

MISSISSIPPI GULF COAST COMMUNITY COLLEGE

GRAPHIC STANDARDS



MGCCC

Mississippi Gulf Coast
Community College



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President's Message

Mississippi Gulf Coast Community College is not just a community college. It is a brand built on a reputation for success and a history of academic excellence. The strength of identity depends on everything that we do. 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. Our employees, students, and each department contribute to the strength of that 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 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,

A handwritten signature in black ink, reading "Mary S. Graham". The signature is fluid and cursive, with the first name "Mary" being the most prominent.

Dr. Mary S. Graham

Inspiring Excellence & Accelerating Achievement

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 inspires excellence and accelerates achievement.

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.

Social Responsibility: An ethical, inclusive approach to serve and engage our community.

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 inspiring excellence and accelerating achievement. 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, HC, 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

Institutional Relations is available to assist you with various projects. Please contact us if you need help with any of the following materials or projects:

- Photography
- 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
- Advertising programs and events
- Social media



Quick Points

- 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.
 - The “Bulldog” logo (D) is reserved for use by Athletics only. Permission to use this logo for any other purpose must be granted by the Athletics Department at 601-928-6224.
 - The official MGCCC colors are blue and gold. See the Colors section of this manual for specifications.
 - The non-discrimination compliance statement should appear on all college publications and printed materials (see page 13).
 - Photos for printed materials must be high resolution (at least 300 dpi at actual size).
 - 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.
 - All communication materials, promotional items, and advertisements should be approved by the Institutional Relations department before they are printed, displayed, or distributed. Contact the Institutional Relations department to obtain approval at 601-928-6205.
- Mississippi Gulf Coast Community College
MGCCC
Gulf Coast
- An official college logo should appear on every publication and advertisement paid for with college funds.
 - 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).
 - The college executive seal (B) may not be used as a general logo. The seal is reserved for use on official college 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.
 - The “Gulf Coast M” logo (C) is reserved for use by Athletics. Permission to use this logo for any other purpose must be granted by the Athletics Department at 601-928-6224.

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
3. Solid Black
5. Solid Navy Blue
4. Solid Gold (for dark backgrounds only)
6. Solid White (for dark backgrounds only)

Horizontal format



Vertical format



Athletics Logo

The Gulf Coast M 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, reportioned, enhanced with special effects, or recreated using another font or banner.

The logo should not be screened or made transparent. It must be displayed at 100 percent opacity.

Permission to use this logo for any other purpose must be granted by the Athletics Department 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 Institutional Relations department 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 departmental 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, reportioned, or enhanced.

Bulldog Logo



Department Logo

Font used is
Myriad Pro Semibold →



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



1235C GOLD/2985C AZURE/WHITE ON NAVY



1235C GOLD ON NAVY



282 NAVY ON GOLD



Logo 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 minimum 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 Institutional Relations department at 601-928-6205.

LOGO APPEARANCE

The appearance of the official college 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 Institutional Relations department and on the MGCCC Employee Intranet.



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

Logo Lock-Up

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

College-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.



CONNECT WITH US



Short Compliance Statement

Mississippi Gulf Coast Community College is an Equal Opportunity Employer and welcomes students and employees without regard to race, religion, color, national origin, sex, pregnancy, age or qualified disability in its programs and activities. For further information, contact the Compliance Officer, P.O. Box 609, Perkinston, Mississippi 39573, telephone number 601-528-8735, email address compliance@mgccc.edu.

Full Statement

In compliance with Title VI of the Civil Rights Act of 1964, Title IX of the 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 (MGCCC) hereby adopts a policy assuring that no one shall, on the grounds of race, religion, color, national origin, sex, pregnancy, 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, including in admission and employment. Acts of lawful discrimination, harassment, and retaliation will not be tolerated at Mississippi Gulf Coast Community College. MGCCC is an Equal Opportunity Employer and welcomes students and employees without regard to race, religion, color, national origin, sex, pregnancy, 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 are coordinated by the Compliance Officer, Perkinston Campus, P. O. Box 609, Perkinston, Mississippi 39573, telephone number 601- 528-8735, email address compliance@mgccc.edu.

Colors

OFFICIAL COLORS

The official MGCCC colors are navy and gold.

PRINT MEDIA AND PROMOTIONAL ITEMS

PRIMARY COLORS

The Pantone® values for Navy is PMS 282.
The Pantone® values for gold is PMS 1235.

WEB

Navy - #041E41
Gold - #FFB819

SECONDARY COLOR PALETTE

In addition to the official colors, a secondary color palette of optional colors has been created. These colors have been chosen because they compliment blue and gold and are not meant to replace the official colors. Use of these colors is not required.

