VISUAL AND IDENTITY STANDARDS

MERIDIAN COMMUNITY COLLEGE

UPDATED JANUARY 2026

MERIDIAN
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Explanation of Graphic Standards

As MCC competes in the ever-changing world of education, the strength of our marketing communications is increasingly vital. One of the basic components of a strong institutional marketing effort is a unified visual identity system.

"Visual identity" includes everything we use to communicate who we are. It is the outward expression of the personality, values and goals of our institution.

Through consistent application of these standards, MCC will enjoy the benefits of improved communication, understanding and competitive positioning with the publics we serve, as well as enhance our already strong and recognizable brand.

Included among this set of standards are the official MCC logo, seal and emblems, as well as usage guidelines, typographic guidelines and the approved stationery.

To express our institutional personality and communicate our promise to those we serve, we must be disciplined in how we interact, look and sound. Accordingly, we must commit ourselves to the standards outlined in this document. Doing so will help us project a clear, unifying image for Meridian Community College.

Essential Messages

Non-Discrimination Disclaimer:

Meridian Community College 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 is coordinated by The Office of Student Affairs, 910 Highway 19 North, Meridian, MS 39307. Email: 504Compliance@meridiancc.edu. Compliance with Title IX is coordinated by Mr. Derek Mosley, Social Science Instructor, 910 Highway 19 North, Meridian, MS 39307. Email: Derek.Mosley@meridiancc.edu.

When to include the MCC non-discrimination disclaimer:
- Formal College Publications such as, but not limited to, course catalogs, student handbooks, employee handbooks, financial aid documents, recruitment materials (e.g., brochures, posters, digital PDFs), annual reports and other official institutional reports
- Marketing & Advertising Materials such as job postings (including on the website and third-party listings), admissions or recruitment campaigns (social media, print, and digital), scholarship promotions and event announcements.

The College Name and Official Uses

Official College Name: Meridian Community College

Reference to Campus Departments:
The following names are examples of the College's various campus departments:

- Meridian Community College Workforce Solutions
- Meridian Community College Foundation
- Meridian Community College Adult Education/GED
- Meridian Community College Continuing Education
- Meridian Community College Athletics
- Meridian Community College Career Development Center

Preferred and Shortened Name:

- While Meridian Community College is the preferred reference to the College, MCC is the official shortened version of the College's name.

- A specific campus department can be referenced with a shortened name. Examples include: MCC Workforce Solutions, MCC Foundation, or MCC Continuing Education.

- In most writing, the full name of the institution should be used on first reference with MCC being the preferred second reference. References to "the College," "the Institution," and "the Campus" are examples of possible alternatives.

- If any of the alternatives are used alone or as a second reference, the first letter should be capitalized.

Any use of the College name or catch-phrase that does not meet the following guidelines must be approved by the College president or designated administrator. This includes the creation of additional references for departmental use that should fall into the College logo hierarchy which is explained in this documentation.

Visual Identity Standards

The Meridian Community College Visual Identity System includes, but is not limited to, these components: Wordmark logo, College seal, College nameplate, College emblems and logo extensions. All of these components contain graphic elements with standards that govern their use and are needed to present a consistent visual image of the College.

College Communications is the clearinghouse for design questions, as well as the access point for print-quality graphic images and advice on use and placement. Contact College Communications at 601.484.8789 or collegecommunications@meridiancc.edu.

Guidelines
These rules of usage apply to the entire Meridian Community College Visual Identity System.

- An appropriate visual identity component must be used on all College print, online, electronic or video projects.

- Meridian Community College reserves the right to review and monitor logo use at any time. All logos are owned by Meridian Community College.

- No College entity is authorized to create and use its own visual identity solution.

- No identity component or any of its elements may be incorporated into the symbol of another organization.

- To request a logo extension or a special event logo please contact College Communications.

- For any questions related to graphic standards or uses associated with commercial purposes, please contact College Communications.

- Campus personnel may download and use the various College logos to meet official business, educational and program needs of the Institution within the guidelines outlined in this document.

Visit **meridiancc.edu/templates** for logos and templates.

The Official College Logo

Rooftop Logo

The Meridian Community College logo is an outward expression and representation of the institution. The wordmark logo is the College's major identifying element in any type of visual communication to any audience. The typography is a modern typeface and is organized in a decidedly contemporary style. This use of style elements from the original logo with the updated font and color accurately reflects the college's respect for the past and its vision for the future.

The wordmark is the default visual identity for the majority of applications, from electronic media (websites, videos, PowerPoint®, etc.) to printed publications and advertising. The official College logo will be used on all stationery, including letterhead, envelopes and business cards, as well as in other official capacities.

