

GRAPHIC STANDARDS

Policy for Supporting MAC's Brand Identity

Approved by the Mineral Area College Board of Trustees on August 13, 2015



MINERAL AREA COLLEGE



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From the President

Mineral Area College's image affects the students and faculty we attract, the resources we generate, and the community support we enjoy. Maintaining a positive, unified, professional and consistent image provides the strongest impression.

The Communications Office, in cooperation with various other departments at MAC, is responsible for providing direction on the quality and production of MAC marketing and public relations. These policies are intended to establish consistency and accuracy to provide a cohesive identity for Mineral Area College.

The Communications Office

Specializing in media and public relations, graphic design, advertising, marketing, brand management and emerging media, the Communications Office should be contacted for help with:

- brochures
- flyers
- banners
- advertising
- signage
- packaging
- logo usage
- photography
- marketing campaigns
- media relations
- and more.

For questions regarding MAC branding (particularly usage of the college's logo or style guides) please contact:

Communications Office
(573) 518-2307

Additional resources are available in MyMAC's employee section.

Why are graphic standards important?

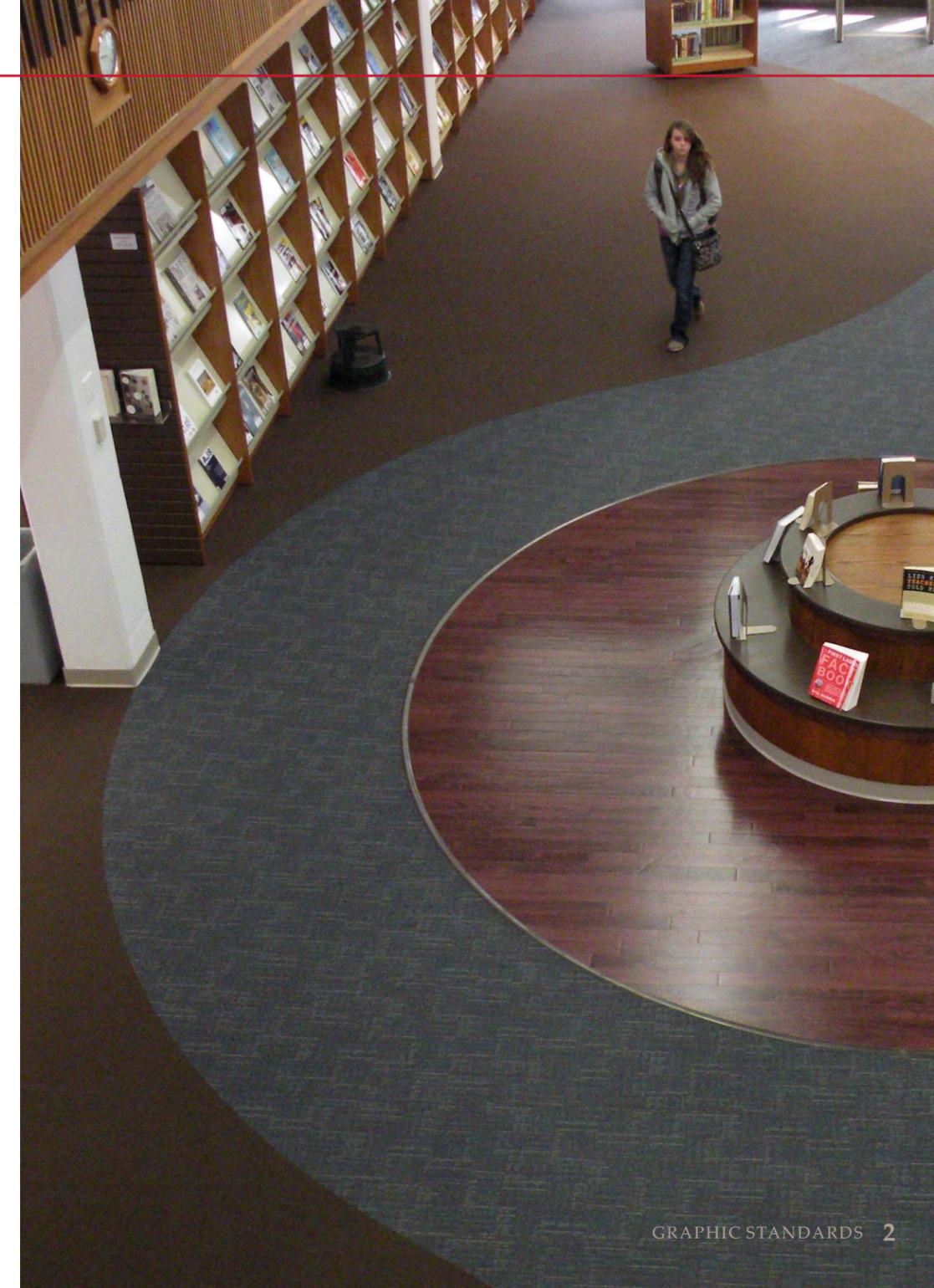
The goal is to create an identifiable look for MAC by defining and distilling the essence of the college to distinguish it from similar organizations. **The brand is expressed visually and creates a clear, positive, memorable image of the organization for our various audiences.** A successful brand is original, simple, short and consistently applied over a span of many years.

