McLENNAN
COMMUNITY COLLEGE

BRAND STANDARDS

11-25/MarCom/REV. 2

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Our Brand

The McLennan Community College (MCC) brand is more than design—it's a reflection of our values, our mission, and the community we serve. Every communication, from on-and off-campus flyer to a digital ad, contributes to how MCC is seen and experienced.

A strong, consistent brand reinforces our commitment to education and student success while helping us build trust with the audiences we serve. These brand standards are designed to ensure that everything the College creates—whether in print, online, or on campus—reflects MCC with clarity, integrity, and purpose.

Every message we share is an opportunity to show who we are. Our brand is how we speak—visually and verbally—to the community we serve.

This guide will help you present MCC with confidence and consistency. By following these standards, you help strengthen the College's voice and support its long-term goals.

For guidance or resources, contact MarCom at MarCom@mclennan.edu.

Logo Usage

**A logo is not just a mark—it's the handshake of your brand.
It introduces, represents, and reinforces who you are in every interaction.**

Vertical Logo
(Gray box is not part of the logo)

Primary Logo

The MCC logo should be presented in blue whenever possible. If blue is not suitable for the context, approved alternatives are white or black.

These four colors are the only permitted options for logo use. For digital media, RGB and HEX values should be used; for print, CMYK values must be matched to ensure brand consistency.

Use of the logo in orange requires prior approval from MarCom.

Official logo files are available in the Hightail Branded Assets Folder (see the Brand Assets section for details). Only these files should be used to ensure correct proportions, colors, and resolution.

The logo graphic shown on this page includes a gray box with the "M" on each side, which acts as a built-in ruler to define the required clear space. This gray box is a guide only and is not part of the logo. No additional elements may enter this area, regardless of how large or small the logo is scaled. Maintaining this built-in clear space ensures the integrity, readability, and visibility of the MCC logo in all applications.

Logo Usage

Horizontal Logo
(Gray box is not part of the logo)

Logo Variations

A horizontal version of the MCC logo may be used interchangeably as needed. All official color and formatting standards apply to this version.

Official Logo Standards

All uses of the MCC logos or icons must follow official brand standards to ensure consistency and clarity. The preferred color is blue; however, the logo may also appear in white or black, depending on background and context.

Official variations and approved usage guidelines apply to all logo applications across print, digital, signage, and merchandise. For questions or approvals, contact the MarCom department.

Safe Zone

All MCC logos and icons include a designated safe zone to preserve visual clarity and protect brand consistency. The safe zone ensures that no surrounding text, images, trims, folds, or design elements interfere with the logo's visibility or impact.

This buffer space must be maintained in all applications, including print, digital, signage, and merchandise.

Logo Usage

Improper Logo Use

To preserve the integrity of the MCC brand, the logo must not be altered or distorted in any way. Prohibited uses include, but are not limited to:

Do not skew or scale disproportionately.

Do not change typefaces in the logo.

Do not change colors in the logo.

Do not make the logo difficult to see.

Do not add elements to the logo.

Do not place on busy or competing backgrounds.

Do not rotate or set on an angle.

Do not use old logos.

Logo Usage

Branded Assets Folder (Hightail)

To support consistency and ease of access, MCC maintains a centralized branded assets folder on Hightail. This folder includes all officially approved visual elements, templates, and design tools for College communications. It is updated regularly and managed by MarCom.

Access to this folder ensures all departments and employees use the current and compliant materials when representing MCC.

Available in the Hightail Branded Assets Folder:
- Brand Standards
- Email Signature Setup Instructions
- PowerPoint Templates (general use and branded slide decks)
- Letterhead Template (word document)
- Memo Sheet Template
- Web Standards Document (full version)

If you need access to the Hightail folder or are unsure which files to use, please contact MarCom@mclennan.edu for support.

Third-Party Requests

MCC's brand represents the College's identity, values, and reputation. To preserve its integrity, any external organization, partner, or vendor wishing to use MCC's brand assets —including logos, colors, photography, or other visual elements—**must obtain written approval from MarCom in advance**.

All third-party requests are reviewed to ensure proper brand alignment and to prevent any implication of College endorsement or sponsorship without authorization. Common requests include community murals, event partnerships, promotional collaborations, and co-branded materials.

Interested parties should contact MarCom at MarCom@mclennan.edu before using any MCC brand asset. Depending on the project, requesters may be asked to provide details such as the intended design, medium (e.g., print, mural, digital), and the artist or vendor responsible for production. Upon approval, MarCom will provide official logo files and guidance on appropriate usage.

