

PROCEDURES MEMORANDUM

TO: MCC Staff

FROM: Office of the President

SUBJECT: Guidelines for College Logo Use

DATE: May 12, 2008

PURPOSE: To provide guidance for the use of Metropolitan Community College's logo. By understanding and complying with the college's logo use policy, the College can project a clear, consistent image that promotes the mission to internal and external audiences. As an official symbol, it should not be manipulated in any way.

SCOPE: This policy applies to all College employees and vendors for the use of the College's logo.

1. General Principles

The Metro logo is a well-recognized "M" followed by the College name. It appears on all College publications, documents and Web sites. The logo must run in its proper proportion. The exact proportions of the M and the spacing between the letters are important to the logo's integrity. The logo can occur in any color. The College has no identifying colors.

2. Violations of Logo Usage

- A. Any reshaping of the logo to fit a space that changes the proportion of the logo.
- B. Using only certain elements of the logo: stylized M, Metropolitan Community College, and the line.
- C. Reprinting logos from poor artwork, previously printed materials or web sites.
- D. Changing or recreating the typestyle of elements within the logo.

3. Standard Procedures

- A. Please direct all questions about logo use to the Marketing and Public Relations Department.
- B. Appropriate electronic logos may be obtained from the Marketing and Public Relations web site <http://www.mccneb.edu/mpr/logos.asp>

C. Options available:

1. College standard Blue and Yellow logo
2. Logo in Black
3. High resolution logo generally used in print materials
4. Low resolution logo generally used on web or electronic materials

Adopted 11/13/03; revised 6/30/06; reviewed by no changes 5/12/08