JULY 2024

Brand Guidelines

MONTGOMERY
COUNTY COMMUNITY COLLEGE

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Strategic Messaging

Ensure Student Learning

Message 1:

Montgomery County Community College takes a comprehensive approach in developing educational and career pathways to ensure students can balance life responsibilities through responsive scheduling and flexible supports, fostering their growth and success.

Message 2:

The College prepares students for their next educational and/or professional steps by offering programs with degrees and credentials that have market value and will lead to careers with family-sustaining wages.

Enhance Employee Experience

Message 3:

Montgomery County Community College empowers employee growth and development by expanding employee competencies and skills through offering professional training opportunities and providing career pathways.

Message 4:

Montgomery County Community College fosters connectivity among its employees through engagement and culture building opportunities, communicating the Employee Value Proposition and incorporating employee feedback.

Expand Community Participation

Message 5:

Montgomery County Community College collaborates with community and business partners to develop relevant academic and workforce training programs that have market value in the workplace today and in the future and support the region's workforce and economic development environment.

Message 6:

Montgomery County Community College will continue to grow and expand community engagement by offering lifelong learning opportunities and cultural experiences.

Use of College Name

Formal College Name: Montgomery County Community College

Approved Abbreviated/Non-Formal College Name

NAME	USE
Montco	Preferred name used in student-facing materials, on the mc3.edu website, and in most communications
MCCC	Used primarily in press releases and more formal documents
the College	Used when specifically referencing Montgomery County Community College

Note: MC3 is our URL domain name only. It should not be used as an abbreviation for Montgomery County Community College.

College Name By Location

Blue Bell

- Montgomery County Community College at Blue Bell
- Montgomery County Community College, Blue Bell
- Montco Blue Bell Campus
- Montco at Blue Bell
- Montco Blue Bell
- MCCC Blue Bell Campus
- MCCC at Blue Bell
- MCCC Blue Bell

Pottstown

- Montgomery County Community College at Pottstown
- Montgomery County Community College, Pottstown
- Montco Pottstown Campus
- Montco at Pottstown
- Montco Pottstown
- MCCC Pottstown Campus
- MCCC at Pottstown
- MCCC Pottstown

College Logo

There are two versions of the logo. When possible, use the vertical logo. The horizontal logo should be reserved for situations in which there is limited vertical space.

(vertical logo)

(horizontal logo)

The primary color palette for our logo consists of Montco Red (Pantone® 186) and Dark Gray (Pantone® 447). This version of the logo is intended to be used on lighter backgrounds in order to maintain readability.

NOTE: The same usage guidelines apply to the vertical as they do to the horizontal logo throughout this style guide.

MONTGOMERY
COUNTY COMMUNITY COLLEGE

Another permissible color option is to reverse the logo out to white on the Montco Red and darker backgrounds.

MONTGOMERY
COUNTY COMMUNITY COLLEGE

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SECONDARY USAGE

For secondary usage on basic black and white/light treatments, the logo may be reversed out to white on a black background or print as black over a light or white background.

MONTGOMERY
COUNTY COMMUNITY COLLEGE

MONTGOMERY
COUNTY COMMUNITY COLLEGE

MONTGOMERY
COUNTY COMMUNITY COLLEGE

MONTGOMERY
COUNTY COMMUNITY COLLEGE

For additional secondary usage, the red and
white Montco logo may be used over a black
background with permission from the Enrollment
Marketing or Strategic Communications
Department. To request permission
email **marcom@mc3.edu**.

MONTGOMERY
COUNTY COMMUNITY COLLEGE

MONTGOMERY
COUNTY COMMUNITY COLLEGE

DEPARTMENTAL & PROGRAMMATIC VERSIONS OF THE COLLEGE LOGO

Departments, divisions or programs that would like their name added to the College logo may submit requests to the Strategic Communications Department by emailing marcom@mc3.edu with approval from the Vice President of that area.

Formal and casual logo options are available for use cases specific to a department or program.

The formal version includes the official College logo with the department or program listed underneath.

The casual version features the Mustang and the more casual "Montco" rather than the full College name with the department or program listed underneath.

The logo option used should be appropriate for each instance (collateral, communication, event or apparel).

Grayscale and white versions are also available if full color is not an option.

FORMAL USE EXAMPLE:

MONTGOMERY
COUNTY COMMUNITY COLLEGE
ALUMNI ASSOCIATION

CASUAL USE EXAMPLE:

MONTCO
DEPARTMENT TITLE HERE

SIZE

To maintain legibility, never reproduce the logo at widths smaller than 1 inch (for print) or 175 pixels (for screen). While there is no limitation on the maximum size of the logo, please exercise discretion. The logo should always be used as an identifying symbol, never as the most dominant element on the page.