Additional Brand Marks

Presidential Seal

The Presidential Seal of MCC is a formal and ceremonial mark that represents the authority and dignity of the Office of the President. Its use is strictly limited.

The seal may only be used by the Office of the President and is reserved for official presidential communications, certificates, awards, commencement materials, and formal documents such as diplomas. Any additional use requires the express permission of the President's Office to ensure the seal retains its formality and exclusive association with presidential functions.

For use by the President only

Icon Usage

MCC's brand includes a set of icons designed to enhance visual storytelling while reinforcing identity. Each serves a specific purpose and should be used in accordance with official logo standards to ensure consistency and brand integrity.

The Bosque River & the greater Waco family

The MCC Family

The heart from the McLennan Family Crest representing our students and their families

- Heart Icon: Symbolizing connection, compassion, and community, the Heart icon is well-suited for materials related to student wellness, outreach, or engagement. It may be used to support brand messaging in a warm and approachable way.
- "M" Icon: The stylized "M" offers a simplified representation of the MCC brand and works especially well in compact spaces such as social media avatars or merchandise.
- Highlander Icon: The Highlander reflects school spirit and pride and is commonly used for athletics and student activities.
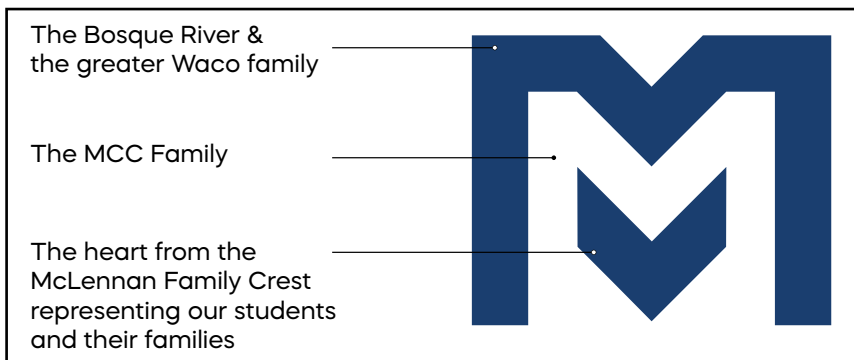
These icons are intended to complement, not replace, the full MCC logo. All usage must align with the College's official brand standards.

Additional Brand Marks

M^cLENNAN COMMUNITY COLLEGE

Marketing & Communications

Department Logo

MCC provides customized department logos to maintain consistency across all promotional materials while allowing for department-specific identification.

These are available in the following variations:

- Full-color: blue text with an orange line
- All-white: for use on dark backgrounds
- White text with a colored line (blue or orange): for flexible design needs

The horizontal line color may be adjusted to suit the design, but the department name must remain either centered or right-aligned. No other alterations to the logo format are permitted.

To request a department logo or discuss specific applications, please contact the MarCom department. All logo usage must align with MCC's brand standards and receive final approval from MarCom before production or distribution.

Program Logo

Some programs—such as those funded by Title V or other federal initiatives—may have unique logos designed by MarCom in collaboration with program leads. These logos are for internal use only and follow separate guidelines to meet both MCC brand standards and external funding requirements. All updates or uses must be approved by MarCom to ensure consistency and compliance.

Academic Graphic

MarCom may create supporting graphics to enhance messaging. These are for visual emphasis only and should not replace the official logo. All academic materials must use the approved MCC or departmental logo to maintain brand consistency.

Additional Brand Marks

Illustrated Mac Mascot

To request use or discuss design options, please contact MarCom at [MarCom@mclennan.edu.](mailto:MarCom@mclennan.edu)

Athletic Identity

McLennan Athletics has a distinct visual identity that complements the College's overall brand while representing the strength and spirit of Highlander Athletics. Official athletic marks include the Athletics logo, the "M" icon, the Highlander mascot, and approved sport-specific variations.

These marks are reserved exclusively for use in connection with athletics and must be approved by the Sports Information Specialist within the Athletics Department prior to use.

Athletic marks may only appear on materials directly related to athletic programs, teams, or events—including approved collaborations with Athletics. Non-athletic departments and programs should use the standard MCC or departmental logo for all other purposes.

External organizations or vendors seeking to use MCC's athletic marks must also receive written approval from the Sports Information Specialist before production or publication.