The consistent use of the college's logo and graphic standards enhances the image of the college in many ways:

- The application of well-defined graphic standards increases the overall quality of all marketing pieces
- A high-quality look supports the fact that MAC offers students a high-quality education
- A consistent visual identity is evidence that MAC is well-organized
- A consistent look allows marketing pieces from various departments to reinforce each other
- Use of the standards makes producing marketing materials easier, faster, and more cost-efficient

MAC's visual identity forms the foundation of the college's marketing efforts. Because of the clear advantages of a consistent and high-quality visual identity, the college encourages compliance with the graphic standards and guidelines by all employees and all outside agencies creating college publications or using the college logo.

This guide has been developed to provide clear and specific information about MAC's standards for the college logo, stationery, business cards, publications and other marketing collateral.





Identity: A Unified Image

College publications, including their editorial content and design, should conform to the policy and standards described herein.

College publications are those written materials that:

- a) use the college name or logo,
- b) are distributed off campus, and/or
- c) are paid for with college funds.

Examples include, **but are not limited to**, letterhead and business cards, the catalog, class schedules, brochures, flyers, booklets and banners. Examples do not include student activities projects, letters, memoranda, or other personally signed communications.

Questions concerning logo usage should be directed to the Communications Office.



MINERAL AREA COLLEGE

Logo

MINERAL AREA COLLEGE

Wordmark

Graphics

Name

The full name “Mineral Area College” should always be used in first reference. The abbreviated forms “MAC” and “the college” are appropriate subsequent references.

Logo and Wordmark

The official logo is the primary component of the Mineral Area College graphic identity system. The wordmark is a unique typographic signature displaying the full name of Mineral Area College.

The logo and wordmark are appropriate for general use as a readily recognizable graphic symbol in publications, advertisements, or printed materials that describe or promote the college.

The **logo** is the building image, modeled after the Technology building at the college’s main entrance, followed by a logotype of “Mineral Area College.” The logo ink color is black and MAC red (PMS 186) with secondary shades of red in PMS 187 and 188 in parts of the building image. **The logo must not be redrawn, re-proportioned, or modified in any way.** In limited cases, customization may be permitted at the discretion of the Communications Office. The logo is not appropriate as a publication or advertisement’s dominant design element. For copies of the official college logo and permission and guidelines for its use, please contact the Communications Office, (573) 518-2307.

The **wordmark** is that part of the logo which says “Mineral Area College” and is used sparingly, when space is limited. The ink color is black and MAC red (PMS 186).

Seal

The official seal of the Mineral Area College District carries the words Mineral Area College around the outside of the circle border and Flat River Junior College (MAC’s predecessor, 1922-1968) and Established 1922 on either side of the letters MAC.

The college seal is only used by the President’s Office and the Board of Trustees. It is reserved for diplomas, certificates, other legal documents and formal or official items. For all other purposes, use the MAC logo to identify the college.



College Seal

Logo

Versions

There are two versions of the logo for general use.

Left-aligned

Please use this logo when it will be placed on the side of the page or when you have a more horizontal or rectangular space.



LEFT ALIGNED: The left-aligned logo is used on letterhead, envelopes and other locations with left alignment or more horizontal, rectangular space.



Center-aligned

Please us this logo when it will be placed in the center of a page or when centered text will be used, such as invitations, certificates, etc.



CENTER ALIGNED: Invitations are an example of a space where a center-aligned logo works well.



Color Formats

The logo can be used in three formats. The college's official logo should maintain maximum visibility over any background color or image.

