

# Graphic

## *Standards Manual*



**MESA  
COMMUNITY  
COLLEGE**

To the MCC Community

This Manual provides guidelines on how to use the MCC logo on all of our materials, signage, buildings, flyers, and so forth. Please use these guidelines as your primary resource when you are producing any materials for the college.

The logo is our signature. It instantly identifies who we are and what we stand for. The consistent use of our logo conveys the visual message that we are reliable — we deliver on our promise of high-quality education. Furthermore, our logo connects the new Mesa Community College at Red Mountain with our Southern & Dobson campus, reinforcing the vital fact that we are one college with two campuses and an extended campus.

Thank you for helping us maintain a clear and consistent image supporting our reputation for excellence, an image we all build together and of which we can be very proud. If you have any questions, call the Office of Institutional Advancement at: 480-461-7445.

Sincerely,

Larry K. Christiansen  
President

A handwritten signature in white ink, appearing to read "Larry K. Christiansen", written in a cursive style.

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## The MCC Image

The purpose of this manual is to help us all understand the importance of the MCC image and build a stronger identity for the institution. The guidelines are not intended to stifle creativity but to formulate a consistency throughout the entire institution. By incorporating the important elements of this manual, we can only help ourselves in building strong visibility for this great institution.

Our institution is built on service, community, people, and education. There should be no confusion resulting from any materials that are generated for or about MCC.

A primary contact between MCC and its constituents is through its publications. A consistent, cohesive presentation of the various printed materials, such as letters, brochures, catalogs, class schedules, posters, advertisements, and mailings, reflects the quality educational institution that is Mesa Community College.

An institution's image is one of its most valuable assets. Image involves establishing a visual identity to provide an immediate connection between the institution and its constituents. This recognition value is established through the logo and consistency in the use of graphic images.

To protect this visual identity, this Graphics Standards Manual sets guidelines to assist individuals in producing printed materials for MCC. Its intent is to set forth the various components necessary to ensure consistency. Although creativity is encouraged within publications, the standards specified in this manual must be followed so that the college's printed materials will present a unified image.

All publications that represent Mesa Community College should be reviewed prior to production by the Office of Institutional Advancement, to ensure that the publications meet MCC standards.

The Graphic Standards Manual, as well as MCC logos, may be obtained from the Office of Institutional Advancement web page: [www.mc.maricopa.edu/other/employees/ia/](http://www.mc.maricopa.edu/other/employees/ia/)

For clarification or interpretations of situations not covered in this manual or to have materials reviewed, contact the Office of Institutional Advancement:

480-461-7445.



## MCC Logo

A logo is a distinctive visual signature that is designed to give an institution a consistent identity. A logo provides a graphic expression of an institution's image.

The logo must be used prominently on the front of all MCC stationery items, public forms, and all publications that officially represent the college and are paid for by college funds.

Questions regarding the proper use of the logo in publications should be directed to the Office of Institutional Advancement at 480-461-7445.

The MCC logo is designed to represent all areas of the college. With the exception of the athletic logo (see page 7), separate logos for individual departments and programs are not permitted.



The MCC at Red Mountain Campus is the only version of the MCC logo that has an additional name identifier. This is the only instance in which the MCC logo is modified.



A stacked version of the MCC logo is available for speciality and dimensional items (such as watches) only. The stacked version is restricted to very limited use. It is not to be used on marketing materials or electronic information.

## Logo size

The size of the logo may vary, depending on its use. The optimum size for print reproduction is 2" across by 20/32" in height. The minimum reproduction size of the MCC logo is 1 1/2" across by 15/32" in height.



Optimum size



Minimum size

## Logo placement

It is important that the logo have easy readability. To ensure this, we have established an area in which no other type or images may appear.

The area surrounding the logo should be at least 1/2 the height of the logo ( $1/2x$  in example at right). For example, if the logo is 1" tall, no other headlines or artwork should appear within 1/2" of the logo.

The logo should not be placed close to other text or design elements. The only exception is the use of identifying names or branches within the institution.

When using an identifier for one of the MCC satellite campus sites, this information can be placed no closer than a distance equal to 1/4 the logo height ( $1/4x$  in example at right).



Sample of identification for an MCC satellite campus site



The MCC logo should not be condensed or extended out of proportion of its original state.