Formal Logo

Athletic M Icon

Highlander Mascot

Highlanders Logo

Formal Logo with Sport

Merchandise & Apparel

All merchandise and apparel representing MCC must align with official branding standards and receive prior approval from MarCom before ordering. These standards help maintain a consistent, professional appearance across all branded items.

Logo Placement Standards

Logos should be placed in a visible, unobstructed area of the item, such as the chest of a shirt, front panel of a hat, or primary display area of a promotional item. The full McLennan Community College name or logo is preferred whenever space allows. Monograms or alternate marks may only be used with prior approval and must not replace the official logo unless permitted by MarCom.

Approved Color and Style Usage

Branded items should reflect the College's primary colors, or approved neutral variations (black or white). When color limitations exist (e.g., single-color imprint), care must be taken to preserve logo legibility and contrast. Decorative styles, patterns, or embellishments that distort or compete with the College identity should be avoided. Apparel should be appropriate for the intended audience, and consistent with MCC's values and image.

Vendor Guidelines

MCC allows departments to manage their own vendor relationships for producing branded items. MarCom maintains a list of recommended vendors familiar with our brand standards and can assist with vendor selection and production coordination upon request.

All final designs must be submitted to the MarCom department for approval prior to production. This ensures that brand elements are consistent.

Advertising Items and Giveaways

MarCom offers a variety of branded items for purchase. These items are available to faculty, staff, and students to support College events and initiatives. For a full list and to place an order, visit the **advertising items and giveaways webpage**.

Name & Terminology

Official names of MCC programs, departments, offices, divisions, and campus buildings should be used consistently to support brand clarity and institutional identity.

For the official names and titles, please consult the [online directory webpage](#).

College Name

To maintain clarity and consistency in all official communications, the College's name must be used in accordance with the following standards:

First reference:
Always use the full institutional name - **McLennan Community College**.

Subsequent references: The approved abbreviation **MCC** may be used after the first full mention.

Incorrect Usage:
Do not use any of the following variations, as they do not reflect the institution's official name:

- McLennan
- McLennan College
- McLennan CC
- M Community College

Maintaining consistency in how the College's name is represented reinforces brand identity and helps ensure accurate public recognition.

Name & Terminology

Department Names

All official department, office, division, and program names must match the listings published in MCC's online directory. Using the correct names ensures that communications remain consistent, professional, and easy to understand for both internal and external audiences.

Official names should be used in all print, digital, and promotional materials, as well as in web content and social media accounts.

Informal abbreviations, acronyms, or alternate variations of department names should not be used in external-facing materials, as they may create confusion or appear unprofessional.

For internal communications, shortened versions may be acceptable once the official name has been introduced (e.g., "Marketing & Communications (MarCom) department" → "MarCom"). When in doubt about the proper name or format, consult the online directory or contact MarCom for clarification.

Building Names

The official names of all MCC buildings and facilities can also be found in the College's online directory and must be used consistently in all communications. Using the correct names supports wayfinding, reinforces the College's identity, and helps prevent miscommunication with students, staff, and visitors.

On first reference, the full building name should be used, with abbreviations or shortened versions permitted on second reference if they match official usage. These abbreviations should align with the naming conventions used in the directory, the campus map, and official signage to ensure consistency. Departments should not create their own nicknames or acronyms for buildings in publications or marketing materials.

For questions about building names, abbreviations, or proper formatting, contact MarCom.

Color Palettes

Primary Color Palette

MCC's primary colors should always take precedence in branded materials. These colors must be the most prominent in any design. For print applications, use the Pantone® color or CMYK values to ensure accurate reproduction. For digital and screen-based materials, use the RGB or HEX equivalents.

CMYK 100-78-32-33

RGB 0-60-113

Pantone Blue 547 C

HEX/Web #003366

CMYK 0-65-100-0

RGB 255-82-0

Pantone Orange 021 C

HEX/Web #FF6600

Secondary Color Palette

The following colors are recommended as complementary tones to MCC's primary palette. These shades can be used to add depth, variety, and visual interest across materials—especially in backgrounds, charts, infographics, and graphic accents. When possible, pair them with at least one primary color to maintain a strong connection to the MCC brand.