To ensure that all uses of the wordmark will be consistent in quality, no effort should be made to recreate, to use photocopies or scans from this guide, or to manipulate or change the marks in any way. Alteration includes re-creating or redrawing the logo or adding effects to the surface of the logo with computer graphics or word processing programs.

NOTE: The preferred logo for the college is the rooftop word mark and must be used whenever possible.

College Logo Hierarchy

Presidential Seal

Rooftop

Alternative Seal

The revised College seal was adopted by the College in 2018. The official college seal has been modified several times since its origin. Elements in use include the eagle, the College's mascot, symbolizing the strength of the institution, the name of the college and date founded. The seal is the most formal tier of the College's visual identity system. The presidential seal is traditionally reserved for use by the College president and for use on diplomas, certificates, resolutions and formal recognition items. The alternative seal is used as an alternative to the rooftop logo when appropriate.

Emblems

Victor 2.0

The Meridian Community College emblem will serve as a smaller alternative to the College's logo . These emblems for the College can be used in graphic design. The MCC emblem represents an informal tier of the identity system, commonly used for casual applications or for merchandise and/or when it is clear that the "MCC" in the emblem refers to Meridian Community College.

Victor 2.0 was added in 2023 to be used as an alternative emblem for student oriented items. The Find Your Wings mark is our official tag line.

Logo Extensions

Logo extension treatments, which consist of an additional line of text integrated into the logo, are available for:

- Divisions
- Auxiliaries
- Centers or special programs that have external visibility and deal with a large number of off-campus stakeholders and/or are cross-divisional or multidisciplinary in nature

Logo extensions are as heirachy with type inside a revered box below the logo. Program logos will include the type below the wordmark without a box.

Logo Variations
Special event or program logos can be created.

As previously stated, no campus entity is authorized to create and use its own visual identity solutions.

All special logo requests must be approved and created by College Communications.

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Eagle's Nest Bookstore

Eagle's Nest Bookstore official logo
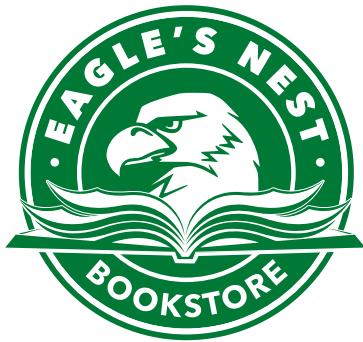
The Eagle's Nest Bookstore is the only campus entity that has the right to create designs for apparel and merchandise use that does not require College Communications services.

Athletics

Additional elements of the visual identity system relate to the College's intercollegiate athletics program. Any use of these marks must be done with the express permission of athletics via the Athletic Director at 601.484.8707 or the Sports Information Director at 601.484.8872.

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

Obsolete Logos and Graphics

Communicating a consistent, recognizable institutional image is important.
Accordingly, it is necessary to eliminate any previously accepted logos and graphics. Only logos in this documentation are approved for use by the College. Other logos are categorized as obsolete.

Manipulations

Logos or identity components may not be manipulated. The appearance of any typography or graphic element may not be altered in any way, nor may any element be removed, nor may proportions be altered causing an image that is either stretched or condensed. The elements have been designed to work together as a unit and are not to be used independently of each other. No identity component may appear at an angle, upside-down, vertically or in any way other than horizontally.

The proportions of all MCC logos are part of their design. If size adjustments are needed, logos should be enlarged or reduced by dragging the corners of the item's box, as opposed to the sides, which results in distorted logos.

Likewise, logos should not be enlarged to the point that they become blurry. If extra large logos are needed, please contact College Communications for assistance.

Stretched or shrunken logos are not permitted.

Protected Space & Minimum Size

Any identity component should always stand apart from its surroundings (text, graphics elements, etc.). This space is considered a "safe space" and is a minimum of 1/4 inch surrounding the logo on all sides. Any visual matter violating this space would interfere with the legibility of the design.

Minimum Reproduction Sizes for Print To ensure clarity of image and legibility of text, the following standards should be applied:

1/4" min. distance

safe space

1/4" min. distance

1 3/8" min. width

1/4" min. distance
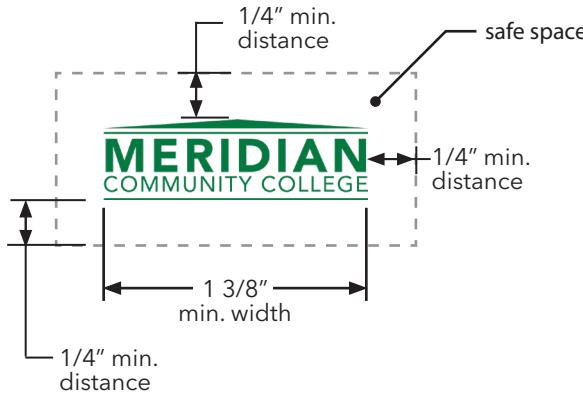
HORIZONTAL LOGO: Should not appear smaller than 1 3/8" in length to ensure legibility.

