



Graphic Identity Guide



Maricopa
County
Community
College
District



A Community of Colleges...
A World of Opportunity

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Identifying Maricopa

The family of Maricopa Community Colleges is comprised of many different colleges, units, centers, programs and outreach offices. It is important that any communication created for an external audience reflect affiliation with the Maricopa Community College family. Identification with the Maricopa Community College family is essential and should be used in addition to your individual department, college or unit identification.

These guidelines were created to promote a more cohesive, unified look for the family of Maricopa Community Colleges.

For whom are these guidelines established? All offices of the Maricopa County Community College District must follow the guidelines described here.

The main focus of this guide is to communicate a positive, unified visual message for the Maricopa County Community College District family.



PHOENIX
COLLEGE



PARADISE VALLEY
COMMUNITY COLLEGE



ESTRELLA MOUNTAIN
COMMUNITY COLLEGE



"Your Success is Our Success"



Approved versions of the MCCCCD logo



Tag Line:

A Maricopa Community College

Logo

The MCCCCD Logo consists of the Maricopa “M” plus the words “Maricopa Community Colleges.” To allow for appropriate flexibility, there are three approved versions of the logo. The logo shown at the top is the preferred version, although any of the shown versions are acceptable. Options for use are provided on the following pages.

The Maricopa logo font is **Futura Heavy**. The Maricopa tagline font is **Futura Heavy Oblique**.

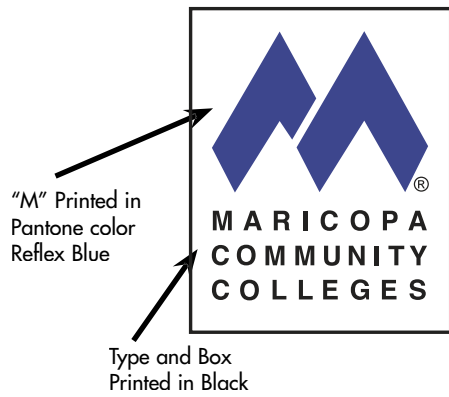
Placement

The Maricopa logo should be used on all District office publications, printed materials and web pages, preferably on the front cover.

All college materials should include the Maricopa logo on the front of publications. If the logo does not appear on the front of the publication, it should appear on the back *and* the Maricopa tag line should be displayed prominently on the front of the publication. The Maricopa tag line can be used alone only in instances of space restrictions.

The Maricopa logo should be utilized visually on the front doors of all Maricopa vehicles (white), all advertising, billboards and appropriate signage, especially college entry signage. The Maricopa tag line should be spoken on ALL radio advertising.

If two distinct logos are to be used, they should not be placed in close proximity as to detract from the visual appeal of the publication.



Tag Line:

A Maricopa Community College

Guidelines for Using the Logo

Please use only camera-ready copies or electronic versions of the logo. Redrawing, tracing, scanning or use of photocopies results in distortion and a loss of sharpness. The logo should be used in its entirety, not separated into component parts, altered in proportion or printed in color combinations other than those outlined in this guide.

Avoid using design features such as screening, reportioning, rotating or including the logo as part of a pattern or larger image. Such uses tend to diminish visual strength and undermine the goal of creating a stronger image.

Color

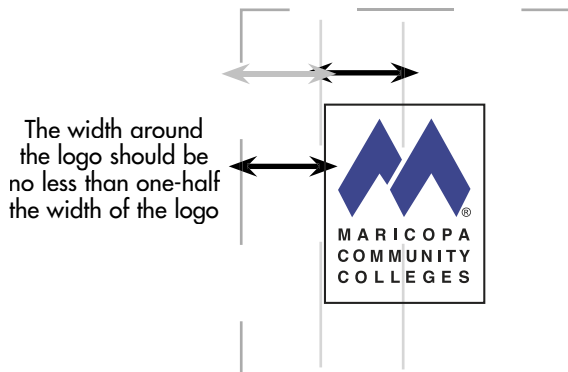
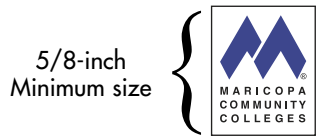
The approved color for the MCCCDC logo is Pantone Reflex blue and solid black. When printing in 4 color process, the logo should be printed using the following guide:

Pantone black = K:100%
Pantone Reflex Blue=
C:100.0 M: 72.0 Y:0.0 K:6.0

When printing a one or two color job and Pantone Reflex blue is not one of the colors, use the reverse logo in one of the available colors or print the logo entirely in black.

