MONTGOMERY COLLEGE

BRAND GUIDELINES

VERSION 1.0

PURPOSE OF THE GUIDELINES

The Montgomery College Brand Guidelines are a shared toolkit for telling our story with clarity, consistency, and impact. Every touchpoint, from a campus flyer to a digital ad or faculty email, is an opportunity to reinforce who we are and what we stand for. These guidelines ensure that every message, whether visual or verbal, aligns with our identity as a college rooted in academic excellence, inclusivity, and transformational opportunities.

Whether you are a member of the internal communications team, a partner agency, a faculty member creating class materials, or a vendor designing outreach, this guide is designed for you. It provides the tools you need to express the brand with confidence and creativity, helping every audience member feel connected, inspired, and informed.

By using this guide, we build a cohesive brand experience—one that reflects the extraordinary outcomes Montgomery College makes possible every day.

WHO IS THIS FOR?

INTERNAL

These guidelines are for everyone within Montgomery College who communicates on behalf of the institution, whether you're designing a flyer, writing a web update, crafting a recruitment email, or representing the College in a presentation. They support a unified voice and visual identity across all interactions, from student engagement to partner collaboration and public outreach.

EXTERNAL

This document also supports our partners beyond campus. Vendors, media contacts, and community collaborators can all use this guide to align their work with the Montgomery College brand. Whether you're developing a campaign, writing a press release, or co-hosting an event, these standards ensure your efforts reflect the quality, integrity, and impact of our institution.

HOW TO USE
THESE GUIDELINES

This document is your creative starting point, giving you the tools to make informed, consistent decisions that reflect the Montgomery College brand. Use it to guide your writing, design, and storytelling, so that every message feels intentional, every layout looks cohesive, and every piece contributes to a unified brand experience.

THINK OF THESE GUIDELINES AS A FLEXIBLE FRAMEWORK.

They outline the principles that define our identity while leaving space for fresh ideas and personal style. Stay rooted in the brand's core attributes and let your creativity bring them to life in new and meaningful ways.

WHAT'S INSIDE

01

BRAND PLATFORM

RESHAPING THE NARRATIVE

Montgomery College embodies what exceptional, post-secondary education should be: **accessible, inclusive, and deeply rooted in community**. Every day, our students, faculty, staff, and partners prove that high-quality, high-impact learning doesn't belong to the elite—it belongs to everyone. And yet, community colleges are too often underestimated—seen as second-choice or lacking in prestige. That perception couldn't be further from reality. Montgomery College is reshaping the narrative, demonstrating what's possible when ambition meets opportunity, and a bold brand reflects the true caliber of the institution it represents.

Strengthening the College's reputation begins with intentional, strategic communication that reflects its true value. It's not just about what we say—it's about how we say it. Like individuals, our brand has a distinct voice, that reflects clarity, purpose, and engagement. Every message we craft embodies confidence, collaboration, and insight while remaining adaptable to connect with diverse audiences. Through thoughtful and intentional communication, we reinforce Montgomery College's position as an exceptional institution and ensure our brand remains cohesive, compelling, and impactful.

Our audience includes everyone who shapes and is shaped by the Montgomery College experience—not only students, faculty, and staff, but also community stakeholders, local industry leaders, and government officials.

Through our voice and visuals, we celebrate what makes Montgomery College exceptional, inviting all who contribute to its mission or benefit from its impact to experience it firsthand.

BRAND WHY

Montgomery College's fundamental reason for being, reflecting what drives and motivates the organization beyond the bottom line.

Through academic excellence, Montgomery College empowers every student to successfully shape their future, enrich our community, and drive regional prosperity.

BRAND WHAT

The comprehensive set of solutions Montgomery College offers that deliver direct impact, measurable value, and specific benefits to our students and community—bringing our vision to life.

Montgomery College delivers transformative, affordable education that blends real-world application with academic excellence–preparing students for meaningful careers and lifelong growth.

BRAND PURPOSE

A bold expression of Montgomery College's highest aspiration. A succinct statement that defines the larger impact Montgomery College has on society.

Empowering Brighter Futures. Building Stronger Communities.

VALUE PROPOSITIONS

A clear, compelling statement of the specific benefits that Montgomery College uniquely delivers to each audience segment, demonstrating direct relevance and distinctive value.

ACADEMIC EXCELLENCE

Rigorous academics combined with practical career preparation.

UNMATCHED ACCESSIBILITY

Affordable and flexible educational pathways for everyone.

COMPREHENSIVE SUPPORT

A diverse, inclusive community dedicated to individual success.

BRAND POSITIONING

Montgomery College's defining point of difference—the premise of the brand story.

Montgomery College sets the standard for empowering student success by delivering unmatched academic excellence, removing barriers through comprehensive support, and providing direct pathways for every student, boldly redefining what high-quality, affordable education means.

BRAND PERSONALITY

Montgomery College's character defined in human terms.

INCLUSIVE

Warm, welcoming, and committed to creating an environment where every student belongs.

ASPIRATIONAL

Forward-looking, inspiring, and dedicated to helping students and the community reach their highest potential.

ADAPTIVE

Responsive, flexible, and continuously evolving to meet educational and community needs.

BRAND PROMISE

A highly distilled statement of Montgomery College's primary relevance and value to its direct customers.

At Montgomery College, you'll join a community that fuels your ambition, challenges you academically, and equips you to shape your future and the world around you.

BRAND DRIVERS

Powerful, recurring themes or ideas deriving from Montgomery College's core strengths. They help tell the story of Montgomery College's value to different audiences.

ACADEMIC EXCELLENCE & WORKFORCE READINESS

Rigorous academic programs and career pathways that lead directly to employment and advanced opportunities.

INCLUSIVITY & COMMUNITY

A diverse and dynamic college community that offers comprehensive support to ensure the success of all students.

FLEXIBILITY & ACCESSIBILITY

Education without barriers—designed to accommodate your schedule, financial situation, and learning needs.

BRAND DESCRIPTOR & TAGLINE SIGNATURE

A powerful phrase used to describe the brand in clear, compelling terms that piques curiosity and sets the tone.

Exceptional Education. Extraordinary Outcomes.

Our brand descriptor reflects the shared belief among students, faculty, staff, and the broader community in Montgomery College's commitment to academic rigor, student achievement, and communal success.

This phrase plays a dual role: it introduces our brand with purpose and acts as our tagline to unify messaging across materials.

TAGLINE SIGNATURE

EXCEPTIONAL EDUCATION **EXTRAORDINARY OUTCOMES**

When used as part of written copy (e.g., in a paragraph or headline), the tagline should follow standard punctuation and text styling. When used as a standalone graphic element—such as on brochures, signage, or promotional items—it must follow the brand's Tagline Signature guidelines for typography, line breaks, color, and spacing. **See page 44-45 for usage details.**

BRAND PLATFORM AT A GLANCE

BRAND WHY

Through academic excellence, Montgomery College empowers every student to successfully shape their future, enrich our community, and drive regional prosperity.

BRAND WHAT

Montgomery College delivers transformative, affordable education that blends real-world application with academic excellence—preparing students for meaningful careers and lifelong growth.

BRAND PURPOSE

Empowering Brighter Futures. Building Stronger Communities.

BRAND DRIVERS

Academic Excellence & Workforce Readiness

Inclusivity & Community

Flexibility & Accessibility

VALUE PROPOSITIONS

Rigorous academics combined with practical career preparation.

Affordable and flexible educational pathways for everyone.

A diverse, inclusive community dedicated to individual success.

POSITIONING

Montgomery College sets the standard for empowering student success by delivering unmatched academic excellence, removing barriers through comprehensive support, and providing direct pathways for every student, boldly redefining what high-quality, affordable education means.

PROMISE

At Montgomery College, you'll join a community that fuels your ambition, challenges you academically, and equips you to shape your future and the world around you.

PERSONALITY

Inclusive

Aspirational

Adaptive

DESCRIPTOR

Exceptional Education. Extraordinary Outcomes.

BRAND NARRATIVE
750 WORDS

At Montgomery College, we profoundly believe in education's capacity to transform both individual futures and entire communities. Our commitment is clear: delivering an exceptional education that leads students to meaningful careers, personal fulfillment, and the ability to make a significant and lasting impact. *(Brand Why)*

Montgomery College consistently distinguishes itself among higher education institutions, achieving outstanding student retention, transfer, and graduation rates. Our promise of student success is beyond aspirational and upheld by tangible results. Nationally recognized for excellence, our strong graduation rates and high return on investment reflect the academic success of our graduates and their meaningful impact on their communities. *(Competitive Data Points)*

We strive for academic excellence by fostering a culture of innovation, equity, and continuous improvement in teaching and learning. This includes aligning our programs with current industry needs to ensure students are well-prepared for careers in fields such as biotechnology, health care, information technology, engineering, and skilled trades. By collaborating with local businesses, we keep curriculum offerings relevant and practical, bridging classroom learning with real-world expectations and career opportunities. *(Academic Excellence & Workforce Readiness)*

At Montgomery College, life and learning go hand in hand. Our flexible schedules and strong support systems empower students to succeed in ways that fit and improve their lives. With options like online courses, evening and weekend classes, and personalized services, we create space for every student to thrive. This thoughtful approach removes barriers and builds confidence—so students can move forward with purpose and momentum. *(Flexibility & Accessibility)*

Inclusivity is foundational to the Montgomery College experience. Our community thrives on diversity, compassion, and genuine belonging. With students representing a wide range of cultural backgrounds and lived experiences, we are strengthened by the richness of perspectives that shape our classrooms and locations. Our dynamic college thrives as a community where students, faculty, alumni, businesses, and organizations engage meaningfully with one another. Through comprehensive support, including financial aid, personalized advising, student support services, and language assistance, we ensure that every student receives the support they need to excel academically and personally. *(Inclusivity & Community)*

The impact of Montgomery College extends far beyond classroom walls. Our graduates significantly contribute to local economic growth, helping businesses thrive and enhancing community prosperity across Montgomery County. By actively addressing regional workforce needs and maintaining strong connections with local employers, we help drive economic progress and regional development. Our ongoing community-focused events, cultural programs, and public engagements highlight our deep commitment to fostering unity, cultural enrichment, and community strength. *(Community Impact)*

At the heart of Montgomery College are our dedicated faculty and staff, whose roles extend beyond traditional teaching—they are mentors, innovators, and community leaders, continually inspiring and guiding students. Through transformative educational experiences, our educators help students cultivate essential career skills and foster personal and academic growth. Continuous professional development ensures that our faculty and staff adapt effectively to evolving student needs and market requirements, reinforcing our educational quality and commitment to the community. *(Employee Experience)*

Montgomery College uniquely combines academic rigor, workforce training, and active community engagement in its holistic educational approach. While we strive to ensure affordability, what sets us apart is our distinct blend of quality education, career-ready skills, and community involvement. Through innovative programs like the Honors College and MC Experience, we offer opportunities typically reserved for four-year institutions. This comprehensive approach differentiates Montgomery College, resonating strongly with students, families, employers, and community leaders. *(Differentiation & Positioning)*

Looking ahead, Montgomery College remains deeply committed to providing transformative educational experiences. Our objective is to empower students to build bold futures, fuel regional growth, and make meaningful contributions to the world. Whether students seek immediate employment, plan to transfer to four-year institutions, aim for professional growth, or pursue all at once, we provide the essential resources, knowledge, and networks to support their aspirations. *(Brand Promise)*

Montgomery College invites students, families, educators, employers, and community partners to collaborate with us to shape a future defined by progress and opportunity. Together, we craft inspiring stories, foster innovation, and build shared prosperity. Together, we strengthen communities, redefine accessible education, and help students achieve their full potential.

BRAND NARRATIVE
150 WORDS

Inspiring Futures, Building Community

At Montgomery College, we offer an exceptional education that opens doors to transformative experiences, meaningful opportunities, and bright futures. Celebrated nationally for outstanding graduation rates and impressive returns on investment, we deliver tangible results that underscore our deep commitment to student success. Our innovative curriculum prepares students to excel in vibrant, evolving fields such as biotechnology, health care, information technology, and skilled trades. At Montgomery College, life and learning go hand in hand. Our flexible schedules and comprehensive support empower students to succeed. Our dynamic college thrives as a community marked by inclusivity, collaboration, and mutual respect, inviting students to celebrate their diverse strengths and aspirations. At Montgomery College, every employee plays a role in student success. Guided by the care and expertise of dedicated faculty and staff, students build rewarding careers, achieve personal fulfillment, and accomplish extraordinary outcomes.

