



MAYLAND COMMUNITY COLLEGE

Mayland Community College
Brand Book/Manual

Table of Contents

3	Message from the President
4	Mayland Mission
5	Brand Positioning
6	Mayland's Brand Essence
7	Messaging Platform
8	Dream big in a nurturing, caring environment
10	Affordable, top-quality education led by accomplished faculty
12	Mayland educates students for tomorrow's careers
14	Promoting responsive community partnerships
16	Key Audiences
17	Prospective Students and Their Parents
18	Potential Donors/Alumni/Community Partners
20	Media, Government, General Public
22	Creative Objectives
23	Brand Personality and Voice
24	Typography
26	Color Palette
28	Use of the University Logo
29	Design Applications
32	Managing the Mayland Brand



Message from the **President**

Since its inception more than 40 years ago, Mayland Community College has served as the educational gateway for the citizens of Mitchell, Avery and Yancey counties. While fulfilling the traditional role of a community college in providing community-based educational and enrichment opportunities for students from high school through retirement, the college has recently sought to elevate its stature. Pursuing its commitment to becoming a vital economic engine for the three-county region, Mayland has expanded its educational offerings to prepare students for careers of the future – advanced engineering and mechatronics, robotics, micropropagation, health sciences, vocational training, the arts and humanities and many others. You will not find another college as involved and committed to producing graduates that will ensure its community's economic success.

Mayland's mission may be very similar to those of other community colleges, but its personality and promise have distinctive differences that should be conveyed with more clarity in today's crowded marketplace. This new brand manual is an outgrowth of the work of Mayland's faculty and staff in formulating the college's Mission Statement and Vision Statement. It sets forth a structure and a guide for articulating Mayland's brand promise to its many audiences in a clear, concise, consistent and memorable way.

--Dr. John Boyd, president

Mayland **Mission**

Mayland Community College is the educational gateway to opportunity in Mitchell, Avery, and Yancey counties.

Vision

Mayland Community College will EMBRACE the communities and citizens of Mitchell, Avery, and Yancey counties. This vision means we will...

Establish respectful learning environments (*INSPIRE*).

Maximize natural resources unique to our area.

Bridge the gap between goals and achievement (*DREAM THRIVE*).

Respond to the needs of the community (*RESPOND*).

Advance opportunities for entrepreneurship and innovation (*CREATE*).

Cultivate relationships with community partners (*ENGAGE*).

Encourage lifelong learning (*INSPIRE*).

Brand Positioning **Statement**

Mayland Community College:

- *INSPIRES* students to fulfill their *DREAMS*...
- by *CREATING* affordable educational opportunities to *EXPLORE* and to *THRIVE* in a rapidly changing world,
- while *ENGAGING* with and *RESPONDING* to our community's needs by building partnerships for *SUCCESS*.

Tagline:

Mayland Community College uses the tagline “*Community. Excellence. Opportunity*” to reflect its positioning as a resource for the communities within Mitchell, Avery and Yancey counties. This tagline should be used on most printed publications and web pages.



Mayland's **Brand Essence**

The overarching theme of Mayland's Brand, "Community. Excellence. Opportunity." serves not only as a tagline and structure for conveying a number of college sub-messages, but also as an unifying spirit for the campus community. This spirit or "ethos" can be consistently conveyed in all marketing and promotional efforts. It conveys a positive and forward-thinking viewpoint that is not limited to encouraging student success, but also can be applied to Mayland's vision of sustaining responsive partnerships and engagement with the communities in its service area to achieve a thriving economy.

In addition to using this theme – "Community. Excellence. Opportunity." – it is critical to convey the college's personality and mission through showing examples and telling stories of students, faculty, staff and graduates whose work represents the elements of this core brand. Using a variety of marketing tactics – printed, online, video and other materials – we can illustrate the distinctive character of Mayland and the impacts it has had, and will continue to have, on our students and our communities.

Messaging **Platform**

To support the Brand Position and Brand Essence, a number of sub-messages have been identified that will reflect and elaborate on the meaning of Mayland's Brand.

Submessages

Mayland Community College. . .

