



MARICOPA
COMMUNITY COLLEGES

Brand Standards

9/20/18



The new Maricopa Community Colleges Brand Standards guide is the resource you will use to govern the design and production of any online or print materials at the college or district level. This guide presents a system of logos that more fully recognizes the relationship between our colleges as members of a large and thriving community college system, while building up the brand strength of each entity. I, along with executive leadership, fully endorse this new logo system which helps us improve the student experience by better communicating what we offer as a whole.

In this guide, you will find a visually appealing and cohesive family of logos, with Maricopa Community College District as the parent who represents all of our common attributes: affordable tuition, university transfer, degree and certificate programs, flexible start dates, and a tradition of excellence. Please follow these guidelines in order to consistently maintain the integrity and value of the brand we have built over the past five decades.

For any questions related to this Brand Standards Guide, please reach out to Marketing and Communications at the District Office: 480.731.8948

Thank you,

A handwritten signature in black ink that reads "Maria Harper-Marinick". The signature is fluid and cursive.

Maria Harper-Marinick, Ph.D.
Chancellor

A Visual identity is more than a logo...

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Our Logos

The Maricopa County Community College District (MCCCD) logo system is made up of a family of unified logos, all of which are consistent in proportion and design, but are unique in color and college mark. But in every case, they are tied to the parent MCCCD identity, through the logo wordmark, “A Maricopa Community College.” The bold use of the word “Maricopa” resides below the college name.

Individual college logo circular identifiers and font treatment visually relate to the overarching MCCCD logo, resulting in an easily recognizable and unified brand in which all elements support one another.





MARICOPA
COMMUNITY COLLEGES



**CHANDLER-GILBERT
COMMUNITY COLLEGE**

A **MARICOPA** COMMUNITY COLLEGE



**PARADISE VALLEY
COMMUNITY COLLEGE**

A **MARICOPA** COMMUNITY COLLEGE



**ESTRELLA MOUNTAIN
COMMUNITY COLLEGE**

A **MARICOPA** COMMUNITY COLLEGE



PHOENIX COLLEGE

A **MARICOPA** COMMUNITY COLLEGE



**GATEWAY
COMMUNITY COLLEGE**

A **MARICOPA** COMMUNITY COLLEGE



RIO SALADO COLLEGE

A **MARICOPA** COMMUNITY COLLEGE



**GLENDALE
COMMUNITY COLLEGE**

A **MARICOPA** COMMUNITY COLLEGE



**SCOTTSDALE
COMMUNITY COLLEGE**

A **MARICOPA** COMMUNITY COLLEGE



**MESA
COMMUNITY COLLEGE**

A **MARICOPA** COMMUNITY COLLEGE



**SOUTH MOUNTAIN
COMMUNITY COLLEGE**

A **MARICOPA** COMMUNITY COLLEGE

Logo Use

Using the MCCC logo on all materials is preferred along with the college logo. If space is limited, using the approved vertical or horizontal college logo is acceptable. (To clarify, all approved college logos include A MARICOPA COMMUNITY COLLEGE in the logo lockup)

Do place the MCCC logo on the front of printed materials, on all web template pages and official social media sites, and at the beginning or the end of presentations and programs.

Do use the circular college or MCCC identifier in conjunction with the wordmark when possible.

Do use the circular identifier as an independent design element, but only when the entire logo appears in another location prominently on the piece.

Do reverse logos out of a dark background if the background doesn't compromise or compete with the readability of the logo.

Do reach out to the District Marketing and Communications office at 480.731.8948 with questions prior to using the logos.

For additional logo usage information, refer to: Logo Use, Clear Space, Size, Builds, Identifiers, and College logo pages.



Logo Use

Maintaining the integrity of the system is vital to the success of the Maricopa Community Colleges brand. If you are unsure if the manner in which you are using the Maricopa logo meet logo standards, contact District Marketing at 480.731.8948.



DON'T rotate or skew the logo



DON'T add color to individual elements



DON'T use colors not specified in this guide



DON'T add drop shadow or visual effects



DON'T compress, stretch or distort



DON'T crop



DON'T alter the position of elements



DON'T use low contrast or screened back images



DON'T reverse the logo out of busy backgrounds



DON'T Alter the identifier



DON'T use the wordmark without the identifier



DON'T change fonts or redraw the logo



DON'T alter the position of elements



DON'T remove elements



DON'T alter the size of elements

Logo Use: Clear Space

To ensure that clear space is maintained around the logo for legibility and prominence, photos, text, and graphic elements must follow the guidelines illustrated here. Use the letter "M" as a measuring tool to help maintain clearance.

M = 1/4"



M



Logo Use: Size

To maintain full legibility, please follow these standards.

MCCCD Logo

Never reproduce the logo at widths smaller than 1.25 inches (for print) or 175 pixels (for screen).

College Logos

Never reproduce the logo at widths smaller than 1.75 inches (for print) or 215 pixels (for screen).

There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark. These minimum size guidelines apply only to the MCCCD and college logos without a division, department program, location, or department build.