02

VOICE & MESSAGING

BRAND
VOICE OVERVIEW

Our brand voice is how we express our identity through both spoken and written communication. It serves as a guide to ensure that every message reflects our brand personality—inclusive, aspirational, and adaptive—while maintaining a tone that is confident, engaging, and purposeful.

Our voice is rooted in our brand descriptor: **"Exceptional Education. Extraordinary Outcomes."** It conveys the high standards of Montgomery College, inspiring students, faculty, staff, partners, and the broader community to celebrate its distinction.

Each communication reinforces our value propositions, positioning Montgomery College as an exceptional educational institution— defined by its academic excellence, unmatched accessibility and comprehensive support. Our voice also brings our brand drivers to life. Whether spotlighting our **academic excellence & workforce readiness**, emphasizing our **inclusivity & community**, or highlighting **flexibility & accessibility**, we create a compelling and immersive experience for each audience.

Through consistency and authenticity, our brand voice ensures that every interaction strengthens Montgomery College's presence in the academic world, inspiring all audiences to celebrate their connection with this exceptional institution.

PERSONALITY & TONE

Our brand personality—inclusive, aspirational, and adaptive—guides the tone of our communication. Each piece of content should reflect these qualities, ensuring consistency across all platforms.

INCLUSIVE

Warm, welcoming, and committed to creating an environment where every student belongs.

WE ARE: Supportive, respectful, empathetic, and open-minded. A community-centered institution committed to celebrating diversity, equity and belonging for every student, faculty and stakeholder.

WE ARE NOT: Exclusive, elitist, distant or indifferent; too focused on self-prestige or detached from the greater good.

ASPIRATIONAL

Forward-looking, inspiring, and dedicated to helping students and the community reach their highest potential.

WE ARE: Motivational, optimistic, and visionary. We are an institution dedicated to ambitious achievement, constantly inspiring and supporting students and stakeholders to strive toward their personal, academic, and professional goals.

WE ARE NOT: Complacent, uninspired, stagnant, or unrealistic. We are not a place for passive or apathetic participation. We are not a place for those looking to check the box, or who are content with the status quo.

ADAPTIVE

Responsive, flexible, and continuously evolving to meet educational and community needs.

WE ARE: Flexible, responsive, resourceful, proactive, and accommodating. We are consistently evolving and innovating.

WE ARE NOT: Rigid, outdated, or unresponsive. We are not one-size-fits-all. We are not static in our approach.

Brand personality defines the human traits and characteristics that shape how the brand presents itself. It gives the brand a relatable, consistent identity—influencing how it looks, feels, and sounds across all touchpoints. This section ensures the brand shows up with authenticity, creating emotional connection and differentiation in the market.

Tone describes the specific attitude or emotional flavor the brand takes on in different contexts or communications. While personality stays constant, tone can flex depending on the audience, channel, or situation—ensuring the brand communicates with the right mood, emphasis, or intensity to match the moment.

BRAND MESSAGING ACROSS THE STUDENT EXPERIENCE LIFECYCLE

Effective brand messaging begins with alignment. All messaging must reinforce the approved Brand Platform, reflect the College's core value propositions, and speak directly to the unique needs and decision-making criteria of each student persona. To build meaningful connections and drive action, communications must also meet students where they are in the Student Experience Lifecycle.
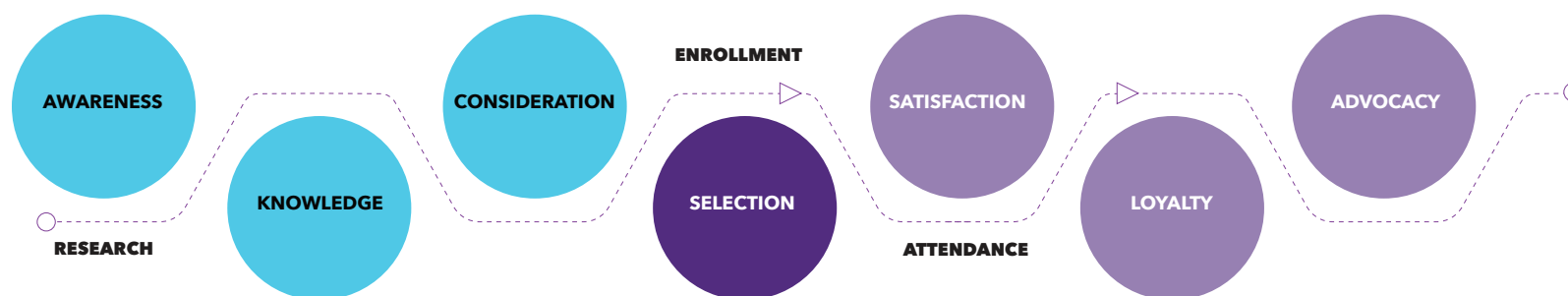
To illustrate this, the following sections group sample messaging by audience persona—ensuring each one reflects Montgomery College's inclusive, aspirational, and adaptive voice, while reinforcing our core brand drivers and value propositions. This structure highlights how our messaging can flex across stages of awareness and satisfaction while remaining consistent in tone and impact.

Each section showcases how Montgomery College's voice brings our brand to life for each audience—meeting them where they are and guiding them toward what's next.

THE FOUR KEY PERSONAS INCLUDE:

1 HIGH SCHOOL STUDENTS SEEKING AFFORDABLE EDUCATION

2 HIGH SCHOOL STUDENTS SEEKING ACADEMIC EXCELLENCE

3 ADULT LEARNERS SEEKING CERTIFICATIONS

4 ADULT LEARNERS SEEKING DEGREES

AUDIENCE PERSONA 1

HIGH SCHOOL STUDENTS SEEKING AFFORDABLE EDUCATION

SAMMY AGE: 18

Samrawit, or "Sammy," is a high school senior from Takoma Park and the daughter of Ethiopian immigrants. After years of helping her family navigate life in a new country, she's determined to become the first in her family to earn a college degree. She plans to study cybersecurity and transfer to a four-year university.

Demographics:

- Age: 17–18
- Household income: <$50k/year (low-income household)
- Education background: High school seniors, often first-generation
- Ethnicity: Diverse, including many minority backgrounds, likely to live in an Equity Focus Area (EFAs)

Psychographics:

- Values and motivations: Family pride, upward mobility, affordability
- Aspirations: Stable careers, debt-free degrees, transfer to four-year universities
- Emotional triggers: Fear of letting family down, excitement at achieving something new

Behavioral Traits:

- Information sources: School counselors, family, social media (TikTok, Instagram)
- Decision process: Family-influenced, step-by-step reassurance needed
- Media habits: Heavy social media usage, prefers texting, responds to visual storytelling, short videos

Enrollment Goals:

- Start college affordably
- Access financial aid
- Successfully transfer to a four-year school

Pain Points:

- FAFSA and financial aid confusion
- Academic readiness gaps
- Balancing work and school
- Fear of accumulating debt

Key Messaging for This Persona:

- Focus on affordability, strong financial aid, and clear transfer pathways
- Feature relatable peer success stories showing they can succeed too
- Provide concrete reassurance through hands-on support and workshops
- Reinforce that Montgomery College is a welcoming, diverse, and inclusive place where they belong
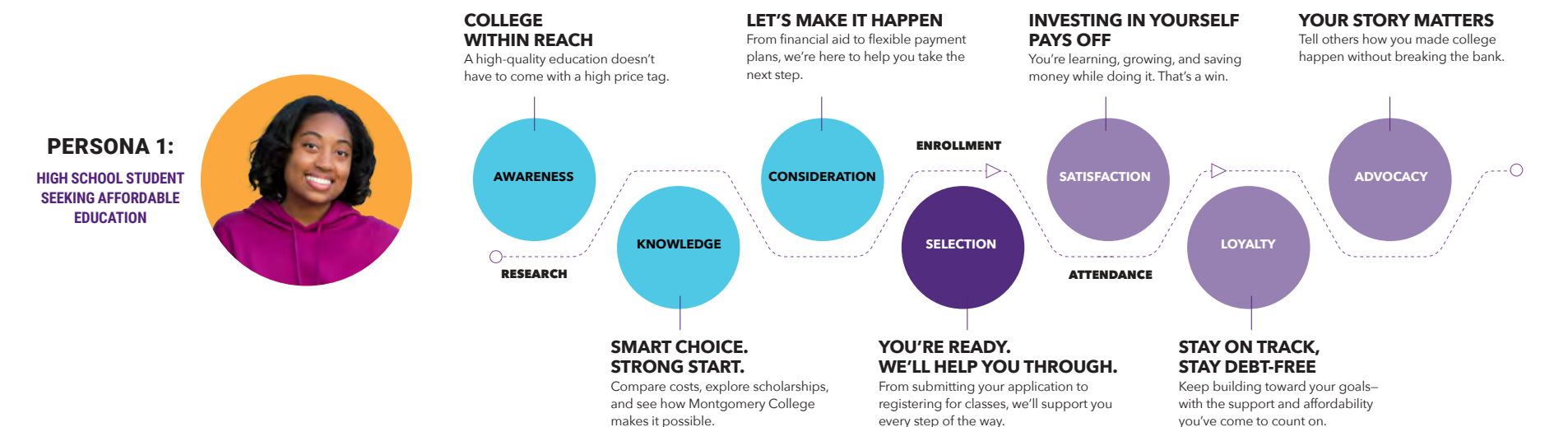
Communication Channels & Tactics:

- TikTok/Instagram video series showing real student journeys
- High school visits with peer ambassadors sharing firsthand stories
- Bilingual family workshops and FAFSA/financial aid events
- Targeted SMS/email campaigns with application and aid deadlines
- Community pop-up booths at youth events, sports tournaments, and cultural festivals
- Parent-facing mailers or digital guides explaining cost savings and transfer success

> " Montgomery College feels like it was made for students like me. It's close to home, affordable, and offers a direct path to a career in tech without drowning in debt. My family is proud—and so am I."

SAMPLE MESSAGING ALONG THE STUDENT EXPERIENCE LIFECYCLE

PERSONA 1:

HIGH SCHOOL STUDENT SEEKING AFFORDABLE EDUCATION

COLLEGE WITHIN REACH
A high-quality education doesn't have to come with a high price tag.

LET'S MAKE IT HAPPEN
From financial aid to flexible payment plans, we're here to help you take the next step.

INVESTING IN YOURSELF PAYS OFF
You're learning, growing, and saving money while doing it. That's a win.

YOUR STORY MATTERS
Tell others how you made college happen without breaking the bank.

AWARENESS

CONSIDERATION

ENROLLMENT

SATISFACTION

ADVOCACY

KNOWLEDGE

SELECTION

LOYALTY

RESEARCH

ATTENDANCE

SMART CHOICE. STRONG START.
Compare costs, explore scholarships, and see how Montgomery College makes it possible.

YOU'RE READY. WE'LL HELP YOU THROUGH.
From submitting your application to registering for classes, we'll support you every step of the way.

STAY ON TRACK, STAY DEBT-FREE
Keep building toward your goals—with the support and affordability you've come to count on.