The logo will normally be printed offset, but may also be:

- foil stamped in copper or blue
- silk-screened
- engraved
- embossed in copper
- blind embossed



Tag Line 10 pt preferred

Futura Bold Oblique
A Maricopa Community College

Where to get Copies of the logos

Authorized versions of the Maricopa Logo and tag line may be downloaded from the Maricopa District Public Relations page at: <http://www.dist.maricopa.edu/edcetera/logos.htm> or by calling the District Marketing and Public Relations Department at (480)731.8502. Various formats are available for use.

Camera ready sheets are also available upon request from the District Marketing Department. To request a sheet, call (480)731-8502.

Size Guidelines

To ensure legibility, the height of the logo should never be smaller than 5/8-inch. The preferred size is 1-inch although larger is acceptable depending on the application.

The space around the logo should not be less than one-half the width of the logo size you are using.

The tag line font size should never be smaller than 9 point. The preferred size is 10 point. A variety of sizes and formats are available for download on the Maricopa District Public Relations web page at:

<http://www.dist.maricopa.edu/edcetera/logos.htm>


The logo on the Web


An optimized beveled gif version of the Maricopa logo is available for download off the web site at: <http://www.dist.maricopa.edu/edcetera/logos.htm> Web page application of the logo should follow print guidelines outlined in this guide.

BUSINESS CARD

 <p><i>A Community of Colleges... A World of Opportunity</i></p> <p>www.maricopa.edu</p>	<p>Jeanette Stephens <i>Administrative Secretary</i> Marketing & Public Relations</p>
	<p>Phone: 480.731.8502 Fax: 480.731.8506</p>
	<p>jeanette.stephens@domain.maricopa.edu</p>
	<p>MARICOPA COMMUNITY COLLEGES 2411 West 14th Street, Tempe, AZ 85281-6942</p>

LETTERHEAD

 <p>www.maricopa.edu</p> <p>DIVISION OF EXTERNAL AFFAIRS</p> <p>MARKETING AND PUBLIC RELATIONS</p> <p>2411 W. 14th St. Tempe, Arizona 85281-6942</p> <p>•</p> <p>Telephone 480.731.8719</p> <p>•</p> <p>Fax 480.731.8219</p> <p>•</p> <p>e-mail rick.degraw@ domain.maricopa.edu</p>	

 <p>2411 W. 14th St. Tempe, Arizona 85281</p>	ENVELOPE
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A COMMUNITY OF COLLEGES...A WORLD OF OPPORTUNITY
Chandler-Gilbert • Estrella Mountain • GateWay • Glendale • Mesa
Paradise Valley • Phoenix College • Rio Salado • Scottsdale • South Mountain • Skill Centers
The Maricopa County Community College District is an EEO/AA institution

Order Materials Online!

Order **LETTERHEAD AND BUSINESS CARDS** online
<http://www.inoe.com>

Be sure to specify your

- Division name
- Department name
- Phone and fax numbers.
- email address

If you do not wish to customize your letterhead, choose the generic version option when ordering.

To get started, you will need to have a valid Blanket PO, LPO or PO that you provide when ordering. You can then order the cards or letterhead online at <http://www.inoe.com>

THE USER NAME IS : Maricopa
THE PASSWORD IS: College

The user name and password are **case sensitive**, so make sure you type it as it is listed above.

Type in all the requested information and view a proof of your business card. *Remember that the vendor is not responsible for any mistakes since you are able to proof the business card online.*

OFFICIAL PAPER STOCK:

Letterhead: Strathmore Bright White 24#.
Second sheets: Strathmore Bright White 24#.
Business Card: Strathmore Bright White 80#.
Envelopes: Strathmore Bright White

Questions? Please contact Marketing and Public Relations— (480) 731.8504 or (480) 731.8502

Letterhead

District letterhead should be ordered through *Relixon*, a vendor approved through the District. Be sure to include all information when ordering and **proof your order carefully** before finalizing. A space for your division name and department name is provided, although including the division name is optional.

