced below an 11 point type size.

Minimum width, height and shield height for each of the configurations of the logo are shown in the illustration at right.

The logo's visual impact is maximized by allowing a generous clear space around the mark. Other visual elements should not intrude into the rectangle around the logo defined by the distance of the height of the letter "M" inside the Shield

MINIMUM SIZES

Reproduction in Color

It is preferred that the color version of the MCC logo appear on either a white or a black background.

When appearing on a white field, the logo can be rendered either in three colors (black, gold, gray), or two colors (black, gold). The color breaks are shown at right.

When appearing on a black field, the logo is rendered in two colors (white, gold) using a specially drawn outline version of the Shield graphic. The color breaks are shown at right.

The color logo may be presented on a light-color field if there is sufficient contrast between the background and the black in the logo. To reduce the chance of color discordance in these situations, it is recommended that the black and white version of the logo be employed. Here, the letters "MCC" within the Shield always reverse to white.

The logo should not be placed over a photograph or patterned background without review and approval by the Marketing, Web and Social Media Department.

ON A WHITE BACKGROUND

PMS 117 GOLD
PMS 117 GOLD
WHITE
BLACK

BLACK

Monroe Community College
STATE UNIVERSITY OF NEW YORK

GRAY (BLACK FOR 2/C)

ON A BLACK BACKGROUND

PMS 117 GOLD
PMS 117 GOLD
WHITE

WHITE

Monroe Community College
STATE UNIVERSITY OF NEW YORK

WHITE

ON A LIGHT COLOR BACKGROUND

BLACK
WHITE
WHITE
BLACK

BLACK

Monroe Community College
STATE UNIVERSITY OF NEW YORK

BLACK

LOGO

Reproduction in Black/Grayscale

The gold color areas in the MCC logo should never be substituted with a screen of gray. Always use the black and white or the white outline versions of the logo when printing in black and white.

When appearing on a white background, the logo should be rendered in one color (black). Color breaks are shown at right.

When appearing on a black background, the logo should be rendered in one color (white) using a specially drawn outline version of the Shield graphic. The color breaks are shown at right.

The black and white logo may be presented on a light gray field where there is sufficient contrast between the background and the black in the logo. In cases like this, the letters "MCC" within the Shield always reverse to white.

On a dark gray field the one-color white logo with the outline Shield should be used.

Color breaks for the logo on light and dark gray are shown at right.
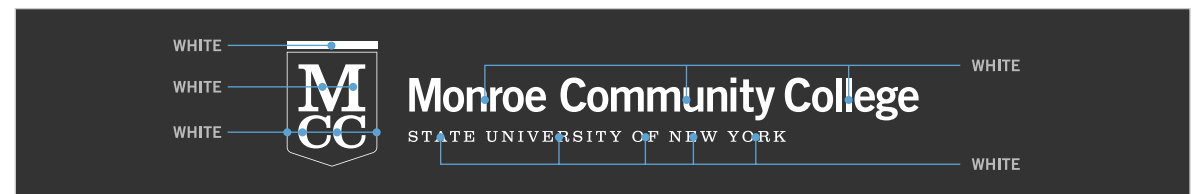
ON A WHITE BACKGROUND

ON A BLACK BACKGROUND

ON A LIGHT GRAY BACKGROUND

ON A DARK GRAY BACKGROUND

LOGO

One-Color Imprinting

At times, because of print production limitations or issues of cost-efficiency, using a one-color logo in a design offers the best solution. This will often be the case when ordering apparel or premium items.

In these instances, it may be permissible to use a one-color logo. On a light or medium-color background, the black-only version of the logo is used. On a dark background, the white-only **outline** version of the logo is used (the shield should not be solid white in any instance).

In no case should a one-color MCC logo be printed in any color but black or white, regardless of the background color.

To ensure alignment with brand guidelines, all printed pieces, signage, apparel and premium items using a single color logo must be submitted to the Marketing, Web and Social Media Department for review and approval before production.

ON A LIGHT COLOR BACKGROUND

BLACK
BLACK
BLACK
BLACK

MCC
Monroe Community College
STATE UNIVERSITY OF NEW YORK

ON A MEDIUM COLOR BACKGROUND

BLACK
BLACK
BLACK
BLACK

MCC
Monroe Community College
STATE UNIVERSITY OF NEW YORK

ON A DARK COLOR BACKGROUND

WHITE
WHITE
WHITE
WHITE
WHITE

MCC
Monroe Community College
STATE UNIVERSITY OF NEW YORK

COMPLEMENTARY LOGOS

While use of the primary MCC logo is preferred for external communications, the creation and use of a complementary mark for any existing or new department, division, or program is allowed. A consistent visual approach when presenting individual college units is a vital ingredient in building and maintaining the MCC brand.

