Brand Guidelines

MARICOPA
COMMUNITY COLLEGES

11/6/23

Our Brand

This guide is intended to serve as an internal and external resource to help guide and govern the design and production of online and print materials at the college and district level and all things that utilize the Maricopa or college identities in visual and spoken format. This may include (but is not limited to) environmental design, terrestrial advertising, online advertising, websites, print materials, promotional items, radio advertising, email signatures, etc.

Because we are all working within the Maricopa ecosystem, all 10 colleges benefit from our shared brand identity. When we use Maricopa brand elements—logos, colors, fonts, campus images—we are communicating on behalf of all 10 colleges; therefore, we must aim to keep our communication consistent with our brand.

Standards for Guidance and Support

In this guide, you will find a helpful set of tools and guidelines to support you in your work. Our Brand Standards Guide was created to help you with:

- Consistently maintaining the integrity and value of the brand we have built over the past five decades
- Powerfully representing our colleges and shared vision of an equitable education, programs that serve the needs of our community, and our tradition of excellence
- Optimally executing the Maricopa Community Colleges brand in all your external materials and communications via a centralized resource providing clarity and tools

For questions and other issues related to the Brand Standards Guide, please reach out to Marketing and Communications at the District Office: **marketing.team@domail.maricopa.edu.**

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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. 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.

The individual college circular identifiers, coupled with the common font treatment of the college name, visually relate to the MCCCD parent brand. The result is a common framework in which all logos are visually related.

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

Using the Maricopa Logo

Using the MCCCD 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 MCCCD 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 MCCCD 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 with questions prior to using the logos at marketing.team@domail.maricopa.edu with questions prior to using the logos.

Using the Maricopa Logo

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 marketing.team@domail.maricopa.edu.

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

Using the Maricopa Logo: 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.

Using the Maricopa Logo: 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

Using the Maricopa Logo: Builds

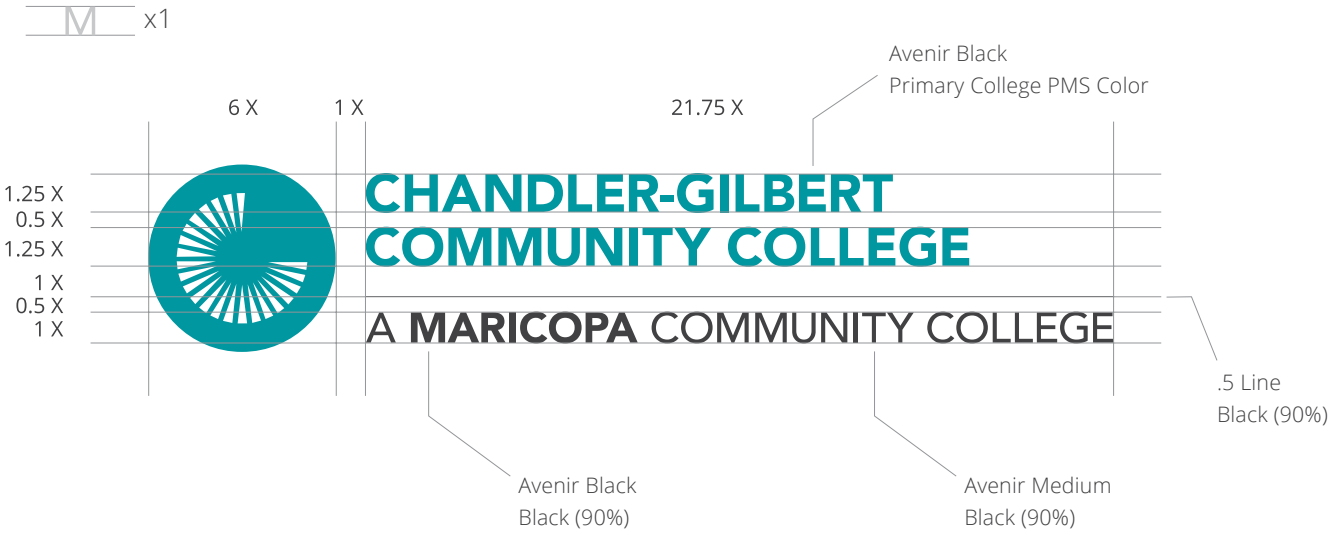
The MCCCD and college logos were built using the size, spacing, and font configurations illustrated below. Logo build guidelines are for reference only.
Download approved logos: marketing.maricopa.edu

Avenir UPPER CASE (logo use only)

Avenir black **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Avenir medium ABCDEFGHIJKLMNOPQRSTUVWXYZ

Avenir Black
Black (90%)



Using the Maricopa Logo: Identifiers

Custom division, department, program, and location logos are not allowed. Instead, a system of specific identifiers has been created to reinforce the consistency of the Maricopa Brand.

