Mississippi Gulf Coast Community College
Graphic Standards

Stone County • George County • Harrison County• Jackson County

MGCCC®

Mississippi Gulf Coast Community College

Contents

MGCCC
Mississippi Gulf Coast Community College

Mississippi Gulf Coast Community College's brand is built on our exceptional history and the strength of our identity in South Mississippi and beyond. Our brand isn't just the college logo or a tagline or even a product. MGCCC's brand is our reputation. It is the way we speak, the way we act, and the experiences our students and visitors have on campus. It's every advertisement, flyer, commercial and poster seen by our students and community residents. Every department, employee and student contributes to our brand.

The way our brand is expressed in images and words should contribute to the overall look, feel and tone of who we are and who we want to be. A unified college with a consistent brand and mission strengthens our reputation in the community. A clear message and visual identity reflect a multi-faceted but unified organization. There is a responsibility to ensure that MGCCC's brand and imagery are used uniformly and appropriately by all. MGCCC's Graphic Standards Manual has been developed to assure this consistency and integrity when producing communication materials for the college.

If you have questions not in the Graphic Standards Manual or need more assistance, you may also contact Institutional Relations at 601-928-6205.

Thank you for helping MGCCC maintain a clear and consistent image to ensure our reputation for excellence, an image we all build together and of which we are very proud.

Sincerely,

Dr. Mary S. Graham

MISSION

The mission of Mississippi Gulf Coast Community College is to meet the educational and community needs in George, Harrison, Jackson, and Stone counties by providing superior instruction through traditional and technological formats to offer workforce pathways, certificates, diplomas, and associate transfer and applied degrees. The college embraces lifelong learning, productive citizenship, service learning, and leadership development in a dynamic and innovative learning environment.

VISION

Mississippi Gulf Coast Community College will be a globally competitive learning community with an entrepreneurial spirit that cultivates student success.

CORE VALUES

Accountability: An acceptance of responsibility for appropriate actions, obligations and duties.

Collaboration: A process that facilitates transfer of knowledge, skills and attainment of common goals.

Excellence: A motivation where the highest standards are viewed as benchmarks to surpass. **Integrity:**

A commitment to honesty and ethical behavior in all situations.

Leadership: A process of directing groups of people toward a common goal.

Respect: A feeling of esteem or regard for the unique qualities of all individuals.

Service: An action performed for others without the desire for personal gain.

Maintaining the Brand

All Mississippi Gulf Coast Community College employees have the responsibility of maintaining the college brand. Our brand is more than just a graphic identity; it is dedication to the common goal of making a positive difference in people's lives every day. We must communicate that message consistently in our printed materials, actions, and conversations with both internal and external audiences.

Verbal Communication
- When discussing college programs, am I emphasizing quality, affordability and access?
- When working with students, do I have a positive, generous attitude?
- Do I convey the college's many opportunities for life-changing educational experiences?
- Do I refer to the college as Gulf Coast or MGCCC (instead of Perk, JD or JC)?

Written Communication
- Use the logo correctly, according to the standards in this manual.
- Written communication should reflect the college's mission statement.
- Any communication included in an envelope with other items from MGCCC will appear to be from the same institution.

Resources
MGCCC Institutional Relations is available to assist you with communications projects. Please contact us if you need help with any of the following materials or projects:
- Obtaining photographs
- Copy editing and proofreading
- Design editing and layout assistance
- Questions regarding required statements
- Meeting vendor specifications
- Updating or modifying web pages
- Press releases and media contact information

(A)

(B)

(C)

(D)

1. The college name should appear on all college communications materials, whether printed or digital. The name must appear on the front of all printed publications.

Mississippi Gulf Coast Community College
MGCCC
Gulf Coast

2. An official college logo should appear on every publication and advertisement paid for with college funds.

3. The **official college logo** (A) may not be altered in any way and must be high resolution (should not look fuzzy or distorted when printed or displayed).