- Inspires students to dream big in a caring environment
- Provides an affordable, top-quality education led by accomplished faculty
- Educates students for tomorrow's careers
- Promotes responsive community partnerships to build economic success



Applications of Sub-messages

The following descriptive and conversational language for each of the sub-messages will aid the campus community in consistently conveying Mayland's brand promise and personality.

Sub-message: **Mayland inspires students to dream big in a caring environment**

Dreams are born at Mayland for students as young as 14 and as old as 88. The variety of courses taught by committed and caring faculty, and the close-knit family atmosphere in a small college setting inspires setting new goals and believing that those goals can be achieved. Mayland enables those who strive to find a path toward their dream to be successful and to thrive. As a small community college in a largely rural area, Mayland Community College is known for offering a personalized education. Faculty who are accomplished in their fields are eager to share their knowledge and to challenge students to believe in themselves. Students will tell you that their professors know their names, and are more interested in helping guide them in their studies rather than weeding them out. Mayland faculty, many of whom have spent their entire careers at the college, understand the cultural backgrounds of their students and the unique challenges of the rural community, making them even more committed to offering a caring, family-like atmosphere where students can excel, find jobs and to contribute to the regional economy.



Consider the following questions when developing communications, or telling stories about Mayland:

- Is an individual student showing how they were able to rise above their expectations of success and find an interest or career they may not have considered in the past?
- What kind of personalized attention is offered to high school and college-aged students that they would not get at other larger colleges?
- How has an accomplished faculty member given of his or her time to counsel a student, or to challenge that student to believe they can succeed in their studies?
- Is a faculty member going beyond the expected to foster a sense of pride and self-confidence in his or her students?
- Is an alumnus making use of the skills learned at Mayland to advance his or her career?
- How does the success of a student in pursuing his or her dreams reflect on the personal attention and nurturing environment he or she experienced at Mayland?



Sub-message: **Mayland provides an affordable, top-quality education led by accomplished faculty**

Consistently ranked among the top two-year colleges in the state as well as nationally, Mayland's value is unmatched thanks to its committed faculty and its robust and diverse curriculum. The college offers more than 25 programs in technical, vocational, and college transfer areas at three satellite campuses, online, as well as certificate programs taken into the community at fire stations, community centers and others. It's an amazingly flexible and affordable education choice. Students can pursue certificate programs in computer technology, health sciences, applied engineering technology, cosmetology and others, as well as workforce development. The college takes many of its state and national credentialing programs in such areas as sports medicine, construction trades, public safety and law enforcement, and fire and rescue into the communities it serves. And when there is a need for additional educational offerings, the college is flexible and spontaneous in developing programs to address those needs at a moment's notice.

Students who want to prepare for a bachelor's degree can attain an associate's degree allowing them to transfer to a four-year college. And, while still in high school, students can attend "Early College" and begin fulfilling their higher educational credits even before graduating from high school. Faculty are outstanding and go the extra mile to help students succeed.

Outstanding faculty, stellar academics and surprisingly affordable tuition all contribute to Mayland's well-known reputation for value. Average tuition for full-time NC residents is \$2,561 compared to more than \$9,000 per year at a four-year college. This means that the average full-time student can save more

than \$3,000 per semester in tuition and fees when compared to the costs of attending a four-year school.

A robust financial aid program helps provide merit- and need-based scholarships. The college awards about 60 scholarships each year worth more than \$68,000. Other assistance from state- and federal grants and loans also is available. In fact, more than 80 percent of Mayland students who apply for aid, receive some form of financial assistance.

To reinforce the concept of a high-quality, affordable education, consider the following questions when developing communications:

- In what ways have Mayland faculty and staff exceeded their usual job responsibilities to help students with their studies?
- How has Mayland responded to the needs of particular students who have challenges (SOAR program, counseling center etc.)?
- Why are so many students who have initially attended larger colleges finding that Mayland offers them a more challenging yet nurturing education?
- What examples of hands-on educational opportunities showcase top-quality facilities?
- How have donors provided scholarships to aid students in realizing their dreams?
- How has Mayland responded to the needs of the community for educational opportunities? For example: off-campus Continuing Education and credentialing classes are offered in the community whether it be in churches, fire departments or community buildings.