Timeline	Awareness	Knowledge	Consideration	Selection	Satisfaction	Loyalty	Advocacy
CUSTOMER ACTIONS	Starts thinking about college but worries about cost. Notices Montgomery College through social media, billboards, or school presentations.	Explores financial aid and scholarships. Learns more through videos, events, or guidance counselors.	Compares Montgomery College to other options. Talks with parents and counselors. Attends tours or open houses.	Applies, registers, and finalizes financial aid. Gets support through live help or virtual tools.	Begins classes, receives aid, and finds support. Balances school with responsibilities, builds confidence.	Engages on campus and prepares to transfer or graduate. Feels proud and ready for what's next.	Becomes an ambassador or mentor. Shares their story to help others see what's possible.
PAIN POINTS/ EMOTIONS	Curious but unsure how to afford college.	Overwhelmed by info and unsure about eligibility. Wondering about the long-term value of college.	Hopeful but anxious about choosing the right path.	Relieved but still nervous about getting started.	Motivated and proud but juggling responsibilities.	Excited and supported, but needing clear guidance.	Grateful, empowered, and eager to give back.
WHAT DO THEY NEED TO ADVANCE?	Awareness that Montgomery College is affordable and supportive.	Clear info on aid, scholarships, and programs.	Encouragement and relatable stories.	Step-by-step enrollment support with live chat, virtual, or in-person help. Access to emergency resources like food, transportation, and housing assistance.	Academic advising, financial planning, mentorship. Access to emergency or alternative supports (e.g., food pantry, transportation help).	Career guidance, strong letters of recommendation. Support for transferring or job searching.	Platforms to share their story. Opportunities to inspire others or represent Montgomery College.
SPECIFIC TOUCHPOINTS	Billboards, bus wraps, programmatic audio spots, and social media. High school presentations and counselor outreach; peer & parent recommendations.	Montgomery College website, YouTube, TikTok, Reddit. Online info sessions, printed and parent/student outreach events.	Campus tours and school events. Program guides and financial aid materials. Testimonials and academic webinars.	Clear next steps through emails, checklists, how-to videos, and application tools. Real-time support via live chat, text reminders, and virtual or in-person assistance.	Student portal updates and email follow-ups. Peer groups, tutoring centers, and mentoring programs.	Support for graduation and transfer through workshops, partner events, and advising. Ongoing guidance via alumni services, career emails, and university connections.	Alumni newsletters and social media features. Testimonial campaigns and speaking engagements.

ADDITIONAL SAMPLE MESSAGING BY AUDIENCE

HIGH SCHOOL STUDENTS SEEKING AFFORDABLE EDUCATION

Often first-generation college-goers from lower-income households, these students are driven by upward mobility and family pride. They're looking for an affordable, supportive path to a stable career—typically through an associate degree or transfer. They prefer short-form, mobile-friendly communication and are heavily influenced by trusted personal networks.

AWARENESS MESSAGING

Accessible Education, Extraordinary Outcomes
Start your journey towards academic and career success.

Thriving Together
Your success is our shared mission.

Start Smart, Save Big
Graduate with less debt—and more opportunities.

Affordable. Accessible. Designed for You.
A college education that fits your life—and your finances.

Smart Investment, Real Results
Get a respected education without the high price tag.

SATISFACTION MESSAGING

Strong Roots, Bold Futures
Not just a place to learn, but a place to belong.

Every Step of the Way
Real people, real support, working for you.

Your Goals, Our Mission
Dedicated to your professional and academic success.

Your Path, Your Pace, Your Price
Affordable education designed around your life and your goals.

Confidence in Every Credit
Know that what you're paying for today is building something bigger tomorrow.

We're With You Every Step
From financial aid to flexible schedules, Montgomery College supports your success beyond the classroom.

AUDIENCE PERSONA 2

HIGH SCHOOL STUDENTS SEEKING ACADEMIC EXCELLENCE

NOAH AGE: 18

Noah is one of the high-achieving seniors from across Montgomery County—including Rockville, Germantown, and Silver Spring/Takoma. With interests ranging from biology and engineering to political science, they're all focused on transferring to top-tier universities. They value Montgomery College for its honors programs and strong transfer track record—even if it wasn't their original plan.

Demographics:

- Age: 17–19
- Household income: >$50K/year
- Education background: Challenging high school courses (e.g., honors/AP) with performance ranging from average to top-tier
- Ethnicity: Diverse, across socioeconomic groups

Psychographics:

- Values and motivations: Achievement, knowledge, prestige, smart financial decisions
- Aspirations: Transfer to a well-known university, get a scholarship, and enter a competitive career
- Emotional triggers: Fear of stigma, desire for validation and achievement

Behavioral Traits:

- Information sources: Family/parents, counselors, peers, social media, online rankings
- Decision process: Research-intensive, family- and peer-influenced
- Media habits: Instagram, TikTok, YouTube, college review sites

Enrollment Goals:

- Achieve honors program eligibility
- Maintain GPA for competitive transfer
- Secure merit scholarships

Pain Points:

- Perceived stigma around community colleges
- Concerns about academic rigor
- Uncertainty about transfer process and success
- Fear of missing out (FOMO) on the typical college freshman experience

Key Messaging for This Persona:

- Promote honors programs, top transfer partnerships, and renowned faculty
- Emphasize academic rigor and exceptional faculty
- Feature alumni who transferred to elite universities or secured top scholarships
- Provide transparency on transfer stats and academic outcomes
- Position Montgomery College as a smart, strategic move for ambitious students

Communication Channels & Tactics:

- High school honors showcases and ambassador visits
- TikTok, Instagram, and YouTube videos featuring top students and alumni
- Parent/family webinars focused on transfer pathways, scholarship outcomes
- Interactive online tools mapping honors program to elite transfers
- Email series spotlighting honors faculty, student achievements, and rankings
- Peer-led social campaigns debunking myths and showing student success

> " Montgomery College is helping me stay on track to transfer to a four-year college. The classes really push me, and I feel like I am preparing for what's next."

SAMPLE MESSAGING ALONG THE STUDENT EXPERIENCE LIFECYCLE

PERSONA 2:

HIGH SCHOOL STUDENT SEEKING ACADEMIC EXCELLENCE

SMART START, BOLD FUTURE
Where ambitious students launch extraordinary careers.
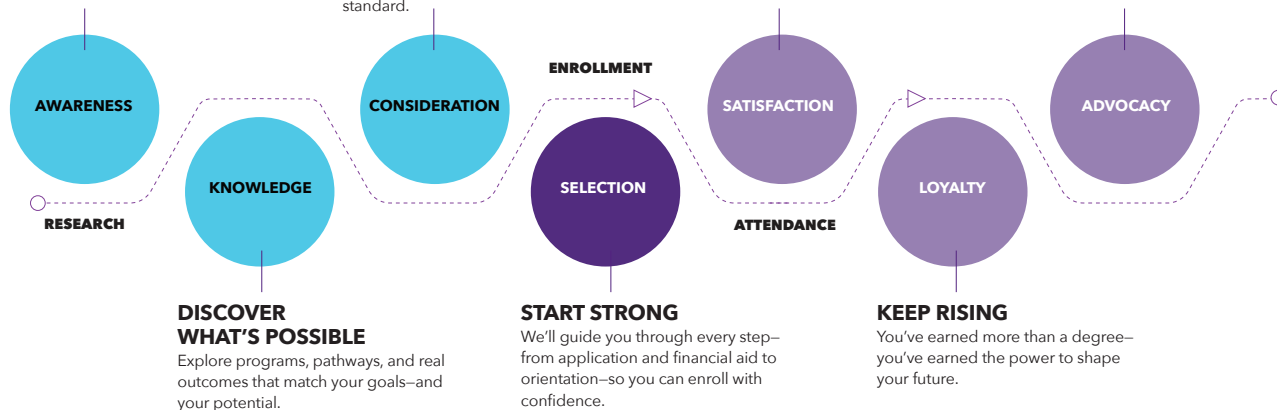
SEE YOURSELF ACHIEVING MORE
Explore a college where academic excellence isn't the exception—it's the standard.

YOU'VE SET YOURSELF APART
You're not just on track—you're ahead of the curve.

STAY CONNECTED. MAKE AN IMPACT.
Whether you mentor, share your story, or lend your time—your connection matters.

AWARENESS

KNOWLEDGE

CONSIDERATION

SELECTION

SATISFACTION

LOYALTY

ADVOCACY

RESEARCH

ENROLLMENT

ATTENDANCE

DISCOVER WHAT'S POSSIBLE
Explore programs, pathways, and real outcomes that match your goals—and your potential.

START STRONG
We'll guide you through every step—from application and financial aid to orientation—so you can enroll with confidence.

KEEP RISING
You've earned more than a degree—you've earned the power to shape your future.

Timeline	Awareness	Knowledge	Consideration	Selection	Satisfaction	Loyalty	Advocacy
CUSTOMER ACTIONS	Junior/Senior in High School. Notices Montgomery College through OOH ads, social media ads, word of mouth (school advising, peers, parents/guardians).	Conducts online research, explores brochures, starts following Montgomery College on social.	Schedules campus tour, attends events, meets with recruiters or ambassadors.	Completes application, receives admissions support, enrolls.	Begins classes, builds relationships with faculty, finds academic challenge and support.	Earns degree, prepares to transfer or enter workforce.	Becomes a student speaker, alumni mentor, testimonial provider, or Montgomery College ambassador.
PAIN POINTS/ EMOTIONS	Curiosity mixed with uncertainty about the future. Hopes to attend a "prestigious" college.	Excitement, motivation, emerging sense of ambition.	Hopeful but cautious; still comparing options.	Relief, confidence, and anticipation—but also frustration if systems are unclear or glitchy.	Engagement, pride, motivation.	Gratitude, pride, confidence in their next chapter.	Empowerment, connection, legacy.
WHAT DO THEY NEED TO ADVANCE?	Broad information about college options and inspiration about what's possible. Knowledge about Montgomery College's academic excellence.	Accessible, engaging content that introduces Montgomery College's academic programs, outcomes, and opportunities.	Clear, personalized information about specific programs, honors options, tuition/aid, and transfer pathways.	Simple, guided enrollment process with direct assistance and real-time answers.	Academic advising, course planning, career guidance, mentorship.	Transfer support, strong letters of recommendation, job prep.	Invitations to stay involved, platforms to share their story.
SPECIFIC TOUCHPOINTS	Billboards, bus-wraps, social media ads, radio spots, community events, peer recommendations, guidance counselors, parents, and outreach via high school presentations.	Website content, digital brochures, social media videos, email campaigns, online info sessions, and counselor-distributed materials.	Campus tour invitations, in-person events, printed and digital program guides, testimonials, academic webinars, and financial aid overview materials.	Emails with next steps, brochures with enrollment checklists, website landing pages for applicants, how-to videos, application portals, text reminders, live chat/help center, and in-person or virtual support.	Follow-up emails, student portal updates, newsletters, peer groups, tutoring center communications, and feedback surveys.	Transfer prep workshops, graduation communications, alumni services materials, career services emails, and university partner sessions.	Alumni newsletters, testimonial campaigns, social media highlights, volunteer invitations, speaking engagements, and ambassador program outreach.

ADDITIONAL SAMPLE MESSAGING BY AUDIENCE

HIGH SCHOOL STUDENTS SEEKING ACADEMIC EXCELLENCE

These are high-achieving students who may have once overlooked community college but now recognize Montgomery College as a smart and strategic choice. They value prestige, academic rigor, and seamless transfer to top-tier universities. They rely on research and peer stories to shape their decisions and seek reassurance about quality and reputation.

AWARENESS MESSAGING

Smart Start, Bold Future
Where ambitious students launch extraordinary careers.

More Than a Community College
Discover top-tier programs and limitless possibilities.

Excellence Without Compromise
Rigorous academics prepare you for top universities.

Earn Respect. Build Momentum.
Your ambition deserves more than the basics. Start strong with Montgomery College.

Excellence Without the Price Tag
Montgomery College delivers top-tier academics—without the elite cost.

Challenge Accepted
At Montgomery College, high standards aren't the exception —they're the norm.

SATISFACTION MESSAGING

Options that Keep You Ahead
Early college credit, flexible pathways, and personalized support.

You're Setting the Standard
Keep excelling—your academic success at Montgomery College speaks for itself.

Where You Belong
Montgomery College is a place where students from all walks of life rise together.

You're Right Where You Belong
Surrounded by peers who strive, professors who challenge, and a community that believes in your potential.

You Set High Standards—So Do We
At Montgomery College, your goals are met with rigor, relevance, and real results.

Proving What's Possible
You're not just meeting expectations—you're surpassing them.

ADULT LEARNERS SEEKING CERTIFICATIONS

MARCUS AGE: 36

Marcus is a father living in Gaithersburg, working full-time in customer service. After seeing more cybersecurity jobs popping up in the area, he's decided to earn a certification to boost his earning potential and pivot into tech, all while supporting his family.