1/4" min. distance

safe space

5/8" min. diameter
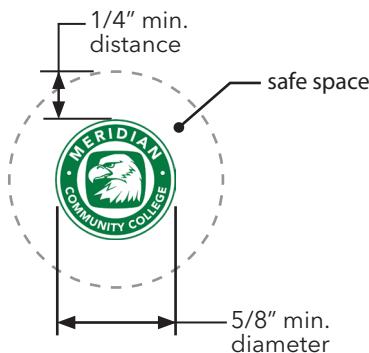
SEAL: Should not appear smaller than 5/8" inch diameter.

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Color Palette

The College's official colors are Green and White. All segments of MCC academic, administrative, alumni and athletics will use the same green: Pantone Matching System (PMS) 356 and white. The color combination of PMS 356 green and white is to be used for all printing.

A color palette for publications using other vibrant, complementary colors is recommended to further enhance MCC's visual identity. Pantone Cool Gray 1 is an approved accent color.

Contact the Office of College Communications at 601.484.8789 or collegecommunications@meridiancc.edu for approval of color palates in publications. The color assignments in the visual identity program must not be altered. When having items printed it is imperative that Pantone® 356 C be used for MCC's green. To achieve a rich black request the CMYK levels below.

If PMS color matching is not available, the standard, Kelly Green, can be used when ordering promotional items, clothing, and other marketing material.

Forest, Hunter, Mint, or other greens should not be used. *Other complementary colors can be used for graphic design elements but not for the use of MCC logos.
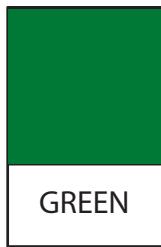
GREEN

Official Colors
EAGLE Green
PANTONE: 356 C
RGB 0 / 122 / 51
CMYK C91 / M4 / Y100 / K25
HEX/HTML: 007A33

WHITE
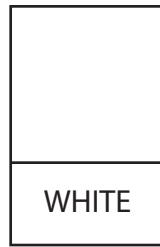
Complimentary Colors*

BLACK

Black (Rich)
CMYK C75 / M68 / Y67 / K90
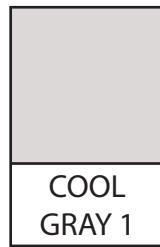
COOL
GRAY 1

Gray
PANTONE: Cool Gray 1 C
RGB 217 / 217 / 214
CMYK C4 / M2 / Y4 / K8
HEX/HTML: D9D9D6

15% black can also be used as gray.

Official Typefaces

Avenir Next LT Pro® and Arial® fonts will be used for all official Meridian Community College documents, internal or external. Avenir Next LT Pro® is the standard font for body text and is also the font used in parts of the logo extensions. Through the consistent use of these two fonts, MCC will develop and maintain an image that is both recognizable and memorable.

Avenir Next LT Pro® Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.?/;:!#$%&*)

Avenir Next LT Pro® Regular
Avenir Next LT Pro® Medium
Avenir Next LT Pro® Bold

The default font will be Arial® when above fonts are not available.
Other acceptable fonts are Tahoma® and Calibri®.
These fonts are available on most Microsoft Office® and Adobe® applications.

Taglines

"Find Your Wings" is the official, singular tagline for the College. Alternative taglines are not authorized. Further, the "Find Your Wings" tagline cannot be amended in any way. It cannot be shortened, nor may words be added. When the "Find Your Wings" wordmark is used, it should be given appropriate space without competing with typography, background design, photography, or other graphic elements that compete visually and dilute its strength and effectiveness.

Web Standards

Introduction

The MCC website serves as a key platform for projecting the College's image both nationally and internationally while providing users with fast, intuitive access to essential College information. The website's audience includes current and prospective students, their parents, faculty and staff, alumni, researchers, businesses, and visitors from other institutions.

Internet Domain Name

MCC's official Internet domain, meridiancc.edu, holds significant equity in the higher education marketplace and among our audiences. The purchase, use, or promotion of alternative domains for official MCC content is not authorized, as this can cause confusion, fragment search results, and weaken MCC's online presence.

