



# GRAPHIC STANDARDS MANUAL

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Community Relations  
Version 2 | August 2025

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# OUR BRAND



I hope that you will take some time to review this Itawamba Community College Brand Standards Manual. The creation of this document represents our continuing commitment to provide our district and beyond with a professional, consistent image of the College. Each of us has a role in ensuring its success.

This guide is further evidence that as a family, we take significant pride in our accomplishments and that we want all of our communication with the public to reflect that pride. Each of you is to be commended for the progress that we have made in our efforts to enhance our reputation as an exceptional educational institution.

We appreciate very much your continuing contribution and commitment to the success of Itawamba Community College and your vital role in our family.

Sincerely,

Jay Allen, Ph.D.

A handwritten signature in black ink, appearing to read "Jay Allen". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

President



# OUR LOGO

The Itawamba Community College logo represents us at the very highest level, and it is vitally important to our brand. It acts as a signature, an identifier and a stamp of quality. It is, and should always be, the most consistent component in our communications.

## PRIMARY LOGO HORIZONTAL

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The primary horizontal logo is the official logo of the College, and is recommended for use on all official forms.

The color option for our logo is **ICC Navy** (Pantone® 289). It is intended to be used on lighter backgrounds and images in order to maintain legibility.



Another acceptable color option is to reverse the logo to white on darker backgrounds and images.

If this logo is used on a red background, the inside of the I should be navy and not red.



## PRIMARY LOGO VERTICAL

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While most contexts call for the horizontal logo, there are cases where this vertical logo works better.



## PRIMARY LOGOTYPE

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At times it may be necessary to use the logotype by itself.

**ITAWAMBA**  
C O M M U N I T Y C O L L E G E



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## PRIMARY LOGOMARK

At times it may be necessary to use the logomark by itself.



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## ICC LOGOMARK

The ICC logomark, when necessary, should be used as a **secondary** mark to the primary logomark.



## BLACK AND WHITE

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The following logo variations may be utilized for one-color, black and white executions or under special circumstances that otherwise do not permit use of the full-color primary logo.





**ITAWAMBA**  
COMMUNITY COLLEGE



**ITAWAMBA**  
COMMUNITY COLLEGE



## SIZING AND SPACING

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Some digital applications may be subject to platform restrictions for sizing and spacing. Permission to use the logo at any size smaller than described here may be granted by Community Relations.

The official horizontal and vertical logo should always be surrounded by a “safe space” roughly equal to the height of the letter “I” in “Itawamba”.



The official vertical logo may be reproduced no smaller than a minimum width of 1.25”.



The official horizontal logo may be reproduced no smaller than a minimum width of 1.5”.





The official logomark and the ICC logomark should always be surrounded by a “safe space” roughly equal to the height of the top bar as represented in the official logomark.



The official ICC logomark may be reproduced no smaller than a minimum width of .5”.

The official logomark may be reproduced no smaller than a minimum height of .25”.

## OFFICIAL ORGANIZATIONAL LOGOS

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The official organizational logo is recommended for external communication pieces. All logos for academic divisions, departments and offices, official clubs and organizations and programs are available upon request from Community Relations.

Brand deviations of the logo will only be permitted for auxiliary and support programs.

Only the official horizontal logo or the official organizational logo should be used for tablecloths.

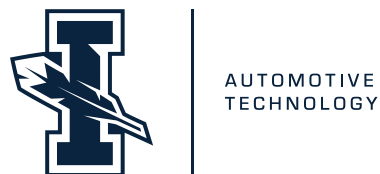


## SECONDARY ORGANIZATIONAL LOGOS

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While most contexts call for the horizontal logo, there are cases where the secondary organizational logo works better, especially for internal use.

These must be approved by Community Relations on a case-by-case basis.



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## ICC OFFICIAL SEAL



For most projects, the official ICC logo will be appropriate. However, for official applications such as certificates, diplomas, commencement material, prestigious awards, presidential vehicle designations, presidential and Board of Trustees communications or formal publications, the ICC seal should be used.

The seal may be used in ICC Navy, white or black. Gold or silver metallic ink or foil stamping may also be permitted.

The seal should not appear smaller than the size of a quarter unless approved by Community Relations.

Because of the seal's official nature, its use is monitored carefully and is not available on the website.

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## ICC INDIAN LOGO



There is not an "official" Indian symbol for use at ICC. Historically, this graphic has been used and will continue to be used under certain traditional and athletic circumstances.

The Indian head must always face to the right.

The logo may only be used in one solid color, ICC Navy or white. It may also be outlined with permission from Community Relations.