Submessage: **Mayland educates students for tomorrow's careers**

Mayland believes in the power of education to inspire, to create, to empower and to innovate. Educational opportunities at Mayland respond to the needs students while also laying a foundation for economic renewal for the local community and providing the jobs of the future. For example, at the Anspach Advanced Manufacturing School at Mayland's Yancey Learning Center, students get hands-on training on the latest three-dimensional metal printing and solid modeling equipment. This equipment is unmatched by any other community college in the state, and allows students to work with local industries in prototyping future manufacturing parts and processes.

Bridging the gap between traditional horticulture and tomorrow's agricultural needs, for example, Mayland offers courses in micropropagation enabling the cloning of plants, some of which are rare or endangered.

Continuing Education offers opportunities for attainment of state and national credentials, workforce and small business development and creative learning. Students may also take advantage of classes offered through Pre-College (Basic Skills) and Compensatory Education classes including high school equivalency, English as a Second Language and many others. Classes are as diverse as sports medicine and therapeutic massage, and range from blacksmithing and plumbing to beekeeping and bluegrass.



To reinforce the concept of educating students for tomorrow's careers, consider the following questions when developing communications:

- What programs of study (ex. Advanced Manufacturing/Engineering) have been added to Mayland's traditional community college curriculum that show responsiveness to community needs as well as preparing students for tomorrow's careers?
- How has a student or students benefitted from skills developed at Mayland and become business owners/entrepreneurs?
- What programs at Mayland have enriched high-school aged students and enabled them to enter college with a head start on their course credits?
- How have the diverse and accessible course offerings in Continuing Education and workforce development helped meet the needs of the community by offering assistance to business owners and entrepreneurs?
- Is an alumnus making use of the skills learned at Mayland to advance his or her career?



Submessage: **Promoting responsive community partnerships to build economic success**

With a main campus outside Spruce Pine, two satellite learning centers in Newland and Burnsville, and additional planned facilities including the Pinebridge complex in Spruce Pine and the Earth to Sky Park and the Bare Dark Sky Observatory near Burnsville, Mayland is committed to being responsive to the needs of our region. We are continuing to expand our strong partnerships with the communities of Spruce Pine, Newland and Burnsville, as well as with many large and small businesses and industries in the region.

When industries have asked for programs that will provide a trained workforce, we have responded with customized training and have created new and innovative curricula. In many cases, the college has raised additional private funds to secure state-of-the-art equipment to give our students next-generation skills training.

The college also collaborates with local fire, rescue and emergency medical service agencies to train their workforce, taking the curricula from our campuses out into the community of the three-county area.

When civic and government organizations like the Toe River Arts Council, the Mitchell County Economic Development Commission and the County Commissioners in our three-county area, have asked us to join forces to promote the region, we eagerly take part. When small businesses need assistance in developing business plans or finding resources, our partnership with the state's Small Business Administration and its office on the main campus has been invaluable.

To reinforce the concept of promoting responsive community partnerships, consider the following questions when developing communications:

-In what ways does an endeavor at Mayland enhance the lives of people in the community and across the state?

-How is that endeavor contributing directly or indirectly to the health of the region's economy?

-How is this endeavor providing opportunities for members of Mayland's community to serve the region, the state and the world?

-How do the partnerships developed with other entities across the region work to position the college as a economic engine for the communities it serves?



Message Interpretation for **Key Audiences**

The brand essence and the four sub-messages will serve as a guide for members of the Mayland community to speak with one voice when communicating the meaning and promise of the Mayland brand. The following pages provide additional targeted interpretation of the brand promise and messages for several important audiences that the college strives to inform and influence.

Key Audience: **Prospective Students and Their Parents**

Communications with prospective student and their parents should emphasize the ways that Mayland uniquely responds to the needs of students with a personalized approach.

In the classroom. Mayland's nurturing and caring environment encourages students to dream and to believe they can fulfill those dreams. Students develop the ability to focus on studies that will lead to successful careers, as well as to find areas of interest they never considered. The diverse curriculum, delivered by committed and caring faculty offer students the choices to pursue a variety of subjects that can prepare them for not only a secure job, to be able to grow and adapt in their careers in the complex 21st-century workplace. As a small, student-centered college, Mayland values individuals, and the faculty are committed to meeting their individual needs. For example, our student success center offers individual and group tutoring support, counseling, student support grants and a student emergency fund to provide help for housing, transportation, nutrition and other basic needs.