Complementary Logos are only intended to be used as group identifiers within the college community. When a communication is aimed at an external audience or an imprinted product is intended for general distribution, the primary MCC logo should always be used.

Please contact Printing Services for help in creating complementary logos according to existing brand guidelines. Some examples are shown at right.

ONE-LINE DEPARTMENT NAME

TWO-LINE DEPARTMENT NAME

The MCC tagline is a memorable phrase that evokes the spirit of our brand for our audiences. It's an important tool for conveying the personality of the college. It should be used as part of the college's signature in all marketing materials.

The three official color variations of the tagline are shown here.

When presenting the tagline, use one of the art files provided in the brand toolkit rather than typesetting the line.

The tagline should be used in the vicinity of the logo. Placement of the tag is subjective, depending on the attributes of the particular signature design. Please contact the Marketing, Web and Social Media Department for assistance.

Inspiring every day.

Gray

Inspiring every day.

Black
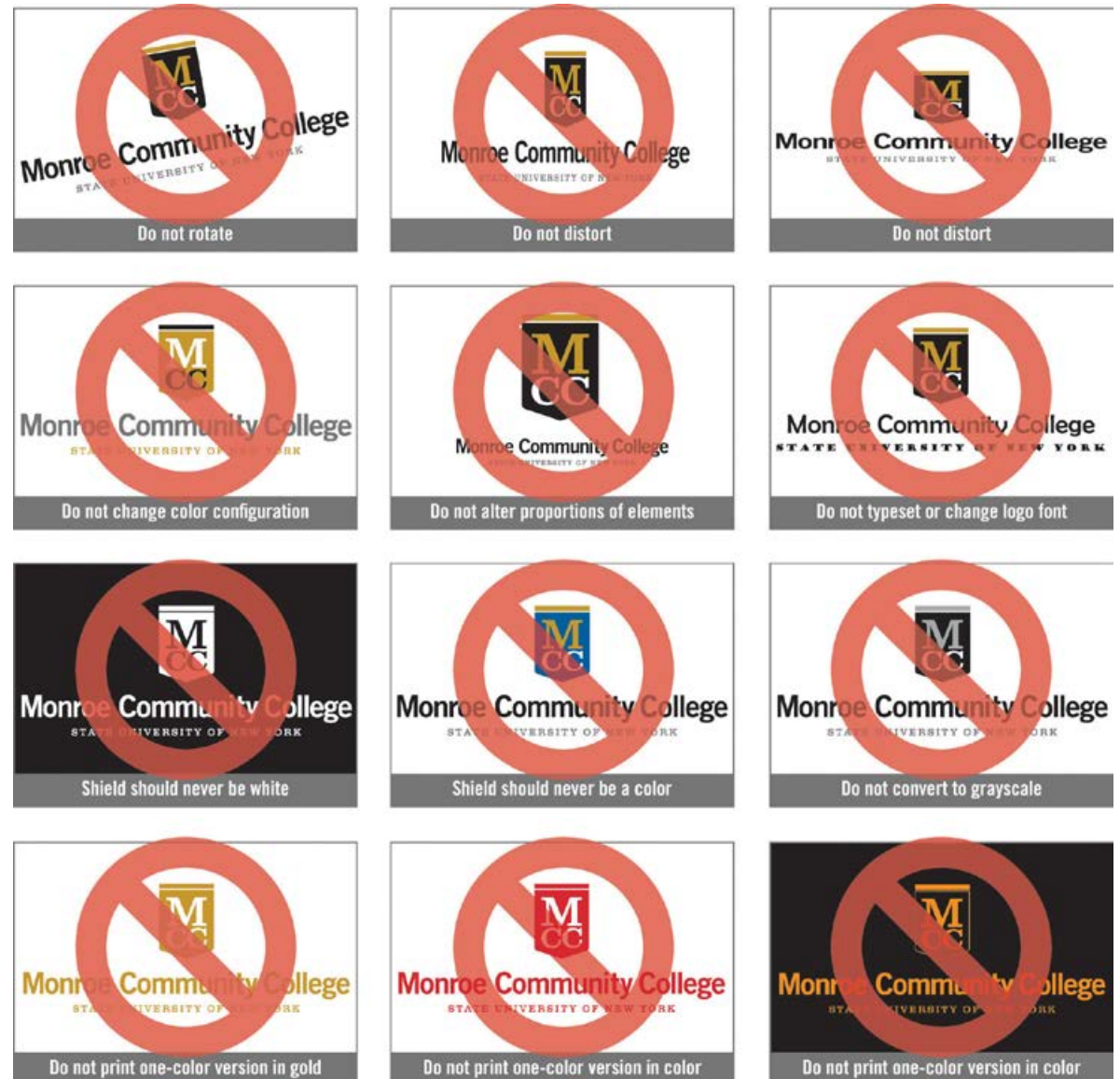
Inspiring every day.