Questions regarding the proper use of the ICC Indian logo should be directed to Community Relations,

## OBSOLETE LOGOS

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These logos were used in the past to represent Itawamba Community College, but should no longer be used.

There may also be other obsolete logos in existence that are not shown here.







The appearance of the official logo and logomark must never be altered. The official logo and logomark should never be presented in any way not explicitly outlined in this document.

When resizing the official logo or logomark, it is critical that it be resized proportionately. Use the shift key when drag sizing or equal percentages when using a scaling tool.

It should never be squeezed or stretched.

It should never be presented in any colors other than the official brand colors.

It should never be presented with any effects added (drop shadow, stroke, transparency, etc.)

It should never be altered with respect to proportion or angle.

It should never be re-created using any fonts other than the official brand fonts.

The Logo should never have any colors other than white or navy showing through the I logo.

Additionally, the logo should never be digitally scanned or taken from a Web page and placed on a print piece. Electronic files of the logo are available from Community Relations.

## ICC STATIONARY

A significant part of the College's official communication is correspondence on College stationary. Each component represents ICC and works to strengthen the visual identity of the Institution.

Each ICC location may have its own letterhead and envelopes with its distinguishing address.

Individuals and subareas of the College may not create their own stationary or identification materials with the exception of the office of the President.

Each ICC location may have its own letterhead and envelopes with its distinguishing address.

All stationary must be purchased through Community Relations to ensure the quality and consistency of the products.

Letterhead may not be created by photocopying.

Business Cards must be designed and ordered through Community Relations. Cards may be personalized with content outlined in the example provided. Following the individual's name, the only credential that may be listed is the earned doctorate. No additional content may be added to the business card without approval from Community Relations.



Date

Addressee's Name  
Addressee's Title  
Company Name  
Street Address  
City, State and Zip Code

Salutation:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sem et tortor consequat id porta nibh venenatis. Mauris cursus mattis molestie a iaculis at erat pellentesque. Dignissim enim sit amet venenatis urna cursus. Dui id ornare arcu odio ut sem nulla pharetra. Suspendisse faucibus interdum posuere lorem ipsum dolor. Felis bibendum ut tristique et egestas quis. Pretium quam vulputate dignissim suspendisse in est ante. Est velit egestas dui id ornare arcu odio.

A pellentesque sit amet porttitor eget. Quis enim lobortis scelerisque fermentum dui faucibus in ornare. Curabitur vitae nunc sed velit dignissim. Justo donec enim diam vulputate. Aenean pharetra magna ac placerat vestibulum lectus mauris ultrices eros. Consequat interdum varius sit amet mattis vulputate enim.

A erat nam at lectus urna. Magna ac placerat vestibulum lectus mauris ultrices. Phasellus egestas tellus rutrum tellus pellentesque eu tincidunt. Nisi scelerisque eu ultricies. Aliquet eget sit amet tellus cras adipiscing. Nisi vel pretium.

Complimentary close:

Sender's Name  
Sender's Title

FIRSTNAME LASTNAME  
TITLE GOES HERE  
DEPARTMENT GOES HERE

email@iccms.edu  
555.555.5555

Fulton Campus  
602 West Hill Street  
Fulton, MS 38843  
www.iccms.edu



602 W. Hill St.  
Fulton, MS 38843

ITAWAMBA COMMUNITY COLLEGE • 602 W. HILL STREET, FULTON, MS 38843 • 662.862.8000 • ICCMS.EDU



**Calibri Bold** | 12 pt. | RGB 12 35 64

Calibri Regular | 10 pt. | RGB 12 35 64

**Calibri Bold** | 10 pt. | RGB 0 113 206

**Calibri Bold** | 10 pt. | RGB 12 35 64

Calibri Regular | 10 pt. | RGB 12 35 64

**Calibri Bold** | 10 pt. | RGB 186 0 33

**Firstname Lastname**

Title

Department/Division

[email@iccms.edu](mailto:email@iccms.edu)

555.555.5555

602 West Hill Street

Fulton, MS 38843

[www.iccms.edu](http://www.iccms.edu) | **FB TW IG YT**

In the age of technology, email has become a form of official communication for the College. The presentation of your email signature is just as important as letterhead and business cards. Employees should use this standard email signature template. Contact Community Relations to receive the email signature layout.

When you customize the email signature template with your personal information, be sure to adhere to the existing layout, formatting and text attributes.