MCCCD Logo
1.25" / 175px



College Logo
1.75" / 215px



Identifier
0.5" / 50px



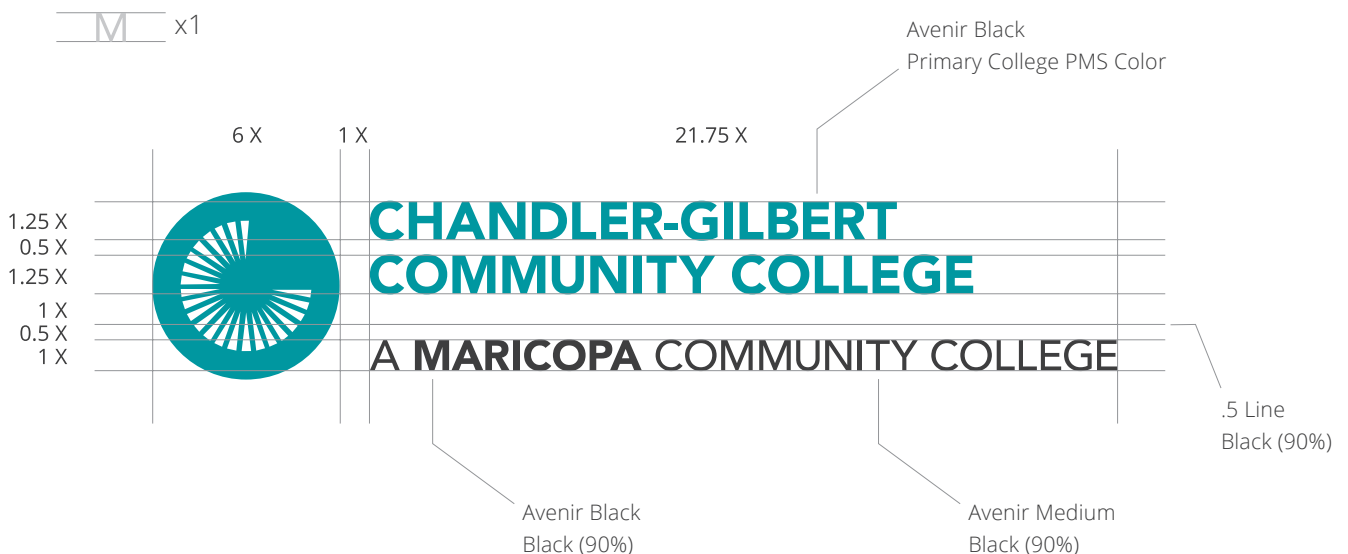
Logos: Builds

The MCCCCD and college logos were built using the size, spacing, and font configurations illustrated below. Logo build guidelines are for reference only.

Download approved logos: www.maricopa.edu/about/brand-guidelines

Avenir UPPER CASE (logo use only)

Avenir black **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
 Avenir medium Avenir Black
 Black (90%) **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

