



Mountain Empire
COMMUNITY COLLEGE

Brand Guidelines



Photo by Brad Deel

The purpose of brand guidelines

Brand guidelines provide a set of clearly defined standards for representing your brand.

They help ensure your message, purpose, and unique qualities are consistently communicated and understood to your audience and others.

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01

Brand Foundation



What we do

Mountain Empire Community College is committed to our students, to our community, and to each other. We support and promote the values of honesty, integrity, and trust. We remain true to the ideals and principles of teamwork and communication. Through the creativity and innovation of our employees, we foster a culture of continuous quality improvement. The foundation of our institution is the unique diversity of educational experiences we provide for the community, shaped by our dedication to teaching, learning, and the values that we share.



Our Story

In Southwest Virginia, a committee comprised of local business, civic, industrial and political leaders was appointed by the local governing bodies of Lee, Scott, Wise, and Dickenson Counties and the City of Norton for the purpose of establishing a comprehensive community college. In April of 1970, the college Board had its first meeting at which Judge William C. Fugate was elected chair. Funds for construction were allocated by the State Board for Community Colleges and construction began in early 1971.

Our Vision

Mountain Empire Community College's vision is to be recognized by our community as the leader in preparing our region's educated workforce.

Our Mission

Mountain Empire Community College's mission is to provide our region with accessible, quality higher education, workforce training, and community programs to ensure an educated population and globally competitive workforce.

Brand Voice

Adjectives

Vibrant

Exciting

Progressive

Active

Influential

Innovative

Inspiring

Brand Voice

What We Say

Celebrating The Ordinary

We recognize the beauty and potential in our everyday pursuit of a better self through education. It's in these regular moments that we find the most significant opportunities to grow and succeed.

Embracing Genuine Connections

Through narratives shared with heartfelt sincerity, we express our deep understanding and compassion for the varied experiences that add depth to our campus, strengthening our collective bond.

Advocating Each Individual

We're dedicated to uplifting every member of our community, especially those who might feel overlooked, by demonstrating that there's a place and pathway for everyone here, regardless of background or goals.

Brand Voice

How We Say It

Conversational and Clear

We aim for simplicity and engagement in our communication, mirroring the natural flow of conversation among peers. Whether formal or casual, our language seeks to connect and resonate.

IMPLEMENTATION TIPS

- Use technical terms sparingly, providing explanations in layman's terms. When specific terminology is unavoidable, offer clear definitions in parentheses or footnotes to ensure comprehension.
- Incorporate personal pronouns like "we" and "you" to foster a direct and engaging connection, making our dialogue with the audience feel personal and inclusive.
- Keep communications concise and straightforward, avoiding complex sentence constructions that might confuse or distance our readers.

Warm and Encouraging Tone

We maintain a tone that is consistently warm, encouraging, and respectful, celebrating the individual journeys and achievements of our students, faculty, staff, and alumni without boasting.

IMPLEMENTATION TIPS

- Show empathy by openly acknowledging the challenges and concerns of our audience, offering support and understanding.
- Highlight the positive impacts and benefits of the MECC experience, focusing on uplifting outcomes and achievements.
- Use motivational language and action-oriented words that inspire, aiming to energize and uplift our community through our communications.



02

Logo

Full Color

Main Logo

The primary logo should be used the most frequently throughout your branding, whenever space allows. This usage of this logo is how you will build brand recognition and should remain legible at all times.

BEST USED FOR:

- Large Displays
- Website Banners
- Print Collateral
- Signage



Mountain Empire
COMMUNITY COLLEGE



Mountain
Empire **COMMUNITY**
COLLEGE

One Color

Main Logo

The one color main logo is for use on dark backgrounds and photography to ensure high contrast and visibility.

BEST USED FOR:

- Over photography
- Internal documents
- Merch and swag (one-color printing)

BLUE RIDGE ONE COLOR



WHITE ONE COLOR



Clear Space

Main Logo

To ensure legibility, always keep a minimum clear space around the logo or brand mark. This space isolates the logo from any competing graphic elements, like other logos or body copy, that might overcrowd and lessen the impact of logo.

The minimum clear space should be maintained as the logo is proportionally resized.