SECONDARY COLORS

The Pantone® values for Azure is PMS 2985.
The Pantone® values for Grey is PMS 428.

OFFICIAL COLORS



NAVY

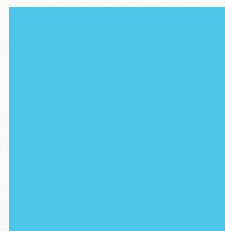
PMS: 282
RGB: 1/30/65
CMYK: 100/87/42/52
HEX: #041E41



GOLD

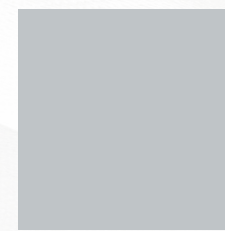
PMS: 1235
RGB: 235/187/48
CMYK: 0/32/95/0
HEX: #FFB819

SECONDARY COLORS



Azure Blue

PMS: 2985
RGB: 80/200/232
CMYK: 58/4/2/0
HEX: #57C1E8



Grey

PMS: 428
RGB: 191/196/199
CMYK: 24/16/17/0
HEX: #C1C6C8

Fonts

PRINT MATERIALS

College communication materials are not required to use a specific font.

However, the Helvetica Neue and Baskerville families of fonts are the two recommended for use in print materials.

Substitute fonts are Myriad, Arial and Hoefler Text.

WEB USAGE

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

Print Material

Helvetica Neue

Helvetica Neue Italic

Helvetica Neue Thin

Helvetica Neue Thin Italic

Helvetica Neue Light

Helvetica Neue Italic

Helvetica Neue Medium

Helvetica Neue Medium Italic

Helvetica Neue Bold

Helvetica Neue Bold Italic

Helvetica Neue Condensed Bold

Helvetica Neue Condensed Black

Baskerville Regular

Baskerville Italic

Baskerville Semi Bold

Baskerville Semi Bold Italic

Baskerville Bold Italic

Baskerville Bold Italic

Web

Arial Regular

Arial Italic

Arial Bold

Georgia Regular

Georgia Italic

Georgia Bold

Stationery

It is expected that all college business will be conducted on the official college letterhead. Individuals may not create their own stationery or identification materials apart from the MGCCC brand-identity guidelines.

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

PRINTED LETTERHEAD

Pre-printed letterhead and business cards can be ordered through Central Printing 601.928.6248.

ELECTRONIC LETTERHEAD

An electronic template of the letterhead is available for download from the employee intranet.



Mississippi Gulf Coast Community College

MGCCC.EDU • 228.896.2536

Mary S. Graham, President

Supported by Harrison, Stone, Jackson and George Counties



Mississippi Gulf Coast Community College

John Doe

Executive Vice President

District Office • P.O. Box 609 • Perkinston, MS 39573

Office 601.123.4567 • Fax 601.987.6543

John.Doe@mgccc.edu

mgccc.edu



INSPIRING EXCELLENCE, ACCELERATING ACHIEVEMENT

Advanced
Manufacturing
& Technology
Center
10298 Express Drive
Gulfport, MS 39503

The Bryant
Center
at Tradition
19330 Hwy 67
Biloxi, MS 39532

George County
Center
11203 Old Hwy 63 S
Lucedale, MS 39452

Haley Reeves
Barbour Maritime
Training Academy
1000 Jerry St. Pe Hwy
Pascagoula, MS 39568

Harrison County
Campus
2226 Switzer Road
Gulfport, MS 39507

Jackson County
Campus
2300 Hwy 90
Gautier, MS 39553

Keesler Center
500 Fisher Street
Biloxi, MS 39534

Naval Construction
Battalion Center
Moreell Building
Building 60, Rm 227
1800 Dong Xoi Avenue
Gulfport, MS 39501

Perkinston
Campus
51 Main Street
Perkinston, MS 39573

West Harrison
County Center
21500 B. Street
Long Beach, MS 39560

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:

Use Arial Regular Font

- Official email signature logo
- Name
- Title and Department
- Campus/Location
- Mailing Address
- Office Phone Number
- Fax Number (If available)
- E-Mail Address

The signature logo is available for download from the employee intranet.



Susan D. Bosarge M.Ed.
Chair of Language Arts
Harrison County Campus
2226 Switzer Rd.
Gulfport, MS 39507
(p)228-897-3756
susan.bosarge@mgccc.edu

Staff

District Office



Christen Duhé, APR
Associate Vice President of Institutional Relations
District Office
P.O. Box 609
Perkinston, MS 39573
(p)601-928-6205
(f)601-928-6279
christen.duhe@mgccc.edu

PowerPoint

PowerPoint templates for use in college presentations are available for download from the employee intranet.



