

McHenry County College **Graphic Standards**  
and Identity Manual

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The MCC logo is for college use only.  
It can be found on the common drive through the following path:

**Common ▶ Marketing and Public Relations ▶ Logo Files**  
Then choose the appropriate file from the *color* or *black* folder.



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For items and publications not mentioned in this manual, please contact Christina Haggerty in the Office of Marketing and Public Relations at 455-8327 or chaggerty@mchenry.edu

The McHenry County College Graphic Standards and Identity Manual is a living document and subject to change as necessary in order to meet the needs of the college and ensure a consistent identity.

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REV\_CH0208

## WHY **GRAPHIC STANDARDS?**

Graphic standards and proper use of the McHenry County College logo will ensure that MCC's visual identity is preserved and easily recognized in the community.

Over time, the consistent and frequent appearance of the MCC logo will help increase awareness for MCC and contribute to our overall communication efforts.

If you do not find the direction you are looking for in these standards, please call the Office of Marketing and Public Relations, (815) 455-8727.

The logo, which includes both the MCC symbol and accompanying words, is the descriptive mark that identifies MCC. The logo has been submitted for trademark status with the Office of Trademark. It is the only logo that should be used on college publications, stationery, etc.

Research and a comprehensive marketing plan have identified the need to create continued awareness for the college as a whole. Consistent use of the new logo will help create a stronger image and more awareness for the college. The common logo format also links departments within the institution through visual graphic elements and explanatory taglines.

## PURPOSE OF **IDENTITY**

1. Create a strong image, increase awareness to the community and assist in the visibility and recruitment efforts of McHenry County College.
2. Create awareness that the individual areas are a part of McHenry County College.
3. Strongly convey the "brand" identity of McHenry County College.
4. Create clearer communications for the public.
5. Convey a consistent and professional image.

Consistent and correct use of the logo is important to the success of clear communication and the goal of increasing awareness.

Image files print best at 300 dpi or higher for both color and black/white. Acceptable file formats include: jpg, tiff, eps, psd, ai, bmp. Color mode is preferably cmyk, but can be changed on our end if needed. Grayscale is the preferred mode for black/white images.

college **Logo**

## WHERE TO FIND THE **LOGO**

The official MCC logo is for college use only and can be found on the common drive under the following path:

### ▼ **Common**

#### ▼ **Marketing and Public Relations**

##### ▼ **Logo Files**

##### ▼ **Black**

2-BLK-MCC.jpg  
4-BLK-MCC.jpg  
6-BLK-MCC.jpg  
w2-BLK-MCC.jpg  
w4-BLK-MCC.jpg  
w6-BLK-MCC.jpg

##### ▼ **EPS Files**

BLK-Vector-MCC.eps  
wBLK-Vector-MCC.eps

##### ▼ **Color**

2-CLR-MCC.jpg  
4-CLR-MCC.jpg  
6-CLR-MCC.jpg  
w2-CLR-MCC.jpg  
w4-CLR-MCC.jpg  
w6-CLR-MCC.jpg

##### ▼ **EPS Files**

CLR-Vector-MCC.eps  
wCLR-Vector-MCC.eps

File names begin with a number which indicates the width (in inches) of the logo.

Those files beginning with a **w** are the version of the logo with the web address.

All files are JPGs except the EPS\* files in the appropriately labeled folder. If you need another type of file or different size, contact the Office of Marketing and Public Relations.

**\* EPS files are for professional output and should be used only with professional layout tools. If you don't know how or when to use an EPS file, you should use JPG.**

The files available on the common drive are high resolution (300 dpi) files optimized for printing purposes.

Web/Internet applications often require lower resolution (72 dpi)—if you need such a file, please contact the Office of Marketing and Public relations to request a specifically sized low resolution file.

## **Composition**

The McHenry County College logo is composed of the three first initials of the name with the official name spelled out below spanning the distance of the initials. Using only the initials without the name spelled out is *not* the official logo and should be avoided.

The typeface used for the three initials is Gill Sans. The typeface for the words, McHenry County College is Myriad Pro Regular.

A variation of the logo includes the web address, also in Myriad Pro Regular.

**MCC**  
McHenry County College

**MCC**  
McHenry County College  
www.mchenry.edu

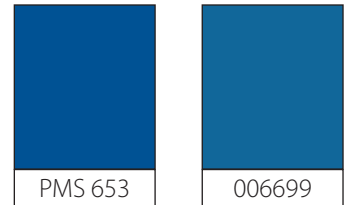
## **Colors**

The official color for MCC blue is Pantone uncoated 653. The words McHenry County College should appear in black.

Process matching for PMS 653 is:

C=100  
M=62  
Y=0  
K=20

For web applications, MCC blue is #006699.



**Reproduction and Usage**

The MCC logo is to be used in the following ways only in order to preserve a consistent brand identity in all college publications and affiliated visuals.

**Do not clutter the logo — .25" of white space should surround it at all times.**

**Full Color Logo**

When printing on a white background and in color reproduction, the MCC logo should appear in its color representation.



**Black Logo**

When printing on a white background in black and white reproduction, the MCC logo should appear in black only.



**Reversed Logo**

When printing on a dark or solid background, the entire MCC logo should reverse out to white.



**Minimum/Maximum Size Requirements**

The logo should appear no smaller than .75" wide (proportionate height) in order to keep the words "McHenry County College" from bleeding into each other and becoming unreadable. There is no maximum size restriction.



### Unacceptable Logo Treatments

Do not use only a portion of the logo by cropping or clipping either the initials or the college name.



Do not print the reversed logo on a light or white background.



Do not print the logo over heavily patterned backgrounds.



Do not print the logo in black over a dark background.



Do not print the logo in any color other than specified on page 6.



Do not change any color of the logo.



Do not screen any of the colors of the logo.



Do not screen or watermark the logo.



Do not outline any part of the logo.



### Unacceptable Logo Treatments Continued

Do not distort the logo by stretching or skewing.



Do not recreate the logo type or substitute another typeface.



Do not alter the logo by adding department or division names.



Do not distort the logo by stretching or skewing.



Never surround the logo with other competing shapes.



Never configure the elements differently than the official logo outlined on page 5.



Do not distort the logo by stretching or skewing.



Never tilt or rotate the logo in any direction.



Never add a drop shadow to the logo.



college **Typography**

**Logo Typeface**

The initials in the MCC logo are Gill Sans.

The official college name below the initials is Myriad Regular (shown on next page).

Gill Sans Light

*Gill Sans Light Italic*

**Gill Sans Regular**

*Gill Sans Italic*

**Gill Sans Bold**

***Gill Sans Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890*

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890**

*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890*

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890**

**1234567890**

***ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890***

**Publication Sans Serif Typeface**

Myriad Pro is MCC's standard sans serif typeface for college publications.

Myriad Pro Light Condensed  
*Myriad Pro Light Condensed Italic*  
 Myriad Pro Condensed  
*Myriad Pro Condensed Italic*  
**Myriad Pro Semibold Condensed**  
*Myriad Pro Semibold Condensed Italic*  
**Myriad Pro Bold Condensed**  
*Myriad Pro Bold Condensed Italic*  
**Myriad Pro Black Condensed**  
*Myriad Pro Black Condensed Italic*  
 Myriad Pro Light  
*Myriad Pro Light Italic*  
 Myriad Pro Regular  
*Myriad Pro Italic*  
**Myriad Pro Semibold**  
*Myriad Pro Semibold Italic*  
**Myriad Pro Bold**  
*Myriad Pro Bold Italic*  
**Myriad Pro Black**  
*Myriad Pro Black Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890  
 ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890  
 ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890  
 ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890  
**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890**  
*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890*  
**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890**  
*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890*  
**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890**  
*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890*  
 ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890  
 ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890  
 ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890  
 ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890  
**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890**  
*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890*  
**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890**  
*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890*  
**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890**  
*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890*

**Publication Serif Typeface**

Minion Pro is MCC's standard serif typeface for publications.

Minion Pro Regular  
*Minion Pro Italic*  
**Minion Pro Semibold**  
*Minion Pro Semibold Italic*  
**Minion Pro Bold**  
*Minion Pro Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890  
 ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890  
 ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890  
 ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890  
**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890**  
*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890*  
**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890**  
*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890*

college **Stationery**

**Letterhead**

**Size**

8.5" x 11"

**Typography**

HEADER:

Myriad Pro Light  
10 pt. over 12 pt.

FOOTER:

Myriad Pro Light  
11 pt.