In addition to the primary domain, the College maintains approved subdomains for official use, including but not limited to:
- eaglenet.meridiancc.edu – Employee and student portal
- workforce.meridiancc.edu – Workforce training and continuing education
- catalog.meridiancc.edu – Academic catalog

Only official MCC subdomains may be used for college-related content. Any requests for new subdomains must be approved by the webmaster to ensure security, branding consistency, and proper integration with MCC's digital infrastructure.

The only authorized external domain at this time is mcceagles.com which is used for streaming live events online.

Third-Party Vendors & Platforms

To maintain technical compatibility, security, and user experience consistency, all decisions involving third-party platforms, external hosting, or web-based software purchases must involve College Communications and our MCC webmaster before approval.

Selecting a platform without web team input can lead to significant integration issues, accessibility concerns, and limitations in customization. To prevent these issues, any external platforms or software that require web integration—including learning management systems, event registration software, course catalogs, and payment gateways—must be vetted and approved by College Communications and our MCC webmaster before purchase.

Webpage Standards

All official Meridian Community College websites must follow established graphic standards to ensure visual consistency while allowing for the individuality of divisions. The website should use only the approved colors (or gradients within those colors), fonts, and logos as outlined in this manual. Logos may be used as links to other pages or partnerships, but only as specified in the guidelines.

MCC webpages are categorized as follows:

- **Primary Institutional Pages** – These include webpages for the College, departments, divisions (both academic and administrative), and transitional pages that link directly from the homepage.

- **Secondary Institutional Pages** – These include all webpages within a department or administrative unit that fall below the index home page.

- **Non-Institutional Pages** – These are webpages maintained by faculty, staff, or students acting as individuals rather than as official representatives of the College. Non-institutional pages are not hosted on the College web server and are discouraged. Any student or staff pages should clearly state they are "unofficial" and not part of the MCC website.

Webpage Graphics

All MCC webpages should follow principles of good design, including balance, readability, and consistency. Given the diverse audience of the College website, pages must be easy to navigate and feature clear, accurate, and accessible text.

MCC webpages must remain functional and accessible across all modern web browsers and devices, ensuring a seamless experience on desktops, tablets, and mobile screens.

While the content of department and division pages may change, the placement of buttons and navigation links should remain consistent across all pages to maintain usability.

Templates and images for MCC websites are available to webpage developers, with approved materials updated as new resources become available. Customized menus can be provided for each department upon request.

Technical Standards

All MCC webpages must adhere to the following technical standards to ensure accessibility, usability, and consistency:

Image Size & Accessibility
- No single image file (GIF, JPEG, PNG, or WEBP) should exceed 250KB to maintain page load speed.
- All images must include ALT text for ADA compliance (Americans with Disabilities Act), ensuring accessibility for individuals with disabilities.
- SVG (Scalable Vector Graphics) is encouraged for logos and simple graphics to maintain quality at any screen resolution.

Screen Display & Layout
- Webpages should be designed to adapt to various screen sizes, ensuring full functionality on desktops, tablets, and mobile devices. Fixed 1024x768 layouts are outdated and should be replaced with responsive design principles.

Graphics, Animation & Multimedia
- Graphics and animations should be optimized for performance and serve a functional purpose.
- Flash animations are prohibited, as Flash is no longer supported by major browsers.
- Overuse of large or unnecessary animations and videos should be avoided to maintain accessibility and page speed.
- Audio and video files must be captioned and accessible and require prior approval from the webmaster.

Browser & Device Compatibility
- Web content must be fully viewable and functional across all modern web browsers (Chrome, Edge, Safari, Firefox) and mobile devices.

Branding & Copyright Compliance
- All College pages must use the approved background, color scheme, fonts, and logos to ensure consistency.
- All images must be legally sourced, copyright-free, or properly licensed. No images should be copied from another website.
- AI-generated images must be reviewed by the webmaster for copyright concerns before use.

External Links & Content Hosting
- Links to external websites must be directly related to College business and require approval from the President's Cabinet.
- All external links must be reviewed and validated regularly to prevent broken links.
- Forms or guestbooks must be hosted within MCC's approved web services rather than external servers and should be coordinated with the webmaster.

Advertising & Analytics
- No advertising (banners) is allowed on any MCC-hosted webpage.
- Web analytics and traffic data should be gathered through the College's official analytics platform. Departments needing access should coordinate with the webmaster.

Content Maintenance & Updates
- All webpage content must be reviewed and updated regularly to ensure accuracy and relevance.
- Outdated materials must be removed or updated. If not maintained, inactive pages may be taken offline until revised.

General Content Standards

All webpages delivered over the MCC network must comply with federal, state, and local laws, as well as MCC policies.

