Mt. Hood Community College

Brand Standards Guide

MHCC Identity Usage Guidelines

These guidelines were created to provide a more cohesive look for Mt. Hood Community College and to assist in becoming familiar with the identity of the college and the use of its components. These guidelines are for Mt. Hood Community College and its programs, employees, and other affiliated entities. Outside agencies, organizations, and pubic entities that seek to produce materials for Mt. Hood Community College and its programs are asked to use the guidelines described here, and should obtain permission from District Communications PRIOR to publication or production.

MHCC LOGO

The Official Mt. Hood Community College logo is a red mountain with the words "Mt. Hood" centered under the mountain horizontally on the first line, and smaller the words "Community College" centered on the second line. The college logo consists of the mountain and wordmark(s) together. The integrity of the logo should always be maintained. *The mountain must not appear without the wordmark.*

The logo incorporates unique features and typography and may not be redrawn, reconstructed, distorted or modified in any way.

COLOR

The Mt. Hood Community College logo should be reproduced with the mountain in red (PMS 186) and letters in black except under special circumstances. If your publication contains black and does not contain red, you may use a black version of the logo. The mountain should always appear in Mt. Hood Red (PMS 186) or black.

MT. HOOD COMMUNITY COLLEGE

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PMS 186 (Pantone Matching System)

Black

STAND-OFF DISTANCE: All logos (and wordmarks) have larger invisible borders that serve as minimum stand-off distances. Do not place anything within this border.

Example of violated stand-off distance.

POSITION

The Mt. Hood logo should appear prominently on the front of every publication and official document. The exact position of the logo will depend on the design of the publication. **A minimum stand-off distance from the logo should be maintained.** Do not place any element, type or object within this area so as to allow the logo to communicate.

STAND-OFF DISTANCE AND PROPORTIONS

The shape of the Mt. Hood logo is triangular in nature, but must be treated as if it appears in a rectangle form. No elements must intrude upon the space of the logo. Do not attempt to alter the dimensions or proportion of the logo, individual wordmark or their relationship to each other. In most software applications, holding the shift key down while sizing maintains the proper ratios.

BACKGROUNDS

As a general rule, the logo may not appear in any other color, or percentage of color (for the purposes of a background element or watermark). The logo and wordmark must appear in their full (100%) approved color schemes. When necessary, a reversed logo (all white, or red mountain with white letters) is available when no other version of the logo would reproduce adequately.

Approved MHCC Identity Marks

The following marks are the only approved, official identifying marks for Mt. Hood Community College.

MT. HOOD
COMMUNITY COLLEGE

MT. HOOD
COMMUNITY COLLEGE

MT. HOOD
COMMUNITY COLLEGE
26000 SE STARK STREET
GRESHAM, OR 97030

Approved vertical marks.

MT. HOOD
COMMUNITY COLLEGE

MT. HOOD
COMMUNITY COLLEGE

MT. HOOD
COMMUNITY COLLEGE
26000 SE STARK STREET, GRESHAM, OR 97030

Approved horizontal marks.

MT. HOOD
COMMUNITY COLLEGE

MT. HOOD
COMMUNITY COLLEGE

Approved reversed colors.

Approved Tag-line Usage

The approved font for "Be Your Dream" is Myriad Pro Bold, in title case.

Be Your Dream

Be Your Dream

Approved Athletic Saints Logo

The Saints logo should always appear in conjunction with the MHCC logo and may be used with or without the dog.

Home of the **SAINTS**

Home of the **SAINTS**

Approved MHCC Stationery

College letterhead, envelopes, and business cards have been standardized to project a unified image of Mt. Hood Community College's identity. Each college department and program will use the standard college letterhead, business card and envelope formats.

