



# MARSHALLTOWN Community College

MARSHALLTOWN | GRINNELL

IOWA VALLEY COMMUNITY COLLEGE DISTRICT

**2023-2025 Style Guidelines**

# MCC 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.

Dolce, and Coffee Service are fonts used in MCC marketing materials and publications and are preferred fonts for marketing use and creative design elements.

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## 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**

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ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 1234567890

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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

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

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

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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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## *Dolce*

*Dolce is a sans serif cursive 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. Dolce Bold is the preferred size for most headlines.*

Headlines  
20 pt. Dolce Bold  
25 pt. Dolce Bold  
30 pt. Dolce Bold

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## *Coffee Service*

*Coffee Service is a sans serif cursive 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. This font can be used both as uppercase, and undercase.*

*20, 25 or 30 pt. Coffee Service is the preferred size for most headlines.*

Headlines

*20 pt. Coffee Service*

*25 pt. Coffee Service*

*30 pt. Coffee Service*

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# GRAPHICS / VIEWBOOK ELEMENTS

## Graphics

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

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This graphic can be utilized as a background for a QR code, image, number graph etc.



This is the MCC Tiger Mascot that is used throughout Athletic and marketing materials.



This graphic can be utilized as means to highlight important information, headlines, etc.