- **Color**

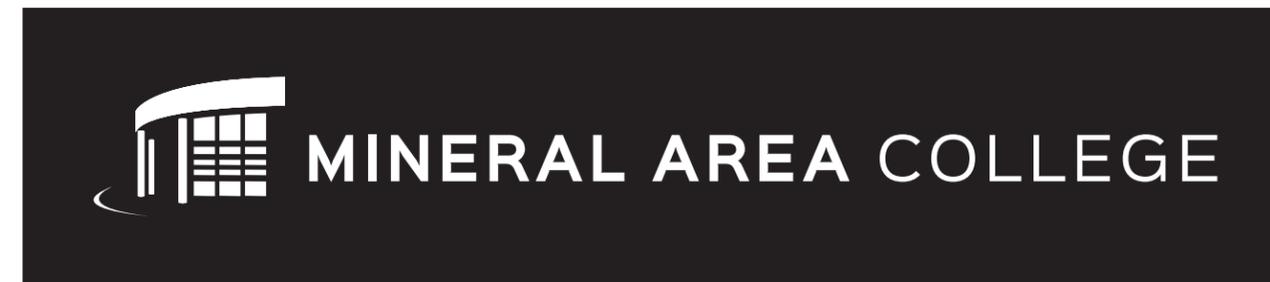
The color logo may only be printed from the supplied files.

- **Reverse**

When the logo appears against a colored background, the one-color, reversed logo (white) should be used.

- **Black**

In instances where it is not possible to replicate the logo accurately in color (photocopies, economical printing), the single color black may be used -- but only against a white or very light background. Do not use black on red, or red on black.



Clear Space

To ensure visibility, provide sufficient spacing between the logo and other design elements; a minimum spacing of half the height of the building is required (see diagram).



SAFE SPACE: To ensure visibility, provide a minimum safe space of half the height of the building image on all sides of the logo.

Minimum Size

The logo should not be reduced to a size in which the building is smaller than one centimeter in height. A smaller size might be allowed depending on the size of the publication or material, but approval must be received through the Communications Office.

Guidelines for Reproducing

When the logo is resized, it should be treated as one unit. All elements should be sized proportionately without stretching or skewing. Refer to the examples of incorrect logos. The building and wordmark should not be redrawn. Obtain files through the Communications Office. See page 2 for contact information.

Departmental Logos

All academic departments should follow the design options outlined in these guidelines. Requests for exceptions should be directed to the Communications Office.

If you would like your department or program name listed with the logo, please contact the Communications Office and a customized, official MAC logo for your department will be provided.

While likely well-intended, the development of unique program and departmental logos competes with the MAC brand and should be avoided. Divisions, departments and programs may not create individual logos or separate identities as this diminishes MAC's recognition.



DEPARTMENTAL CUSTOMIZATION: For unique situations when the Mineral Area College logo should be accompanied by the name of a department contact the Communication's Office.