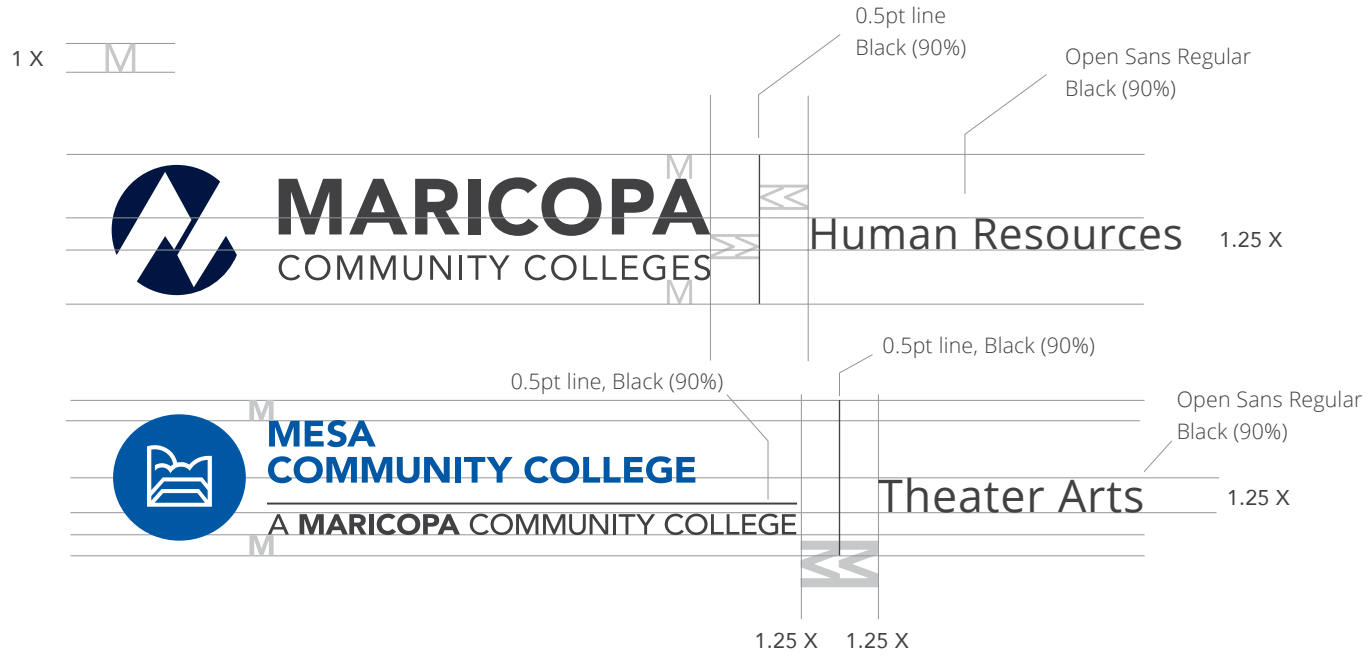
Some approved logo exceptions for specific niche student programs exist:

- **ACE**—The **Achieving a College Education (ACE)** program is a nationally recognized program that targets students who may not consider going to college and attaining a baccalaureate degree to be an achievable goal.
- **Women Rising**—**Women Rising** is designed to improve the retention and degree completion rates of minority female students.
- **MEN**—The **Male Empowerment Network (MEN)** is a unique group that provides support to minority male students at the Maricopa Community Colleges.
- **OER**—**Open Educational Resources**
- **Affinity Groups**—Maricopa Community Colleges recognizes several affinity groups to help promote diversity, equity, and inclusion in our colleges.

If you have a question about custom logos, please contact marketing.team@domail.maricopa.edu. For more clarification about logo usage, read: Use of MCCCD Marks

The following pages include examples of division, department, program, and location identifier logo builds.