Mayland's practical and affordable educational offerings help high school students make the transition to a 2- or 4-year college or university by providing personalized education that is close to home and accessible.

Continuing Education and workforce development courses broaden the mission of the college beyond traditional high school- and college-aged students to provide adult learners with both personal development opportunities as well as training for re-entry into the workforce.

In the community. Mayland serves the community not only by providing workforce training, continuing education, lifelong learning and personal enrichment, but also by serving the needs of public safety and law enforcement training. In addition, the college offers Basic Skills and Pre-College programs to assist high school-aged students in transitioning to college.

The Anspach Advanced Manufacturing School in particular provides design and testing services to local industries, which have in turn become partners and supporters of Mayland's programs. Students, in turn, receive practical hands-on experience working with industries and valuable contacts that often have led to employment after graduation. In short, Mayland is at the center of making our region vital, and you won't find a college as involved with the community as Mayland, which bridges the gap between education and economic development.



Key Audience: **Potential Donors/Community Partners**

Potential donors and community partners want to know how their interests align with the programs and projects at Mayland Community College. They also want to see how the college's approach to forming partnerships has a benefit over other institutions, and that investments of time and resources have a powerful and productive outcome. Therefore, communications to donors and community partners should emphasize:

Supporting Mayland is a smart investment in the future.

The three counties that Mayland serves have recently embarked on planning efforts that will support existing industries and small businesses while also identifying potential sectors for economic growth and revitalization. Those focus areas – agriculture, arts and crafts and tourism – also form the basis for current and future curricular development at Mayland. The new Agribusiness Technology Program that begins in the fall of 2017 is one example of how the college is expanding its curriculum so that local economic needs can be met through targeted and specialized educational offerings.

Mayland is responsive and collaborative. Mayland listens and responds. When local industries indicated a need for specialized workforce training in advanced engineering, Mayland not only formulated a new curriculum by working closely with industries, but also raised \$2.6 million in private funds to equip the Anspach Advanced Manufacturing School with high-tech machinery and 3-D modeling equipment that provides hand-on training for students as well as research and development opportunities for industries. It's one example of preparing students and industries for tomorrow's career opportunities.



Mayland is educating students who will transform the local economy.

The Mitchell, Avery and Yancey county area has been evolving from an economy based largely on traditional agriculture and manufacturing to one that is more entrepreneurial and diversified. With new programs in agribusiness technology including sustainable agriculture, applied engineering and advanced manufacturing, Mayland is playing an active role in an economic revival for the area. In addition, the partnerships already under way with county leaders and representatives of important local non-profits like the Toe River Arts Council as well as the Penland School of Crafts, will aid in providing to support arts and crafts entrepreneurs. Our Small Business Center offers technical resources, advice and encouragement to entrepreneurs and new business owners, and in that way shows the college's commitment to growing our communities and ensuring a strong economic future for our people. New facilities planned for the Pinebridge complex in downtown Spruce Pine will offer expansion space for current college programs like cosmetology and massage, as well as arts and crafts classrooms, commercial spaces and cultural event spaces for large events and shows.



Key Audience: **Media, Government, General Public**

Local leaders as well as everyday citizens lack a clear understanding of Mayland's diverse offerings, and sometimes see the college only in terms of "13th grade" as one person said. The goal of a brand campaign based on the messages in this Brand Book is to showcase the many facets of Mayland, the "wow" factors, the surprising educational opportunities, the success stories of individual students as well as the profound impact the college has on the local economy – past and future. By telling and retelling stories of Mayland's impact, all citizens and civic leaders and journalists can have a deeper understanding of the college, its personality and its commitment to the region's future success. To reach those audiences, a concentrated brand marketing effort using a mix of earned and paid media will be needed to show Mayland in all its diverse aspects.