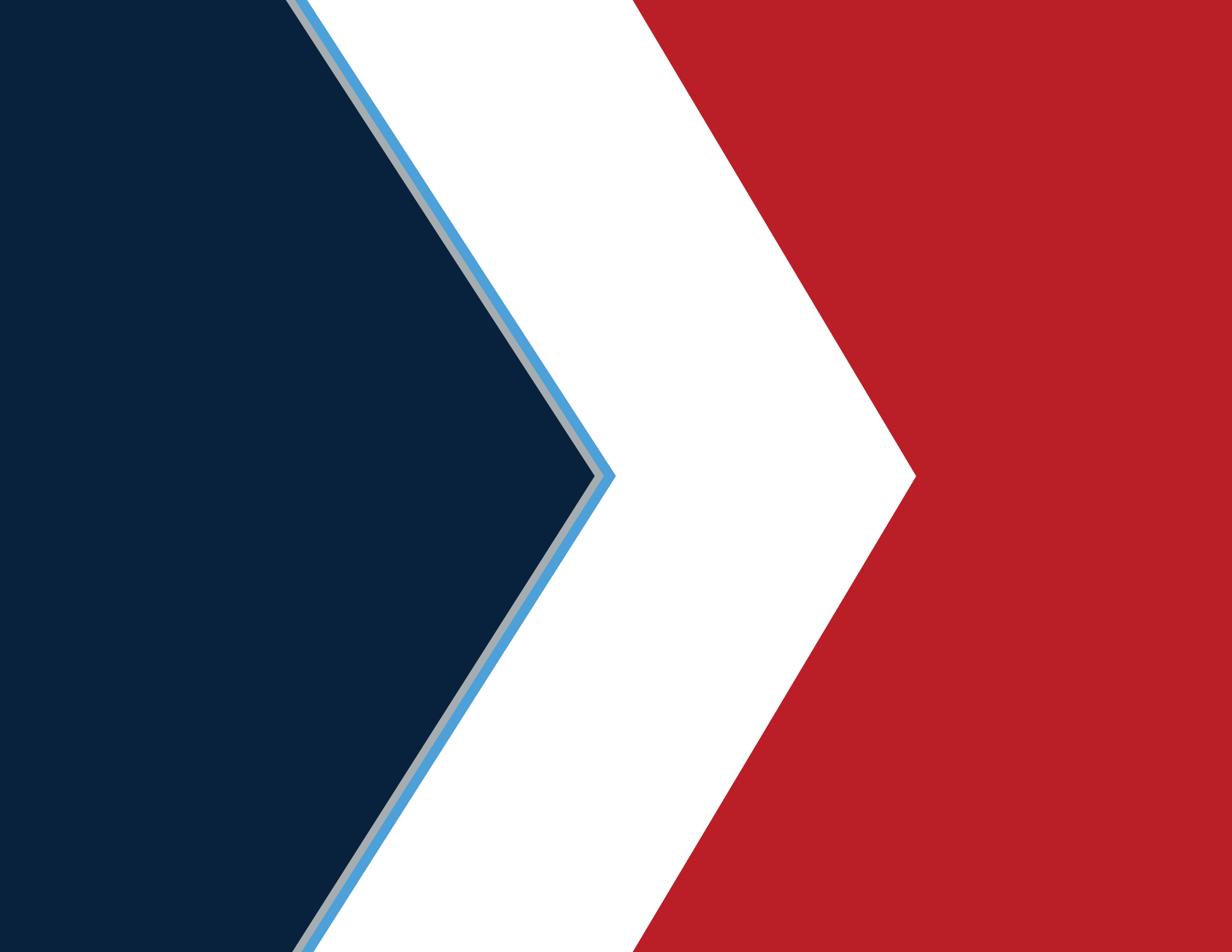
Do not alter the font size or color.

Social media accounts linked on the College email signature should be the official accounts of the College. Sub-official accounts, such as Student Activities, Recruiting and the office of the President, may include links in the line below the official ones in the same format. Permission to use other affiliate social media links outside of those described must be granted by Community Relations.

Do not add quotes or icons to your email signature. Award badges may be added at the discretion of the office of the President.

The email background should be white (no graphics or background colors of any kind permitted).

The default font for all Outlook email communication is Calibri. The only other acceptable font is Georgia.



# OUR COLORS

Beyond our logo, color is the most recognizable aspect of our brand identity. Using color appropriately is one of the easiest ways to make sure our materials reflect a consistent image and visual story.

PRIMARY COLORS

Our primary colors are ICC Navy and ICC Red. They represent Itawamba Community College at the highest level and should be present in all communications in the four-color process.

These colors look best as spot inks and do not reproduce as richly in four-color process. Never use screens or tints of primary colors when applying it to the logo.

ICC NAVY

CMYK: 98 | 83 | 47 | 52  
RGB: 12 | 35 | 64  
HEX: 0A233E

The logo may be reversed to white on darker backgrounds and images.