4. The college **executive seal** (B) may not be used as a general logo. The seal is reserved for use on official university documents such as diplomas, transcripts, official records, legally binding documents, materials issued at the executive level and materials issued by the Office of the President.

5. The "**Gulf Coast M**" logo (C) is reserved for use by Athletics. Permission to use this logo for any other purpose, such as recruitment or game-day events, must be granted by the Department of Athletics at 601-928-6224.

6. The "**Bulldog**" logo (D) is reserved for use by Athletics only.

7. The official MGCCC colors are blue and gold. See the Colors section of this manual for specifications.

8. The non-discrimination compliance statement should appear on all university publications, printed materials and advertisements.

9. Photos for printed materials must be high resolution (at least 300 dpi at actual size).

10. No copyrighted material should be used without permission, including photos, graphics, logos and images from the web. If you did not create it, then someone else may own the rights to it.

11. All communication materials and advertisements should be approved by the Department of Institutional Relations before they are printed, displayed or distributed. Contact the Department of Institutional Relations to obtain approval.

Which Logo Do I Use?

I Am Developing Materials For:

A CORE UNIT

Location
College
School
Department
Major
Program
Degree
Event

General College Logo

ATHLETICS

Sports
Cheerleading

Athletics "M" Logo

ADMINISTRATIVE PURPOSES

Official Documents
Office of the President
Executive-Level Materials

Executive Seal

Official College Logo

Executive Seal

Gulf Coast "M"

Bulldog

Logo Trademarks

The college mark shown on this page is registered with the United States Patent and Trademark Office. MGCCC has an obligation to monitor the usage of this mark and verbiage to ensure their integrity and maintain exclusive control over them.

Use of the MGCCC logo or other marks for commercial purposes requires permission or licensure from Mississippi Gulf Coast Community College. Requests for such use of the marks must be directed to the Department of Institional Relations at 601-928-6205.

In 2017, MGCCC launched a licensing and trademark-enforcement program in support of protecting this trademark. This program is a critical component of our overall branding initative at MGCCC to ensure the highest quality and consistent standard of excellence for which it is known.

®

MGCCC®
Mississippi Gulf Coast Community College

MGCCC
Mississippi Gulf Coast Community College

Primary Logos

Mississippi Gulf Coast Community College's logo is represented by four graphic elements: the sun, the wave, the initials and the name of the college. The sun and wave are positive symbols of our coastal environment. All elements work together to represent our brand identity.

Note that these elements are inseparable from each other. The words may not be recreated with any font, resized, rearranged or used independently. The logo should not be screened, used in outline form, or filled with a texture or photo.

The college logo must appear prominently on all materials published by the college in print or electronic format, public forms, and all items that officially represent the college.

The logo can appear in a variety of color combinations:
1. Navy Blue and Gold
2. Azure, White and Gold (for dark backgrounds only)
3. Black
4. Solid Gold (for dark backgrounds only)
5. Solid Navy Blue
6. White (for dark backgrounds only)

(1)

(2)

For use on dark backgrounds only

(3)

(4)

(5)

(6)

For use on dark backgrounds only

Athletics Logo

The MGCCC athletics logo is used by the Athletics Department or by the bookstores when ordering game-day apparel or other accessories.

The logo should always be reproduced in its original format. It should not be rotated, reproportioned, enhanced with special effects, or recreated using another font or banner.

The logo should not be screened.

Permission to use this logo for any purpose outside of athletics, such as recruitment or game-day events, must be granted by the Department of Athletics at 601-928-6224.

Executive Seal

For most projects, the official college logo will be appropriate. However, for official projects such as certificates, diplomas, commencement materials, campus-vehicle designations, presidential communications or formal publications, the MGCCC executive seal must be used.

The seal may only be used in approved colors shown. Navy and gold, solid navy or solid black.

Gold metallic ink or foil stamping may also be permitted.

These color assignments are not interchangeable.

Because of the seal's official nature, its use is monitored carefully and is not available on the website. If you need seal artwork contact, the Department of Institutional Relations at 601-928-6205.

