



IOWA · VALLEY

COMMUNITY COLLEGE DISTRICT

**BRAND GUIDELINES**

# WELCOME TO IOWA VALLEY

We are pleased to present the **Iowa Valley Community College District Brand Guidelines**, which have been developed by members of our community who are called and gifted to advance the mission of IVCCD through excellence in visual communications.

This document includes important brand guidelines for **logo usage, typography, color palettes, and video and photography style** with a variety of sample templates. It has been carefully designed to ensure a balance of **consistency and flexibility**.

Adhering to these guidelines will guarantee that all materials produced for the IVCCD schools represent our brand consistently, resulting in a **unified, professional appearance**.

Thank you for your part in helping to strengthen and support IVCCD. If you have questions regarding these guidelines, please contact the Marketing Office at (**Marketing@iavalley.edu**).



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# IOWA VALLEY

Iowa Valley Community College District is committed to providing quality learning experiences, ensuring student success, responding to diverse community needs, and building community partnerships. Our institutional mission is reflected in all the programs and activities we support and how we perform our responsibilities.

## MISSION, VISION, AND VALUES

### **Iowa Valley Mission Statement**

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Iowa Valley Community College District is committed to providing quality learning experiences, ensuring student success, and partnering to address diverse community needs in an inclusive and respectful environment.

### **Iowa Valley Vision Statement**

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We will serve our communities as an essential catalyst for educational and economic vitality.

### **Iowa Valley Core Values**

- Educational excellence through learning that prepares students for lifetime success.
- Leadership and communication through shared responsibility for accountability, transparency and respect.
- Partnerships to support educational opportunities that strengthen our communities and foster economic development.
- Recognition of students, employees and community members for contributions and outstanding achievements aligning with our Vision, Mission and Core Values.
- Growth and sustainability through planning, innovation and optimizing resources.
- Continuous quality improvement in all we do.
- Diverse and inclusive culture ensures access, equity, dignity, and respect for all.

# THE IOWA VALLEY BRAND

Branding is the process of defining and influencing the set of associations made with an institution. It is a sound business strategy that can impact an institution's long-term health. A brand is a way of describing an institution as precisely, authentically and inspirationally as possible.

The "brand platform" — a positioning statement and set of key messages — represents the intersection of current audience perceptions, operational realities and the traits and characteristics for which an institution aspires to be known but have yet to be embraced by the market. These messages derive from the institution's mission, offering an interpretation of why the institution was founded within the context of contemporary market forces. Once defined and validated by research, the promises made by the brand must be integrated via communication and delivered operationally. Strong brand positioning creates a unique Iowa Valley personality, attitude and identity that gives our target audiences "permission to believe." The entire campus community bears the responsibility for "walking the walk" of the brand.

## The purpose of IVCCD's branding effort

- Clarify and strengthen the identity of IVCCD as one entity cooperating for market share, resources and reputation.
- Develop a mission statement reflective of our educational programs, learning environment and outcomes.
- Craft a series of brand messages that strengthen attitudes and perceptions about IVCCD, dispel outdated or incorrect assumptions and introduce current realities not yet embraced by the market.

## The IVCCD Brand Platform

- A set of messages that constitute the "Iowa Valley Promise"
- A set of institutional logos
- A unified color scheme

# THE IOWA VALLEY BRAND PROMISE

A brand promise is an articulation of what an institution promises to its target audiences. It is what audiences are assured of receiving as a result of their relationship with the brand. It rises out of the institution's mission and vision but focuses specifically on how that mission relates to the individuals it wishes to reach.

To communicate IVCCD's distinctive strengths to key and new constituencies, the college has developed a set of brand messages. These messages will strengthen attitudes and perceptions about IVCCD, dispel outdated or incorrect assumptions and introduce current realities not yet embraced by the market. They offer a distinct combination of factors that no other two-year college in Iowa can claim. These will hold true for all the entities to allow the institution to define its unique competitive position. Together, these messages constitute "The Iowa Valley Promise."

- Innovative and challenging academic programs
- A support system that's responsive to students
- Three unique campus environments
- A "good return on investment" for students, businesses and communities
- An education that's the basis for successful careers
- Faculty and staff characterized by overwhelming commitment to students
- A proactive partner in creating a qualified workforce

*A brand promise is an articulation of what an institution promises to its target audiences. When a strong brand position is achieved, the targeted audiences are given permission to believe. IVCCD's brand promises are being communicated, so it is important for all employees to aid in fulfilling and maintaining these promises.*

# VISUAL COMMUNICATION STANDARDS

Often the general public's first contact with IVCCD occurs through printed materials such as letters, brochures, fliers, pamphlets, business cards, advertisements, and even signage. These initial first impressions serve as the basis for opinions and attitudes formed about the college. IVCCD's visual materials should project an image that reflects the mission of the college and creates a reputation for excellence. The system is implemented to visually impart the IVCCD commitment to excellence in education and service. Each IVCCD communication, from a simple memo to an advertisement seen statewide, conveys information on two levels. The immediate communication is fulfilled through the content of the document, while the components of the visual identity system shape the institution's image.

It is important that there be a standardized use of IVCCD's identity elements, to be consistent and eliminate confusion. By following these graphic standards, printed materials and electronic representations will become part of a system that creates continuity and maintains a coherent approach to both internal and external college communications. Standardized use of the components will ensure that an identifiable brand will be achieved. A quality look supports the fact that IVCCD offers students a quality education and is a well organized institution. A consistent look allows marketing pieces from various departments to reinforce each other, and the use of standards makes the production of marketing items easier, faster and less costly.