Minimum Size

Main Logo

PRINT

To preserve the integrity of the design and the legibility of the logo text, the logo should never be reproduced smaller than 2 ½" wide for the horizontal or 1 ¾" wide for the stacked version in print.

For print, we recommend to test the minimum logo sizes to ensure the readability based on print material and process.

DIGITAL

For digital executions, the horizontal logo can be as small as 140 pixels wide and the stacked logo can be as small as 110 pixels wide at 72 ppi.

SMALL SCALE

In some cases, such as screen printing and embroidery, we recommend using the abbreviated MECC logo. All other process printed or digital placements of the logo should use the full logo versions.

PRINT



2 ½" wide



1 ¾" wide

DIGITAL



140 px wide



110 px wide

SMALL SCALE



Usage Rules

Main Logo

To preserve the integrity of the design and the brand, avoid all of these misuses of the logo.



Do not use the full color logo on a dark background



Do not use the full color logo on photography



Use the one-color white logo on photography



Do not stretch or skew the logo



Do not apply graphic effects to the logo



Do not rotate the logo



Do not change the colors of the logo



Do not use the wordmark without the shield



Use of the shield alone is left to the discretion of the Marketing Department

Usage + Color

Acronym Logo

The acronym MECC logo can be used as a standalone element when needed. It should always appear in full color, Blue Ridge, or white.



Usage + Color

Social Media

For social profiles, use Blue Ridge or Pine as the background and the white shield logo. Do not use the full logo in a profile image as it will become too small.



03

**Brand
Architecture**

Brand Architecture

Maintaining brand integrity is critical, while also allowing our specified program tracks to have an ownable brand mark. To ensure consistency, we have constructed a brand architecture for each program to have an identifiable brand mark accompanied by the college logo.

HORIZONTAL



Overall Program Brand Mark



Program Specific Brand Mark

STACKED



Overall Program Brand Mark



Program Specific Brand Mark

04

Typography

Typography

Primary Typefaces

It is important to be consistent with the usage of type and font for a brand to create hierarchy within the messaging. Primary fonts are available for download at fonts.google.com.

Poppins Thin
Poppins Thin Italic
Poppins Extra Light
Poppins Extra Light Italic
Poppins Light
Poppins Light Italic
Poppins Regular
Poppins Regular Italic
Poppins Medium
Poppins Medium Italic
Poppins SemiBold
Poppins SemiBold Italic
Poppins Bold
Poppins Bold Italic
Poppins ExtraBold
Poppins ExtraBold Italic
Poppins Black
Poppins Black Italic

POPPINS

Poppins is best used for headlines and subheadlines to create hierarchy in the text and design.

Barlow Thin
Barlow Thin Italic
Barlow ExtraLight
Barlow ExtraLight Italic
Barlow Light
Barlow Light Italic
Barlow Regular
Barlow Regular Italic
Barlow Medium
Barlow Medium Italic
Barlow SemiBold
Barlow SemiBold Italic
Barlow Bold
Barlow Bold Italic

BARLOW

Barlow is best used for body copy and long paragraphs of text.

Typography

Additional Typefaces

The MECC brand uses additional fonts in limited cases. These fonts are only meant to accent the brand and should never be used in place of the primary typefaces.

Feeling Passionate

FEELING PASSIONATE

This brush script can be used paired with Poppins for headlines and accent words. Never use this font for more than one or two words.

Available only in Canva

Pinyon Script

PINYON SCRIPT

Pinyon Script is exclusively reserved for use from the Office of the President.

Available for free at fonts.google.com

Font Pairings

Poppins SemiBold

Poppins SemiBold

POPPINS SEMIBOLD

Lorem ipsum harchilia et arume parchil
luptasita volestr untusam inis magnit haruntis
experernam sitionseque pra qui offic tem
faccae et volornat quuntur, to initatiam, ut
magnis vende si vid qui aruptae rchillabor.

Barlow is reserved for body copy

Poppins and *Passionate*

Lorem ipsum harchilia et arume parchil
luptasita volestr untusam inis magnit haruntis
experernam sitionseque pra qui offic tem
faccae et volornat quuntur, to initatiam, ut
magnis vende si vid qui aruptae rchillabor.

