



MOTLOW STATE
COMMUNITY COLLEGE

GRAPHIC STANDARDS MANUAL

Marketing Department
May 2016

WELCOME TO OUR BRAND GUIDELINES

These guidelines help to create a consistent image and college brand for all internal and external communication. Our brand is more than just a logo; it is dedication to the common goal of making a positive difference in students' lives every day. We must communicate that message consistently in our printed materials, actions and conversations with both internal and external audiences.

Please review these guidelines and commit to following them so that we can maintain a unified visual identity for the college. This will help to position Motlow State Community College appropriately as a respected and successful educational institution in our region.

PRIMARY LOGO

VERTICAL FORMAT



HORIZONTAL FORMAT



COLORS



PANTONE 349 C

CMYK: C90 M12 Y95 K40

RGB: R4 G106 B56

HTML: 006633



PANTONE YELLOW C

CMYK: C0 M8 Y100 K0

RGB: R254 G221 B0

HTML: FFCC00

COLLEGE SEAL

The college seal is to be used only for official documents, such as presidential correspondence, commencement programs or invitations, certificates, transcripts, diplomas, watermarks, etc.



LOGO VARIATIONS

The two-color logo must be reproduced only on a white background. A one-color logo should be used as green, black, or reversed as white on solid backgrounds. Yellow can also be used when reproduced on a dark green background.



MINIMUM CLEAR AREA

When the logo is used in marketing materials with text, photography, illustration or other elements, a minimum amount of clear space must surround the logo. This space is equivalent to the width of .25"



MINIMUM REPRODUCTION SIZE

The primary vertical logo may not be reproduced any smaller than 1.125" in width.



The primary horizontal logo cannot be reproduced any smaller than 1.5" in width.



INCORRECT USAGE

DO NOT stretch, skew, angle or distort the logo.



DO NOT change the colors of the logo (see logo variations for color options).



DO NOT recreate the logo; digital files are available from the marketing department.



DO NOT print the color version of the logo on colored paper - this will change the color of the logo. If you must use colored paper, choose the black version of the logo.



DO NOT alter or modify the individual elements or composition of the logo.



DO NOT apply special graphic effects to the logo.



If you have questions concerning the correct usage of the logo, contact the marketing department at marketing@mscc.edu.

STATIONERY

Stationery plays an important role in representing the college from a personal level. It is for official college communication and correspondence to internal and external audiences.

The Motlow State letterhead is not personalized. Names, titles, email addresses or individual phone numbers are not permitted on the letterhead but are appropriate for personalized business cards. Personal contact information can be included in the body of the letter.

Letterhead, envelopes and business cards must be ordered through the marketing department. Online request forms will be available.

TEMPLATES

The following templates will be available for download:

- Letterhead
- Fax Cover Sheet
- Email Signature
- Address Label
- Shipping Label
- PowerPoint Presentation

ATHLETICS LOGO

The Motlow State athletic logos are used by the athletics department or by the bookstore when ordering spirit apparel or items.





MOTLOW STATE
COMMUNITY COLLEGE

Department Name

STATIONERY SET

- Letterhead (8.5" x 11")
- Envelope (9.5" x 4.125")
- Business Card (3.5" x 2")



MOTLOW STATE
COMMUNITY COLLEGE

name
title

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Return Service Requested