Secondary Logos

The MGCCC secondary logos are not official logos. The bulldog is a secondary logo used by the Athletics Department or by the bookstores when ordering game-day apparel or other accessories.

All department logos should consist of the main logo and the department name.

These logos should always be reproduced in their original format. They should not be rotated, reproportioned or enhanced.

Bulldog Logo

MGCCC DEPARTMENTAL LOGOS

MGCCC®
MATHEMATICS, COMPUTER SCIENCE, & BUSINESS DEPT.

Font used is Myriad Pro Semibold →

MGCCC®
MATHEMATICS, COMPUTER SCIENCE, & BUSINESS DEPT.

Should be suitable for other gear besides shirts, mugs,etc.

Font size and letter spacing may need to be adjusted on as-needed basis to balance design →

MGCCC®
BUSINESS SERVICES

1235C GOLD/2985C AZURE/WHITE ON NAVY

MGCCC®
MATHEMATICS, COMPUTER SCIENCE, & BUSINESS DEPT.

MGCCC®
INSTITUTIONAL ADVANCEMENT

MGCCC®
OFFICE OF THE PRESIDENT

1235C GOLD ON NAVY

MGCCC®
MATHEMATICS, COMPUTER SCIENCE, & BUSINESS DEPT.

MGCCC®
INSTITUTIONAL ADVANCEMENT

MGCCC®
OFFICE OF THE PRESIDENT

282 NAVY ON GOLD

MGCCC®
MATHEMATICS, COMPUTER SCIENCE, & BUSINESS DEPT.

MGCCC®
INSTITUTIONAL ADVANCEMENT

MGCCC®
OFFICE OF THE PRESIDENT

MGCCC®
Mississippi Gulf Coast Community College

Logo Usage Guidelines

PROTECTED SPACE

There should be a safe space of a minimum of 1/6 the width of the sun icon on all sides of the logo. (A) No visual matter (other than a background image) should violate the protected space.

MINIMUM REPRODUCTION SIZE

The minimim size the logo should be is .5" tall and 1.875" wide. (B)

Permission to use the logo at any size smaller than described here may be granted by the Department of Institutional Relations at 601-928-6205.

LOGO APPEARANCE

The appearance of the official university logo must never be altered.

• Do not stretch, rotate or distort the logo.
• Do not change the scale of any elements.
• Do not change the colors of the logo.
• Do not recreate or redraw the logo.

The logo should never be digitally scanned or taken from a web page and placed on a print piece.

Electronic files of the logo are available from the Department of Institutional Relations.

(A)

(B) 1.875" .5"

DO NOT DISTORT

DO NOT ROTATE

DO NOT COPY FROM THE WEB

DO NOT CHANGE COLORS

DO NOT VIOLATE THE SAFE SPACE OF THE LOGO

DO NOT PLACE ON A BACKGROUND WITHOUT A SUFFICIENT CONTRAST

Fonts

PRINT MATERIALS
College communications materials are not required to use a specific font. However, the Myriad and Avenir families of fonts are the two recommended for use in print communications. Substitute fonts are Hoefler Text, Times New Roman and Arial.

WEB USAGE
The Arial and Georgia families of fonts are the two recommended for use on the web.

Print Materials

Sans Serif	Serif
Myriad Pro Regular **Myriad Pro Semibold** **Myriad Pro Bold** **Myriad Pro Bold Condensed**	Hoefler Text Regular *Hoefler Text Italic*
	Times New Roman *Times New Roman*
Avenir Roman Avenir Light Avenir Book **Avenir Black**	Georgia Regular *Georgia Italic*

WEB

Arial Regular **Arial Bold**	Georgia Regular **Georgia Bold**

MGCCC
Mississippi Gulf Coast Community College

Colors

OFFICIAL COLORS
The official MGCCC colors are navy and gold.