Prohibited Use:
- No MCC webpage may be used for profit or commercial purposes.
- Webpages must not contain content that harasses, invades privacy, or violates any individual's rights.
- Content must not violate copyright laws or contain libelous or defamatory material.

Data Collection & Privacy:
- No webpage on the MCC website may collect personal information from visitors without clearly informing them of what data is being collected and how it will be used.
- All data collection must comply with privacy regulations such as the Family Educational Rights and Privacy Act (FERPA) and the General Data Protection Regulation (GDPR), where applicable.

Content Management & Duplication:
- If content on a secondary institutional page duplicates information already found on a primary page, the secondary page should link to the primary page, and redundant content should be removed to maintain consistency and accuracy.

Use of MCC Web Servers:
- MCC web servers must only be used for content directly related to the College and its operations.
- Any material found on the website that is unrelated to MCC or its activities will be removed.

Guidelines on the Use of Fonts

To ensure consistency, readability, and accessibility across all MCC webpages, the following font guidelines must be followed:

Approved Font Families
- The Avenir Next LT Pro® and Arial® font families are designated for MCC webpages.
- The entire font family (regular, bold, italic, etc.) may be used as needed.
- Avenir Next LT Pro® is the preferred font and should be used whenever available. Arial® may be used as a fallback when Avenir Next LT Pro® is not accessible or supported.

Font Usage by Content Type
- Headlines, headings, buttons, and navigation elements should use Avenir Next LT Pro® or Arial® for clarity and consistency.
- Body text should prioritize Avenir Next LT Pro® but may default to Arial® when necessary.

Accessibility Considerations
- Sans-serif fonts are preferred for digital readability as they improve accessibility for users with visual impairments.
- All font sizes must comply with accessibility guidelines, ensuring proper contrast and readability on all screen sizes.
- Responsive design best practices should be applied, allowing fonts to scale appropriately on desktops, tablets, and mobile devices.

Guidelines for Submitting Content

To ensure that the MCC website remains accurate, up-to-date, and visually consistent, all content submissions must follow these guidelines:

Submission Process

- All requests for updates, additions, or removal of content must be submitted through the College Communications Media Request Form or via email to the College Communications Coordinator.
- Digital submissions are required. Printed documents, handwritten notes, or non-editable formats (such as scanned images) will not be accepted.
- Requests made without using the proper submission process may result in delayed completion and cannot be guaranteed.

Content Formatting & Approval

- Submitted content may be edited for clarity, consistency, and adherence to MCC's web design standards before publication.
- All content must be approved through the department's administrative structure before submission.
- Emergency or time-sensitive updates may be requested directly through the College Communications Coordinator, but final approval is required.
- Requests for major content changes (such as redesigning pages, restructuring site navigation, or adding new features) must be discussed with the College Communications Coordinator in advance.
- Official announcements, press releases, or policy updates require full approval before being posted.

Exceptions & Special Considerations

For questions about content submission, formatting, or approval exceptions, contact the College Communications Coordinator before submission.

Letterhead, Envelopes and Business Cards

The most widely distributed printed materials representing MCC are the various pieces of stationery: letterhead, envelopes, business cards, etc. These essential tools for carrying out daily tasks represent MCC's most cost-effective opportunity to project a distinctive and positive visual identity.

Requests for letterhead, envelopes should be requested from the MCC Library, by calling 601.484.8760.

Business cards can be ordered at **meridiancc.edu/templates**.

The following information will be requested for MCC business cards:

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John Doe, Jr., Ph.D.
Title line 1
Department Name

910 Hwy 19 North | Meridian, MS 39307
123.456.7890 | Cell: 123.456.7890
xxxxxxx@meridiancc.edu   meridiancc.edu

- Individual name
- Title
- Department
- Office Phone
- Fax or Cell Phone (Optional)
- Email

Electronic Letterhead and PowerPoint Templates

Electronic letterhead is available at **meridiancc.edu/templates** and should be used when sending attachments, such as documentation or letters, via email.

MCC branded PowerPoint templates can also be found at **meridiancc.edu/templates** and should be used when creating presentations for internal and external use. If customized PowerPoints are needed, please contact College Communications at collegecommunications@meridiancc.edu or complete a PR request form at **meridiancc.edu/mediarequest**.

Email Signature Block

The appearance of your email signature – the optional block of text that appears at the bottom of a message – is a reflection on both your department/division and Meridian Community College. If you elect to use an email signature, it should be restricted to your name, title, the name of the College (Meridian Community College), appropriate contact information and your department/program's URL. You should refrain from accompanying graphics, quotes and any unofficial taglines. "Wallpaper" graphics behind the body of the email are similarly not permitted. Only MCC official logos can be used in your signature block. Additional options may be available upon request through College College Communications.