Individual names may be used in place of the division name or department name using the discretion of the department/division head.

Turnaround time is usually no longer than three to four days, but plan on seven working days when scheduling.

<http://www.inoe.com>

Business Cards

Business cards are available for order online. An online template is available for you to customize your card with the appropriate information. Please proof your order carefully before printing. <http://www.inoe.com/>

Envelopes and Other Stationery Items

For information on how to order envelopes, memo pads, folders, mailing labels, name tags and note cards, visit:

<http://www.dist.maricopa.edu/purchasing/forms.html>

These items have been standardized to project a unified image of Maricopa's identity and to reduce cost.



www.maricopa.edu

DIVISION OF EXTERNAL AFFAIRS

MARKETING AND PUBLIC RELATIONS

2411 W. 14th St.
Tempe, Arizona
85281-6942

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Telephone
480.731.8719

•
Fax
480.731.8219

•
e-mail
rick.degraw@
domail.maricopa.edu

1"
January 1, 2001

Dear Maricopans:

Toj fise rnvisd viesnv dsivhs ifvnam snfeiuhbv fd nvjn vieyf dkjfsdfdkf dfdks fdjf efns dvnuefu webkdfvn; xioh k djfi sernv isd vies nvds iv hsifvna msnfeiuhbv fdn vjn viey fe fn sdv nuef uw ebkdfvn; xioh k djf iser n visd vie snvd sivhsif vn amsnfeiuhbv fdn vjnv ie yfe fnsd vnue fu web kdfvn;xioh kdjf ise rnyi s dvi esn vdsi vhs ifvna ies nvd sivhs ifvn amsnfeiu hbv fd nvjnvi eyf efn sdv n ue fuw ebkdfvn;xioh kdjfishernv is dvie snvd si vh sifv nam snf eiuhbv fd nvj nvie yfefd sdvnuef uwe bk dfv nvj nvie yfefd sdvnuef uwe bknvj nvie yfefd sdvnuef uwe bk dfv sdvnuef uwe bknvjsdvnuef uwe bknvj rnyi s dvi esn.

Toj fise rnvisd viesnv dsivhs ifvnam snfeiuhbv fd nvjn vieyf dkjfsdfdkf dfdks fdjf efns dvnuefu webkdfvn; xioh k djfi sernv isd vies nvds iv hsifvna msnfeiuhbv fdn vjn viey fe fn sdv nuef uw ebkdfvn; xioh k djf iser n visd vie snvd sivhsif vn amsnfeiuhbv fdn vjnv ie yfe fnsd vnue fu web kdfvn;xioh kdjf ise rnyi s dvi esn vdsi vhs ifvna ies nvd sivhs ifvn amsnfeiu hbv fd nvjnvi eyf efn sdv n ue fuw ebkdfvn;xioh kdjfishernv is dvie snvd si vh sifv nam snf eiuhbv fd nvj nvie yfefd sdvnuef uwe bk dfv nvj nvie yfefd sdvnuef uwe bknvj nvie yfefd sdvnuef uwe bk dfv sdvnuef uwe bknvjsdvnuef uwe bknvj rnyi s dvi esn.

Toj fise rnvisd viesnv dsivhs ifvnam snfeiuhbv fd nvjn vieyf dkjfsdfdkf dfdks fdjf efns dvnuefu webkdfvn; xioh k djfi sernv isd vies nvds iv hsifvna msnfeiuhbv fdn vjn viey fe fn sdv nuef uw ebkdfvn; xioh k djf iser n visd vie snvd sivhsif vn amsnfeiuhbv fdn vjnv ie yfe fnsd vnue fu web kdfvn;xioh kdjf ise rnyi s dvi esn vdsi vhs ifvna ies nvd sivhs ifvn amsnfeiu hbv fd nvjnvi eyf efn sdv n ue fuw ebkdfvn;xioh kdjfishernv is dvie snvd si vh sifv nam snf eiuhbv fd nvj nvie yfefd sdvnuef uwe bk dfv nvj nvie yfefd sdvnuef uwe bknvj nvie yfefd sdvnuef uwe bk dfv sdvnuef uwe bknvjsdvnuef uwe bknvj rnyi s dvi esn. Toj fise rnvisd viesnv dsivhs ifvnam snfeiuhbv fd nvjn vieyf dkjfsdfdkf dfdks fdjf efns dvnuefu webkdfvn; xioh k djfi sernv isd vies nvds iv hsifvna msnfeiuhbv fdn vjn viey fe fn sdv nuef uw ebkdfvn; xioh k djf iser n visd vie snvd sivhsif vn amsnfeiuhbv fdn vjnv ie yfe fnsd vnue fu web kdfvn;xioh kdjf ise rnyi s dvi esn vdsi vhs ifvna ies nvd sivhs ifvn amsnfeiu hbv fd nvjnvi eyf efn sdv n ue fuw ebkdfvn;xioh kdjfishernv is dvie snvd si vh sifv nam snf eiuhbv fd nvj nvie yfefd sdvnuef uwe bk dfv nvj nvie yfefd sdvnuef uwe bknvj nvie yfefd sdvnuef uwe bk dfv sdvnuef uwe bknvjsdvnuef uwe bknvj rnyi s dvi esn.