CMYK 100-78-32-65
RGB 0-27-59
HEX/Web #001B3B

CMYK 15-2-4-0
RGB 214-232-238
HEX/Web #D6E8EE

CMYK 82-30-27-1
RGB 0-141-167
HEX/Web #008DA7

CMYK 79-36-0-0
RGB 51-161-253
HEX/Web #33A1FD

CMYK 0-48-79-6
RGB 238-123-48
HEX/Web #EE7B30

CMYK 0-27-82-3
RGB 247-179-43
HEX/Web #F7B32B

Usage Guidelines

Avoid Unapproved Color Tints or Shades: Do not create lighter or darker variations of approved brand colors unless explicitly defined in the palette.

Avoid Clashing or Overuse: Limit the use of multiple secondary colors in a single layout. Maintain visual balance and cohesion with a primary color as the anchor.

Color Palettes

Accessibility & Contrast

As part of MCC's commitment to accessibility, all color usage in digital and print communications must meet basic readability and contrast standards. This ensures that content is legible for individuals with visual impairments, including color blindness or low vision, and complies with recognized accessibility standards.

Follow Web Content Accessibility Guidelines (WCAG) 2.1 Standards: Designers should ensure that all text and visual elements meet the WCAG 2.1:

- Normal text (under 18 pt) must have a minimum contrast ratio of 4.5:1 against its background.
- Large text (18 pt or 14 pt bold and above) must have a minimum contrast ratio of 3:1.
- Use tools such as WebAIM's Contrast Checker to validate combinations.

❌ MEET GRACE V.
"At MCC, you have a name, instead of being known as a number like you would at larger colleges."

✅ MEET GRACE V.
"At MCC, you have a name, instead of being known as a number like you would at larger colleges."

Color Contrast

Avoid Problematic Pairings: Do not rely on color alone to convey meaning. Pair colors with icons, labels, or patterns, and avoid combinations difficult for those with color vision deficiencies.

Light vs. Dark Use: Ensure strong contrast—never place light text on light backgrounds or dark text on dark backgrounds unless it meets accessibility ratios.

Consistent Brand Colors: Always use MCC's approved colors. Do not alter shades outside the defined system, and ensure contrast compliance.

Apply Across Media: These standards apply to all platforms—print, digital, signage, and merchandise—to ensure accessibility college-wide.

Typography

Primary Typeface

The official typeface of MCC is Mazzard H, a contemporary sans-serif font designed for flexibility and clarity. Its clean, geometric design reflects MCC's values of professionalism, approachability, and forward-thinking.

Mazzard H should be used consistently across printed materials, presentations, signage, and digital graphics where branding is required.

Use of the primary typeface strengthens brand cohesion and visual clarity across departments and platforms.

Font Hierarch & Digital Alternatives

A clear typographic hierarchy helps readers navigate content and enhances communication effectiveness. The following is a recommended structure for standard materials:

- Headlines: Mazzard H Bold, 24–36 pt
- Subheadings: Mazzard H Medium, 18–24 pt
- Body Text: Mazzard H Regular, 10–12 pt
- Captions/Footnotes: Mazzard H Regular or Light, 8–10 pt

For digital use or platforms where Mazzard H is not available (e.g., shared documents, email, or web applications), the approved substitute is Poppins, a free and accessible Google Font. Poppins shares similar geometric qualities and provides a consistent alternative.

Avoid using unapproved or decorative fonts in any official MCC communications or materials.

Font Licensing & Access

Mazzard H is a licensed typeface. Each department is responsible for purchasing its own license, which can be obtained through MyFonts.

For internal or shared documents where Mazzard H is not available, Poppins is the approved alternative due to its similar style and free accessibility. For questions about font usage, contact MarCom.

Digital Signage

Digital Signage Guidelines

MCC uses a network of digital signage—including campus TVs and other screen displays—to share announcements, event promotions, and important campus information with students, faculty, and staff. These signs are located in high-traffic areas across campus and vary in size and resolution, so content must be designed with flexibility and legibility in mind.

A digital slide is a single static graphic—similar to a small digital poster—that appears on campus TVs or digital displays. Digital slides rotate on a loop alongside other campus content and must be submitted as finished image files. Content should be easy to read at a glance, using minimal text, strong contrast, and large font sizes.

Slides may be submitted by current MCC faculty or staff and must support College-sponsored programs or services. Commercial content or promotions unrelated to MCC will not be accepted. Approved content is typically displayed for two to three weeks or until the event date, depending on available space.

To submit a request, complete the MarCom Publicity Form at least one month in advance. For questions or assistance with designing your slide, contact MarCom.