MONTGOMERY
COUNTY COMMUNITY COLLEGE

1" or 175p

MONTGOMERY
COUNTY COMMUNITY COLLEGE

1" or 175p

CLEARANCE

To ensure that there is a sufficient amount of space around the logo to distinguish importance – photos, text and graphic elements must follow the illustrated guidelines here.

Use the "house" portion of the logo as a tool to measure and maintain clearance on all four sides of the logo.

MONTGOMERY
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MONTGOMERY
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Logo variations are at the discretion of the Office of the President and the Enrollment Marketing or Strategic Communications teams Department. Please see below for some examples of improper usage of the logo.

DON'T CONDENSE, STRETCH OR CHANGE THE DIMENSIONS OF THE LOGO.

DON'T CROP THE LOGO.

DON'T ALTER THE SCALE OF THE ELEMENTS.

DON'T ALTER THE PLACEMENT OF THE ELEMENTS OR ADD EXTRA ELEMENTS.

DON'T ALTER OR REPLACE THE LOGO TYPEFACES.

DON'T SKEW OR BEND THE LOGO.

DON'T ROTATE THE LOGO.

DON'T ADD OR REPLACE COLORS.

DON'T USE DROP SHADOWS, STROKES OR OTHER VISUAL EFFECTS.

DON'T CHANGE THE WORDS IN THE LOGO. YOU MAY ONLY USE THE WORDS MONTGOMERY COUNTY COMMUNITY COLLEGE.

DON'T PLACE THE LOGO OVER BACKGROUNDS SO DARK THAT THE DARK LOGO BECOMES ILLEGIBLE.

DON'T PLACE THE LOGO OVER IMAGERY SO DARK THAT THE LOGO BECOMES ILLEGIBLE.

College Seal

College Seal

The Seal is the legal identification of Montgomery County Community College on official documents such as diplomas, commencement programs and a variety of academic certifications.

NOTE:

The official College Seal is not to be used in routine external or internal communications. The President's office must approve all use cases for the College seal.

College
Sub-Brands

SUB-BRANDS

A sub-brand has a distinct look but has ties to the essence and identity of the parent brand. Sub-brands have their own logo, color treatment and other identifiers.

WHAT IS CONSIDERED A SUB-BRAND?

All College sub-brands noted below have a public-facing presence within the community. Currently, this includes Athletics, eSports, Montco Cultural Center and the Mix Room at Montco.

NOTE:
All of the sub-brand logos are subject to the same improper usage, clearance and size guidelines as the institutional logo. The following logos represent some of our sub-brands. If you need to use a sub-brand logo, request the permission of the Enrollment Marketing or Strategic Communications Department by emailing **marcom@mc3.edu.**

ESPORTS LOGO

The Montgomery County Community College eSport's League has its own unique logo. The logos are unique to eSports and should not be used in any other context.

Athletics is our most recognizable sub-brand logo to represent a single department. The logos below are unique to Athletics and should not be used in any other context.

NOTE:
Creating a custom logo or athletics graphic is strictly prohibited.
All promo items created with the Athletics logo must be approved by the Enrollment Marketing or Strategic Communications Department. Request permission by emailing **marcom@mc3.edu.**

OFFICIAL NAME:
Montgomery County Community College Mustangs

INFORMAL NAME:
Montco Mustangs

PRIMARY LOGO (PREFERRED USAGE)

SECONDARY LOGOS

TERTIARY LOGO
(Use in instances where the Secondary logo is needed in a stacked format)

The use of cartoon Monty is limited to the discretion of the
Enrollment Marketing or Strategic Communications Department.
If you wish to use cartoon Monty request permission by emailing
marcom@mc3.edu.

The Montco Cultural Center — A premier arts destination. Our newly renovated, state-of-the-arts facilities serve as a dynamic social-cultural hub, inviting the community to experience the wonder of live music, theater, dance, art, and ideas.

PRIMARY LOGO
Full Color
(black and white versions are also available)

(horizontal logo)

(vertical logo)

IMAGE HOUSE
Full Color

(horizontal logo)

(vertical logo)

GRAPHIC ELEMENTS

The Mix Room at Montco—a state-of-the-art sound recording studio with professional recording technology, including both vintage analog and high-end digital sound recording equipment.

PRIMARY LOGO

Color

The Montco color palette has three groupings:
primary, secondary and the alternate color palette. .

