MONROE COUNTY COMMUNITY COLLEGE

enriching lives

Brand Standards Guide

VERSION 1.0

Table of Contents

Welcome to the official Brand Standards Guide for Monroe County Community College. This guide serves as a comprehensive resource, outlining the messaging and visual elements that define the MCCC brand. From our brand pillars to our distinctive primary logo to our preferred color palette, these guidelines are designed to ensure consistency and coherence in all communications. Our brand is always evolving, but let this serve as guardrails in your marketing communications.

Questions?
Please contact:

Joe Verkennes
Director, Marketing and Communications
Office of Marketing and Communications
Monroe County Community College
(734) 384-4207
Warrick Student Center (Bldg. S), Suite 154
jverkennes@monroeccc.edu

Our
Brand

THE IDEAS AND VALUES THAT MAKE
US WHO WE ARE AND GIVE US VOICE.

Brand Introduction

MCCC's brand is its promise of performance and delivery. Our brand story exists within the actions we take each day as we support our students' journeys and respond to the communities we serve. This guide sets the standard and tone for us to speak a common language with our primary audiences. Our brand lives in many spaces, and this document seeks to define, clarify and unify the messaging we use to communicate the positive impact of the MCCC experience. Anyone who develops communications about MCCC should refer to this guidebook to help ensure a consistent voice to improve the experience for prospective students and their families, our industry partners and influencers, and our alumni and donors.

In creating MCCC's Brand Standards, we reviewed the current Mission and Vision statements, Core Values, 2020-25 Strategic Plan and the 2023 MCCC accreditation Assurance Argument in relation to the college's original Brand Standards created in the mid-2000s when the current logo and tagline were introduced. Building upon the college's commitment to being student-focused and offering high-quality higher education, we identified the brand framework, personality and pillars found on the following pages that identify the essence of all we do at MCCC.

Additional Resources
Some logos can be accessed on the MCCC website at www.monroeccc.edu/marketing-and-communications and via MCCC's Brand Standards and Elements channel on Microsoft Teams. Templates and other resources can also be found via the Teams channel.

DISCLAIMER
This is a living document. Elements are subject to change.
Updates will be announced as they are made.

Framework
of the MCCC Brand:
Enriching Lives

At MCCC, we believe in breaking down barriers to education, creating an environment where everyone feels welcome and valued. Our brand radiates a friendly and down-to-earth aura, reflecting our commitment to providing learner-focused, accessible learning opportunities for all. With an open-admissions policy and a spirit of inclusiveness, MCCC brings together people from diverse backgrounds to join a community that celebrates the pursuit of knowledge in a comfortable and highly-supportive atmosphere. MCCC is where **approachability and responsiveness** meet **academic excellence**.

The college has identified and regularly communicates the unique attributes and "personality" of the college that differentiate it from other colleges in the region. The college aligns its strengths with the needs and wants of all those MCCC serves.

MCCC's brand – its promise of performance and delivery to the community – can be summed up by two words that are included with everything associated with Monroe County Community College, including its overall mission: **enriching lives**.

Brand Personality

THE MCCC BRAND IS:

Hopeful
Inspiring
Confident
Calm
Poised
Authentic

THE MCCC BRAND IS NOT:

Sappy
Gloomy
Weak
Cocky
Nervous
Cold

Brand Pillars

At the heart of MCCC's brand promise are the following differentiating core strengths of MCCC. These "brand pillars" are recognized and valued by MCCC's target audiences and are addressed visually and/or verbally in MCCC marketing communications that allow for more detail than just the simple brand mark and tagline. Brand pillars are generally not referenced outside the college – they are used as a framework for messaging and campaign development.

Learning Relationships
"Caring" is a term repeatedly linked to MCCC by our students. One-on-one personal attention with faculty who provide hands-on teaching and individual student mentorship sets MCCC apart from the more simplified "small class sizes" attribute promoted by other higher education institutions.

Accessibility
In addition to the beneficial low cost of tuition, convenient instruction via on-ground, blended and online learning options, and a liberal admissions policy, MCCC is a positive "stepping stone" directly to the workforce or to a four-year institution for successfully attaining a baccalaureate degree.

Practical Experience
MCCC is not a research institution, but a learning institution where program curricula and teaching delivery are focused on the practical application of education for workforce-ready success tailored to the specific needs of the community it serves.

Student-focused
A single-minded focus on student success unites all departments and employee groups throughout the college. This passionate commitment to students and personal involvement in their relationship with the college translate to positive student experiences and learning outcomes.

Diversity
At MCCC, we are committed to building a diverse and inclusive campus and fostering an appreciation and respect for students of all identities. We accomplish this by advocating and empowering these students and connecting them to resources and opportunities to promote holistic success to cultivate a sense of belonging.

Lifetime Value
A unique blend of low-cost tuition, practical life skills and mentoring relationships provides lasting value and return-on-investment that benefit students long after their studies are complete.

Mission, Vision and Values

MCCC's brand is tied directly with its mission, vision and values, and both should always be considered when communicating about the college.

MCCC's mission is a broad statement of our organizational scope, purposes and operation that distinguishes us from other colleges, universities and organizations. Our vision is a picture of the future we are working to create – what we want MCCC to become. And, even though we frequently talk about mission and vision first, the basic underlying foundation for both our mission and vision are MCCC's core values. These values guide our attitudes and guide our behavior.

Mission
Monroe County Community College enriches lives in our community by providing opportunity through student-focused, affordable, quality higher education and other learning experiences.

MCCC accomplishes its mission through:

- Post-secondary pathways for students who plan to pursue further education
- Occupational programs and certificates for students preparing for immediate employment upon completion
- Curriculum developed by highly qualified faculty that prepares students to effectively communicate, think critically and be socially and culturally aware
- Comprehensive student support services
- A wealth of opportunities for intellectual, cultural, personal and career enhancement
- Training and retraining to meet the needs of an evolving economy
- Key partnerships to enhance educational services and opportunities

Vision
Monroe County Community College will be recognized for our student-focused service, academic excellence, affordability, innovation, community responsiveness and student success.

Mission, Vision and Values (continued)

Core Values

These core values form our attitudes and guide our behavior:

Student-focus: Execute student-centered decision making

Excellence: Offer high-quality educational opportunities, programs and services

Accessibility: Offer ease of access to educational opportunities, programs and services

Affordability: Provide affordable educational opportunities, programs and services

Diversity and Inclusion: Celebrate the individuality and diversity of our students, community, nation and world

Respect: Practice equity and mutual respect

Stewardship: Manage our resources with efficiency and integrity to ensure the long-term health of the college and infuse responsible, sustainable and transparent practices throughout all operations and programs

Outreach and Engagement: Advance a culture of engagement and collaboration

Relevance: Offer relevant educational programs through innovation and responsiveness

Voice and Tone

The distinctive voice and tone of MCCC is a reflection of our core values and focus on approachability, inclusiveness and unwavering work ethic.