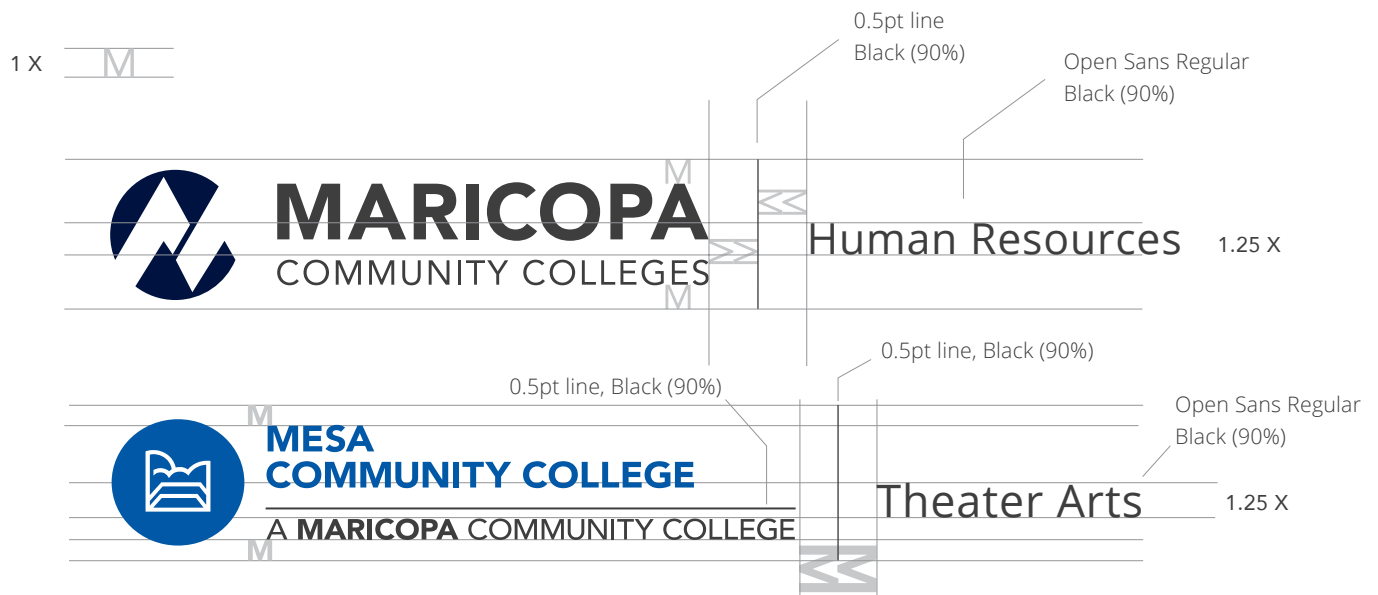


Logos: Identifiers

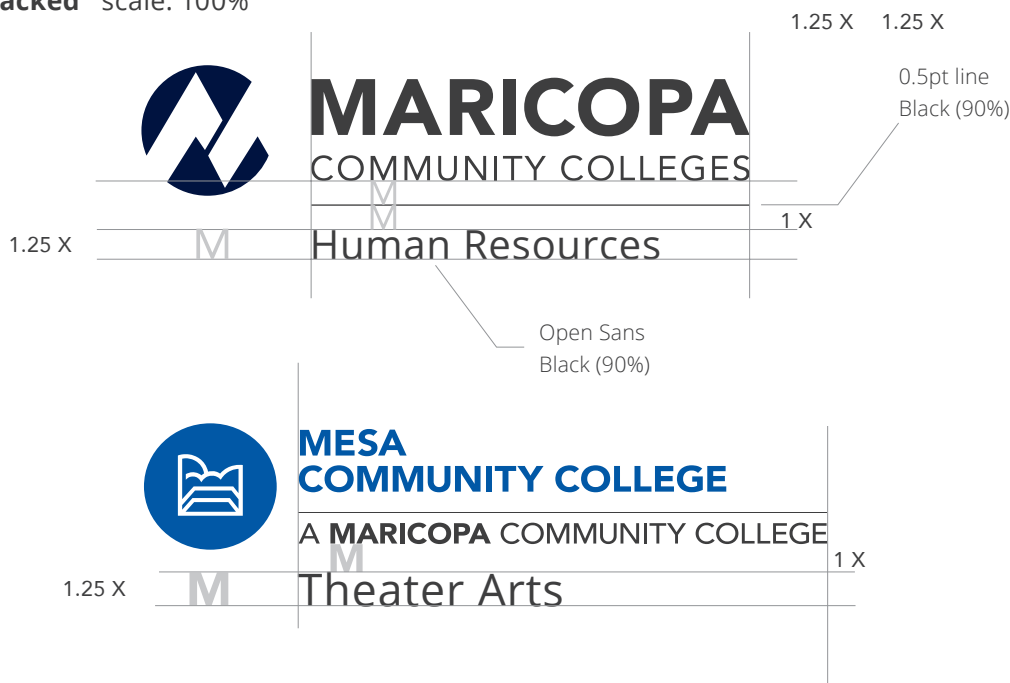
The following are examples of division, department, program, and location identifier logo builds. See next page for additional examples.

Custom division, department, program, and location logos are not allowed. For more information, contact District Marketing at 480.731.8948 or fill out a work request at: www.maricopa.edu/marketing-workorder.

Side by Side scale: 100%



Stacked scale: 100%



Vertical: scale: 100%



**CHANDLER-GILBERT
COMMUNITY COLLEGE**

A MARICOPA COMMUNITY COLLEGE



**CHANDLER-GILBERT
COMMUNITY COLLEGE**

A MARICOPA COMMUNITY COLLEGE

1 X

M
Student Affairs

1.25 X

Side by Side



MARICOPA
COMMUNITY COLLEGES

Division Name



**SOUTH MOUNTAIN
COMMUNITY COLLEGE**

A MARICOPA COMMUNITY COLLEGE

Committee Name or
other name



PHOENIX COLLEGE

A MARICOPA COMMUNITY COLLEGE

Department Name



**SCOTTSDALE
COMMUNITY COLLEGE**

A MARICOPA COMMUNITY COLLEGE

Program Name

Stacked



MARICOPA
COMMUNITY COLLEGES

Division Name



**GATEWAY
COMMUNITY COLLEGE**

A MARICOPA COMMUNITY COLLEGE

Committee Name or
other name



**GLENDALE
COMMUNITY COLLEGE**

A MARICOPA COMMUNITY COLLEGE

Department Name



**PARADISE VALLEY
COMMUNITY COLLEGE**

A MARICOPA COMMUNITY COLLEGE

Program Name

Vertical



**CHANDLER-GILBERT
COMMUNITY COLLEGE**

A **MARICOPA** COMMUNITY COLLEGE

Student Affairs



**SCOTTSDALE
COMMUNITY COLLEGE**

A **MARICOPA** COMMUNITY COLLEGE

Culinary Arts



RIO SALADO COLLEGE

A **MARICOPA** COMMUNITY COLLEGE

Dual Enrollment

Location Identifiers

Maricopa Community Colleges has 10 colleges with multiple campuses and satellite locations. The parent logo should be used to identify the college, and the location identifier should appear below the college logo.



**MESA
COMMUNITY COLLEGE**

A **MARICOPA** COMMUNITY COLLEGE 1x

Red Mountain Campus 1x

Parent logo

Open Sans Italic
Black (90%)

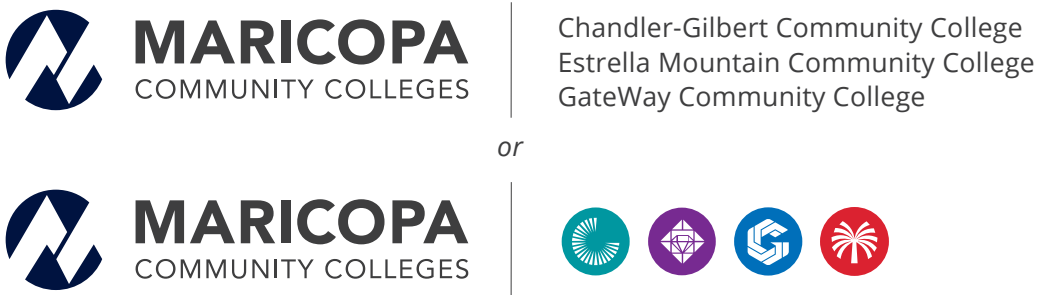
Using Multiple Logos

The MCCC logo should be used on all forms of advertising and college materials as space allows. Two college logos may be used side by side when partnering. When space is limited, it is acceptable to use the college logo lockup.