(body text should be in a standard typeface such as Times New Roman)

**Color**

OPTION 1:

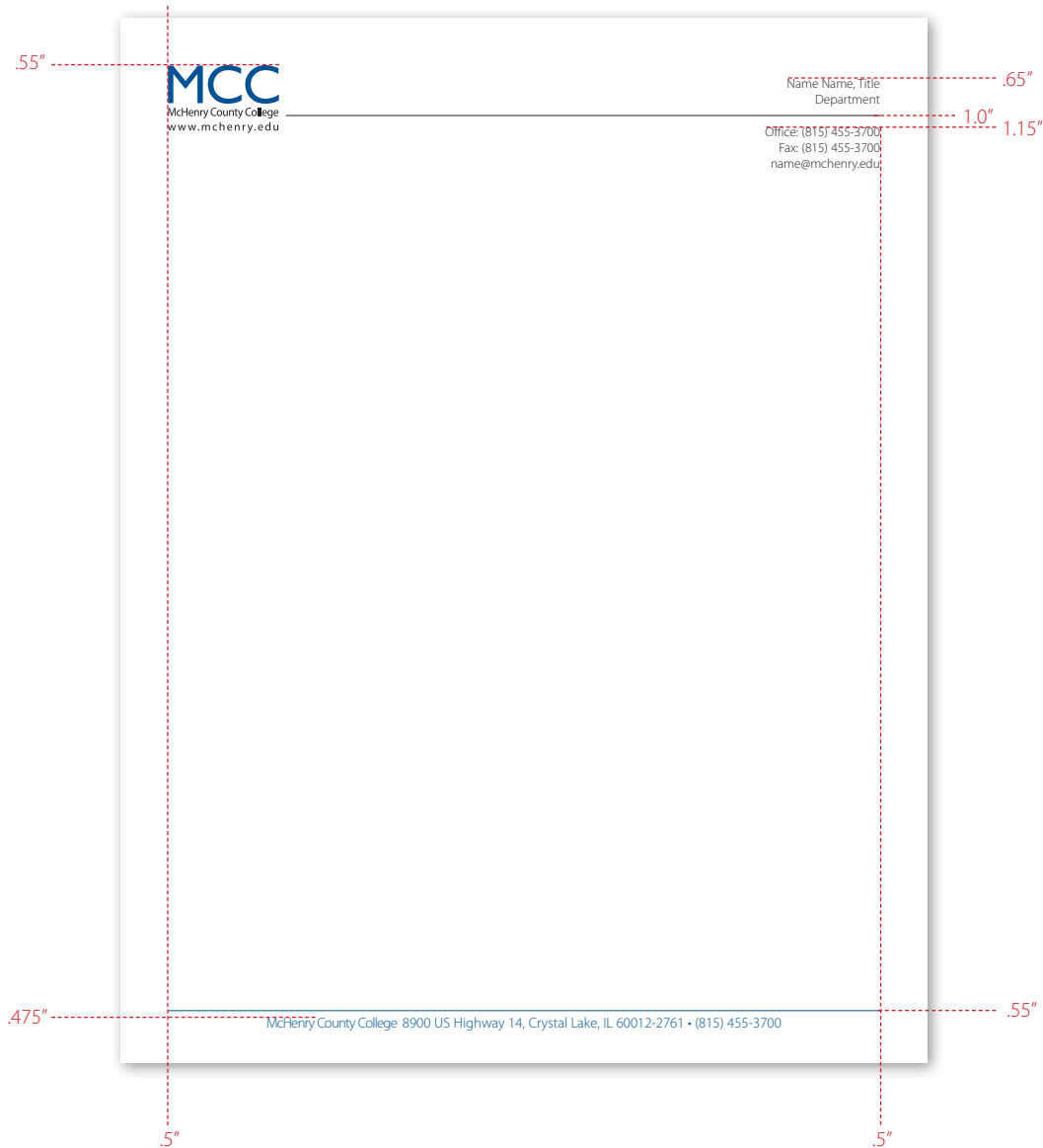
Color logo and color address footer.

OPTION 2:

Logo and type all in black.

**Paper Stock**

60# Starbrite  
Opaque Smooth



**Letterhead**

*for letter of intent only*

**Size**

8.5" x 11"

**Typography**

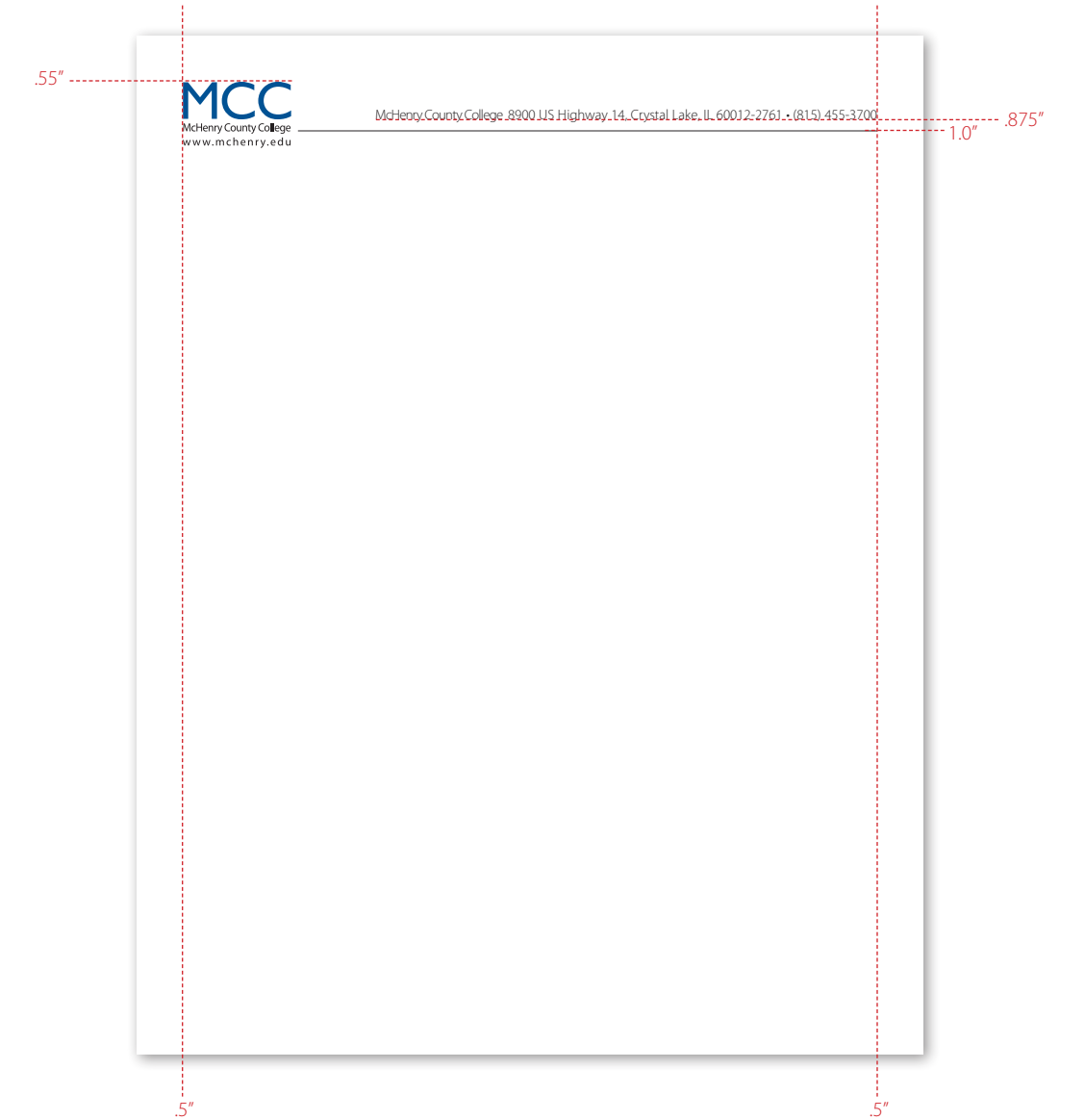
Myriad Pro Light  
11 pt.

**Color**

Color logo and black address

**Paper Stock**

60# Starbrite  
Opaque Smooth



**Business Card**

**Size**

3.5" x 2"

**Typography**

**ADDRESS:**

Myriad Pro Light  
9 pt. over 10.8 pt.

**NAME:**

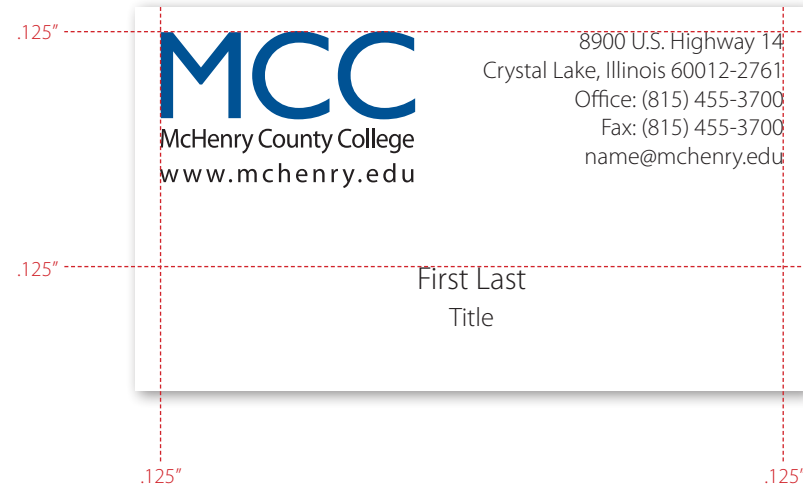
Myriad Pro Light  
12 pt. over 14 pt.

**TITLE:**

Myriad Pro Light  
9 pt.