Some applications will require the logo in black.

SECONDARY COLORS

WHITE

CMYK: 0 | 0 | 0 | 0  
RGB: 255 | 255 | 255  
HEX: FFFFFFFF

POWDER BLUE

CMYK: 65 | 24 | 0 | 0  
RGB: 80 | 160 | 216  
HEX: 50A0D8

SOUTH ADAM

CMYK: 36 | 26 | 26 | 0  
RGB: 167 | 173 | 176  
HEX: A7ADB0

ICC Red is the bolder and more vibrant color of the primary color palette, which makes it highly effective at capturing viewers' attention. Use it strategically and sparingly in comparison to ICC Navy.

# ICC RED

CMYK: 19 | 100 | 97 | 9

RGB: 186 | 33 | 39

HEX: BA2127

## BLACK

CMYK: 30 | 30 | 30 | 100

RGB: 0 | 0 | 0

HEX: 000000

## MAIN STREET

CMYK: 44 | 34 | 35 | 1

RGB: 150 | 153 | 154

HEX: 96999A

**CHICKASAW**

**ITAWAMBA**

**LEE**

**MONROE**

**PONTOTOC**

**#ICCFAMILY**



# OUR TYPOGRAPHY

When used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what is communicated. Itawamba Community College's typography communicates clearly and cleanly and is flexible in a wide range of situations. Official external marketing and communication pieces should use the recommended typography to contribute to brand consistency.

MADAWASKA

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Madawaska is used as the font for the logotype, headings and any other display purposes. It should be set in bold and all caps. Madawaska contains 34 styles and family package options.

MADAWASKA

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ~ ( { [ " - + = . , ; : ' † • " ] } )

EUROSTILE

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Eurostile is used in subhead, logo amendments and accents. Eurostile contains 25 styles and family package options.

EUROSTILE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ~ ( { [ " - + = . , ; : ' † • " ] } )

FRANKLIN GOTHIC

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Franklin Gothic is used as body copy and in small point sizes; however, it is extremely versatile and can be used in larger sizes. Franklin Gothic is comprised of 23 styles overall.

Franklin Gothic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ~ ( { [ " - + = . , ; : ' † • " ] } )

BASKERVILLE

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Baskerville is used as the body font for formal and lengthy documents. Baskerville is comprised of six styles overall.

Baskerville

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ~ ( { [ " - + = . , ; : ' † • " ] } )

HEADLINE  
Madawaska Bold  
Size: 52 pt.  
Leading: 52 pt.  
Kerning: Optical

# LOREM IPSUM DOLOR SIT AMET

SUBHEAD  
Eurostile Bold  
Size: 22 pt.  
Leading: 26 pt.  
Kerning: Optical

SOLOREPERCIAT LA DOLORIATUM A  
DOLUPTATE DOLORA EXERA AD EX  
EARUM, AS AUT ODI, VOLUPIS DI.

LEAD-IN/PULL QUOTE  
Eurostile Regular  
Size: 16 pt.  
Leading: 19 pt.  
Kerning: Optical

Otae. Axime vellabo ratiorr ovidunt explab iunto  
et harum consequam qui blabo. Nis mi, sit pa  
vel et repedi tem elitem ovidunt explab iunto  
ellandic tempori repro.

BODY  
Franklin Gothic Book  
Size: 10 pt.  
Leading: 12 pt.  
Kerning: Optical

Uptam ipsam repudi ommoles sincimi, secepta cor  
aut aeribus destrum asped quam, ut vel ipieniment moditat  
aut volor reici te expedi antia sequi sanihil luptati rae mos  
ad quiati doles nobis.

Ectinimil ist iumquati odicae et audantium vellorum fuga.  
Sed modipsunt aut latiumquae. Itate vendis que eaquam

FORMAL BODY  
Baskerville Regular  
Size: 10 pt.  
Leading: 12 pt.  
Kerning: Optical

Me nest lanis accumqu ationectia sequisti  
ulligendam harcien stinim iliquo iducia  
culloraecto beatior emquisq uibusam dolore  
exerror fugia quid molutaque nonsedi gen.

CAPTIONS/CUTLINES  
Baskerville Bold or  
Franklin Gothic  
Book Bold  
Size: 8 pt.  
Leading: 12 pt.

**Me nest lanis accumqu ationectia sequisti  
ulligendam harcien stinim iliquo iducia  
culloraecto beatior emquisq uibusam dolore  
exerror fugia quid molutaque nonsedi gen.**



[WWW.ICCMS.EDU](http://WWW.ICCMS.EDU)