All departments within IVCCD must adhere to these guidelines pertaining to the use of the logos and color scheme.

This guide was produced by the Marketing Office, which serves as the central resource for information and the creation of publications and other visual representations of IVCCD.

For questions, please contact: Phone: 641-844-5571 or 641-844-5572  
Email: [Julie.Eastridge@iavalley.edu](mailto:Julie.Eastridge@iavalley.edu)

Please note: All advertising, promotional products, publications and other printed materials destined for external marketing must be approved by the IVCCD Marketing Office.

# IOWA VALLEY IDENTITY SYSTEM

## Mark



The main building block of the design system providing visual coherence. The three swashes are IVCCD's mark.

## Colors



These are the standard design system pantone colors. *(Gray-scale and reverses are also acceptable.)*

## Typography

**Garamond Premier Pro**  
Apex Sans, Myriad,  
Helvetica

Use and arrangement of the Garamond Premier Pro, Apex Sans, Myriad and Helvetica typefaces are a visual bond among IVCCD's communications.

Repeated exposure to a consistent look enhances the audience's image of a company/college. A quality look supports the fact that IVCCD offers students a quality education, and is a well organized institution.

**Typography is relative to the logo** *(faculty & staff do not need these typefaces)*

# LOGOS

The Iowa Valley Community College District logo is a dynamic visual graphic. It is the single element which unifies all printed and published materials, including electronic representations. Our logo serves as a symbol of what we stand for and gives our public an indication of our standard of quality. It is a unique design created to cause a visual recognition for our institution. Above all, it solidifies our reputation and expands our presence in a rapidly changing higher education marketplace. In order to keep a strong visual consistency, none of the logos may be modified or distorted in any way.

The IVCCD logos shown below illustrate the unity between the main campuses by showing three swashes, which represent the three main campuses. The swashes can also be seen as landscape elements such as a valley or rows in a field. The movement to the swashes gives the mark a progressive and forward-looking feel. The combination of a serif and sans-serif typography pay respect to tradition (serif) and a future-focus (sans.) The color scheme is based upon a hybrid of the existing college colors.



**Iowa Valley Community College District**  
*(with units listed)*



**District name only**



**Swashes only**

# LOGOS



**Iowa Valley Business and Community Solutions**



**Marshalltown Community College**



**Ellsworth Community College**



**Iowa Valley Grinnell**

# LOGOS

The logos are available in gray-scale versions as shown.



# LOGOS

The logos are available with the appropriate addresses/phones as shown.



# TYPOGRAPHY

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## Fonts

Helvetica, Myriad Pro, Apex, and Rockwell are fonts used in the IVCCD Brand Strategy and Identity Standards Guide and are the preferred fonts for most publications.

*\*For use on a PC, Arial (Helvetica) and Myriad may be substituted for Calibri*

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## Helvetica

Helvetica is a sans serif typeface that may be used for body copy and headlines. Care should be taken when selecting the font and its size to ensure legibility by all readers. General guidelines for recommended font and size are: 9.5 or 10 pt. is the preferred size of body copy for most publications. 9 to 11 pt. is also acceptable. Italicized text can also be used.

12, 14 or 16 pt. Helvetica Bold is the preferred size for most headlines. In some cases 18 pt. or larger may be used.

<b>Body Copy</b>	9 pt. Helvetica Regular	
	9.5 pt. Helvetica Regular	
	10 pt. Helvetica Regular	
	10.5 pt. Helvetica Regular	
	11 pt. Helvetica Regular	
	9 pt. <i>Helvetica Italic</i>	
	9.5 pt. <i>Helvetica Italic</i>	
	10 pt. <i>Helvetica Italic</i>	
	10.5 pt. <i>Helvetica Italic</i>	
		<b>Headlines</b>
		12 pt. <b>Helvetica Bold</b>
		14 pt. <b>Helvetica Bold</b>
		16 pt. <b>Helvetica Bold</b>
		18 pt. <b>Helvetica Bold</b>

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ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 1234567890

# TYPOGRAPHY

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## Fonts

Helvetica, Myriad Pro, Apex, and Rockwell are fonts used in the IVCCD Brand Strategy and Identity Standards Guide and are the preferred fonts for most publications.

*\*For use on a PC, Arial (Helvetica) and Myriad may be substituted for Calibri*

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## Myriad Pro

Myriad Pro is a sans serif typeface that may be used for body copy and headlines. Care should be taken when selecting the font and its size to ensure legibility by all readers. General guidelines for recommended font and size are: 9.5 or 10 pt. is the preferred size of body copy for most publications. 9 to 11 pt. is also acceptable. Italicized text can also be used.

12, 14 or 16 pt. Myriad Pro Bold is the preferred size for most headlines. In some cases 18 pt. or larger may be used.

<b>Body Copy</b>	9 pt. Myriad Pro Regular	<b>Headlines</b>	12 pt. Myriad Pro Bold
	9.5 pt. Myriad Pro Regular		14 pt. Myriad Pro Bold
	10 pt. Myriad Pro Regular		16 pt. Myriad Pro Bold
	10.5 pt. Myriad Pro Regular		18 pt. Myriad Pro Bold
	11 pt. Myriad Pro Regular		
	9 pt. Myriad Pro Italic		
	9.5 pt. Myriad Pro Italic		
	10 pt. Myriad Pro Italic		
	10.5 pt. Myriad Pro Italic		
	11 pt. Myriad Pro Italic		

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ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 1234567890

# TYPOGRAPHY

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## Fonts

Helvetica, Myriad Pro, Apex, and Rockwell are fonts used in the IVCCD Brand Strategy and Identity Standards Guide and are the preferred fonts for most publications.