Signs & Banners

1. Abide by the graphic standards.
2. Keep designs simple.
3. Text clarity should be top priority.
4. College logo must be on every sign.



Photo Standards

A signed Model Release Form must be obtained when taking photographs of any student, 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 a photograph without first securing a signed release may subject the college to potential litigation.

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 page on the employee intranet.

Photographs 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 a photograph is showcasing current or former students, these students must be upstanding community citizens and in good standing with the College.

Photographs taken at large events such as annual commencement ceremonies do not require a signed model release form. Official signage from the College is placed in various areas informing guests that they are entering an event where their images may be used by the College. If you are unsure of whether a photograph was taken at such an event, please contact the Institutional Relations department.



Video Standards

MGCCC videos should promote the college's mission and vision, highlight its outstanding services and programs, or focus on great things happening at MGCCC. When planning your video, consider the audience you want to reach and make sure to tell an effective, compelling story.

All videos should:

1. Be visually interesting. Use bold photos or B-roll that is eye-catching and stays true to the purpose.
2. Have clear, understandable audio.
3. Tell a complete, interesting, and cogent story as concisely as possible. In general, web videos that tell a story should be no longer than three minutes.
4. Follow the MGCCC Graphic Standards and identity guidelines.
5. Close with the appropriate MGCCC logos.
6. Be consistent in style, tone, and message.

TECHNICAL STANDARDS

ASPECT RATIO

Recommended aspect ratio = 16:9

VIDEO FORMAT

Preferred file types to upload to YouTube:
Quicktime (.mov) and MPEG (.mp4)

RESOLUTION

High Definition (HD) video at 1920x1080



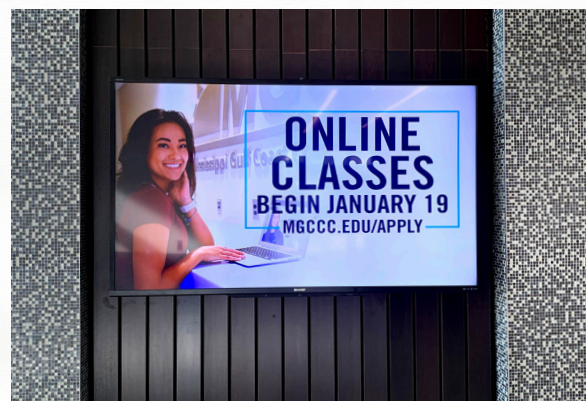
Billboards & Marquee Signs

1. Simple Layout – LESS IS MORE. KEEP IT SIMPLE.
The most effective messages are always the most simple. Your sign should be a clear and brief expression of one idea.
2. Short Copy – Use short, simple words with quick and easy comprehension. Limit or eliminate punctuation and edit down to the bare bones of your message. SEVEN WORDS OR LESS.
3. Viewing Time – Does your message communicate effectively within five seconds?
4. Large Fonts and Text – Your goal is for people to read your message from as far away as possible. Be sure the words are large and the type is clear and easy to read. Bold, straight fonts work best. Avoid thin, ornate fonts. Adequate spacing between letters, words, and lines improves visibility.
5. Contrasting Colors – High color contrast is the key to good readability. Colors that work best: black, white, and bold, primary colors. Colors to avoid: brown, earth tones, pastels.
6. Single Image – Use one large image to attract the reader's eye to the sign.
7. Simple Background – Use a simple background that does not interfere with your image, copy or logo. Too much blank space isn't a good thing. Use the blank space and make your fonts, image and logo bigger. (The college logo is not required on the marquee sign.)
8. Call to Action – Is the call to action clearly found in the ad? Does your target audience have the necessary information to respond to your ad?



Video Walls

1. What is the goal of your content? Consider your audience and the purpose of the content.
2. Don't communicate too much all at once, as it can be distracting and will reduce the impact of the images or videos. These displays should only contain one video per slide and display a maximum of six slides and a minimum of two slides at anytime.
3. Content for a video wall should be short and to the point. No large text blocks.





Mississippi Gulf Coast Community College is an Equal Opportunity Employer and welcomes students and employees without regard to race, religion, color, national origin, sex, pregnancy, age or qualified disability in its programs and activities. For further information, contact the Compliance Officer, P.O. Box 609, Perkinston, Mississippi 39573, telephone number 601-528-8735, email address compliance@mgccc.edu.