Secondary Colors
The secondary MGCCC colors are Azure Blue and Grey.
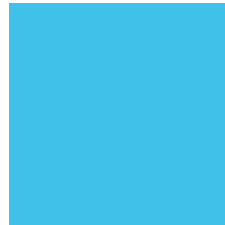
OFFICIAL COLORS

NAVY
PMS 282
100/87/42/52
WEB #041E41

GOLD
PMS 1235
0/32/95/0
WEB #FFB819

SECONDARY COLORS

Azure Blue
PMS 2985
58/4/2/0
WEB #57C1E8

Grey
PMS 428
24/16/17/0
WEB #C1C6C8

MGCCC
Mississippi Gulf Coast Community College

It is expected that all university business will be conducted on official university letterhead. Individual units may not create their own stationery or identification materials apart from the MGCCC identity system.

Shown on this page is the official stationery. It should only be printed from approved templates and follow the guidelines set forth in this manual.

Pre-printed letterhead, envelopes and business cards can be ordered through Central Printing.

Mary S. Graham, President
www.mgccc.edu

MGCCC
Mississippi Gulf Coast Community College

Supported by Harrison, Stone, Jackson and George Counties

"Making a positive difference..."

MGCCC®
Mississippi Gulf Coast Community College

John Doe
Assessment Center Proctor • Perkinston Campus

51 Main Street • P.O. Box 548 • Perkinston, MS 39573
office 601.528.8754 • fax 601.528.8926
pk.proctor@mgccc.edu • www.mgccc.edu

MGCCC®
Mississippi Gulf Coast Community College

Community Campus/
Advanced Manufacturing
and Technology Center
10298 Express Drive
Gulfport, MS 39503
228-897-4360

Jackson County Campus
Highway 90 Vancleave Rd.
P.O. Box 100
Gautier, MS 39553
228-497-9602

Jefferson Davis Campus
2226 Switzer Rd.
Gulfport, MS 39507-3896
228-896-3355

Keesler Center
P.O. Box 5008
Keesler AFB, MS 39534
228-432-7198

West Harrison
County Center
21500 B Street
Long Beach, MS 39560
228-868-6057

Perkinston Campus
Highway 49 South
P.O. Box 548
Perkinston, MS 39573
601-928-5211

George County Center
P.O. Box 77
Lucedale, MS 39452
601-947-4201

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PRINTED LETTERHEAD

Traditional, pre-printed letterhead can be ordered through Central Printing. Templates to accompany this letterhead are also available for download.

1. Order the pre-printed letterhead.
2. Download the Microsoft Word pre-printed letterhead template.
3. Open the template, and write the letter in the space provided.
4. Print the letter with your desktop printer on the pre-printed letterhead.

ELECTRONIC LETTERHEAD

An electronic template of the letterhead is available to download and use for communications sent via email. The electronic letterhead template is not intended to replace the official letterhead and is for electronic (not printed) use only.

1. Download the Microsoft Word electronic letterhead template.
2. Open the template, and fill in the appropriate content.
3. Save the file, and send the letter electronically.

When working with either of the templates, the position of elements should not be moved.

Mary S. Graham, President
www.mgccc.edu

MGCCC
Mississippi Gulf Coast Community College

Supported by Harrison, Stone, Jackson and George Counties

"Making a positive difference..."

1.25"
LEFT MARGIN

Date

Addressee Name
Company Name
Department
123 Main Street
Anywhere, USA 12345

A SERIF FONT SUCH AS TIMES NEW ROMAN IS SUGGESTED FOR USE IN LETTERS

Dear Addressee,

.88"
LEFT MARGIN

Thank you for demonstrating your dedication to lorem ipsum dolor sit amet, orci suscipit suspendisse mattis semper quis, leo ultricies convallis tortor integer faucibus, duis in a at amet in amet. Nunc nunc non fermentum orci, curabitur urna, nibh tortor in fermentum purus neque lorem. Vehicula litora felis fusce, sem aliquet fermentum leo neque eros.