Two colleges



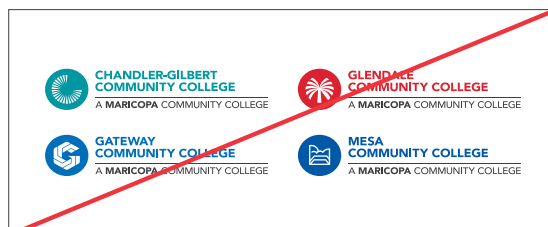
If more than two colleges are partnering, the partnering colleges can be listed next to the MCCC logo in a vertical list in alpha order. As an alternative, the icons can be displayed next to the MCCC logo.



All colleges can be represented by text listing in alpha order or by icon next to the MCCC logo.



Don't use more than two college logos together.



Logo and Brand Colors

The official MCCCCD colors are Pantone Matching System black C (90 percent) and 289 C blue. A companion color palette has been developed to complement the official MCCCCD colors. If desired, the companion colors identified below can be used in addition to the official blue and gray, however not as a replacement for them. The companion color palette can be used singly or in combinations to add choice and variety to designs, although using more than two companion colors in designs is not recommended.






Logo Colors




PANTONE 289 C	PANTONE Black C - 90%
RGB 12 35 64	RGB 45 41 38
HEX/HTML 0C2340	HEX/HTML 2D2926
CMYK 100 76 12 70	CMYK 65 62 59 94

Companion Color Palette

PANTONE 144 C	PANTONE 321 C	PANTONE 7489 C	PANTONE 306 C	PANTONE 7418	PANTONE 141 C
RGB 237 139 0	RGB 0 140 149	RGB 116 170 80	RGB 0 181 226	RGB 204 90 90	RGB 242 199 92
HEX/HTML ED8B00	HEX/HTML 008C95	HEX/HTML 74AA50	HEX/HTML 00B5E2	HEX/HTML CC5A5A	HEX/HTML F2C75C
CMYK 0 51 100 0	CMYK 96 3 35 12	CMYK 56 2 78 5	CMYK 75 0 5 0	CMYK 8 83 55 5	CMYK 0 16 65 0

College Primary Colors

				
Chandler-Gilbert	Estrella Mountain	GateWay	Glendale	Mesa
PANTONE 321 C	PANTONE 260 C	PANTONE 286 C	PANTONE 1797 C	PANTONE 2945 C
RGB 0 140 149	RGB 100 38 103	RGB 0 51 160	RGB 203 51 59	RGB 0 76 151
HEX/HTML 008C95	HEX/HTML 642667	HEX/HTML 0033A0	HEX/HTML CB333B	HEX/HTML 004C97
CMYK 96 3 35 12	CMYK 66 100 8 27	CMYK 100 75 0 0	CMYK 2 97 85 7	CMYK 100 53 2 16

				
Paradise Valley	Phoenix College	Rio Salado	Scottsdale	South Mountain
PANTONE 293 C	PANTONE 648 C	PANTONE 647 C	PANTONE 357 C	PANTONE 145 C
RGB 0 61 165	RGB 0 46 93	RGB 35 97 146	RGB 33 87 50	RGB 207 127 0
HEX/HTML 003DA5	HEX/HTML 002E5D	HEX/HTML 236192	HEX/HTML 215732	HEX/HTML CF7F00
CMYK 100 69 0 4	CMYK 100 71 9 56	CMYK 96 54 5 27	CMYK 92 18 94 61	CMYK 4 53 100 8

Typefaces

Open Sans, Roboto Slab, Montserrat, and Cormorant Infant are the official typefaces for the District. Each font is open source and downloadable at <https://fonts.google.com>. Google Fonts takes care of licensing and hosting.

Open Sans, Montserrat and Roboto are interchangeable for text, body, headings, and headlines. Please note the primary and secondary recommendations.



Primary use



Secondary use

Open Sans (available in more weights/styles)

text body signage display headings headlines

Open Sans Light	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
Open Sans Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
Open Sans Regular Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz</i>
Open Sans Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Roboto Slab (available in more weights/styles)

text body signage display headings headlines

Roboto Slab Thin	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
Roboto Slab Light	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
Roboto Slab Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
Roboto Slab Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Cormorant Infant (available in more weights/styles)

Diplomas Certificates Formal Documents

Cormorant Infant Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
<i>Cormorant Medium Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz</i>
Cormorant Infant Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
<i>Cormorant Infant Bold Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz</i>

Montserrat (available in more weights/styles)

text body signage display headings headlines

Montserrat Ultra Light	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
Montserrat Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
Montserrat Semi Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
Montserrat Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Campaign fonts may vary.

