ITAWAMBA
COMMUNITY COLLEGE

GRAPHIC
STANDARDS
MANUAL

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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.

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.

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.

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

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

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

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

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.

The best way to preserve the integrity of any logo is to separate it from surrounding graphical elements with negative space. No visual matter (other than a background image) should violate the area of safe space. This is especially important on external communication pieces of the College.

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 logo should always be surrounded by a "safe space" roughly equal to the height of the letter "I" in "Itawamba".

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

The official 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".

ITAWAMBA
COMMUNITY COLLEGE

1.5"

ITAWAMBA
COMMUNITY COLLEGE

1.25"

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

.25"

The official 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".

.5"

The official organizational logo is the recommended logo for external communication pieces. All academic divisions, departments and offices, official clubs and organizations and programs as well as accepted brand deviations and type signatures 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.

ITAWAMBA
COMMUNITY COLLEGE

AUTOMOTIVE TECHNOLOGY

ITAWAMBA
COMMUNITY COLLEGE

BUSINESS AND MARKETING MANAGEMENT TECHNOLOGY

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

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

AUTOMOTIVE TECHNOLOGY

BUSINESS AND MARKETING MANAGEMENT TECHNOLOGY

There is not an "official" Indian symbol for use at ICC. By tradition, this graphic has been used and will continue to be used.

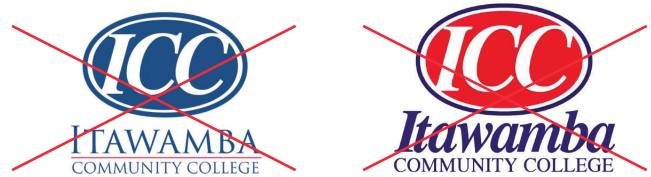The Indian head must always face to the right.

The logo may only be used in one solid color, ICC Navy, ICC Red 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, 662.862.8242.

These obsolete 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 use 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 recreated using any fonts other than the official brand fonts.

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.

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, and business cards may be personalized with content outlined in the example provided. No additional content may be added to the business card without approval from Community Relations.

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.

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

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.

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Complimentary close:

Sender's Name
Sender's Title

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

602 W. Hill St.
Fulton, MS 38843

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. It is recommended that employees 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.

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
555.555.5555

602 West Hill Street
Fulton, MS 38843

www.iccms.edu | FB TW IG YT

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.

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 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 NAVY

PANTONE® 289 C
CMYK: 100 | 66 | 0 | 76
RGB: 12 | 35 | 64
HEX: 0C2340

ICC RED

PANTONE® 200 C
CMYK: 18 | 100 | 99 | 10
RGB: 186 | 0 | 33
HEX: BA0021

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

Some applications will require the logo in black.

WHITE
CMYK: 0 | 0 | 0 | 0
RGB: 255 | 255 | 255
HEX: FFFFFF

BLACK
CMYK: 30 | 30 | 30 | 100
RGB: 0 | 0 | 0
HEX: 000000

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

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

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

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

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

Franklin Gothic is used as body copy and at small point sizes, however it is extremely versatile and can be used at larger sizes. Franklin Gothic is comprised of twenty-three styles overall.

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

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

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 ! @ # $ % ^ & * ~ ({ [" - + = . , ; : † ‡ • "] })

LOREM IPSUM DOLOR SIT AMET

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

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

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

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

Uptam ipsam repudi ommoles sincimi, secepta cor autaeribus 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

BODY
Franklin Gothic Book
Size: 10 pt.
Leading: 12 pt.
Kerning: Optical
Tracking: 0

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

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

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

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