Side by Side scale: 100%



Stacked scale: 100%

Vertical: scale: 100%

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

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.

Using Multiple Logos

The MCCCD 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

GLENDALE COMMUNITY COLLEGE
A MARICOPA COMMUNITY COLLEGE

SOUTH MOUNTAIN COMMUNITY COLLEGE
A MARICOPA COMMUNITY COLLEGE

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

MARICOPA COMMUNITY COLLEGES

Chandler-Gilbert Community College
Estrella Mountain Community College
GateWay Community College

or

MARICOPA COMMUNITY COLLEGES

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

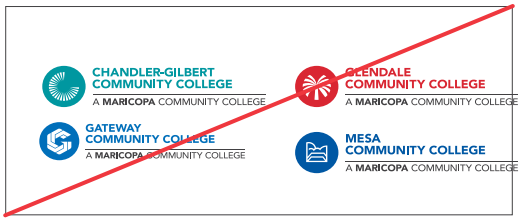
MARICOPA COMMUNITY COLLEGES

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

or

MARICOPA COMMUNITY COLLEGES

Don't use more than two college logos together.



Logo and Brand Colors

The official MCCCD colors are Pantone Matching System black C (90 percent) and 289 C blue. A companion color palette has been developed to complement the official MCCCD 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	PANTONE
289 C	**Black C - 90%**
RGB	RGB
12 35 64	**45 41 38**
HEX/HTML	HEX/HTML
0C2340	**2D2926**
CMYK	CMYK
100 66 0 76	**65 66 68 82**

Companion Color Palette

PANTONE	PANTONE	PANTONE	PANTONE	PANTONE	PANTONE
144 C	**321 C**	**7489 C**	**306 C**	**7418 C**	**141 C**
RGB	RGB	RGB	RGB	RGB	RGB
237 139 0	**0 151 160**	**116 170 80**	**0 181 226**	**205 84 91**	**242 199 92**
HEX/HTML	HEX/HTML	HEX/HTML	HEX/HTML	HEX/HTML	HEX/HTML
ED8B00	**008C95**	**74AA50**	**00B5E2**	**CD545B**	**F2C75C**
CMYK	CMYK	CMYK	CMYK	CMYK	CMYK
0 49 100 0	**96 3 35 12**	**55 2 80 7**	**76 0 0 0**	**2 76 47 6**	**0 16 68 0**

Note: Maricopa.edu and some of the colleges may utilize variations to their HEX color for accessibility and design reasons that may differ from the HEX color listed in the brand guidelines. For the most up-to-date web style guide, please visit marketing.maricopa.edu.

College Primary Colors

Chandler-Gilbert

PANTONE
321 C

RGB
0 151 160

HEX/HTML
008C95

CMYK
96 3 35 12

Estrella Mountain

PANTONE
260 C

RGB
100 38 103

HEX/HTML
642667

CMYK
66 100 0 22

GateWay

PANTONE
286 C

RGB
0 51 160

HEX/HTML
0033A0

CMYK
100 80 0 12

Glendale

PANTONE
1797 C

RGB
203 51 59

HEX/HTML
CB333B

CMYK
13 94 84 3

Mesa

PANTONE
2945 C

RGB
0 76 151

HEX/HTML
004C97

CMYK
100 64 0 16

Paradise Valley

PANTONE
293 C

RGB
0 61 165

HEX/HTML
003DA5

CMYK
100 76 0 9

Phoenix College

PANTONE
648 C

RGB
0 46 93

HEX/HTML
002E5D

CMYK
100 69 0 56

Rio Salado

PANTONE
647 C

RGB
35 97 146

HEX/HTML
236192

CMYK
88 52 3 12

Scottsdale

PANTONE
2427 C

RGB
2 95 29

HEX/HTML
025F1D

CMYK
81 0 100 54

South Mountain

PANTONE
145 C

RGB
207 127 0

HEX/HTML
CF7F00

CMYK
0 49 100 8

Note: Maricopa.edu and some of the colleges may utilize variations to their HEX color for accessibility and design reasons that may differ from the HEX color listed in the brand guidelines. For the most up-to-date web style guide, please visit marketing.maricopa.edu.