Demographics:

- Age: 25–45
- Household income: $75–100K/year
- Education background: High school graduate, prior technical training or certificates
- Ethnicity: Diverse backgrounds
- Family: Possibly has children, or planning to start a family

Psychographics:

- Values and motivations: Career advancement, fast ROI, flexibility
- Aspirations: Promotions, pay raises, job security
- Emotional triggers: Fear of career stagnation, excitement for new opportunities

Behavioral Traits:

- Information sources: Employer referrals, online research, peer networks
- Decision process: Cost-benefit analysis, program length, job outcomes
- Media habits: LinkedIn, Google searches, YouTube during downtime

Enrollment Goals:

- Complete certifications in 3–6 months
- Gain skills for immediate workplace application

Pain Points:

- Rigid scheduling
- Unclear program details
- Time constraints due to work/family
- Navigating enrollment logistics

Key Messaging for This Persona:

- Emphasize time-saving program formats and employer-aligned curriculum
- Highlight alumni success stories showcasing job promotions or salary gains
- Provide practical assurance: low paperwork, easy enrollment, clear outcomes
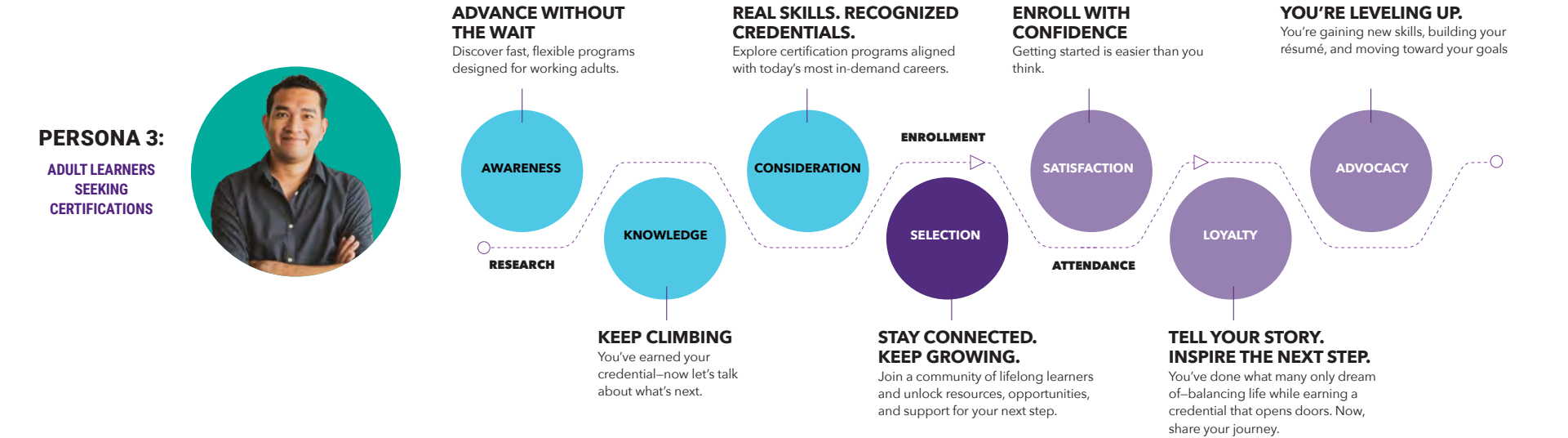- Reinforce the professional respect adult learners receive at Montgomery College

Communication Channels & Tactics:

- LinkedIn ad campaigns targeting specific job sectors
- Google and YouTube search ads aligned with trending certifications
- Employer-hosted info sessions or webinars featuring alumni panelists
- Short video case studies of adult learners on Montgomery College's website and social channels
- Dedicated email campaigns spotlighting workforce programs and job outcomes
- Print/PDF workforce brochures delivered to workplaces and community hubs

> " I've seen a lot of cybersecurity job openings, and I knew I needed to level up. Montgomery College made it easy to start, and now I'm finally working towards a higher role and higher pay."

SAMPLE MESSAGING ALONG THE STUDENT EXPERIENCE LIFECYCLE

PERSONA 3:
ADULT LEARNERS SEEKING CERTIFICATIONS

ADVANCE WITHOUT THE WAIT
Discover fast, flexible programs designed for working adults.

REAL SKILLS. RECOGNIZED CREDENTIALS.
Explore certification programs aligned with today's most in-demand careers.

ENROLL WITH CONFIDENCE
Getting started is easier than you think.

YOU'RE LEVELING UP.
You're gaining new skills, building your résumé, and moving toward your goals

AWARENESS

RESEARCH

KNOWLEDGE

CONSIDERATION

ENROLLMENT

SELECTION

SATISFACTION

ATTENDANCE

LOYALTY

ADVOCACY

KEEP CLIMBING
You've earned your credential—now let's talk about what's next.

STAY CONNECTED. KEEP GROWING.
Join a community of lifelong learners and unlock resources, opportunities, and support for your next step.

TELL YOUR STORY. INSPIRE THE NEXT STEP.
You've done what many only dream of—balancing life while earning a credential that opens doors. Now, share your journey.

Timeline	Awareness	Knowledge	Consideration	Selection	Satisfaction	Loyalty	Advocacy
CUSTOMER ACTIONS	Researches certification value, notices Montgomery College marketing, asks employer about support.	Explores Montgomery College's offerings, costs, and aid; considers ROI and flexibility.	Compares programs, gathers documents, evaluates schedules and outcomes.	Finalizes application, starts program, commits to workload and expectations.	Engages in coursework, builds confidence, gains career momentum.	Adds credential to résumé, explores more learning, stays connected.	Mentors others, shares story, participates in Montgomery College events or outreach.
PAIN POINTS/ EMOTIONS	Low earning potential, unsure where to start.	Anxious about finances, juggling life and coursework.	Overwhelmed by enrollment steps, still comparing options.	Stressed but committed; building confidence.	Proud, motivated, curious about what's next.	Ready to advance but unsure how.	Empowered, eager to give back.
WHAT DO THEY NEED TO ADVANCE?	Awareness of Montgomery College's certifications tied to career goals.	Clear info on ROI, cost, flexibility, and outcomes.	Support comparing programs and applying.	Guided enrollment and early wins.	Career support and résumé guidance.	Ways to grow, connect, and stay engaged.	Opportunities to lead and inspire others.
SPECIFIC TOUCHPOINTS	TV, LinkedIn, Reddit, employer outreach, email campaigns.	Webinars, testimonials, financial aid guides.	Application portals, checklists, how-to videos.	Live chat, text/email reminders, orientation.	Portal updates, peer groups, workshops.	Job fairs, alumni events, employer outreach.	Newsletters, testimonials, volunteer invites.

ADDITIONAL SAMPLE MESSAGING BY AUDIENCE

ADULT LEARNERS SEEKING CERTIFICATIONS

These learners are ready for what's next. They're working adults who want to level up whether that means switching careers, earning more, or gaining skills their employers value. Montgomery College meets them where they are, with flexible formats, fast-track programs, and credentials that open doors. For them, it's not just about going back to school, it's about moving forward with purpose.

.

AWARENESS MESSAGING

Accelerate Your Career
Earn in-demand credentials on your schedule—with programs built for busy professionals.

Affordable Training, Tangible Results
Certifications are designed to advance your career swiftly.

Built for the Workforce
Training that employers look for and budget-friendly tuition.

Built Around Real Life
Evenings, weekends, and online options that fit your routine—not the other way around.

Ready When You Are
Start anytime and move at your pace with short-term programs focused on real results.

Skills That Work as Hard as You Do
Learn what's relevant, apply it immediately, and grow your career on your terms.

SATISFACTION MESSAGING

Learning That Works With You
Whether it's evening classes, online options, or weekend learning—we make it doable.

Built for Balance
Keep advancing your career without pausing your life.

Progress You Can See
Use what you've learned today to move further tomorrow.

Career-Ready and Climbing
With every step, you're closer to your next opportunity.

You're Making It Happen
Every assignment, every class—you're moving forward with purpose.

You Set the Goal—We Help You Reach It
From enrollment to certification, Montgomery College is with you at every stage.

We're With You Every Step
From financial aid to flexible schedules, Montgomery College supports your success beyond the classroom.

ADULT LEARNERS SEEKING DEGREES

LISA AGE: 39

Lisa is a working mom from Wheaton who's returning to school to finish her associate degree in early childhood education. Between work, parenting, and evening classes, her plate is full—but she's motivated by the dream of a stable career and being a strong role model for her kids.

Demographics:

- Age: 25–44
- Household income: $75–100K/year
- Education background: Some college, no degree, often first-generation college attendees
- Ethnicity: Diverse

Psychographics:

- Values and motivations: Setting an example for family, personal achievement, higher-earning potential
- Aspirations: Graduation, new career pathways, family pride
- Emotional triggers: Overcoming past setbacks, proving capability

Behavioral Traits:

- Information sources: College advisors, peer networks, local community organizations, social media
- Decision process: Weighs family and work responsibilities, seeks clear planning to avoid burnout
- Media habits: Facebook, local media, email

Enrollment Goals:

- Complete associate degree
- Prepare for licensure or four-year transfer

Pain Points:

- Time management
- Financial pressures
- Academic confidence
- Awareness of available services and resources
- Fear of not belonging on a campus with younger students

Key Messaging for This Persona:

- Highlight flexible pathways, online options, and dedicated adult support
- Share real stories of parents finishing school and advancing careers
- Emphasize services like tutoring, academic advising, and mental health support
- Reassure them they are part of a supportive, welcoming adult learner community

Communication Channels & Tactics:

- Facebook ads and posts featuring adult learner testimonials
- Radio ads and community newspaper articles on local success stories
- Partnerships with libraries, churches, and parenting groups
- Email/text campaigns offering step-by-step enrollment help
- Peer mentor programs or adult learner ambassador outreach
- Dedicated workshops or info nights with childcare provided

> " Going back to school was scary, but Montgomery College made me feel supported from day one. I finally believe I can do this, for me and my family."

SAMPLE MESSAGING ALONG THE STUDENT EXPERIENCE LIFECYCLE

PERSONA 4:

ADULT LEARNERS SEEKING DEGREES

REIGNITE YOUR GOALS
Pick up where you left off, and turn aspirations into actions.

WE'LL HELP YOU MAKE IT WORK
From flexible classes and real-world support, we're here to help you take the next step.

THIS IS WHAT PROGRESS LOOKS LIKE
With every class, you're gaining skills, confidence, and momentum toward your goals.

YOUR STORY CAN INSPIRE SOMEONE ELSE'S START
You balanced life, work, and college, and earned your degree. Now, share your journey and help others believe it's possible, too.

AWARENESS

RESEARCH

KNOWLEDGE

CONSIDERATION

ENROLLMENT

SELECTION

SATISFACTION

ATTENDANCE

LOYALTY

ADVOCACY

FLEXIBLE, FOCUSED, AND MADE FOR YOU
Montgomery College offers degrees that fit your schedule, your responsibilities, and your ambitions.

YOU'RE READY. WE'RE WITH YOU.
Applying is just the beginning. From your first click to your first class, you'll have real people supporting you every step of the way.

KEEP GOING. KEEP GROWING.
Whether it's transferring, advancing, or exploring new opportunities, we're still here for you.

Timeline	Awareness	Knowledge	Consideration	Selection	Satisfaction	Loyalty	Advocacy
CUSTOMER ACTIONS	Researches degree paths, hears about Montgomery College from peers or social media, and starts imagining new possibilities.	Explores degree options, costs, financial aid, and scheduling. Considers if college fits into their current life.	Compares programs, gathers application materials, and evaluates time commitment and support services.	Applies, registers, and builds a class schedule. Navigates aid, documents, and tech systems.	Starts classes, builds connections with faculty and peers, and works to balance school, family, and work.	Gets involved with clubs, mentoring, or career services. Begins preparing to transfer or graduate.	Becomes a mentor or ambassador. Shares their story and encourages others to consider Montgomery College.
PAIN POINTS/ EMOTIONS	Feels stuck without a degree; unsure where to start.	Overwhelmed by information and uncertain about ROI.	Stressed by paperwork and enrollment steps.	Anxious about getting it right; frustrated by tech or unclear steps.	Motivated but tired; juggling family, work, and school.	Proud and grateful, but nervous about what's next. Seeking continued support to make a smooth transition.	Inspired to give back; confident in their progress.
WHAT DO THEY NEED TO ADVANCE?	Awareness that Montgomery College supports adult learners.	Clarity on degrees, scheduling, and cost.	Personalized guidance and reassurance.	Simple, guided enrollment and aid support.	Academic advising and wraparound resources.	Career services and help preparing for what's next	Opportunities to lead and stay connected.
SPECIFIC TOUCHPOINTS	TV, radio, and social media ads, website and landing pages. Word of mouth. Program guides and testimonials.	Social media (LinkedIn, Facebook). Montgomery College website, info sessions, webinars.	Printed/digital program guides, counselor support. Program guides, application walkthroughs.	Emails with next steps, checklists, and brochures. Live enrollment chat support.	Student portal updates, advisor emails, peer groups. Tutoring center, mentoring programs, newsletters.	Graduation communications and alumni services. Career services emails, transfer prep workshops.	Alumni newsletters and social media features. Speaking engagements and ambassador programs.

