Moberly Area Community College’s (MACC’s) Marketing and Public Relations Department is responsible for promoting the college, its brand, and its resources to the community at large, in alignment with the college’s strategic plan. MACC’s Department of Marketing and Public Relations promotes and communicates the college’s strategic mission by managing marketing and public relations efforts. Our role is to promote student success, present a consistent look and message for the college, and maintain a positive image for our students and the communities in our service area.
LOGO MISUSE

The appearance of the logo must remain consistent. The logo should not be misinterpreted, added to, or modified. Orientation, colors, and composition should remain as previously stated in this document. When using non-college logos on college-produced materials or in conjunction with college logos, written approval is required from the third party. (ie. NJCAA, MCCA, Nike, etc.)

DO NOT MODIFY OR ALTER LOGOS IN ANY WAY.
ADDITIONAL LOGOS AVAILABLE UPON REQUEST FROM MARKETING@MACC.EDU.
WE ARE MACC

Moberly Area Community College (MACC), established in 1927, has today grown to serve 7,333 credit and 788 non-credit students. The college is led by Dr. Jeffery C. Lashley, President. The college’s service region, for the purpose of this report, is referred to as the MACC Service Region and consists of Adair, Audrain, Boone, Chariton, Clark, Howard, Knox, Lewis, Macon, Marion, Monroe, Ralls, Randolph, Schuyler, Scotland, and Shelby Counties in Missouri.

HOW OUR NAME SHOULD APPEAR

FORMAL COLLEGE NAME:
MOBERLY AREA COMMUNITY COLLEGE

ABBREVIATED/NON-FORMAL COLLEGE NAME:
MACC

COLLEGE NAME BY LOCATION:
MACC - Columbia
MACC - Hannibal
MACC - Kirksville
MACC - Mexico
MACC - Moberly
MACC - Online
MACC - Workforce Development Center

DO NOT MODIFY OR ALTER LOGOS IN ANY WAY.
ADDITIONAL LOGOS AVAILABLE UPON REQUEST FROM MARKETING@MACC.EDU.
OUR LOGOS

The Moberly Area Community College (MACC) logo is the college's own distinctive brand signature. It should be consistently used in all college communications.

The MACC logo should never be recreated or typeset. Only official logo files should be used in college communications.

The MACC logo shown below shall serve as the college's primary logo and trademark.

CLEAR SPACE

Clear space for MACC logos is the height of the opening of the “C” used in “MACC.” The example below visually shows how to define proper clear space.

Minimum size is 1.75” W x .65” H or 148px W x 57px H.

DO NOT MODIFY OR ALTER LOGOS IN ANY WAY.
ADDITIONAL LOGOS AVAILABLE UPON REQUEST FROM MARKETING@MACC.EDU.
Our alma mater red and gray are the best colors to represent our campus. They should be used in all MACC branding.

**Primary Red**
- HEX: CD2028
- RGB: 205, 32, 40
- CMYK: 0, 84, 80, 20
- Websafe: CC3333

**Primary Gray**
- HEX: 3D3E3D
- RGB: 61, 62, 61
- CMYK: 2, 0, 2, 76
- Websafe: 333333

**Secondary Red**
- HEX: 801417
- RGB: 128, 20, 23
- CMYK: 0, 84, 82, 50
- Websafe: 990000

**Secondary Gray**
- HEX: DAD9D7
- RGB: 218, 217, 215
- CMYK: 0, 0, 1, 15
- Websafe: CCCCCC

DO NOT MODIFY OR ALTER LOGOS IN ANY WAY.
ADDITIONAL LOGOS AVAILABLE UPON REQUEST FROM MARKETING@MACC.EDU.
MACC has two official fonts for use in marketing materials and other public-facing documents. General best practices for using the two fonts is to use Open Sans for headlines and areas where your copy is less than three paragraphs. At the point, your text exceeds three paragraphs the EB Garamond serif font should strongly be considered.

**OPEN SANS**
Regular
*Italic*
Semibold
*Semibold Italic*
Bold
*Bold Italic*
Extra Bold
*Extra Bold Italic*
Light
*Light Italic*

Our sans serif font is modern, clean and approachable. These qualities make Open Sans a great choice for headlines and promoting important information to the target audience. This font is adaptable as it offers many typefaces to fit the demands of your marketing and document needs.

**Download:** https://fonts.google.com/specimen/Open+Sans?selection.family=Open+Sans

**EB GARAMOND**
Regular
*Italic*
Semibold
*Semibold Italic*
Bold
*Bold Italic*
Extra Bold
*Extra Bold Italic*

A very easy to read EB Garamond was selected as the serif font and it has several faces to meet the needs of your documents.

**Download:** https://fonts.google.com/specimen/EB+Garamond?selection.family=EB+Garamond

The college for you.
ATHLETICS

The official Greyhound Logo is a supporting image to help represent the MACC brand. This logo can be used to represent the college’s athletic programs. This logo may be used on its own for Greyhound athletic purposes or for promotional merchandise. The logo is available in color and black for one-color imprints.

The logo must not be altered in any way without prior approval from the Director of Marketing and Public Relations.