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 interchangable 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	*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz*
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

Coromorant Infant Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
Cormorant Medium Italic	*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz*
Cormorant Infant Bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz**
Cormorant Infant Bold Italic	***ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz***

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 through Adobe Fonts and/or for download at: http://fonts.google.com**

COLLEGES

The Maricopa Community Colleges all share and adhere to the same Maricopa brand identity. Colleges are encouraged to use the Maricopa brand elements in an effort to keep marketing and communication consistent with the Maricopa brand.

Logo Build Horizontal

(For specialty items only)

Logo Vertical

Logo Acronym

Identifier

ATHLETIC / SPIRIT LOGO

PANTONE 322 C
RGB 0 115 119
CMYK 100 0 39 33

PANTONE 321 C
RGB 0 151 160
CMYK 96 3 35 12

PANTONE 429 C
RGB 162 170 173
CMYK 35 23 19 2

PANTONE 123C
RGB 255 199 44
CMYK 0 16 89 0

PRIMARY COLOR

PANTONE 321 C
RGB 0 151 160
CMYK 96 3 35 12

SECONDARY COLORS

PANTONE 306 C
RGB 0 181 226
CMYK 76 0 0 0

PANTONE Cool Gray 1 C
RGB 210 210 210
CMYK 0 0 0 17

Graphite 447 C
RGB 60 60 60
CMYK 30 25 30 80

Black 3 C
RGB 33 33 0
CMYK 60 45 70 90

ESTRELLA MOUNTAIN COMMUNITY COLLEGE

Logo Build Horizontal

(For specialty items only)

Logo Vertical

Logo Acronym

Identifier

ATHLETIC / SPIRIT LOGO

PANTONE 124 C
RGB 234 170 0
CMYK 0 29 100 1

PANTONE 260 C
RGB 100 38 103
CMYK 66 100 0 22

PANTONE 7439 C
RGB 178 136 185
CMYK 27 50 0 0

PRIMARY COLOR

PANTONE 260 C
RGB 100 38 103
CMYK 66 100 0 22

SECONDARY COLORS

PANTONE 124 C
RGB 234 170 0
CMYK 0 29 100 1

COMPANION COLORS

PANTONE Yellow
RGB 254 221 0
CMYK 0 1 100 0

PANTONE 3517
RGB 193 0 22
CMYK 0 100 96 6

PANTONE 172C
RGB 250 70 22
CMYK 0 80 98 0

PANTONE 361 C
RGB 67 176 42
CMYK 68 0 100 0

PANTONE 370 C
RGB 101 141 27
CMYK 49 0 100 30

PANTONE 382 C
RGB 196 214 0
CMYK 22 0 100 0

PANTONE 2627 C
RGB 60 16 83
CMYK 83 100 0 44

PANTONE 7439 C
RGB 178 136 185
CMYK 27 50 0 0

PANTONE 877 C
RGB 138 141 143
CMYK 49 34 34 0

PANTONE 3538 C
RGB 0 148 213
CMYK 93 10 0 0

PANTONE 2456 C
RGB 49 156 138
CMYK 74 6 46 8

PANTONE 647 C
RGB 35 97 146
CMYK 88 52 3 12

GATEWAY COMMUNITY COLLEGE

Logo Build Horizontal

(For specialty items only)

Logo Vertical

Logo Acronym

Identifier

ATHLETIC / SPIRIT LOGO

PRIMARY COLOR

PANTONE 286 C
RGB 0 51 160
CMYK 100 80 0 12

SECONDARY COLORS

PANTONE 430 C
RGB 124 135 142
CMYK 55 40 37 4

PANTONE Black C [90%]
RGB 45 41 38
CMYK 65 66 68 82

GLENDALE COMMUNITY COLLEGE

Logo Build Horizontal

(For specialty items only)

Logo Vertical

Logo Acronym

Identifier

ATHLETIC / SPIRIT LOGO

PANTONE 1797 C
RGB 203 51 59
CMYK 13 94 84 3

PANTONE Black C
RGB 45 41 38
CMYK 60 40 40 100

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

PRIMARY COLOR

PANTONE 1797 C
RGB 203 51 59
CMYK 13 94 84 3

SECONDARY COLORS

PANTONE Black C
RGB 45 41 38
CMYK 60 40 40 100

COMPANION COLORS

PANTONE 634 C
RGB 0 95 131
CMYK 82 49 31 7

PANTONE 876
RGB 178 146 93
CMYK 30 39 72 4

Logo Build Horizontal

(For specialty items only)