SAMPLE MESSAGING BY AUDIENCE

ADULT LEARNERS SEEKING DEGREES

Returning to education later in life, often while balancing work and family, these students seek long-term stability and personal fulfillment. They want a flexible, inclusive environment that supports their confidence and sense of belonging. They're motivated by their families and future careers and need clear, compassionate communication.

AWARENESS MESSAGING

Progress You Can See
Use what you've learned today to move further tomorrow.

Invest in Yourself, Affordably
High-quality education that moves you forward without setting you back.

Academic Excellence for Real-World Success
Earn a respected degree employers trust.

Back to School, Forward in Life
Earning your degree is possible—and closer than you think.

You're Not Starting Over—You're Moving Ahead
Build on what you know and earn the degree that opens new doors.

Reignite Your Goals
Pick up where you left off and turn aspirations into action.

SATISFACTION MESSAGING

Every Step Counts
We're here to celebrate your milestones.

Designed with Your Life in Mind
We make balancing life, work, and school easier.

Empowered to Succeed
Helping you build career-ready skills.

You're Proving What's Possible
Balancing life, work, and school—and succeeding on your own terms.

Proud Progress, Every Step
From first class to final exam, you're building something that lasts.

Invested in Your Growth
We're here to help you finish strong and step confidently into what's next.

REVIEWS & RESOURCES

This section provides checkpoints, best practices, and practical tools to help teams apply the brand platform consistently, confidently, and effectively.

1. USE AP STYLE

Montgomery College follows Associated Press (AP) style for all public-facing communications to ensure clarity, consistency, and professionalism across platforms. This applies to marketing materials, web content, press releases, and institutional messaging.

However, to reflect the College's values of clarity and inclusivity, we make one key exception:

Oxford Comma

Although AP style omits the serial (Oxford) comma, Montgomery College intentionally uses it in lists of three or more items to prevent ambiguity and enhance readability.

PREFERRED

Montgomery College offers academic excellence, unmatched accessibility, and comprehensive support.

REVIEWS & RESOURCES

2. REFER TO THE COLLEGE AS "MONTGOMERY COLLEGE" VS. "MC"

To enhance brand recognition, credibility, and prestige, we recommend using the full name–Montgomery College–in most communications, especially in formal, public-facing, or external contexts. Spelling out the full name reinforces institutional strength and increases visibility in digital and print content.

Use "Montgomery College" when:

- Introducing the College for the first time in a piece of content
- Writing for external audiences, including prospective students, families, community members, media, or policymakers
- Crafting headlines, calls to action, or formal communications
- Seeking to elevate tone, clarity, or institutional prestige

EXAMPLE

Academics Section on Website

Montgomery College empowers students to succeed through academic excellence, accessibility, and comprehensive support.

Use "MC" sparingly and only when:

- Space is limited (e.g., social media graphics, slide decks)
- The full name has already been used and the audience context is clear
- Writing for internal audiences familiar with the brand
- Conversational tone is appropriate and aligns with the message

While "MC" may feel friendly or familiar, overuse can undercut the College's authority, especially in strategic materials. Favoring "Montgomery College" strengthens our brand presence and communicates the full value of the institution.

EXAMPLE

Instagram Post

Students at MC can access evening classes, online courses, and career services tailored to their schedules.

REVIEWS & RESOURCES

3. UTILIZE SHORT AND CONCISE STATEMENTS

Use short, succinct statements that quickly convey value.

In marketing, we have only a moment to make an impression. Even in education—where nuance and explanation often matter—concise, compelling messages help us stand out and connect with our audience more effectively.

This approach is especially important for:

- Headlines and subheads
- Advertising and promotional materials
- Digital content, including web banners and social media
- Calls to action
- Email subject lines and campaign blurbs
- Event signage or brochures

Don't:

Overload messages with long explanations or academic language. Lengthy, complex sentences can bury key points and lose reader interest. Avoid jargon, redundant phrasing, or trying to say everything at once.

Instead:

Focus on one clear takeaway per message. Let support details follow in secondary content.

EXAMPLE

Flexible programs. Real-world skills. Support at every step.

REVIEWS & RESOURCES

4. LEAD WITH BENEFITS

Audiences want to know how Montgomery College will help them succeed. Clearly communicate the value up front.

This is especially important for:

- Marketing copy and advertising
- Headlines and taglines
- Web pages geared toward prospective students
- Social media and campaign messaging
- Video scripts and radio spots

Don't:

Start with institutional details or program specs. Save these for follow-up.

EXAMPLE

Graduate with less debt and more opportunity.

5. USE ACTIVE VOICE

Active voice makes our messaging more direct, engaging, and inspiring. It puts Montgomery College, and our students, at the center of the story. Whether we're writing headlines, campaign copy, or a simple call to action, active language helps us sound assured, energetic, and focused on outcomes.

Don't:

Rely on passive constructions or vague claims. They can make the College sound less decisive or inspiring.

EXAMPLE

Discover your path. Enroll today. Achieve more.

REVIEWS & RESOURCES

6. FIND THE RIGHT VOICE FOR THE RIGHT AUDIENCE

Use second person ("you") strategically to build connection and immediacy. When speaking directly to prospective students, families, or community members, second-person language helps readers picture themselves at Montgomery College—and makes our message feel personal, welcoming, and relevant.

Use second person when writing:

- Marketing and recruitment materials
- Web content for prospective students
- Social media posts
- Email campaigns and calls to action
- Video and radio scripts

EXAMPLE

You belong here—and your goals matter.

Montgomery College also uses third-person voice—especially when the goal is to inform, report, or maintain a formal tone. This language reinforces institutional credibility, avoids assumptions about the reader, and is more appropriate for certain audiences.

Use third person when writing:

- Press releases and official statements
- Academic catalogs and policy documents
- Institutional reports or grant applications

EXAMPLE

Montgomery College empowers students through academic excellence and comprehensive support.

REVIEWS & RESOURCES

7. WRITE WITH SEO IN MIND

While maintaining Montgomery College's voice—clear, inclusive, aspirational, and adaptive—we also want our digital content to perform well in search. Strong SEO practices help more students, families, and partners discover the value of Montgomery College online.

Focus on Keywords

Use primary keywords aligned with what your audience is searching for.

EXAMPLE

"affordable college in Maryland," "online associate degree," "community college scholarships"

Include long-tail keywords that reflect specific intent.

EXAMPLE

"flexible college programs for working adults" or "Montgomery College transfer pathways"

Repeat your core keyword naturally in headlines, subheads, and opening paragraphs.

Use Clear, Descriptive Headlines

Avoid vague titles like "Explore More." Instead, try: "Flexible Degree Options for Working Adults" or "Start Your College Journey at Montgomery College."

Optimize for Scanability

- Use bullet points, short paragraphs, and bold headings.
- Write meta descriptions and alt text where needed to support accessibility and search visibility.

Balance Searchability with Voice

Don't sacrifice tone for keywords. "Affordable, flexible education in Montgomery County" can still sound warm, student-centered, and clear.

EXAMPLE

Montgomery College offers affordable, flexible education—designed for real students, with real goals, right here in Montgomery County.

03
LOGO USAGE

OUR LOGO

LOGO STORY

The Montgomery College logo honors our legacy while signaling forward momentum. It preserves the original MC monogram with sharper forms and a purposeful tilt, reflecting progress and determination.

Our logo consists of two parts: the MC monogram and the wordmark. Within the monogram, MC Purple grounds the design in tradition, while the new MC Blue brings fresh energy. Together, the colors and composition express clarity, confidence, and a future-focused mission.

HORIZONTAL LOGO

Though other lockups are available and approved, this should be considered our default primary logo.

STACKED LOGO

The stacked composition is ideal for vertical or square compositions. This version of the logo can be used to substitute the primary logo on applications where logo space is limited to a specific proportion or scale.

Horizontal

MC Monogram

Wordmark

Stacked

LOGO CLEARSPACE & MINIMUM SIZE

CLEARSPACE

Both versions of our logo should always appear with a minimum area of clear space (isolation area) around the logo.

The minimum clear space is the smallest margin allowed between the logo and the edge of a page, photo, or body text.

The margin of the clear space around the logo is defined in relation to the height of the "M" in the wordmark.

MINIMUM SIZE

To maintain maximum clarity, the logos should not be produced or displayed smaller than the minimum sizes noted here.

Horizontal Logo Clearspace = "M" x 1

Horizontal Logo minimum size is 1" for print and 48 pixels for online.
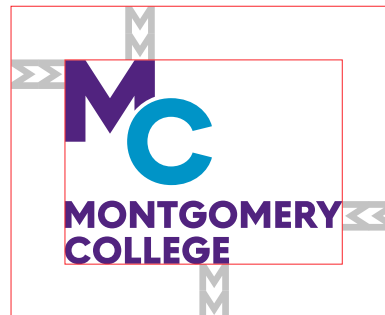
Stacked Logo Clearspace = "M" x 2
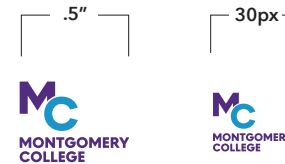
Stacked Logo minimum size is .5" for print and 30 pixels for online.

LOGO COLOR USAGE

COLOR APPLICATIONS

For versatility, each logo composition is available in 2-color as well as black and white. The 2-color application is preferred and should be used whenever possible.

REVERSED LOGO

In instances with dark backgrounds, the reversed may be used, however avoid reversing out of blocks of color other than the MC Purple and MC Blue.

Ensure ample contrast when placing the 2-color logo over busy backgrounds, vibrant colors, or patterns. **See page 41 for complete usage rules.**

Color rules here apply to all formats of our logo.

MC PURPLE

PANTONE 2617
CMYK 79/100/0/15
RGB 81/35/127
HEX 51237F

MC BLUE

PANTONE 639
CMYK 100/1/5/5
RGB 0/149/200
HEX 0095C8

ABBREVIATED LOGO

MC MONOGRAM

It is acceptable to detach the monogram from the wordmark for specific situations, such as social media profiles, limited spaces on promotional items, or cases that warrant an abbreviated version. However, this practice should not become the standard. When the monogram is separated, the full logo should be included elsewhere in the document or application.

Adhere to the clearspace and minimum size rules noted here.
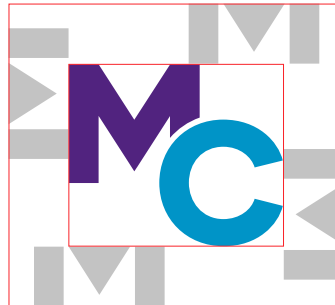
MC Monogram

Reverse Applications

The MC Monogram can be reversed out of a color or image background. While accent colors are permissible, MC Purple and MC Blue are preferred. Using accent colors should be limited and requires approval from the brand manager.

Submit request to: firstlastname@montgomerycollege.edu

Clearspace = 1/2 "M"

**MC Monogram minimum size is .5"
for print and 23 pixels for online.**

USAGE GUIDELINES

DOS AND DON'TS

The logo is the most recognizable element of our brand. Following these guidelines ensures consistency, legibility, and impact.

In addition to the previously defined rules (clearspace, approved colors, and minimum size), keep these general principles in mind:

Preserve proportions and elements:
Do not stretch, condense, skew, or rearrange elements of the logo.

Ensure legibility:
Do not place the logo on backgrounds that reduce contrast or make it hard to read.

Do not alter the design:
Do not change the fonts, add effects, or add extra words or graphics to the logo or monogram.

TAGLINE SIGNATURE

The tagline, "Exceptional Education. Extraordinary Outcomes.", is a key element of the Montgomery College brand. It reinforces our mission and vision in a clear, memorable way and can be used both as part of the logo lockup and in written communication.

LOGO + TAGLINE LOCKUP

The tagline may appear visually locked up with the logo in official applications such as signage, banners, presentations, and merchandise.

- Only use the approved logo and tagline lockups provided.

- Do not alter the order, line breaks, or type styling.