Submitting Digital Signs

We encourage departments and programs to contact MarCom for assistance with creating slides or digital graphics. If a department or program chooses to submit its own design, the final artwork must include the who, what, when, where, and why of the event or message and follow all MCC brand guidelines.

Files must be submitted in JPEG or PNG format and sized appropriately for their intended use:

- Campus TVs: 1920 × 1080 px
- Digital Signs: 224 × 96 px
- Social Media: 1080 × 1080 px
- Web Sub Feature: 600 × 600 px
- Web Calendar: 350 × 200 px
- Web Carousel: 1200 × 600 px
- Brightspace Banner: 800 × 175 px

MarCom may adjust or request changes to submissions to ensure clarity, accessibility, or brand alignment.

John Smith
Director
Marketing & Communications

254.299.XXXX (office)
254.XXX.XXXX (cell)
email@mclennan.edu

1400 College Drive, Waco, TX, 76708
McLennan.edu

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COMMUNITY COLLEGE

Business Cards

Business cards must be ordered through Central Services using the official form— no department may produce or print cards. Central Services oversees all cards to ensure institutional consistency and professionalism. To place an order, complete the online JotForm.

John Doe
Graphic Designer Specialist
Marketing & Communications

McLENNAN
COMMUNITY COLLEGE

Gold Name Badge

MCC offers an optional gold name badge for use at off-campus or formal events such as conferences or community engagements. This badge provides a polished, professional look while aligning with MCC's brand.

It is intended to complement, not replace, the standard College ID badge and should be used only for formal representation. Requests can be submitted through the Gold Name Badge Request Form.

Printed Materials

Letterhead

MCC's official letterhead is a key component of the College's brand identity and should be used for all formal correspondence. It reinforces professionalism and brand consistency across all departments.

The approved template is available in the **brand assets folder** and must not be altered or redesigned. Departments may print the letterhead using standard office printers.

Memo Sheet

MCC's memo sheets are intended for informal communications such as announcements, quick messages, or internal notes. They feature the official branding and help maintain a consistent appearance in everyday correspondence.

Memo sheet templates are available in the **brand assets folder** and are designed for self-printing on standard office printers. Departments should not alter the layout or branding elements to ensure consistency across all internal materials.

Envelopes

MCC envelopes use an approved design to ensure brand consistency in external mailings. The standard size is 9.5" W x 4.12" H and features the official logo with the College's return address.

Envelopes must be ordered through Central Services. Departments should not design or print their own to ensure quality and correct branding.

McLENNAN
COMMUNITY COLLEGE
1400 College Drive
Waco, Texas 76708

McLennan.edu
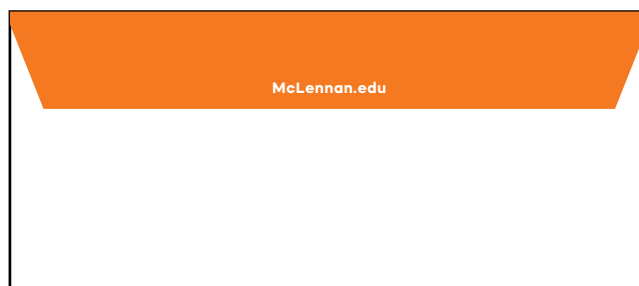
Printed Materials

Note Card

MCC branded note cards are available for employees who wish to send professional messages on behalf of the College. The cards are horizontal, non-folding, and measure 5.59" W × 4.33" H.

They should be printed on premium matte stock to maintain a polished and consistent appearance.

Note cards must be ordered through Central Services through the **Note Card Request Form**.

Flyers & Frequently Updated Documents

Documents such as flyers, schedules, or informational sheets that are revised frequently must include a version label in the footer. This helps maintain accuracy, reduce confusion, and ensure the most recent version is being distributed.

Use the following format:

MM-YY / Department / Version
Example: 02-25 / MarCom / REV4

This label should appear in the bottom margin of the document, preferably in the lower-left or lower-right corner, and remain consistent across versions. Version tracking is especially important for materials displayed publicly or shared across departments.

Refer to the **Flyers on MCC Campus Procedure** for distribution and posting guidelines.

For questions about formatting or flyer approval, contact MarCom.

Printed Materials

Exterior Signage

Exterior signage helps maintain a consistent brand presence across MCC's buildings and vehicles. All signage requests must go through the Physical Plant.