Logo Vertical

Logo Acronym

Identifier

Red Mountain Identifier

PRIMARY COLOR

PANTONE 2945 C
RGB 0 76 151
CMYK 100 64 0 16

SECONDARY COLORS

PANTONE 193 C
RGB 191 13 62
CMYK 0 100 59 11

ATHLETIC / SPIRIT LOGO

PANTONE 2945 C
RGB 0 76 151
CMYK 100 64 0 16

PANTONE 193 C
RGB 191 13 62
CMYK 0 100 59 11

PANTONE 300 C (60%)
RGB 0 94 184
CMYK 100 56 0 3

PANTONE Black C
RGB 45 41 38
CMYK 65 66 68 82

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

COMPANION COLORS

PANTONE 382
RGB 196 214 0
CMYK 22 0 100 0

PANTONE 422
RGB 158 162 162
CMYK 36 26 23 4

PANTONE 7506
RGB 239 219 178
CMYK 0 7 26 0

PANTONE 143 C
RGB 241 180 52
CMYK 0 27 85 0

PANTONE 7545 C
RGB 66 85 99
CMYK 74 50 31 36

PARADISE VALLEY COMMUNITY COLLEGE

Logo Build Horizontal

(For specialty items only)

Logo Vertical

Logo Acronym

Identifier

ATHLETIC / SPIRIT LOGO

PANTONE 293 C
RGB 0 61 165
CMYK 100 76 0 9
HEX 003da5

PANTONE 7501 C
RGB 217 200 158
CMYK 16 18 42 0
HEX d8c79d

PANTONE 292 C
RGB 105 179 231
CMYK 55 13 0 0
HEX 69b3e7

PRIMARY COLOR

PANTONE 293 C
RGB 0 61 165
CMYK 100 76 0 9
HEX 003da5

SECONDARY COLORS

PANTONE 5455 C
RGB 191 206 214
CMYK 23 8 2 0
HEX bfced6

PANTONE 7501 C
RGB 217 200 158
CMYK 16 18 42 0
HEX d8c79d

Logo Build Horizontal

(For specialty items only)

Logo Vertical

Logo Acronym

Identifier

ATHLETIC / SPIRIT LOGO

PANTONE 648 C
RGB 0 46 93
CMYK 100 69 0 56

PANTONE 1225 C
RGB 255 200 69
CMYK 0 19 79 0

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

PRIMARY COLOR

PANTONE 648 C
RGB 0 46 93
CMYK 100 69 0 56

SECONDARY COLORS

PANTONE 1225 C
RGB 255 200 69
CMYK 0 19 79 0

PANTONE Black C
RGB 45 41 38
CMYK 65 66 68 82

RIO SALADO COLLEGE

Logo Build Horizontal

(For specialty items only)

Logo Vertical

Logo Acronym

Identifier

ATHLETIC / SPIRIT LOGO

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

PANTONE 647 C
RGB 35 97 146
CMYK 88 52 3 12
HEX #236192

PANTONE 542 C
RGB 75 156 211
CMYK 60 19 1 4
HEX #4B9CD3

PANTONE 2767 C
RGB 19 41 75
CMYK 100 71 0 66
HEX #13294B

PRIMARY COLOR

PANTONE 647 C
RGB 35 97 146
CMYK 88 52 3 12
HEX #236192

SECONDARY COLORS

PANTONE 542 C
RGB 75 156 211
CMYK 60 19 1 4
HEX #4B9CD3

PANTONE 2767 C
RGB 19 41 75
CMYK 100 71 0 66
HEX #13294B

COMPANION COLORS

PANTONE 7548 C
RGB 255 198 0
CMYK 0 20 100 0
HEX #FFCA28

PANTONE 2024 C
RGB 248 124 86
CMYK 0 62 68 0
HEX #F87C56

PANTONE 360 C
RGB 108 194 74
CMYK 59 0 90 0
HEX #6CC24A

PANTONE 3145 C
RGB 0 119 139
CMYK 100 0 24 30
HEX #00778B

Logo Build Horizontal

(For specialty items only)

