McLennan Community College

BRAND STANDARDS

USING THE McLENNAN COMMUNITY COLLEGE SEAL

The McLennan Community College Seal

• The McLennan Community College seal is the formal identifier for the school. It is designed for official use of the school and not as a logo.

• The McLennan Community College seal should not be altered in any way and should always be at least 1.25 inches in size.

• The seal is strictly used by the President's Office and for graduation events.

• The seal should not be used for stationery, business cards, re-sale items, ads (print, web, television, digital, billboards, etc.), signage, and any other non-approved materials.

• The Latin "Hoc Majorum Virtus" is the Gaelic MacClennan family motto meaning: "This is the valour of my ancestors."
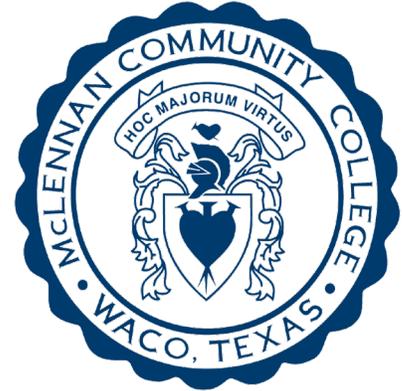
OFFICIAL McLENNAN COMMUNITY COLLEGE COLORS

Primary Identity Colors

- Consistent use of color is necessary to project a unified brand identity.

- The colors on the right are the official colors for McLennan Community College: orange and blue.

- For print applications, indicate the Pantone® color or CMYK equivalent.

- For computer applications, utilize the RGB equivalent.

Pantone® Orange 021 C
C0 M65 Y100 K0
R255 G82 B0 (HEX #FF6600)

Pantone® 541 C
C100 M78 Y32 K33
R0 G60 B113 (HEX #003366)

Black

White

Secondary Identity Colors

- The colors on the right can be used to complement the official orange and blue of McLennan Community College.

- These colors should never be used by themselves to represent the school and must always be paired with at least one primary color.

C100 M78 Y32 K65
R0 G27 B59 (HEX #001B3B)

C15 M2 Y4 K0
R214 G232 B238 (HEX #D6E8EE)

C4 M9 Y79 K0
R249 G221 B86 (HEX #F9DD56)

C1 M99 Y1 K0
R236 G0 B140 (HEX #EC008C)

C82 M30 Y27 K1
R0 G141 B167 (HEX #008DA7)

C29 M26 Y0 K0
R179 G179 B218 (HEX #B3B3DA)
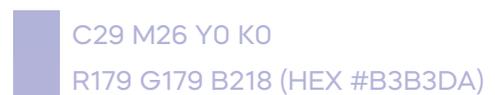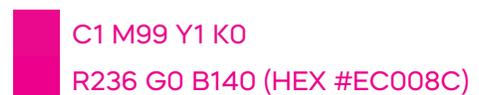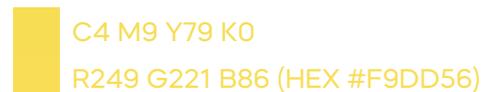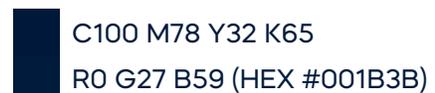
USING OFFICIAL COLORS

Color Variations

- Only use the McLennan Community College colors. The logo should only be presented in blue, orange, white, or black.

One Color and Reverse Variations

- Whenever possible, the McLennan Community College logo should be presented in blue.

- The logo may be presented in orange with approval from the Office of Marketing & Communications.

- When full color usage is not possible, the logo should be used in black for light backgrounds or white for dark backgrounds.

LOGO VARIATIONS

Official Logo

Logo Variations

- The horizontal version of the logo can be used interchangeably when needed.

- Official color standards apply.

- The 'heart' of the logo can be changed to the official McLennan Community College orange in very limited use. This variation may only be used with permission from the Office of Marketing & Communications.

LOGO VARIATIONS

Campus Division and Office Logos

- Official logo standards apply.

- Only use the official McLennan Community College colors. The logo should only be presented in full color, white, or black.

'M' Usage

The MCC logo should remain consistent for the sake of continuity. The goal is for all of our constituents to immediately recognize our logo as a sign of quality and trust. Therefore, the MCC logo should not be manipulated or altered in order to preserve and protect the look and integrity of the College's brand.

- Stand-alone 'M' may only be used with permission from the Office of Marketing & Communications.

- Official color standards apply.

'Heart' Usage

- The 'heart' from the logo may be used as a stand-alone design element only by the Office of Marketing & Communications.

- Official color standards apply.

LOGO ARTWORK SAFE ZONES

Logo Artwork Safe Zones

All McLennan Community College logos have an established safe zone.

• The safe zone is intended to avoid conflicting visual elements and to preserve the logo's overall cohesion with the McLennan Community College brand identity.

• No other graphic elements, trims, edges, or folds should be applied within the safe zone.

• The safe zone for Mclennan Community College is 0.25 inch.

IDENTITY TYPEFACE

McLennan Community College Typefaces

• McLennan Community College utilizes one typeface in the logo as seen on the right.

• The typeface is Mazzard H Regular, which is used for the text "McLennan Community College " in the logo.

• Using this typeface reinforces a consistent brand identity for the school.

MAZZARD H REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_:;,.

USING THE McLENNAN COMMUNITY COLLEGE LOGO

Examples of Unacceptable Uses

- For McLennan Community College to maintain a consistent brand identity, the seal, logos, colors, and typefaces must be used as specified by these brand standards without modification.

- This page provides some, but not all, examples of unacceptable uses of the logo.

Use of "McLennan Community College"

McLennan Community College should be written as:

McLennan Community College (full name/first reference)
MCC (abbreviation/second reference)

NOT AS:
McLennan College
McLennan CC
M Community College

Never resize elements, stretch, squeeze, or skew the logo.

Never change typefaces in the logo.

Never change colors in the logo.

Never make the logo difficult to see.