The Physical Plant selects vendors and works directly with the MarCom department to ensure designs meet branding, quality, and ADA compliance standards. Departments should not design, order, or install signage independently.

College vehicles should display the MCC logo in proper proportion on the front driver and passenger doors or side panels. This ensures consistency across the fleet and promotes the College's identity in the community.

After approval from your director or dean, requests should be sent to the Director of the Physical Plant who will work with MarCom to process requests.

Exceptions may apply for Athletics and Campus Police, with custom branding approved on a case-by-case basis.

Interior Signage

All office door name plates at MCC should include the employee's name and, if possible, their title and/or department.

Plates are ordered and installed through the Physical Plant. Custom or self-made signage is not permitted. Requests should be submitted only after obtaining written approval from your director or dean.

Digital Media

Full name	**John Smith**
Title	Director of Marketing & Communications
	McLennan Community College
Address	1400 College Drive, Admin. 310
	Waco, TX 76708
	(254) 299-8640 (Office)
Website	www.mclennan.edu
Logo	[MCLENNAN COMMUNITY COLLEGE logo] | BREAK THROUGH.

E-mail Signatures

To maintain professionalism and visual consistency across all communications, MCC employees are expected to use the approved email signature format. Consistent use reinforces the College's identity and ensures accessibility for all recipients.

Required Elements

- Full name
- Job title
- McLennan Community College
- Office phone number (cell optional)
- Website: www.mclennan.edu

Optional additions may include office address, department website, and social media links (text only, no icons).

Formatting and Accessibility Guidelines

- Use standard fonts such as Arial or Times New Roman, 11–12 pt, in black only.
- A departmental or MCC logo may be included and should be sized appropriately.
- Do not include decorative graphics, quotes, emojis, nonstandard fonts, or email backgrounds.
- Image-only or photo-based signatures do not meet accessibiility requirements. These are not accessible to all users, especially those using screen readers or mobile devices, and may not display correctly across email platforms.
- Employees should have a profile picture associated with their email account. MarCom can provide headshots if needed, but a suitable personal photo is also fine.

For setup instructions, refer to the "Email Signature Setup" file in the brand assets folder.

Digital Media

Out-of-Office Message

Professional out-of-office replies help manage expectations and maintain a courteous tone in College communications. All MCC employees are encouraged to use a clear, friendly message that includes their return date, alternate contact (if applicable), and a note about the College's hours if relevant. Messages should reflect MCC's professional voice and avoid informal language or decorative graphics.

Example:

Thank you for your email. I am currently out of the office and will return on Monday, July 15. If your matter is urgent, please contact [Alternate Contact Name] at [email address or phone number]. I will respond to your message as soon as possible upon my return.

Social Media & Web Standards

**Social media is not just a tool—it's our digital handshake.
What we share reflects who we are.**

Social media is a powerful tool for promoting MCC, connecting with our audiences, and sharing the College's story and achievements. All MCC-affiliated accounts represent the College and should consistently reflect its values, tone, and professionalism.

Profile Photos

Social media profile photos must align with MCC branding. Backgrounds may use any color from the MCC palette, as long as they meet web accessibility standards for contrast and visibility.

MarCom provides three approved profile photo options for departments and programs:

"M" Icon with McLennan Community College and the department name

"M" Icon

"M" Icon with the department name

Departments may choose any of these options for their profile photo.

If a department or program needs something more specific, MarCom can create a custom profile photo graphic upon request—based on availability and project timelines—to ensure the design aligns with both the department/program and the MCC brand. These custom graphics are intended only for use as social media profile images and may not replace the official department logo or be used in any other materials or platforms.

Social Media Guidelines

Content Guidelines

- Limit text in graphics for readability, especially on mobile devices. Use large, bold fonts.
- Use visuals to capture attention; avoid overloading slides with text.
- Stay accurate—check spelling, grammar, and facts before posting.
- Stay respectful and professional in all responses and interactions.

Engagement & Strategy

- Know your audience and tailor your content accordingly.
- Use polls, questions, and interactive content to boost engagement.
- Monitor analytics via tools like Meta Business Suite to refine your strategy.
- Obtain verbal permission before posting photos or videos featuring students or staff.

Accessibility & Security

- Always add alt text to images and captions to videos.
- Use hashtags in CamelCase (e.g. #DiscoverMCC)
- Do not share sensitive or private student or employee information.
- Enable two-factor authentication on all accounts.