*\*For use on a PC, Arial (Helvetica) and Myriad may be substituted for Calibri*

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## Apex

Apex is a sans serif typeface that may be used for body copy and headlines. Care should be taken when selecting the font and its size to ensure legibility by all readers. General guidelines for recommended font and size are: 9.5 or 10 pt. is the preferred size of body copy for most publications. 9 to 11 pt. is also acceptable. Italicized text can also be used.

12, 14 or 16 pt. Apex Bold is the preferred size for most headlines. In some cases 18 pt. or larger may be used.

<b>Body Copy</b>	9 pt. Apex Book	<b>Headlines</b>	12 pt. Apex Bold
	9.5 pt. Apex Book		14 pt. Apex Bold
	10 pt. Apex Book		16 pt. Apex Bold
	10.5 pt. Apex Book		18 pt. Apex Bold
	11 pt. Apex Book		
	9 pt. Apex Book Italic		
	9.5 pt. Apex Book Italic		
	10 pt. Apex Book Italic		
	10.5 pt. Book Apex Italic		
	11 pt. Book Apex Italic		

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ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 1234567890

# TYPOGRAPHY

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## Fonts

Helvetica, Myriad Pro, Apex, and Rockwell are fonts used in the IVCCD Brand Strategy and Identity Standards Guide and are the preferred fonts for most publications.

*\*For use on a PC, Arial (Helvetica) and Myriad may be substituted for Calibri*

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## Rockwell

Rockwell is a serif typeface that may be used for headlines. Care should be taken when selecting the font and its size to ensure legibility by all readers. General guidelines for recommended font and size are: 9.5 or 10 pt. is the preferred size of body copy for most publications. 9 to 11 pt. is also acceptable. Italicized text can also be used.

12, 14 or 16 pt. is the preferred size for most headlines. In some cases 18 pt. or larger may be used.

Headlines  
**12 pt. Rockwell Bold**  
**14 pt. Rockwell Bold**  
**16 pt. Rockwell Bold**  
**18 pt. Rockwell Bold**

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ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 1234567890

# OFFICIAL COLORS

Iowa Valley Community College District logos use three Pantone Matching System (PMS) colors: PMS 654 (blue), PMS 2617 (purple) and PMS 123 (gold.) These colors, or their four-color process match, are to be used whenever possible, particularly for the logo. It is recommended that samples be requested for every print job and items ordered to ensure that the PMS colors are accurate. Slight adjustments may be required upon the material being produced. Logos may be reversed (white) out of any of these colors as shown on page ----



<b>BLUE</b>	<b>CMYK formula</b>	<b>RGB formula (Digital)</b>	<b>Hex</b>
Pantone Color PMS 654	C = 100% M = 71% Y = 10% K = 47%	R = 0 G = 50 B = 98	#003262



<b>PURPLE</b>	<b>CMYK formula</b>	<b>RGB formula (Digital)</b>	<b>Hex</b>
Pantone Color PMS 2617 CP	C = 84% M = 99% Y = 0% K = 12%	R = 75 G = 40 B = 132	#4B2884



<b>GOLD</b>	<b>CMYK formula</b>	<b>RGB formula (Digital)</b>	<b>Hex</b>
Pantone Color PMS 123	C = 0% M = 31% Y = 94% K = 0%	R = 253 G = 184 B = 39	#FDB827

## CMYK vs. PMS vs. Hex

CMYK, PMS, and Hex color values are meant for particular uses. Used improperly, these color systems can result in inaccurate color reproduction that degrades the Iowa Valley Brand. To ensure your color values display correctly, be sure to always choose the appropriate color system for the intended use of your communication

### CMYK (Full-color Printing)

You will use CMYK for nearly all print work

### PMS (Pantone Matching System)

You can use PMS for print work, and spot color applications

### Hex (Digital Uses)

You will use Hex values when working with digital applications

### RGB (Digital Uses)

You will use RGB values for anything online, like website materials, ad posters, logos, etc.

# OFFICIAL *SECONDARY* COLORS

Secondary colors, listed below, may be used in addition, provided that they are used in small amounts (20% or less) as complimentary accent colors. Secondary colors may not be used as alternatives to the college's official colors.



<b>SKY BLUE</b>	<b>CMYK formula</b>	<b>RGB formula (Digital)</b>	<b>Hex</b>
Pantone Color PMS 2727	C = 78% M = 60% Y = 0% K = 0%	R = 39 G = 108 B = 253	#3366FF



<b>ORANGE</b>	<b>CMYK formula</b>	<b>RGB formula (Digital)</b>	<b>Hex</b>
Pantone Color PMS 1665	C = 0% M = 79% Y = 100% K = 0%	R = 220 G = 88 B = 5	#F15D22



<b>LIME GREEN</b>	<b>CMYK formula</b>	<b>RGB formula (Digital)</b>	<b>Hex</b>
Pantone Color PMS 2298	C = 32% M = 0% Y = 92% K = 0%	R = 185 G = 215 B = 60	#B9D544



<b>SPRING PURPLE</b>	<b>CMYK formula</b>	<b>RGB formula (Digital)</b>	<b>Hex</b>
Pantone Color PMS 2582	C = 48% M = 80% Y = 0% K = 0%	R = 172 G = 79 B = 198	#AC4FC6

## CMYK vs. PMS vs. Hex

CMYK, PMS, and Hex color values are meant for particular uses. Used improperly, these color systems can result in inaccurate color reproduction that degrades the Iowa Valley Brand. To ensure your color values display correctly, be sure to always choose the appropriate color system for the intended use of your communication

### CMYK (Full-color Printing)

You will use CMYK for nearly all print work

### PMS (Pantone Matching System)

You can use PMS for print work, and spot color applications

### Hex (Digital Uses)

You will use Hex values when working with digital applications

### RGB (Digital Uses)

You will use RGB values for anything online, like website materials, ad posters, logos, etc.

