EAST MISSISSIPPI COMMUNITY COLLEGE

VISUAL AND IDENTITY STANDARDS

UPDATED JUNE 2017

Explanation of Graphic Standards

As EMCC competes in the ever-changing world of education, the strength of our marketing communications is increasingly vital. One of the basic components of a strong institutional marketing effort is a unified visual identity system.

"Visual identity" includes everything we use to communicate who we are. It is the outward expression of the personality, values and goals of our institution.

Through consistent application of these standards, EMCC will enjoy the benefits of improved communication, understanding and competitive positioning with the publics we serve, as well as enhance our already strong and recognizable brand.

Included among this set of standards are the official EMCC logo, seal and emblems, as well as usage guidelines, typographic guidelines and the approved stationery.

To express our institutional personality and communicate our promise to those we serve, we must be disciplined in how we interact, look and sound. Accordingly, we must commit ourselves to the standards outlined in this document. Doing so will help us project a clear, unifying image for East Mississippi Community College.

The College Name and Official Uses

Official College Name: **East Mississippi Community College**

Reference to Campus Locations:
The following names are used to describe the College's various campus locations:

• East Mississippi Community College, Columbus Air Force Base
• East Mississippi Community College, Golden Triangle
• East Mississippi Community College, Lion Hills Center
• East Mississippi Community College, Macon
• East Mississippi Community College, Scooba
• East Mississippi Community College, Naval Air Station Meridian
• East Mississippi Community College, West Point

Preferred and Shortened Name:

• While East Mississippi Community College is the preferred reference to the College, EMCC is the official shortened version of the College's name.

• A specific campus location can be referenced with a shortened name. Examples include: EMCC Scooba, EMCC Golden Triangle, EMCC GT Campus, EMCC CAFB, or EMCC Lion Hills.

• In most writing, the full name of the institution should be used on first reference with EMCC being the preferred second reference. References to "the College," "the Institution," and "the Campus" are examples of possible alternatives.

• If any of the alternatives are used alone or as a second reference, the first letter should be capitalized.

• East MS is an acceptable alternative.

• East or East Mississippi should not be used when referring to the College.

Any use of the College name or catch-phrase that does not meet the following guidelines must be approved by the College president or designated administrator. This includes the creation of additional references for departmental use that should fall into the College logo hierarchy which is explained in this documentation.

Visual Identity Standards

The East Mississippi Community College Visual Identity System includes, but is not limited to, these components: Wordmark logo, College seal, College nameplate, College emblems and logo extensions. All of these components contain graphic elements with standards that govern their use and are needed to present a consistent visual image of the College.

Institutional Advancement is the clearinghouse for design questions, as well as the access point for print-quality graphic images and advice on use and placement. Contact Institutional Advancement at 662.476.5065 or branding@eastms.edu.

Guidelines
These rules of usage apply to the entire East Mississippi Community College Visual Identity System.

• An appropriate visual identity component must be used on all College print, online, electronic or video projects.

• East Mississippi Community College reserves the right to review and monitor logo use at any time. All logos are owned by East Mississippi Community College.

• No College entity is authorized to create and use its own visual identity solution.

• No identity component or any of its elements may be incorporated into the symbol of another organization.

• To request a logo extension or a special event logo please contact Institutional Advancement.

• For any questions related to graphic standards or uses associated with commercial purposes, please contact Institutional Advancement.

• Campus personnel may download and use the various College marks to meet official business, educational and program needs of the Institution within the guidelines outlined in this document.

The Official College Logo

The wordmark logo, created in Square Slabseriff 711® typeface, is the College's major identifying element in any type of visual communication to any audience. The wordmark is the default visual identity for the majority of applications, from electronic media (websites, videos, PowerPoint, etc.) to printed publications and advertising.

The official College logo will be used on all stationery, including letterhead, envelopes and business cards, as well as in other official capacities.

To ensure that all uses of the wordmark will be consistent in quality, no effort should be made to recreate, to use photocopies or scans from this guide, or to manipulate or change the marks in any way. Alteration includes re-creating or redrawing the logo or adding effects to the surface of the logo with computer graphics or word processing programs.

