



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.

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INTRODUCTION

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 high-quality 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 Department.

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 PC	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 Department.

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

STONE

Strong, confident, & classic

ONLY USED IN

Logo Treatment

ALTERNATE USE

Some headline copy

Adobe Garamond Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Adobe Garamond Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Adobe Garamond Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Adobe Garamond Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

SUPPORTING TYPEFACE

Frutiger

TONE

Clean and Modern

ONLY USED IN

Logo Treatment

ALTERNATE USE

Some headline copy

Frutiger Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SUPPORTING TYPEFACE

Helvetica

-tone

Clean and Modern

ONLY USED IN

Publications

ALTERNATE USE

Used in headlines and primary body copy

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



BRAND VARIATION

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 reduction 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.





BRAND 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 Department.





BRAND COLOR DON'TS

X 	X
X 	X
X 	X

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.



 APPLICATION DON'T S

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. 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.





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 Department:

315+792-5330
contact@mvcc.edu