For these audiences, it is crucial to community that Mayland is:

A key partner in the region's economic growth. Finding new, creative and affordable ways to grow the economy by strategically investing in focus areas like agriculture, arts and crafts and tourism, is the goal of the leaders of the three-county area. Mayland has and will continue to have a key role in providing the academic offerings to make that possible. New initiatives like the Earth to Sky Park and the Bare Dark Sky Observatory in Burnsville, and plans for renovating and repurposing the Pinebridge complex in Spruce Pine are examples of partnership that will strengthen cultural and tourism opportunities including events that will support local artists and small business.



A top educator of a workforce prepared for tomorrow's

careers. Responding to the needs of our community through workforce educational needs, state and nationally recognized credentials in Construction Trades, Health Care and others, Mayland is helping students realize their dreams and final fulfilling careers. With carefully developed curricula in advanced manufacturing, applied and electrical engineering, robotics, healthcare and many others, Mayland gives students opportunities for hands-on training that will not only prepare students to succeed, but will in turn support community development in the region.

A go-to source for continuing education and enrichment opportunities.

Whether you want earn a new certification, satisfy re-licensing requirements, explore occupational opportunities or simply study an area of interest for self-improvement or simple curiosity, Mayland provides a continuing rotation of classes and courses offered throughout Mitchell, Avery and Yancey counties. Pre-college programs that ease the transition from high school to college are a mainstay at Mayland, as are the crucial training opportunities in Public Safety, Law Enforcement and Emergency Medical Services. Mayland is also dedicated to partnerships with local industries to meet specific workforce training needs.

As the three-county area has become a top retirement destination, Mayland has developed a robust creative learning program with both daytime and evening classes in arts and crafts, gardening, painting, crocheting, astronomy, photography and many more. Other opportunities include career development programs, emergency and criminal justice classes, workforce and management training for small businesses and Pre-College Programs with free classes in life skills, college preparation, adult literacy, career readiness and English as a Second Language.



Creative **Objectives**

All college communications should work in concert over time to help achieve three key objects of the college brand platform. These objective include:

Establish a distinctive college personality that portrays Mayland's essential characteristics: A small, caring, institution with faculty who not only encourage students to pursue their dreams, but who find ways to inspire them to step outside their comfort zones.

Increase perception of Mayland as providing a rigorous and varied curriculum that prepares students to succeed in their careers, even when they are unsure what those career goals might be when they enroll.

Move the college from being considered a typical community college to one that is committed to meeting the needs of the three counties it serves through education and economic development.



Lexicon and Vivid Descriptors

The following words are examples of good descriptors that can be used to exemplify the major tenets of the Mayland Brand – Dream. Strive. Thrive

Adaptable
Accommodating
Affordable
Approachable
Caring
Challenging
Committed
Community-oriented
Connected
Dedicated
Determined
Diverse (programs)
Excellent (faculty/facilities)
Economical
Economic-driver
Encouraging
Engaged/engaging
Enriching
Family-oriented
Flexible
Friendly
Individualized
Inspiring
Involved
Life-changing
Mind-opening
Motivating
Nurturing
Partnerships
Personal/Personalized
Progressive
Proud
Practical
Quality
Reliable
Responsive
Student-centered
Supportive
Variety
Worthwhile

Brand Personality and **Voice**

By far, the overarching description of Mayland is a friendly, caring, engaged and supportive family. The college is committed to a personalized education that encourages students to pursue their dreams, while also continuing efforts to engage with and contribute to the economy of the region it serves. This brand personality then should be conveyed with an open, friendly tone, using simple, down-to-earth language, not overly technical or institutional language. Mayland's personality might also be described as authentic, approachable and yet proud.

The feel of the brand concept – both in words and in graphics, photographs and printed materials – should not look like those from other colleges. Instead of traditional “collegiate” serif fonts that tend to feel loud, Mayland's graphics should be more down-to-earth, modern, consistent but not boring. Fonts chosen should be upbeat, yet approachable, serious yet with a youthful enthusiasm.

Stories and photographs also should reflect that upbeat, yet approachable personality focusing on closeups of faces, hands at work, personal interactions that are not stilted or forced. Efforts should be made to avoid photographs of people looking directly at the camera as those shots seem staged and insincere.