# ACCEPTABLE USAGE OF LOGOS

The logos may be reversed (white) out of any of the IVCCD (but not green or red) PMS colors and used on a 10% or 20% screen of the PMS colors.



10% screen of PMS 654



20% screen of PMS 2617



20% screen of PMS 123

# UNACCEPTABLE USAGE OF LOGOS

The logos may be reduced or enlarged proportionally, but the relationship of the elements may not be distorted, altered, or modified in any way. When using the logos, the orientation of the logo must not be altered. The logos are to remain "as is." DO NOT alter the composition of the proper name and the mark.



Do not change the order of elements



Do not change the colors of the logos



Never use a low quality logo



Do not alter the size or shape in any way



DO NOT reproduce the logo on a densely patterned background or paper

Logos must remain proportional; do not adjust to "fit the space."

# ATHLETIC LOGOS

## Marshalltown Community College - Tiger Athletic Logo

Ellsworth Community College and Marshalltown Community College each have an official athletic logo. The logos must not be altered or modified.



MCC Tiger Head



Tiger Head without  
Marshalltown



MCC Tiger Head Only



MCC Tigers Text Only



MCC Tiger Head Gray-scale



MCC Tiger Head Gray without  
Marshalltown Gray-scale



MCC Tiger Head Only  
Gray-scale



MCC Tiger Text  
Gray-scale

# ATHLETIC LOGOS

In certain cases, for specific sports apparel, the letter "M" may be used. Specifications for the use of an M are shown below.



Font: ITC	PMS	CMYK formula
Cheltenham	654	C = 100% M = 71%
Std Ultra	BLUE	Y = 10% K = 47%

Font: ITC	PMS	CMYK formula
Cheltenham	123	C = 0% M = 31%
Std Ultra	GOLD	Y = 94% K = 0%

# ATHLETIC LOGOS

## Ellsworth Community College - Panther Athletic Logo

Ellsworth Community College and Marshalltown Community College each have an official athletic logo. The logos must not be altered or modified.



Ellsworth CC Panther logo



Ellsworth Panther logo



Ellsworth Panther Head



Ellsworth Panther Oval



Ellsworth CC Panther logo Gray-scale



Ellsworth Panther logo Gray-scale



Ellsworth Panther Head Gray-scale



Ellsworth Panther Oval Gray-scale

# ATHLETIC LOGOS

In certain cases, for specific sports apparel, the letter "E" may be used. Specifications for the use of an E are shown below.



Font: ITC	PMS	CMYK formula
Cheltenham	2617	C = 84% M = 99%
Std Ultra	PURPLE	Y = 0% K = 12%

Font: ITC	PMS	CMYK formula
Cheltenham	123	C = 0% M = 31%
Std Ultra	GOLD	Y = 94% K = 0%

# PHOTOGRAPHY GUIDELINES

Photography is a tool that allows us to convey a theme or a brand in an interesting and provoking manner. It is a primary element in all Iowa Valley communications and represents who we are. Photography should be used to compliment the content as well as a tool to create an emotional connection to the piece. We show what we do more than we talk about it, for this reason we must always have high quality images & updated information to keep our peers engaged. The style should convey an in-the-moment, natural mood, making the audience feel like they could step onto any one of our campuses and be welcomed at any time. Our photography needs to reflect our community mindset. In doing so we focus on showcasing students, staff, campus activities, and whatever else suits our photography needs.

## **The following elements should be taken into account when selecting/capturing photography:**

- Overall feel should be engaging and natural; (like the viewer is experiencing the event first-hand).
- Lighting composition should be natural; utilize directional lighting when needed.
- Subject should not be in the center of frame, use rule of thirds.
- Avoid overly staged stock image feel.
- Stock images vs. Marketing photos: Stock images can be utilized for Blog posts, or content we can not provide in house.
- Outside elements need to be removed (pop cans, Kleenex, misc.) when they distract from the image subject.
- Avoid political/religious affiliation.
- High resolution photography should be taken in at least 1080p and saved as .jpeg format.
- External or submitted photography has the same expectations; Iowa Valley has the right to decline if the quality is not up to these standards.