The Official Lion Head

College Logo Hierarchy

College Seal
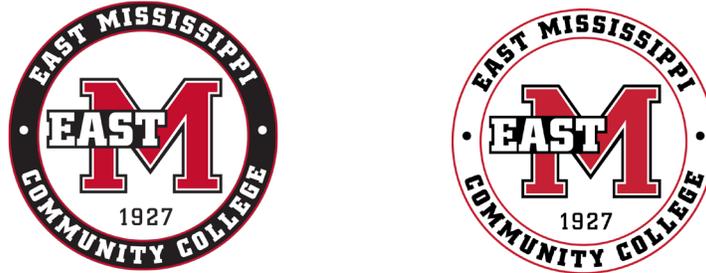
The official College seal was adopted by the College in 2016. Elements in use include the East M emblem which reinforces our brand and the name of the College and date founded. The seal is the most formal tier of the College's visual identity system. The seal is traditionally reserved for use by the College president and for use on diplomas, certificates, resolutions and formal recognition items.

Nameplate

EAST MISSISSIPPI COMMUNITY COLLEGE

EAST MISSISSIPPI COMMUNITY COLLEGE

The East Mississippi Community College nameplate, created using DinPro font, which provides a secondary, one-line version of the wordmark, applies to official documents, signage, publications and other circumstances where a single-line version of EMCC's name is most appropriate.

Emblems

The East Mississippi Community College emblems will serve as a shortened version of the wordmark. These emblems for the College can be used in graphic design. The East M emblem represents an informal tier of the identity system, commonly used for casual applications or for merchandise and/or when it is clear that the "East M" in the emblem refers to East Mississippi Community College.

Logo Extensions

Logo extension treatments, which consist of an additional line of text integrated into the logo, are available for:

- Campus Locations
- Divisions
- Auxiliaries
- Centers or special programs that have external visibility and deal with a large number of off-campus stakeholders and/or are cross-divisional or multidisciplinary in nature

Variations

Special Events

Special event or program logos can be created as well.

As previously stated, no campus entity is authorized to create and use its own visual identity solutions.

Athletics

Additional elements of the visual identity system relate to the College's intercollegiate athletics program, including the "EM" football/basketball icon, the "Lion Tail" wordmark and the baseball "E" icon. These marks are generally only for use in athletics-related applications. Any use of these marks must be done with the express permission of athletics via Dr. Randall Bradberry, Athletic Director, at 662.476.5064 or David Rosinski, Sports Information Director, at 662.476.5042.

Special logos for these entities can be designed on an individual basis but must be approved for use by the College Institutional Advancement department in conjunction with the College board or president.

Obsolete Logos and Graphics

Communicating a consistent, recognizable institutional image is important.
Accordingly, it is necessary to eliminate any previously accepted logos and graphics. Only logos in this documentation are approved for use by the College. Other logos are categorized as obsolete.

Manipulations

Logos or identity components may not be manipulated. The appearance of any typography or graphic element may not be altered in any way, nor may any element be removed, nor may proportions be altered causing an image that is either stretched or condensed. The elements have been designed to work together as a unit and are not to be used independently of each other. No identity component may appear at an angle, upside-down, vertically or in any way other than horizontally.

The proportions of all EMCC logos are part of their design. If size adjustments are needed, logos should be enlarged or reduced by dragging the corners of the item's box, as opposed to the sides, which results in distorted logos.

Likewise, logos should not be enlarged to the point that they become blurry. If extra large logos are needed, please contact Institutional Advancement for assistance.

Protected Space & Minimum Size

Any identity component should always stand apart from its surroundings (text, graphic elements, etc.). This space is considered a "safe space" and is a minimum of 1/4 inch surrounding the logo on all sides. Any visual matter violating this space would interfere with the legibility of the design.

Minimum Reproduction Sizes for Print To ensure clarity of image and legibility of text, the following standards should be applied:

Horizontal Logo: Should not appear smaller than 1 3/8" in length to ensure legibility.

Seal: Should not appear smaller than 5/8" inch diameter.

East M Emblem: Should not appear smaller than 1/2" in height.

East M Community College Emblem: Should not appear smaller than 3/4" in height.

Special web considerations

An authorized header should be positioned on top of all College webpages. The   College's logo should be positioned at the bottom left corner to anchor the page as a footer. If you elect to use the College logo in other parts of the page, it should not be smaller than 195 pixels wide by 46 pixels tall.

