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INTRODUCTION

Explanation of Graphic Standards

As Meridian Community College competes for students, funding and donations, the strength of our marketing communications is increasingly vital. One of the basic components of a strong institutional marketing communications effort is a unified graphic identity.

Graphic identity is an outward expression of the personality, values and goals of an institution. As a college, MCC has local, regional, national and even international audiences. Our logo and related graphics express our commitment to education.

This manual is the guide to applying our image and identity to the materials through which we communicate to all of our constituencies. Through consistent application of these standards, MCC will enjoy the benefits of improved communications, understanding and competitive positioning with the publics we serve.

Building and maintaining a successful brand takes both structure and creativity working together. This manual was created to provide MCCers with a set of guidelines that help to:

- Build MCC brand equity
- Foster positive, long-term feelings about what MCC really is and what it provides
- Produce consistent communications

In the communications we create, the MCC brand can be expressed through graphic identity, visual style and the written voice.

- Graphic identity – Graphic logo and colors, stationery, business cards, signs, invoices, fax cover pages and more
- Visual style – Colors, typography, photography, design grids and layouts
- Written voice – Language produced for internal and external dissemination including advertising, recruitment materials and more


Essential Messages

MCC does not discriminate on the basis of race, color, national origin, sex, disability, religion or age in admission or access to, or treatment or employment in its programs and activities. Compliance with Section 504 and Title IX is coordinated by Soraya Welden, dean of student services, 910 Highway 19 North, Meridian, MS 39307; 1-601-484-8707; fax: 1-601-484-8635; email: swelden@meridiancc.edu

Core Messages

- Since its beginning in 1937, Meridian Community College has continued to meet the diverse needs of its growing community area.

- In addition to a strong university transfer program, the College offers adult literacy and high school study programs leading to a GED diploma, one and two-year career programs in a variety of business, health and technology fields, a model workforce training program and a comprehensive business development center.

- Meridian Community College is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award the Associate of Arts and the Associate of Applied Science Degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Meridian Community College.

- MCC holds membership in the American Association of Community and Junior Colleges, the Mississippi Association of Colleges and the Southern Association of Community and Junior Colleges. Additionally, MCC is officially recognized by various occupational accrediting agencies. The Nursing Division of Meridian Community College is accredited to offer the Associate Degree in Nursing and Practical Nursing Certificate by the Accreditation Commission for Education in Nursing, 3343 Peachtree Road NE, Suite 850, Atlanta, Georgia, 30326, 404-975-5000.

- MCC serves some 4,000 college credit students and another 4,000 in continuing education, community service and enrichment programs. Day, night and weekend classes as well as distance education courses are scheduled throughout the year.

- The MCC Foundation provides the opportunity for all current graduates of accredited high schools in Meridian and Lauderdale County to take advantage of its Tuition Guarantee Program for four semesters of study at MCC.

- MCC student athletes carry a strong tradition of excellence – both on the field and in the classroom. Every sport boasts academic All-Americans and the College has garnered the Halbrook Award for having the top student athlete graduation rate among Mississippi community colleges. The Eagle sports program includes baseball, softball, golf, men’s and women’s soccer, men’s and women’s basketball, men’s and women’s tennis and cheerleading.

College Promotions is the clearinghouse for design questions, as well as the access point for print-quality graphic images and advice on use and placement. For any questions related to graphic standards, please contact College Promotions, 601-484-8789.
**The College Name**

The official name is Meridian Community College.

The preferred method or reference is to use the full name: Meridian Community College.

The shortened version of our name is MCC. This is not restricted to use as an athletic reference, but is the official shortened version of the college’s name for use across all areas of the college campus.

**The College Logo**

The Meridian Community College logo is an outward expression and representation of the institution. It symbolically expresses our traditional qualities through a representation of its renowned campus architecture. The typography is a classic typeface but is organized in a decidedly contemporary style. This juxtaposition of traditional and contemporary styles accurately reflects the college’s respect for the past and its vision for the future.

The logo’s appearance must never be altered. Alteration includes re-creating or redrawing the logo or adding effects to the surface of the logo with computer graphics or word processing programs.