- Always follow logo clearspace guidelines as defined on page 40.

- The tagline lockup should never compete with or replace the primary logo.

PRIMARY LOCKUPS

Horizontal Logo with 2-line Tagline

MONTGOMERY COLLEGE

EXCEPTIONAL EDUCATION
EXTRAORDINARY OUTCOMES

Stacked Logo with 2-line Tagline

MONTGOMERY COLLEGE

EXCEPTIONAL EDUCATION
EXTRAORDINARY OUTCOMES

ADDITIONAL FORMATS

Horizontal 4-line Tagline Lockup

MONTGOMERY COLLEGE

EXCEPTIONAL
EDUCATION
EXTRAORDINARY
OUTCOMES

Stacked 4-line Tagline Lockup

MONTGOMERY COLLEGE

EXCEPTIONAL
EDUCATION
EXTRAORDINARY
OUTCOMES

TAGLINE SIGNATURE

STANDALONE TAGLINE

The tagline may appear detached from the logo as a separate graphic element. When the tagline is used as a design element—without the logo—use all caps with no punctuation and follow the approved visual standards.

TAGLINE USAGE IN WRITING

When using the tagline in text-only formats, follow these usage rules based on context:

Formal or Narrative Contexts

Use sentence-style capitalization and periods when the tagline appears in running text, such as in reports, body copy, or email signatures.

Example:
Exceptional Education.
Extraordinary Outcomes.

GRAPHIC APPLICATIONS

Color 4-Line Tagline

EXCEPTIONAL EDUCATION **EXTRAORDINARY OUTCOMES**

Color 2-Line Tagline

EXCEPTIONAL EDUCATION **EXTRAORDINARY OUTCOMES**

NOTE

Never restyle, reorder, or rewrite the tagline. Do not add effects, change font, or introduce new line breaks.

ADDITIONAL FORMATS

Reversed and 1-Color options are available in both the 4- and 2-line formats.

EXCEPTIONAL EDUCATION **EXTRAORDINARY OUTCOMES**

EXCEPTIONAL EDUCATION **EXTRAORDINARY OUTCOMES**
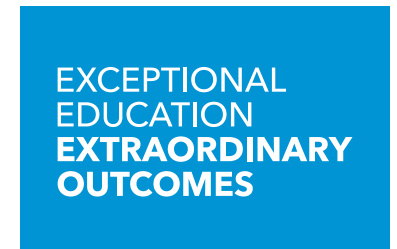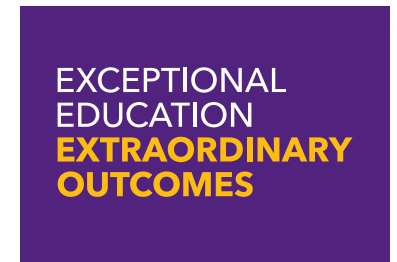
EXCEPTIONAL EDUCATION **EXTRAORDINARY OUTCOMES**

04

COLOR PALETTE

COLOR PALETTE

The rich and diverse color palette represents the vibrancy of the student community and the transformative journeys that happen here. MC Purple and MC Blue are at the core. Bright accents of gold, orange, red, and fuchsia convey a sense of purpose and energy, reinforcing our core brand promise of progress, opportunity, and momentum. Reflection Blue and Edge Green can soften the designs, while the use of white space or neutral backgrounds provides the necessary breathing room.

COLOR RATIOS

Purple continues to represent the institution's foundation of excellence and should be prioritized in designs. The accent colors serve as visual enhancers and should not overpower the MC Purple and MC Blue.

Core Colors

Primary Accent

Secondary Accents

MC
PURPLE

MC
BLUE

ASPIRE
GOLD

WELCOME
ORANGE

EDGE
GREEN

REFLECTION
BLUE

FUTURE
FUCHSIA

MOMENTUM
RED

WHITE

BLACK

CORE COLORS

MC Purple and MC Blue are our foundational colors—recognizable, trusted, and central to our brand identity. Use them prominently in layouts, headlines, and key graphics to ensure visual consistency and brand recognition across all materials.

TINTS

Tints of MC Purple and MC Blue may be used sparingly to create lighter background fields ideal for text callouts, data highlights, or subtle content blocks. These lighter tones should support clarity and readability, not overpower the composition.

MC **PURPLE**

PANTONE 2617
CMYK 79/100/0/15
RGB 81/35/127
HEX 51237F

| 90% | 80% | 70% | 60% | 50% | 40% | 30% | 20% | 10% |

MC **BLUE**

PANTONE 639
CMYK 100/1/5/5
RGB 0/149/200
HEX 0095C8
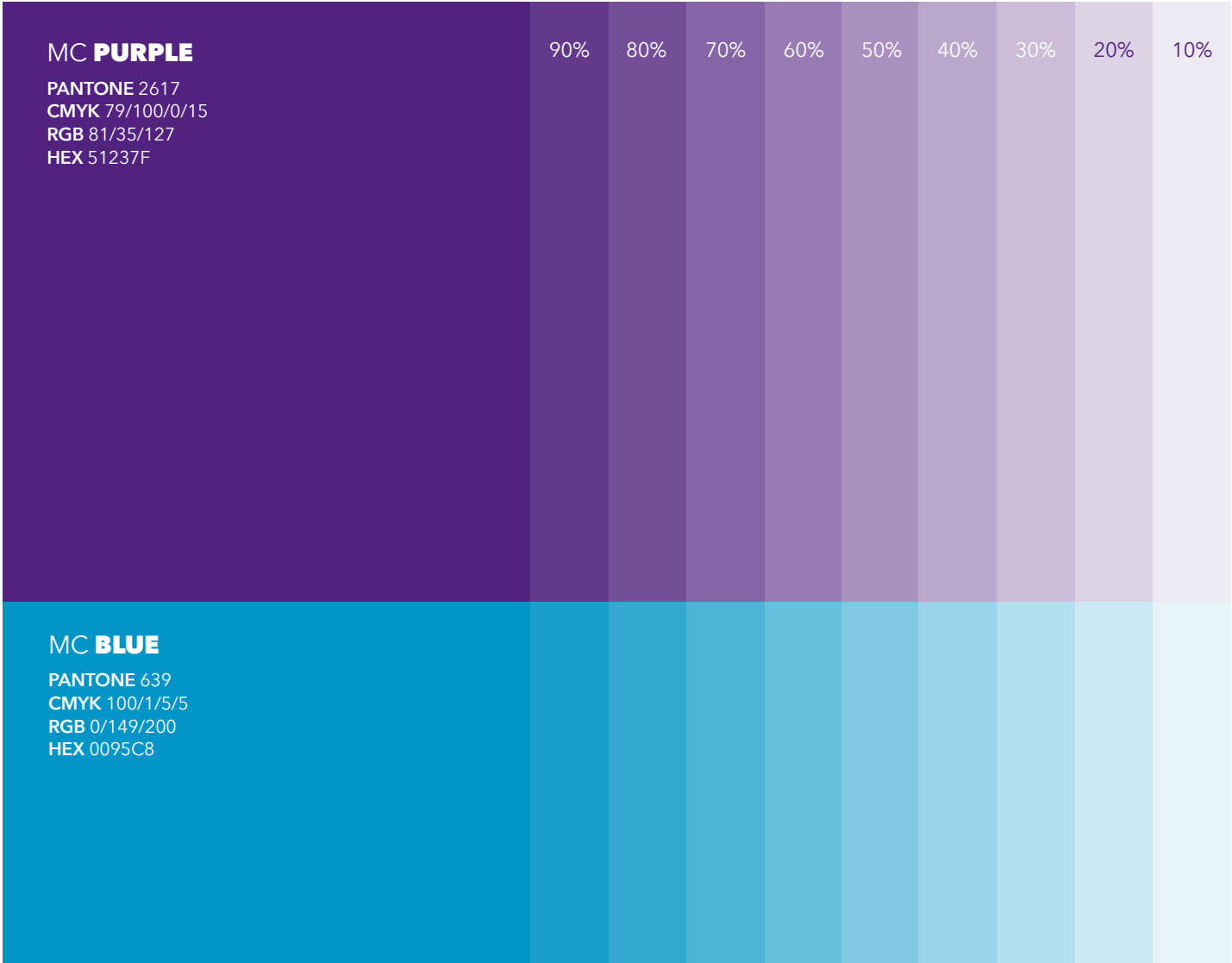
PRIMARY & SECONDARY ACCENTS

Secondary colors expand the visual language of the Montgomery College brand, bringing energy, flexibility, and nuance to our designs. Use them strategically to highlight key information, create contrast, or add visual interest, especially in charts, infographics, callouts, and student-facing materials.

These colors should complement, not compete with, our core purple and blue. When in doubt, lead with brand colors and let secondary tones play a supporting role.

TINTS

Tints or shades are **not permitted for accent colors**. They must always appear at 100% opacity to preserve their vibrancy, consistency, and role as emphasis tools within the system.

ASPIRE GOLD

PANTONE 7549
CMYK 0/34/80/0
RGB 251/169/62
HEX FBA93E

WELCOME ORANGE

PANTONE 165
CMYK 0/73/95/0
RGB 241/89/34
HEX F15922

EDGE GREEN

PANTONE 3275
CMYK 94/0/47/0
RGB 0/172/155
HEX 00AC9B

REFLECTION BLUE

PANTONE 305
CMYK 57/0/7/0
RGB 81/201/231
HEX 51C9E7

FUTURE FUCHSIA

PANTONE 247
CMYK 28/96/0/0
RGB 184/42/145
HEX B82A91

MOMENTUM RED

PANTONE 032
CMYK 0/100/100/0
RGB 249/35/41
HEX F92329

WHITE

CMYK 0/0/0/0
RGB 255/255/255
HEX FFFFFF

BLACK

CMYK 0/0/0/100
RGB 0/0/0
HEX 00000

COLOR COMBINATIONS

BALANCE

By balancing strong color anchors with playful accents, we reinforce our identity while allowing the flexibility to adapt to diverse messaging needs. Some sample color pairings are shown here.

Apply color purposefully, keeping these general rules in mind:

- Limiting the number of colors used, ideally 3–5 colors, while always including at least one core color

- Maintain strong contrast for clarity and accessibility

- Use light-on-dark or dark-on-light principles—e.g., Aspire Gold or Reflection Blue on MC Purple, or Momentum Red on White

- Avoid placing low-contrast combinations like Momentum Red on Future Fuchsia

SAMPLE COLOR COMBINATIONS

Reserved:
Academic Excellence

Energetic:
Inclusivity & Community

Elegant:
Workforce Readiness & Affordability
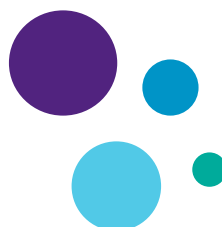
Bold:
Flexibility & Adaptability
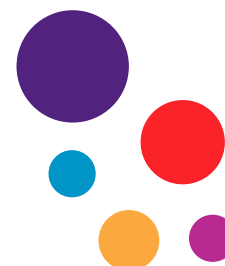
05
TYPOGRAPHY

FONT FAMILIES

PRIMARY FONT

Avenir Next is our core typeface. Clean, modern, and highly legible, it reflects the forward-thinking and accessible spirit of Montgomery College. Use Avenir Next for most communications, especially headlines, body copy, and digital materials.

SECONDARY FONT

Besley, a contemporary serif, adds warmth, structure, and versatility. It is ideal for subheads, pull quotes, or long-form print pieces where a more traditional or academic tone is needed.

When the primary (Avenir Next) and secondary (Besley) brand fonts are not available—such as in Microsoft Office documents, email, or PowerPoint presentations—use system fonts that maintain brand tone and readability.

Use Arial in place of Avenir Next and Georgia in place of Besley.

AVENIR NEXT

Aa

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789!@#$%?

Heavy	*Heavy Italic*
Bold	*Bold Italic*
Demi Bold	*Demi Bold Italic*
Medium	*Medium Italic*
Regular	*Regular Italic*
Ultra Light	*Ultra Light Italic*

BESLEY

Aa

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
0123456789!@#$%?

Black	***Black Italic***
Extra Bold	***Extra Bold Italic***
Bold	***Bold Italic***
SemiBold	*SemiBold Italic*
Medium	*Medium Italic*
Regular	*Regular Italic*

TYPE STYLING

HIERARCHY

Use Avenir Next Heavy in all caps for headlines and subheads to create a strong, recognizable presence. Pair it with Avenir Next Regular for body copy and Besley Regular or Italic for captions and supporting details. Keep the hierarchy consistent by maintaining clear differences in size and weight between each level, and adjust tracking as needed to ensure clean, readable spacing.

