

QUICK BRANDING REFERENCE SHEET

UPDATED 1/27/2025

OFFICIAL LOGO STANDARDS

The logo should be presented in blue. If the logo is not suitable to be used in blue, then it should be presented in orange, white, or black. All logos have an established safe zone. No other graphic elements, trims, edges, or folds should be applied within the safe zone. Logos should not be redesigned, embellished or combined with any other objects that alter the logo's design.



MCC LOGO



Official logo standards apply.

DEPARTMENT AND DIVISION LOGOS



Official logo standards apply. All departments and divisions should use their official logo unless another has been approved by MARCOM. The department name can only be either centered or right aligned. If you need a department logo, please contact MARCOM.

BRAND MARKS/ICONS

Official logo standards apply. These may be used as stand-alone elements.



'M'
BRAND MARK



HEART/
CHEVRON ICON



HIGHLANDER
ICON

OFFICIAL FONT

MAZZARD H

McLennan Community College utilizes one font, MAZZARD H. Using this font reinforces a consistent brand identity for the college.

If you do not have access to Mazzard H, please use Poppins, which is available for free through Google Fonts.

MCC PRIMARY COLOR

PMS: Blue 541 C
CMYK: 100 78 32 33
RGB: 0 60 113
HEX: #003366

MCC PRIMARY COLOR

PMS: Orange 021 C
CMYK: 0 65 100 0
RGB: 255 82 0
HEX: #FF6600

BRAND STANDARDS



Click here to view the full brand standards on the MARCOM webpage.

NEED LOGOS?



Click here to download MCC logos and icons from our official Photo Library.

SWAG & PROMOTION ITEMS

Official logo standards apply. Artwork on specialty promotional items, i.e. t-shirts, cups, bags, pens, etc., must be approved by MARCOM. For digital media, use the logo in its RGB color and JPG/PNG format. If you require a different file type of the logo, please contact MARCOM.

QUESTIONS?



Contact **Marketing & Communications**
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