**Paper Stock**

80# cover, white



**Name Tag**

**Size**

3" x 1"  
(corners are .09 radius)

**Logo Size**

1.0655" (width)

**Typography**

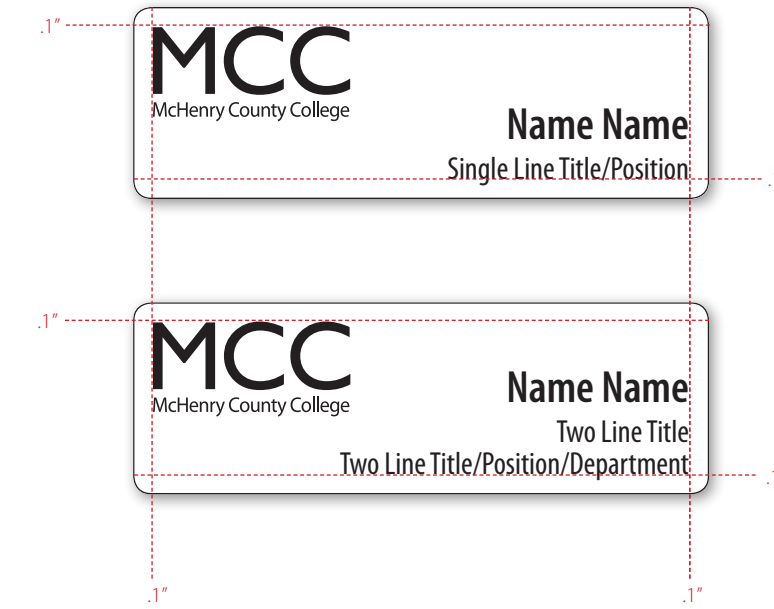
**NAME:**  
Myriad Pro Semibold  
Condensed  
17 pt. over 20.4 pt.

**TITLE/POSITION:**

Myriad Pro  
Condensed  
Line 1:  
12 pt. over 15 pt.  
Line 2:  
12 pt. over 12 pt.

**Tag Material**

Black type on brushed  
aluminum surface.



**Character counts:**

Line 1: 20  
Line 2: 45

**Character counts:**

Line 1: 20  
Line 2: 30  
Line 3: 45

**Envelope**

#10 Standard

**Size**

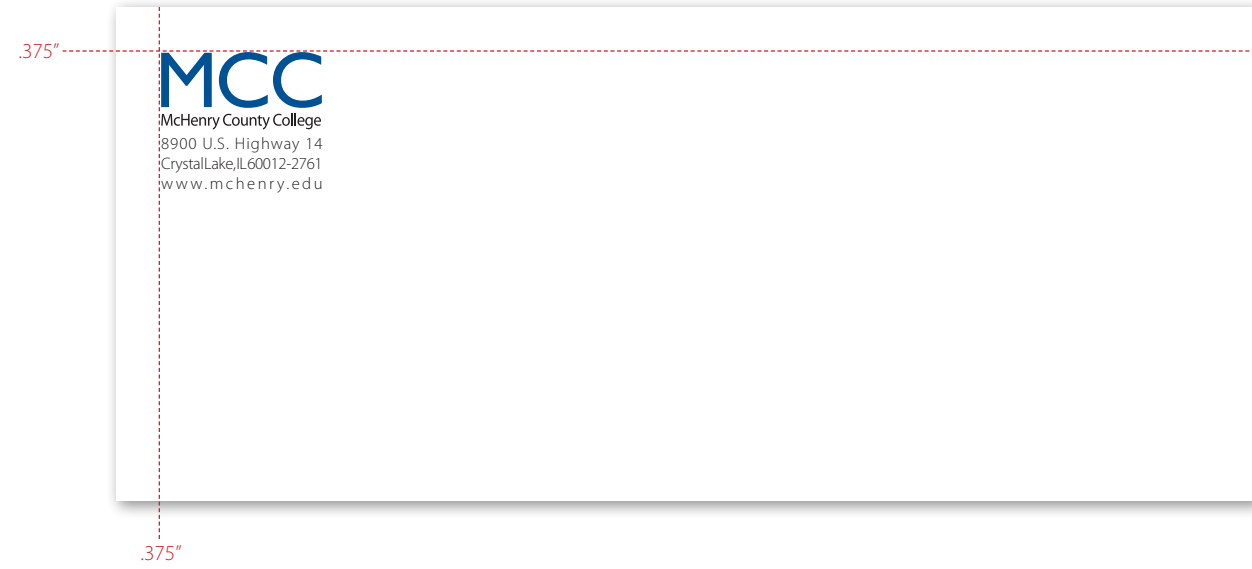
9.5" x 4.125"

**Typography**

Myriad Pro Light  
11 pt. over 13.2 pt  
Full justification

**Paper Stock**

24# white wove



**Envelope**

#10 Titled

**Size**

9.5" x 4.125"

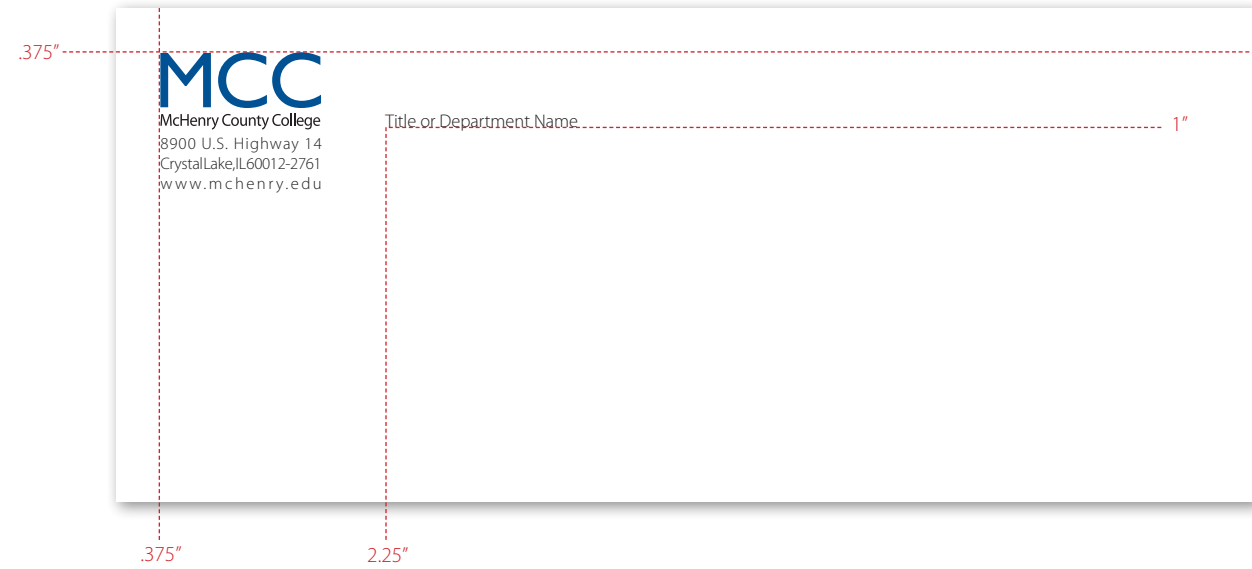
**Typography**

ADDRESS:  
*see above*

TITLE:  
Myriad Pro Light  
11 pt.

**Paper Stock**

24# white wove



**Envelope**

#9 Standard

**Size**

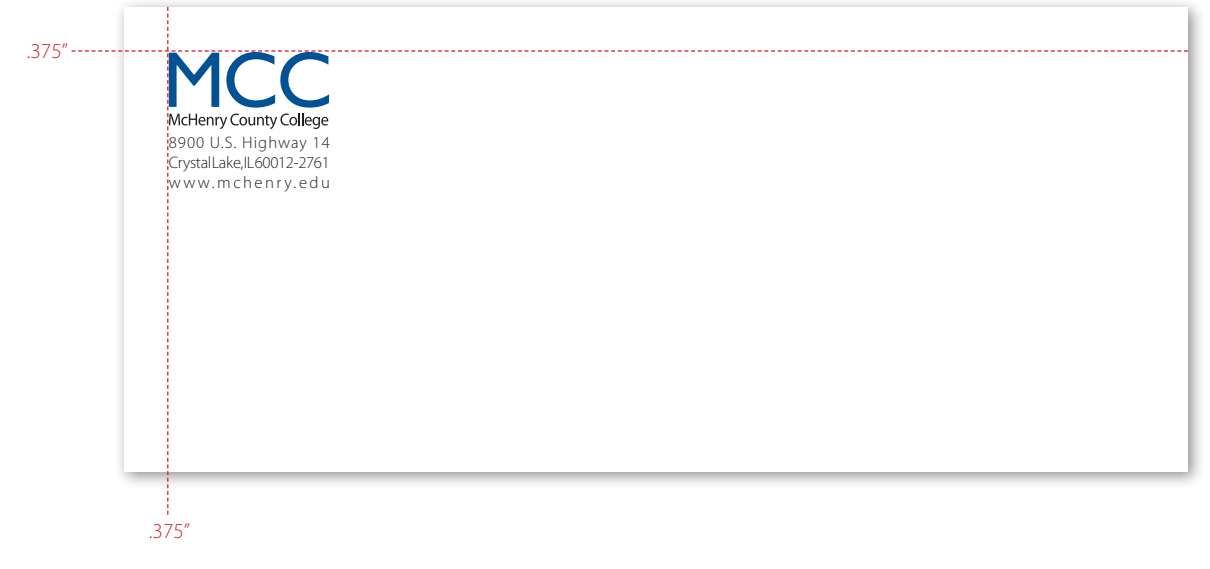
8.875" x 3.875"