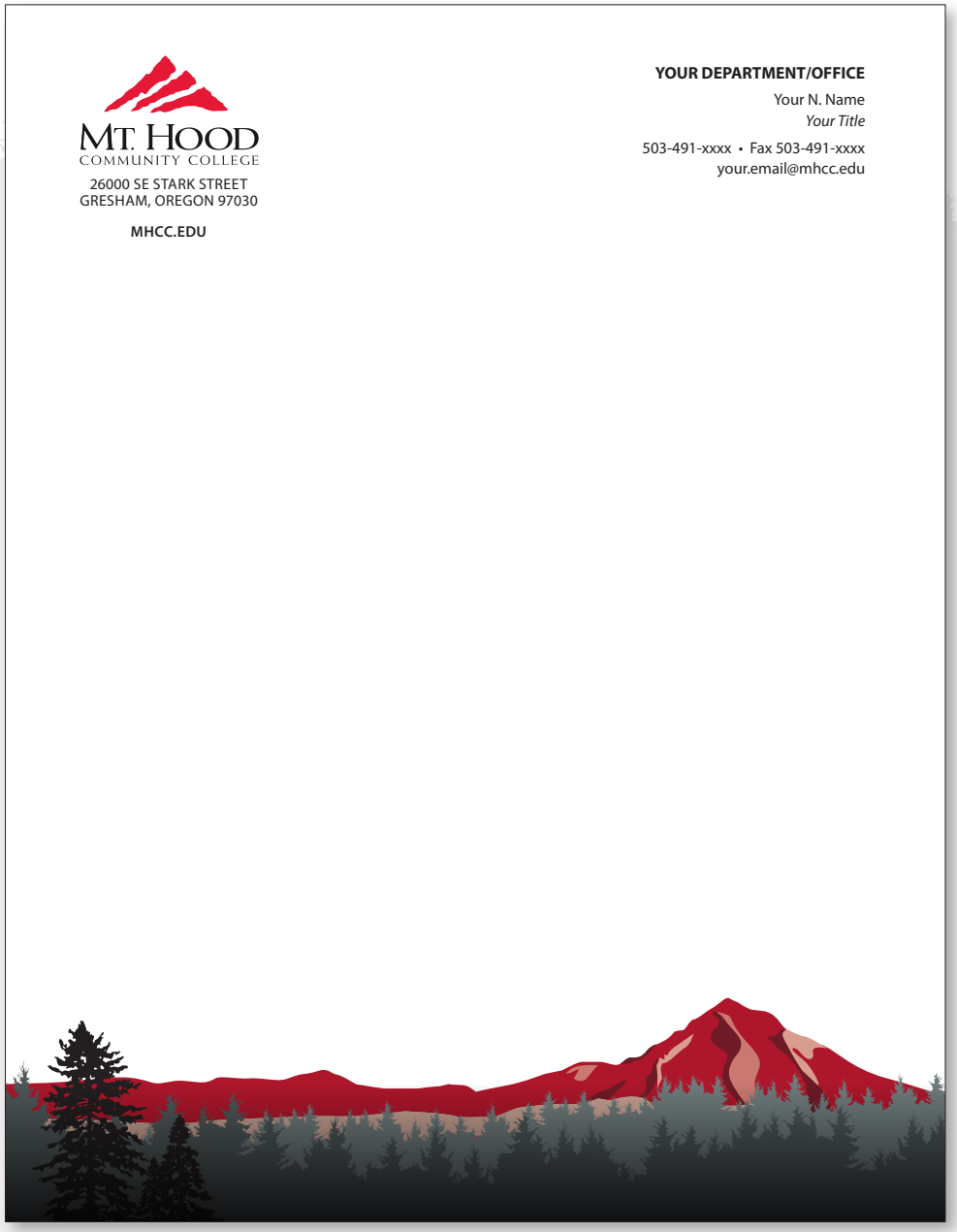
- Requests for customized variations will not be accepted by District Communications.
- All standard college stationery should be ordered through District Communications.

Approved MHCC personal business card.

Approved MHCC department business card.

Approved #10 MHCC envelope.

Templates for standard correspondence on college letterhead are on the "PUB" drive : S-Drive / Forms / General / College Letterhead /. The templates allow for personalization by college departments and programs.



Approved MHCC letterhead.

Approved Master Creative Usage

Approved Font Usage

Approved college fonts are members of the Myriad Pro font family.

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
Myriad Pro Light Semicondensed
Myriad Pro Light Semicondensed Italic
Myriad Pro Semicondensed
Myriad Pro Semicondensed Italic
Myriad Pro Semibold Semicondensed
Myriad Pro Semibold Semicondensed Italic

Myriad Pro Bold Semicondensed
Myriad Pro Bold Semicondensed Italic
Myriad Pro Black Semicondensed
Myriad Pro Black Semicondensed Italic
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

Approved College Color Palette

Approved college color palette.

Darker Red
PMS 187
CMYK
23/100/88/15

Dark Sage Green
PMS 445
CMYK
69/54/54/30

Light Sage Green
PMS 444
CMYK
59/42/45/10

Copper Brown
CMYK
PMS 4715
35/58/64/15

Dusty Purple
PMS 437
CMYK
51/57/48/17

Black
35/0/30/100

Brighter colors for pop.