Our brand speaks with a friendly and down-to-earth tone, inviting everyone to join our community of learners. Whether you're a student, faculty member, or community partner, our communication is marked by clarity, openness and a genuine commitment to inclusion. We embrace a positive and encouraging tone that motivates and supports, embodying the spirit of hard work and dedication that defines MCCC. Any and all communications should resonate with a sense of inclusion, belonging and shared purpose within the MCCC family.

Our Visual Language

THE VISUAL ELEMENTS THAT
BRING OUR BRAND TO LIFE.

NOTE: All marketing communications efforts executed
on behalf of Monroe County Community College must
be developed by or in direct consultation with the
Office of Marketing and Communications.

Primary Logo

Our primary logo reflects the essence of MCCC's spirit with its unique design elements and vibrant symbolism. The logo, a visual representation of our commitment to excellence, incorporates a harmonious blend of clean typography and bold iconography that signifies the dynamic educational experience offered at our institution.

The primary logo is available for download from the **MCCC website** and **Brand Standards and Elements** channel on Teams.

LOGO WITHOUT TAGLINE	LOGO WITH TAGLINE	M-BARS ICON

COLOR

MONROE COUNTY COMMUNITY COLLEGE

MONROE COUNTY COMMUNITY COLLEGE
enriching lives

REVERSED

MONROE COUNTY COMMUNITY COLLEGE

MONROE COUNTY COMMUNITY COLLEGE
enriching lives

BLACK

MONROE COUNTY COMMUNITY COLLEGE

MONROE COUNTY COMMUNITY COLLEGE
enriching lives

CLEAR SPACE

MONROE COUNTY COMMUNITY COLLEGE
enriching lives

MINIMUM SIZE
To ensure legibility, please adhere to the minimum size standards below.

MONROE COUNTY COMMUNITY COLLEGE
enriching lives
1" or 175 PX

MONROE COUNTY COMMUNITY COLLEGE
.75" or 125 PX

Primary Logo Usage

Consistency is paramount, so below we've provided clear directives on what not to do to maintain the integrity of our brand, emphasizing the importance of a unified and recognizable image across all applications.

MONROE COUNTY COMMUNITY COLLEGE
enriching lives

DO NOT alter or rearrange the placement of any words or elements.

MONROE COUNTY COMMUNITY COLLEGE
enriching lives

DO NOT change any of the typefaces.

MONROE COUNTY COMMUNITY COLLEGE
achieving excellence

DO NOT change the tagline.

MONROE COUNTY COMMUNITY COLLEGE
enriching lives

DO NOT adjust the colors, even if they are technically part of the brand palette.

MONROE COUNTY COMMUNITY COLLEGE
enriching lives

DO NOT add any drop shadows or unnecessary visual effects.

MONROE COUNTY COMMUNITY COLLEGE
enriching lives

DO NOT alter the "M-bars" icon in any way.

NOTE: In some cases, the Office of Marketing and Communications may replace the tagline with a line to indicate a department or program. This should be done in ALL CAPS, such as **NURSING** or **WELDING**.

Secondary Logos

Our secondary logo system consists mostly of various organizations within the college and will typically appear independent of the primary logo. It's important to recognize when and how to use these logos and their various versions.

Secondary logos may only be used in consultation with the Office of Marketing and Communications and are only available upon request.

SCHOOL SEAL

Our seal depicts an oil lamp, representing the light of wisdom, intellect and good works. The lamp is surrounded by three ellipses, the symbol for the atom, representing scientific achievement and the harnessing of energy.

The timeless seal logo should be used sparingly, only on pieces that wish to highlight high academic achievement or our institution's rich heritage.
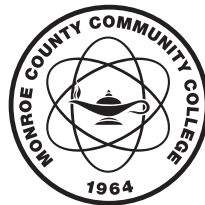
THE FOUNDATION LOGO

The Foundation at Monroe County Community College is the charitable organization dedicated to enhancing the educational and cultural experience of our students and community.

There are a variety of logos and icons to work with to ensure legibility and impact. The star icon may be used as a design element, but it's recommended that the full logo should also be represented on the piece to show the association.

FULL COLOR

GRAYSCALE

BLACK

REVERSED OUT

1555 South Raisinville Road
Monroe, Michigan 48161

STACKED GRAY WITH ADDRESS

STACKED GRAY

STAR ICON

STAR ICON
VARIATION

Secondary
Logos (continued)

ALUMNI ASSOCIATION LOGO

The Alumni Association works collaboratively with the Board of Trustees, The Foundation at MCCC, staff, students and the community in providing support to the mission and educational objectives of Monroe County Community College.

A variety of logos are available in various formats to ensure the brand is well represented.

ALUMNI A S S O C I A T I O N **MONROE COUNTY COMMUNITY COLLEGE**

ALUMNI A S S O C I A T I O N MONROE COUNTY COMMUNITY COLLEGE

MCCC ALUMNI A S S O C I A T I O N

LA-Z-BOY CENTER LOGO

MCCC's 52,000-square-foot La-Z-Boy Center accommodates a variety of cultural arts programming, customized training for business and industry, as well as community activities and conferences.

Even though the La-Z-Boy Center logo deviates a bit from the MCCC brand aesthetic, that shouldn't effect adherence to our unified branding approach outlined previously.

L A **Z** B O Y C E N T E R

L A **Z** B O Y C E N T E R
AND
M E Y E R T H E A T E R

Mascot Logos

Our fan-favorite Koda the husky mascot gives our merchandise personality while embodying school spirit, but his likeness isn't appropriate in all cases. Please consult the Office of Marketing and Communications for guidance before using any of the husky logos.

Mascot logos may only be used in consultation with the Office of Marketing and Communications and are only available upon request.

HUSKY MASCOT LOGO

There are a variety of husky logos to choose from, each with a proper use case depending on the medium and space available. Please limit usage to merchandise and instances outside of academics ideally involving school spirit.

ICON

MAIN LOGO

HORIZONTAL VERSION

STACKED VERSION

KODA HUSKY CARTOON LOGO

This playful, cartoon version of Koda is intended for light-hearted instances of use including activities directed at children or community outreach.