The Meridian Community College visual identity program consists of four major components: The official college seal, the word mark logo, tertiary logos and the college catch-phrase. All of these components contain graphical elements with standards that govern their use and are needed to present a consistent visual image of the college.

**Any use of the college logo or catch-phrase that does not meet the following guidelines must be approved by the college board and/or the college president. This includes the creation of additional logos for departmental use that should fall into the college logo hierarchy which is explained in this documentation.**

**The official college seal** was adopted by the college and has been modified several times since its origin. Elements in use include the eagle mascot, symbolizing the strength of the institution, the name of the college and date founded.

**The rooftop word mark**, created in Americana® typeface, is the college’s major identifying element in any type of visual communication to any audience, that we are Meridian Community College. It should only be used in a way that cannot be equaled by more complex or abstract designs.

**Note**: the preferred logo for the college is the rooftop word mark and must be used whenever possible.
The tertiary college seal was adopted by the college for use as an alternative to the rooftop word mark logo. Elements in use include the eagle icon encircled by the college name in Americana® font.

Note: The use of the tertiary college seal may be used only when the rooftop word mark logo will not fit in the graphical format of the design.

Eagle head icon: The Meridian Community College mascot is an eagle known as “Victor.” The official eagle head icon for the college can be used in graphic design in addition to other logos.

Special standards must be applied when using the eagle head icon. These standards are:

- The eagle head must always face left.
- When used in a design, the eagle head must not overpower the rooftop word mark logo in any way.
- The eagle head icon logo cannot be used in a design that already includes the official college seal.

The college catch-phrase: Meridian Community College uses a catch-phrase to communicate a consistent message in recruiting endeavors. The official catch-phrase can be used in conjunction with other statements or messages as a completed sentence. It may be used in a visual design along with the college logo or as a stand alone item.
College Logo Hierarchy: Understanding Logo Use

Through the years the college has had name changes and visual changes. One thing remains constant: The college has an inherent hierarchy by which the public perceives how we organize ourselves. Here is a grid of our organizational hierarchy as it applies to logo use:

I. EXECUTIVE LEVEL

Official: The College Seal - the eagle head encircled by the college name and date.
Institutional/official use:
- Documents of a formal, official nature including diplomas, certificates, commencement materials, application material and merchandising or promotional items.

College: Rooftop logo—triangular top with Meridian Community College located below between two lines.
Institutional/official use:
- Buildings, motor pool, merchandising or promotional items.

II. ACADEMICS/COMMUNITY & BUSINESS DEVELOPMENT

Rooftop logo with appropriate division.
Serif fonts: Capitals, small caps, and upper-and-lower case serif fonts used according to the hierarchy

Examples are shown below:

DEPARTMENTS:

CAREER & TECHNICAL EDUCATION

DIVISIONS:

Division of Business

FIELDS OF STUDY/MAJORS:

Broadcast Technology
III. STUDENT AFFAIRS/SERVICES/LEARNING RESOURCES

Rooftop logo with appropriate department or division.

Admissions
Financial Aid
Business Office
Residence Life
Library
Physical Plant
et. al

IV. ATHLETICS

Special logos for these entities can be designed on an individual basis but must be approved for use by the college marketing and promotions department in conjunction with the college board or president.

V. STUDENT ORGANIZATIONS/FOUNDATIONS/SPECIAL INTEREST GROUPS/BOOKSTORE SALES/ET. AL

Special logos for these entities can be designed on an individual basis but must be approved for use by the college marketing and promotions department in conjunction with the college board or president.

Campus Police

The Campus Police has its own unique logo designed to be recognized for security purposes. This logo cannot be used in conjunction with any other logo and must use the Americana® typeface.
Obsolete Logos and Graphics

As the College launches and sustains its graphic identity, it will be imperative that all communications tools carry the approved Meridian Community College logo.

Only the logos, graphics and catch-phrase mentioned in this documentation are approved for use by the college. Other logos are categorized as obsolete.