Sincerely,

Rick DeGraw
Director, Marketing and Public Relations

EEO Clause

The Maricopa County Community College District is an EEO/AA institution.

EEO Policy Statement

It is the policy of Maricopa to promote equal employment opportunities through a positive continuing program. This means that Maricopa will not discriminate, nor tolerate discrimination, against any applicant or employee because of race, color, religion, gender, sexual orientation, national origin, age, disabled or veteran status. Additionally, it is the policy of Maricopa to provide an environment for each Maricopa job applicant and employee that is free from sexual harassment, as well as harassment or intimidation on account of an individual's race, color, religion, gender, sexual orientation, national origin, age, disabled or veteran status.

Use of the Affirmative Action / Equal Opportunity Statements or Clause

Maricopa's Equal Employment Opportunity (EEO) Policy Statement or EEO Clause must appear in all major publications distributed to employees, students and applicants. These publications include, but are not limited to, catalogs, handbooks, schedules, policy manuals, recruitment publications, advertisements (internal and external) and application forms (employee and student).

Copies of these documents are available to each of the colleges at the District Employee Services Office and at the EEO/Affirmative Action (AA) Office, as well as the web site:

www.dist.maricopa.edu/legal

Notice of Americans with Disabilities Act

(ADA) Section 504 of the Rehabilitation Act/Title IX Coordinator

The District Office and each Maricopa location must post the address and telephone number for the individual responsible for coordinating services and/or activities relating to the ADA, Section 504 and Title IX, using the format below:

ADA/504/Title IX Coordinator

Address

Phone #

Email address

Each college/center must publish the above information in student handbooks and catalogs.

MAKING SURE PUBLICATIONS ARE LEGAL

Photographs and Model Releases

If a person is recognizable in a photo you plan to use in a print or electronic publication (except photos of large crowds), you must secure a model release.

A signed model release is proof that the photographed person gave permission to appear in a college publication (print or electronic) with or without compensation.

Model Release

I authorize the Maricopa County Community College District and those acting pursuant to its authority to:



(a) Record my participation and appearance in:

Name of event/date _____

on videotape or audio tape, in photographs, or in any other recorded medium. I understand that these recordings may be used in any medium, including print, web, video or audio.

(b) Use my name, likeness, voice and biographical material in connection with such recordings.

(c) Exhibit or distribute such recordings in whole or part without restriction or limitation for any educational or promotional purpose which Maricopa Community Colleges and those pursuant to its authority, deem appropriate.

Signature _____

Name _____

Telephone _____

Copyright Releases

Obtain written permission before using copyrighted materials in a project you are creating. Use the following form to obtain copyright permission from the copyright holder. (Write a brief statement of the purpose and method of reproduction. This statement will vary depending upon your intended use. Be sure to consider not only the immediate use of the materials but the possibilities in terms of MCCCCD, web delivery or video courses.)



Copyright Release Form

Date _____

Name _____

Company _____

Street, City, Zip _____

Attn: Permissions Department or To Whom It May Concern

The Maricopa Community Colleges would like permission to reproduce the following material(s):

Title: _____

Author/Editor: _____

Copyright Holder/Publisher: _____

Copyright Date: _____

Material to be reproduced: _____

Quantity to be reproduced: _____

Class: (if applicable) _____

Statement of Purpose _____

Thank you,