White

IMPROPER LOGO USE

Presenting the college logo consistently is an essential element in maintaining our brand image. Distorting, altering, or obscuring the logo diminishes the impact and effectiveness of the mark.

At right are shown some examples of improper use of the MCC logo.

Do not use the logo as a basis for any new or derivative mark. Adding graphics behind or next to the logo is not permitted.

If you plan to place the logo on a vivid color or on a photograph, please submit your layout to the Marketing, Web and Social Media Department for review before final production.

Do not rotate

Do not distort

Do not distort

Do not change color configuration

Do not alter proportions of elements

Do not typeset or change logo font

Shield should never be white

Shield should never be a color

Do not convert to grayscale

Do not print one-color version in gold

Do not print one-color version in color

Do not print one-color version in color

CO-BRANDING

The MCC Logo will sometimes need to be presented along with the marks of other enterprises.

When the MCC mark is associated with one or more other logos, try to position the logos as far apart as possible, given the layout space. Try to size each so that every piece of artwork has approximately the same visual weight or a visual impact commensurate with the partnership that's represented.

When using the MCC logo with other logos, please consult with the Marketing, Web and Social Media Department.

COLLEGE SEAL

The College Seal is intended for use in scholarly materials and settings and functions as a validation symbol. It is not a branding device. Its application is appropriate in the following instances:

• Formal college documents – diplomas, transcripts, certificates, legal documents and contracts.

• Communications from the Office of the President.

• Official displays—on the face of lecterns, for designated signage and as a motif incorporated into architectural elements.

• Items approved for sale in the MCC bookstores.

In the rare event you believe you need to use the College Seal, please contact the Marketing, Web and Social Media Department for guidelines and approval.

TYPOGRAPHY

Serif Fonts

An important part of the MCC visual style is the use of brand-approved typography. Serif and sans-serif fonts have been chosen to harmonize with the look and feel developed for the college and should be used consistently in all designs.

Recommended serif fonts for MCC collaterals are: **Clarendon LT Std**, **Century Schoolbook**, and **Times New Roman**.

Clarendon LT Std is regarded as a display font and should be used for headlines and subheads.

Century Schoolbook should be used for body copy. Times New Roman may be substituted, if preferred. Do not use both Century Schoolbook *and* Times New Roman in the same document.

USES: HEADLINES, SUBHEADS

Clarendon LT Std Light	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
Clarendon LT Std Roman	**abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**
Clarendon LT Std Bold	**abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

USE: BODY COPY

Century Schoolbook Regular	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
Century Schoolbook Italic	*abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890*
Century Schoolbook Bold	**abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**
Century Schoolbook Bold Italic	***abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890***

USE: BODY COPY

Times New Roman Regular	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
Times New Roman Italic	*abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890*
Times New Roman Bold	**abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**
Times New Roman Bold Italic	***abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890***

TYPOGRAPHY

Sans-Serif Fonts

An important part of the MCC visual style is the use of brand-approved typography. Serif and sans-serif fonts have been chosen to harmonize with the look and feel developed for the college and should be used consistently in all designs.

Recommended sans-serif fonts for MCC collaterals are: **Trade Gothic LT Std** and **Arial**.

Trade Gothic is the preferred brand font and can be used for subheads and body copy. The Arial font may be substituted if Trade Gothic is not available. Do not use both Trade Gothic *and* Arial in the same document.