The MCC mark should not stand alone without the type treatment.



Colors should not be mixed.



The MCC logo should not be screened.



The MCC logo should not be used in conjunction with other background patterns.

## Logo guidelines

If the logo is expanded or reduced, correct proportions must be retained. The logo should always be reproduced in its completed proportions. Many computer software applications have a tendency to distort the original art when imported. Please pay close attention when importing the logo into various computer applications.

The logo should always be reproduced in its original horizontal format. It should not be screened, rotated, repositioned, or printed against a patterned background. Such design features diminish the visual strength of the logo.

The logo should always be used in its entirety, meaning the words should be attached to the symbol. They should never be separated for any reason.

## Obtaining copies of the logo

A camera-ready print or electronic format may be obtained from the Office of Institutional Advancement. The correct logo may also be downloaded from the IA web page at:

[www.mc.maricopa.edu/other/employee/ia](http://www.mc.maricopa.edu/other/employee/ia)

Copy-machine copies of the logo must not be used in place of camera-ready artwork, nor should re-creations, such as computer-drawn facsimiles, be used.

## Logo Colors

The official color for the MCC logo is Pantone 2935 (blue). The logo may also be printed in:

Pantone 193 (red)

Black

Reversed (white) from a solid or color background.



Pantone  
2935



Pantone  
193



BLACK

When printing in 4-color process, the following formula should be used:

Pantone 2935 = C:100 M:47 Y:0 K:0

Pantone 193 = C:0 M:91 Y:65 K:11.5

Black = K:100



When printing a one- or two-color job not including one of the approved colors, use the reverse logo in one of the available colors.



The logo colors should never be mixed. No other colors should ever replace the designated MCC logo colors specified.



## MCC Seal



MCC Seal

MCC's official seal is a modified version of the Seal of Maricopa County and was used as a college logo prior to the development of the current design. The seal is used only on formal or official documents, such as diplomas and transcripts.

The seal should not be used in college publications, advertisements, flyers, business cards, or items of a commercial nature such as pennants, rings, notebook binders, or items of clothing.

## Athletic Logo

The athletic logo was designed to represent MCC's mascot and is used only by the MCC Athletic Department.



Athletic Logo

This logo is placed prominently on all publications and promotional items used by the athletic department. When using the athletic logo, a camera-ready print or electronic format needs to be obtained from the MCC Athletic Office or the Office of Institutional Advancement web page: [www.mc.maricopa.edu/other/employees/ia/](http://www.mc.maricopa.edu/other/employees/ia/)

Copy-machine copies and re-creations, including computer-drawn facsimiles, should not be used in place of camera-ready artwork. The official color for the athletic logo is Pantone 193 (red). Other colors for the logo are black, or white reversed from Pantone 193.

The official MCC logo should also be used in conjunction with the athletic logo on all MCC athletic materials.

Questions regarding proper placement and usage of the MCC athletic logo should be directed to the Office of Institutional Advancement.

## Typography

Typography refers to the arrangement and style of words and phrases set in type and is an important component of maintaining consistency within an institution's marketing and promotional materials.

Recommended font families are Bauer Bodoni, Bodoni, Garamond Condensed, and Helvetic Neue. Examples are shown at right. (Note: Other fonts not shown are available within these font families.) These fonts are used on most marketing materials within the institution, and are an integral part of the MCC identity. Other complementary fonts may be used in college materials.

The only specifications for the use of typography is that the chosen type should relate to the needs of the document and should strive for clarity, legibility, readability, and appropriateness of the design.

*Marketing materials are normally restricted to these font families. Exceptions may be made; check with the Office of Institutional Advancement if you have any questions.*

### *Recommended fonts:*

**Bauer Bodoni**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Bodoni Book**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Bodoni Book*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Garamond Book Condensed**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Helvetica Neue Heavy Extended**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Helvetica Neue Heavy Extended Oblique*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Helvetica Neue Bold Condensed**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Helvetica Neue Bold Condensed Oblique*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Helvetica Neue Light Extended**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Business System

The MCC Business System is comprised of all business and correspondence materials, such as letterhead, envelopes, business cards, and labels. The purpose of restricting all MCC business materials is to ensure quality and a consistent identity for the entire institution.