Tips & Tricks for social media		
✔ #HighlandGames	✖ #highlandgames	
✔ Congratulations to all our graduates! ☺	✖ ♥☺ Congratulations to all our graduates! ☺☺☺☺☺☺☺☺♥	
✔ Add alt text to images and subtitles to videos		
✔ Add clickable links to the post (Instagram doesn't allow for clickable links in the post caption)		

Web Guidelines

**A well-maintained web presence is more than content—
it's a reflection of who we are as an institution.**

The MCC website serves as the digital front door to the institution and is often the first point of contact for prospective students and the community. To ensure a consistent, accessible, and brand-aligned user experience, all web content must follow MCC's web standards and branding policies. To view the full set of web guidelines, practices, please refer to the Web Standards.

Governance and Oversight

The MCC Web Team manages the overall structure and design of the website and reserves the right to edit, revise, or remove content that does not meet branding, editorial, accessibility, or usage standards. Each department is responsible for maintaining its assigned web pages through a designated web manager, whose responsibilities include making updates in Cascade CMS and adhering to all web policies and procedures.

Branding and Content Standards

All MCC web pages must:

- Be audience-centered (student-first)
- Reflect MCC's brand tone and visual identity
- Include relevant, timely, and Search Engine Optimization (SEO) optimized content
- Be reviewed each semester for accuracy

Content must follow editorial and accessibility guidelines, including:

- Clear, concise headings with proper hierarchy
- Readable formatting (no underlined or all-caps text unless specified)
- Proper punctuation, spelling, and grammar
- Use of alternative text for all images
- Phone numbers formatted as: 254-299-XXXX
- Avoidance of placeholder text ("Coming soon," etc.)

Web Guidelines

Navigation & Structure

Each department's content resides in a parent/base folder and includes a properly named landing page (e.g., "index"). Navigation items should be consistent and in Title Case, with all pages featuring clear breadcrumbs and contact blocks. File names should be lowercase, hyphenated, and free of dates or special characters.

Image & File Management

- Use JPGs for photos, PNGs for graphics with transparency
- File sizes should be <150KB
- Replace outdated documents and images regularly
- Link to official sources rather than duplicating content

Creating or Updating Pages

All new web pages require a Web Project Request and must:
- Use approved templates
- Include at least 150–300 words for SEO
- Feature relevant visuals and clear calls to action

Accessibility & Legal Compliance

All pages must meet Web Content Accessibility Guidelines (WCAG) and federal/state ADA compliance laws. This includes:
- Meaningful alt text for images
- Logical heading structure
- Avoidance of inaccessible formatting (e.g., symbols replacing letters)
- Captioning for all videos
- Use of accessible online forms via Jotform (requestable through MarCom)

Marketing and Communications

The Marketing and Communications (MarCom) Department serves as the central hub for managing and promoting the institution's image, brand consistency, and public visibility. The department provides comprehensive support for internal and external communication efforts that align with the College's mission and strategic goals. The following services are offered:
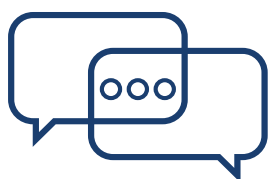
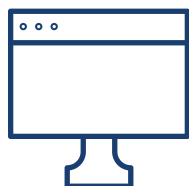College Communication & Special Projects

Marketing and Advertising

Brand Management

Media and Public Relations

Website and Social Media Management

Photography and Videography

Faculty and staff may request MarCom services through the official Project Request Form located on the department webpage. For inquiries, contact:

Jennifer Marshall-Higgins, Director
jmarshallhiggins@mclennan.edu | 254-299-8640

Jennifer Norman, Associate Director
jnorman@mclennan.edu | 254-299-8721

For general assistance or to discuss upcoming communications initiatives, contact MarCom at MarCom@mclennan.edu.

OUR BRAND

BEGINS AND ENDS WITH OUR STUDENTS!

Every guideline in this document is designed to strengthen
the student experience and ensure MCC reflects
the community we serve.

When we design with purpose, we communicate with
impact—helping every student feel seen, supported,
and inspired to succeed.

Thank You for Supporting the MCC Brand

**Every message matters.
Thank you for helping tell MCC's story the right way.**

Thank you for taking the time to review McLennan Community College's Brand Standards. By following these standards, you help build a strong, unified identity that reflects the College's values and enhances its reputation in our community and beyond.

Need Help? Let Us Know.
For questions, file access, or approval requests, please contact MarCom:

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