# PHOTOGRAPHY GUIDELINES

## Photography Examples

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# VIDEOGRAPHY GUIDELINES

Video has become an increasingly effective way to communicate. Whether posted on a website, used in social media, sent to an outside audience, or shown at an event, Iowa Valley's videos should reinforce the brand standards of the college. By following the guidelines set below, you will maintain a level of professionalism and consistency when communicating with our viewers. Overall goal for our videos/videography position: ***To enhance our story and do so in a more engaging outlet that can reach multiple audiences.***

## Video Brand Elements (*Look, Sound, Feel*)

- **First Define the Audience** (Music, Transitions, Graphics, Tone/Mood) All of these things play into what audience we are targeting and what appeals most to them. Instead of (Music is somber, Graphics are at the beginning and end only, etc.) we allow ourselves to have a natural flow with each project, while keeping them consistent through the design elements.
- **Logo/Typography** The videographer must refer to our Typography in our brand standards, and each video must conclude with the correct bumper.
- **Lighting Procedures** Ideally we always want clear natural light, but when that is not an option we must improvise with soft box lights, panel lighting, or practical lights found on location. These should also capture a similar essence to natural light and not be overbearing to the overall scene we are capturing. Try to avoid mixing color temperatures to avoid an overly synthetic feeling.
  - When able, utilize a 3 point lighting setup for interviews via the above mentioned methods. Make sure the subject "pops" from the background.
- **Social Media/Smartphone Footage** The person shooting the footage must always shoot at 4k (***1080p if the device cannot output 4k***) so it can be converted across social media platforms.
  - Requirements are relative to content:
  - If shooting strictly for social media, shoot in a vertical format
  - ***For all other uses, consult project notes/videographer***
- **Drone Footage** <https://rb.gy/fqjm1> This link has all of the regulations & rules. All drones must be accompanied by a licensed drone pilot or be supervised by someone who has their license. For questions about drone footage, please reach out to the marketing team.
- Unlicensed use of copyrighted music, photos or video footage on any public website, social media outlet, or email is illegal.
- Video for web viewing should be no longer than three minutes. Statistics reinforce that people stop watching after 2:20. Ideal timing for event videos is five minutes or less.
- Avoid busy patterns on clothing and backgrounds for the best imagery on screen.
- Avoid filming in heavily trafficked or noisy areas to ensure good-quality sound.

# COLLATERAL MATERIALS

## Collateral Materials Overview

All collateral materials should be developed, designed and printed by the Marketing office and Printing Services in order to maintain consistency of design, paper and theme. Requests for letterhead, envelopes and note cards must be directed to Printing Services at 641-844-5775. Requests for business cards and nametags must be directed to Human Resources at 641-844-5545.

## Letterhead & Envelopes

Letterhead and envelopes with the District and unit logos and addresses are available at Printing Services. If you have a need for more than a quantity of 1,000 please call Printing Services as soon as possible to ensure availability.

## Business Cards

- Business cards are available in any quantity.
- To order new cards or cards with changes: Go to [sharepoint.iavalley.edu](https://sharepoint.iavalley.edu) > Employee Intranet > HR > Forms > Business Card Form
- Print form and send to Human Resources.
- To order cards without changes (straight reprint): Contact Printing Services at 641-844-5775

## Nametags

Nametags are available through the Human Resources Department at 641-844-5545.

## Other

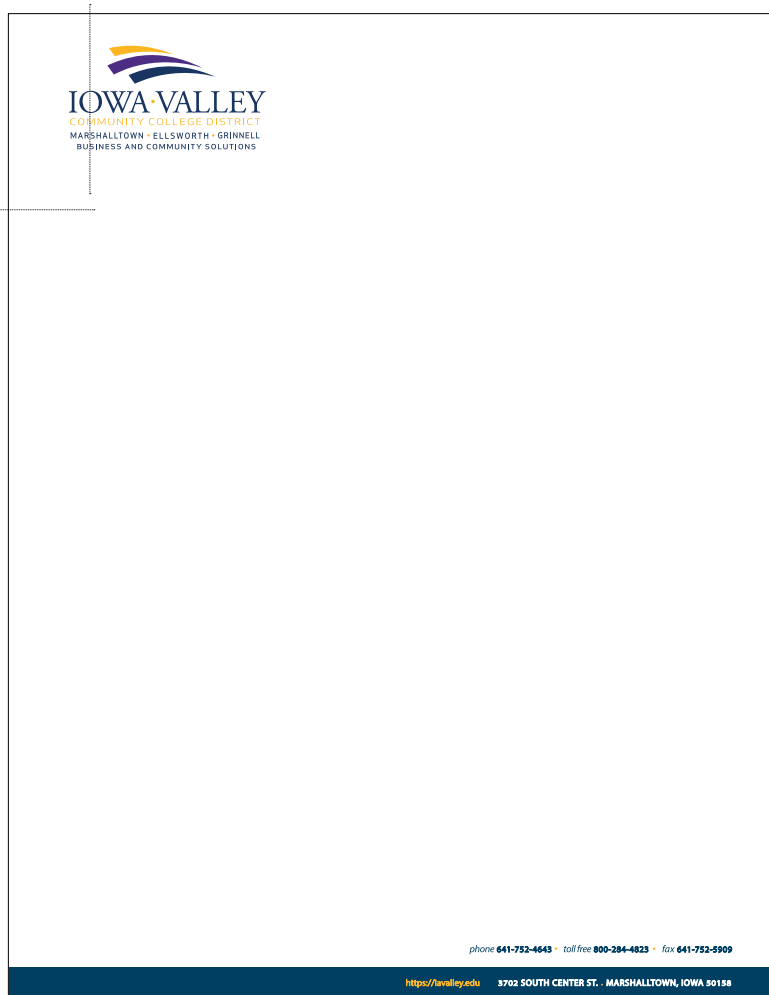
Other specialized collateral material, including (but not limited to) banners, table drapes and signage must be designed and/or approved by the Marketing Office prior to purchasing.