An email signature generator has been developed for your convenience.
It can be accessed at **meridiancc.edu/signature**.

Example:

Your Name
Your Title | Your Department Name
601.123.4567 Office | 601.123.4567 Cell
your.name@meridiancc.edu

Meridian Community College
910 Hwy 19 North | Meridian, MS 39307
meridiancc.edu | Facebook | Instagram | X | Youtube

Editorial Style Standards

A consistent visual identity helps to eliminate confusion for our target audiences in an ever increasing competitive market. The following guidelines represent Meridian Community College's "house style" to be used in non-academic copy writing for College publications (brochures, newsletters, fliers, documents, T-shirts and other communication pieces.) When specific guidance is not offered, the campus community should refer to the most recent edition of the Associated Press Stylebook. If neither these standards nor the AP Stylebook offer the needed guidance, writers should consult Merriam-Webster Collegiate Dictionary, Twelfth Edition.

Letter Margins and Fonts: Set these margins for the first page of letter: 1" left margin, 2" top margin, 1" right margin and 2" bottom margin. For the second and subsequent pages of a letter, set all margins at 1"; do not print any pages, except the first, on letterhead.

Use Avenir Next LT Pro® or Arial® for the text of the letter; depending of the length of the letter, use 11 or 12 point type with single spacing.

Envelopes: On official envelopes, the return address will already be present with the MCC wordmark. In any circumstances when an official envelope is not available, return address information should be entered in 8 point Avenir Next LT Pro® or Arial®. The address on the envelope should be left justified and in all caps. These same guidelines apply to labels.

Telephone Numbers: When writing telephone numbers, please use periods to separate numbers. For example: 601.484.8786.

Division Names: The names of MCC divisions will be capitalized, e.g., Meridian Community College Student Life or Meridian Community College College Communications.

Student Organizations: All student organizations should be referred to using their full name or accepted acronym on second reference. Examples:

MCC Alumni Association
MCC Ivy League Recruiters
MCC Baptist Student Union
MCC Fellowship of Christian Athletes
MCC Student Government Association

Honor Societies: All honor societies should be referred to using its full name or accepted acronym on second reference. Example: Phi Theta Kappa

Policies and Procedures

Request for Interviews

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 Office of College Communications. College Communications is responsible for MCC's media relations, including responding to calls from the media and reporters, as well as addressing questions regarding College activities, events and issues.

All media inquiries, and guest appearances on local media talk shows should be directed to the Director of Public Information, in College Communications, at 601.484.8689 to arrange for providing information and scheduling interviews and responses as necessary.

All media inquiries about athletic students should be directed to the Athletic Director at 601.484.8707 or the Sports Information Director at 601.484.8828.

All press releases (print, audio, and/or video) must be submitted to the media by the Director of Public Information or the Sports Information Director. 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 the Director of Public Information with appropriate advance notice.

Emergency Media Relations

The President and the Office of College Communications have the primary responsibility for releasing information to the news media. Major incidents and emergencies may draw interest from local or national media. It is of utmost importance that only accurate information is released by the Office of College Communications. Incorrect or incomplete information could be detrimental to the College, its employees, and its students. Refer all news media inquiries to the Office of College Communications at 601.484.8689.

If College Communications cannot be reached, other contacts should be (in order):
• Vice President of Institutional Advancement, at 601.484.8612 or 601.938.0106.
• MCC President, at 601.484.8619.

Printed and Posted 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 Communications for approval prior to distribution. Including College Communications 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 College Communications prior to contacting the printing company. College Communications 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, other 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 Communications before the item is ordered.

Photography

MCC College Communications 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 (mobile phone photos of events may be considered depending on resolution) and submit them to College Communications.

Essential priorities for College Communications photography services are: 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, if possible, should be made at least two weeks in advance. Requests made with less than a week may not be fulfilled. Release forms must be signed if using minors in the images. A Request for Coverage form can be found at **meridiancc.edu/mediarequest**.

Advertising and Promotion of Special Events

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

The department or group planning a special event should provide all available advance information concerning the event to Public Information. If assistance in planning is desired, a representative of the event's planning group should contact Public Information about details of the event for press releases and promotional activities.

A Request for Coverage form can be found at
meridiancc.edu/mediarequest

This form needs to be submitted at the earliest possible time and no later than two weeks prior to the event.

Vehicle and General Signage

General building and campus signage, as well as signage for all new vehicles will be coordinated through the Office of College Communications and the Physical Plant.

