Brand Development Process

- Data Gathering
- Development of Brand Strategy
- Creation of Visual Identity
- Education
- Launch of Brand
- Measurement
MCC Brand Identity

- 1 ½-year process, with launch in August 2012
- MCC’s value proposition/differentiation formalized to help drive awareness, consistent messaging and enhanced public perception
- Finalized brand standards shared with college community via launch party, materials, meetings, templates and brand book/manual (found at www.mchenry.edu/brand)
- Campus signage included in brand book/style guidelines
Signage Elements (alignment with brand identity)

- Clearly identifies entrance(s) to campus
- Clean, simple and visible
- Modern, yet timeless and can last throughout decades
- Movement
- Color
- LED component (promoting upcoming events, programs and deadlines)
- Natural elements native to McHenry County (optional)
Signage Variations
Version 1—Main Campus Entrance

Option A – 11’ height and 28’ 6” width

LED DISPLAY BOARD

Color to match dark bronze on existing buildings

McHenry County College
Version 1—Main Campus Entrance

Option B – sign centered on base
10’ height and 27’ width

Color to match dark bronze on existing buildings
Version 2—Main Campus Entrance

Option A – 19’ height and 18’ width (option on right utilized if no text is needed above LED)
Version 2—Main Campus Entrance

Option A (3D View)
Version 2—Main Campus Entrance

Option B – 11’ 6” height and 28’ 6” width
Version 3—Main Campus Entrance

Naturalistic version (11’ 6” height and 28’ 6” width)
Secondary Signage
Secondary Exterior Signage

- All secondary signage will support and align with any of the versions of the main monument sign.
- Primary purpose is for wayfinding and navigation around campus and to buildings/parking lots/main streets.
Tartan Drive Example

Secondary Entrance Sign (10’ height and 15’ width)
Vehicular Wayfinding Signage

Directional Sign

- BUILDING A
- BUILDING B
- BUILDING C
- BUILDING D
- BUILDING E

Parking Entrance

- PARKING LOT

Color to match dark bronze that is on existing buildings
Wayfinding Signage

Information Sign

Building Identification
Pedestrian Wayfinding Signage
(Identification and Directional)

Alternative ‘A’

- Biology Lab
- Epping Gallery
- Fitness Center
- MCC Cafe
- Luecht Conference Center
- Library
- Career Services
- Financial Aid
- Computer Lab A
- Admissions/Welcome Center

4.5’ x 10’

Alternative ‘B’

- Biology Lab
- Epping Gallery
- Fitness Center
- MCC Cafe
- Luecht Conference Center
- Library
- Career Services
- Financial Aid
- Computer Lab A
- Admissions/Welcome Center

4.5’ x 10’
Collage of Signage to Show Coordination and Alignment with Brand

LED DISPLAY BOARD

NORTH ENTRANCE

CAMPUS IDENTIFICATION

PERIMETER IDENTIFICATION

VEHICLE ENTRANCE IDENTIFICATION

TRAFFIC DIRECTIONAL

BUILDING IDENTIFICATION

MAPPING-ORIENTATION AND CAMPUS INFORMATION

PEDESTRIAN DIRECTIONAL

DIRECTORY

STREET, PATHWAY AND PUBLIC SPACE IDENTIFICATION
Next Steps

- Board feedback
- Meetings with city of Crystal Lake and McHenry (already underway)
- Open house for students and employees to provide input on which version is most appealing (week of March 30)
- Shah Center monument sign bid process, award, production and installation
  - Bid documents complete (May 2015)
  - Installation (August-September 2015)
- Main campus monument sign bid process, award, production and installation (2016)
Questions/Discussion