# COLLATERAL MATERIALS

## Stationery/ Letterhead

1 inch margin  
from left

2 inch margin  
from top



**Size:**

8.5" x 11"

**Stock:**

Use pre-printed MCC/ECC/BCS/IVG or DS letterhead

**Typography:**

10 pt up to 12 pt Times New Roman Regular

**Margins:**

2" from top and 1" from left

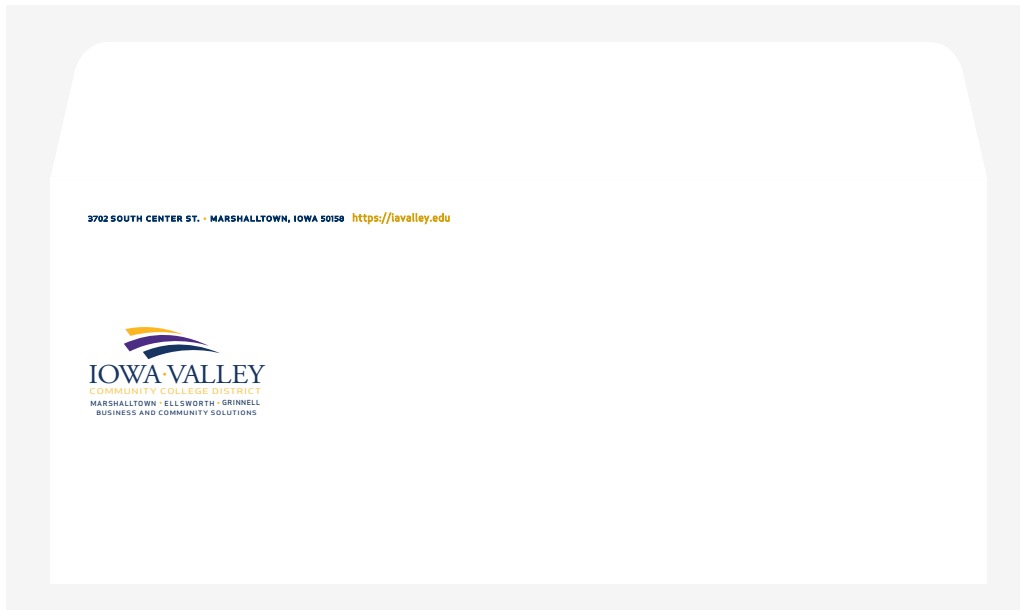
*Text in letterhead sample provides more detailed information*

# COLLATERAL MATERIALS

## Envelopes

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### Stationery/ Letterhead



Size: 4" x 9.5"  
Stock: Lynx Opaque Ultra Smooth, White  
Ink: PMS 1245, 302, 519  
Typography: Garamond Prmr Pro & ApexSan

# COLLATERAL MATERIALS

## Business Cards / Nametags

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### Official Nametag

Name badges can be ordered through the Human Resources Office at 641-844-5545.



**SARA AGUILERA**

*Associate Director of Human Resources*

Ph: 641-844-5525  
Fax: 641-844-5892  
Sara.Aguilera@iavalley.edu

3702 S. Center St.  
Marshalltown, IA 50158  
iavalley.edu

**JESSE REED**

*Assistant Football Coach*

Ph: 641-648-8626  
Fax: 641-648-3128  
Jesse.Reed@iavalley.edu  
ECCAthletics.com

**Ellsworth Community College**  
1100 College Ave.  
Iowa Falls, IA 50126

This card should not be designed or produced off campus. To order new cards, follow the directions on page 34 of this manual.

Size: 3.5" x 2"  
Stock: Indigo  
Ink: PMS 654, 2617, 123  
Typography: Myriad Pro

# COLLATERAL MATERIALS

## Email Signatures

Email signatures are powerful, low-cost, high-return marketing tools (a virtual business card or ad) for IVCCD. It is critical that everyone uses the same signature line. Specifics such as name, title, and direct phone line obviously will change. However, certain elements (organization name, website address) and the order of elements should be standard for all employee signature lines.

Using a consistent signature line builds a brand identity and becomes a key element of overall branding.

You may choose not to include a logo with your signature line, but if you choose to do so, please follow these instructions:

To insert the logo into your signature follow these steps: In Outlook click "Tools" > pull down to "Options...". >click "Mail Format" tab. Click the "Signatures..." button. You can make a new signature or edit an existing signature.

The picture icon let's you input a picture – i.e. logo. It is important that the logos are less than 50KB, so signature logos have been pre-formatted. Logos for email use may be obtained by contacting the Marketing office.

Accepted signature samples are shown to the right.

### Signature with District logo

11 pt. Calibri \_\_\_\_\_ **EMILY SMITH**  
11 pt. Calibri \_\_\_\_\_ Graphic Designer, Marketing & Printing Services  
Iowa Valley Community College District  
(All text is 3702 S. Center St. • Marshalltown, IA 50158  
medium blue) Ph: 641-844-5572 • F: 641-754-1442  
Optional line \_\_\_\_\_ [iavalley.edu](http://iavalley.edu)

Logo \_\_\_\_\_  
Unit \_\_\_\_\_  
Specific \_\_\_\_\_



### Signature with cell phone option

Optional line \_\_\_\_\_ Ph: 641-844-5572 • C: 641-844-5572

**NOTE: It is not necessary to add your email address to the bottom of your signature**

Ph: 641-844-5572 • F: 641-754-1442  
Emily.Smith@iavalley.edu

# COLLATERAL MATERIALS

## Email Signatures

### DOREEN BLAKE

Vice President  
Iowa Valley Business and Community Solutions  
3702 S. Center St. • Marshalltown, IA 50158  
Ph: 641-844 5640 • F: 641-752-1692  
[ce.iavalley.edu](http://ce.iavalley.edu) or [IowaValley.com](http://IowaValley.com)