**Typography**

Myriad Pro Light  
11 pt. over 13.2 pt  
Full justification

**Paper Stock**

24# white wove



**Envelope**

#9 Titled

**Size**

8.875" x 3.875"

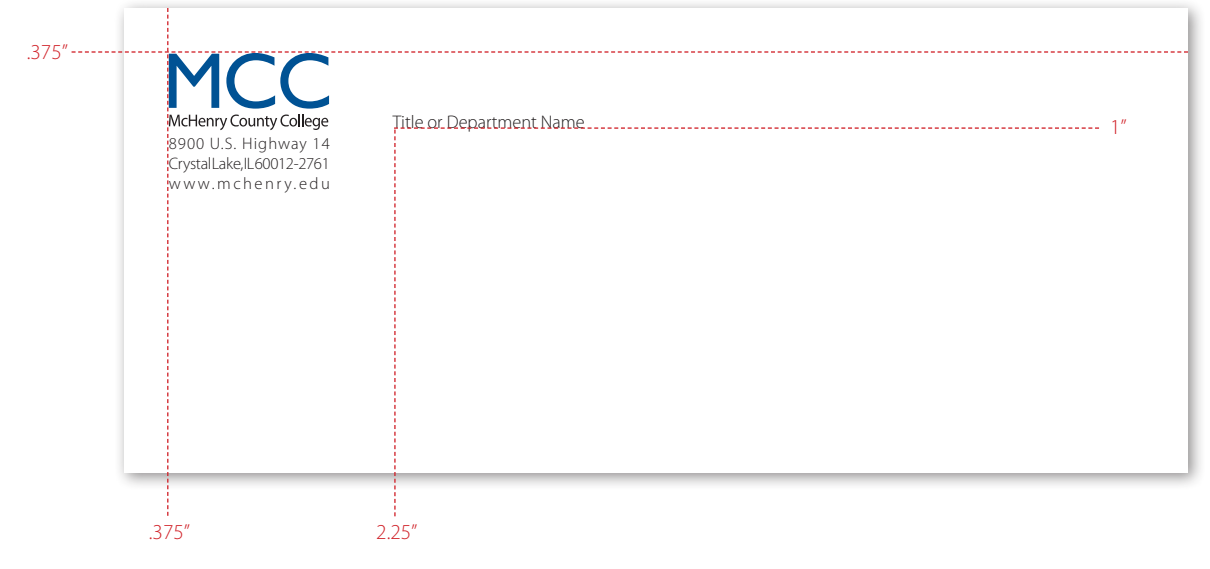
**Typography**

ADDRESS:  
*see above*

TITLE:  
Myriad Pro Light  
11 pt.

**Paper Stock**

24# white wove



**Envelope**

#10 Window

**Size**

9.5" x 4.125"

**Typography**

See page 24.

**Window\***

4.5" x 1.125"

**Paper Stock**

24# white wove



**Envelope**

#9 Window-Security

**Size**

8.875" x 3.875"

**Typography**

See page 25

**Window\***

4" x 1"

**Paper Stock**

24# white wove with blue barbary tint



\*The postal service requires at least 5/8" (.625") between the bottom edge and the window for bar code placement.

**Envelope**

Invitation

**Size**

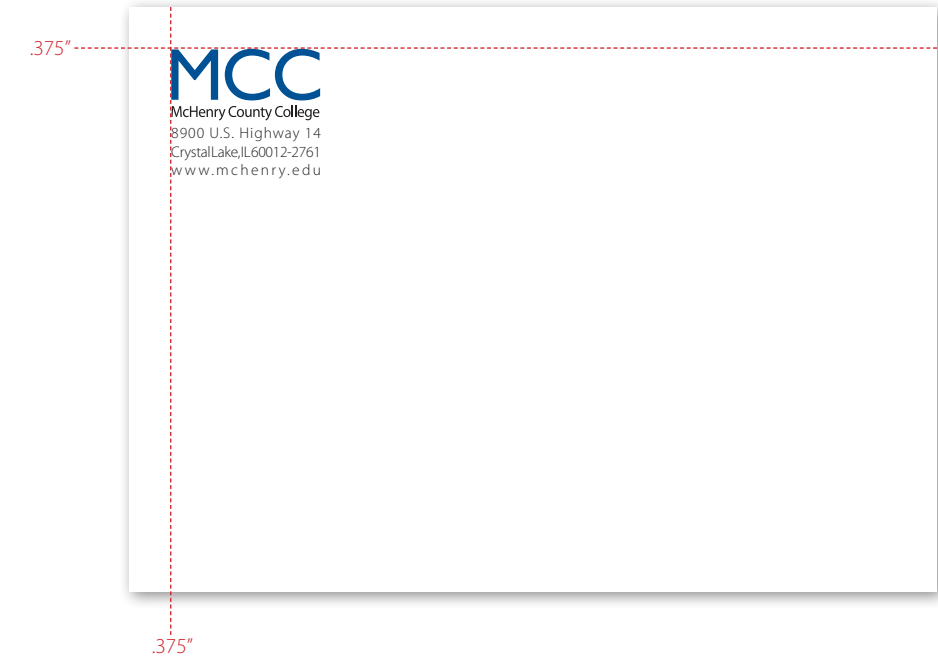
7.25" x 5.25"

**Typography**

Myriad Pro Light  
11 pt. over 13.2 pt  
Full justification

**Paper Stock**

24# white wove



**Envelope**

Catalog

**Size**

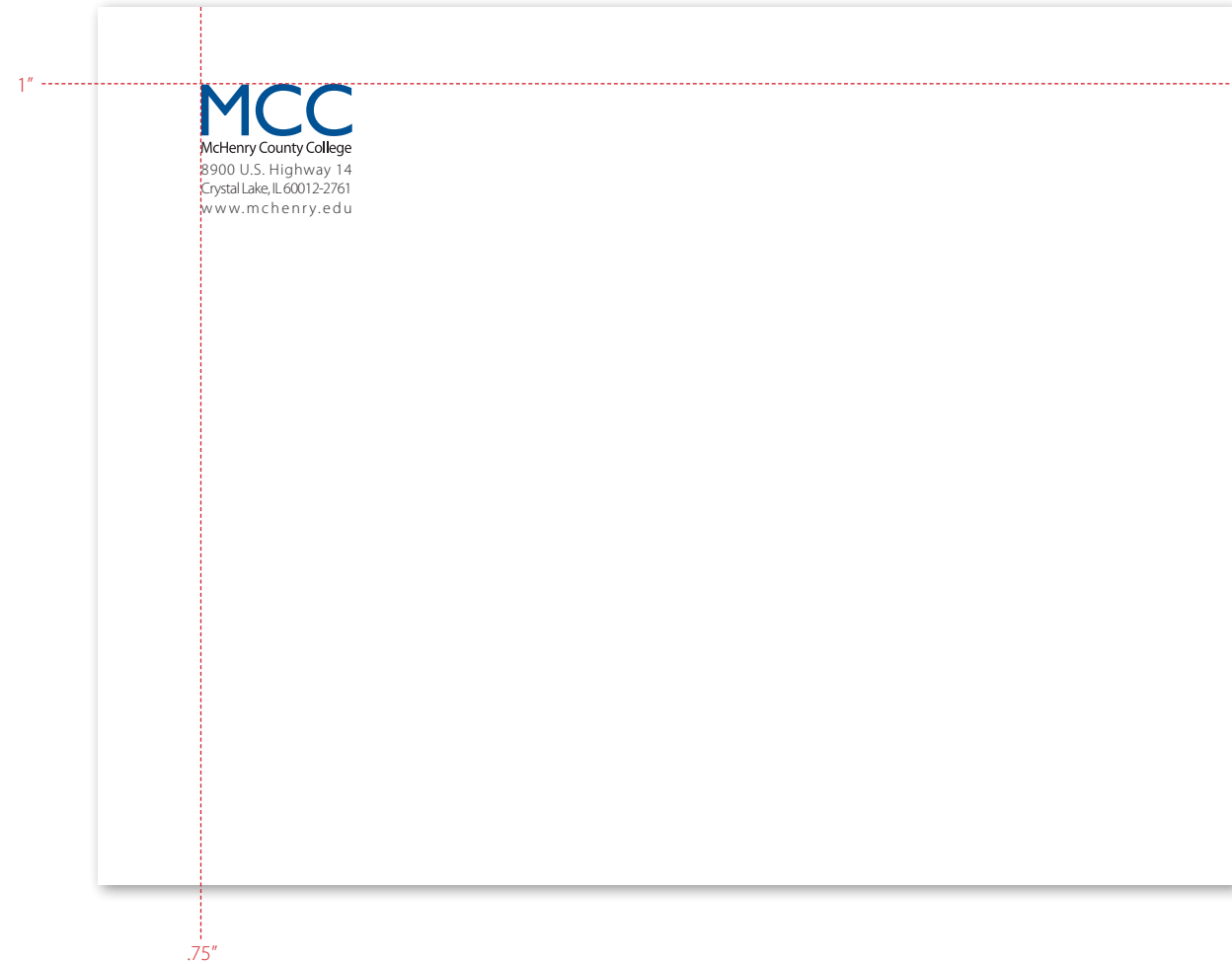
12.5" x 9.5"