NOTE: *If you need a custom Koda illustration for your marketing needs, please consult the Office of Marketing and Communications for approval and proper implementation.*

STANDING WITH TYPE

STANDING WITHOUT TYPE

WAVING VERSION

WAVING LINE-ART VERSION

WAVING WITH CIRCLE CONTAINER

Primary Color Palette

MCCC's primary color palette is a visual symphony of bold, striking hues meticulously chosen to embody the distinct and energetic spirit of our institution. These colors create a dynamic and memorable visual identity that reflects the enthusiasm and vitality inherent in MCCC's commitment to educational excellence.

RED
Pantone 201C
C8 M93 Y78 K33
R163 G33 B54
Hex #A32136

CHARCOAL GRAY
PMS 425C
C48 M29 Y26 K76
R82 G82 B82
Hex #525252

LIGHT GRAY
PMS Cool Gray 1C
C13 M9 Y13 K0
R235 G235 B235
Hex #EBEBEB

BLACK
PMS Black 3C
C0 M0 Y0 K100
(or rich black per printer's standard values)
R0 G0 B0
Hex #000000

Secondary Color Palette

MCCC's secondary color palette introduces vibrant hues that serve as dynamic accents and are instrumental in sub-branding initiatives. Infused with energy, these colors complement our primary palette, allowing MCCC's identity to adapt seamlessly across various contexts, but it is important that they are used sparingly.

DARK BLUE
PMS 540
C100 M53 Y0 K65
R0 G48 B87

GOLD
PMS 7409
C0 M27 Y92 K0
R240 G179 B35

DARK GREEN
PMS 7743
68/105/61
35/0/42/59

TAN
PMS 7403
C2 M9 Y51 K0
R238 G212 B132

Typography

MCCC's brand typography is a powerful and versatile communication tool, characterized by bold, clean and legible fonts that convey our institution's commitment to transparency. These carefully selected typefaces ensure readability across all platforms, embodying MCCC's dedication to delivering information with clarity and impact.

MAIN FONT

Helvetica Light
Helvetica Roman
Helvetica Bold

HEADLINE EXAMPLE

A pathway for every **builder**.

HELVETICA LIGHT   BOLD

HEADLINE STACKED EXAMPLE

LIGHT

Every passion
has a pathway.

BOLD

SUB HEAD AND BODY COPY EXAMPLE

HEADLINE LOREM IPSUM. Aribus experi soles esto qui reria cores etur, consequ atquia non comnis mosaped millupta alit es ium quia amentus ut lic to int et officipsanis exera quunt liquate catur? Quist, idus restia dolupit iatibusciae sinihil lendantias as eumquis aut.

BOLD, ALL-CAPS
(TRACKING: 50PT)

LIGHT

WEB FONT

Proxima Nova Light
Proxima Nova Regular
Proxima Nova Medium
Proxima Nova Bold

WEB ALTERNATE

Arial Regular
Arial Bold

When using Microsoft Word, Outlook or other digital applications, please use Arial if Helvetica is not available.

Graphic Elements

Embodying the essence of MCCC's identity, our graphic elements are a collection of dynamic visual components that breathe life into our college's image. From striking patterns to versatile geometric elements, each piece has been crafted to resonate with the spirit of MCCC.

45°   120°
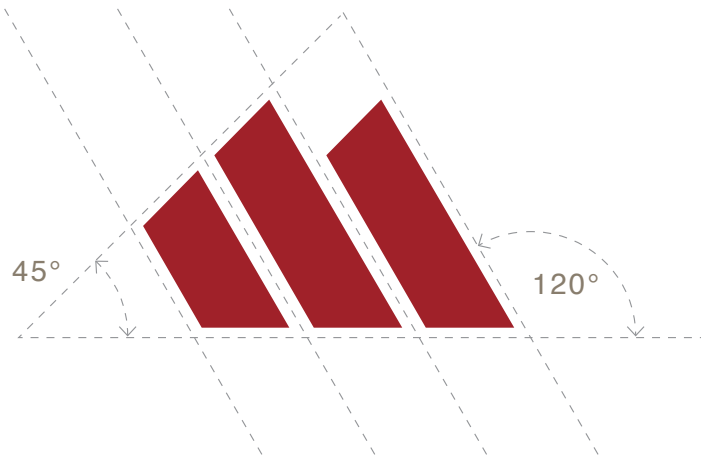
A majority of our design elements extend from the 120-degree angle of the "M-bars" in our primary logo. From lines and shapes to distinct patterns – the possibilities are endless. In addition, the secondary angle of 45-degrees can also be used, so long as it the 120-degree remains prominent. These elements are continuously evolving but be wary of overuse.
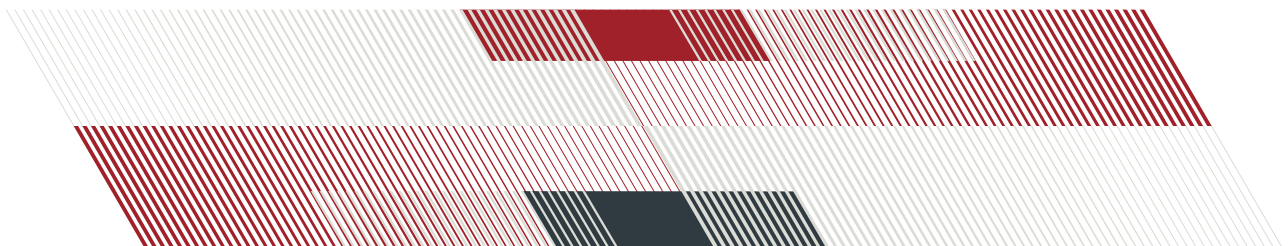
Photography Style

MCCC's photographic style captures the vibrant essence of our institution through a diverse array of high-quality images, ranging from engaging portraits to candid moments and detail shots. Our photography ensures a visually compelling narrative, showcasing the dynamic and inclusive atmosphere that defines the MCCC experience.

PORTRAITS

Portraits should always be well-lit and thoughtfully composed, allowing the subject's unique personality to shine. Pay close attention to the setting and strive for a natural, confident aesthetic.

CANDIDS

Candid imagery is imperative to convey MCCC's unique atmosphere and diverse student body. These shots shouldn't be overly composed, but good lighting is always recommended.

DETAILS

Detail shots are great for conveying action and students hard at work. Up close and personal, these moments are meant to bring the subject's experience to life.

Examples and Resources

This visual showcase provides a comprehensive glimpse into the versatility and cohesion of MCCC's brand identity across diverse mediums, offering a valuable resource for inspiration and guidance in maintaining our distinctive visual presence.