Meridian Community College Social Media Policy

INTRODUCTION
Meridian Community College recognizes the significant role social media plays in communicating with and engaging the MCC community, including students, faculty, staff, parents, alumni, and external stakeholders. Social media provides powerful opportunities to tell MCC's story, promote its programs, and foster meaningful connections. To ensure consistency and professionalism across all social media platforms, MCC has adopted a centralized social media strategy. This policy governs the use of social media in connection with MCC, ensuring that all accounts follow the same standards of conduct, etiquette, and legal requirements as all other College activities. These guidelines are designed to help you navigate the use of social media effectively while promoting and protecting the MCC brand.

DEFINITION
Social media includes, but is not limited to, websites, blogs, chat rooms, discussion boards, and social networks. This includes platforms such as Email, Facebook, Instagram, TikTok, Snapchat, Twitter (X), LinkedIn, Pinterest, and video-sharing sites like YouTube and Vimeo. Future social media technologies or platforms, whether listed here or not, are also governed by this policy.

MCC-AFFILIATED SOCIAL MEDIA ACCOUNTS
The official social media accounts of MCC are established and maintained on behalf of the institution by College Communications and MCC Athletics. These departments manage all approved social networking sites as official branding and engagement tools for the College. This includes, but is not limited to platforms such as Facebook, Instagram, Twitter (X), YouTube, TikTok, and LinkedIn.

ADVERTISING AND PROMOTION ON SOCIAL MEDIA
Advertising on some social media sites is available. Please contact College Communications if you are interested in advertising on Facebook or another social networking site specifically for an event or program.

To ensure adequate promotion, requests for advertising should be submitted at least three to four weeks before the event or program date. This will allow for sufficient time to create content, obtaining necessary approvals, and schedule posts.

EXISTING SOCIAL MEDIA ACCOUNTS (PRIOR TO AUGUST 2019)

If students, alumni, or faculty create new social media accounts representing MCC or its programs, they should notify College Communications. Any accounts not adhering to the College's current social media policy may be requested to be deleted, merged, or rebranded to properly reflect the program's relationship with the institution.

All such accounts must clearly state their connection to MCC and include a disclaimer if not officially managed by the College such as: "This is an unofficial account and is not maintained by MCC."

PERSONAL SOCIAL MEDIA ACCOUNTS

Personal use of social media: MCC is aware that members of the MCC community may wish to express their personal ideas and opinions through private social media not administered by the College. Employees are encouraged to share College news and events that have been officially published on MCC's social media platforms or websites, ensuring that any shared information is accurate and verified. Linking straight to the information source is an effective way to help promote the mission of MCC and build community awareness. Employees should ensure that their personal use of social media aligns with MCC's values and demonstrates respect for the College community, colleagues, and students. MCC also reserves the right to address social media activity causing damage to the College, its employees, or students, with appropriate disciplinary action where necessary.

HASHTAGS

A hashtag is a word or phrase preceded by a hash sign (#), used on social media platforms to categorize content and make it easily discoverable. Hashtags allow users to engage with specific topics, campaigns, and communities. MCC uses official hashtags to promote the College and its programs across all social media platforms. Current official MCC hashtags include: #Mcc #MccEagles #FindYourWings #WhereEaglesSoar, #TheViewFromTheTop

GUIDELINES FOR CREATING AND USING SOCIAL MEDIA ACCOUNTS

Social media is a powerful tool Meridian Community College can use to tell its story, share information, and promote its programs and events. To maintain a consistent and professional online presence, MCC prefers to consolidate social media efforts through official MCC accounts managed by College Communications or authorized staff members such as those managing MCC Athletics.

Centralized Social Media Strategy: Rather than creating new, independent accounts for programs, departments, or groups, MCC encourages collaboration with the official MCC Social Media Platforms (e.g. MCC Facebook page, MCC Instagram account) or, where applicable, within MCC-approved groups under these main accounts. This ensures that content aligns with the College's brand and messaging while also being regularly maintained.

Social Media for Athletics: Some exceptions exist, such as individual MCC Athletic teams, which may have specific Instagram accounts to represent their sport. These accounts are overseen by the staff members responsible for Athletics social media and remain compliant with MCC's overall guidelines. All such accounts must provide administrative access to College Communications to ensure compliance, oversight, and consistent branding.

Those considering creating a social mediate site shoulder consider the following questions:
- What are the goals of creating such a site?
- Who will be the intended audience(s) for the site?
- What messages do we want to share on this site?
- Who will write the messages for the site?
- Who will be responsible for content creation and updates?
- How often do you plan to post content to the site?