**Typography**

Myriad Pro Light  
11 pt. over 13.2 pt  
Full justification

**Paper Stock**

28# white wove



**Publication Mailing Panel**

**Size**

4.25" x 2.5" (min)  
Width can span an entire page but height should always remain 2.5"

**Typography**

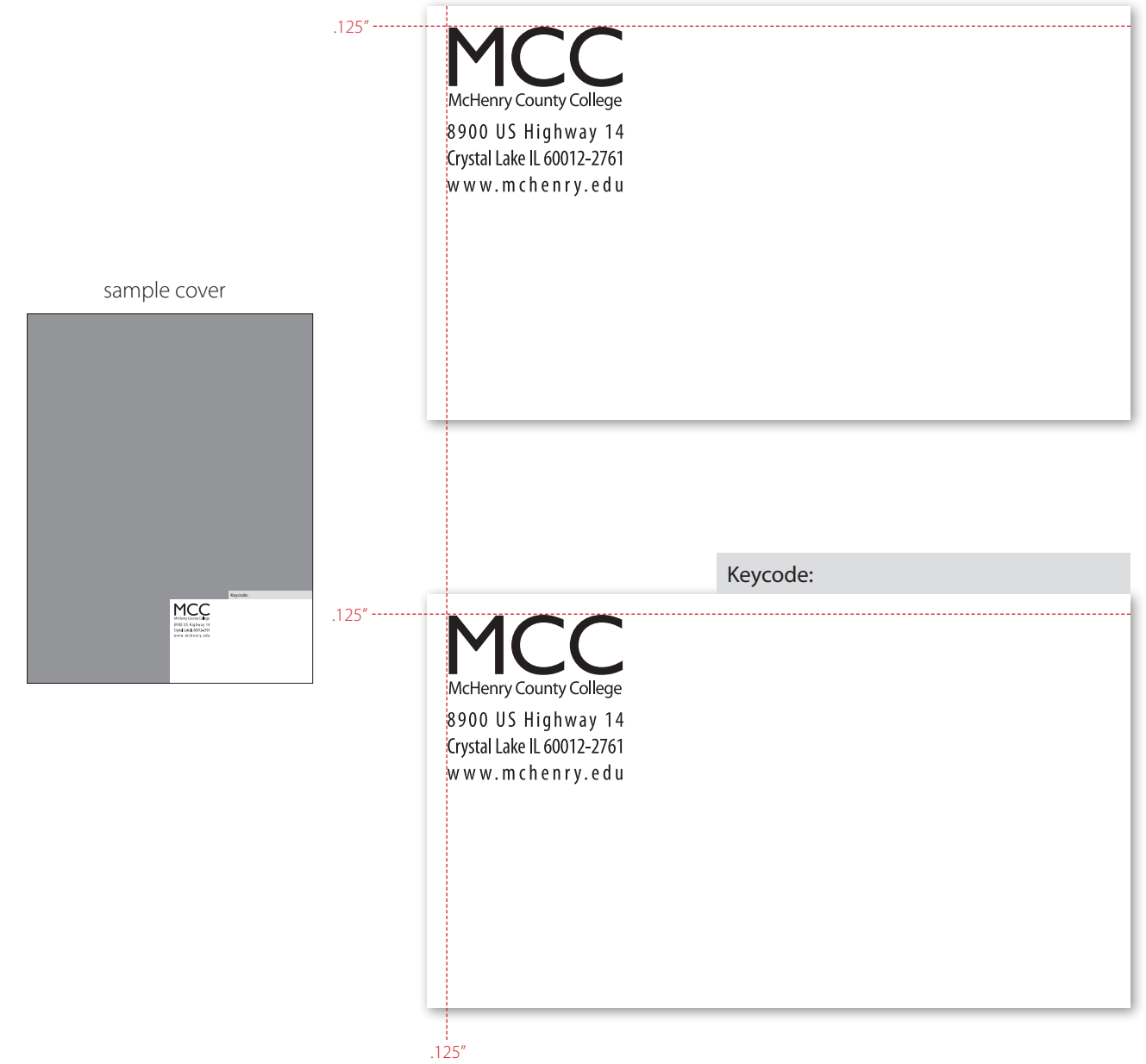
Myriad Pro Regular  
10 pt. over 12 pt  
Full justification with optical kerning.

Logo width is 1.10" sized proportionately.

**Variation**

Mailing panel with keycode block (can be in color as long as it is screened lightly).

Keycode block is 2.5" x .25" with .625" text inset, centered vertically.



**Postcards****Size**

Minimum size:  
5" x 3.5" (w x h)

Maximum size:  
6" x 4.25" (w x h)

**Mailing Panel**

Minimum size for the  
mailing panel is  
3.5" x 1.25"

Position of address  
depends on size of  
postcard but should  
typically be centered.

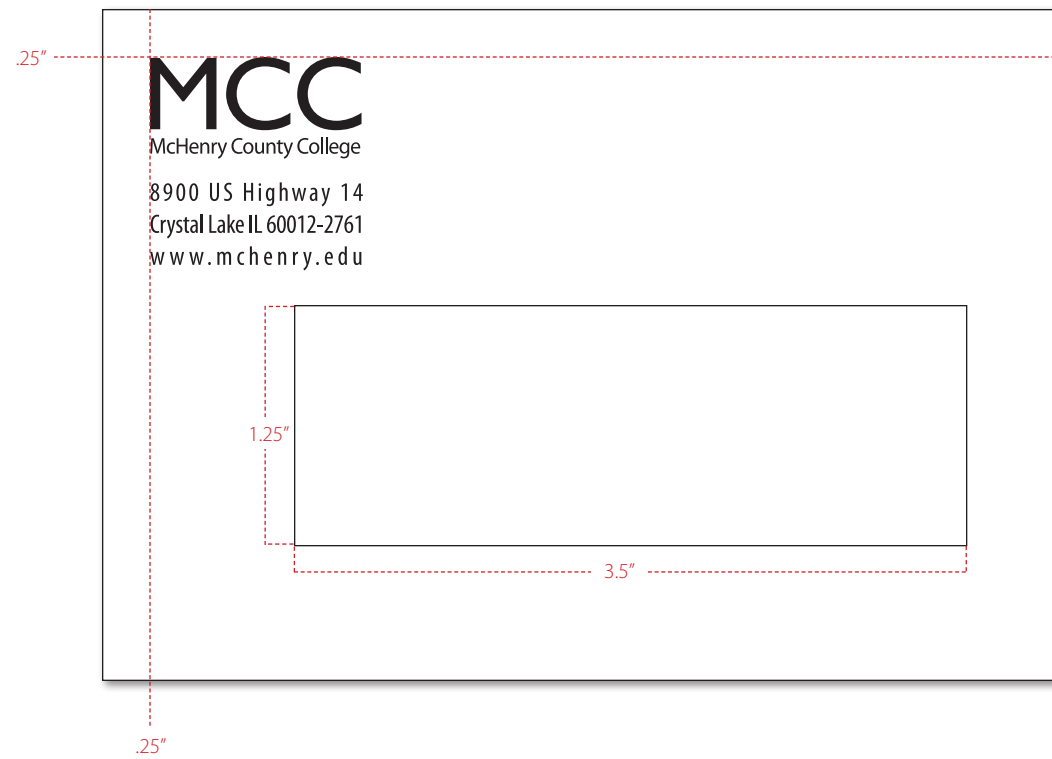
**Typography**

Variable

**Paper Stock**

Approx. 80 lb.  
Stock weight must  
caliper at least 7  
points

*If printing in the MCC  
copy center, outside  
margin must be .25" all  
around.*

**Return Address**

The return address for  
all mailings should be  
comprised of the MCC  
logo and Myriad Pro  
Condensed typeface  
as shown.

**Typography**

Myriad Pro  
Condensed  
10 pt. over 12 pt.

Text should be fully  
justified (flush on  
both right and left  
sides)

Space between the  
logo and address is  
16 pts.

**MCC**  
McHenry County College

8900 US Highway 14  
Crystal Lake IL 60012-2761  
www.mchenry.edu

The file for the above return address can  
be found on the common drive under the  
following path as a JPG or vector EPS\* file:

**▼ Common****▼ Marketing and Public Relations****▼ Logo Files****▼ Return Address**

Return-address.jpg  
Return-address.eps

*\*EPS files are for professional output and should be used  
only with professional layout tools. If you don't know  
how or when to use an EPS file, you should use JPG.*

**Brochures**

**Size**

8.5x11 Tri-fold

**Margins**

.25" all around, inside and outside regardless of brochure size.