PRINT AD

DIRECT MAIL

VIEWBOOK

ANIMATED PAID SOCIAL
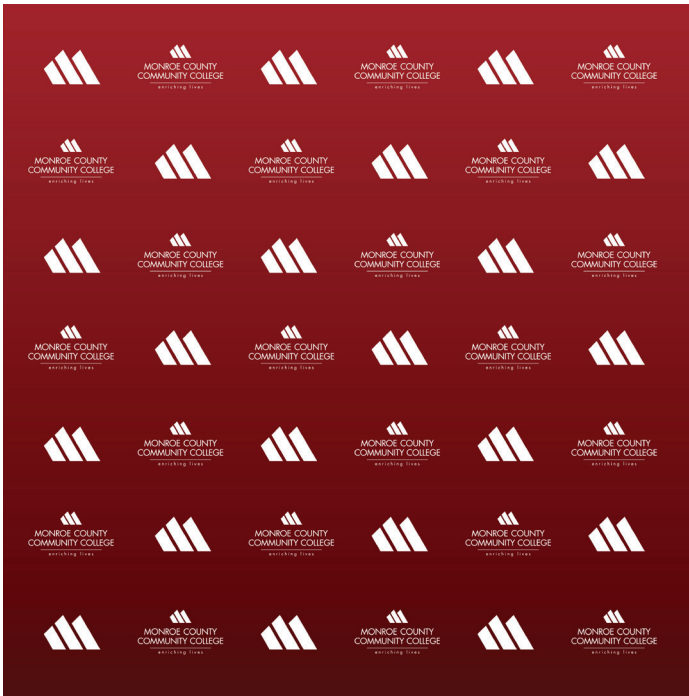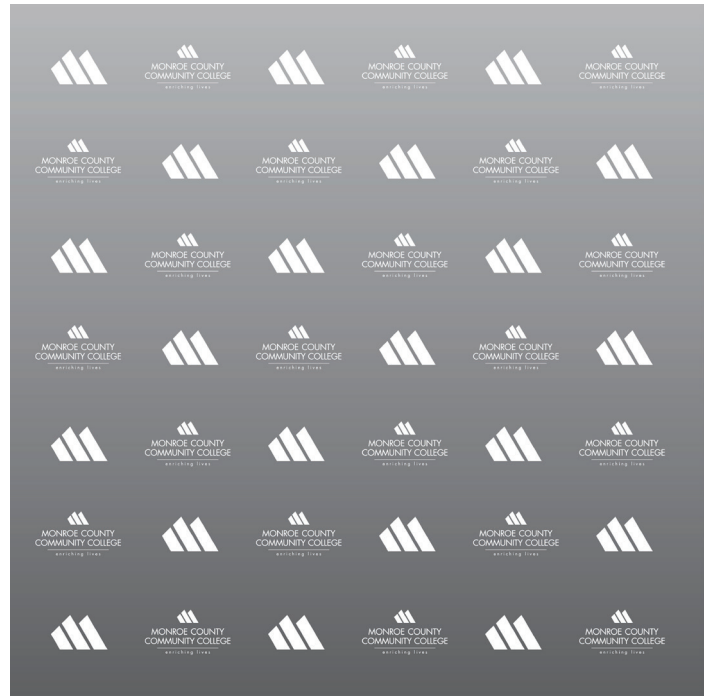

DIGITAL AD

BANNER AD – 728X90
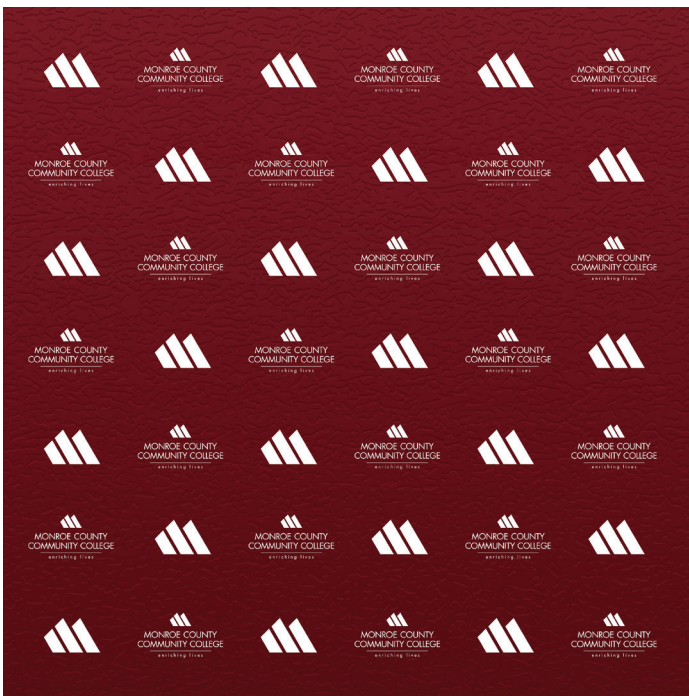

BILLBOARDS

POLE BANNER

RED GRADIENT ZOOM BACKGROUND

GRAY GRADIENT ZOOM BACKGROUND

RED TEXTURED ZOOM BACKGROUND

MONROE COUNTY COMMUNITY COLLEGE

enriching lives

Ferat fugitibus vendit,

Lorem ipsum dolorunt optaspis volut ipsandi re modi iumquam, corem qui tem res eossita tistrup tinumquis alisin peritiuntur? Ecae. Solorro idel mi, quasita consequibus nisque qui dior si ut doluptat.

Dandit, que exernam, cus que vent, ulparis dolore, nestrum conet vendusciduci niet maio con pe inus aperiorum nis ma ius mi, expliquis et volut vellacid entibusda parum velestia sunt porum lautem. Tur? Qui il maximus. Imust ulluptiis quis dolorem porror rae. Aque sequat eum invenda erovitae omnis nulparumqui ut ut eatur?

Aperios dolum dolorem is disi adios auda dita quam, quis dolupta turiam arum, et facea quate ra volut illupture coresti con pra solorione lat ut moluptum idit minvel is eaque ma in rest aut et aut pedis experio. Omniet unti blabore hendis aspieni millam rendest aut at quossi officab ius qui doluptas simusdae plandem eatem exeri am fugit aut es exeria ium exceromempor aut quo dolo doluptatis earuntur as molor ad et ut acim in ped et aut dolorem re excea quisse cus, volor aut doluptas quatist rem corpore nimusam reium audi ut idelit, corum aut que vollest, volorum num quatempore volecullest volor sitasim inuste seribus tiatem aspitam aut iur suntota tquunto tem qui abo. Nam, omnis dolest lam volupicimus quas volorum renihitas eosam vollabo. Nem ventur asinci repudist, volupta testia doluptatur? Quias vere ium arum re porpor aliquatquo iumquodio doluptati voloratiur sam vel endaerat ea siti ad que ped quidunt quis utemquodis dia andi corem sin eum que nimi, sequas sam as et inci audi sectecum venimpore volorro quiatiossin porepelecae. Pudis nam nus se et quisquunt evenda dolendae. Tur molore vollaceaqui que nia consedicias expligenist lab ipsandignati offictium ulparum vel inctur renis ne volores seque exere, quia pa nima eost odio. Ebit, quis experem eatur?