Barlow is reserved for body copy

Light and Bold Poppins

Lorem ipsum harchilia et arume parchil
luptasita volestr untusam inis magnit haruntis
experernam sitionseque pra qui offic tem
faccae et volornat quuntur, to initatiam, ut
magnis vende si vid qui aruptae rchillabor.

Barlow is reserved for body copy

05

Color

Color

Primary Palette

Blue Ridge

HEX #04677

RGB 3 72 114

CMYK 100 74 32 17

PANTONE 2187 C

Pine

HEX #6BA539

RGB 105 164 58

CMYK 65 15 100 2

PANTONE 7737 C

Stone

HEX #888B8D

RGB 136 136 136

CMYK 49 40 38 4

PANTONE Cool Gray 8 C

Color is an integral part of brand identity. Consistent use of the color palette will not only reinforce the cohesiveness of the brand, but also serves a psychological purpose by communicating a certain feeling to our audience.

The primary palette should be used most prominently in all brand collateral.

Color

Expanded Palette

COLOR TINTS	Virginia Sky #6BB0E0	Holton Lawn #A5C888	Cloud #E1E2E2	ACCENT COLORS
	Blue Ridge HEX #04677 RGB 3 72 114 CMYK 100 74 32 17 PANTONE 2187 C	Pine HEX #6BA539 RGB 105 164 58 CMYK 65 15 100 2 PANTONE 7737 C	Stone HEX #888B8D RGB 136 136 136 CMYK 49 40 38 4 PANTONE Cool Gray 8 C	Fox #D64A26
	River Blue #04283A	Forest Green #2B4C0E	Coal #27282B	Spark #FFB300
				Plum #883677

The expanded palette should not replace the primary palette. Rather, the additional colors are provided for contrast and visual interest.

The three accent colors should be used in no more than 10% of the overall design. It is recommended to only use them for glyphs (bullets, check marks, etc.) and buttons. Only use one accent color per design.

Color

Suggested Color Pairings

Always use the primary brand colors for the majority of the design.

PRIMARY OPTIONS



EXPANDED OPTIONS



06

Pattern

Pattern

Stepping Stone

The brand pattern is a macro-focused graphic of the MECC shield logo. The pattern is best used as a background to add visual interest, or as a side bar in print or presentation design. The brand pattern is only to be used in Blue Ridge and Pine.

