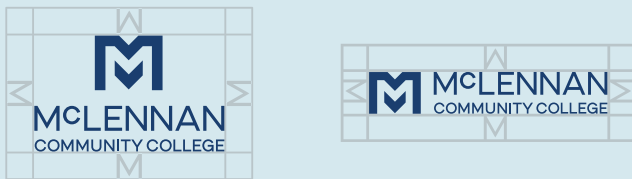# QUICK BRANDING REFERENCE SHEET

UPDATED 09/2025

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. All logos have an established 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. The logo graphic shown above 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.

DEPARTMENT AND DIVISION LOGOS

McLENNAN COMMUNITY COLLEGE

Marketing & Communications

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

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.

BRAND STANDARDS

McLENNAN COMMUNITY COLLEGE

Click hear to view the full brand standards.

NEED LOGOS?

Click here to download MCC logos and Icons.

QUESTIONS?

Contact **Marketing & Communications**
marcom@mclennan.edu