Gent estias destibus volo voluptiatur, veremos ni dus remporu ntibus eaqui dio evelles eat facearc iendis moditium solorit, consequisque corem faccaboriae sedis atus sus eaque volorecus aut aute moloritium.

Oluptas itinctorio,

Main Campus ▪ 1555 S. Raisinville Rd. ▪ Monroe, MI 48161 ▪ 734.242.7300
Whitman Center ▪ 7777 Lewis Avenue ▪ Temperance, MI 48182 ▪ 734.847.0559

www.monroeccc.edu

LETTERHEAD

MONROE COUNTY COMMUNITY COLLEGE

enriching lives

Lorem Ipsum Title

• Lorem ipsum dolor
• Lorem ipsum dolor
• Lorem ipsum dolor

POWERPOINT TEMPLATE

MONROE COUNTY COMMUNITY COLLEGE

Koda Husky
College Mascot

734-555-4321 ▪ 1-877-YES-MCCC ▪ khusky@monroeccc.edu

1555 S. Raisinville Road ▪ Monroe, MI ▪ 48161-9746

FIND YOUR PATH. monroeccc.edu

BUSINESS CARD

Business cards may be ordered through the Office of Marketing and Communications.

E-MAIL SIGNATURE FORMAT/GUIDELINES

Official format for e-mail signature blocks is as follows (use 10- or 11-point Arial font and MCCC M-bars logo as outlined in the MCCC Brand Standards Guide and available in the Brand Standards and Guidelines channel on Teams):

First Name, Last Name
Title
Monroe County Community College
Department, Division or Office
Building, Room Number
Address City, State ZIP
Phone (office and/or mobile, if appropriate)
www.monroeccc.edu

(Insert space and paste in MCCC M-bars logo)

If all of the above info is not desired, at least the following must be included at minimum:

- Full name
- Title
- College name
- College website

Guidelines

- Badges and unique graphics are not permitted. Affiliations with other MCCC groups and initiatives may be listed by using no more than three additional lines of plain text below the logo.

- Pronouns of reference may be listed on the same line as your name so the relationship to you as an individual is clear.

- Office hours and/or remote work day info may be listed below the contact info.

- Inspirational messages or other quotations are not to be used in e-mail signatures to maintain brand standards and avoid potential confusion that such statements represent the college.

- Keep the order of your signature information (title, address, etc.) uniform with these recommendations so recipients can easily find contact details when communicating with multiple individuals within the MCCC organization.

Formatting

- The entire signature is set in the font Arial, 10 or 11 point, in the color black.

- For emphasis, the name line can be bolded.

- Set alt text for the college logo by right-clicking on the inserted logo and selecting "edit alt text." Set the alt text to read "Monroe County Community College logo."

- Unit-specific URLs can replace the monroeccc.edu hyperlink

Jane Smith, Ph.D. (pronouns, if desired)
Title
Monroe County Community College
Unit name
Building, Room XX
XXX.XXX.XXXX (O); XXX.XXX.XXXX (M)
www.monroeccc.edu

EMAIL SIGNATURE EXAMPLE

Appendix:
Editorial
Style Guide

Introduction

The Monroe County Community College Editorial Style Guide is intended to help the campus community communicate clearly and consistently about the college, for both internal and external audiences. The style guide generally follows the Associated Press Stylebook. As style and usage continue to evolve, the style guide will be updated as needed. Please forward suggestions and questions to the Director of Marketing and Communications at MCCC.

abbreviations and acronyms

Only use abbreviations and acronyms on first reference for those that that are widely recognized (DNA, FBI, NASA).

Use the initials in context (e.g., The median ACT score for this class was 25.).

In general, use periods for abbreviations and acronyms with two capitalized letters and omit the periods for those with three or more capitalized letters. Use periods and no space when an individual uses initials. • U.S. • USA, CIA, PPO • J.K. Rowling

academic courses (see course titles)

academic degrees

Use associate degree, not associate's degree.

Use the following for MCCC's four associate degrees: • Associate of Arts • Associate of Science • Associate of Fine Arts • Associate of Applied Science. A.A., A.S., A.F.A., A.A.S. may be used on second reference.

Use an apostrophe in bachelor's, master's, etc., but no possessive in Bachelor of Arts or Master of Arts. Use abbreviations such as B.A., M.A. and Ph.D. with periods only when it is necessary to identify individuals by degrees on first reference. Use these abbreviations only after someone's full name, not just a last name: Sally Smith, Ph.D., presented a course.

When referring to bachelor's degrees, master's, etc., use lower case on all references. When using Bachelor of Arts, Associate of Arts, etc., capitalize on all references.

In general, avoid abbreviations of degrees by using a phrase such as: Fred Smith, who has a bachelor's in mathematics.

academic divisions

Use the following formal names when referring to MCCC's academic divisions. Capitalize on all references: • Applied Science and Engineering Technology Division • Business Division • Health Sciences Division • Humanities/Social Sciences Division • Science/Mathematics Division

addresses

MCCC's addresses are: Main Campus, 1555 S. Raisinville Road, Monroe, MI 48161 and Whitman Center, 777 Lewis Avenue, Temperance, MI 48182.

When referencing locations, use Main Campus and Whitman Center

Abbreviate Ave., Blvd. and St. when used with a numbered address; spell out and capitalize when naming the street with no number: • 7777 Lewis Ave. • Braunlich Boulevard

Abbreviate compass directions in street addresses: • 1555 S. Raisinville Road

Lowercase and spell out when used with more than one street name and no numbers: • the corner of Monroe and Elm streets.

Spell out First through Ninth when used as street names, but use figures for 10th and above: • 135 First St. • 1010 31st Ave.

Admissions and Guidance Office

Avoid use of "&", especially in formal communications.

advisor vs. adviser

Use advisor.

ages

Use figures for ages: • He is 6 years old. • She is 50 years old.

Hyphenate ages when they are used as adjectives before a noun: • A 10-year-old girl • The girl is 10 years old. • The 6- and 8-year-olds were in school. • She is in the sixth grade. • The sixth-grader is 12 years old.