Fonts available for download at: <http://fonts.google.com>

COLLEGES

Chandler-Gilbert Community College

Logo Build Horizontal

M=1X



(For specialty items only)

Logo Vertical



**CHANDLER-GILBERT
COMMUNITY COLLEGE**

A **MARICOPA** COMMUNITY COLLEGE

Logo Acronym



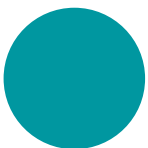
CGCC

Identifier



Colors

Primary



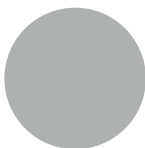
PMS
321 C

RGB
0 140 149

HEX/HTML
008C95

CMYK
96 3 35 12

Secondary



PMS
Gray 5 C

RGB
177 179 179

HEX/HTML
B1B3B3

CMYK
13 9 10 27

Athletic/Spirit Logo



Retired Logo



Estrella Mountain Community College

Logo Build Horizontal



(For specialty items only)

Logo Vertical



**ESTRELLA MOUNTAIN
COMMUNITY COLLEGE**
A **MARICOPA** COMMUNITY COLLEGE

Logo Acronym



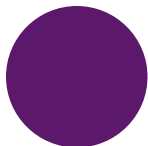
EMCC

Identifier



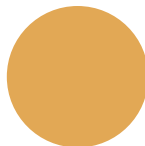
Colors

Primary



PMS
260 C
RGB
100 38 103
HEX/HTML
642667
CMYK
66 100 8 27

Secondary



PMS
7510 C
RGB
198 137 63
HEX/HTML
6893F
CMYK
5 41 77 10

Athletic/Spirit Logo



Retired Logo



GateWay Community College

Logo Build Horizontal



(For specialty items only)

Logo Vertical

Logo Acronym

Identifier



**GATEWAY
COMMUNITY COLLEGE**
A **MARICOPA** COMMUNITY COLLEGE



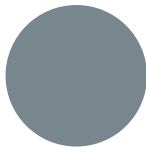
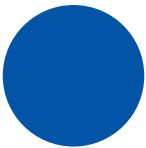
GWCC



Colors

Primary

Secondary



PMS
286 C

RGB
0 51 160

HEX/HTML
0033A0

CMYK
100 75 0 0

PMS
7510 C

RGB
198 137 63

HEX/HTML
6893F

CMYK
54 1 77 10

Athletic/Spirit Logo



Retired Logo



Glendale Community College

Logo Build Horizontal



(For specialty items only)

Logo Vertical



**GLENDALE
COMMUNITY COLLEGE**
A MARICOPA COMMUNITY COLLEGE

Logo Acronym



GCC

Identifier



Colors

Primary



PMS
1797 C
RGB
203 51 59
HEX/HTML
CB333B
CMYK
2 97 85 7

Secondary



PMS Black C
RGB
45 41 38
HEX/HTML
2D2926
CMYK
63 62 59 94

Athletic/Spirit Logo



When using the Athletic/Spirit logo without identifying text, the college logo must also appear on the same collateral.



Retired Logo



Mesa Community College

Logo Build Horizontal



(For specialty items only)

Logo Vertical Logo Acronym



**MESA
COMMUNITY COLLEGE**
A **MARICOPA** COMMUNITY COLLEGE



MCC

Identifier

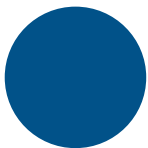


Red Mountain Identifier



Colors

Primary



PMS
2945 C
RGB
0 76 151
HEX/HTML
004C97
CMYK
100 53 2 16

Secondary



PMS
193 C
RGB
191 13 62
HEX/HTML
BF0D3E
CMYK
2 99 62 11

Athletic/Spirit Logo



When using the Athletic/Spirit logo without identifying text, the college logo must also appear on the same collateral.



Red Mountain Logo



Retired Logo



Paradise Valley Community College

Logo Build Horizontal



(For specialty items only)

Logo Vertical



**PARADISE VALLEY
COMMUNITY COLLEGE**

A MARICOPA COMMUNITY COLLEGE

Logo Acronym



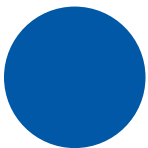
PVCC

Identifier



Colors

Primary



PMS
293 C

RGB
0 61 165

HEX/HTML
003DA5

CMYK
100 69 0 4

Secondary



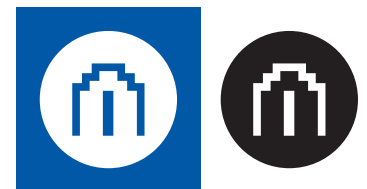
PMS
7501C

RGB
217 200 158

HEX/HTML
D9C89E

CMYK
6 10 30 2

Athletic/Spirit Logo



Retired Logo



Phoenix College

Logo Build Horizontal



(For specialty items only)

Logo Vertical



PHOENIX COLLEGE

A **MARICOPA** COMMUNITY COLLEGE

Logo Acronym



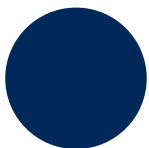
PC

Identifier



Colors

Primary



PMS
648 C

RGB
0 46 93

HEX/HTML
002E5D

CMYK
100 71 9 56

Secondary



PMS
1225 C

RGB
255 200 69

HEX/HTML
FFC845

CMYK
0 19 79 0

Athletic/Spirit Logo



When using the Athletic/Spirit logo without identifying text, the college logo must also appear on the same collateral.

Retired Logo



Rio Salado College

Logo Build Horizontal



(For specialty items only)

Logo Vertical



RIO SALADO COLLEGE
A MARICOPA COMMUNITY COLLEGE

Logo Acronym



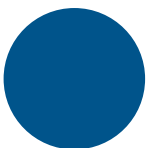
RSC

Identifier



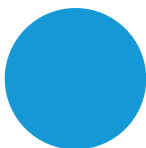
Colors

Primary



PMS
647 C
RGB
35 97 146
HEX/HTML
236192
CMYK
96 54 5 27

Secondary



PMS
2925 C
RGB
0 156 222
HEX/HTML
009CDE
CMYK
85 21 0 0



PMS
2767 C
RGB
19 41 75
HEX/HTML
13294B
CMYK
100 90 10 77

Athletic/Spirit Logo



When using the Athletic/Spirit logo without identifying text, the college logo must also appear on the same collateral.