**Front**

McHenry County College should appear at the top of all brochures for clarity when in display racks. [Use **Myriad Pro - 14 point light**]

The title, program, event or department for which the brochure is created and should appear in the upper third. [Use **Myriad Pro 23 point semi bold condensed**]

The official MCC logo should appear somewhere in the lower third. [Logo measurements for front of brochure are 1 1/4" across by 1/2" in height]

**Body Copy**

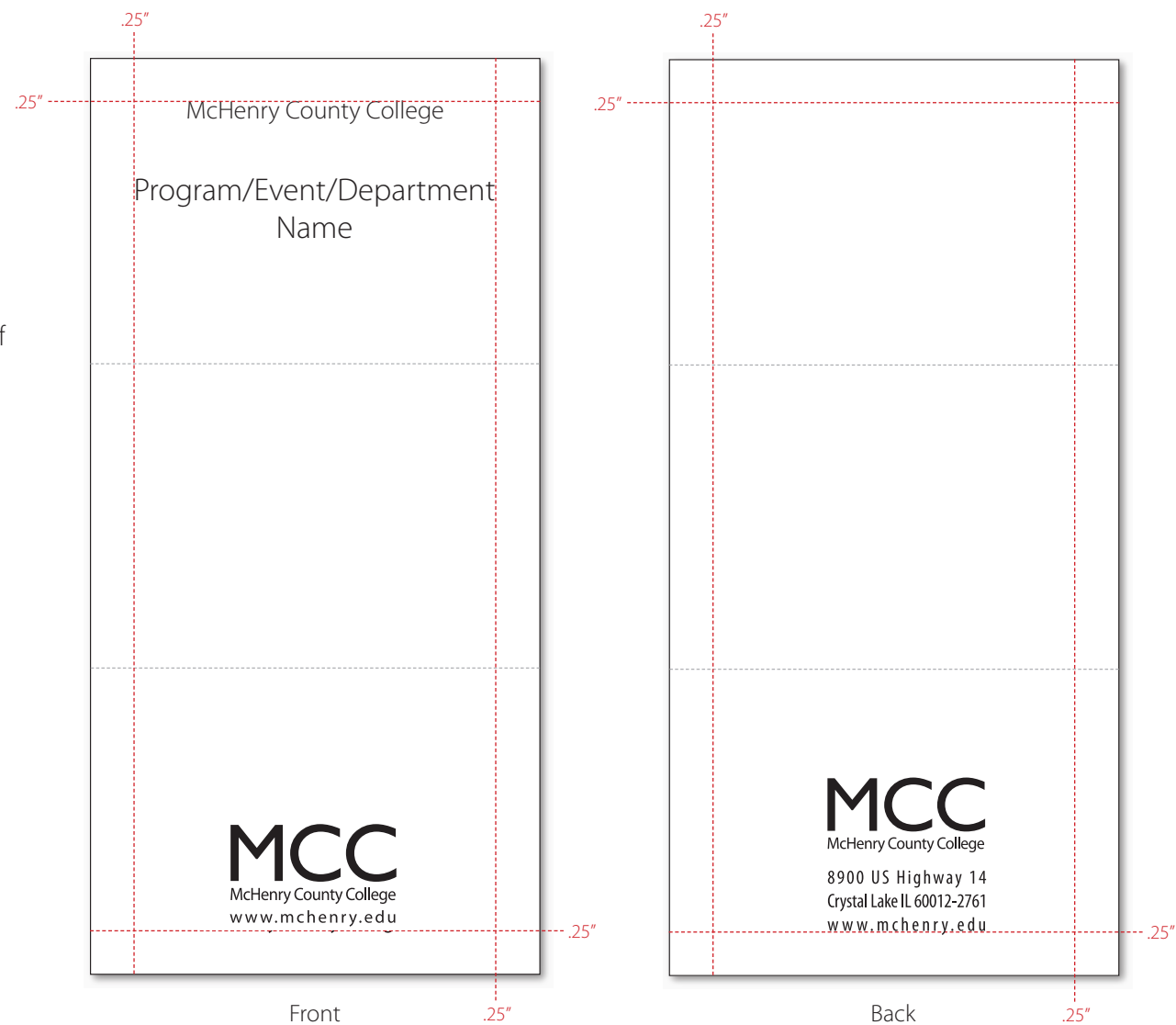
All body copy throughout brochure is to be set in Myriad Pro Light 10 point with 12 point leading.

**Headings within Copy**

Will be set in Myriad Pro Semi Bold 12 point

**Stand Alone Heading**

Will be set in Myriad Pro Semi Bold 14 point upper and lower case. These are used at the top of the brochure or top and bottom of brochure. These are used to draw attention to the contents of brochure but are not paragraph headings.



Brochure sample not actual size

**Back**

The logo, with the return address, should appear in the lower third of the panel.

[Logo measurements are 1 1/8" across by 1 1/8" in height]

**Identification**

Job number and designer's initials. [9 point Myriad Pro light condensed. This must be at least 1/4" away from Logo]

**Size**

Variable

**Brochures (cont'd)**

The inside of the brochure should have .5" gutter space between column to balance outer margin.

**Body Copy**

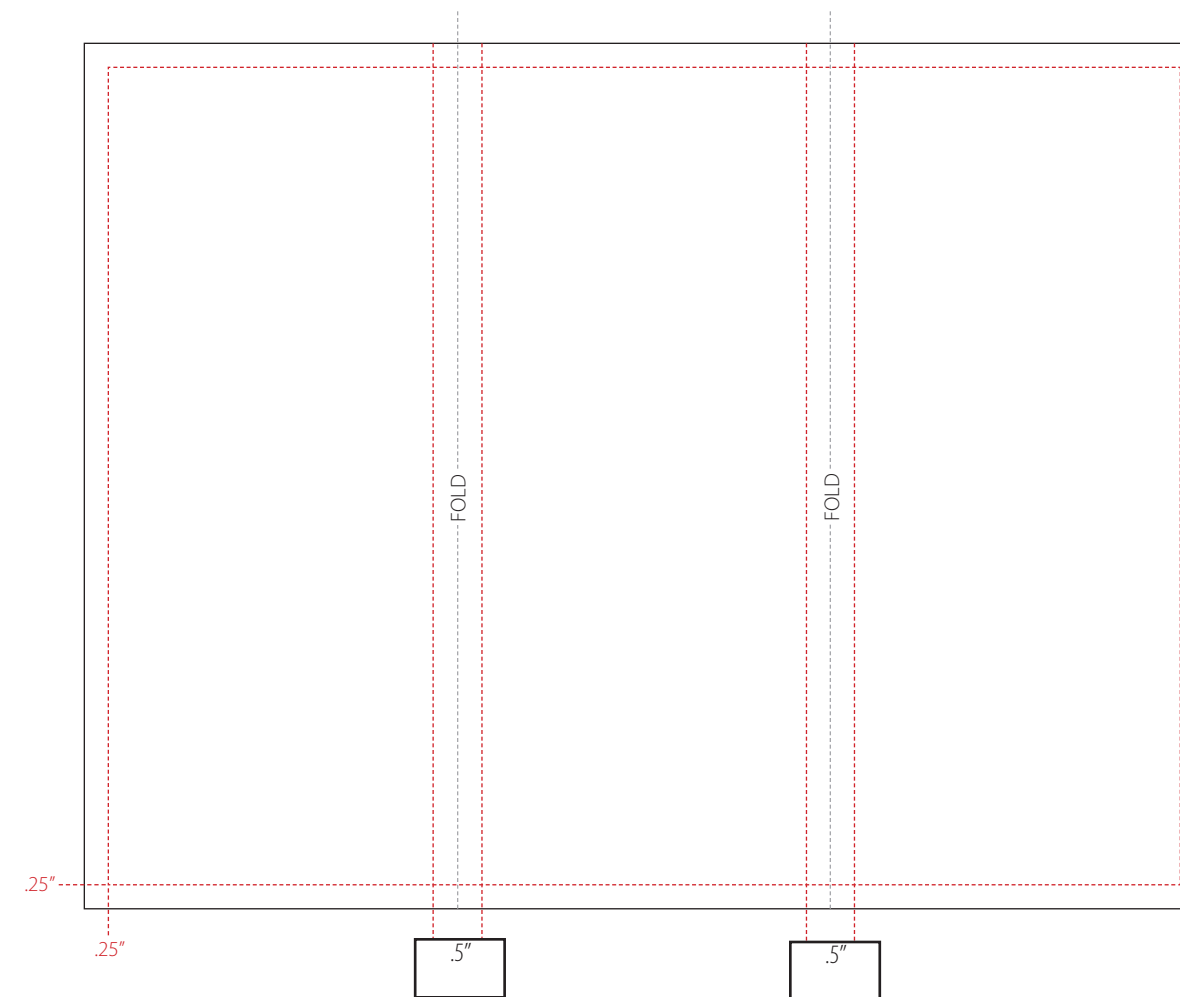
All body copy throughout brochure is to be set in Myriad Pro Light 11 point with 12 point leading.

**Headings within Copy**

Will be set in Myriad Pro Semi Bold 12 point - all caps

**Stand Alone Heading**

Will be set in Myriad Pro Semi Bold 14 point upper and lower case. these are used at the top of the brochure or top and bottom of brochure. These are used to draw attention to the contents of brochure but are not paragraph headings.



