



ELLSWORTH Community College

IOWA VALLEY COMMUNITY COLLEGE DISTRICT

2025-2026 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

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.

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 1234567890

TYPOGRAPHY

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.

Body Copy

9 pt. Apex Book
9.5 pt. Apex Book
10 pt. Apex Book
10.5 pt. Apex Book
11 pt. Apex Book

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

Headlines

12 pt. Apex Bold
14 pt. Apex Bold
16 pt. Apex Bold
18 pt. Apex Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 1234567890

TYPOGRAPHY

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.

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 1234567890

TYPOGRAPHY

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.

Headlines

20 PT. FLOOD

25 PT. FLOOD

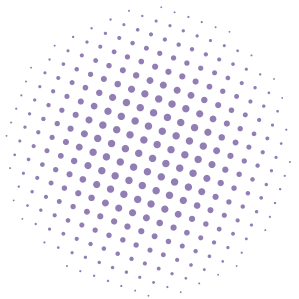
30 PT. FLOOD

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 1234567890

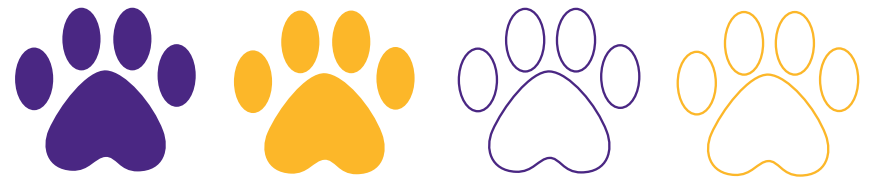
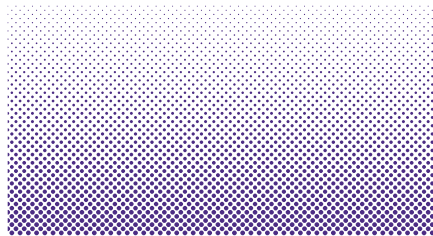
GRAPHICS / VIEWBOOK ELEMENTS

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 an overlay to photos, background imagery, etc.



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



These graphics can be used as filler for space, design, etc.



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



This graphic can be utilized as an underline for headers, call out text, etc.



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