In putting forth a consistent, recognizable institutional image, it is necessary to eliminate many previously accepted logos and graphics.
**Protected Space & Minimum Size**

There should be a safe space—a minimum of 1/4 of the height of the rooftop logo (a) on all sides. Any visual matter violating this space would interfere with the legibility of the design.

There should be a safe space—a minimum of 1/8 of the width of the seal (b) on all sides. Any visual matter violating this space would interfere with the legibility of the design.

Minimum reproduction size of the rooftop logo for offset printing: 1-1/8 inch wide.

Minimum reproduction size of the seal for offset printing: 5/8 inch diameter.
Color Palette

PRIMARY COLORS:

- PANTONE 341
- PANTONE 427
- WHITE

SECONDARY COLORS:

- BLACK
- PANTONE 8723
- PANTONE 877
- PANTONE 872 (metallic)
Official Typeface—Serif

Americana® Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.?;:!#$%&*)

Americana® Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.?;:!#$%&*)

Americana® Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.?;:!#$%&*)

* The default font will be Times New Roman when Americana is not available.
Official Typeface—San Serif

Helvetica Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.?;/:!#$%&*)

Helvetica Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.?;/:!#$%&*)

Helvetica Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.?;/:!#$%&*)

Helvetica Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.?;/:!#$%&*)

Helvetica Bold Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.?;/:!#$%&*)

Helvetica Condensed Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.?;/:!#$%&*)

* The default font will be Arial or Myriad Pro when Helvetica is not available.
Special Usage Guidelines for the College Logo

The logo is the centerpiece of the Meridian Community College brand identity system. It is the most prominent element of our visual brand, and its usage must always conform to the guidelines contained in this manual. The logo must only be used in connection with items that are consistent with MCC’s vision, image and identity. Meridian Community College reserves the right to review and monitor logo use at any time. All logos are owned by Meridian Community College.

The MCC logo is the foundation of our identity system and the most recognizable “ambassador” of our brand. Communicating an association with MCC through the use of our logo can be a win-win proposition for MCC and for other entities. However, because of our organizational structure and partnerships with outside entities, it is necessary to address specific ways in which the MCC logo may be used by various groups. Above all, these standards are meant to preserve and enhance the MCC brand while adding value to business relationships.

If you have questions regarding special usage guidelines, please contact:
College Promotions, 601.484.8789.

Acceptable Formats
Electronic files and camera-ready “slicks” of the logo in its acceptable formats are available from the College Promotions office.
**Web Site Visual Identity Standards**

The web site as a whole should carry out the guidelines already established in this manual.

At no point should any page have pop-up boxes or audio that automatically plays. The entire web site can use the substitute fonts of Times New Roman for Americana® and Arial for Helvetica on a regular basis to ensure proper viewing for any computer.

The top portion of every web page should be of the same design and that design must follow this manual.

The web site guidelines are set in a hierarchy in the same manner as the logo and fonts.

Our home page should be viewed on the same level as the executive branch and only use the required colors (or gradients in between those colors), fonts and logos that are laid out in this manual. It can, however, use logos to act as links to other pages but only as directed.

Academic sites and location sites are next in the hierarchy. The home pages of these sites can only use the required colors, fonts and logos that are laid out in this manual but can use logos and links the designer finds useful for the students to use. Links that go to sub sites off of these home pages to faculty pictures, events, activities and etc. are required to have the same top as any web page but are within reasonable limits artistically free. Reasonable limits are defined as not sacrificing the identity of the Meridian Community College brand and avoiding designs that are known to irritate the viewers’ eyes. Examples include but are not limited to clashing colors and rapid movements or changes in the site.

Student Affairs/Services, Athletics, Organizations, Foundations and etc. are the last in the hierarchy. These pages have the most freedom. They must be within the aforementioned reasonable limits and have the same top as any web page. These sites, however, are free to use their independent logos and style. The athletics department at its choosing can use a different top than anyone else using an athletic logo and a similar design to the regular top. If this is adopted then every sports page must use the athletic top.
**Business Cards**

Requests for business cards should be directed to the Production Center/Marketing & Public Relations secretary with a signed purchase requisition.