Retired Logo



Scottsdale Community College

Logo Build Horizontal



(For specialty items only)

Logo Vertical



**SCOTTSDALE
COMMUNITY COLLEGE**
A MARICOPA COMMUNITY COLLEGE

Logo Acronym



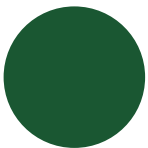
SCC

Identifier



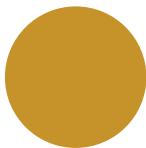
Colors

Primary



PMS 357 C
RGB 33 87 50
HEX/HTML 215732
CMYK 92 18 94 61

Secondary



PMS 1245 C
RGB 198 146 20
HEX/HTML C69214
CMYK 6 35 99 18

Athletic/Spirit Logo



When using the Athletic/Spirit logo without identifying text, the college logo must also appear on the same collateral.

Retired Logo



South Mountain Community College

Logo Build Horizontal



(For specialty items only)

Vertical Logo



**SOUTH MOUNTAIN
COMMUNITY COLLEGE**
A MARICOPA COMMUNITY COLLEGE

Logo Acronym



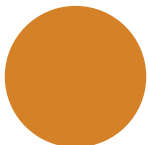
SMCC

Identifier



Colors

Primary



PMS
145 C
RGB
207 127 0
HEX/HTML
CF7F00
CMYK
4 53 100 8

Secondary



PMS Black C
RGB
45 41 38
HEX/HTML
2D2926
CMYK
63 62 59 94

Athletic/Spirit Logo



When using the Athletic/Spirit logo without identifying text, the college logo must also appear on the same collateral.



Retired Logo



MERCHANDISE AND SIGNAGE

Promo and Specialty Items

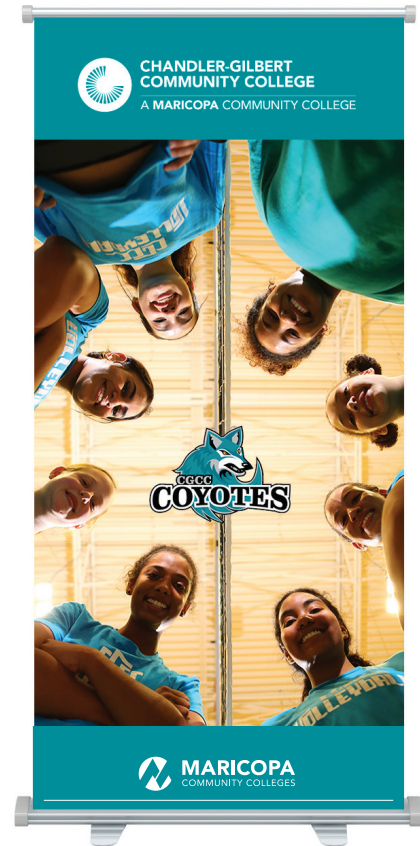
The print area on specialty items may vary. An acronym stacked logo is available for use ONLY on specialty items, with the exception of banners and clothing items.

1. Use full logos whenever possible.
2. If unable to use full logo, use acronym logo.
3. When using the acronym logo, you must also show the MCCC logo or college logo if space permits.
4. If items are too small for both logos, use the full college name in type.



Promo and Specialty Items

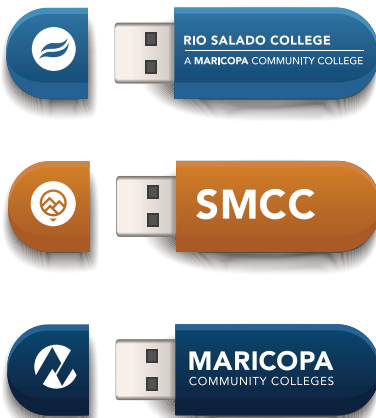
Lanyards



Front

Back

Double-sided print



Single-sided print



Promo and Specialty Items

When using alternate logos on specialty items:

- Include the **MCCCD logo** or **approved college logo** in second imprint area (space permitting) as seen in the examples below. (DO NOT combine in same imprint area.)
- DO NOT use the acronym logos on any shirt items.

Acceptable



Acceptable



Second imprint area shown on back.

Acceptable



unacceptable



unacceptable



Merchandise Management

All specialty items and merchandise orders are managed through the approved brand management company, Learfield, contracted through the District. District and college specialty item orders are routed from our vendors directly to Learfield. Learfield then submits their designs to the District for approval. When new vendors are approved to do business with the District, they are registered with Learfield.

All requests for approvals are received at the District and routed to the college marketing department for approval.

These extra steps help ensure that merchandise meets brand standards.

For questions, please contact:

District Marketing and Communications
Maricopa Community Colleges
marketing.team@domail.maricopa.edu
(480) 731-8948

Signage

FIXED SIGNAGE

Signs vary in size, shape, and placement at colleges throughout the District. Follow these basic guidelines when replacing or purchasing signage:

- Use the MCCCDC logo and the college logo on all highly visible signs such as monument/college building signs.
- In cases when space is limited, work with District Marketing to discuss alternatives.
- Always use the entire college logo on secondary signage like directional or building location designations.
- Use approved fonts. (pages 15)
- Please submit all signage designs to District Marketing for approval.