### Letterhead

Stationery is a means of establishing MCC's image at a personal level. The letterhead was designed to incorporate the MCC logo while relating visually to similar materials used by the college.

The letterhead incorporates several design elements representing MCC. The logo is placed in the top left corner of the page. The department name is placed under the logo, followed by a space and the three-line address and telephone number. The District tagline "A Maricopa Community College" aligns on the bottom left. The letterhead is printed using the Pantone 2935 on 24# 8 1/2" x 11" Classic Crest Avon Brilliant White paper.

The letterhead is available from the Office of Institutional Advancement in two forms:

- 1) a generic letterhead without the department name
- 2) personalized letterhead with the department name printed under the logo.

MCC letterhead is for official college communication and is for the use of individuals conducting the business and correspondence of the college.

## Business Cards

Business cards are another means of extending the College's image and are coordinated with the stationery.

The cards are printed in Pantone 2935 (blue) with the MCC logo and District logo.

The MCC business card is split into thirds. The top third is reserved for the logo, and the bottom two-thirds is designated for all critical information. The logo is placed in the upper left corner within the parameters indicated on the General Specs diagram on page 15. The College's address, individual's office phone number, other phone number, fax number, and e-mail address can be printed on four to six lines aligned with the left side of the logo. The individual's name and title are printed on two or three lines to the right of the address line and align with the baseline of the top address line.

### Ordering Letterhead or Business Cards

Letterhead and business cards can be ordered through the Office of Institutional Advancement or through the IA web page at:

[www.mc.maricopa.edu/other/employees/ia](http://www.mc.maricopa.edu/other/employees/ia).



1833 West Southern Avenue  
 Mesa, Arizona 85202-4868  
 480-461-0000  
 Fax 480-461-0000

A Maricopa Community College



**Office of Institutional Advancement**

1833 West Southern Avenue  
 Mesa, Arizona 85202-4868  
 480-461-0000  
 Fax 480-461-0000

A Maricopa Community College



**DOWNTOWN CENTER/COUNTRY CLUB & BROWN**

1025 North Country Club  
 Mesa, Arizona 85201-0000  
 480-461-0000  
 Fax 480-000-0000



2305 North Power Road  
 Mesa, Arizona 85215-2967  
 480-654-0000  
 Fax 480-654-0000

Sample letterhead



1833 West Southern Avenue  
 Mesa, Arizona 85202-4868  
 480-461-0000  
 Fax 480-461-0000



**DOWNTOWN CENTER/COUNTRY CLUB & BROWN**

1025 North Country Club  
 Mesa, Arizona 85201-0000  
 480-461-0000  
 Fax 480-000-0000

Sample envelopes



1833 West Southern Avenue  
 Mesa, Arizona 85202-4868  
 Office 480-461-7000  
 Other 480-000-0000  
 Fax 480-461-0000  
 martinez\_c@mc.maricopa.edu

**Joseph Example**  
 Administrative Assistant

A Maricopa Community College

General Specs of Business Card



2305 North Power Road  
 Mesa, Arizona 85215-2967  
 Office 480-654-0000  
 Other 480-000-0000  
 Fax 480-654-0000  
 martinez\_c@mc.maricopa.edu

**Joseph Example**  
 Administrative Assistant

A Maricopa Community College



DOWNTOWN CENTER/COUNTRY CLUB & BROWN

1833 West Southern Avenue  
 Mesa, Arizona 85202-4868  
 Office 480-461-7000  
 Fax 480-461-0000  
 martinez\_c@mc.maricopa.edu

**Joseph Example**  
 Administrative Assistant

A Maricopa Community College

Sample Business Card Variations



# Photography

## Photo Release Forms

A signed Photo Release Form must be obtained when taking photographs of any student, faculty member, employee, or member of the public for use in college publications or on the MCC website. This applies to photos where the individual will be easily recognizable in the photograph. Publishing photos without first securing a signed release leaves the college open to potential litigation. Verbal consent is not acceptable.

A parent or legal guardian must sign the Photo Release Form if the person photographed is under the age of 18.