The following information will be required:

- Individual name
- Title
- Office Phone
- Fax
- E-mail
Letterhead & Fax Sheet
The basic college letterhead and fax sheet are shown below.

Letterhead

Fax Sheet
Fax numbers will be different depending on the represented department.
**Envelopes & Shipping Labels**

#10 business envelope.
A standard envelope for folded business correspondence is shown here, along with recommended placement of and type specifications for the address block:

IMPORTANT NOTE: Correspondence address must be all capital letters with no punctuation.

See Library Secretary for plain and window envelopes.
See Production Center Secretary for business reply envelopes and shipping labels.
**Writing Guidelines**

A consistent visual identity helps to eliminate confusion for our target audiences in an ever increasing competitive market. With that in mind, College Promotions has developed a guide to help support a uniform identity. The purpose of this guide is to assist MCC employees and students as they create brochures, newsletters, fliers, documents, T-shirts and other communication pieces or event that included the MCC name or logo.

The English language is full of many quirks and idiosyncrasies that make writing, and especially writing in a certain style, difficult. This guide is based upon the *Associated Press Stylebook* and *Webster’s New World College Dictionary*, Fourth Edition, published by Wiley.

Writing should be presented in clear, concise sentences that use simple words and active verbs. In the active voice, the subject and verb relationship is straightforward.

All uses of the College’s logo and name must come through College Promotions for proofreading and usage approval.
**MCC Dictionary and Reference**

This section contains an alphabetical listing of many commonly used words, phrases and rules.

**academic degrees** Avoid abbreviations and use phrases such as Mary Smith holds a master’s in biology and a doctorate in biochemistry. Avoid She holds an MST, when you mean she holds a master of science degree in teaching. Use an apostrophe: bachelor’s degree, master’s degree. Spell out B.A. (Bachelor of Arts), B.S. (Bachelor of Science), M.A. (Master of Arts), M.S. (Master of Science), Ph.D. (Doctor of Philosophy). Use these abbreviations only when listing many individuals. When writing, also consider that the public associates the title Dr. with a physician. When spelling academic degrees, use lowercase, e.g. bachelor’s, master’s, specialist’s, etc.

Concerning the use of doctor in front of someone’s name, the preferred usage is to put Dr. in front of the name. Do not use both Dr. and Ph.D. at the same time. An exception to this rule is when one is referring to medical doctors. In such cases, use M.D. after the name of the doctor and do not use Dr. before the name. Do not use Dr. with presidents, chairs, mayors, or deans. For example, avoid President Dr. Martha Saunders or Mayor Dr. Johnny Dupree. If there is room for confusion regarding whether or not a professor is a medical doctor, make sure to be clear so that the audience will not be puzzled.

**academic departments** When using formal name of the department, capitalize. For instance, the Department of Chemistry, but the Chemistry department. Abbreviate department names only after first reference.

**academic titles** Spell out titles without a name and use lowercase: The dean arrived before noon. The professor missed a class. The president will speak tonight. When a title is used with a name, capitalization depends on the title’s location: The director, John Smith, is making a presentation but Director John Smith is making a presentation. Another example: She thought she would ask the dean, Mary Florence, for help on the project, but Dean Allison Rolsen offered a helping hand. Updated: March 28, 2008

**acronyms** Acronyms and abbreviations such as CEU and IDS should be used only after giving the full term with its abbreviation, unless otherwise noted (see section on Technology). Write plurals without an apostrophe, and with a lowercase s following, as in CEUs. Write possessives with an apostrophe and lowercase, as in the IDS’s printers. If possible, avoid such mixed-cased terms. Instead, try using terms such as EOL characters or printers at the SMF. Avoid unfamiliar acronyms as well. Do not set off an acronym in parentheses after its first reference. Wrong: The Radical Underwater First United Sailors (RUFUS) meets tonight. Wrong: RUFUS was formed in 1923.