USES: HEADLINES, SUBHEADS, BODY COPY

Trade Gothic LT Std
Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Trade Gothic LT Std
Light Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Trade Gothic LT Std
Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Trade Gothic LT Std
Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Trade Gothic LT Std
Bold No. 2
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Trade Gothic LT Std
Bold No. 2 Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

USE: HEADLINES, SUBHEADS, BODY COPY

Arial
Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Arial
Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Arial
Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Arial
Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

GRAPHIC PATTERN

A unique graphic pattern (the "honeycomb") has been developed as a supplemental design resource for branded communications. This graphic pattern should only be used by design professionals due to the complexity of production involved.

When the pattern is used with the MCC Shield, the size of the shapes within the pattern should be the same size as the MCC Shield. When positioned over a photograph, the pattern is white with a 25% opacity. When used as a pattern over white, the honeycomb is printed as 20% black.

Please contact the Marketing, Web and Social Media Department or Printing Services for assistance if you would like to apply the honeycomb design in a project.

Honeycomb is 20% black when printed on white. Images may appear within Shield shapes.

Honeycomb is white with 25% opacity when used over photographs.

Shapes in pattern are always the same size as the MCC Shield.

STATIONERY

College Letterhead Template

Consistently using college-approved stationery is an important part of the effort to maintain the brand identity of the school. Printing Services can provide you with pre-printed letterhead and envelopes or with Microsoft® Word templates reflecting specific letterhead configurations. Please do not attempt to create your own digital letterhead or other stationery products.

Color and black and white versions of college letterhead are available. When printing on a color printer, please use a color version of the letterhead. When printing on a black and white or grayscale printer, please use a black and white version of the letterhead.

Information about obtaining MCC letterhead from Printing Services is available in the brand toolkit on the MCC website at: www.monroecc.edu/depts/brand-toolkit/resources-templates/.

College Letterhead Color Version

• Color horizontal MCC Logo appears at top left of letterhead.

• College values are listed in the top right corner of the letterhead.

• Footer may be personalized with phone number and email address for individual employee or department.

• Use Century Schoolbook or Times New Roman for correspondence text.

College Letterhead Black and White Version

• Black and white horizontal MCC Logo appears at top left of letterhead.

• College values are listed in the top right corner of the letterhead.

• Footer may be personalized with phone number and email address for individual employee or department.

• Use Century Schoolbook or Times New Roman for correspondence text.

STATIONERY

**College Letterhead Template –
Personalized**

Consistently using college-approved
stationery is an important part of the effort
to maintain the brand identity of the school.
Printing Services can provide you with a
personalized version of the college stationery
as a Microsoft® Word template. Please
do not attempt to create your own digital
letterhead or other stationery products.

Color and black and white versions are
available. When printing on a color printer,
please use a color version of the letterhead.
When printing on a black and white or
grayscale printer, please use a black and
white version of the letterhead.

**Information about obtaining MCC letterhead
from Printing Services is available in the
brand toolkit on the MCC website at:
www.monroecc.edu/depts/brand-toolkit/resources-templates/.**

Personalized College Letterhead Color Version

- Color horizontal MCC Logo appears at top left of letterhead.
- College values are listed in the top right corner of the letterhead.
- Name and title appear beneath the logo.
- Footer may be personalized with phone number and email address for individual employee or department.
- Use Century Schoolbook or Times New Roman for correspondence text.

Personalized College Letterhead Black and White Version

- Black and white horizontal MCC Logo appears at top left of letterhead.
- College values are listed in the top right corner of the letterhead.
- Name and title appear beneath the logo.
- Footer may be personalized with phone number and email address for individual employee or department.
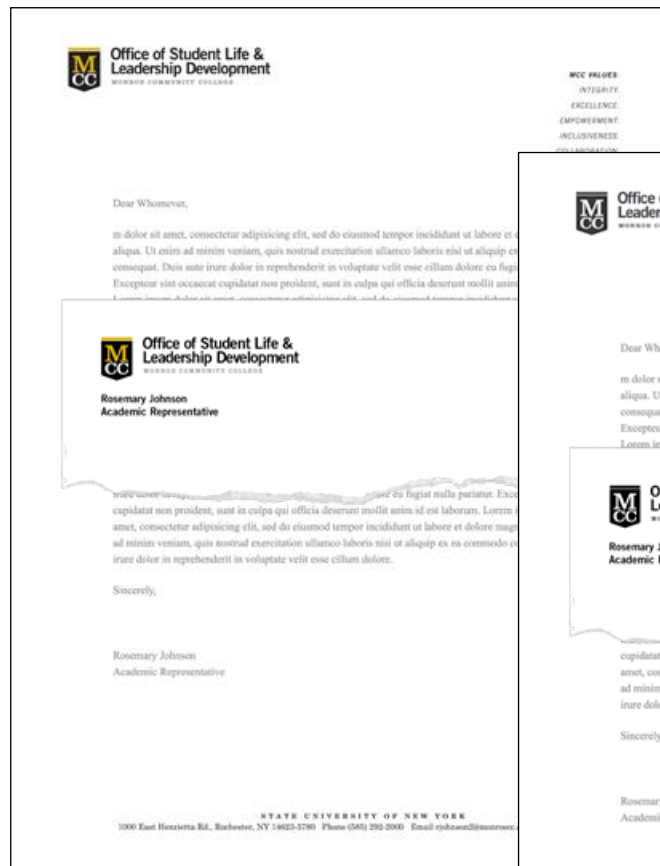- Use Century Schoolbook or Times New Roman for correspondence text.