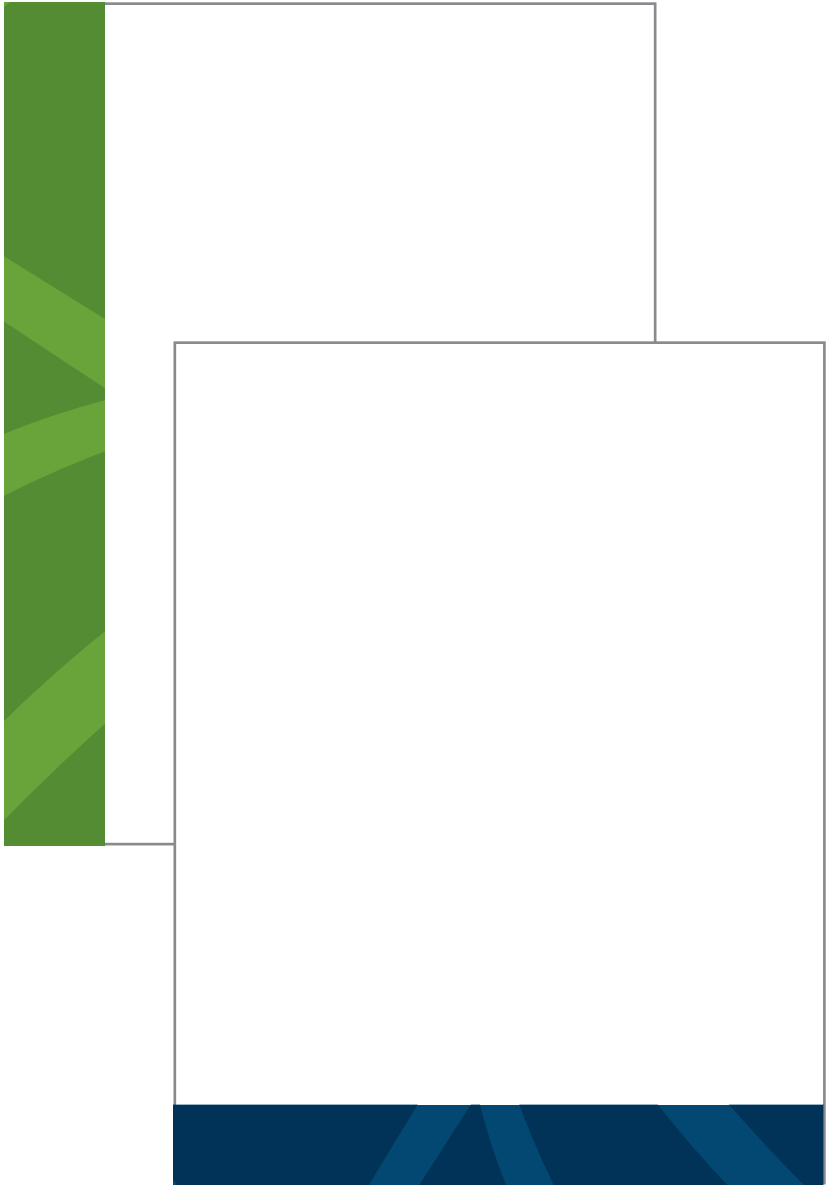


Pattern Usage

Stepping Stone

The pattern may be shifted into a vertical or horizontal bar. Here are layout suggestions for the brand pattern.

