

# BRAND GUIDELINES



Above  
All  
Else



## GUIDELINE CONTENTS

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## BRAND POSITIONING

Mercer County Community College is a two-year community college that provides a supportive, accessible and challenging learning environment for students of any age, background or financial status. Meeting individuals where they are, understanding where they want to go and setting them up for every success in getting there.





## MANIFESTO

Above a yearning for more.

Above the rumble to be smarter, faster,  
stronger than the herd.

Above the generations before that could not,  
did not, or would not.

Above the noise—there lies a place just for you.

A college sixty years forged on an idea:

That what was, is not as good as what will be.

Because above all else—the world needs you.

**Mercer County Community College**

**Above all else. You.**





## VISION

A vital college, engaged with its community, and dedicated ***above all else*** to student success.





TAGLINE

Above  
All  
Else





## LOGO INTRODUCTION

Mercer County Community College (MCCC) logo is comprised of the two typefaces shown to right.

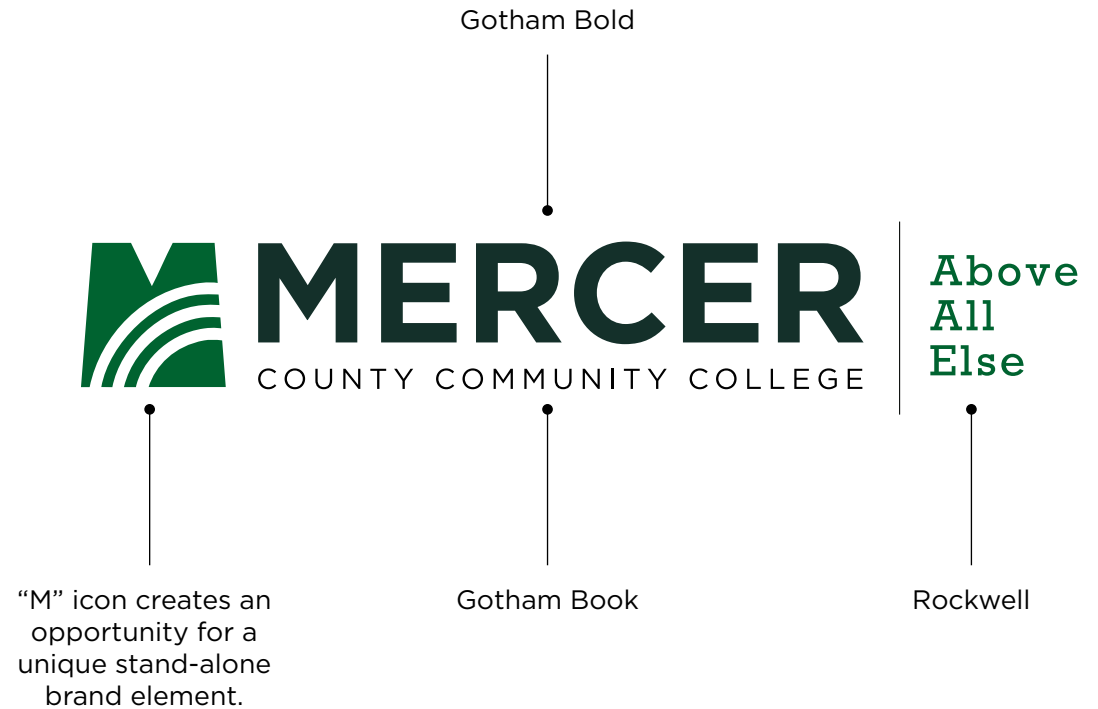
### Gotham

#### A hard-working typeface for the ages

Gotham inherited an honest tone that's assertive but never imposing, friendly but never folksy, confident but never aloof.

### Rockwell

Rockwell is a Geometric Slab Serif. It is constructed almost entirely of straight lines, perfect circles and sharp angles. It's tall x-height and even stroke width helps to provide its strong presence with a somewhat blocky feel. It's used in the IBM and Heineken logos.





## MASTER LOGOS

### Master horizontal version logo

For use in all materials, when vertical space is limited or a horizontal logo is otherwise preferable.

### Master horizontal version logo with tag

For use in all materials, when text version logo cannot be reproduced in accordance with minimum sizing requirements.

Color Version



BW Version



Color Version



BW Version



Use only the official, approved master brand logo artwork. Never re-create or modify the logos in any way.

Reverse Version



Reverse Version







## MASTER LOGOS

### Master vertical version logo

For use in all materials, when horizontal acronym logo version has limited horizontal space and vertical version is otherwise preferable.