DIGITAL SIGNAGE

Digital signage refers to billboard/TV displays found at the district and colleges. They are used to communicate college or district messaging.

Content management systems for the displays vary by college. Therefore, content creation should follow the respective specified formats.

All graphic and video content should follow the standards outlined in this guide.

BUSINESS SYSTEMS

Business Cards, Letterhead and Envelopes


Business cards, letterhead, envelopes and other items can be purchased through the District ordering system at:

mcccdorders.com.

Follow the instructions to set up an account on the website, then follow the procurement and ordering procedures set up by your college.

- No custom orders, unless pre-approved through District Marketing.
- No additional modifications.


Alpha Graphics currently accepts P.O. numbers and credit cards.



**CHANDLER-GILBERT
COMMUNITY COLLEGE**
A MARICOPA COMMUNITY COLLEGE

Office of the President

2727 E. Pecos Road, Chandler, AZ 85225 • T: 480.732.7000 • F: 480.732.7090 • www.cg.edu




**CHANDLER-GILBERT
COMMUNITY COLLEGE**
A MARICOPA COMMUNITY COLLEGE


Office of
the President


Someoneandomlastname
title

2727 E. Pecos Road, Chandler, AZ 85225
T: xxx.xxx.xxxx • F: xxx.xxx.xxxx • C: xxx.xxx.xxxx
E: someoneandomlastname@cg.edu
www.cg.edu



MARICOPA
COMMUNITY COLLEGES






**CHANDLER-GILBERT
COMMUNITY COLLEGE**
A MARICOPA COMMUNITY COLLEGE

Financial Aid

2727 E. Pecos Road, Chandler, AZ 85225

Some colleges allow the college mascot as a business card back alternative. Please check with your college marketing department for approved options.



MARICOPA
COMMUNITY COLLEGES

Chandler-Gilbert | Estrella Mountain | GateWay | Glendale | Mesa
Paradise Valley | Phoenix | Rio Salado | Scottsdale | South Mountain

Email Signatures

A tool for creating approved email signatures for all colleges is available at:

<https://www.maricopa.edu/esignature>

After you fill out the form, the tool will auto generate your signature. Please follow the instructions provided for placing it in your email.

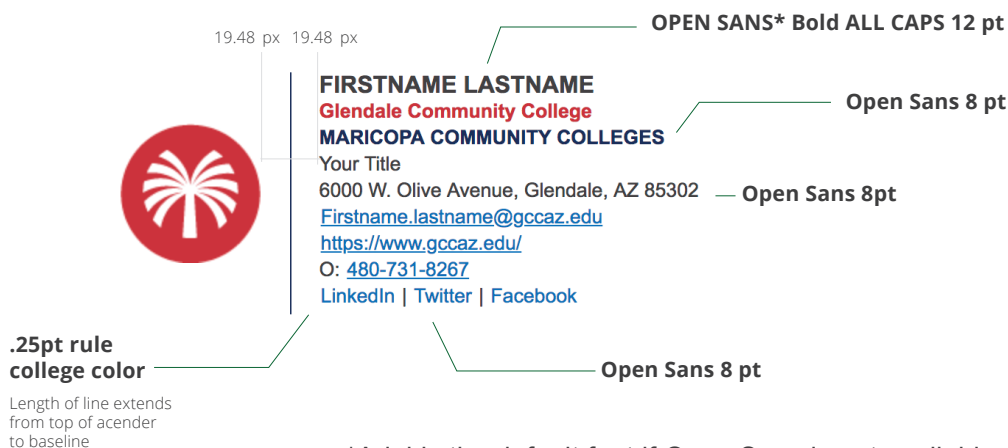
Emails sent from a MCCCCD email account is subject to public record. Compose emails with this in mind. Email signatures are considered public facing and are a part of the MCCCCD brand.

Please adhere to the following guidelines ([Admin. Reg 4.3](#)):

1. Do not use quotes, statements, tag lines, or other content that is not included in the tool.
2. Do not use graphics, photos, or alternate logos in place of the official college or MCCCCD logo. Exceptions for special anniversary graphics or other milestone events may be made. Please contact District Marketing for questions or more information.
3. Do not replace fonts, or stretch or alter the signature in any way.



FIRSTNAME LASTNAME
Glendale Community College
MARICOPA COMMUNITY COLLEGES
Your Title
6000 W. Olive Avenue, Glendale, AZ 85302
Firstname.lastname@gccaz.edu
<https://www.gccaz.edu/>
O: [480-731-8267](tel:480-731-8267)
[LinkedIn](#) | [Twitter](#) | [Facebook](#)



*Arial is the default font if Open Sans is not available.

Templates

Standardized templates are available with proper college and district branding and compliance statements. These templates provide consistency in design across the District.

InDesign templates are available for developing standardized fliers and posters.

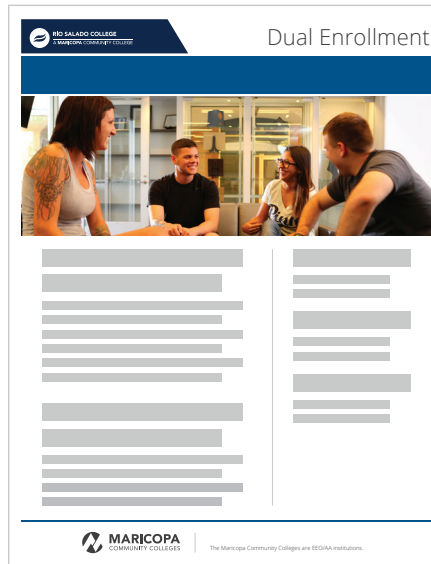
Word document templates are available for fliers and posters.