Color Palette

The College's official colors are Red, Black and White. All segments of EMCC academic, administrative, alumni and athletics will use the same red: Pantone Matching System (PMS) 200, black and white. The color combination of PMS 200 red, black and white is to be used for all printing. A color palette for publications using other vibrant, complementary colors is recommended to further enhance EMCC's visual identity. Pantone Cool Gray 1U is an approved accent color. Contact the Office of Institutional Advancement at 662.476.5065 or branding@eastms.edu for approval of color palates in publications.

The color assignments in the visual identity program must not be altered. When having items printed it is imperative that pantone 200C be used for EMCC's red. To achieve a rich black request the CMYK levels below.

Official Colors

PANTONE 200

WHITE
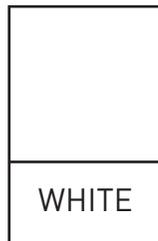
Red
PANTONE: 200
RGB 186/12/47
CMYK   C3 / M100 / Y70 / K12
HEX: BA0C2F

Complimentary Color

BLACK

COOL GRAY 1U
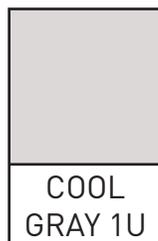
Black (Rich)
CMYK   C75 / M68 / Y67 / K90

Official Typefaces

DinPro and Calibri* fonts will be used for all official East Mississippi Community College documents, internal or external. Both typefaces should be available in most Microsoft or Adobe applications. DinPro is the standard font for body text. DinPro is also the font used in parts of the logo extensions. Through the consistent use of these two fonts, EMCC will develop and maintain an image that is both recognizable and memorable.

DinPro® Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.?/;:!#$%&*)

DinPro Light
DinPro Regular
DinPro Medium
DinPro Bold

Calibri® Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.?/;:!#$%&*)

Calibri Light
Calibri Regular
Calibri Bold
Calibri Italic

Taglines

"**Opportunity Happens Here**" is the official, singular tagline for the College. Alternative taglines are not authorized. Further, the "**Opportunity Happens Here**" tagline cannot be amended in any way. It cannot be shortened, nor may words be added. When the "**Opportunity Happens Here**" wordmark is used, it should be given appropriate space without competing with typography, background design, photography, or other graphic elements that compete visually and dilute its strength and effectiveness.

Web Standards

Introduction

The purpose of the EMCC website is to project the image of the College nationally and internationally across the Internet and to provide its audience with fast, intuitive access to College information. The audience of the EMCC website includes current and prospective students, their parents, faculty and staff, alumni, researchers, businesses and visitors from other institutions.

Internet Domain Name

Our Internet domain, eastms.edu, has significant equity in the higher-education marketplace and among our various audiences. Purchase, use and promotion of alternative domains for official EMCC content is not authorized. Doing so can cause confusion, splinter search results and dilute the strength of the EMCC presence on the Internet. Existing non-eastms.edu domain names will be phased out over time. There is only one exception to this provision at this time, which is www.emccathletics.com.

Webpage Standards

Official East Mississippi Community College websites, similar to printed publications, will adhere to graphic standards that have been created to produce visual harmony throughout the school's web presence, while respecting the individuality of divisions. Our website should only use the required colors (or gradients in between those colors), fonts and logos that are laid out in this manual. It can, however, use logos to act as links to other pages and partnerships, but only as directed.

Primary institutional pages are webpages for the College, departments, and divisions (both academic and administrative) as well as transitional pages, which link directly from the home page. Secondary institutional pages are all pages below the index home page of a department or administrative unit's webpages.

Non-institutional pages include those pages that are maintained by faculty, staff, or students who are acting primarily as individuals rather than as spokespeople for the College. Non-institutional pages are not hosted on the College web server and are discouraged. It is requested that all student and staff pages contain the word "unofficial" and declare that they are not a part of the EMCC website.

Standards for Webpage Graphics

All webpages should employ characteristics of a good design: balance, readability and consistency. Because the College webpage audience includes a wide diversity of viewers, there is a special need for the pages to be easy to navigate and to contain text that is accurate, usable and easy to read.

