MVCC

MOHAWK VALLEY COMMUNITY COLLEGE

BRAND IDENTITY GUIDE

Guidelines for usage and implementation of the
Mohawk Valley Community College brand.

CONTENTS

The Mohawk Valley Community College brand projects our core commitment to excellence.

The graphic standards and guidelines presented in this Usage Guide serve as a valuable tool for ensuring that a clear and consistent presentation of the brand mark is sustained throughout all forms of communication. Strictly following these standards and guidelines is paramount to promoting, advancing, and extending the Mohawk Valley Community College brand in our community.

MVCC's brand was adopted after consulting with students, faculty, staff, and community about their positive perceptions and attitudes regarding the College. It is the visual manifestation of the College's vision for an innovative learning environment that meets the needs of our communities.

MVCC
The large type draws the eye to our acronym, which is well-understood by our community as shorthand for excellence in education. The more traditional font suggests MVCC's academic excellence and the highquality educational and career outcomes to which our students aspire.

MOHAWK VALLEY COMMUNITY COLLEGE
The modern sans-serif type is chosen to send a clear, welcoming message of accessibility to the reader – reflecting that MVCC is a progressive, open-access institution which welcomes students regardless of their status or academic background.

THE PROPORTIONS
A fixed-width fonts and logotype elements are chosen to make the brand easy to see and understand no matter where or at what size it is reproduced. The proportions are fixed at a ratio that is pleasing to the eye and workable in a wide range of applications.

THE LEAVES
The leaves have been part of MVCC's brand image for most of the College's history and reflect our deep traditions of growing students through academic excellence.

THE COLOR GREEN
The deep green color reflects the verdant Mohawk Valley during seasons of growth and renewal. It symbolizes the prosperity, growth, harmony, and hope for which our students are striving.

COLOR AND TYPOGRAPHY

ACCEPTED COLOR USAGE

The following are the approved final colors to be used with their respective color brand mark. The correct use of these colors will achieve consistency in all visual material providing a unified brand.

Any deviation from the following must be approved by the Marketing Office.

MVCC RICH BLACK		
PANTONE Black 3 CP	**RGB** 0/0/0	
CMYK 40/60/60/100	**HEX** 000000	

MVCC COOL GRAY		
PANTONE Cool Gray 11 CP	**RGB** 52/55/65	
CMYK 44/34/22/77	**HEX** 343741	

MVCC GREEN		
PANTONE Green 349 CP	**RGB** 0/112/60	
CMYK 100/0/91/42	**HEX** 00703C	

MVCC BRIGHT GREEN		
PANTONE Green 390 CP	**RGB** 178/211/62	
CMYK 35/0/95/0	**HEX** B2D33E	

TYPOGRAPHY

Typography is a powerful communications tool and the way that the written word is presented plays an increasingly critical role in creating consistent, stylish, and positive marketing communications material. This attention to detail in the use of typefaces, typographic styling, and colors will ensure we continue to achieve both the consistency of the message and the printing quality necessary to promote maximum visibility for this brand.

Any fonts other than those stated below must be approved by the Marketing Office.

Approved fonts for use with supportive marketing material:

Frutiger Family

Adobe Garamond Pro Family

Helvetica Family

Helvetica Neue Family

PRIMARY TYPEFACE

Adobe Garamond Pro Bold

TONE
Strong, confident, & classic

ONLY USED IN
Logo Treatment

ALTERNATE USE
Some headline copy

Adobe Garamond Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Adobe Garamond Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Adobe Garamond Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Adobe Garamond Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

SUPPORTING TYPEFACE

Frutiger

TONE
Clean and Modern

ONLY USED IN
Logo Treatment

ALTERNATE USE
Some headline copy

Frutiger Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Frutiger Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Frutiger Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Frutiger Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Frutiger Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Frutiger Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Frutiger Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Frutiger Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Frutiger Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

SUPPORTING TYPEFACE

Helvetica

TONE
Clean and Modern

ONLY USED IN
Publications

ALTERNATE USE
Used in headlines and primary body copy

Helvetica
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Helvetica Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Helvetica Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Helvetica Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Helvetica Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Helvetica Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Helvetica Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Helvetica Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Helvetica Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789

Colors assigned to brand mark must never be altered.

The logotype must always have the leaf block present, but the leaf block can be used as a separate element in a communication piece. Leaf element must not precede a variation in typography

ACCEPTABLE USE
Brand may be used in traditional style with all pieces. MVCC, tea leaf, and full school name.

Brand may be used as an icon, tea leaf only.

Brand may be used without full school name to eliminate redundancies or for scaling and reducation requirements.

BRAND COLOR VARIATIONS

All versions of the Mohawk Valley Community College brand marks are specifically created vector art files and must not be redrawn or modified in any way.

In order to preserve the quality of our image, brand marks should always be reproduced from the Illustrator .eps or .pdf artwork files supplied (high-res and low-res .jpeg files also available).