**addresses** Abbreviate Ave., Blvd., and St. only with a numbered address. Always capitalize streets, avenues, etc., except when used with more than one: They agreed to meet at the corners of Pecan, Apple, and Lemon streets. The parade will end at Wall and Freesia avenues. Always capitalize streets, avenues, etc., except when used with more than one: They agreed to meet at the corners of Pecan, Apple, and Lemon streets. The parade will end at Wall and Freesia avenues. Abbreviate points on a compass in numbered street addresses. Use 1813 E. Hardy St.; 600 W. Mamie St.

**administrative offices** Capitalize the names of departments, divisions and offices. Use lower case for the words department, division or office when they stand alone.

**African-American**

**ages** Always use figures: 18-year-old student, 4-year-old boy, but the boy is 4 years old (dashes are only used when the age is used as a modifier), the student just turned 18 years old.

**alumna/alumnae/alumni/alumnus** Alumnus refers to the singular male; alumna to the singular female; alumni to a group of all male or male and female group; alumnae refers to a group of females.

**a.m.**

Use lowercase.

**annual** An event cannot be annual until it has been held in at least two successive years. There is no such thing as first annual picnic, first annual banquet. Note instead that the sponsors plan to hold the event annually.

**Asians/Asian-American:** Use Asian when referring to anyone from Asia, but use Asian-American when specifically referring to those of Asian ancestry who are American citizens.

**capitalization**

Capitalize the names of holidays, historic events, church feast days, special events, etc., but not seasons. Capitalize the proper names of nationalities, peoples, races and tribes such as Indian, Arab, Caucasian, Afro-American and Hispanic.

**cellular phone** Use cell phone after first reference. On business cards, use cell.
chair Use instead of chairman, chairwoman, chairperson. Capitalize before a name, but not after a name; avoid chairperson, chairwoman unless organization uses it specifically. Chair is preferred.

commas Do not put the comma before the conjunction in a simple series, The team members finished first, second and third. Put a comma before the concluding conjunction in a series, however, if an integral element of the series requires a conjunction: I had orange juice, toast, and ham and eggs for breakfast. Use a comma also before the concluding conjunction in a complex series of phrases: The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.

commencement Do not capitalize unless the term is being used as the official title of a program, e.g. 2007 Spring Commencement.

committee Capitalize full name, but not second references: The Budget Committee meets this Monday, but the committee has made no final decisions.

dates Use the form Dec. 2, 2000, in most cases, or December 2, 2000, for day, month, and year; the form Dec. 2 or December 2 when only the day and month are required; and December 2000 when only month and year are required. Do not use st, nd, rd, or th with dates: January 1, not January 1st.

days of the week Do not abbreviate, except when need for tabular format: Mon, Tue, Wed, Thu, Fri, Sat, Sun (no periods). Never put both the day of the week and the date than an event will occur. Wrong: The fireman’s ball will be held Monday, Jan. 3.

dean’s list Do not capitalize.

disabled Use this term rather than handicapped. See the “disabled, handicapped, impaired” entry in the AP Stylebook for further instructions.

electronic message board Use when referring to MCC’s electronic sign.

e-mail For references to electronic mail. Spell with a hyphen, not email. While e-mail is used as a verb in spoken conversation, avoid this usage when writing, e.g., Send an e-mail to me (instead of e-mail me)

Indian, American Updated: March 28, 2008
Per “AP Style,” American Indian is preferred to Native American.

Internet, the Always preceded by the, unless used as a modifier, e.g., Internet service provider; do not put http:// in front of internet addresses.

invitations Use no periods at the end of sentences

italics Use with published book titles; records; albums; CDs; legal acts; quotes from brochures and pamphlets; and all published works including CD names, films, TV shows and plays

majors Do not capitalize the title of a program unless it’s a proper noun: Mark is an English major, but Sara is majoring in history. Aren’t you in the journalism department? Are you majoring in public relations within the School of Mass Communication and Journalism?

months Capitalize the names of months in all uses. If possible, abbreviate: Jan., Feb., Aug., Sept., Oct., Nov., and Dec., when used with specific dates: His final exam year of school ended Dec. 13, 1999, but he continued to work at the university. Note the comma after the date and after the year. Do not use a comma if no specific date is used: January 1999 was a cold month. You may spell out all months, January, February, etc., but abbreviating uses less space and is preferred.

names Generally, identify people in the news by their first name, middle initial and last name. While proper titles are capitalized and abbreviated in front of a person’s name, titles that follow a person’s name are generally spelled out and not capitalized. Do not use courtesy titles such as Mr., Mrs. and Miss unless not using them would cause confusion. For example, you might want to use them when both members of a married couple are quoted in a news article.