COLOR

Choose color combinations that reinforce the tone of your design. For bold layouts, pair vibrant colors like Momentum Red and MC Purple or white on dark backgrounds. For a more reserved approach, opt for softer pairings such as Reflection or MC Blue on white or MC Purple. Always maintain strong contrast for clarity and avoid low-contrast combinations that reduce legibility.

ACADEMIC EXCELLENCE

SMART START BOLD FUTURE

Where ambitious students launch extraordinary careers.

Kicker Line

BROCHURE TITLE GOES HERE

Caption lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy

ACADEMIC EXCELLENCE

SMART START BOLD FUTURE

Where ambitious students launch extraordinary careers.

ACADEMIC EXCELLENCE

SMART START BOLD FUTURE

ACADEMIC EXCELLENCE

SMART START BOLD FUTURE

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt.

ACADEMIC EXCELLENCE

SMART START BOLD FUTURE

06
PHOTOGRAPHY

PHOTOGRAPHY STYLE

TYPES OF IMAGERY

A mix of posed and candid imagery creates visual variety. Our in-situ photography captures real, unscripted moments that reflect authenticity and individuality, using a documentary style to elevate everyday experiences. Cutout portraits illustrate the dynamic lives of our students, showcasing real people in real moments.

SHOOTING STYLE

Utilize shallow depth of field for clarity, low angles for empowerment, and tight or asymmetrical cropping to emphasize the subject. Natural lighting is enhanced to uplift the mood.

Emotional Depth: Capture genuine emotions like laughter, focus, and pride to reflect brand values instead of staged smiles.

Diversity First: Ensure diverse representation across age, race, gender identity, ability, and background in all imagery.

Storytelling: View each photo as a part of a larger narrative, asking, "What does this moment convey about who we are?"

SUBJECT MATTER

STUDENT LIFE

Focus: Capture students interacting across cultures, identities, and interests—studying together, sharing a laugh, attending events, or simply being themselves on campus.

Look For: Moments of joy, connection, quiet contemplation, or movement through campus spaces.

Tone: Casual, candid, unstaged. Embrace diversity in age, background, and expression.

IN THE CLASSROOM

Focus: Highlight hands-on learning, engaged professors, and modern environments—labs, discussion groups, computer-based learning, and online class moments.

Look For: Authentic expressions of curiosity, concentration, and collaboration.

Tone: Focused, empowering. Avoid posed shots; instead, capture the intensity and curiosity of a real learning moment.
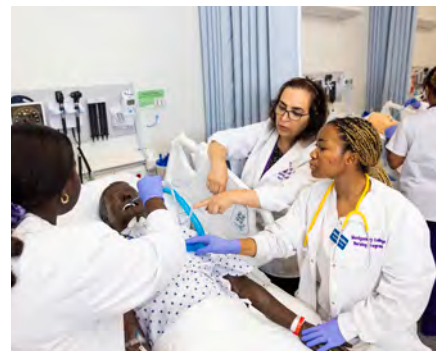
COMMUNITY

Focus: Showcase engagement with the broader community—service projects, student orgs, faculty-student collaboration, events that bring people together.

Look For: Interactions that reflect collaboration, inclusion, and social impact.

Tone: Hopeful, human-centered. Demonstrate that Montgomery College is more than a campus—it's a connected, compassionate network.

BEYOND THE CLASSROOM

Focus: Depict students at internships, job training, or in transfer-readiness conversations—actively shaping their futures.

Look For: One-on-one advising, students in professional environments, or graduates stepping into next chapters.

Tone: Motivated, driven, forward-looking. Reflect growth and the tangible benefits of a Montgomery College education.

FILTERS & TREATMENTS

COLOR OVERLAY

The color overlay treatment is a graphic photography style that applies brand colors as duotone overlays to cutout or silhouetted imagery. This approach adds visual variety, energy, and mood while creating consistency across campaign and brand materials. When used strategically, it offers a vibrant, stylized contrast to the natural feel of documentary-style photography.

WHEN TO USE IT

Use the duotone overlay treatment when you want to:

- Create visual impact for campaign-specific materials, covers, banners, or hero spaces where color-forward design is needed.

- Unify diverse imagery under a consistent graphic treatment.

- Support layered compositions where a stylized image needs to integrate cleanly with other graphic elements.

Approved Color Overlays

COLOR OVERLAY

HOW TO CREATE A COLOR OVERLAY IMAGE

Follow these steps to create an on-brand color overlay image using Photoshop. This treatment is ideal for moments when a conceptual or editorial tone is needed and works best with strong, high-contrast imagery.

- Open your image in Photoshop and ensure it's set to RGB mode (Image > Mode > RGB Color).

- Convert the image to black and white (Image > Adjustments > Black & White) and adjust sliders for ideal contrast.

- Place the image layer on top of a solid color background using one of the approved core or accent brand colors.

- Set the image layer's blending mode to Soft Light.

- Adjust the opacity of the image layer to achieve the desired level of vibrancy and tone.
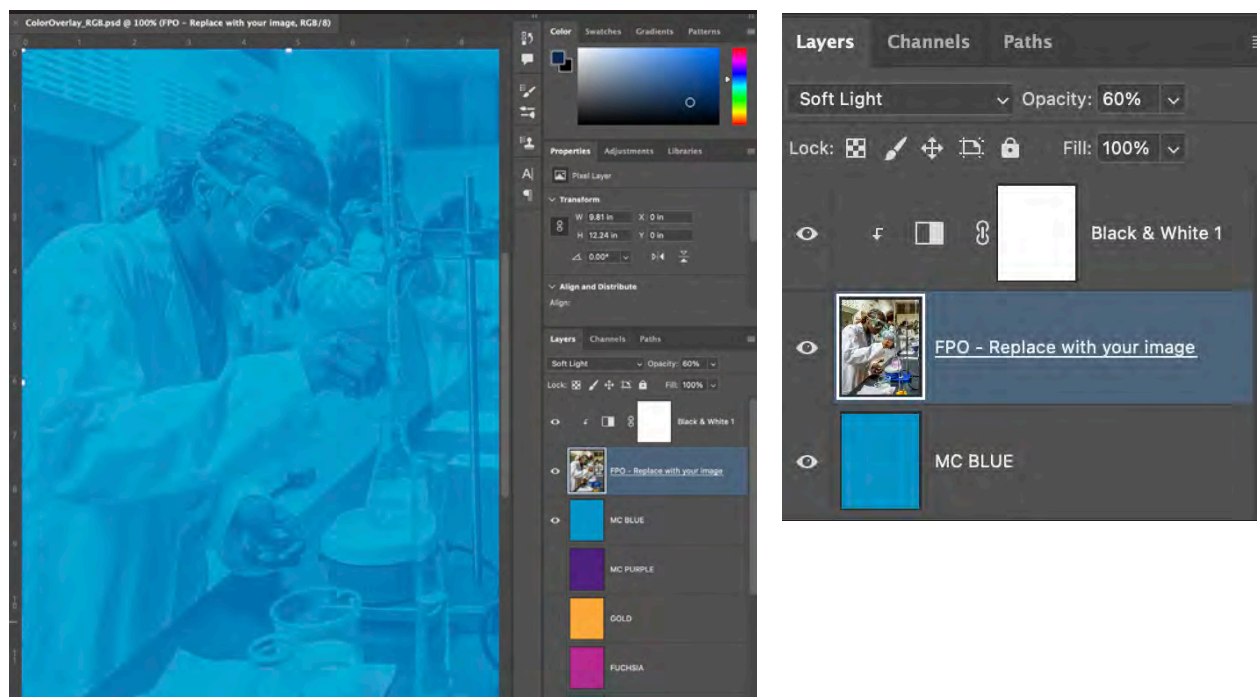
NOTE

For print, always flatten the image and convert to CMYK after finalizing the effect. Do not attempt to build the overlay in CMYK mode—it will not produce the same visual result.

07

GRAPHIC ELEMENTS

GEOMETRIC SHAPES

The family of shapes serves as flexible image frames that reinforce diversity, unity, and transformation. Each form carries meaning:

Horizon: Reflects the promise of what's ahead.

Origin: Represents where the journey begins.

Ascent: Captures the drive and direction of growth.

Spark: Signifies the energy and curiosity that ignite learning.

Momentum: Symbolizes direction and forward momentum, guiding students toward progress and possibility.

The library of approved shapes are available in both primary and accent colors. Do not modify or create new shapes.

Horizon

Origin

Ascent

Spark
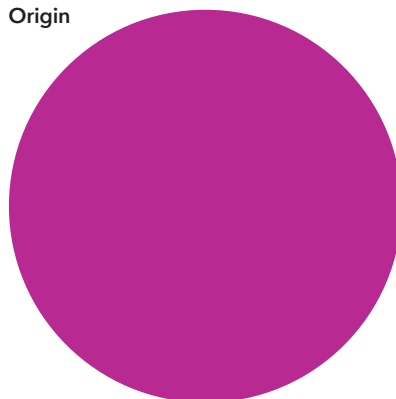
Momentum
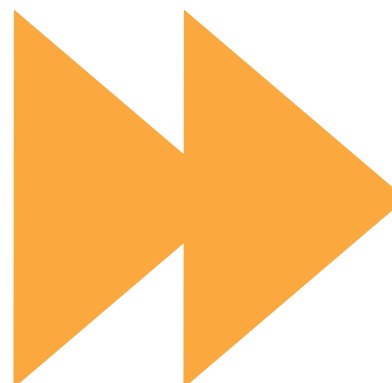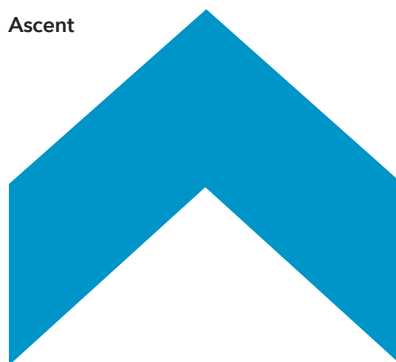
GEOMETRIC SHAPES

INDIVIDUAL SHAPES AND CONTAINERS

Our brand shapes add structure, energy, and motion to layouts and storytelling. They can be applied in a variety of ways to create visual interest, support messaging, or showcase people and moments.

Solid: A geometric shape filled with a solid color from our accent palettes. Use solid shapes to anchor content, support text, or create visual rhythm.

Tile: A geometric shape placed within a square tile using a brand color as the background. This treatment works well to create grids, highlight key stats, or break up information into digestible blocks. Tiles help bring structure and modularity to a design.

Image/Video Containers: The shape is used as a mask for in-situ photography or video content—allowing moments, faces, and real environments to be seen through the brand. This treatment is perfect for showcasing real people and stories within the visual language of the system.

Tile

Image Container

Solid
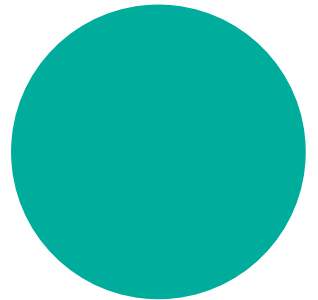
GEOMETRIC SHAPES

COMBINED SHAPE CONTAINERS

In select instances, multiple geometric brand shapes may be combined to create a large, custom image container. This technique should only be used in amplified layouts where the scale and composition support its visual weight—for example, featuring a group of people or telling a broad, collective story.

Avoid using this treatment in small applications (e.g., social media profile images, small-format collateral, or mobile screens), where legibility and impact may be compromised. When using this technique, ensure the overall balance, clarity of the imagery inside the shapes, and alignment with the brand's expressive tone remain strong.

