

CONNECT.
LEARN.
inspire

MISSOURI COMMUNITY COLLEGE ASSOCIATION NOVEMBER 7-9, 2018



ANNUAL CONVENTION
AND TRADESHOW

BRAND GUIDELINES

COMMUNICATION STYLE

Communication styles vary from person-to-person, but there are brand rules to follow for effective communications that, when violated, sends a confusing message about the impression of MCCA and the Annual Convention. The intent of this brand and style guide is not to make everyone sound the same, but to ensure that there is consistency in our communications.

ORGANIZATION REFERENCE

The official usage of MCCA's full name is Missouri Community College Association. Spell out *Missouri Community College Association* on first reference and then use *MCCA* going forward.

CONVENTION REFERENCE

The formal title of MCCA's annual meeting is [the] Missouri Community College Association's 54th Annual Convention and Tradeshow. In most instances, simply use *MCCA Annual Convention*. (An apostrophe on MCCA is acceptable.) Mentions of convention should remain in the same font weight as the surrounding text.

Acceptable reference styles:

- Missouri Community College Association's 54th Annual Convention and Tradeshow
- MCCA Annual Convention and Tradeshow
- MCCA Annual Convention
- Annual Convention (appropriate after initial reference)

Unacceptable reference styles:

- Missouri Community College Association's (MCCA) Annual Convention (Never place MCCA within parentheses in a convention reference)
- MCCA Annual Convention & Tradeshow (Ampersands between Convention + Tradeshow are to be avoided and used only in design)
- MCCA Convention (reference as MCCA Annual Convention or simply Annual Convention)

WORD USAGE AND SPELLING

The following are general guidelines for word usage, spelling, capitalization, and some punctuation. This is by no means a complete list. When in doubt, use AP Style.

App should be used when referencing a mobile app and should be stylized in lowercase. When referencing the Annual Convention app, use the phrase **mobile event app**.

Acronyms. Spell out on first reference with acronym in parenthesis. Use acronym thereafter. *Missouri Division of Workforce Development (DWD)*.

Ampersand (&). Use when part of a proper name. Otherwise spell out the word *and*. Never use in convention reference.

Annual Convention. Capitalize in all references. *The Annual Convention was held in Branson.*

Annual meeting. When many references of Annual Convention appear in a document, web page, or social media, you can sparingly use *annual meeting* in lowercase.

Commas. Use a serial comma (also called an Oxford comma) to separate elements in a series. *The flag is red, white, and blue.*

Email. No hyphen.

Exclamation points. Please, please, please, go easy on these!

State abbreviations. Abbreviate state names when used with a city: *Branson, MO* (not applicable to design). Spell out state name when by itself.

ANNUAL CONVENTION LOGO



The Annual Convention logo has been designed for use on all meeting materials. When possible, it is preferred that the multi-color logo is used on a white background.

VARIATIONS

When a one-color logo is needed, it should be blue or black version. When the logo is rendered against a dark field, the white logo should be used.



Convention_2018_Multicolor



Convention_2018_Blue



Convention_2018_Black



Convention_2018_White

RESTRICTIONS

The logo should always appear exactly as provided. Never reset the type or alter the logo in any way.

Do not alter the colors of the logo.



Do not distort the logo.



Do not reset or alter the typefaces.



Do not add or delete elements.



FONTS & COLORS

FONTS

Vaud Medium

Vaud Light

Vaud Regular

Vaud Ultra

Perfecto

COLORS

Primary



CMYK: 92 / 60 / 7 / 1
RGB: 6 / 102 / 167
HEX: 0666A7

Supporting



CMYK: 20 / 88 / 3 / 0
RGB: 199 / 67 / 147
HEX: C74393



CMYK: 2 / 98 / 88 / 0
RGB: 232 / 38 / 50
HEX: E82632



CMYK: 1 / 51 / 92 / 0
RGB: 244 / 146 / 48
HEX: F49230



CMYK: 53 / 44 / 44 / 9
RGB: 125 / 125 / 125
HEX: 7D7D7D



CMYK: 15 / 11 / 11 / 0
RGB: 214 / 215 / 216
HEX: D7D7D7



CMYK: 6 / 2 / 100 / 0
RGB: 247 / 230 / 0
HEX: F7E600

FONT USAGE

Vaud Medium is used for headlines. Whenever used, apply all caps character formatting.

Vaud Regular is to be used as body copy (and URL call to action's), with **Vaud Light** as the subhead font and **Vaud Ultra** as the paragraph style.

Perfecto is used to call out a word or short phrase and should be used conservatively as not to not confuse convention branding with the MCCA master brand.

BACKGROUND ASSET

Used polygonal backgrounds for marketing pieces.



PHOTO STYLE

With rare exceptions, all photos used in marketing pieces should be adjusted to black and white.