Powerpoints, email headers, and press release templates are also provided for use.

Contact District Marketing for a link to download these templates and/or to determine the best template for your project.

For questions, please contact:
 District Marketing and Communications
 Maricopa Community Colleges
 marketing.team@domail.maricopa.edu
 (480) 731-8948

Flier



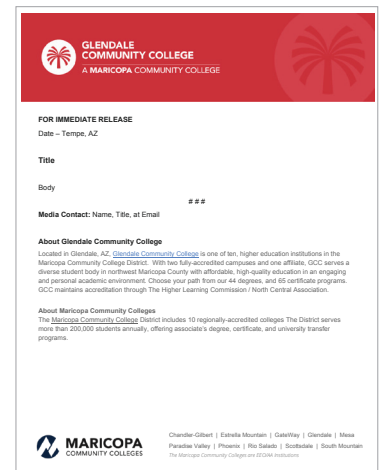
Email



PowerPoint



Press Release



ADVERTISING AND PHOTOGRAPHY

Guidelines for Advertising

MATERIALS ARE ALIGNED ACROSS COLLEGES THROUGH THE CONSISTENT USE OF TYPE, BRAND LANGUAGE, KEY MESSAGES, AND A COMMON LOGO SYSTEM.

The following are best practices for creating promotional material through print, digital, or out-of-home media advertising:

- Define your audience
- Create clear, concise messages
- Have a clear call to action
- Make sure responses/success can be measured
- Follow guidelines for photography, voice, and naming conventions
- Include key messages:
 - Flexible
 - Affordable
 - Convenient (flexible start dates, locations)
 - University Transfer
- Include the most recent college logo and Maricopa Community Colleges logo
- When including tuition cost, include the following statement: *Maricopa County Residents
- Include required compliance disclaimers (EEO, gainful employment, etc. if applicable)
- Avoid clutter by maintaining a balance of content and white space.
- Avoid making false claims, (ie. "Maricopa County Community Colleges have the best accounting program in Arizona.")
- For anything you feel may need legal review, please contact District Marketing for further guidance.

Advertising and Disclaimers

EEO / NON-DISCRIMINATION STATEMENTS MUST BE USED ON ALL STUDENT, EMPLOYEE AND PUBLIC FACING ADVERTISING, MATERIALS, WEBSITES AND COMMUNICATIONS.

Please visit:

<https://ep.maricopa.edu/legal/Pages/non-discrimination.aspx>

for usage guidelines.

Advertising | Veterans

MCCCD MARKETING GUIDELINES REGARDING USE OF VETERANS AND SERVICE MEMBER IMAGES

NOT PERMITTED

- Use of military service seals or other trademarks (e.g., unit insignia, emblems, coats of arms, initials, symbols, and other military identifiers), including images of flags, military vehicles, uniforms, plaques, etc., on which those marks are found.
- Use of images of military service members in uniform, including images that display their name, rank, marks, decorations, etc.

PERMITTED

- Patriotic images such as the American flag, or images of well-known monuments and memorials, etc., so long as the military service seals and trademarks are not visible
- Images of a group of students in which one of the students is in a DoD uniform, so long as the presence of the DoD personnel is not highlighted and does not show the individual's name, rank, mark, decorations, etc.
- Include language that says "We offer several educational programs to veterans" or "[Institution] proudly supports the [Military Service name]."

RECOMMENDED

- Do not use stock images of military personnel since we cannot confirm that the portrayal is accurate and adheres to dress codes, etc.

MUST

If any DoD visual information is used, include the statement, "The appearance of U.S. Department of Defense (DoD) visual information does not imply or constitute DoD endorsement," if any DoD visual information is used.

Photography

Photography should be reflective of the personality of each campus—its students, architecture, and culture. Whenever possible, photographs of real students and Maricopa Community Colleges should be used. Limit the use of stock imagery. Photographs of students should depict them engaged in learning and campus life.

If using photos not provided by district marketing, a photo release must be signed by students, faculty members, employees, and members of the public. The release and photo must be archived in the marketing department. This applies to all photos that are taken where individuals are easily recognized. **Posting signs or verbal approvals are not acceptable.**

Failing to secure a signed release may result in potential litigation. Any student under 18 years old must have a legal parent/guardian sign a photo release on their behalf.

Release forms are available at:

<https://ep.maricopa.edu/marketing/Pages/Marketing/release-forms.aspx>

Contact District Marketing for a link to download photography available for your use.

District Marketing and Communications
Maricopa Community Colleges
marketing.team@domail.maricopa.edu
(480) 731-8948

PHOTO RESOLUTION

Photos used for print materials should have a resolution of 300 dpi at full size. Low resolution photos should not be used.

Photo resolution for web is 72dpi. If you need assistance sizing an image or determining its resolution, please contact your college or District Marketing.

COPYRIGHT MATERIALS

You must obtain written permission before using copyright materials (e.g., photos, videos, text, etc.) in a project. Instructions for using copyright material may be found

here: <https://ep.maricopa.edu/legal/BLC/Pages/default.aspx>