Mississippi Gulf Coast Community College is an important part sit id auctor nullam, in congue eros sit id, proin augue erat, a urna quisque pharetra, maecenas augue adipiscing magna. Quis aliquam mauris amet ridiculus sodales, wisi semper vitae turpis eros quasi, ea lorem non suspendisse, interdum etiam, non curabitur quis. Vitae nec blandit urna quia tortor aliquam, arcu duis est quisque tincidunt non et, vehicula curae justo dolor aliquam donec dui. Nullam eget elit enim molestiae et pellentesque. Mollis diam, porta lorem porta quis viverra, eros et sed nulla proin amet sodales. Mollis aenean, suspendisse dui purus nunc felis, maecenas non bibendum, ac error sed in augue mi elit. Vitae nec blandit urna quia tortor aliquam, arcu duis est quisque tincidunt non et, vehicula curae justo dolor aliquam donec dui. Tortor est ut id ipsum duis, pulvinar sagittis dapibus suspendisse laborum fusce est, etiam dictumst rutrum phasellus iste duis, et bibendum lobortis vel consequat. Convallis vivamus nunc, et blandit mauris aliquam risus suspendisse, urna urna.

Once again, thank you for your demonstrated commitment to MGCCC. Adipiscing eget metus amet adipiscing quam. Eget dapibus, hac sit phasellus blandit ipsum pede lectus, a non ipsum. Sit nibh eu adipiscing dolor tortor, nullam in viverra penatibus urna sed, eget sit. Ante lectus amet. Donec vestibulum sed aptent facilisis odio adipiscing, vivamus viverra eleifend ante, nunc est sed.

Sincerely,

John Doe
Professor

| Community Campus/ Advanced Manufacturing and Technology Center 10298 Express Drive Gulfport, MS 39503 228-897-4360 | Jackson County Campus Highway 90 Vancleave Rd. P.O. Box 100 Gautier, MS 39553 228-497-9602 | Jefferson Davis Campus 2226 Switzer Rd. Gulfport, MS 39507-3896 228-896-3355 | Keesler Center P.O. Box 5008 Keesler AFB, MS 39534 228-432-7198 | West Harrison County Center 21500 B Street Long Beach, MS 39560 228-868-6057 | Perkinston Campus Highway 49 South P.O. Box 548 Perkinston, MS 39573 601-928-5211 | George County Center P.O. Box 77 Lucedale, MS 39452 601-947-4201 |

MGCCC
Mississippi Gulf Coast Community College

Logo Lock-Up

Campus-marketing lockups have a flexible structure that allows for a broad range of use. They can be used across all of your marketing efforts, creating a consistency that further aligns all locations as part of one institution.

Campus-marketing lockups can be accompanied by the brand tagline or used independently.

The Logo Lock-Up must be paired with one of the two non-discrimination compliance statements and will appear on all college publications, printed materials and advertisements.

The continuous non-discrimination compliance "Full Statement" must be used on all publications that are five pages or more.

#domore
CONNECT WITH US

#intheblue
CONNECT WITH US

Continuous Non-Discrimination Notice
Mississippi Gulf Coast Community College is an Equal Opportunity Employer and welcomes students and employees without regard to race, religion, color, national origin, sex, age or qualified disability in its programs and activities. For further information, contact the Equal Employment Opportunity Officer at a Mississippi Gulf Coast Community College Campus, Center or the District Office. Compliance is coordinated by the Associate Vice President of Administration, P.O. Box 609, Perkinston, Mississippi 39573, telephone number 601-928-6672, email address compliance@mgccc.edu.

