

Mt. Hood Community College

Brand Standards Guide



MT. HOOD
COMMUNITY COLLEGE

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 public 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.

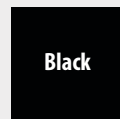
MHCC LOGO

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.



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.



Approved vertical marks.



Approved reversed colors.



Approved horizontal marks.

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.

Letterhead Template:

MT. HOOD
COMMUNITY COLLEGE
26000 SE STARK STREET
GRESHAM, OREGON 97030
DEPARTMENT/PROGRAM

Business Card Template:

Department/Program Name
Department/Program Name

DeptName@mhcc.edu
mhcc.edu/DeptName

503-491-XXXX OFFICE
503-709-XXXX MOBILE
503-491-XXXX FAX
503-491-XXXX OTHER

AC 0000 ROOM
Address line 1
Address line 2

MT. HOOD
COMMUNITY COLLEGE
mhcc.edu

Approved MHCC personal business card.

Department Business Card Template:

First and Last Name, Degree/Credentials
Title
Title 2
Program/Department

First.Last@mhcc.edu
mhcc.edu/Advising

503-491-XXXX OFFICE
503-709-XXXX MOBILE
503-491-XXXX FAX

AC 0000 ROOM
Address line 1
Address line 2

MT. HOOD
COMMUNITY COLLEGE
mhcc.edu

Approved MHCC department business card.

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.

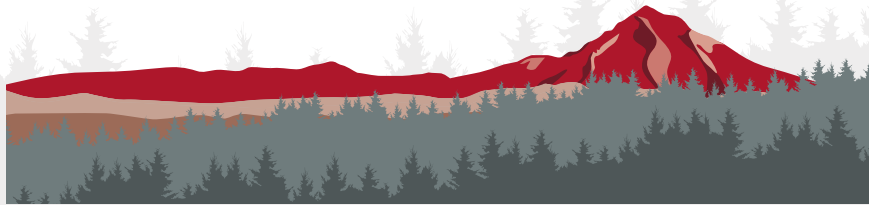
Approved #10 MHCC envelope.

MT. HOOD
COMMUNITY COLLEGE
26000 SE STARK STREET
GRESHAM, OREGON 97030
MHCC.EDU

YOUR DEPARTMENT/OFFICE
Your N. Name
Your Title
503-491-xxxx • Fax 503-491-xxxx
your.email@mhcc.edu

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.

Brighter colors for pop.



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



Red
PMS 186
CMYK
12/100/91/3



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



Blue
PMS 2925
CMYK
77/25/0/0



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



Green
PMS 3268
CMYK
90/3/58/0



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



Copper
PMS 7413
CMYK
9/57/92/1



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



Purple
PMS 2583
CMYK
41/74/0/0



Black
35/0/30/100



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.,

If 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.

MT HOOD COMMUNITY COLLEGE

130+ Degrees and Certificate Programs

Including **30** Associate Transfer Degrees and **100** Career and Technical Education Programs

Be Your Dream
mhcc.edu

MT HOOD COMMUNITY COLLEGE

Earn While You Learn

Apprenticeship Programs at MHCC

CHOOSE YOUR PATH:

- Brick Masons
- Carpenters
- Cement Masons
- Electrical
- Glass Workers/Glaziers
- Ironworkers
- Plasterers
- Roofers, Waterproofers, and Allied Workers
- Sheet Metal Workers

Be Your Dream
mhcc.edu/Apprenticeship

MT HOOD COMMUNITY COLLEGE FOUNDATION

More Than \$439,000 in Scholarships Awarded Annually

by the Mt. Hood Community College Foundation

Be Your Dream
mhcc.edu

Approved Poster Templates

Examples of posters that follow the MHCC brand.

Explore Visual Arts!

Find your passion. Create something beautiful.

The Visual Arts program at MHCC offers a variety of different art courses, a schedule that meets your needs, and a state-of-the-art studio complex located on a beautifully wooded campus. Study alongside renowned professional artists as you pursue your passion... fulfill your transfer or degree requirements with classes in ceramics, drawing, painting, art history and more.

PRINTMAKING Visit WA1
SCULPTURE Visit VA3
PRINTING Visit VA17

CERAMICS Visit VA6
LIFE DRAWING Visit VA15
WATERCOLOR Visit VA13

JEWELRY MAKING Visit VA8
DIGITAL ART Visit VA3

QUESTIONS?
ADVISING: AdvisingQuestions@mhcc.edu
ADMISSIONS: LA@admissions@mhcc.edu or 503-491-7308

MT HOOD COMMUNITY COLLEGE
mhcc.edu/VisualArtsProgram

SAVE THE DATE!

Student Orientation

9 a.m. - 3 p.m., Tues., Sept. 18

A free 1-day campus-wide event for all MHCC students to get ready for the first day of class and excited about becoming a Saint!

- CAMPUS TOURS. Free food. **OHMG** - fun!
- RESOURCE FAIR. Info on programs and clubs
- WORKSHOPS, PANELS and SPEAKERS
- Hundreds of NEW STUDENTS just like you!