Color Version



BW Version



Reverse Version



Use only the official, approved master brand logo artwork. Never re-create or modify the logos in any way.





### CORRECT LOGO USAGE

**Clear Space:** A minimum area of space must always surround the logo. The amount of clear space surrounding the logo should be equal to the height of the letter M in logo. This area of isolation allows the identity to stand out by ensuring that other visual elements are kept clear from the mark.

**Colored Background:** When the logo appears on brand colored backgrounds, always use reverse one-color versions of the logo.

**Minimum Size:** All marketing produced documents to ensure that all elements especially small text of the logo are easily visible, a minimum size is set to 2.25 inches wide.

Clear Space



Colored Background



Minimum Size



2.25"





## INCORRECT LOGO USAGE

Do not rearrange, remove, or resize any of the elements in the lockup.

Never squash, stretch, or distort the logo.

Never edit, change, or remove any of the text in the logo.

Never add a drop shadow to logo.

Do not rearrange



Do not distort



No drop shadow





## SUB-BRANDS

To underscore our newly defined sense of community, consistency and purpose, we incorporated many of the branding elements from the main logo into all of the sub-brands and leaned on our fresh, new color palette to help. Using the consistent “M” that is the foundation of our logo, each sub brand logo pulls from our new color palette to infuse a pop of color and distinction among all of the sub-brand logos, while maintain the integrity of the master brand. The end result takes Mercer County Community College from a house of brands to a branded house.





## BRAND COLORS

### Primary Palette

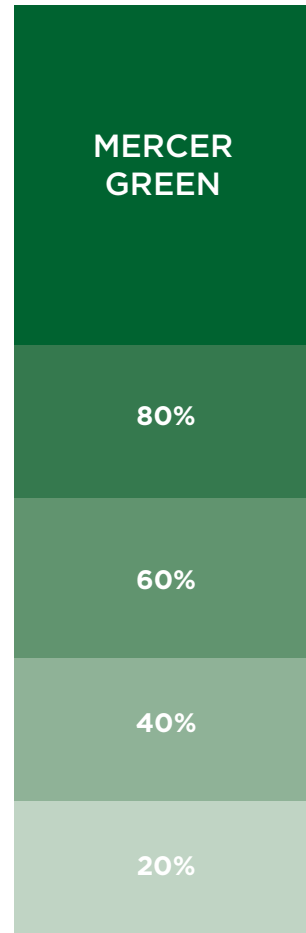
The primary color palette is central to a brand's visual identity and are to be used strategically across various touchpoints to create a consistent, recognizable look. Featured in the logo and key visual elements, also key colors for the website, digital presence and all marketing materials.

The Mercer Green is pulled from the original MERCER logo mark to keep the integrity of the original brand.

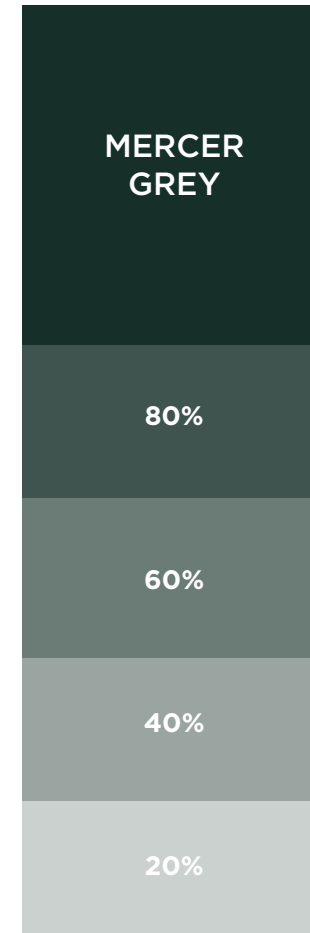
Consistency ensures that the brand will be easily recognized.

Primary Palette

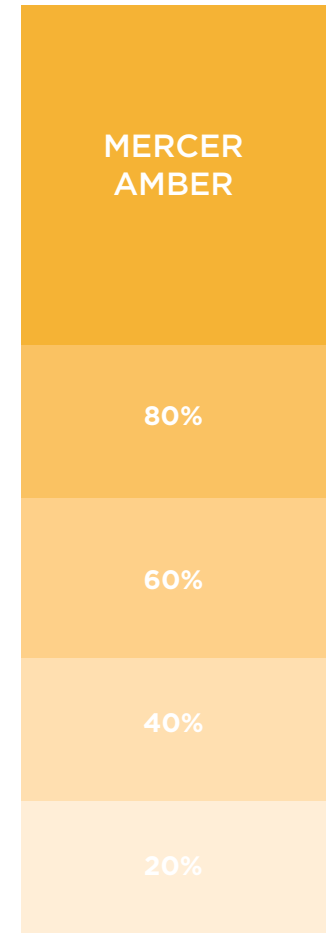
**PMS 357**  
CMYK 79, 0, 87, 56  
RGB 0, 99, 48  
HEX #006330