Duplication by any other means will lead to unacceptable deterioration in artwork quality.

To allow for flexible printing applications of the brand marks, we have provided the following color variations.

One color and gray scale variations.

Black and white versions here are approved for use on documents that will be printed in B/W or photocopied. All other uses of the knocked out MVCC logo must be approved by the Marketing Office.
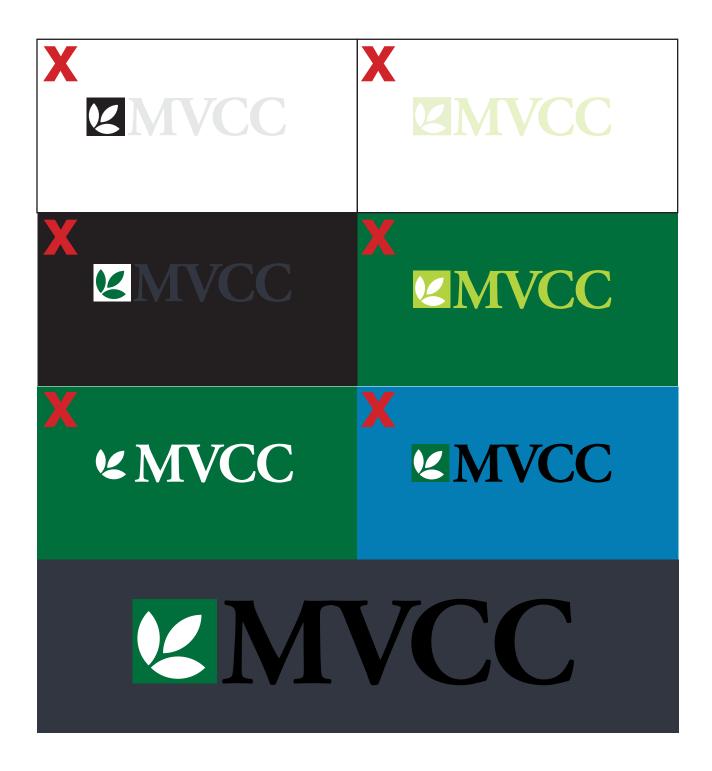
BRAND APPLICATION

APPLICATIONS

A key consideration in protecting the brand mark is ensuring that nothing is allowed to interfere with the visual impact — whether in print or on-screen. Accordingly, there should remain a protective clear zone to keep the brand mark away from type, photographs, illustrations, and any other full-strength graphic elements which may interfere with this impact.

The brand may appear with drop shadow when necessary for contrast.

Expressive treatments of the brand should be accompanied by the full brand and must be approved by the Marketing Department.

A determination of this minimum accepted clear zone around the brand mark is represented below.

Use the letter **M** as a guide for the minimum amount of space to be left clear and scale proportionally.

The brand mark must always be used as supplied and not transformed horizontally or vertically — it must not be distorted. Aspect ratio should maintain a 4:1 width:height.

Fonts within brand mark must never be substituted or altered.

Tea leaf should not appear with a transparent background and should always be a opaque.

No outer glow should be used around the brand treatments. To resolve design contrast issues, use approved inverted color variations.

BRAND
EXTENSION

 BRAND EXTENSION

This section details approved MVCC brand extensions and applications.

A successful brand message strategy relies on a congruent communication and a clear brand image. The negative impact of a poorly executed brand extension would cause a great damage to the parent brand and brand family.

In order to not disturb or confuse the original brand identity all future brand extensions must assume the following treatments to compliment the parent brand.

MVCC Brand Extensions
Brand extensions are used for MVCC schools, departments, institutes, and various areas. (Example: The Learning Commons.) Brand extensions will be given a family and may be scaled proportionally or used in media ranging from publications to video.

A brand extension may appear in a horizontal format with the extension line to the right of the parent brand and the extension name to the right of the line, aligned with the bottom of "MVCC." Specifics regarding kerning and leading are determined by the Marketing Department.

A brand extension may also appear with the extension line stacked above and aligned with the "M" in MVCC. The extension name will follow to the right of the line.

A third and abbreviated option for extension appearance is to have the extension line appear to the right of the tea leaf. The line is then followed by the extension name, aligned with the bottom of the tea leaf.

QUESTIONS AND CONTACT

Strict adherence to the guides set forth in this manual will provide us with the necessary brand reinforcement to present Mohawk Valley Community College as a professional education institution.

MVCC also has a College Seal and an Athletics brand. Both of these are not for general use and are provided only at the discretion of the Marketing Department. They each have their own rules for style and usage, which are kept by Marketing.

If you have any questions on these guidelines, your specific application of these guidelines, or would like to discuss the use of branding not included in this guide, please feel free to contact the Marketing Office at 315-792-5330 or find your project manager contact information at this link: mvcc.edu/marketing-communications.