Logo Vertical

Logo Acronym

Identifier

ATHLETIC / SPIRIT LOGO

PANTONE 355 C
RGB 0 151 57
CMYK 93 0 100 0

PANTONE 2427 C
RGB 2 95 29
CMYK 81 0 100 54

BLACK
CMYK 0 0 0 100

PANTONE 1235 C
RGB 255 184 28
CMYK 0 25 94 0

PANTONE 2464 C
RGB 121 190 112
CMYK 55 0 68 0

ATHLETIC USE ONLY

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

PRIMARY COLOR

PANTONE 2427 C
RGB 2 95 29
CMYK 81 0 100 54

SECONDARY COLORS

PANTONE 1235 C
RGB 255 184 28
CMYK 0 25 94 0

COMPANION COLORS

PANTONE 7706 C
RGB 0 106 142
CMYK 96 22 8 29

PANTONE 7403 C
RGB 238 212 132
CMYK 2 9 51 0

PANTONE 2356 C
RGB 114 0 98
CMYK 47 100 0 29

PANTONE 2305 C
RGB 158 167 0
CMYK 23 0 100 22

PANTONE 7502 C
RGB 206 184 136
CMYK 13 20 45 3

RICH BLACK
CMYK 40 0 0 100

FULL BODY BLACK
CMYK 60 40 40 100

Logo Build Horizontal

(For specialty items only)

Logo Vertical

Logo Acronym

Identifier

PRIMARY COLOR

PANTONE 145 C
RGB 207 127 0
CMYK 0 49 100 8

SECONDARY COLORS

PANTONE Black C
RGB 45 41 38
CMYK 65 66 68 82

ATHLETIC / SPIRIT LOGO

PANTONE 145 C
RGB 207 127 0
CMYK 0 49 100 8

COMPANION COLORS

PANTONE Black C (90%)
RGB 45 41 38
CMYK 65 66 68 82

PANTONE Warm Grey 9 C
RGB 131 120 111
CMYK 40 40 42 19

MERCHANDISE AND SIGNAGE

Promo and Specialty Items

Ideally, it is preferable that the College or District logo be used in its entirety on promotional items—however, imprint areas on promotional items will vary based on the size, shape, and function of the object, and using the full logo might not be an option without losing readability. Following are some general guidelines when creating art for promotional items:

- The horizontal logo is always preferred, but if the vertical logo fits better in the space, use that one.
- When creating T-shirts for an event, make sure the college or district logo appears somewhere in the design or on the sleeve.
- In some cases, like with pins or buttons, the icon can be used and the College or District name can curve around the outside of the icon. It's a good idea to consult Marketing if unsure of the best option for your item.

Promo and Specialty Items

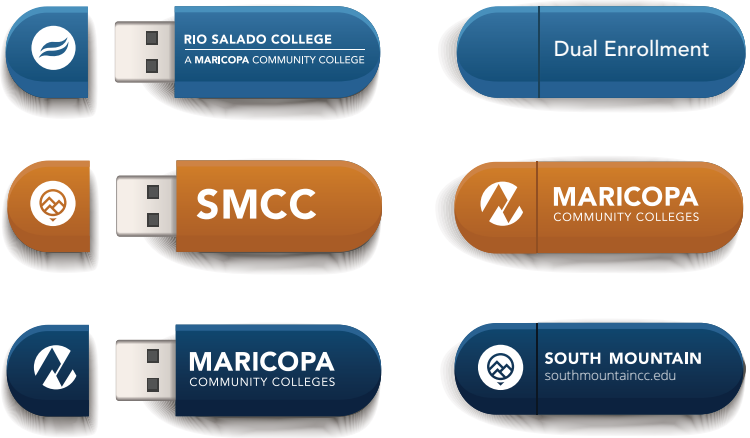
The print area on specialty items may vary. An acronym stacked logo is available for use ONLY on specialty items, with the exception of banners and clothing items.

- Use full logos whenever possible.
- If unable to use full logo, use acronym logo.
- When using the acronym logo, you must also show the MCCCD logo or college logo if space permits.
- If your object is too small to use either of the logos or icon, use the college name in the correct font. (mock-up of pen with college name)

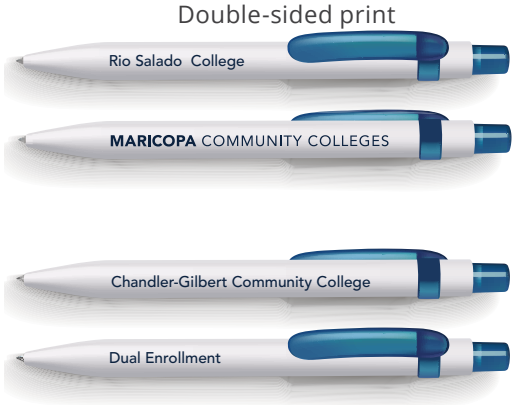
Lanyards

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 permiting). DO NOT combine in same imprint area.
- DO NOT use the acronym logos on any shirt items.
- For imprints or embroidery on objects with a bright background (red polo shirt, for example), it is acceptable to make the logo one color, like black or white.
- If you are creating shirts or polos for a department, use the logo and department identifier.