Agora Chorale

Agora

MCCC's student newspaper

aid, aide

Aid is used in reference to a general service or assistance. Aide is used in reference to an individual who assists.

• The student aide works in the Admissions and Guidance Office. • Financial aid is available for those who qualify.

alumnus, alumni, alumna, alum, alumnae

alumnus – singular for a man who has attended a school; alumni (plural).

alumna – singular for a woman who has attended a school; alumnae (plural).

alum – singular for any individual who has attended a school

alums – plural for any group that has attended a school.

Use alumni when referring to a group of men and women.

Areas of Study

MCCC has nine Pathways for students to explore. They are: Applied Technology and Apprenticeships Pathway; Business, Accounting and Management Pathway; Communication, Digital and Fine Arts Pathway; Computer Technology Pathway; Criminal Justice Pathway; Education Pathway; Health Sciences Pathway; Math, Science and Engineering Pathway

When referring to an academic program, capitalize it: The Associate of Applied Science in Nursing Program.

Board of Trustees

Board of Trustees of Monroe County Community College (MCCC second reference). Monroe County Community College (MCCC second reference) Board of Trustees. Do not capitalize board or trustees when they are used alone or in second reference. • The board members voted. • Those voting in favor included Trustee Anne Smith.

When referring to boards of trustees besides MCCC, lowercase on all references.

building names

Campbell Academic Center; Career Technology Center; Facilities Complex; Founders Hall; La-Z-Boy Center; Life Sciences Building; Warrick Student Center; Welch Health Education Center, Whitman Center. Avoid casual references, such as CTC or Founders, in written materials when referencing buildings. (also see rooms)

campus

Lowercase on all references, except when using "Main Campus," when referring to MCCC's location.

Campus Store

Use MCCC Campus Store, not bookstore.

campuswide

not campus-wide

class or course

A class is a scheduled teaching activity for a course, while a course is a subject area or topic of study.

• I'll be taking the Introduction to Biology course in the Fall. • Today's Introduction to Biology class is delayed until 2 p.m.

co-curricular

college

When referring to Monroe County Community College, capitalize college only when using the proper name.

• Monroe County Community College is located in Monroe, Mich. • The college offers numerous programs.

College-Community Symphony Band

college ready vs. college-ready

Hyphenate only when used as a compound modifier preceding a noun. • He is considered college ready in math. • The college-ready rate increased in recent years.

Commencement, commencement

The commencement ceremony is a celebration for students projected to successfully complete all of their graduation requirements by the end of the summer semester following the ceremony. Lowercase commencement unless part of a formal name. • MCCC's 51st Commencement Ceremony. • He spoke at last year's commencement.

composition titles

Capitalize all words in a title, except lowercase articles (a, an, the), conjunctions (and, but, or, for, nor) and prepositions regardless of length.

Use italics for titles and subtitles of books, pamphlets, periodicals, newspapers, sections of newspapers, titles of poems, title of plays, movies, television shows and radio programs, musical compositions including titles of operas and long musical compositions, paintings and sculptures. • the Daily Herald • the Agora • West Side Story

In some cases, digital platforms do not allow use of italics; in this case use quotation marks.

Use quotation marks for titles of articles and features in periodicals and newspapers, chapters of book titles, essays and titles of songs or short compositions. • English faculty member Elizabeth Turner wrote the essay, "Teaching Willa Cather in May Sarton's Faithful Are the Wounds." • The College-Community Symphony Band will perform, "The Star-Spangled Banner."

coordinator

Generally, do not capitalize: • John Jones, coordinator of events. Mary Michaels, communications coordinator.

co-sponsor

course or class (see class or course)

course titles

Capitalize all words in a title, except lowercase articles (a, an, the), conjunctions (and, but, or, for, nor) and prepositions regardless of length.

course schedule

Lowercase and use to refer to continuing education and credit course schedules.

coursework

credit hours

Use numerals to refer to credit hours. • 3 credit hours • She is enrolled in a 4-credit-hour course.

database

dates (also see event listings)

Use the year with the month only if the date does not fall in the current year.

Do not use endings -st, -nd, -rd, -th with dates: • April 1 event, not April 1st event

Use a comma before and after the year if a month and date appear with it: • The December 31, 2024, event was a success.

Do not use a comma between the month and year when it stands alone • December 2003.

Decades may be referred to as the 1980s, the 1990s, etc. Do not use an apostrophe when referring to decades and only use numerals.

days of the week

Always capitalize.

Do not abbreviate.

dean

Capitalize when used as a formal title before a name:
• Dean Mike Matter reported the semester is going well.

Lowercase in other uses: Mike Matter, dean of sciences, reported the semester is going well.

dean's list

director

Capitalize when used as a formal title before a name.
• Director of the Nursing Program John Jones.

Lowercase in other uses • John Jones, director of the Nursing program. Mary Michaels, director of marketing and communications.

dollars

Use figures and the dollar sign ($), and do not use .00.
• Tuition costs $98.50 per credit hour. • He donated $600,000. • She paid $36 for a book. • The building cost $88 million.

email

emeritus

Use to denote individuals who have retained their rank and title.

equal opportunity/anti-discrimination statements

One of the following statements should be included or linked in prominent college marketing printed materials, websites and electronic, print, multimedia or other promotional materials or mediums, as space allows.

FULL STATEMENT: Monroe County Community College adheres to a policy that no employee or qualified person participating in a college-sponsored program, service, or activity shall be discriminated against or harassed on the basis of race, national origin, color, sex, protected disability, religion, age, height, weight, marital status, familial status, partisan considerations,veteran status, genetic information or any other status protected by law. Sex-based discrimination includes, but is not limited to, discrimination based on sexual orientation, gender identity, gender expression, sex characteristics and pregnancy.

The College's Equal Opportunity Officer and Section 504/ADA Coordinator and Compliance Officer for discrimination and harassment is the Director of Human Resources, Monroe County Community College, 1555 South Raisinville Road, Monroe, Michigan 48161, phone 734.384.4245.

SMALLER STATEMENT: Monroe County Community College adheres to a policy that no employee or qualified person participating in a college-sponsored program, service, or activity shall be discriminated against or harassed on the basis of race, national origin, color, sex, protected disability, religion, age, height, weight, marital status, familial status, partisan considerations,veteran status, genetic information or any other status protected by law.

event listings

Time, date, place should appear in that order: • We'll meet at 6 p.m. Friday in the theater. • I'll see you at 10 a.m. Tuesday, April 1, in the Performing Arts Center. • The event will take place Tuesday, August 6, 2025, at the school. *Note: There is no comma between the time and day.*

(see dates, days of the week, buildings and rooms for additional information)

extension • 847.925.6000, ext. 9999 • Call ext. 9999

faculty, adjunct faculty

Not capitalized.