Any piece produced without the primary color (Montco
Red) will require the approval of the Enrollment Marketing or
Strategic Communications Department (**(marcom@mc3.edu).**

PRIMARY

SECONDARY

PANTONE® 186
RGB 200/16/46
HEX #C8102E

PANTONE® 447
HEX #333333

PANTONE®
COOL GRAY 6
HEX #A7ABAA

WHITE
HEX #000000

CORE BRAND COLORS

ALTERNATE COLOR PALETTE

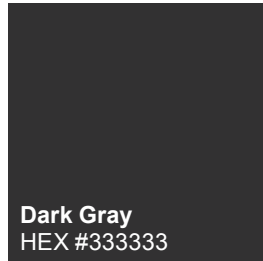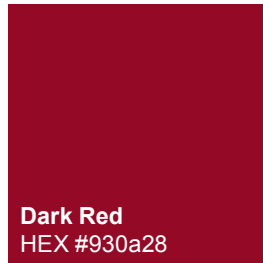| Brights	Darks	Neutrals	Tones
PMS 7458 RGB 111/177/200 #6FB0C8	**PMS 202** RGB 138/36/50 #892332	**PMS Cool Gray 10** RGB 99/101/105 #626469	**PMS 1225** RGB 255/200/68 #FFC743
PMS 368 RGB 118/188/33 #75BB21	**PMS 518** RGB 76/47/72 #4B2F48	**PMS Warm Gray 2** RGB 203/196/188 #CBC4BC	**PMS 7418** RGB 208/86/89 #D05459
PMS 326 RGB 0/175/170 #00AEAA	**PMS 295** RGB 0/40/86 #002855	**PMS 1245** RGB 200/146/16 #C79110	
PMS 213 RGB 232/31/118 #E81F75	**PMS 7648** RGB 157/29/100 #9D1D64		
PMS 2728 RGB 0/71/186 #0047BA			

Like the Print Color Palette the Website Color Palette has primary and accent colors to create brand consistency and increase brand recognition. The colors below were selected to most accurately reflect the Print Color Palette on a digital screen.
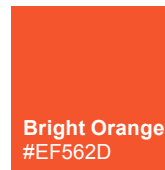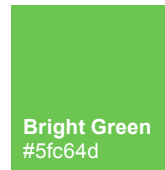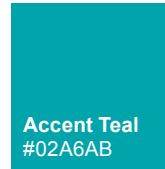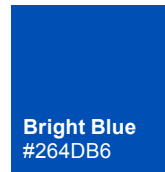
PRIMARY COLOR

Main Red
HEX #C8102E

CORE BRAND COLORS

SECONDARY PALETTE

Dark Red
HEX #930a28

Dark Gray
HEX #333333

ACCENT PALETTES

Brights

Bright Blue
#264DB6

Accent Teal
#02A6AB

Bright Green
#5fc64d

Bright Orange
#EF562D

Bright Yellow
#F4DA40

Darks

Dark Blue
#072f4f

Accent Pink
#991E66

Neutrals

Medium Gray
#A7A8AA

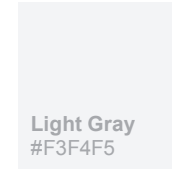**Light Gray**
#F3F4F5
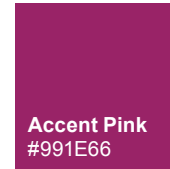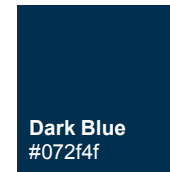
Typography

MONTCO FONT FAMILY

Montco's Font Family is made up of two fonts – *Branding* (sans serif) and *Arial* (sans serif).

Branding includes seven weights and Arial has three weights.

Arial is a second primary font that was selected for it's universal availability across all operating platforms, and should be used for any situation that involves eternal presentation that requires font download.

BRANDING

Montgomery

Aa Aa Aa Aa **Aa** **Aa** **Aa**
Aa *Aa* *Aa* *Aa* ***Aa*** ***Aa*** ***Aa***

Thin   Light   Semilight   Medium   Semibold   Bold   Black

ARIAL

Montgomery

Aa **Aa** **Aa**
Aa ***Aa*** ***Aa***

Regular   Bold   Black

The way we use type is crucial to making our designs look thoughtful and professional. Use these tips to make sure the typography is consistent.

Line spacing, called leading, is critical to setting professional-looking type that is easy to read. Leading should be set tight, but not too tight. The Montco Font Family generally looks best with leading set slightly loose. A good rule of thumb is to start with leading that is two points higher than the point size of the text. This won't always be right, but leading can most easily be adjusted from there. This applies to both fonts within the Montco Font Family.

Correct letter spacing, called tracking, is needed to make the type easy to read. Montco's fonts should always be tracked slightly tighter than the default setting, and optical kerning should be used when available.

Leading that is too loose leaves too much pause between lines.

26 pt. type / 37 pt. leading

Leading that is too tight leaves too little pause between lines.

26 pt. type / 24 pt. leading

When leading is correct, the reader won't even notice.

26 pt. type / 28 pt. leading

Tracking that is too loose leaves too much space between letters.

+60 tracking

Tracking that is too tight leaves too little space between letters.

-80 tracking

When tracking is correct, the reader won't even notice.

-5 tracking

Questions about our brand guidelines?

Email marcom@mc3.edu

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