**PMS 5535**  
CMYK 82, 56, 70, 65  
RGB 22, 48, 41  
HEX #152f29



**PMS 143**  
CMYK 3, 32, 91, 0  
RGB 245, 179, 53  
HEX #f4b235





## BRAND COLORS

### Secondary Palette

Brand secondary colors complement the primary color palette and are used to enhance visual interest and provide variety.

Typically used as supportive design elements, such as backgrounds, accents or decorative elements; call-to-actions such as buttons, links or CTAs, Infographics and charts; highlighting and differentiation such as we have done with the sub-brands to differentiate these offerings while still tying them back to the brands overall identity; typography and text highlights, often used for sub heads, captions to draw attention, giving emphasis without overshadowing the primaries.

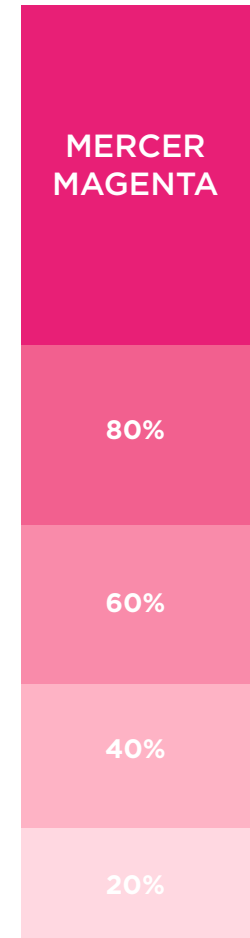
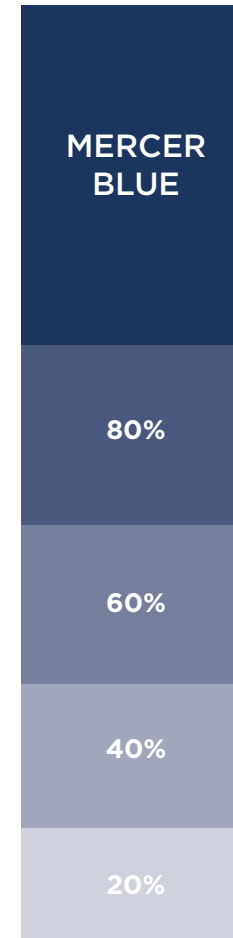
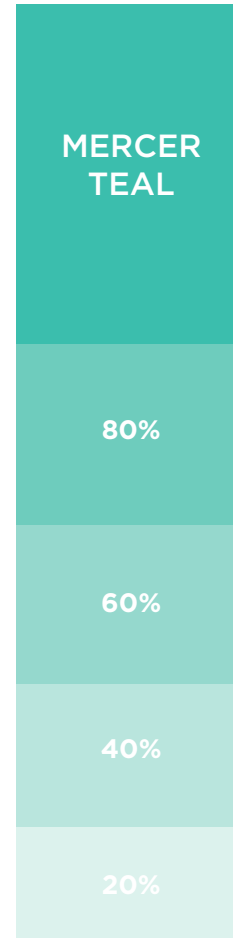
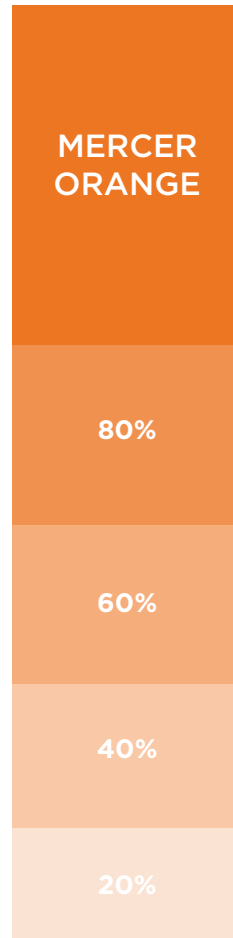
Secondary Palette

**PMS 158**  
CMYK 3, 66, 98, 0  
RGB 238, 118, 35  
HEX #ee7623

**PMS 7465**  
CMYK 68, 0, 40, 0  
RGB 59, 171, 173  
HEX #3abeac

**PMS 534**  
CMYK 98, 85, 36, 27  
RGB 28, 53, 94  
HEX #1c345e

**PMS 213**  
CMYK 2, 97, 24, 0  
RGB 232, 31, 118  
HEX #e81f75





## TYPOGRAPHY

### Gotham

#### A hard-working typeface for the ages

Gotham is the rarest of designs, the new typeface that feels somehow familiar. From the lettering that inspired it, Gotham inherited an honest tone that's assertive but never imposing, friendly but never folksy, confident but never aloof. The inclusion of a lowercase, italics, a comprehensive range of weights and widths, and a character set with a welcome sophistication, that brings a broad range of expressive voices to the Gotham family.

