

PROCEDURES MEMORANDUM

TO: MCC Staff

FROM: Office of the President

SUBJECT: Guidelines for College Logo Use

DATE: August 10, 2018

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 MCC logo is an M icon made up of many different triangular pieces in many shades of blue. These triangles combine to form one M, reflecting the College's various parts, programs and locations that come together to represent the institution. It appears on all College publications, documents and websites. The logo must run in its proper proportion; the exact proportions and the spacing between the letters are important to the logo's integrity. The Office of Marketing, Brand and Communication has an established color palette for use on college materials.

2. Violations of logo usage

- A. Any reshaping of the logo to fit a space that changes the proportion of the logo.
- B. Reprinting logos from poor artwork, previously printed materials or websites.
- C. Changing or recreating the typestyle of elements within the logo.
- D. Substituting the fill on the M icon with any other image. The M icon should only show in the blue range or solid PMS 2935.

3. Standard procedures

- A. The complete brand guidelines are online at mccneb.edu/brand.

- B. Direct all questions about logo use to the Office of Marketing, Brand and Communication, 531-622-2414 or marketing@mccneb.edu.
 - C. Appropriate electronic logos may be obtained by contacting the Office of Marketing, Brand and Communication and specifying what type of project the logo will be used for and where it will be used.
 - D. Use by third-party vendors must be approved through the Office of Marketing, Brand and Communication prior to printing, posting, submission, etc., and a sample of how it will be used must be included. All requests by third-party vendors must be in writing.
4. Options available:
- A. Logo in CMYK, one-color (Pantone 2935u), black, grayscale or white.
 - B. High-resolution, vector-based logo for work with vendors to create items such as signs, clothing or swag (eps or ai).
 - C. High-resolution logo for print materials (tiff).
 - D. Low-resolution logo for online materials (jpeg or png).

Adopted 11/13/03; revised 6/30/06; reviewed with no changes 5/12/08; revised 1/3/13; revised 8/19/14; revised 8/10/18