

# THIS IS MCHENRY COUNTY COLLEGE. THIS IS YOU.

## THE BRAND

The MCC Brand is our reputation, and it is about the experiential promise the College makes to its audiences and how well it upholds that promise. To be effective, the MCC Brand must strengthen the awareness and relevance of the College to our community.

The MCC Brand is built upon attributes and strengths that truly characterize the institution and something the entire College community can stand behind.

It can enhance the ability to attract first-tier employees and higher-performing students. It can help MCC weather crises and dispel negative misperceptions. Above all, it can foster a sense of pride among employees, students, alumni and McHenry County as a whole.

Ultimately, it is the MCC Brand that will position McHenry County College to convey its story to the world.

## THE MESSAGE

The MCC Brand expresses three attributes—or descriptions—that define the institution:

1. **Change-Ready:** Anticipating the changing educational needs of our district.
2. **Community:** Building a community of learners.
3. **Quality:** Delivering quality through our people and our programs.

The brand attributes should be used regularly in all communications, including conversations with students or visitors.

MCC's brand messaging will be to dispel misperceptions about the quality of education provided at MCC, and position the College as an ideal choice for success-oriented individuals who are focused on today's realities with regard to higher education.

## YOUR ROLE

Each of us at MCC has the ability to inspire, engage and transform learners through quality, meaningful, educational opportunities. EACH OF US.

Imagine waking up each morning knowing you will change someone's life. After all, that is what the MCC Brand is all about—how we can best serve our community of learners.

**WHAT YOU DO DEFINES MCC.  
THIS IS YOUR CHANCE TO MAKE A DIFFERENCE.**

## THE LOGO

The institutional logo will benefit McHenry County College through improved recognition and professional appearance. It plays an important role in helping build awareness and shift perceptions. The logo serves as a visual representation of all the things that make the MCC learning experience so distinctive and valuable. It is a strong balance of stability and innovation/growth, and it will be just as fresh and relevant in 20 years as it is today.



## THE THREE PEAKS

This design element next to the name represents our three core attributes of change-ready, community and quality. These peaks appear so prominently because the attributes are at the foundation of what the institution does. The abstract "M" that subtly appears in the design, and the look and feel of the logo as a whole, provide a nod to MCC's strong programs in the arts. The design gives a feeling of evolution, movement and innovation, which is reflective of MCC's constant evolution and the way it adapts to the needs of its students, as well as McHenry County.

## THE NAME

The College's name appears distinctly in the institutional logo. It speaks to our history and the solid roots of the College. The presentation of the name conveys the notion of strength, stability, consistency and confidence.

## THE COLORS



We want MCC to stand out. Many other institutions use blue, silver, green or white as their institutional colors, so the use of gold and purple will help differentiate MCC. These new colors mark a departure from the more reserved look the College used over the past years. Purple and gold together create a feeling of energy and movement, and they support the message that MCC is bold and forward thinking.

**OTHER COLORS PART OF  
MCC'S BRAND IDENTITY.**



## WE ARE THE MCC SCOTS

Scot Pride is something everyone experiences when walking through the doors of this institution. The unique name of “MCC Scots” reflects the College namesake, William McHenry, who was born of Scottish/Irish ancestry and served as a pioneer, senator, soldier, and was elected to the first Illinois House of Representatives. McHenry’s various roles reflected all elements that define a strong college, including its athletics program: tough, strong, dignified, confident, and proud.

## MEET OUR MASCOT

To personify the traits that make us the “MCC Scots,” we introduce a mascot that is also tough, strong, dignified, confident, and proud. This lion is one of Scotland’s official symbols, often seen in royal crests and flags (Royal Standard of Scotland). It is used as a common emblem in the Royal Arms of Scotland and all heraldry (armor), traditionally symbolizing bravery, strength, and nobility, as the lion is the king of beasts.

## BENEFITS OF A STRONG COLLEGE MASCOT

- Helps project a solid image and reputation for the College
- Recruits new students and student athletes
- Develops college spirit and pride
- Gets people involved
- Connects with tomorrow’s students

## HOW THE MASCOT WILL BE USED

- Recruitment efforts
- Student Life activities
- Athletics events
- Special events
- Kids and College programming
- K-12 visits/outreach
- And more...

## ABOUT THE SHIELD AND SWORDS

Now, with the addition of the lion as College mascot, the shield and swords are the primary visual elements of the athletics brand identity. Both strongly connected to the Scottish namesake, these elements reflect confidence, tradition, stability, strength, and fierceness.



VISIT THE MCC BRAND IDENTITY BOOK FOR DETAILS  
AND GUIDELINES AT [WWW.MCHENRY.EDU/BRAND](http://WWW.MCHENRY.EDU/BRAND)

McHenry  
County College