Incorrect Use of the MAC Logo

1. Re-proportioned (pulled)



2. Re-proportioned (squished)



3. Additional circle (customization)



4. Additional outline (customization)



5. Department or program competing graphic added (customization)



6. The logo should never be placed over a complex photo.



7. The logo's colors should not be changed.

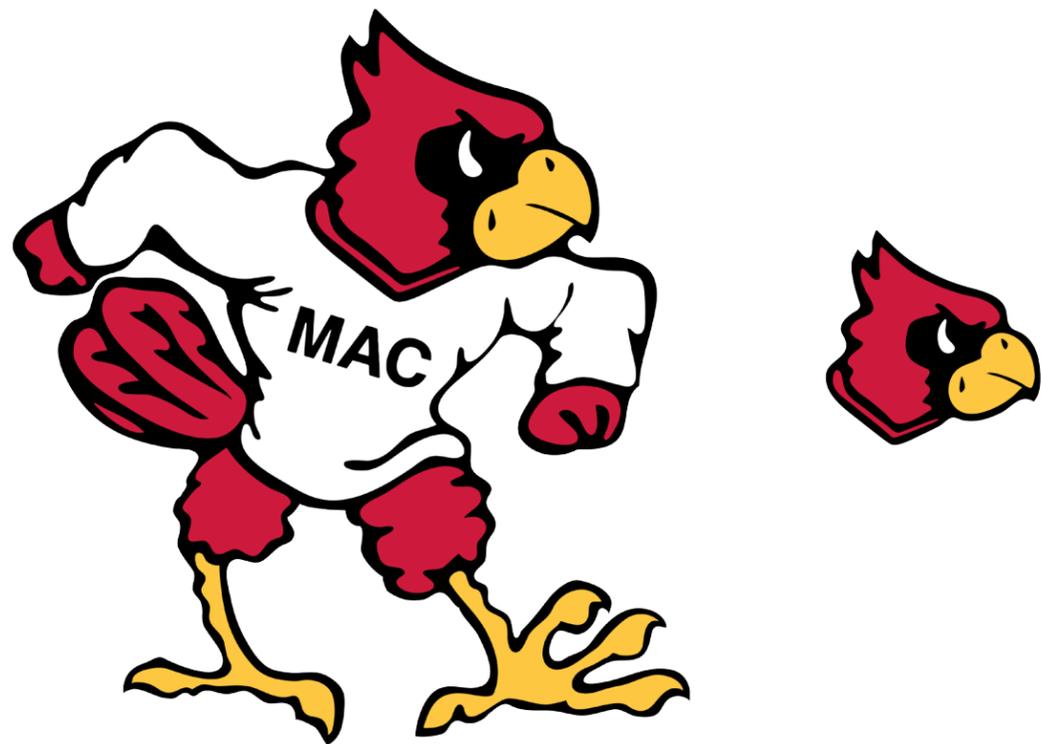


8. The logo should never be used in color against a colored background.



Athletics Mascot

Maintaining one graphic for all athletic purposes (including apparel, publications and promotional items) ensures increased brand awareness. Developing unique cardinal images can compete with the identity of MAC athletics and dilutes its effectiveness. The full color version uses MAC Red (PMS 186c), and yellow (PMS116c). For official files please contact the Communications Office.



The MAC Mascot "Kirby" is available in two formats to accommodate different spaces. Two formats: Head only and full body.

Incorrect Use



This logo belongs to another university.



Colors modified.



Drawing modified.



Drawing modified.

No Longer Used



Color Palette

Primary Colors

MAC's official school colors are red and white. The college's logo and publications often use three primary colors: red, black and white. They can be found on official communications as well as letterhead, business cards, brochures, presentations and other materials. Designs should always be produced using these colors or their CMYK/RGB values, listed here.

MAC Red (PMS 186 C) is a pure red. PMS (Pantone Matching System) values are provided for Spot Color printing purposes. In all other instances, use the CMYK or RGB color values in order to produce a consistent color of red in print. While this may vary, please discuss precautions with print vendors to ensure the color does not lean toward pink or orange. The goal is to ensure a pure shade of red.

Secondary Colors

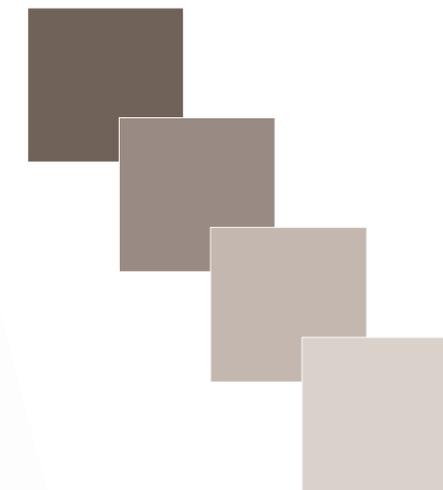
Use sparingly and only when absolutely necessary to ensure primary colors remain dominant.



PANTONE 186 C
CMYK: 12,100, 93, 3
RGB: 208, 17, 43

White
CMYK: 0,0,0,0
RGB: 255, 255, 255

Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0



PANTONE Warm Gray 11 C
CMYK: 51, 54, 60, 24
RGB: 113, 98, 88

PANTONE Warm Gray 7 C
CMYK: 42, 42, 46, 5
RGB: 152, 138, 129

PANTONE Warm Gray 3 C
CMYK: 25, 24, 28, 0
RGB: 194, 183, 175

PANTONE Warm Gray 1 C
CMYK: 14, 14, 17, 0
RGB: 217, 209, 202

Typography

To maintain a consistent appearance, it helps to use the typography and size guidelines listed at right.

Arial is the primary font for external publications. Times New Roman is the font for internal publications.