PRINT



DIGITAL

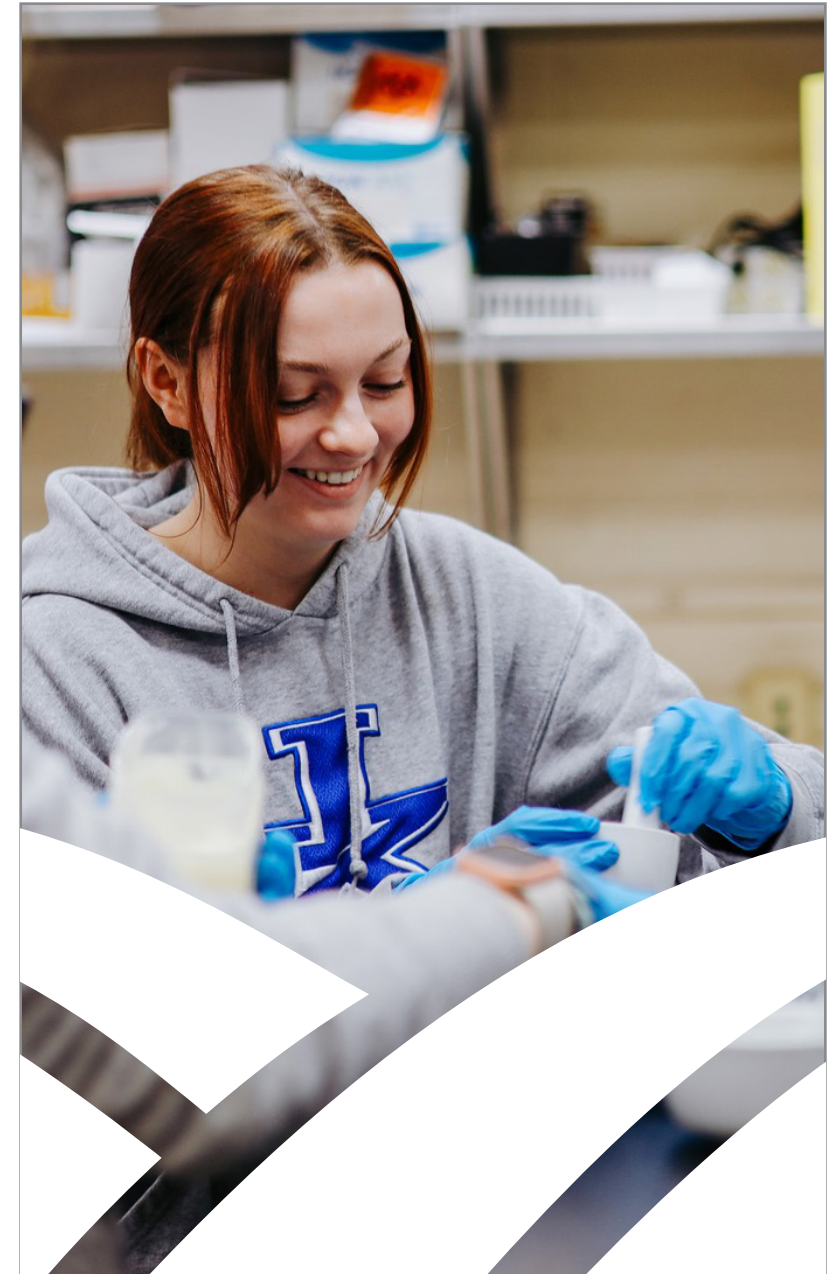


Pattern

Mountain Pathway

The mountain pathway pattern is a variation of the MECC shield logo, focused on all the pathways MECC provides for students and faculty to learn and grow.

This pattern is only used in white over any brand color or over photography.



Pattern Usage

Mountain Pathway

The bottom of the pathway should always be level with the bottom of the design or container shape. Do not use the pattern with complicated photography. Do not rotate the pattern.

PROPER USAGE



The pathway is aligned properly

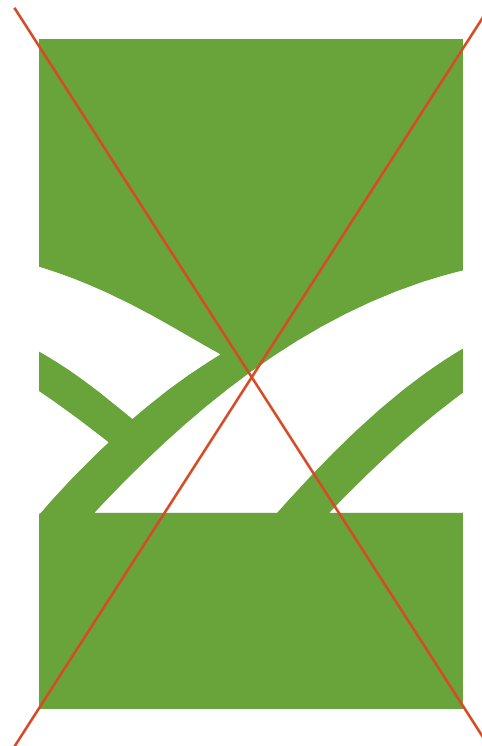


Photo is clear and subject visible



The pathway is aligned properly

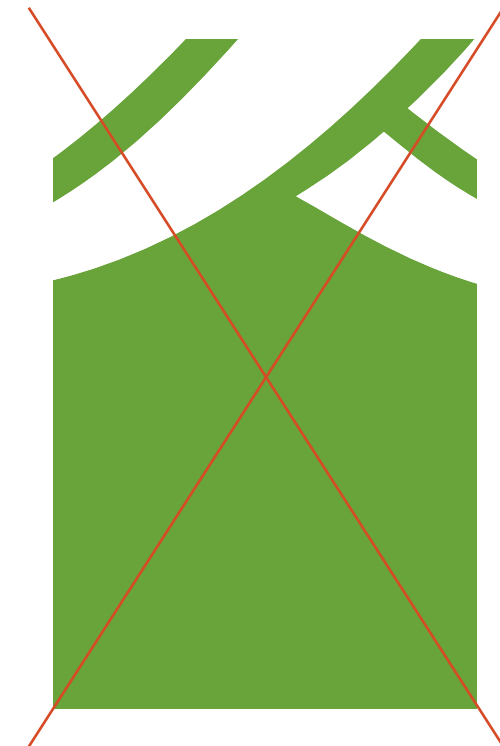
IMPROPER USAGE



The pathway is not aligned properly



Faces are cut off in the photo



The pathway has been rotated

07

Signage

Signage

General Campus

Wayfinding and promotional signs should always use Blue Ridge and Pine as the main colors.

Poppins SemiBold should be used for all campus signage. Feeling Passionate can be used as an accent only on MECC promotional signs.





Mountain Empire

COMMUNITY COLLEGE

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Mountain Empire Community College Brand Guidelines
Designed by Cumberland Marketing