Register Online at
mhcc.edu/StartHere

MT HOOD COMMUNITY COLLEGE

GIVE TODAY!

Join us as we transform lives together

Because of you... And your generous gifts, Foundation Scholarships help fund college degrees and students are achieving their goals.

How you can give

We hope you consider supporting the success of our students by donating to the General Foundation Scholarship Fund. The Greatest Need or select from our list of scholarship and MHCC program donation options.

MT HOOD COMMUNITY COLLEGE FOUNDATION
mhcc.edu/foundation

MT HOOD COMMUNITY COLLEGE

Pay for College with Grants and Scholarships

Learn about the more than \$118 million in grants and scholarships available each year from the Oregon Office of Student Access and Completion (OSAC).

Like a Broker/Dealer from OSAC, we'll discuss these grant and scholarship opportunities and how to apply, and we'll offer tips on writing a successful application essay.

OSAC grant opportunities include:

- Oregon Opportunity Grant
- Oregon Promise Grant
- College Education and Training Grant
- Oregon Transfer Grant

For more info, contact Nancy.Harwood@mhcc.edu or 503-491-7270

Monday, Nov. 19 4:30 - 5:30 p.m.
Light refreshments provided

OSAC is the abbreviation for the OSAC grant meeting program and the RNSA Pass program.

Let Your Passion Drive You!

With the Ford ASSET program, you can:

- Earn an Associate of Applied Science in Automotive Technology in 8 terms
- Receive paid dealership experience in your first
- Access scholarships and financial aid

Classes for the Ford ASSET cohort begin Sept. 23, 2019

mhcc.edu/FordASSET

FOR MORE INFO, CONTACT Kerney.Burges@mhcc.edu or 503-491-7468

MT HOOD COMMUNITY COLLEGE

Discover MHCC's Business Degrees

The Business department at MHCC will hold a series of advising and information sessions that fall. Come learn about the business degrees available, where an education in business can take you, and what your future looks like with each program.

Sessions are held Wednesdays from 3:30 - 4:30 p.m. in Room AC2653 on the Gresham Campus.

Oct. 3 Overview of MHCC Business Degrees
Business Management AAS and ASOT Business (transfer) Business Degrees

Oct. 17 Accounting Careers
General Pathway certificate, Business Management, Accounting AAS, transfer options for accounting majors

Oct. 31 Opportunities in Entrepreneurship
Business Management: Entrepreneurship and Small Business Management. Also, general business advising, AAS and transfer options.

Nov. 14 Hospitality and Tourism Commerce
Business Management: Hospitality. Also, general business advising, AAS degrees and transfer options.

Nov. 28 Marketing and Sales Careers
Business Management: Marketing and Sales Management, Business Management: Mobile Application Development and Marketing

Contact: 503-491-7515
mhcc.edu/BusinessPrograms

MT HOOD COMMUNITY COLLEGE

Approved Flier Templates

Examples of fliers that follow the MHCC brand.

Financial Literacy Workshops

Start Supporting Your Future Financial Freedom Now!

FREE SNACKS!

Learn about Tuition Assistance, Good Banking Practices and more

JAN. 24 Budgeting and Financial Planning.
FEB. 7 Banking and Credit.
FEB. 21 Financial Aid and Scholarships.

Attend 1, 2, or all 3 workshops!

REGISTER TODAY!
Visit <https://bit.ly/20tMwj>

MT. HOOD COMMUNITY COLLEGE
Student Success Program

TIME AND LOCATION:
Friday afternoons, Noon - 1:30 p.m.
MHCC Gresham Campus
Room AC 2605
MHCC Gresham Campus
3800 NE Oregon Street, Gresham, OR 97030
951-730-3000
www.mhcc.edu

MHCC Student Success Program Careers and Majors Workshop

Choose a Major or Career that Fits. Connect Your Major to Employment Opportunities.

Be Informed. Save Money. Graduate on Time.

LEARN ABOUT:

- Who to consider when choosing a major or career
- Matching your major to in-demand jobs
- Training programs eligible for Workforce Oregon funding
- How to access career and major planning support from the MHCC Career Planning and Counseling Center (CPC)

Employers are consistently looking for applicants who have demonstrated critical thinking and decision making skills. Leadership experience, team building and group management skills while also possessing standard industry certifications.

TIME AND LOCATION:
Wednesday, Feb. 12
Noon - 1:30 p.m.
Town & Gown (Room AC2657)
REGISTER TODAY!
<http://bit.ly/2t210Bc>

MT. HOOD COMMUNITY COLLEGE
mhcc.edu/StudentSuccess

FREE SNACKS PROVIDED!

Approved Brochure Templates

Examples of brochures that follow the MHCC brand.

Wilderness Leadership and Experiential Education

Program Description

The MHCC Wilderness Leadership and Experiential Education (WLEE) program is a 12-week program that provides students with the education of outdoor recreation and leadership skills. The program includes an outdoor experience in various activities and adventures. The WLEE program provides students with opportunities to gain technical skills in climbing, mountaineering, high-angle rescue, rappelling, and more. Students will also gain leadership skills, as well as an understanding of outdoor recreation and leadership education.