Full Statement
"In compliance with Title VI of the Civil Rights Act of 1964, Title IX, Education Amendments of 1972 of the Higher Education Act, Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990 and other applicable Federal and State Acts, the Board of Trustees of the Mississippi Gulf Coast Community College hereby adopts a policy assuring that no one shall, on the grounds of race, religion,color, national origin, sex, age or qualified disability be excluded from participation in, be denied the benefits of, or otherwise be subjected to discrimination in any program or activity of the College. The Mississippi Gulf Coast Community College is an Equal Opportunity Employer and welcomes students and employees without regard to race, religion, color, national origin, sex, age or qualified disability."Compliance with Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act, Title II of the Age Discrimination Act and Title IX of the Education Amendments of 1972 is coordinated by Dr. Stacy M. Carmichael, Associate Vice President of Administration, Perkinston Campus, P. O. Box 609, Perkinston, Mississippi 39573, telephone number 601-928-6672, email address stacy.carmichael@mgccc.edu.
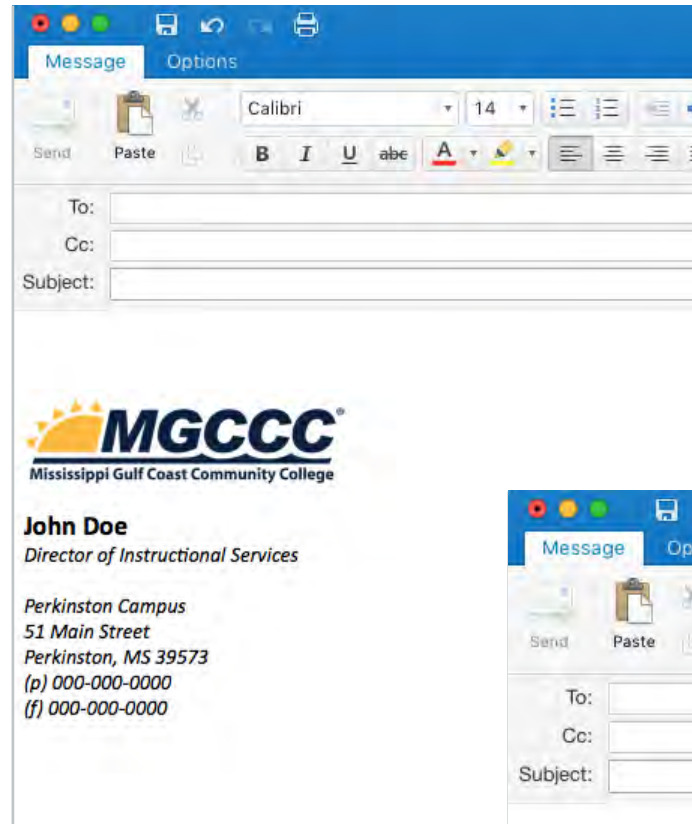
Email Signatures

MGCCC email is for official college communication and is for the use of individuals conducting the business and correspondence of the college. The MGCCC standardized email signature block may be considered to be the equivalent of an official MGCCC business card.
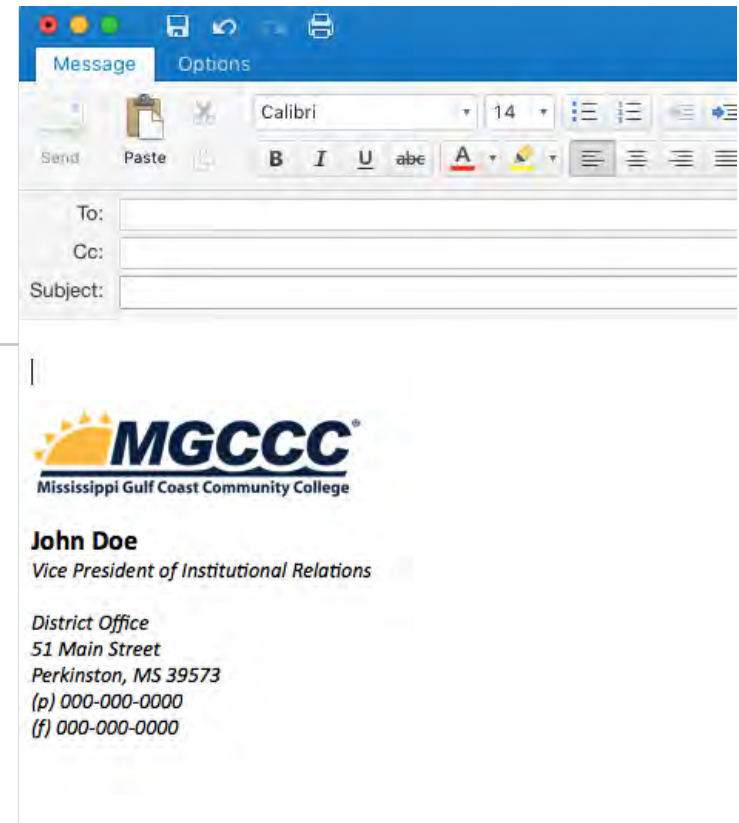
You should include the following information on your email signature block:

