How do I know which logo/mark to use?
Introduction from the President

As President of Moreno Valley College, I had the privilege of shepherding MVC through the accreditation process. We have continued to develop and maintain very strong ties with our partners and our community. As such, we have earned the status of College; our identity as an independent college has become even more meaningful in Moreno Valley and the communities we serve. It is now time to establish our identity in the eyes of our community. We have concluded a branding campaign that produced our logo, athletic mark, and college seal. We are eager to put these images to use and must be assured that our message will remain consistent in every way that our constituents see us and how we present ourselves.

To that end, this style guide has been developed to be an easy-to-use reference ensuring consistency in the use of our graphic identity. This guide will provide examples of how to use the logo, athletic mark, and college seal in both internal and external applications. Clear examples of how to use the graphic images and what is and is not acceptable in their use are contained in the pages that follow. Templates for many regularly used items are available on the Intranet site and through the District Printing and Graphics Center. Any questions as to an application that is not covered in this style guide should be directed to the Office of Strategic Communications and Relations.

Thank you for your support!

Dr. Sandra L. Mayo, President
Moreno Valley College
Brand Identity – Moreno Valley College

The importance of Moreno Valley College’s brand identity is paramount. The goal is to ensure the qualities identified in the brand identity statement are projected consistently in every item produced by the College. The graphic identity represents the image of Moreno Valley College and is the cornerstone in all communication efforts. This message must remain clear, singular, and consistent to build the identity which will differentiate Moreno Valley College from its competitors.

The Brand Positioning Statement

Moreno Valley College is an educational and business partner in our growing community. We offer accessible university transfer, career, and technical training certificate and degree programs specializing in Health Sciences, Human Services, and Public Safety. Our programs originate from a beautiful main campus and are offered at several other convenient locations. Our accomplished faculty and supportive staff are committed to the success of our students and the economic development of our community.

Consistency

As a newly accredited college, Moreno Valley College must begin to differentiate itself from how it was initially identified. It will take time to establish Moreno Valley College as an independent entity so that each time a constituent comes into contact with the brand, they will form the correct association as to who we are. As a newly named institution, it is vital that our new brand tie into our history of education, excellence, and our continued relationship as part of the three-college system of Riverside Community College District.

Therefore, what a constituent sees must be consistent each and every time the Moreno Valley College logos are used so that there is no confusion as to who and what Moreno Valley College is: an accredited higher education institution.
The MVC Logo

The MVC logo was developed by a team of MVC personnel. It depicts the focus on partnerships and the accessibility found here as exemplified by the supportive staff in a beautiful environment.

It is made up of two components: the interlocking MVC letters and the seal which symbolizes partnerships with the handshake and the beacon on the hill, and echoes the endorsement of the District and our accrediting body.

The components are always placed together in this manner and may never be altered or reproduced, unless prior approval is gained by College administration. Administration will approve on a case-by-case basis the use of the MVC logo without the seal, as it may be required for very limited usage. Contact the Office of Strategic Communications and Relations for permission to use the logo without the seal. The proportions and colors may never be altered. This is the primary college logo and should always be the first choice in any publication.

The horizontal version of the logo is the secondary MVC logo and may be used only when nothing other than a horizontal solution is feasible.

The Logo – Co-Branded

Administration will approve on a case-by-case basis the use of co-branding to use the college logo in conjunction with a department or program. The co-branded logo font may never be altered or changed. The components are always placed in this fixed manner and may never be altered or reproduced. The proportions and colors of the co-branded logo may never be altered. The Printing and Graphics Center will create co-branded logos for each department and program. Submit your request through Footprints.
Logo File Formats

The logo is available in a variety of electronic file formats, each intended for a particular use depending on the media for which it will be reproduced. Selecting the correct file format will ensure that the logo is reproduced in the appropriate manner and will maintain the MVC brand identity.

- **File formats:**
  - EPS – vector files are for use in professional printing applications; it prints in the highest resolution, it’s scalable, and has a defined color model such as CMYK or spot color
  - JPG – are bitmap images with RGB color. It has an opaque background, and should be used in online and screen applications such as email and PowerPoint
  - PNG – are bitmap images with RGB. It has a transparent background, and should only be used for PowerPoint or email

- **Colors:** the signature colors for MVC are a critical element in fixing a consistent and recognizable look for the MVC identity. The primary color for the logo is teal. The logo must always be reproduced in this color or in black and white.