Signature with BCS's logo

### BRENT WILLIAMS

Dean  
Iowa Valley Grinnell  
123 6th Ave. West • Grinnell, IA 50112  
Ph: 641-269-2202 • F: 641-236-0036  
[IVGrinnell.com](http://IVGrinnell.com)



Signature with IVGrinnell logo

### CLAY CALHOUN

Director of Admissions  
Ellsworth Community College  
1100 College Ave. • Iowa Falls, IA 50126  
Ph: 641-648-8519 • F: 641-648-3128  
[ecc.iavalley.edu](http://ecc.iavalley.edu)



Signature with ECC logo

### AMY REED STEPHENS

Dean of Enrollment & Student Life  
Marshalltown Community College  
3700 S. Center St. • Marshalltown, IA 50158  
Ph: 641-648-5712 • F: 641-752-8149  
[mcc.iavalley.edu](http://mcc.iavalley.edu)



Signature with MCC logo

## Signature with cell phone and/or fax # option

### EMILY SMITH

Graphic Designer, Marketing & Printing Services  
Iowa Valley Community College District  
3702 S. Center St. • Marshalltown, IA 50158  
Ph: 641-844-5572 • C: 641-844-5572 • F: 641-752-8149  
[iavalley.edu](http://iavalley.edu)



# COLLATERAL MATERIALS

## Athletic Email Signatures

### Athletic Signature

#### MCC

Name is all caps & bold

11 pt. Calibri

**EDDIE LEONARD**

11 pt. Calibri

Director of Athletics

Marshalltown Community College

All text is blue

3700 S. Center St. • Marshalltown, IA 50158

Ph: 641-844-5670 • F: 641-844-5898

[MCCAthletics.com](http://MCCAthletics.com)

MCC Tiger logo



### Athletic Signature

#### ECC

Name is all caps & bold

11 pt. Calibri

**JACKIE HEDDENS**

11 pt. Calibri

Director of Athletics & Student Life

Ellsworth Community College

All text is purple

1100 College Ave. • Iowa Falls, IA 50126

Ph: 641-648-8516 • F: 641-648-8698

[ECCAthletics.com](http://ECCAthletics.com)

ECC Panther logo



### Athletic Signature

#### with cell phone

#### and/or

#### fax option

Ph: 641-844-5670 • C: 641-844-5670

Ph: 641-844-5670 • C: 641-844-5670 • F: 641-648-8698

# COLLATERAL MATERIALS

## Social Media

Iowa Valley encourages its community members to engage, build networks, stay connected, share information, and help promote the college's goals and mission online. Today, that often happens through social media channels like Facebook, Twitter, Instagram, and YouTube. The college's primary social media presence (Facebook, Twitter, Instagram, YouTube, and LinkedIn) can help promote your academic department, event, or organization.

If you have information you would like posted through one of these channels, please contact your account executive in **Marketing & Communication** to discuss this option.

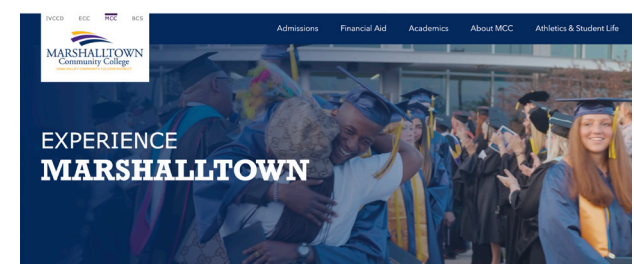
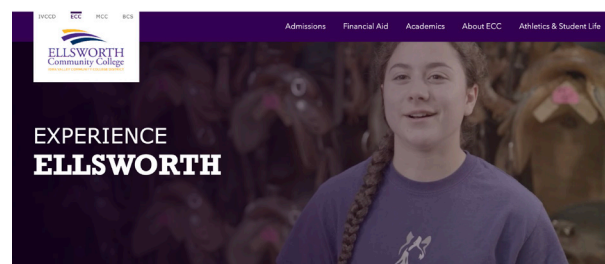
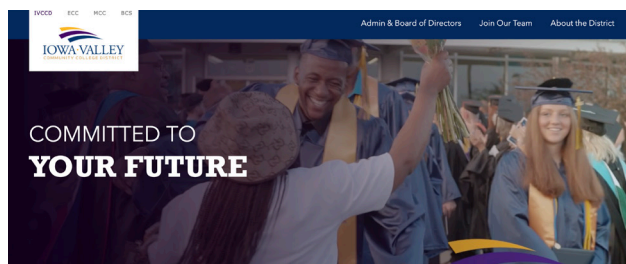
For specific social media content guidelines, review Guideline to Board Policy 407.2 at [sharepoint.ivalley.edu](https://sharepoint.ivalley.edu) > **Employee Intranet** > **Board Policies**.

## Web / Blog

The college's homepage, [www.ivalley.edu](http://www.ivalley.edu), is the public face of the college. Its mission is to communicate strategic messages to external audiences, with particular focus on telling the stories of extraordinary accomplishments by our community. The primary audience is prospective students but also includes alumni, donors, parents, faculty, and staff.