Typography

The typography chosen to represent Mayland in its publications is intended to convey its personality. The consistent use of our preferred type families will strengthen and unify the Mayland brand on publications, websites, signage, email and other electronic communications.

Serif fonts are easier to read in print, whereas sans-serif are easier to read on screen. For College print applications, ITC Legacy Serif and Futura were chosen because they go well with the logo and have many iterations of styles with which to work. Futura is streamlined and easy-to-read, and works well for a modern style, and its bold versions create impact. ITC Legacy Serif is more traditional, but elegant.

A publication can have a variety of the same typeface to offer visual interest and consistency at the same time. No more than three different font families should be used in any publication. Any accent typeface, such as a script face, should be used judiciously and sparingly, and if possible as a design element. Suggested script accent fonts are Zapfino and Bickham Script Pro.

The use of typography as design can be implemented in such ways as using words as a watermark, or ghosted background image, turning it sideways, subtle use of transparency, and reversing out of backgrounds or photos. Juxtaposition of contrasting font weights can also be utilized for visual interest.

For web use, Arial should continue to be used as it is a common, sans serif, web-safe font included with all browsers. The serif font used now for online purposes is Bitter, which has font weights of regular, italic, bold, and bold-italic, the same weights as Arial.



Futura Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Heavy Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Light Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Medium Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Bold Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Extra Bold Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



ITC Legacy Serif Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Legacy Serif Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Legacy Serif Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Legacy Serif Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Legacy Serif Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Legacy Serif Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Legacy Serif Ultra

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Zapfino

ABCDEFGHIJKLMNOPQRSTUVWXYZ

RSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890

Bickham Script Pro (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bickham Script Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

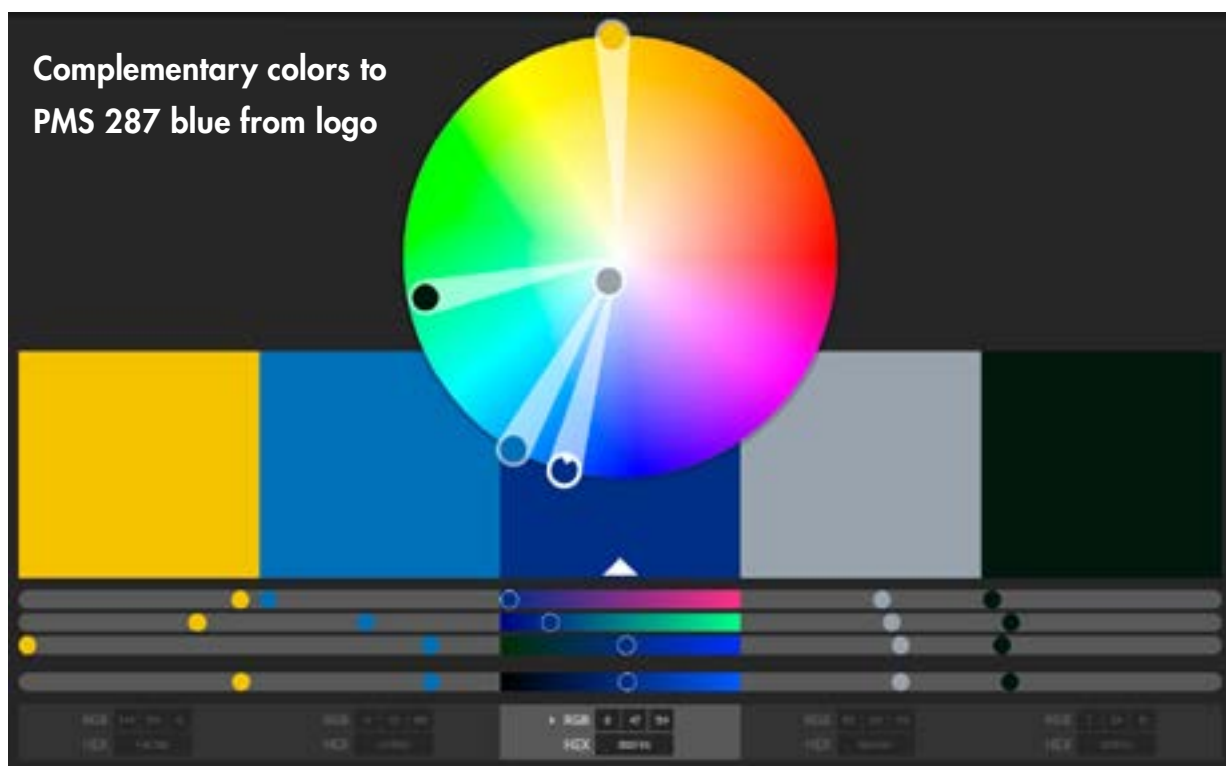
Bickham Script Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Color **Palette**