HOW OUR NAME SHOULD APPEAR

FORMAL TEAM NAMES:
MOBERLY AREA COMMUNITY COLLEGE - GREYHOUND ATHLETICS
GREYHOUNDS
LADY GREYHOUNDS
GREYHOUND BASEBALL
GREYHOUND SOFTBALL

ABBREVIATED/NON-FORMAL COLLEGE NAME:
MACC
HOUNDS
THE HOUNDS
LADY HOUNDS

DO NOT MODIFY OR ALTER LOGOS IN ANY WAY.
ADDITIONAL LOGOS AVAILABLE UPON REQUEST FROM MARKETING@MACC.EDU.
MACC has created a system of sub-brand logos to unify the college's many areas. Each sub-brand is designed to highlight the specific department or program while visually connecting it with the college's overall brand. MACC recognizes that there are some times when departments or programs would like to use a sub-brand logo (e.g. shirts, etc.).

Below are some of the college's official "sub-brand" logos. Additional logos are available upon request to the Marketing & PR Department.

DO NOT MODIFY OR ALTER LOGOS IN ANY WAY.
ADDITIONAL LOGOS AVAILABLE UPON REQUEST FROM MARKETING@MACC.EDU.
Examples of t-shirts and other promotional items that meet departmental design guidelines are shown below. A college signature or logo must appear on all designs.

**LOGO USE**

DO NOT MODIFY OR ALTER LOGOS IN ANY WAY. ADDITIONAL LOGOS AVAILABLE UPON REQUEST FROM MARKETING@MACC.EDU.
MAKE WINTER COUNT

Wintermester
SAME CLASSES. LESS TIME.

Get ahead, catch up, or get started on your degree this winter.

Winter Mini-mester classes start on December 20, 2021 and conclude on January 14, 2022.

REGISTER TODAY for a Winter Mini-mester course.
Earn 3 credits in 4 weeks.

2021 Winter Mini-mester Courses
- ACC110 – Personal Finance
- BUS150 – Business Communication
- HSC171 – Medical Terminology
- HST106 – American History from 1865 to Present
- MUS105 – Music of America
- PSY101 – General Psychology
- SPK101 – Public Speaking

TO LEARN MORE VISIT WWW.MACC.EDU
THIS IS MY MACC

MACC was an amazing place for me to achieve my educational goals. Through MACC and the Missouri A+ Scholarship, I was able to get my first two years of college for free. The learning is intimate and the professors knew me by name. I went on to finish my bachelor's degree and I graduated with no debt. MACC was the right choice for me and I’m so grateful for my experience.
MACC’s branding emphasizes the many pathways students can take. In some of our pieces, we use geometric design in various formats to convey a sense of movement, transition, and progression in the educational needs of the communities we serve.

MOBERLY AREA COMMUNITY COLLEGE

The median income earned by those with a high school equivalency was 29%* higher in 2021.

*Based on data retrieved from the U.S. Bureau of Labor Statistics, 1.2022

"MACC was an amazing place for me to achieve my educational goals. Through MACC and the Missouri A+ Scholarship, I was able to get my first two years of college for free. The learning is intimate and the professors knew me by name. I went on to finish my bachelor’s degree and I graduated with no debt. MACC was the right choice for me and I’m so grateful for my experience."

-Amelia ’2021

YOUR PATH TO A CAREER IN HEALTH SCIENCES BEGINS AT MACC - THE COLLEGE FOR YOU.

DO NOT MODIFY OR ALTER LOGOS IN ANY WAY.
ADDITIONAL LOGOS AVAILABLE UPON REQUEST FROM MARKETING@MACC.EDU.
BE WHO YOU ARE.
WE LIKE IT THAT WAY.

AT MACC WE'RE
COMMITED TO DIVERSITY, EQUITY, AND INCLUSION

MACC is a place where all belong. Diversity fuels the MACC spirit empowering people in our inclusive community. We celebrate the uniqueness of each individual and multiple points of view. Be who you are. We like it that way.
MACC the college for you.

DIPLOMAS OPEN DOORS

ADULT EDUCATION & LITERACY PROGRAM

Enroll today at
WWW.MACCAEL.COM

Take the first step
Register and attend an orientation.

Orientation Locations:
- Bowling Green (89 N. Broadway, First Methodist Church)
- Columbia (601 Business Loop 70W, Room 127)
- Mexico (2900 Doreli Lane, Room 149)
- Moberly (101 College Ave, Room 41)

The median income earned by those with a high school equivalency was 29%* higher in 2021.

*Based on data retrieved from the U.S. Bureau of Labor Statistics, 1.2022

To be eligible to enroll in class, students must first attend orientation. You can register for orientation by visiting www.maccael.com.

Adult Education and Literacy Program
MACC Main Building, Room 42
101 College Avenue | Moberly, MO 65270
1-800-622-2070 | 1-660-263-4100 Ext. 11382

ADULT EDUCATION & LITERACY
Moberly Area Community College
"With MACC-columbia, I gained more than just a degree, but also a great deal of knowledge in the field of Mechatronics. Having studied mechatronics, I gained the foundation I needed to succeed in every sector of industry. No matter what machine or issue I come across (even at home), I feel like I can handle it. It's easy for me to understand how everything works together thanks to my education from MACC."

MACC: the college for you.

MACC.EDU | COLUMBIA, HANNIBAL, KIRKSVILLE, MEXICO, MOBERLY, ONLINE

On the job training message here
The Lineup
12. Jesse Issaks
34. Kira Sandra
17. Elly Isaacs
35. Preston Silas
13. Maribeth Alen
91. Sandra Bullock
12. Jesse Issaks
34. Kira Sandra
17. Elly Isaacs
35. Preston Silas
13. Maribeth Alen
91. Sandra Bullock