EMCC webpages must be visible whether viewers are using text browsers, dated versions of Internet Explorer or other browsers.

While the content of department and division links may change, the location of buttons and links should be placed at the same place on all the pages.

Templates and images for websites are available to EMCC webpage developers. Copies of approved material will be updated when new material is available. Customized menus will be provided for each department upon request.

Technical Standards

The following technical standards are required for all College webpages:

• No one image (gif, jpeg, png) should be more than 100K.

• All images should contain ALT text. This is mandatory to be ADA compliant.
  ADA stands for Americans with Disabilities Act and basically means that a
  product is accessible to people with disabilities.

• All pages should be designed for a screen display of 1024x768.

• Graphics and animation must be minimal in file size and must serve a functional
  purpose. Developers are encouraged to reduce the size of images rather than
  reduce the image resolution to the point that the image is blurry or of poor
  quality. The use of animation is highly discouraged. The use of Flash animation is highly
  discouraged.

• Webpage content must be viewable and equally usable regardless of the browser
  used.

• All College pages must use the same background and color schemes.

- All graphics should be copyright-free and approved by the webmaster. Given the age of the Internet and the graphics display on the web, the majority of all images retain their copyrights. No images should be copied from another website for use on the EMCC website. The "Fair Use" rules, in most cases, do not apply to computer graphics used on institutional webpages.

- Audio files are prohibited unless approved in advance by the webmaster.

- All EMCC webpages should contain a link to www.eastms.edu. This link should be at the top of each page. All pages should be within one click of the mouse from www.eastms.edu. Any information presented to the public should be within three (3) clicks of the mouse.

- Links to any off-campus site must be restricted to College-related items and must be approved by the President's Cabinet. All links must be validated on a regular basis.

- There should be no advertising (banners) on any EMCC hosted webpage.

- The College has an established account for providing statistics on page visits and page counts. Any department that needs to gather information from its secondary institutional page should coordinate with the webmaster.

- Primary and secondary pages should not contain forms or guest books generated on a server outside the College. If these items are required on the page, their use should be coordinated with the webmaster.

- All information should be updated on a regular basis. Outdated materials need to be updated or removed. If the data is not kept current, the link to the outdated material will be removed until the page is updated.

Standards for Web Content

The College will designate a person as the Official College Webmaster. The Official College Webmaster will monitor all webpages housed on the College server, will ensure the webpages are consistent with EMCC's web policies, and will have the ability to modify any information housed on the system. Inclusion on www.eastms.edu carries with it an implicit agreement to abide by EMCC's website standards. All pages linked to www.eastms.edu must contain accurate, up-to-date information and must meet all appropriate standards. Pages that do not meet these standards must be revised according to EMCC webpage standards. The Office of Public Information will monitor for editing purposes and will notify if changes are needed.

General Content Standards

The content of all webpages delivered over the EMCC network must comply with all federal, state and local laws and with EMCC policies. No EMCC webpage should be used for profit or commercial purpose, nor should any EMCC webpage harass or violate the privacy of others. Webpages on the EMCC website should not violate another party's copyright and should not contain libelous or defamatory material. Pages on the EMCC website should not collect any information from a visitor without first informing the visitor.

If the content of a secondary institutional page duplicates the content also found on the primary page, the primary page should be linked and the secondary information removed.

The EMCC webservers should not be used to house any material that is not related to the daily operations of the College. Any material found on the College's website that does not relate to the College or College activities will be deleted.

Guideline on the Use of Fonts

All EMCC webpages should restrict font use by following these guidelines:

• When EMCC designates a font for a particular use, the entire font family (normal, bold, italics, etc.) can be used.

• Since Sans Serif type (fonts with no strokes at the tips of each letter) is easier for audiences to read, the font family of DinPro and Calibri should be used for headlines, headings, button names, etc.

• Normal text on webpages should use the DinPro or Calibri families, with priority given to the DinPro font.

• An example of DinPro, an example of Calibri.

Guidelines for Submitting Content

The content of the EMCC webpage should be dynamic and, above all, should be current and accurate. To help facilitate the accurate and timely posting of information to the web, the following guidelines should be used:

• Any information that is to be posted should be submitted via email to the webmaster.

• All information should be in Microsoft Word format.