FAQ

An abbreviation for "frequently asked questions, use FAQ without an "s."

The Foundation at Monroe County Community College

Formal name, to always be used on first reference:
• The Foundation at Monroe County Community College or The Foundation at MCCC, if a second reference to the college. Subsequent references can use The Foundation or The Foundation at MCCC – just be consistent.

full time, full-time

Hyphenate as an adjective before the noun. Otherwise use two words. She works full time. He has a full-time job.

fundraise, fundraising

GPA

grades

Always capitalize the letter grade. Do not put quotes around grades. • You must earn a C to complete the course.

health care

Exception for formal names: • Smith County Healthcare System

Husky Portal

inclusive language

When writing about someone or a group of a particular background, ask their preference on how to refer to them.

Avoid terms that refer to personal attributes such as race, gender, sexual orientation or disability unless it is relevant.

Ethnicity/Race/Culture/Heritage

Ask people how they prefer to be identified.

Use people of color or historically underrepresented groups. Do not use "minorities."

• Asian American and Pacific Islanders (no hyphen)

• African American (no hyphen). Acceptable for an American person of African descent. Some people prefer the term Black.

• American Indian, Native American – both are acceptable terms for those in the U.S. of different tribal affiliations.

Use the name of the tribe when possible. In Alaska, the indigenous groups are collectively known as Alaska Natives. In Hawaii, the indigenous groups are collectively known as Native Hawaiians.

• Black – uppercase, acceptable as an adjective. Phrasing such as Black people, Black teachers, etc., use only when clearly relevant.

• dual heritage – do not hyphenate dual heritage such as Mexican American, Chinese American, Asian American, African American, etc.

• Hispanic, Latino/Latina, Latinx – Federal policy, the U.S. Census and many federal reporting databases officially use the term Hispanic and define Hispanic as an ethnicity, not a race.

Hispanic has been used broadly to refer to individuals with heritages from Spanish-speaking countries. Latino/a is not synonymous with Hispanic.

Latino/a refers to individuals of Latin American descent. Preferences for identification as Hispanic or Latino/a often varies.

Latinx is a gender-neutral alternative to Latino/a and is commonly used in higher education.

Be specific when possible: Cuban, Mexican, Peruvian, etc.

• South Asian – South Asian countries include India, Pakistan, Afghanistan, Bangladesh, Bhutan, Maldives, Myanmar, Nepal and Sri Lanka.

• white – lowercase; avoid Caucasian

gender/identity

Avoid gender-specific titles and terms. For example: Use chair, firefighter, humankind and spokesperson instead of chairman, fireman, mankind and spokesman.

Ask people what pronouns they use to describe themselves.

They/them/their is acceptable as a singular and/or gender-neutral pronoun in limited cases.

Rephrase awkwardly constructed sentences to avoid using the "his or her" possessive: • Use: Students earned their degrees. Avoid: Each student earned his or her degree.

international students

Use international student instead of foreign student.

LGBTQIA+

Acceptable on first reference (common abbreviation for Lesbian, Gay, Bisexual, Transgender, Queer and/or Questioning, Intersex, Asexual and/or Ally, and other sexualities, sexes and genders).

students with disabilities

Reference a person's disability only when it's pertinent.

Emphasize the person, not the disability.

Do not use disabled or handicapped to describe a person. Use "students with disabilities" instead of "disabled students." • He has fibromyalgia. • She uses a wheelchair.

When referring to a person who does not have a disability, use non-disabled or person without a disability.

Do not use phrases such as suffers from, confined to or afflicted with.

La-Z-Boy Center

Lifelong Learning

Locations

(see addresses, building names, campus, rooms)

login, logon, logoff, log in, log onto, log off

When used as an adjective or noun, one word (no hyphen): • Please visit the login page. • Your login password is XYZ.

When used as a verb, two words: • Please click on the Husky Portal tab and log in. • When you have finished, please be sure to log off and close the browser window. • Logging onto the server will give you access to the files you need.

manager

Meyer Theater

First reference, use the La-Z-Boy Center, Meyer Theater. Subsequent references can use Meyer Theater.

months

Capitalize the names of months in all uses. When a month is used with a date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out months when they stand alone or with a year.

Do not use a comma between a month with no date and a year. • Feb. 14, 2010 • April 2019

multicultural

No hyphen; one word

noncredit

nonpayment

nonprofit

noon

Do not put 12 before noon. Always lowercase. Do not use 12 p.m. or 12:00 p.m.

numbers

In general, spell out one through nine.

Use numerals for 10 and above. • Their 20-person family includes six children.

In general, spell out numbers at the start of a sentence: • Incorrect: 60 students were in the class. • Correct: Sixty students were in the class. Or rewrite: There were 60 students in the class.

A sentence may start with a year. • 2008 was an eventful year.

For ordinals (first, second, third, etc.), spell out first through ninth when they indicate sequence in time or location: first base, First Amendment.

Use numerals for 10th and above.

Use figures for all of the following: academic course numbers; addresses; ages; planes, ships and aircraft designations; centuries; dates, years and decades; decimals, percentages and fractions (spell out fractions less than 1); decisions by a board or court; dimensions; distances, highway designations; mathematical usage; millions, billions and trillions (2 billion); monetary units; odds, proportions and ratios, rank (No. 1), sequential designations (pages, chapters, etc.); political districts; recipes; speeds; sports scores; temperatures; units of time.

offline

OK

online

on campus, on-campus, on- and off-campus

Generally, use as two words and only hyphenate as an adjective before a noun: • I work on campus. • She has an on-campus job. • On- and off-campus courses are available. • Some classes are offered both on and off campus.

part time, part-time

Hyphenate when used as an adjective before a noun. Otherwise, two words: • I work part time. She has a part-time job.

phone numbers

Either periods or hyphens are acceptable to be used to separate the telephone numbers from area codes; however, consistent use of one style or another is important in any document. • 847.123.4567
• 800-123-4567

Extensions, when necessary, should be listed following a comma and ext. • 847.123.4567, ext. 4430
• 800-123-4567, ext. 653

professor

Do not abbreviate. Only capitalize when using as a formal title directly before an individual's name. (see titles) • Alex Smith, professor of engineering, will teach the class.
• Professor Angela Cooper is teaching the class.

president, vice president

Only capitalize when using as a formal title directly before an individual's name. (see titles) • Dr. Kojo Quartey is the president of Monroe County Community College. Vice President of Instruction Grace Yackee will speak at noon.

punctuation and symbols

ampersand (&)

Use only when part of a company's formal name.