Photo Release Forms are available on pages 14 and 15, through the Office of Institutional Advancement, or through the IA web page:

[www.mc.maricopa.edu/other/employees/ia/](http://www.mc.maricopa.edu/other/employees/ia/)

## Photo Reproduction

Photos must have a resolution of 300 dpi\* to be reproduced in printed materials. Many photos taken with digital cameras have a lower resolution and are not suitable for printing. Website images have a resolution of 72 dpi and must not be downloaded for use in printed materials.

*\* Resolution refers to the number of small squares known as pixels that describe an image and establish its detail. An image with a high resolution has more pixels than an image of the same dimension with a lower resolution, and therefore higher quality.*



## Photo Release Form

I \_\_\_\_\_ do hereby give Mesa Community College and its designees the irrevocable right to use my photograph as part of the college's printed materials.

I hereby waive any right that I may have to review and approve the finished photograph.

I hereby further release Mesa Community College and its designees from any claims for remuneration associated with any form of damage, foreseen or unforeseen, associated with the proper commercial or artistic use of these images unless it can be shown that said reproduction was maliciously cause, produced and published for the sole purpose of subjecting me to conspicuous ridicule, scandal, reproach, scorn and indignity.

I affirm that I am at least 18 years of age.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_ Witness: \_\_\_\_\_

E-mail \_\_\_\_\_





Photo Release Form  
Child Under 18

I \_\_\_\_\_ do hereby give Mesa Community College and its designees the irrevocable right to use my child's photograph as part of the college's printed materials.

I hereby waive any right that I may have to review and approve the finished photograph.

I hereby further release Mesa Community College and its designees from any claims for remuneration associated with any form of damage, foreseen or unforeseen, associated with the proper commercial or artistic use of these images unless it can be shown that said reproduction was maliciously cause, produced and published for the sole purpose of subjecting me to conspicuous ridicule, scandal, reproach, scorn and indignity.

Child's Name \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_ Witness: \_\_\_\_\_

\_\_\_\_\_

E-mail \_\_\_\_\_



# General Standards

## Nomenclature

### *Mesa Community College*

The institution's official name is *Mesa Community College*. The full name should always be used when only one reference to the college is made within a publication. If more than one reference to the college is made, *Mesa Community College* should be used on first reference, and the acronym *MCC* used on subsequent references. *Mesa College* or *MC* are not acceptable references. When referencing other MCC sites, the accurate nomenclature is *MCC at Red Mountain*.

### *Thunderbirds*

At MCC, only the athletic teams are referred to as the *Thunderbirds* or *T-Birds*. Women's athletic teams may also be referred to as the *Lady Thunderbirds*.

## Standards

All MCC publications must incorporate the following three key elements.

- 1) MCC logo - positioned and sized appropriately. (See pages 4-5 for requirements.)
- 2) A District affiliation statement ("A Maricopa Community College"), or the Maricopa Community College District logo.
- 3) The EEO clause. Federal regulations require that the EEO Clause (see third column, this page) appear in English (and Spanish when space allows) in all major publications distributed throughout our system to employees, students, and applicants.

## Copyrighted Materials

You must obtain written permission before using copyrighted materials in a project. Instructions for using copyrighted materials, and a Copyright Release Form are available on the Maricopa District website: [www.dist.maricopa.edu/marketing/](http://www.dist.maricopa.edu/marketing/) (Graphic Identity Guide, page 11)

## District Logo Guidelines

All college materials should include the Maricopa County Community College District logo and tagline (see example below) on the front whenever possible or prominently on the back. The Maricopa tagline can be used without the graphic symbol only in instances of space restrictions. When the tagline appears with the graphic symbol, the first line of the tagline ("A Maricopa Community College") should be omitted.

### *District Logo Color*

The approved color for the District logo is Pantone Reflex Blue and solid black. When printing in 4 color process, the logo should be printed using the following guide:

Black = K:100%  
Pantone Reflex Blue =  
C:100.0 M: 72.0 Y:0.0 K:6.0

When printing a one- or two-color job and Pantone Reflex Blue is not one of the colors, reverse the logo from one of the available colors or print the logo in black.



Maricopa Logo

A Maricopa Community College  
The Maricopa County Community College  
District is an EEO/AA institution.

Maricopa Tagline

Authorized versions of the Maricopa logo and tagline may be downloaded from the Maricopa District Public Relations page at: [www.dist.maricopa.edu/edcetera/logos.htm](http://www.dist.maricopa.edu/edcetera/logos.htm).