• Information that is submitted in the form of a printed document is not acceptable.

• Any information that is sent for inclusion may be modified or changed by the webmaster to adhere to the format of the College website.

• All information should be sent through the department's administrative structure for approval.

• Any exception to this chain of approval must be agreed to before the information is posted. (For example, updating the class schedule is an exception; the posting of news releases is not.) To establish an exception contact the webmaster.

Letterhead, Envelopes and Business Cards

The most widely distributed printed materials representing EMCC are the various pieces of stationery: letterhead, envelopes, business cards, etc. These essential tools for carrying out daily tasks represent EMCC's most cost-effective opportunity to project a distinctive and positive visual identity.

Requests for letterhead, envelopes and business cards should be directed to the Administration Office Manager and Purchasing Assistant at the Golden Triangle Campus of EMCC at 662.243.1956. See Appendix for order forms for all letterhead, envelope and business card choices.

The following information will be requested for EMCC business cards:

- Individual name
- Title
- Office Phone
- Cell Phone (Optional)
- Fax
- Email
- Campus Address to Use: Scooba, Golden Triangle, CAFB, West Point
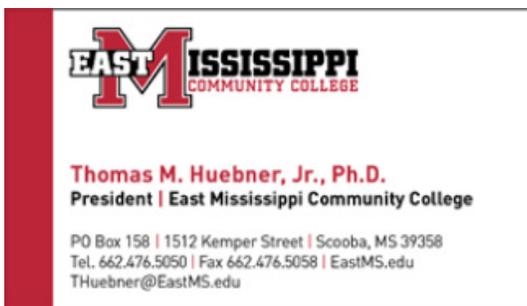
Email Signature Block

The appearance of your email signature – the optional block of text that appears at the bottom of a message – is a reflection on both your department/division and East Mississippi Community College. If you elect to use an email signature, it should be restricted to your name, title, the name of the College (East Mississippi Community College), appropriate contact information and your department/program's URL. You should refrain from accompanying graphics, quotes and any unofficial taglines. "Wallpaper" graphics behind the body of the email are similarly not permitted.

Example:
Jane Doe
Director of Admissions
Department of Enrollment Management
East Mississippi Community College
662.476.0000
662.476.1111 (fax)
janedoe@eastms.edu
eastms.edu/admissions

You may use the College logo in your signature block, however do so with care. Only the official logo is permitted. If you attempt to shrink the logo to fit as part of your signature block, you must do so proportionally. Stretched or shrunken logos are not permitted. You may include links to EMCC official social media accounts. Keep in mind though, that graphics are lost if your message is received on or forwarded to a device that is not set to support images.

Thomas M. Huebner, Jr., Ph.D. | President
East Mississippi Community College
PO Box 158 | 1512 Kemper Street | Scooba, MS 39358
Office 662.476.5050 | thuebner@eastms.edu | @EMCCHuebner | www.eastms.edu

This email signature, edited with your information, is available to you upon request. Contact Institutional Advancement at 662.476.5065 or branding@eastms.edu.

Editorial Style Standards

A consistent visual identity helps to eliminate confusion for our target audiences in an ever increasing competitive market. The following guidelines represent East Mississippi Community College's "house style" to be used in non-academic copy writing for College publications (brochures, newsletters, fliers, documents, T-shirts and other communication pieces.) When specific guidance is not offered, the campus community should refer to the most recent edition of the Associated Press Stylebook. If neither these standards nor the AP Stylebook offer the needed guidance, writers should consult Webster's Third New International Dictionary of the English Language, Unabridged.

Letter Margins and Fonts: Set these margins for the first page of letter: 1" left margin, 2" top margin, 1" right margin and 2" bottom margin. For the second and subsequent pages of a letter, set all margins at 1"; do not print any pages, except the first, on letterhead.

Use DinPro for the text of the letter; depending of the length of the letter, use 11 or 12 point type with single spacing.
Envelopes: On official envelopes, the return address will already be present with the EMCC wordmark. In any circumstances when an official envelope is not available, return address information should be entered in 8 point DinPro.
The address on the envelope should be left justified and in all caps. These same guidelines apply to labels.