Do not use in place of "and".

Do not use ampersands in course titles.

apostrophes (')

Do not use apostrophes when using plurals for dates and abbreviations. • 2010s, 1880s, Ph.D.s, B.A.s, 20s, VIPs.

Use apostrophes for single letters. • He received three A's and two C's on his report card.

capitalization

In general, avoid unnecessary capitals.

When too many words are capitalized, they lose their importance and copy becomes more difficult to read. Capitalize official names; in subsequent references, any common nouns or shortened forms of proper names are lowercase. • The Center for Multicultural Learning is open. • The center is located in Building A.

Capitalize course titles, except for articles, prepositions and conjunctions. • PLS 105 Family Law • PED 179 Judo and Self-Defense/Advanced • Professor Smith is teaching Fundamentals of Music Theory in the fall.

Capitalize grade letters and do not put quotation marks around grades. • A grade of C or better is required to pass this course.

When referring to MCCC, capitalize college only when using the proper name. • MCCC is located in Monroe. • The college offers numerous programs.

commas

Do not use commas before a conjunction in a simple series. • Her sisters are Anne, Beth and Christine.

However, a comma should be used before the terminal conjunction in a complex series. • MCCC offers the courses Humanities and Fine Arts, Physical and Life Science, and Social and Behavioral Science.

Separate names and titles with commas if they follow the name: • John Smith, Ph.D., • John Smith, professor of mathematics.

Do not use commas to separate Jr. and Sr. from a name. • Martin Luther King Jr. • Bob Smith Sr.

Use commas in figures greater than 999. Exception: street addresses, 7500 North Cook St.; room numbers; telephone numbers and years, 1998.

Commas and periods go within quotation marks. • "I visited campus," he said.

Place a comma between the city and state name and another comma after the state name. • She visited Des Moines, Iowa, last week.

dashes and hyphens

Use em dashes (—) to set off phrases where something more than a comma is needed for greater emphasis. This denotes a major break or pause and should not be overused. • MCCC — one of the state's most highly regarded community colleges — is located in Monroe.

• To create an em dash in Microsoft Word: Simultaneously press Ctrl+Alt+minus (on the numerical keypad).

Hyphens are joiners. Use them for compound modifiers, to avoid ambiguity or to form a single idea from two or more words. • Small-business owner, work-related injury, up-to-date.

In general, do not hyphenate words that begin with the prefixes after, anti, bi, by, co, ex, full, in, multi, non, pre, post, re, semi, un and under unless the beginning of the second word begins with the same letter as the end of the prefix: re-elect, pre-election,co-op, under-represented.

Hyphenate words with prefixes when they are used in front of a formal name: anti-American, post-Renaissance.

When in doubt, look up the word in Webster's New World College Dictionary to determine if it is hyphenated. Also use hyphens for ranges in years, page numbers, times, etc. • 2002-03, 1998-99 (do not repeat the year on second reference for ranges) • pages 125-258, 9/1-9/28, 10 a.m.-3 p.m.

Note: Use a hyphen instead of an en dash, which is largely indistinguishable from a hyphen and no longer in common use.

ellipsis (…)

Use an ellipsis to show deletion of one or more words in sentences or quotes.

An ellipsis also may be used to indicate a thought that the writer does not complete.

Treat as a three-letter word and leave one space on both sides of the ellipsis. • The car … is on the bridge.

percent

Use % sign • 10% • 2.65%

period spacing

Use a single space after a period.

room numbers

Use the official letter designation if not using the full name of all buildings, followed by the room number with no hyphen or dash: • Room S 153 • Meet us in the L Building, Room 248. • The workshop will be held in the Campbell Academic Center, Room 201 (capitalize "Room")

C: Campbell Academic Center

T: Career Technology Center

P: Facilities Complex (Physical Plant Building)

F: Founders Hall

Z: La-Z-Boy Center

L: Life Sciences Building

S: Warrick Student Center

H: Welch Health Education Building

W: Whitman Center

regions of the United States, State of Michigan

Note: MCCC is located in Southeast Michigan.

Recognized regions of the U.S. or Michigan should always be capitalized (as both nouns and adjectives). • Northeast, Northeastern • Southeast, Southeastern • Midwest, Midwestern • Southwest, Southwestern • West, Western

RSVP

seasons

Lowercase spring, summer, fall and winter, unless part of a formal name: Summer Registration, Fall Orientation, Winter Semester. • She will begin in fall 2019.

semester

Lowercase, unless referring to a specific semester accompanied by a year. • She plans to graduate next semester. • Orientation for the 2026 Fall Semester begins April 15.

MCCC offers three semesters: Fall, Winter and Summer.

If referring to two semesters at once, lowercase semester: She attended MCCC during the Fall and Winter semesters.

state names

Spell out the names of all 50 states when used in the body of a story.

theater (also see Meyer Theater)

Use the -er ending for all uses except when referring to a proper name of a Theatre.

time

Do not use :00 with times: 7 to 8 a.m., 6:30 p.m.

Use of p.m. and a.m. are most appropriate.

Some digital platforms will only allow PM or AM. Other than this exception AM or PM or am or pm without periods should NOT be used.

Use figures except for noon and midnight. Do not capitalize noon or midnight or use 12 with each.

Do not use redundancies such as 8 a.m. in the morning, 2 p.m. this afternoon, 12 noon, 12 midnight.

Do not use o'clock with a.m. or p.m.

Only use "from" with "to": • Correct: from 9 to 10 a.m. • Incorrect: from 9-10 a.m. • The store will be open from 10 a.m. to 2 p.m. and from 3 to 4 p.m. • Sessions will begin at 8:30, 9:30 and 10:30 a.m. • The event will take place at 1 p.m. Monday.

titles *(see also coordinator, dean, manager, president/ vice president, professor)*

Capitalize and spell out titles when they precede a formal name.

Lowercase in all other uses. • President Jim Jones • Jim Jones, president at Acme University, spoke. • Professor Barnes • Kate Barnes, professor of nanotechnology at Acme University, gave a lecture.

toward

Do not use towards.

URL

Avoid breaking a URL in a line of text.

Only use "www" or http:// if it is a necessary part of the web address.

If a URL is at the end of a sentence, end the sentence with a period: • Visit monroeccc.edu. • Go to monroeccc.edu/register.

website

MCCC's website address is www.monroeccc.edu.

Whenever possible, use the direct link, preferably short link, to a section or page of the website, or when appropriate in digital communications, use a hyperlink.

year

No apostrophes when plural: 2010s, 1970s, 1950s (also see dates)