### *District Logo Size*

To ensure legibility, the height of the Maricopa logo should never be smaller than 5/8 inch. The preferred size is 1 inch, although a larger size is acceptable when appropriate for the application. The space around the logo should not be less than 1/2 the width of the logo size you are using. The tagline font size should never be smaller than 9 point. The preferred size is 10 point. A variety of formats are available for download on the Maricopa District Marketing & Public Relations web page at: [www.dist.maricopa.edu/marketing/logos.htm](http://www.dist.maricopa.edu/marketing/logos.htm) Copies of these documents are also available at the District Employee Services Office and at the EEO/Affirmative Action (AA) Office.

### EEO Clause

*The Maricopa County Community College District is an EEO/AA institution.*

### EEO Policy Statement

*It is the policy of Maricopa to promote equal employment opportunities through a positive continuing program. This means that Maricopa will not discriminate, nor tolerate discrimination, against any applicant or employee because of race, color, religion, gender, sexual orientation, national origin, age, disabled or veteran status. Additionally, it is the policy of Maricopa to provide an environment for each Maricopa job applicant and employee that is free from sexual harassment, as well as harassment or intimidation on account of an individual's race, color, religion, gender, sexual orientation, national origin, age, disabled or veteran status.*

Documents where MCC is only one of the participants

When MCC is a co-sponsor with other institutions or organizations, the MCC logo must appear. The district logo, district statement, and discrimination statement are optional unless MCC is the primary sponsor. If MCC is the primary sponsor, these statements must appear.

### Badges

Aside from presenting a person's name and title, the name badge represents an extension of MCC's image. The plastic badge is the only appropriate name badge for college employees.

Badges can be ordered through the Office of Institutional Advancement. Call 480-461-7445 or e-mail [nicoleaann@mail.mc.maricopa.edu](mailto:nicoleaann@mail.mc.maricopa.edu). Please supply the following information:

- Name
- Title
- Department

### Vehicles and Signage

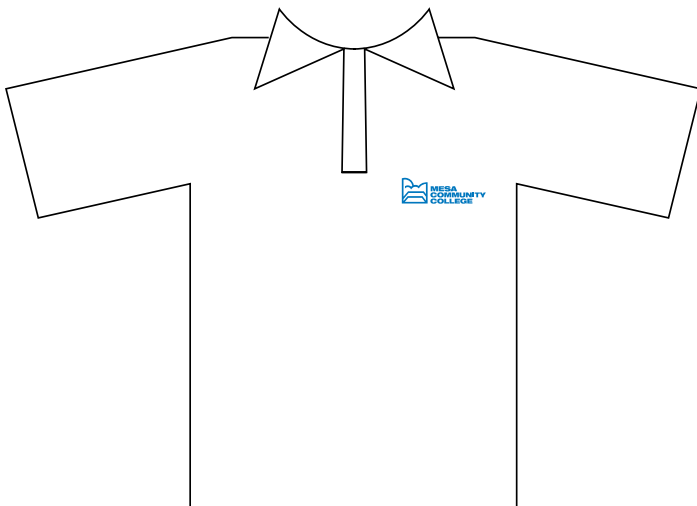
All MCC official vehicle identification and campus signage must adhere to the graphic and logo standards identified in this manual. If you have any questions regarding the usage of the MCC logo on dimensional items please contact the Office of Institutional Advancement at 480-461-7795 or visit the website:

[www.mc.maricopa.edu/other/employees/ia](http://www.mc.maricopa.edu/other/employees/ia)

### Promotional Items

Promotional items are an excellent way to attract attention for MCC. It is important to apply the official logo throughout all promotional and specialty items when using them to promote the institution. A stacked version of the logo has been specifically designed for such items, to eliminate problems that might occur when trying to use official horizontal MCC logo. Any use of the MCC logo must comply with MCC graphic standards.

If you have any questions, please contact the Office of Institutional Advancement at 480-461-7296.





Published by The Office of Institutional Advancement  
[www.mc.maricopa.edu/ia](http://www.mc.maricopa.edu/ia)

A Maricopa Community College

The Maricopa Community College district is an EEO/AA institution