  - RGB – Red, Green, Blue color file primarily used for images created for electronic purposes such as email, web, and PowerPoint. **MVC Teal RGB mixture is R-0, G-114, B-125**
  - CMYK – Cyan, Magenta, Yellow and Key (black) which are the key words used in four color process printing. **MVC Teal CMYK mixture is C-100, M-35, Y-48, K-12**
  - Pantone or PMS – Pantone Color Matching System is the print industry color code numbers for exact color match used in four color process printing. **MVC Teal PMS color is 322**.
  - B/W – black and white

Contact the Office of Strategic Communications and Relations when a logo is needed for a third party vendor to ensure the correct file format is provided to the vendor, and that style guide requirements can be expressed to the vendor always with the intent of protecting the MVC brand identity and always showing MVC in the best possible light.
The Logo on Color

When the MVC logo is used on color backgrounds, typically it should be printed in WHITE or BLACK. The MVC logo should never be used on a multi-colored background. Consult with the Office of Strategic Communications and Relations for proper usage on color backgrounds.

Stationery

Letterhead

Letterhead is available either through the District Printing and Graphics Center or on the Intranet site. MVC does not support third party vendors for letterhead, envelopes or business cards.

Letterhead specifications:

Size: 8.5” x 11”
Paper: 24# bond white
Logo: Upper left corner, 1.125x1.6

Address text:
Color: black
Font: Avenir

Typing format:
All letters and printed materials should be typed in the fonts selected by the branding committee and listed in the brand discovery report. Margins are 1” right and left.

• Headlines and Subheads: Century Schoolbook, Times New Roman or Bell MT
• Body text: Gill Sans Mt, or Trebuchet MS
Envelopes are available through the District Printing and Graphics Center.

Business cards are available through the District Printing and Graphics Center and will include the College mission statement on the reverse.

MVC Mission Statement: Responsive to the educational needs of its region, Moreno Valley College offers academic programs and student support services which include baccalaureate transfer, professional, pre-professional, and pre-collegiate curricula for all who can benefit from them. Life-long learning opportunities are provided, especially, in health and public service preparation.
Local Marketing Materials

Marketing materials, including, but not limited to, flyers, postcards, brochures, and posters must be approved by administration. The Office of Strategic Communications and Relations is available to assist with marketing material development. The print shop is available to work with programs and departments to produce marketing material in the most cost effective manner.

The Office of Strategic Communications and Relations is dedicated to assist in building a consistent and recognizable brand for MVC. Any needs for advertising production should be brought to the attention of the Office of Strategic Communications and Relations to assist in meeting the need of the local advertiser. A request should be submitted through Footprints for the production of the ad or other material.

MVC Lion and Official Seal

The MVC lion may only be reproduced or embroidered in the official MVC teal or black, see color guide on page 4. It cannot be reversed. The MVC mascot may only be reproduced on solid color backgrounds. It should never be embroidered or reproduced on any multi-colored background. The MVC athletic and school spirit mark is made up of the lion stepping out of the circle background and the text MVC lions. This mark is intended for athletics, student activities, and other uses to promote school spirit. The athletic/student mark can be used in the three formats shown below. It is not appropriate for academic or business use. The proportions and colors of the mark may never be altered.

Contact the print shop or the Office of Strategic Communications and Relations for the appropriate electronic file to send to your vendor.
MVC Official Seal

The MVC seal can only be reproduced in the official Moreno Valley College teal or black, see color guide on page 4. It can be foil stamped in silver, gold, or bronze. The minimum height when foil stamping is ½ inch. The seal can be reversed when printed on a dark color background. The seal can be printed as a watermark behind official Moreno Valley College documents such as transcripts. When screening the seal for a watermark, it cannot be screened back further than 90% of official MVC teal or black, see color guide on page 4.
This Basic Moreno Valley College Graphics Standards Guide will be updated before June 30, 2011 to include specific usage standards of the Moreno Valley College logo, student/athletic mark, and seal in web-based, digital media, and other formats. Until that update is issued by the Office of Strategic Communications and Relations, the standards outlined in this basic guide apply to all uses and media.

Any questions regarding graphics standards should be directed to the Office of Strategic Communications and Relations.