Native Americans Per “AP Style Guide,” American Indian is preferred to Native American.

newspapers Capitalize The in a newspaper’s name if that is the way the publication prefers to be known. Italicize the name of the newspaper, unless you are writing a news release. Do not place the name in quotes, e.g. The Huntsville Times. In handwritten letters, underline, but do not use quotation marks, the names of newspapers and publications. Lowercase the before newspaper names if a story mentions several papers, some of which use the as part of the name and some of which do not. Where location is needed but is not part of the official name, use parentheses: The Huntsville (Ala.) Times. For well-known national papers, the city of publication is omitted: the Christian Science Monitor, the Wall Street Journal, the National Observer. When newspapers and periodicals are mentioned in the text, the initial the is set in roman type and, unless it begins
a sentence, is lowercased. In foreign language titles, however, the equivalent is retained: She read Le Monde on the ship as it sailed north.

no. Use as the abbreviation for number in conjunction with a number: He’s their No. 1 man. It was our No. 3 choice.

noon Not 12 noon or 12:00 noon, just noon and lowercase.

numerals In general, spell out one through nine; use numerals beginning with 10. Examples: No. 1 team, 20th century, 1st Ward, first in line, first base, 5-year-old girl, the 1980s, 10 credits, eight credits. Use numerals for street addresses, ages, dimensions, speeds, temperatures, weights, percentages, time, scores of sports events and sums of money. When a number is being used to begin a sentence, spell it out, unless it is a date. Seventy-six trombone players sang in their underwear. 1972 was the year I began to repair toasters and nuclear submarines for profit. In press releases, do not use signs or symbols for cents, degrees, inches, feet, number and percent. Always spell these out. The only exception is the dollar sign.

percent One word; spell out in all instances except tabular form when % is appropriate.

PowerPoint® This is a trademarked name and must be represented as such.

President’s list

state abbreviations When used in writing a sentence, do not use the state abbreviations used by the postal service. Rather, use the state abbreviations consistent with AP Style as follows: Alabama Ala.

street addresses Abbreviate the words street, avenue and boulevard when used with a numbered street address. However, when a street name is used without a specific address, spell out and capitalize street, avenue, and boulevard. He lives on Goober Street. My cat has a litter box on Loblooly Avenue. The words road, alley, circle, drive, etc. are never abbreviated.

times Use 3 to 5 p.m., not 3:00 to 5:00 p.m. Use 8:30 to 11 a.m., not 8:30 to 11:00 a.m. When you have a crossover from morning to afternoon, use the form 8 a.m. to 2 p.m. Note that a.m. and p.m. are written with periods and in lowercase. A :00 in a time reference is unnecessary and space consuming. Use noon for 12 p.m. and midnight for 12 a.m. Do not be redundant by using a.m. with morning, etc.: We plan to leave at 8 a.m. in the morning. We plan to return at 6 in the evening. Generally, it is more readable to put the time, then the date, when an event will occur. The train arrives at 3 a.m. Jan. 3. Wrong: The train arrives on Jan. 3 at 3 a.m.

titles Following AP Style, where quotation marks are used to denote the titles of books, magazines, plays, movies, etc. is preferred. However, italicizing such titles, where it is a whole made up of individual parts, such as chapters or articles, is acceptable. For formal titles, abbreviate and capitalize Ms., Sen., Rep., Gov., Lt. Gov., Sgt., Gen. and Dr. before names.
All pieces carrying the name, logo or likeness of Meridian Community College must have the approval of the college’s marketing and public relations director whether the piece is designed by a graphic designer on campus or off. The brand, Meridian Community College, is owned solely by the college and will not be reproduced legally without the express written consent of the Meridian Community College Marketing and Public Relations Department.