In general, adhere to these guidelines when laying out type:

- Do not angle or rotate text.
- Do not stretch or squish text horizontally or vertically.
- Do not use extreme kerning or leading.
- Use italics sparingly.
- Avoid justified text.
- Avoid drop caps.
- Use Title Caps in titles, unless they are in the form of a sentence.
- For example:

Financial Aid (correct)

Financial aid (incorrect)

How do I apply for financial aid? (correct)

How do I Apply for Financial Aid? (incorrect)

Examples

Title

**BERLIN SANS FB
DEMI**

Headline

Arial Black, 22 pt, Leading 24 pt

Subhead

Arial Black, 18 pt, Leading 22 pt

Subhead 2

Arial Black, 12pt, Leading 14pt

Deck

Arial Regular, Half the size of the title

Quote

“Arial Bold, Same size as deck”

Body Copy

Arial Regular 10 pt, Leading 12 pt

Notes

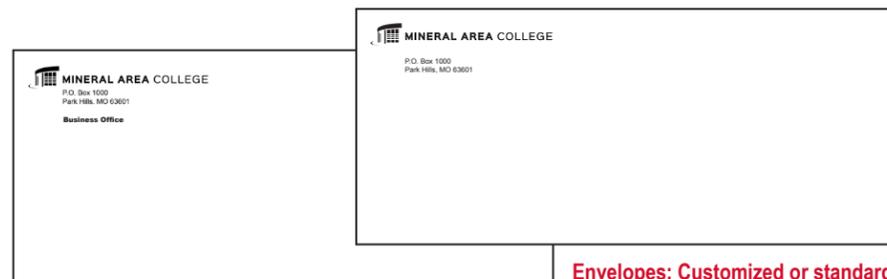
Arial Regular 8 pt, Leading 10

Cutline/Caption

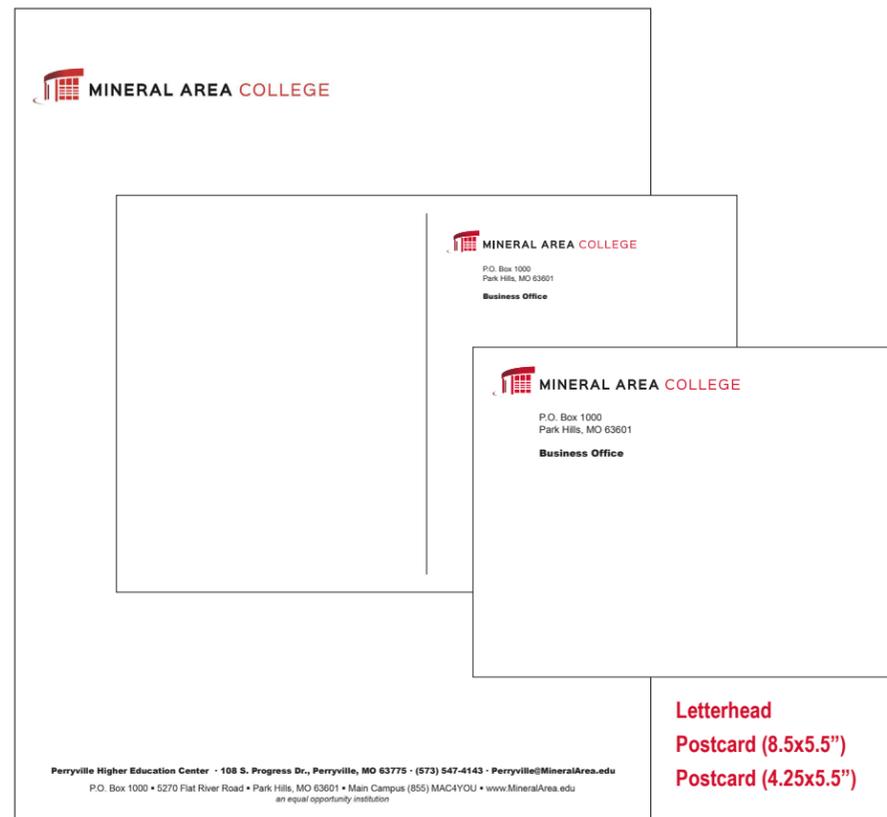
Arial Narrow Bold, 9 pt, Leading 10



Proper font sizes help provide hierarchy



Envelopes: Customized or standard



**Letterhead
Postcard (8.5x5.5")
Postcard (4.25x5.5")**



E-signature

Stationery

Letterhead and Envelopes

All Mineral Area College **letterhead and envelopes** should carry the college's **logo or wordmark**. Departmental identification on the letterhead may be added and should be centered on the bottom of the page. Second sheets are blank. No other symbol or logo is to be printed on the letterhead or envelope. The Communications Office prepares the original. Letterhead stock and envelopes are available for purchase in the Bookstore.