### Rockwell

Rockwell is a Geometric Slab Serif. It is constructed almost entirely of straight lines, perfect circles and sharp angles. It's tall x-height and even stroke width helps to provide its strong presence with a somewhat blocky feel. It's used in the IBM and Heineken logos.

Aa

Body

Gotham Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Aa

Headline

**Gotham Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Aa

Secondary

Gotham Light Narrow  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Aa

Sub Headline

**Gotham Light Narrow Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Aa

Headline Option

Rockwell Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Aa

Headline Option

**Rockwell Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**





## TYPOGRAPHY USAGE

The examples here show how to use hierarchy for easy readability while maintaining the stylistic typography of the brand.

Headlines can be set in Gotham Bold, Narrow Light or Rockwell all caps or title case and paired with a subhead set in narrow or regular versions.

Call-out headers should be set in narrow fonts, smaller than main headlines.

# HEADLINE

## Sub-head

Ehenis aliqua volupti velibustor adi od mos maximus rehendam fugit, sam harupta temquatis exerferi recessi optis ex enisim quod essitium asperia porpore quunt vero volore plit ipsanda plignimus.

# Headline Alt

Ehenis aliqua volupti velibustor adi od mos maximus rehendam fugit, sam harupta temquatis exerferi recessi optis ex enisim quod essitium asperia porpore quunt vero volore plit ipsanda plignimus.

# Headline Alt

Ehenis aliqua volupti velibustor adi od mos maximus rehendam fugit, sam harupta temquatis exerferi recessi optis ex enisim quod essitium asperia porpore quunt vero volore plit ipsanda plignimus.

“Ehenis aliqua volupti velibustor adi od mos maximus rehendam fugit, sam harupta temquatis” — **Function User**







## GRAPHICAL ELEMENTS





ICONS



LOGO ICON



LIBRARY ↑

ROOM 206 ↑





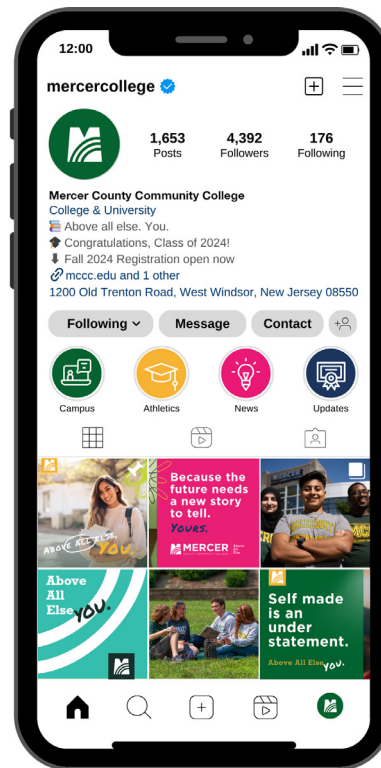
## BRANDED CLOTHING





## SOCIAL MEDIA

Branding strategies for social media is essential for reaching and engaging with prospective students in the digital space.



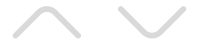
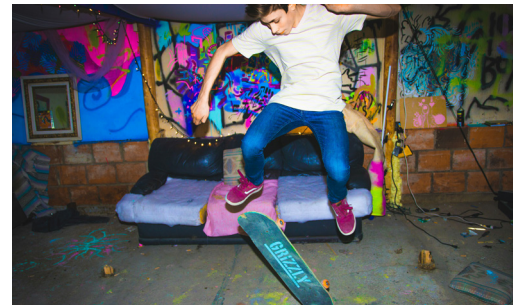


## PHOTOGRAPHY

The use of photography in the college’s brand strategy can powerfully communicate MCCC’s values and appeal.

Brand photography should highlight and capture authentic student life, incorporate movement and action, use engaging color palettes and lighting.

Avoid using prototypes or 3D renderings for main brand photography. Always use realistic, imagery and settings to communicate that we are focused, collaborative and results driven.





Above  
All  
Else

[www.mccc.edu](http://www.mccc.edu)