Acceptable

Second imprint area shown on sleeve.

Acceptable

Second imprint area shown on back.

Acceptable use of a black or white logo for better contrast.

Acceptable

CHANDLER-GILBERT
COMMUNITY COLLEGE
A MARICOPA COMMUNITY COLLEGE
Student Affairs

Merchandise Management

All specialty items and merchandise orders are managed through the approved brand management company, Brand 360, contracted through the District. When new vendors are registered to do business with the District, they must also register with Brand 360.

District and college specialty item orders are routed from our vendors directly into the Brand 360 portal where they are then forwarded to each college marketing department for approval.

This system allows each college marketing department to help take ownership of their brand and to have a clear understanding of the orders that are being placed, either from internal requests or external vendors.

For questions, please contact:
District Marketing and Communications, Maricopa Community Colleges
marketing.team@domail.maricopa.edu.

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 MCCCD 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

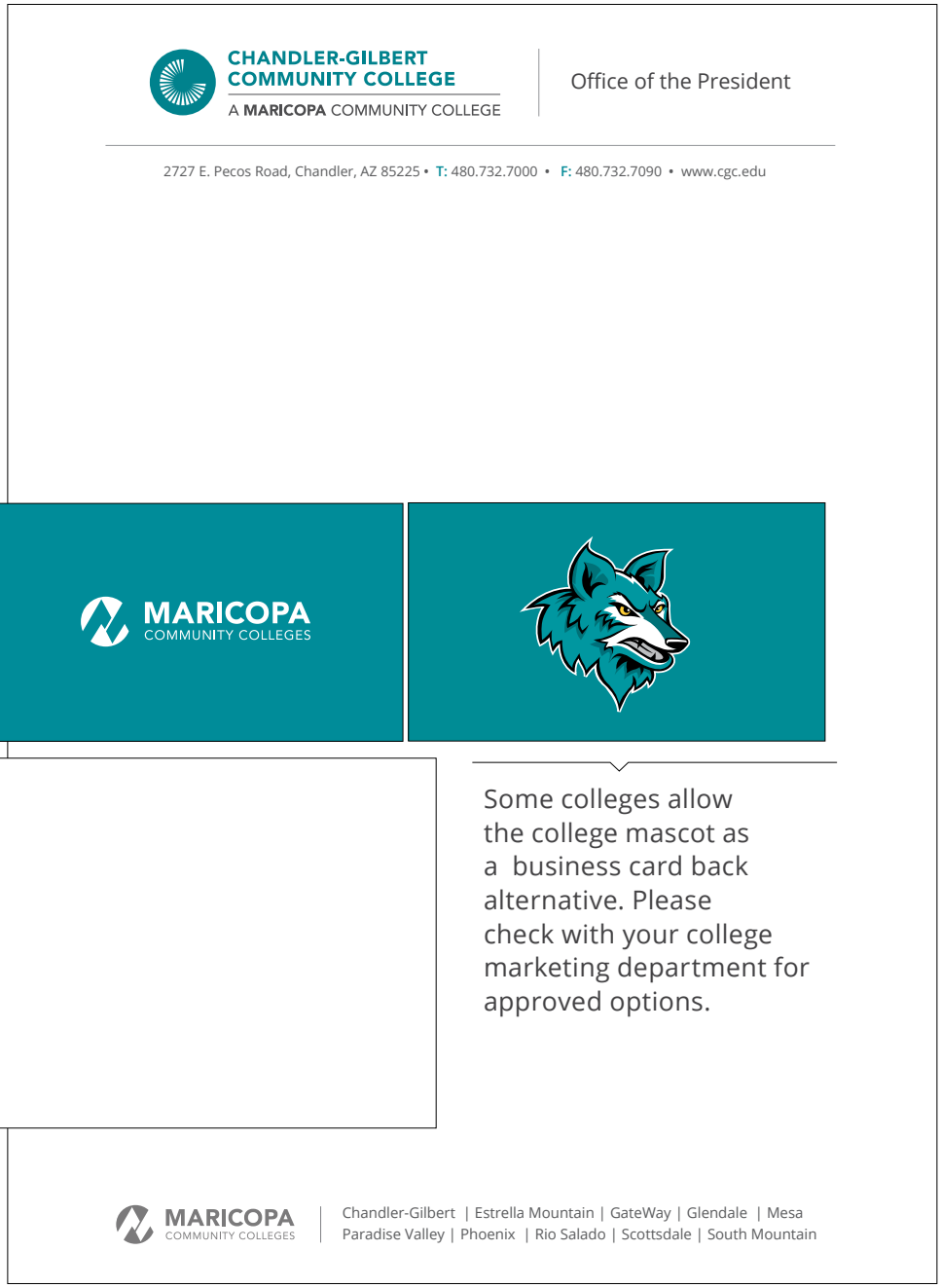
Business Cards, Letterhead and Envelopes