Consistent use of color provides a strong visual link to Mayland's brand identity across a variety of applications. The blue most commonly associated with Mayland appears on its logo (PMS 287). An accent red color also should appear on all publications. A variation of the current PMS 485 has been chosen that is slightly less brash, PMS 220. As the defining brand element Mayland's shades of blue and red should appear on every college marketing piece.








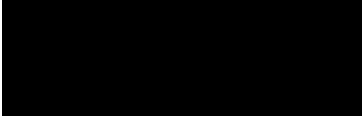
In addition to "Mayland blues and red," a secondary color palette has been chosen to allow more creativity and variations across a variety of mediums. These have been chosen as complementary colors to PMS 287, which also pair well with the PMS 220 red.





MAYLAND COLORS

EXTENDED COLOR PALETTE

		Pantone	CMYK	RGB	HTML
		PMS 287	C: 100 M: 87 Y: 20 K: 10	R: 32 G: 61 B: 124	#002F86
		PMS 201	C: 0 M: 100 Y: 63 K: 29	R: 165 G: 30 B: 54	#AA1E35
		PMS 285	C: 89 M: 43 Y: 0 K: 0	R: 0 G: 113 B: 185	#4670C7
		PMS 7543	C: 47 M: 41 Y: 23 K: 0	R: 143 G: 143 B: 166	#8F8FA6
		PMS 7406	C: 0 M: 18 Y: 100 K: 0	R: 245 G: 195 B: 24	#FAC300
		PMS 419	C: 29 M: 0 Y: 36 K: 100	R: 3 G: 24 B: 13	#02180D



Use of the College Logo

The college logo should be used as an institutional identifier on all print and electronic communication preferably on the front and/or back cover of printed publications including brochures, fliers, posters, ads, postcards, stationery, letterhead and business cards. No alterations should be made to the logo. It must be reproduced from officially approved master art work that is available from the Communications Office.

Improper Usage

Avoid re-creating any versions of the academic logo. Do not use scanned or poor-quality reproductions. They may be reversed out on a large solid background but should not be placed over a busy, patterned background. When reversing the logo against a dark background, use the reversed logo version with white text for readability. Do not add special effects, shading, outlines or animations. Do not enclose the logo in a circle, oval or square.

Examples of logo for use against white shown here in vertical and horizontal formats. Gradient filled M is used most often, but solid M can be used for impact.





Examples of logo for reversing out of solid color in vertical and horizontal formats. Gradient filled M is used most often, but solid M can be used for impact.



College Seal

The college seal is to be used only with approval of the President. The college seal is reserved for use only on the college's most official communications.

The official seal lends authenticity to documents that emanate from the college, particularly in its role as a degree-granting institution. It is used primarily on diplomas, official transcripts, written agreements and contracts, and official documents of the board of trustees. It is also used on communications from the president or on commencement programs. Use of the seal for purposes other than those described above is prohibited. The seal should never be altered. Do not substitute the seal for the Mayland logo, which should appear on all external publications, websites, and other visual communications.





Design **Applications**

The following examples can be used as a guideline when laying out printed pieces. Pictured here is a Class Schedule cover:





Pole Banners





Pole Banners





Pole Banners and Double Pole Banners





Double Pole Banners





Billboards





Billboards





Billboards





Billboards



Managing the **Mayland Brand**

Primary responsibility for adhering to the Mayland brand lies with the college communications office, but all members of the campus community should work closely with that office to ensure a consistent brand and to highlight awareness of students' accomplishments and the college's contributions to the local economy. Providing clear, honest and timely information to internal and external audiences will ensure a consistent brand identity and understanding of Mayland's mission and vision.