Brochure sample not actual size

**Brochures**

**Size**

8.5x15 Four-fold

**Margins**

.25" all around, inside and outside regardless of brochure size.

**Front**

McHenry County College should appear at the top of all brochures for clarity when in display racks. [Use Myriad Pro - 14 point light]

The title, program, event or department for which the brochure is created and should appear in the upper third. [Use Myriad Pro 28 point semi bold condensed]

The official MCC logo should appear somewhere in the lower third. [Logo measurements for front of brochure are 1 1/4" across by 1/2" in height]

**Body Copy**

All body copy throughout brochure is to be set in Myriad Pro Light 10 point with 12 point leading.

**Bold Body Copy**

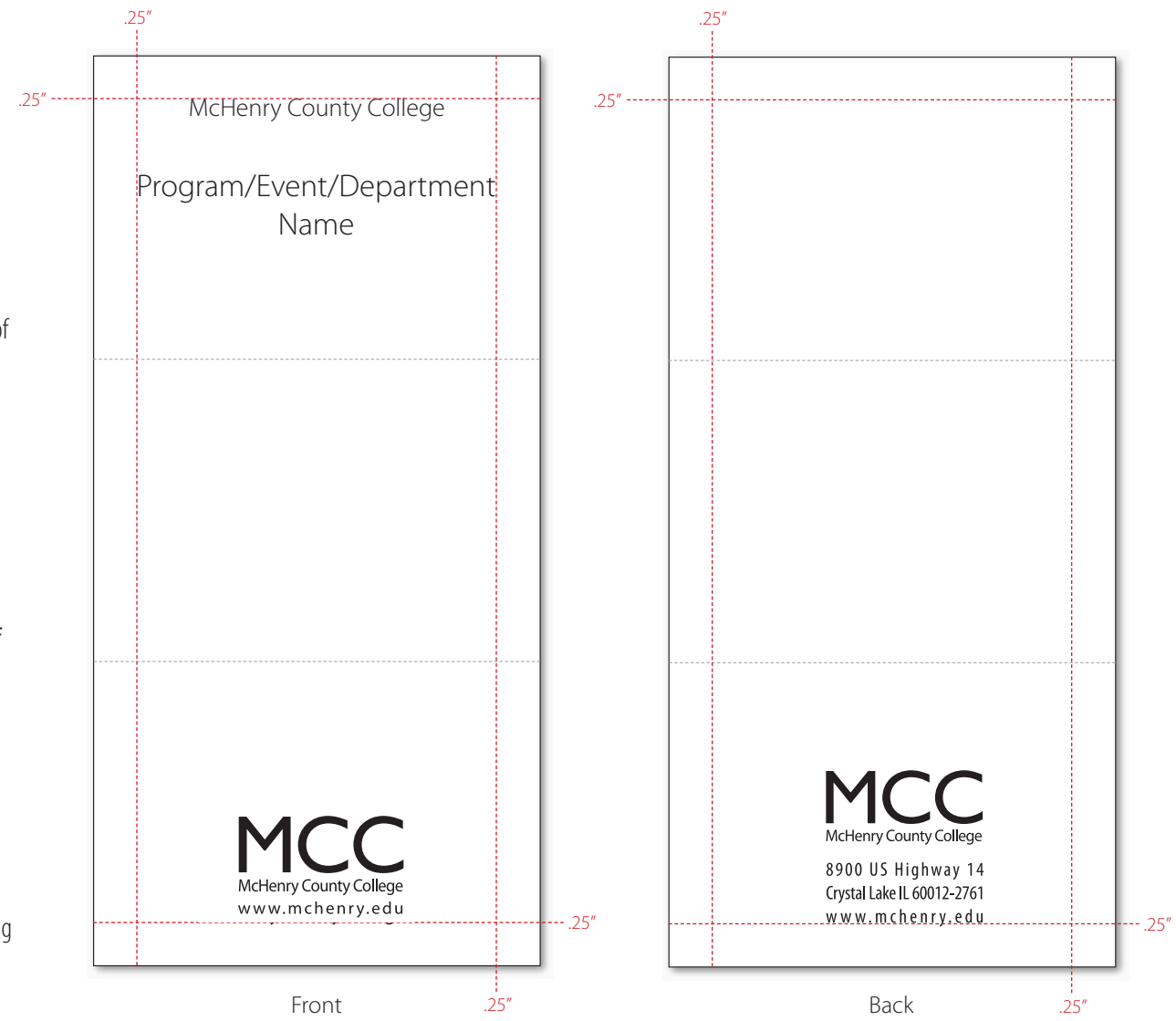
All body copy throughout brochure is to be set in Myriad Pro Semi Bold 10 point with 12 point leading

**Headings within Copy**

Will be set in Myriad Pro Semi Bold 12 point

**Stand Alone Heading**

Will be set in Myriad Pro Semi Bold 14 point upper and lower case. These are used at the top of the brochure or top and bottom of brochure. These are used to draw attention to the contents of brochure but are not paragraph headings.



Brochure sample not actual size

**Back**

The logo, with the return address, should appear in the lower third of the panel. [Logo measurements are 1 1/8" across by 1 1/8" in height]

**Identification**  
Job number and designer's initials. [9 point Myriad Pro light condensed. This must be at least 1/4" away from Logo]

**Size**

Variable

**Brochures (cont'd)**

The inside of the brochure should have .5" gutter space between column to balance outer margin.

**Body Copy**

All body copy throughout brochure is to be set in Myriad Pro Light 10 point with 12 point leading.

**Bold Body Copy**

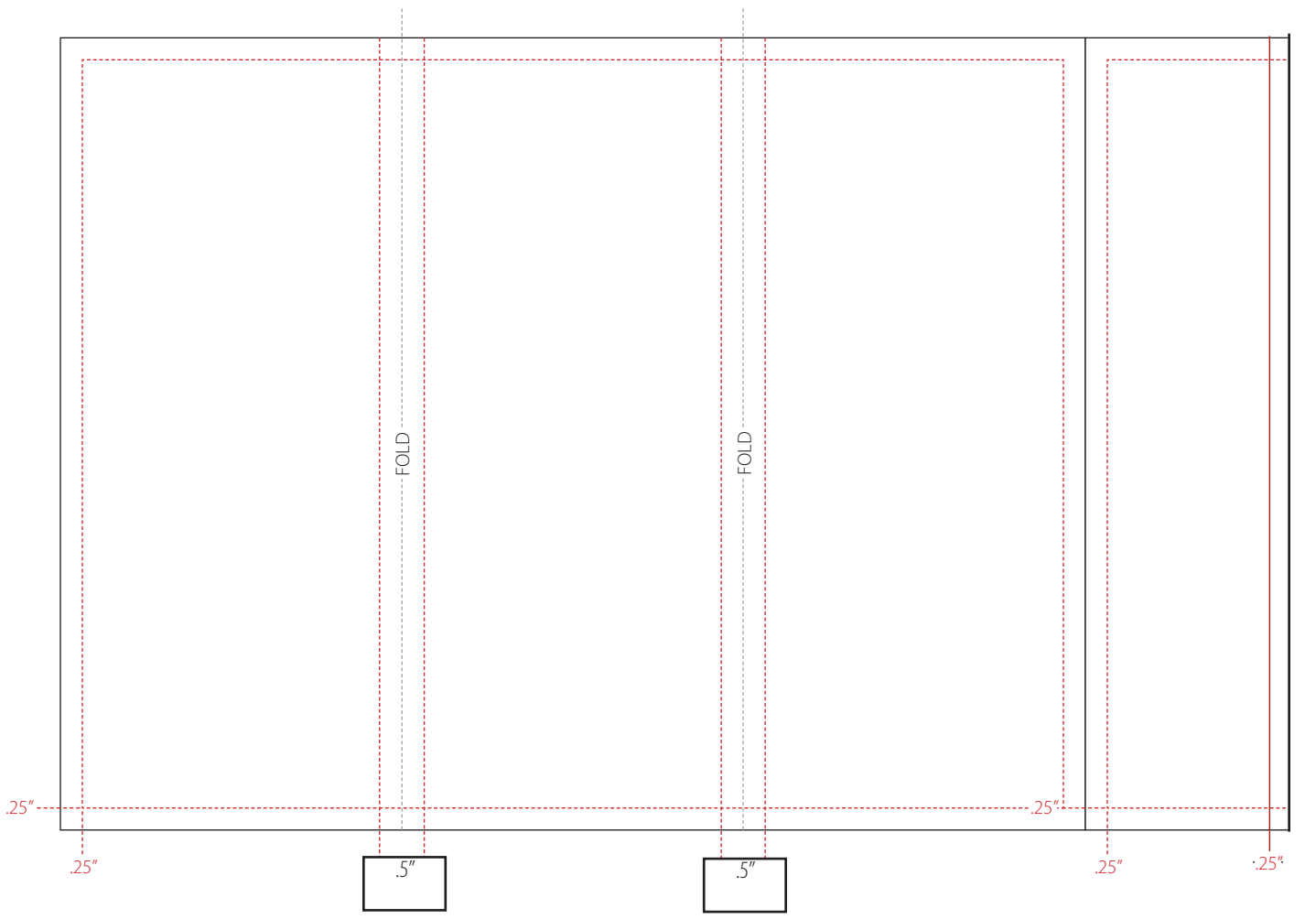
All body copy throughout brochure is to be set in Myriad Pro Semi Bold 10 point with 12 point leading

**Headings within Copy**

Will be set in Myriad Pro Semi Bold 12 point - all caps

**Stand Alone Heading**

Will be set in Myriad Pro Semi Bold 14 point upper and lower case. these are used at the top of the brochure or top and bottom of brochure. These are used to draw attention to the contents of brochure but are not paragraph headings.