Business cards, letterhead, envelopes, and other items can be purchased through the District Marketing Employee Store.

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.



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

Email Signatures

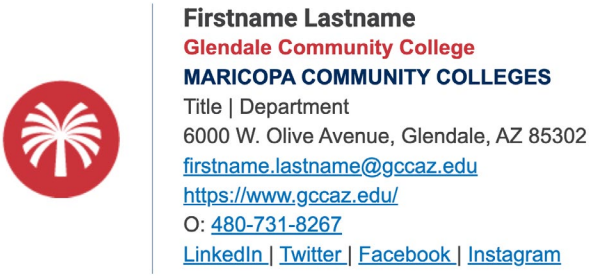
A tool for creating approved email signatures for all colleges is available at:
https://www.maricopa.edu/esignature

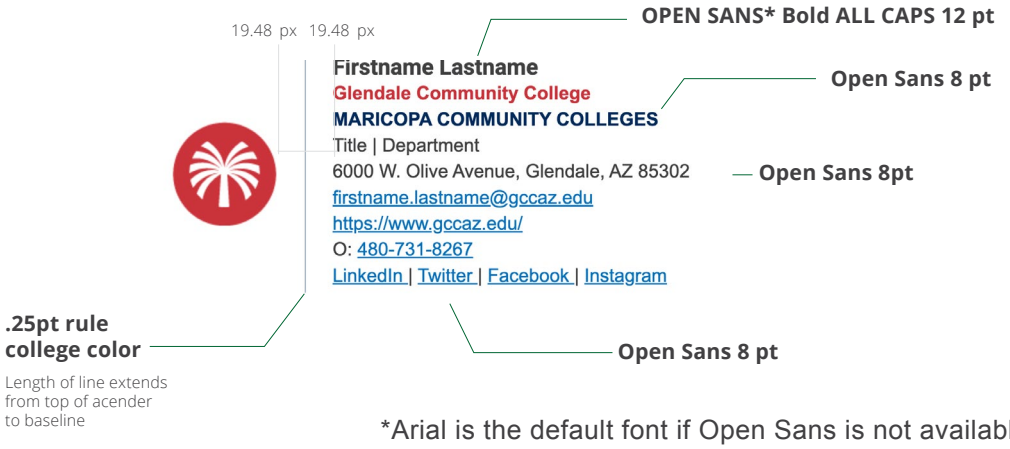
After you fill out the form, the tool will auto-generate your signature. Please follow the instructions provided for placing it in your email.

Emails sent from a MCCCD 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 MCCCD brand.

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

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





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

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

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 U.S. Department of Defense (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."

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://marketing.maricopa.edu/employee-resources/release-forms.

Contact District Marketing for a link to download photography that may be available for your use.
District Marketing and Communications, Maricopa Community Colleges
marketing.team@domail.maricopa.edu.

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. See instructions for using copyright material.

OTHER RESOURCES

For additional resources, video brand guide, Fields of Interest style guide, web style guides, editorial guides, access to release forms, regulatory language, and everything in between, visit: marketing.maricopa.edu.

If you have questions or can't find what you need in this guide or at marketing.maricopa.edu, please contact District Marketing at marketing.team@domail.maricopa.edu.