



ELLSWORTH Community College

IOWA VALLEY COMMUNITY COLLEGE DISTRICT

2023-2025 Style Guidelines

ECC LOGO & COLORS



Mark



The main building block of the design system providing visual coherence. The three swashes are IVCCD's mark.

Colors



These are the standard design system pantone colors. *(Gray-scale and reverses are also acceptable.)*

Typography

Garamond Premier Pro
Apex Sans, Myriad,
Helvetica

Use and arrangement of the Garamond Premier Pro, Apex Sans, Myriad and Helvetica typefaces are a visual bond among IVCCD's communications.

TYPOGRAPHY

Fonts

Helvetica, Myriad Pro, Apex, and Rockwell are fonts used in the IVCCD/MCC Brand Strategy and Identity Standards Guide and are the preferred fonts for most publications.

Flood font is used in ECC marketing materials and publications and is a preferred font for marketing use and creative design elements.

Helvetica

Helvetica is a sans serif typeface that may be used for body copy and headlines. Care should be taken when selecting the font and its size to ensure legibility by all readers. General guidelines for recommended font and size are: 9.5 or 10 pt. is the preferred size of body copy for most publications. 9 to 11 pt. is also acceptable. Italicized text can also be used.

12, 14 or 16 pt. Helvetica Bold is the preferred size for most headlines. In some cases 18 pt. or larger may be used.

Body Copy

9 pt. Helvetica Regular
9.5 pt. Helvetica Regular
10 pt. Helvetica Regular
10.5 pt. Helvetica Regular

11 pt. Helvetica Regular

9 pt. Helvetica Italic
9.5 pt. Helvetica Italic
10 pt. Helvetica Italic
10.5 pt. Helvetica Italic

Headlines

12 pt. Helvetica Bold
14 pt. Helvetica Bold
16 pt. Helvetica Bold
18 pt. Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 1234567890

TYPOGRAPHY

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Myriad Pro

Myriad Pro is a sans serif typeface that may be used for body copy and headlines. Care should be taken when selecting the font and its size to ensure legibility by all readers. General guidelines for recommended font and size are: 9.5 or 10 pt. is the preferred size of body copy for most publications. 9 to 11 pt. is also acceptable. Italicized text can also be used.

12, 14 or 16 pt. Myriad Pro Bold is the preferred size for most headlines. In some cases 18 pt. or larger may be used.

9 pt. Myriad Pro Regular
9.5 pt. Myriad Pro Regular
10 pt. Myriad Pro Regular
10.5 pt. Myriad Pro Regular
11 pt. Myriad Pro Regular

Body Copy
9 pt. *Myriad Pro Italic*
9.5 pt. *Myriad Pro Italic*
10 pt. *Myriad Pro Italic*
10.5 pt. *Myriad Pro Italic*
11 pt. *Myriad Pro Italic*

Headlines
12 pt. **Myriad Pro Bold**
14 pt. **Myriad Pro Bold**
16 pt. **Myriad Pro Bold**
18 pt. **Myriad Pro Bold**

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Apex

Apex is a sans serif typeface that may be used for body copy and headlines. Care should be taken when selecting the font and its size to ensure legibility by all readers. General guidelines for recommended font and size are: 9.5 or 10 pt. is the preferred size of body copy for most publications. 9 to 11 pt. is also acceptable. Italicized text can also be used.

12, 14 or 16 pt. Apex Bold is the preferred size for most headlines. In some cases 18 pt. or larger may be used.

	9 pt. Apex Book		
	9.5 pt. Apex Book		
	10 pt. Apex Book		
	10.5 pt. Apex Book		
	11 pt. Apex Book		
Body Copy	<i>9 pt. Apex Book Italic</i>	Headlines	
	<i>9.5 pt. Apex Book Italic</i>		12 pt. Apex Bold
	<i>10 pt. Apex Book Italic</i>		14 pt. Apex Bold
	<i>10.5 pt. Book Apex Italic</i>		16 pt. Apex Bold
	<i>11 pt. Book Apex Italic</i>		18 pt. Apex Bold

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Rockwell

Rockwell is a serif typeface that may be used for headlines. Care should be taken when selecting the font and its size to ensure legibility by all readers. General guidelines for recommended font and size are: 9.5 or 10 pt. is the preferred size of body copy for most publications. 9 to 11 pt. is also acceptable. Italicized text can also be used.

12, 14 or 16 pt. is the preferred size for most headlines. In some cases 18 pt. or larger may be used.

Headlines
12 pt. Rockwell Bold
14 pt. Rockwell Bold
16 pt. Rockwell Bold
18 pt. Rockwell Bold

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TYPOGRAPHY

Fonts

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FLOOD

FLOOD IS A SANS SERIF TYPEFACE THAT MAY BE USED FOR HEADLINES, AND HEADLINES ONLY. CARE SHOULD BE TAKEN WHEN SELECTING THE FONT AND ITS SIZE TO ENSURE LEGIBILITY BY ALL READERS.

20, 25 OR 30 PT. COFFEE SERVICE IS THE PREFERRED SIZE FOR MOST HEADLINES.

Headlines

20 PT. FLOOD

25 PT. FLOOD

30 PT. FLOOD

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 1234567890

GRAPHICS / VIEWBOOK ELEMENTS

Graphics

These graphics should be used throughout ECC's marketing materials to create a consistent look between social media, publications, billboards etc.



This graphic can be utilized as a background for headers, call out text, etc.



This graphic can be utilized as an overlay to photos, background imagery, etc.



These graphics help emphasise the Panther mascot and can be used as filler for space, design, etc.



This is the ECC Panther Mascot that is used throughout Athletics and marketing materials.