

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



PMS 2617

PMS 123

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.

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.

9 pt. Helvetica Regular9.5 pt. Helvetica Regular10 pt. Helvetica Regular10.5 pt. Helvetica Regular

11 pt. Helvetica Regular

3ody Copy

9 pt. Helvetica Italic 9.5 pt. Helvetica Italic 10 pt. Helvetica Italic 10.5 pt. Helvetica Italic 12 pt. Helvetica Bold
14 pt. Helvetica Bold
16 pt. Helvetica Bold
18 pt. Helvetica Bold

Fonts

Helvetica, Myriad Pro, Apex, and Rockwell are fonts used in the IVCCD 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.

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 Regular9.5 pt. Myriad Pro Regular10 pt. Myriad Pro Regular10.5 pt. Myriad Pro Regular11 pt. Myriad Pro Regular

3ody 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 12 pt. Myriad Pro Bold 14 pt. Myriad Pro Bold 16 pt. Myriad Pro Bold 보 18 pt. Myriad Pro Bold

Fonts

Helvetica, Myriad Pro, Apex, and Rockwell are fonts used in the IVCCD 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.

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

dy Copy

9 pt. Apex Book Italic 9.5 pt. Apex Book Italic 10 pt. Apex Book Italic 10.5 pt. Book Apex Italic 11 pt. Book Apex Italic 12 pt. Apex Bold
14 pt. Apex Bold
16 pt. Apex Bold
18 pt. Apex Bold

Fonts

Helvetica, Myriad Pro, Apex, and Rockwell are fonts used in the IVCCD 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.

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.

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

Fonts

Helvetica, Myriad Pro, Apex, and Rockwell are fonts used in the IVCCD 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.

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.

20 PT. FLOOD 25 PT. FLOOD 30 PT. FLOOD

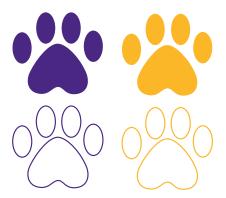
GRAPHICS / VIEWBOOK ELEMENTS

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.



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



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



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