Please call the college’s marketing and Public Relations director for questions concerning style and any other issue concerning official logo, brand, layout and college guidelines.

The Meridian Community College
Department of Marketing and Public Relations
601.484.8789.

MCC College Promotions strives to create a unified look and voice for communications materials to strengthen the college brand. The success of each part of MCC contributes to the reputation of the whole institution, and the reputation of the institution affects the success and reputation of each unit. Therefore, it is in everyone’s interest that the marketing/promotional efforts present a consistent, high quality image.

These standards have been set to create a strong common identity for our diverse programs. If you encounter a usage issue not covered by the guide, please contact the College Promotions department. Together, we are the shapers and guardians of MCC’s public image.

Who can speak?
The college president is the official spokesperson of the college. No person is authorized to act as an official spokesperson for the college or present themselves as speaking for the college without the prior authorization of the college president or the vice president for operations.

College Promotions is responsible for MCC’s media relations, including fielding calls from the media and reporters addressing questions regarding college activities, events and issues.

All media inquiries should be directed to the College Promotions Director or the Associate Dean of Learning Resources to arrange for providing information and scheduling interviews and responses as necessary. Guest appearances on local media talk shows are scheduled through College Promotions.

All press releases (print, audio, and/or video) must be submitted to the media by College Promotions. Individuals/departments can request that news releases and announcements concerning college personnel, departments, programs, events and activities be sent to the media; requests should be submitted to College Promotions with appropriate advance notice.

Advertising
The Director of College Promotions or Associate Dean of Learning Resources must approve all informational/promotional college materials or paid announcements designed for public dissemination, not related to classroom assignments.

Approval must be obtained prior to printing or dissemination through electronic or other media. This includes print, video, audio and/or digital versions of programs, posters, flyers, invitations, handbooks, manuals, direct mail letters, website information, promotional items and other related materials that may be viewed by the college community and general public.

All advertising for MCC must be reviewed and placed through College Promotions. This includes advertising on television, radio, in newspapers, magazines and any other external publications. The exceptions are employment advertising placed by the Office of Human Resources and legal notices placed by the Business Office.

Printed Materials
All brochures, flyers, posters and other printed materials produced by faculty/staff/student groups that will be posted/distributed around campus/centers or to the public must be submitted to College Promotions for approval prior to distribution.

Including the College Promotions in the design process at an early date will help prevent delays. Most work is managed on a first-come, first served basis.

Departments planning to have brochures, programs, etc., printed at an outside printing company must contact the College Promotions prior to contacting the printing company. The College Promotions department will assist you in providing materials to the printing company that follow the college’s identity standards.

Promotional Merchandise
If approved in your budget, campus departments, offices and program areas may purchase customized merchandise (e.g., T-shirts, pencils, promotional items) for the audiences they serve. These items must properly employ MCC’s Visual and Identity Standards, and the design must be approved by College Promotions before the item is ordered.

Photography
MCC College Promotions offers professional photography services for a variety of College uses, focused primarily on promotional purposes and to support news media publicity.

Other events or requests – especially those outside of regular
office hours, and those that do not support the purpose of MCC – may not be fulfilled.

MCC employees may take photos with a camera (cell phone photos are not usually shot at a high resolution suitable for website or print use) and submit them to College Promotions. Essential items for College Promotions photography services is: President’s office, advertising, news/media requests, institutional publications such as recruiting brochures, college catalog, program/departmental promotional brochures, athletics, student organizations and events (as needed for marketing, publication and promotional purposes).

Photography requests should be made at least a week in advance. Requests made with less than a week may not be fulfilled. Model release forms must be signed if using minors in the images.

**Promotion of Special Events**

Assistance in planning, promoting and publicizing special events at the College is provided through the College Promotions.

The department or group planning a special event provides all available advanced information concerning the event to College Promotions. If assistance in planning is desired, a representative of the event’s planning group contacts College Promotions about details of the event for press releases and promotional activities.