In the rare cases where a social media account is approved, the account name must clearly identify its connection to Meridian Community College. Names should follow MCC's branding guidelines and include "MCC" or "Meridiancc" where possible to ensure consistency and avoid confusion.

SITE ADMINISTRATORS:
- Primary site administrators for any approved social media accounts (Athletics or specific programs exceptions) must be employees of Meridian Community College within College Communications and are responsible for the relevant site. The primary site administrator must approve all secondary site administrators.
- The site administrator is responsible for the site's regular content updates, ensuring accuracy, correcting errors, and monitoring activity to maintain professional decorum. They are also required to review and respond to comments as needed. If sites are not actively managed, they will be subject to removal.
- The secondary site administrators can be granted access by the primary site administrator. These may include students, provided they are under the supervision of MCC faculty or staff.

Any site administrator who uses social media as a representative of MCC agrees to abide by the following:

- Posts on social media sites should protect the College's institutional voice by remaining professional in tone and in good taste. Content will respect the College, its students, faculty, staff, alumni and the greater community. Statements on social media that cause disruption to MCC operations, or impede the College's pursuit of its mission, may result in disciplinary action.
- Any and all College-affiliated social media usage should promote and advance the institution. If you become aware of objectionable content posted on an MCC social media site or an unaffiliated site, notify College Communications promptly. Do not reply on behalf of the College.

- Do not share confidential and/or proprietary information about the College or information about students, faculty or staff that violates Family Educational Rights & Privacy Act (FERPA) laws or the College's privacy policy.
- Observe applicable copyright laws. Even information that is widely available to the public (such as text, photographs, or other material posted on the Internet) may be subject to copyright restrictions. Avoid posting trademarked content such as logos, names, brands, symbols and designs without permission from the trademark owner.
- Content on college-affiliated social networking sites must be updated at least twice monthly. Individual department heads or advisors may require more frequent updates.
- A site administrator contacted by the news media should refer the media representative to the director of Public Information or the College President.
- Don't copy and paste content from official MCC social media accounts to another account. Instead, direct followers back to the originating MCC account by providing a link. This will facilitate efforts to analyze social media traffic and engagement (e.g. "likes" and comments).
- Do not use any MCC social media sites, networks, equipment or peripherals for unauthorized commercial purposes.
- MCC faculty members who utilize a social medium as a means of student participation in a course should provide a practical and appropriate alternative for students who may be unable or reluctant to utilize that social medium (for example, some students may not be comfortable opening a Facebook account).

Procedure to obtain a MCC approved social media account:

Meridian Community College strives to maintain a consistent and professional social media presence. As such, creating new, independent social media accounts is generally discouraged, with most content being shared through official MCC channels or specific exceptions like Athletics. However, in cases where an independent account is deemed necessary, the following procedure must be followed:

Submit a request:
Contact College Communications with a written request to create a new social media account, including details such as the intended goals, target audience, and expected content. This request must have prior approval from your director or department head, who may identify additional requirements.

Approval Process:
The request will be reviewed by the MCC Social Media Committee. If the need for a separate social media account is justified and approved, College Communications will oversee the creation of the account.

Account Management & Training:
Once approved, designated site administrators will attend a mandatory training and orientation session conducted by College Communications. This session will cover guidelines for content management, branding consistency, and community engagement.

College Communications will be your partner. College Communications will have full administrative access to the account and will monitor activity on the site. This enables College Communications to be your partner and support your efforts in a number of ways:

Monitoring Activity: If inappropriate or abusive content is posted, College Communications will remove the offending content and take appropriate action, such as discussing banning the offender.

Content Strategy: College Communications can offer guidance to help improve the effectiveness of your posts, including providing access to images or suggesting content strategies.

Cross-Promotion: to expand your reach, College Communications can cross-promote your content on MCC's main social media platforms (e.g. Sharing a department post on the main MCC Facebook page).

Analytics and Insights: College Communications will have access to your site's analysis to monitor engagement and performance, providing insights that help optimize your content and align with MCC's overall social media strategy.

STAGNANT ACCOUNTS
College Communications will review sites periodically to be certain these guidelines are being followed and that sites remain active. If social media sites become inactive or do not follow guidelines established, College Communications will ask that they be discontinued. College Communications reserves the right to disable or temporarily unpublish Meridian Community College social media accounts that are dormant (no posts, no activity) for more than SIX months, as such stagnancy reflects poorly on the College.

Failure to comply with the guidelines outlined in the social media policy and procedure can result in suspension or termination of your account. If you have questions or need more information, contact College Communications at collegecommunications@meridiancc.edu.

A social media application form can be found at **meridiancc.edu/socialapp**.