The goal for the website is to excite and engage and provide a path for potential students to learn more about the college opportunities, and provide a path for interested parties to learn more. The website houses the most current information and is updated regularly by the Marketing department.

## Webpage Examples



# COLLATERAL MATERIALS

## Forms

As with other District publications, our forms are produced by the Marketing Office to ensure consistency and accessibility. In keeping with requirements of federal legislation regarding accessibility and readability for individuals with disabilities, the Marketing office uses a set of form templates that can be customized for various unit and departmental form needs. To develop a new form or update existing/outdated forms, place a request in the marketing project management system at [marketing.iavalley.edu](http://marketing.iavalley.edu) (Form).

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### General guidelines:

Margins: ½" all around

Font: Arial

Font size: heading 16 or 18 and body 10 or 11

Bullets: squares

Limit bold and italic text

Office Use Only Box: top right

# ACCREDITATION / NON-DISCRIMINATION STATEMENTS

The following statements are specific to IVCCD and have been approved by the IVCCD Board of Directors. Questions regarding style should be addressed to the Marketing Office.

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## **Accreditation Statement**

The District's official accreditation statement is included on the websites, in the College catalog, in class schedules, and on key admissions materials as deemed appropriate. The accreditation statement reads as follows:

*Iowa Valley Community College District (which operates Ellsworth Community College, Marshalltown Community College, Iowa Valley Grinnell, and Iowa Valley Business and Community Solutions) is accredited by The Higher Learning Commission (<https://www.hlcommission.org>; ph. 312-263-0456), the Iowa Department of Education, and the National Alliance of Concurrent Enrollment Partnerships; some individual degree programs are also accredited by agencies specific to those areas of study. IVCCD has articulation agreements with Iowa's Regent universities and several other colleges in Iowa and the Midwest.*

## **Equal Employment Opportunity/Affirmative Action Statement (EEO/AA) – Used for HR/Employment purposes only**

*Iowa Valley Community College District does not discriminate in its programs, activities, or employment on the basis of race, color, national origin, sex, disability, age, sexual orientation, gender identity, creed, religion, actual or potential family, parental or marital status, or other protected classes. If you have questions or complaints related to compliance with this policy, please contact the District Equity Coordinator, 3702 S. Center Street, Marshalltown, IA 50158, 641-844-5523, [Equity@iavalley.edu](mailto:Equity@iavalley.edu).*

# ACCREDITATION / NON-DISCRIMINATION STATEMENTS

The following statement is specific to IVCCD. Questions regarding style should be addressed to the Marketing Office.

**Equity Statement**

*Iowa Valley Community College District does not discriminate in its programs, activities, or employment on the basis of race, color, national origin, sex, disability, age, sexual orientation, gender identity, creed, religion, actual or potential family, parental or marital status, or other protected classes. If you have questions or complaints related to compliance with this policy, please contact the District Equity Coordinator, 3702 S. Center Street, Marshalltown, IA 50158, 641-844-5523, [Equity@iavalley.edu](mailto:Equity@iavalley.edu).*

The equity statement should appear on all public-facing promotional materials, including the website, postcards and mailers, fliers, viewbooks, ads, and handbooks. It is not necessary to list the equity statement on individualized communications, such as billing statements and individual correspondence (such as an acceptance letter). Please contact Marketing with questions.

# THE MARKETING OFFICE

The IVCCD Marketing & Printing Services department supports the marketing, communications and public relations efforts of Iowa Valley Community College District and its units. Services include advertising, news releases and feature articles, publications, websites, fliers/posters, other promotional materials, photography, video and audio scripting, and more. ***The emphasis is on developing and maintaining a positive, professional image for IVCCD and its units, while giving top priority to projects that focus on recruitment and retention.***

The marketing staff is committed to planning and producing projects that effectively communicate your message and promote your program or service. Working in partnership with you, the marketing staff can coordinate a project from consultation to delivery. Marketing will make sure your project meets its marketing goal while ***staying consistent with the IVCCD and unit brands.***

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## Marketing Team Positions

- **Director of Marketing**  
*Contact: 641-844-5571*
- **Marketing Coordinator** for Marshalltown Community College, Iowa Valley Grinnell & Athletics  
*Contact: 641-844-5573*
- **Marketing Coordinator** for Ellsworth Community College & Athletics  
*Contact: 641-844-5574*
- **Visual Media Specialist** for Iowa Valley Community College District (All units)  
*Contact: 641-844-5580*
- **Graphic Designer** for Iowa Valley Community College District (All units)  
*Contact: 641-844-5572*

## References

- Clifton, R., Ahmad, S., Allen, T., Anholt, S., Barwise, P., Blackett, T., Bowker, D., Chajet, J., Doane, D., Ellwood, I., Feldwick, P., Framptom, J., Gibbons, G., Hobsbawm, A., Lindemann, J., Poulter, A., Raison, M., Simmons, J., & Smith, S. (2009). *Brands and branding*. (pp. 73-109). New York, NY: Bloomburg Press.
- Swanson, Ph.D., K.J. (2008). Iowa valley community college district - brand platform. 1, 3, 20.
- Swanson, Ph.D., K.J. (2008). Iowa valley community college district - executive summary. 16.
- Swanson, Ph.D., K.J. (2008). Iowa valley community college district - loyalty report. 2, 3.
- Wheeler, A. (2009). *Designing Brand Identity*. (pp 6-186). Hoboken, New Jersey: John Wiley & Sons, Inc.