Program Outline

- The WLEE program is an open entry program that begins in fall term. Students are admitted on a space available basis after academic criteria has been met. Students may register for the program at any time.

Program Outcomes: Students will:

- Display skills to safely, efficiently, and responsibly travel in a variety of outdoor settings.
- Demonstrate professional conduct in one or more outdoor skills (i.e. climbing, rappelling, mountaineering, high-angle rescue, etc.).
- Apply leadership theories/techniques to outdoor settings.

Program Duration: 12 weeks (Fall and Spring semesters)

Cost: \$1,200 (includes tuition, materials, and travel)

Students as an Associate of Applied Science Degree in Wilderness and Experiential Education

Program Outcomes: Students will:

- Display skills to safely, efficiently, and responsibly travel in a variety of outdoor settings.
- Demonstrate professional conduct in one or more outdoor skills (i.e. climbing, rappelling, mountaineering, high-angle rescue, etc.).
- Apply leadership theories/techniques to outdoor settings.

Wilderness Leadership and Experiential Education

MHCC Advantages

- Choice of many transfer subject areas and career training programs.
- Convenient access to light rail, buses and I-5.
- Flexible class schedules.
- Free parking.
- One-on-one advising.
- Professional instructors with relevant work experience.
- Quality education at low cost.
- Relaxed campus setting.
- Services for economically disadvantaged students and students with disabilities.
- Small class size.
- Tutoring.
- Up-to-date facilities, computers and learning equipment.

Interested in Learning more?
Contact MHCC Faculty Advisor
Josh Straman
503-491-7201
Josh.Straman@mhcc.edu

mhcc.edu/WLEE

Earn your degree in the Wilderness Leadership and Experiential Education program from Mt. Hood Community College and pursue a fulfilling career in the outdoor adventure and recreation field.

MT. HOOD COMMUNITY COLLEGE

Stellar Reputation, On-the-Job Internships

A Career Transforming Lives

HOCC can become a catalyst for positive change through this program. This program gives students a first-hand experience in:

- One year of recorded counseling with training.
- Two terms of group counseling theory and practice.
- Completed case management skills.
- Training in confidentiality ethics and professional boundaries.
- Child, adolescent, adult, and elderly development.

Frequently Asked Questions

- How do I get into the program? Apply by January 15, 2020 to begin fall term.
- Can I be a part-time student? Yes, you can.
- What if English is my second language? We offer English as a Second Language (ESL) classes.
- Can I work full-time and still do this program? Yes, you can. We offer classes Tuesdays and Thursdays, so could work Wednesday, Fridays and weekends.

Salaries start at \$19.65 - \$27.86 an hour.

Mental Health/ Human Service and Addiction Counseling

MHCC Advantages

- Choice of many transfer subject areas and career training programs.
- Convenient access to light rail, buses and I-5.
- Flexible class schedules.
- Free parking.
- One-on-one advising.
- Professional instructors with relevant work experience.
- Quality education at low cost.
- Relaxed campus setting.
- Services for economically disadvantaged students and students with disabilities.
- Small class size.
- Tutoring.
- Up-to-date facilities, computers and learning equipment.

Interested in learning more?
Contact Kaveri Govea at 503-491-7133, kaveri.govea@mhcc.edu or Monica Perry at 503-491-7133, monica.perry@mhcc.edu

mhcc.edu/MHSSAC

MT. HOOD COMMUNITY COLLEGE

How Do I Get Started?

Learn as much as you can about the trade you plan to pursue. Each trade has their own hiring process, so be sure to visit your network and carefully read the information on their website.

- Black Masons: blackmasons.org
- Carpenters: carpenters.org
- Cement Masons: cementmasons555.org
- Electricians: irel.org
- Glaziers (Glassworkers): glazierslocal740.org
- Ironworkers: ironworkers.org
- Roofers: roofers.org
- Plasterers: plasterersat42.com
- Sheet Metal Worker: sheetmetal16.org

Consider participating in a pre-apprenticeship program:

- Constructing Hope construction
- Job Corps jobcorps.gov
- Oregon Tradesmen's Institute
- Portland Youth Builders: pyb.org

Build an application portfolio to include the following:

- Construction related volunteer work
- Industry related coursework
- Pre-apprenticeship classes
- Documentation of hobbies, interests, etc.
- Industry related work
- Industry related courses

Helpful websites:

- oregonapprenticeship.org
- oregon.gov/BOU/ATD

Apprenticeship Advantages

Learn While You Earn Apprenticeship Programs

Get Paid While You Earn Your Journey Level Card and Your Associate Degree

Build your future with a rewarding career in an apprenticeship trade. Apprenticeship programs are an entryway into high-paying careers in construction, building and mechanical trades.

Interested in Learning More?
Susan Spencer
Apprenticeship Specialist
503-491-7217
Susan.Spencer@mhcc.edu

mhcc.edu/Apprenticeship

MT. HOOD COMMUNITY COLLEGE

Approved Nameplates

Examples of nameplates that follow the MHCC brand.



John R. Doe
Director of All Long Titles
That Take-up Two Lines



Jane R. Doe
Director of Single-line Titles



Kelly R. Doe