Business Cards

Business cards for full-time faculty and administrators may be ordered for those engaged in activities that bring them in frequent contact with the public as part of their college duties. Approval of the dean or department head is required. Human Resources processes order forms for business cards with necessary approvals. Please allow 2-3 weeks for delivery.

E-signature

For assistance in setting up your MAC e-mail signature, please contact the Communications Office.

Tables, Diagrams and Charts

Tables, diagrams and charts help convey details and processes in an easy-to-read method. Utilize MAC's secondary color palette to provide distinction and classification of various information.

Templates may be available through the Communications Office.

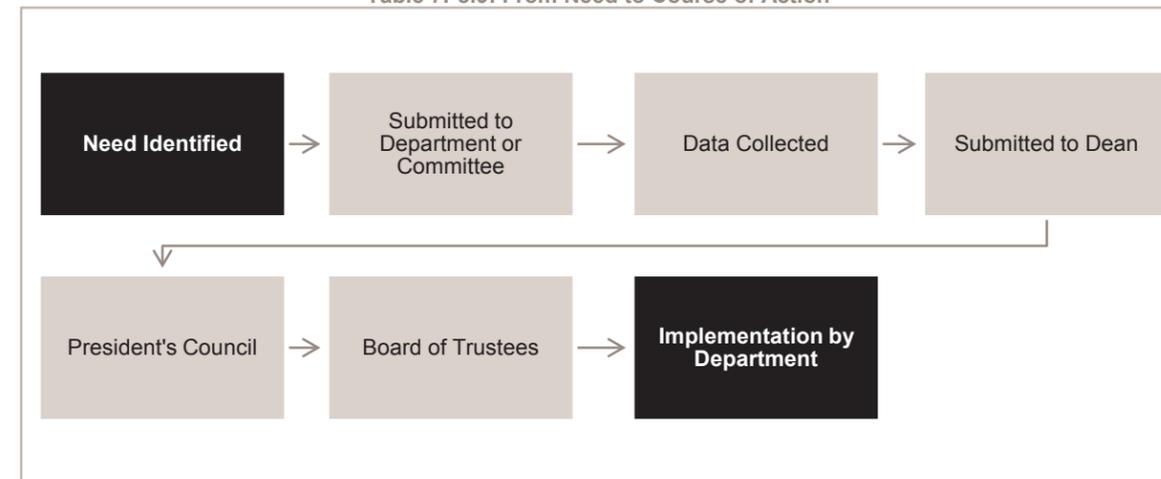
Table 123R4.56: Survey Responses for Academic School Years

Semester	2010-11	2011-12	2012-13	2013-14	2014-15
Fall	3,279	3,400	4,400	5,400	6,400
Spring	3,986	4,000	5,000	6,000	7,000
Summer	900	1,000	2,000	4,000	5,000
Totals	8,165	8,400	11,400	15,400	18,400

Source: Type Here

* Type additional notes here.

Table 7P8.9: From Need to Course of Action



Examples...Especially handy for AQIP tables to ensure consistency.

Publications

The "finished" page size of most college publications is 8 1/2" x 11" or 8 1/2" x 14." Postcards may be produced up to size 5 1/2" x 8 1/2" and posters up to 11" x 17." The Communications Office may depart from these formats with creative options for specific events, such as with temporary banners.

Editorial Standards

In matters of editorial style, the prevailing standards of college publications are found in the Associated Press Stylebook, with some modification as found in the Mineral Area College Style Guide (found on MyMAC).

Nondiscrimination Clause

The official nondiscrimination clause of Mineral Area College is:

"Mineral Area College does not discriminate on the basis of race, color, national origin, gender, disability, age, religion, creed, or marital or parental status. For more information, call the Title VI, Title IX, Sec. 504 and ADA coordinator at (573) 431-4593 or U.S. Dept. of Education, Office of Civil Rights."

This statement must be included in every publication produced by Mineral Area College.

Additional Resources

- MAC Style Guide (MyMAC)
- MAC Social Media Policy (MyMAC)