Brochure sample not actual size

**Academy cover**

**Size**

8.5x11

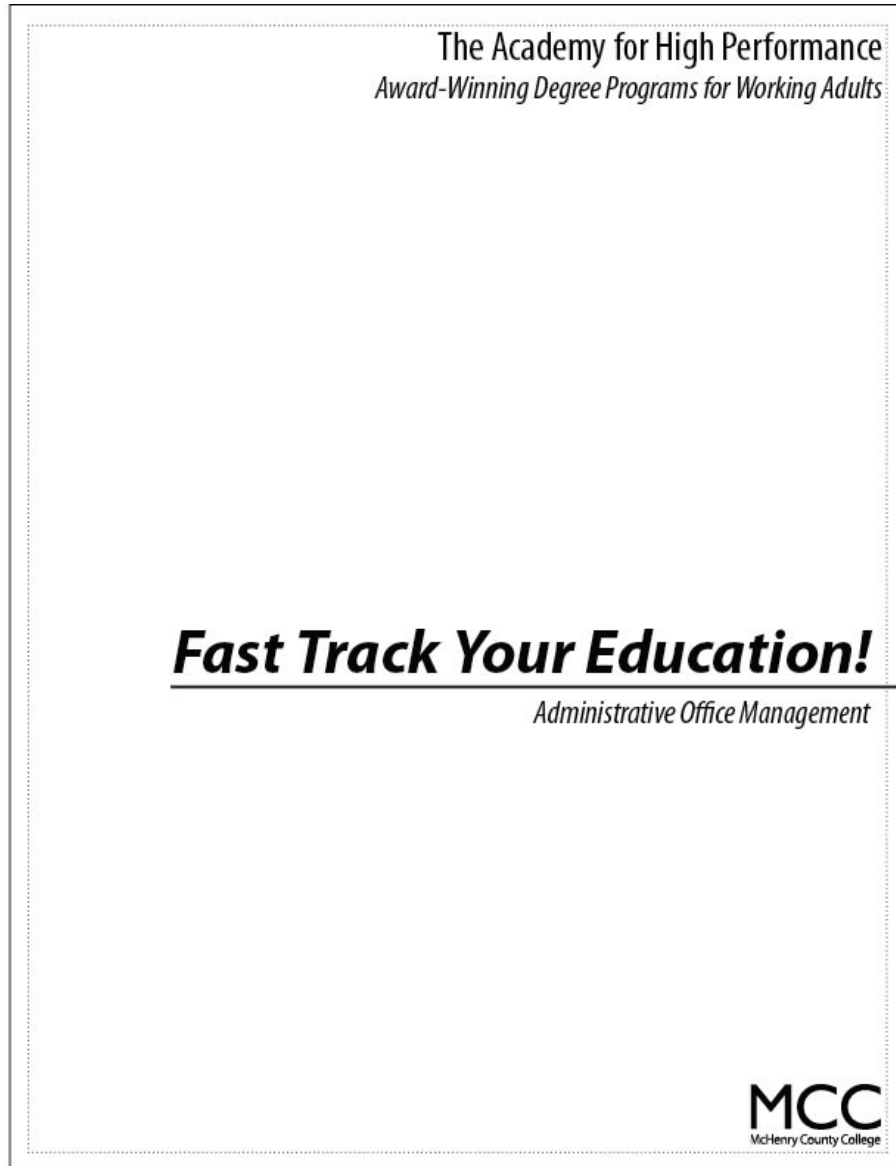
**Margins**

.25" all around, inside and outside.

**Front**

"The Academy for High Performance" should appear in the upper right hand corner. [Use Myriad Pro Semibold - 28 point condensed}

Underneath should appear "Award Winning Degree Programs for Working Adults". [Use Myriad Pro Semibold - 22 point condensed italic}



**Logo:** MCC black

Size: 1.25"x .5"

Placement: Generally in the lower left corner unless background graphics do not permit.

"The Right Choice For You" should appear under or next to the logo in italics.

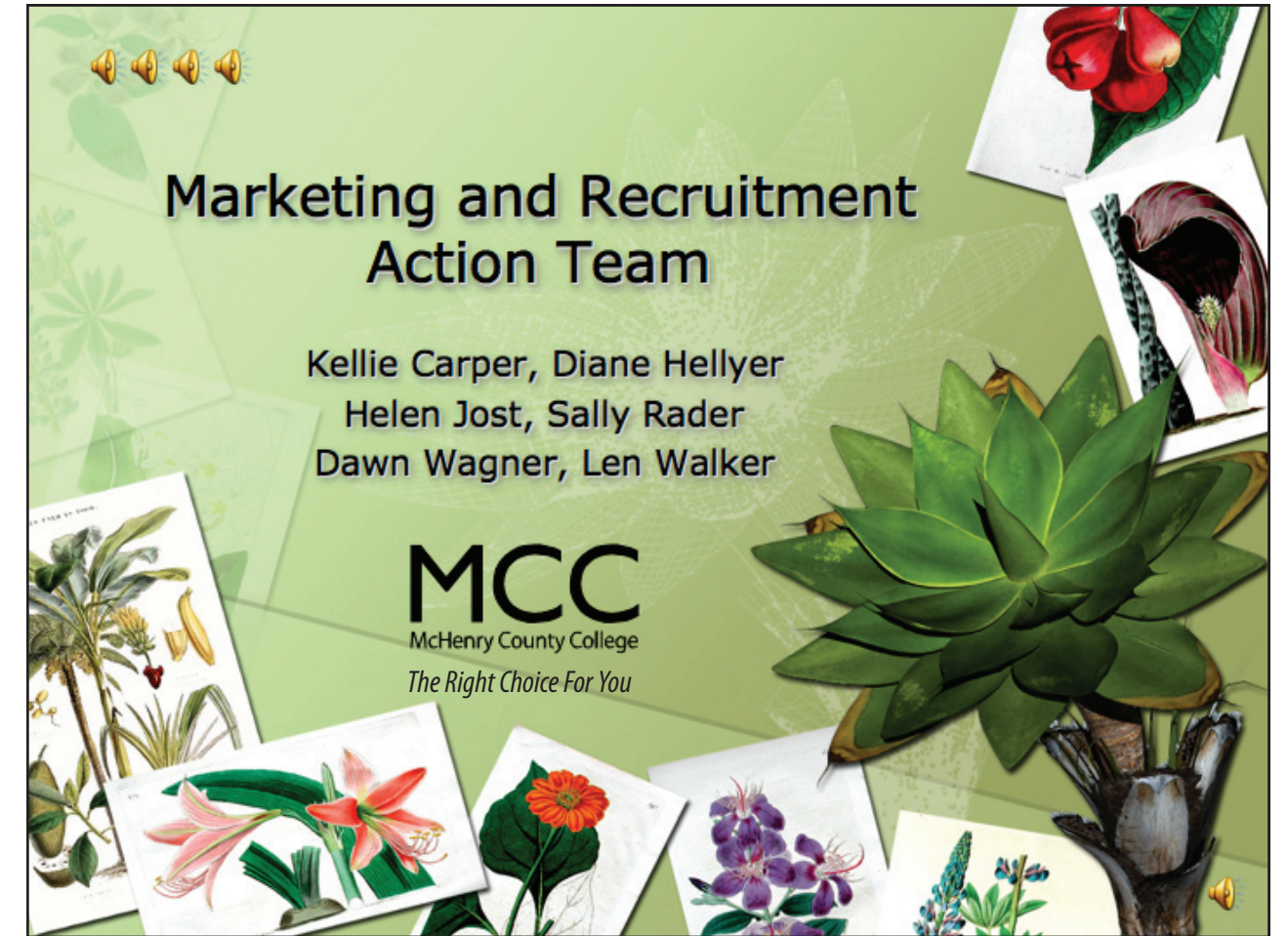
**Font:** Verdana

**Headings:** Will be set in Verdana 32pt

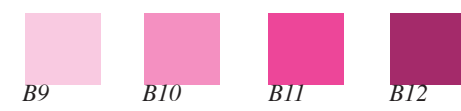
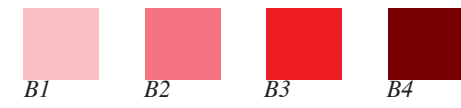
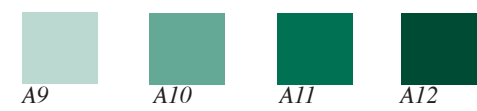
**Sub-Headings:** Will be set in Verdana 20pt

**Body copy:** Will be set in Verdana 18pt

**Slide Transition:** "Fade smoothly" at medium speed



Color Palette (general)



Digital Media Color Palette