Red
PMS 186
CMYK
12/100/91/3

Blue
PMS 2925
CMYK
77/25/0/0

Green
PMS 3268
CMYK
90/3/58/0

Copper
PMS 7413
CMYK
9/57/92/1

Purple
PMS 2583
CMYK
41/74/0/0

Black
35/0/30/100

College Writing Style Guide

Mt. Hood Community College adheres to Associated Press (AP) style in its official marketing materials and publications regardless of form factor (print, digital, etc.). Instances that divert from AP style are included in the following style guide.

Referencing Mt. Hood Community College

1. Always spell Mt. Hood Community College (NOT Mount Hood). When referring to the mountain always spell out Mount Hood (not Mt. Hood).
2. Writing the name of the College
   Correct: Mt. Hood Community College or MHCC
   Incorrect: Mt. Hood CC, Mt. Hood
3. On first reference always write Mt. Hood Community College (MHCC) then the abbreviation MHCC may be used in subsequent references.
4. Gresham Campus, Bruning Center, Maywood Park Center. It is the Gresham Campus NOT the Main Campus. Capitalize Campus.
5. Use an with MHCC: This is an MHCC production.
6. Lowercase college: The college is located in Gresham.
7. The college address should be written,
   26000 S.E. Stark St.
   Gresham, OR 97030

Common College Vocabulary

1. Referring to a division or program – Always upper case the division or program name, but lowercase the word "division" or "program." Examples: Social Science division and Nursing program. This also includes references to a particular program when it is implied:
   Correct: The Theatre Arts [program] instructor, John Smith will be at...
   Correct: John Smith, the Theatre Arts [program] instructor, will be at.
   Note "instructor" is lowercase even if it appears before the instructor's name; see item two in this list.
2. Referencing room numbers on the Gresham Campus – Use AC (Academic Center), capitalize the word "Room" when it appears with the room number. The event will be held in Room AC2398. (No space between AC and room number.)
3. When listing programs, companies, etc. where there is no clear hierarchy, always alphabetize – Engineering, Medical Office, Nursing and Surgical Technology programs.
4. Use adviser not advisor.
5. GED®: GED is now a registered trademark. Do not spell out.
6. GPA: No periods. Spell out on first reference, grade point average and then use GPA.

MHCC exceptions to AP Style

childcare – one word
database – one word
healthcare – one word
pre-register – hyphenated word
theater/theatre – use theatre in ALL references

Web addresses
Use *http://* only when the address does not have *www* in its address.
Correct: *mhcc.edu* (no need for *www when using mhcc.edu)*
Correct: *http://home.comcast.net*

ampersand (&)
Avoid, except where it is part of a company's official title.
ASAP All caps, no periods for the abbreviation for "as soon as possible."

board
Capitalize when an integral part of a proper name: *MHCC District Board of Education.*
The board of education meets on Wednesday.
He is a member of the board.

bullets
Don't use periods after a bullet point, whether a complete sentence or not.
- Washing dishes
- Mopping floors
- Cleaning counters
- Polishing silver

class
Capitalize alumni classes: Class of '63 or Class of 1990. Do not capitalize class years: freshman, sophomore, junior, senior.

comma
Commas are always placed inside quotation marks. "I don't know where she went," said Jackie.
There is no comma at the end of a series before the word "and." She enjoys swimming, singing, eating and driving.

email
Never hyphenate.

fundraising, fundraise, fundraiser
In all instances it is one word.

Internet
Capitalize Internet.

months
When a specific month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone or with a year alone: Jan. 3, 2009, January 2009. It is not necessary to include the year if referencing something happening in the current year.

When a phrase uses only a *month* and a *year,* do not separate the year with commas, i.e., January 2019.
Use a comma following the day and date even if the year isn't used.
Correct: *Tuesday, June 5, and Wednesday, June 6, are the dates.*

numbers
Spell out numbers from one to nine; use numerals for all higher numbers. However,
spell out a numeral at the beginning of a sentence. If necessary, rewrite the sentence. There is one exception — a numeral that identifies a calendar year.
Correct: *Last year 993 freshmen entered the college.*
Incorrect: *993 freshmen entered the college last year.*
Correct: 1976 was a very good year.

offline
No hyphen, it is an exception to Webster's New World College Dictionary.

online
One word in all cases for the computer connection term.

period
When typing, use one space after a period.