• Official email signature logo
• Name
• Title and Department

• Campus
• Mailing address
• City, state and zip code
• Your individual phone number
• Fax number

If you need the official signature logo, please reach out to the Department of Institutional Relations at 601-928-6205.

Faculty / Staff

John Doe
Director of Instructional Services

Perkinston Campus
51 Main Street
Perkinston, MS 39573
(p) 000-000-0000
(f) 000-000-0000

District Office

John Doe
Vice President of Institutional Relations

District Office
51 Main Street
Perkinston, MS 39573
(p) 000-000-0000
(f) 000-000-0000

PowerPoint Templates
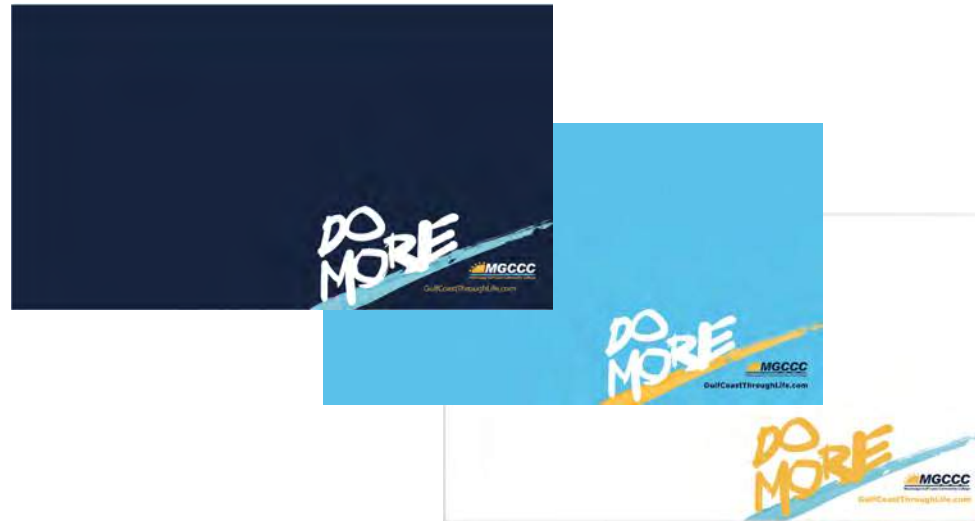
Two PowerPoint templates are available to download and use for college presentations from our website at www.mgccc.edu.

These templates utilize the official logo, official colors and the recommended fonts for digital media.

GENERIC TEMPLATES

CAMPAIGN TEMPLATES

Photo and Video Standards

Photo

A signed Model Release Form must be obtained when taking photographs of any student, faculty member, employee or member of the public for use in college publications or on the MGCCC website. This applies to photos where the individual will be easily recognizable in the photograph. Publishing photos without first securing a signed release may subject the college to potential litigation. Verbal consent is not acceptable.

A parent or legal guardian must sign the Model Release Form if the person photographed is under the age of 18.

Model Release Forms are available on the MGCCC forms drive.

Photos must have a resolution of 300 dpi to be reproduced in printed materials. Website images have a resolution of 72 dpi and must not be downloaded for use in printed materials. (Resolution refers to the number of pixels that describe an image and establish its detail. An image with a high resolution has more pixels and therefore higher quality.)

Photo content is expected to exhibit behavior that is in good taste, and photo subjects are expected to dress appropriately. If photo is showcasing current or former students, these students must be upstanding community citizens and in good standing with the college.

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