Telephone Numbers: When writing telephone numbers, please use periods to separate numbers. For example: 662.476.5000

Division Names: The names of EMCC divisions will be capitalized, e.g., East Mississippi Community College Student Life or East Mississippi Community College Enrollment Management.

Campus Names: EMCC's original campus should be referenced to as Scooba (not as EMCC's main campus). Other campuses should be referenced by their location as well: Golden Triangle, Columbus Air Force Base, and West Point.

Athletics: Any athletic team may be referred to as "The Lions". Cheerleaders are referred to as the "EMCC Cheerleaders." The dance line is referred to as "The Eastern Belles." The band is the "The Mighty Lion Band."

Student Organizations: All student organizations should be referred to using their full name or accepted acronym on second reference. Examples:

EMCC Alumni Association
EMCC Ambassadors
EMCC Baptist Student Union
EMCC Fellowship of Christian Athletes
EMCC Student Government Association

Honor Societies: All honor societies should be referred to using its full name or accepted acronym on second reference. Example:

Phi Theta Kappa

Scholarships: Scholarships are awarded in several areas. Please refer to all scholarships by their full official names. You may contact individual departments for more details and official names.

Policies and Procedures

Request for Interviews

The College president is the official spokesperson of the College. No person is authorized to act as an official spokesperson for the College or present themselves as speaking for the College without the prior authorization of the College president or the Office of Public Information. Public Information is responsible for EMCC's media relations, including responding to calls from the media and reporters, as well as addressing questions regarding College activities, events and issues.

All media inquiries should be directed to the Director of Public Information to arrange for providing information and scheduling interviews and responses as necessary.
Guest appearances on local media talk shows are scheduled through Public Information.
All media inquiries about athletic students should be directed to Dr. Randall Bradberry, Athletic Director, at 662.476.5064 or David Rosinski, Sports Information Director, at 662.476.5042.

All press releases (print, audio, and/or video) must be submitted to the media by Public Information or the Sports Information Director. Individuals/departments can request that news releases and announcements concerning College personnel, departments, programs, events and activities be sent to the media; requests should be submitted to Public Information with appropriate advance notice.

Printed and Posted Materials

All brochures, flyers, posters and other printed materials produced by faculty/staff/student groups that will be posted/distributed around campus/centers or to the public must be submitted to Institutional Advancement for approval prior to distribution. Including Institutional Advancement in the design process at an early date will help prevent delays. Most work is managed on a first-come, first-served basis.

Departments planning to have brochures, programs, etc., printed at an outside printing company must contact Institutional Advancement at 662.476.5065 or branding@eastms.edu prior to contacting the printing company. Institutional Advancement will assist you in providing materials to the printing company that follow the College's identity standards.

Promotional Merchandise

If approved in your budget, campus departments, offices and program areas may purchase customized merchandise (e.g., T-shirts, pencils, promotional items) for the audiences they serve. These items must properly employ EMCC's Visual and Identity Standards and the design must be approved by Institutional Advancement before the item is ordered.

Photography

EMCC Public Information offers professional photography services for a variety of College uses, focused primarily on promotional purposes and to support news media publicity.

Other events or requests – especially those outside of regular office hours and those that do not support the purpose of EMCC – may not be fulfilled.

EMCC employees may take photos with a camera (mobile phone photos of events may be considered depending on resolution) and submit them to Public Information.

Essential priorities for Public Information photography services are: President's office, advertising, news/media requests, Institutional publications such as recruiting brochures, College catalog, program/departmental promotional brochures, athletics, student organizations and events (as needed for marketing, publication and promotional purposes).

Photography requests, if possible, should be made at least two weeks in advance. Requests made with less than a week may not be fulfilled. Release forms must be signed if using minors in the images.

Advertising and Promotion of Special Events

Assistance in planning, promoting and publicizing special events at the College is provided through Public Information.

The department or group planning a special event should provide all available advance information concerning the event to Public Information. If assistance in planning is desired, a representative of the event's planning group should contact Public Information about details of the event for press releases and promotional activities. A Request for Coverage form can be found in the appendix. This form needs to be submitted at the earliest possible time and no later than two weeks prior to the event.

Vehicle and General Signage

General signage, as well as signage for all new vehicles will be coordinated through the Office of Institutional Advancement at 662.476.5065 or branding@eastms.edu.