phone numbers
Acceptable formats 503-555-1212 not 503.555.1212
Write extensions as ext. 234, not x234.

seasons
Lowercase spring, summer, fall and winter; spring term, summer 2010.

time
Use figures except for noon and midnight.
Always lowercase and use periods in a.m. and p.m.
Include a space between the time and the a.m. or p.m.
Use a colon to separate hours from minutes.
Do not include minutes if referencing something beginning at the top of the hour.
Correct: 11 a.m., 1 p.m., 3:30 p.m.
Incorrect: 11a.m., 1 PM, 3 30 p.m.
Incorrect: 11:00 a.m., 1:00 p.m.
If the time begins and ends in the a.m. or p.m., do not list a.m. or p.m. after each time.
Correct: 9:10 a.m. or 7 to 10 p.m.

time, cont.,
It an event begins in the morning and ends in the afternoon, use a.m. and p.m.

Correct: 9 a.m. to 3:30 p.m.

titled/entitled
Use entitled to mean a right to do or have something.
Do not use it to mean titled.
Correct: *She was entitled to the promotion.*
Correct: *The book was titled "Gone With the Wind."*

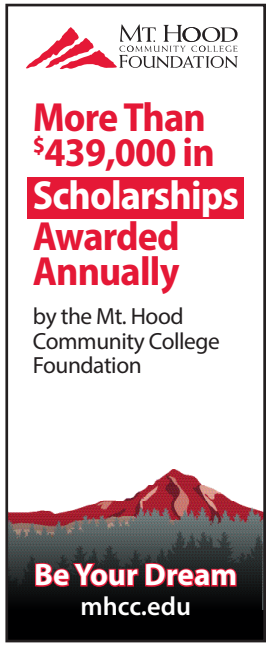
Web and the World Wide Web
Capitalize.

website
Always one word, not capitalized.

who/that
Use *that* in referring to inanimate objects, use *who* for references to human beings and animals.

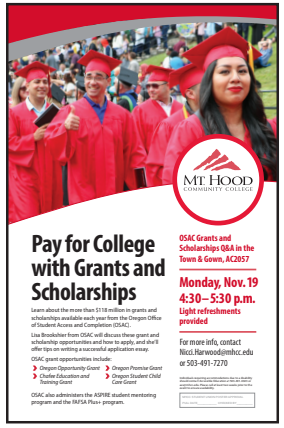
Approved Retractable Banner Templates

Examples of retractable, "pop-up" banners that follow the MHCC brand.



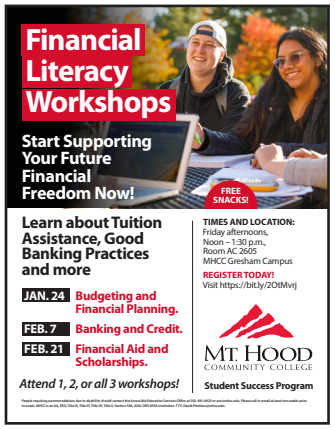
Approved Poster Templates

Examples of posters that follow the MHCC brand.



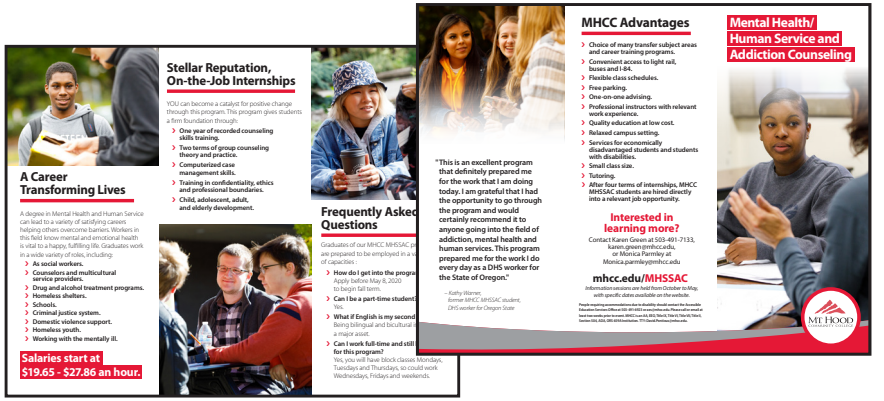
Approved Flier Templates

Examples of fliers that follow the MHCC brand.



Approved Brochure Templates

Examples of brochures that follow the MHCC brand.



Approved Nameplates

Examples of nameplates that follow the MHCC brand.