**Complementary Logo
Letterhead Template**

Any department, division, or program that has a Complementary Logo may also use a specific letterhead with that mark. Printing Services can provide your particular area with pre-printed black and white letterhead or with Microsoft® Word letterhead templates. Please do not attempt to create your own digital letterhead or other stationery products.

Pre-printed complementary Logo letterhead cannot be personalized with names and titles in the header. Footers may be personalized for individual departments or areas.

Word letterhead templates may be personalized with names and titles in the header, as well as with personalized information in the footer.

Color and black and white versions of the templates are available. When printing on a color printer, please use a color version of the letterhead. When printing on a black and white or grayscale printer, please use a black and white version of the letterhead.

Information about obtaining MCC letterhead from Printing Services is available in the brand toolkit on the MCC website at: www.monroecc.edu/depts/brand-toolkit/resources-templates/.

Complementary Logo Letterhead Color

- Color Complementary Logo appears at top left of letterhead.
- Footer must contain the Partnership Identifier: "State University of New York."
- College values are listed in the top right corner of the letterhead.
- Footer may be personalized for department or area.
- Use Century Schoolbook or Times New Roman for correspondence text.
- Personalized versions of Complementary letterhead created as Word templates should follow inset sample above.

Complementary Logo Letterhead Black and White

- Black and white Complementary Logo appears at top left of letterhead.
- Footer must contain the Partnership Identifier: "State University of New York."
- College values are listed in the top right corner of the letterhead.
- Footer may be personalized for department or area.
- Use Century Schoolbook or Times New Roman for correspondence text.
- Personalized versions of Complementary letterhead created as Word templates should follow inset sample above.

Complementary Logo
Memo Template

Any department, division, or program
that has a Complementary Logo may also
develop a memo template. Printing Services
can provide your particular area with
Microsoft® Word templates developed to
your specifications. Please do not attempt
to create your own digital memo or other
stationery products.

Memo templates may also include
personalized departmental information in
the footer. They are only offered in black and
white versions.

**Information about obtaining MCC letterhead
from Printing Services is available in the
brand toolkit on the MCC website at:
www.monroecc.edu/depts/brand-toolkit/resources-templates/.**

Complementary Logo Memo Black and White

• Black and white Complementary Logo appears at top left of memo.
• Footer must contain the Partnership Identifier: "State University of New York."
• College values are listed in the top right corner of the memo template.
• Footer may be personalized for department or area.
• Use Century Schoolbook or Times New Roman for correspondence text.

Envelopes

Pre-printed envelopes in many sizes are available through Printing Services and only come in black and white. Addresses and unit names may be customized. The address design seen at right is applied to all envelope sizes.

Business Cards

College business cards are ordered from Printing Services through an online ordering system and follow the layout shown at right. Name, title, department and address customizations are available according to the options available in the online ordering portal.

The online order form for MCC Business Cards can be accessed at: www.monroecc.edu/depts/brand-toolkit/resources-templates/.

Monroe Community College
1000 East Henrietta Road
Rochester, New York 14623
MARKETING AND COMMUNITY RELATIONS

Monroe Community College
Downtown Campus
321 State Street
Rochester, New York 14608
ACADEMIC SERVICES

Envelopes

ROSEMARY JOHNSON
Academic Representative
College Outreach Center

Monroe Community College
STATE UNIVERSITY OF NEW YORK

1000 East Henrietta Rd., Rochester, NY 14623-5780
Phone (585) 292-0000   *Fax* (585) 000-0000
Email rjohnson2@monroecc.edu
www.monroecc.edu

Inspiring every day.

Business Cards