Horizontal

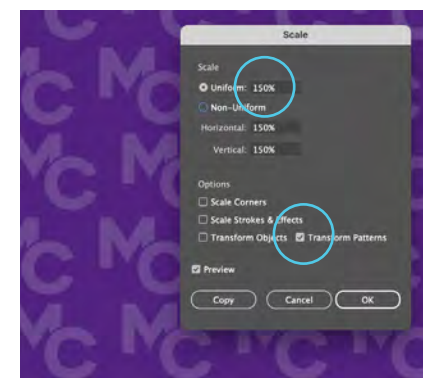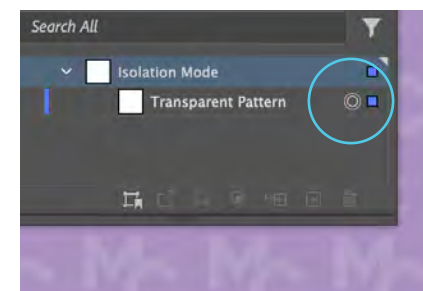**Vertical**

MC MONOGRAM PATTERN

MONOGRAM PATTERN

The MC monogram pattern is a distinctive brand element and should be used thoughtfully to maintain its impact.

Application: The pattern should be used as a background or accent element and must never compete with primary messaging or logos.

Color: The preferred background colors are MC Purple and MC Blue in order to create brand presence. In limited applications, accent colors may be used.

Scale: The pattern can be scaled to best suit different applications—from small digital pieces to large-format signage. Take care to ensure the monogram remains clear and legible across applications.

Scale your pattern so there is a full MC on all sides when possible. If necessary, crop the letterforms maintaining a full MC at the top and left edge or the primary focal point within a layout.

HOW TO USE IT (OPT1)

- Create the desired shape that will contain the MC patterns

- While selected, choose the approved pattern swatch from the Fill

- To adjust the scale of the pattern: select the shape, right-click and select Transform>Scale

- Turn off 'Scale Corners', 'Scale Strokes & Effects', and 'Transform Objects'. The only option that should be checked is 'Transform Patterns'.

- Increase or decrease the desired scale of the pattern without affecting the original shape. (Tip: Use your mouse scroll wheel to quickly view the increase/decrease in scale with ease)

- To adjust the position of the pattern in the shape, use the Tilde key. While selecting the shape, hold down the Tilde key and use your mouse to drag the pattern into desired position.

MC MONOGRAM PATTERN

MONOGRAM PATTERN

The MC monogram pattern is a distinctive brand element and should be used thoughtfully to maintain its impact.

Application: The pattern should be used as a background or accent element and must never compete with primary messaging or logos.

Color: The preferred background colors are MC Purple and MC Blue in order to create brand presence. In limited applications, accent colors may be used.

Scale: The pattern can be scaled to best suit different applications—from small digital pieces to large-format signage. Take care to ensure the monogram remains clear and legible across applications.

Scale your pattern so there is a full MC on all sides when possible. If necessary, crop the letterforms maintaining a full MC at the top and left edge or the primary focal point within a layout.

HOW TO USE IT (OPT 2)

- Fill the shape with the pre-saved swatch.
- Change background to the desired color.
- To change scale, isolate the Transparent Pattern layer.
- Go to Object > Transform > Scale.
- Enter desired percentage with only the Transform Pattern checked.

SPOTLIGHT FRAME

The Spotlight Frame is a distinct visual treatment that uses an outlined MC monogram to frame cutout portraits, placing people at the center of our brand. It should feel intentional and celebratory—spotlighting individuals in a way that conveys confidence, movement, and success.

The frame draws attention, directs focus, and creates an ownable expression that's immediately identifiable as part of the Montgomery College system. Whether used in print, digital, or motion, the Spotlight Frame helps elevate real stories and center human experiences—bringing the brand promise to life in a powerful and personal way.

HOW TO USE IT

Subject Poses: Feature individuals in expressive, dynamic poses that reflect energy, pride, and individuality. Examples include students jumping, striking a dance move, or playfully gesturing. More subtle poses like a confidence stance or warm smile also work, as long as the subject is clearly engaged and the image feels authentic.

Framing the Subject: Position the cutout portrait so that the figure lives between the MC letterforms. Avoid fully containing the person inside the frame—let them break out of it slightly to create a sense of dimensionality.

Background: Always place the Spotlight Frame on a clean, solid-color background to ensure clarity and emphasis. Do not place it over the MC monogram patterned background. The two elements visually compete and can dilute the impact.

Scaling and Placement: The MC outline should be large enough to clearly read as a typographic frame but not overpower the subject. It should always feel like a supporting device—not a logo or a lockup.

Color and Line Weight: The MC outline is available in black and white. The stroke has been created to scale for consistency. It should never be replaced with the solid MC monogram.
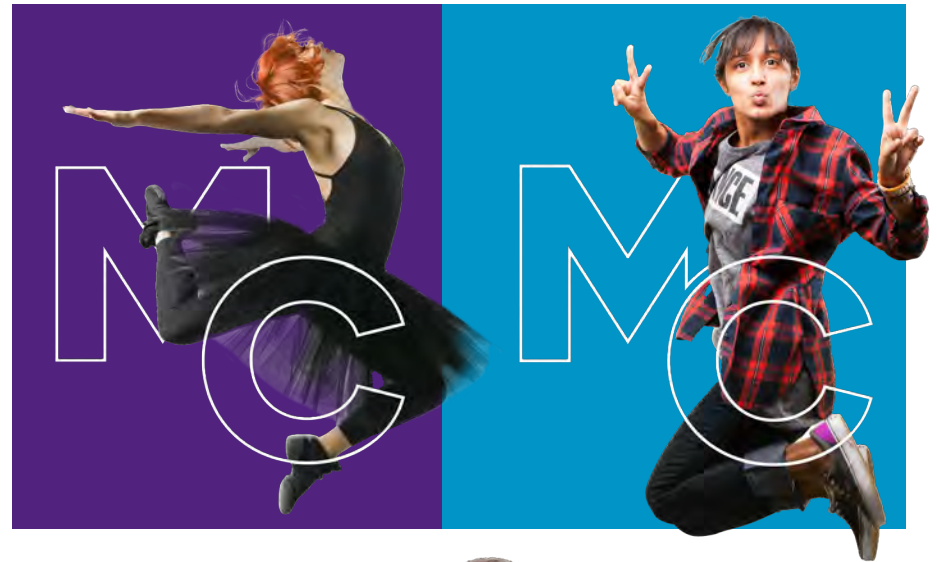
08

APPLICATION

BROCHURE COVERS

Brochure covers offer an opportunity to express the brand with flexibility—from quiet and focused to bold and layered—depending on the audience, purpose, and message.

Simplified: Use a minimal approach with one or two core elements—such as a single-brand color block, clean typography, and a strong image or Spotlight Frame. This treatment works well for formal, targeted communications where clarity and focus are key.

Amplified: Combine three or more visual elements—like shapes, patterns, color fields, and animated typography—to create energy and depth. This approach is ideal for high-impact, public-facing materials that celebrate the brand in a more expressive way.

Choose the level of visual expression that best fits the context, while ensuring balance, legibility, and alignment with the brand's tone.

Simplified
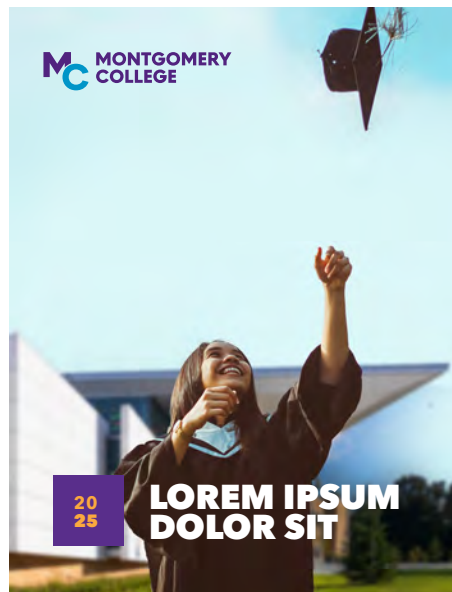
Amplified
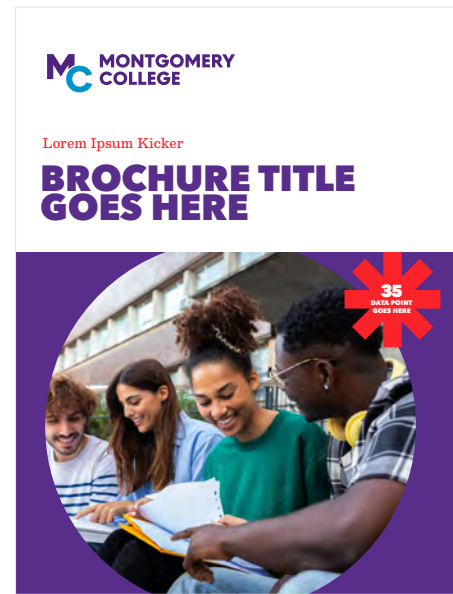
CAMPUS BRANDING

On-campus branding should use visual elements with clarity and purpose—creating an environment that feels cohesive, welcoming, and distinctly Montgomery College. Shapes, patterns, color fields, and imagery can be used to highlight key messages, celebrate student life, and bring energy to common spaces. Whether simplified or expressive, all applications should maintain legibility, support wayfinding or storytelling, and reflect the brand's bold, inclusive spirit.
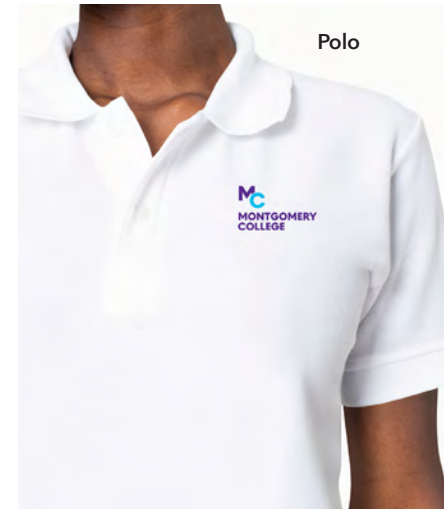
Flagpoles

Bus Wrap
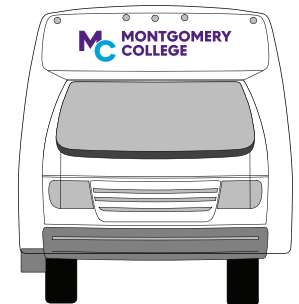
PROMOTIONAL ITEMS
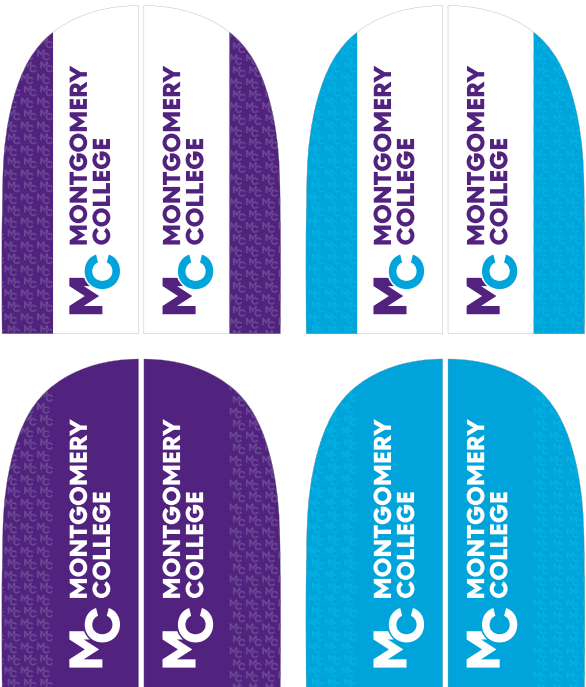
T-Shirt

Buttons

Polo

Sweatshirt

MARKETING SIGNAGE

Pull Up Banners

Step and Repeat

D Flags

09
CHECKLISTS

BRAND MESSAGING ALIGNMENT CHECKLIST

Use the following checklist as a final review step before publishing or sharing any public-facing content—whether it's a social post, email, website copy, presentation, or flyer. The questions are grouped into four key areas of brand alignment.

As you review your content, ask yourself each question honestly and revise where needed. Aim to check off all, but if unable, revise accordingly to strengthen the message.

BRAND PLATFORM MESSAGING

☐ **1.** Does this content reflect Montgomery College's promise and purpose **empowering futures and strengthening communities?**

☐ **2.** Does the message reinforce Montgomery College's brand drivers?

- **Academic Excellence & Workforce Readiness**
- **Inclusivity & Community**
- **Flexibility & Accessibility**

☐ **3.** Does the message reflect Montgomery College's commitment to **access, academic rigor,** and **empowerment?**

AUDIENCE FOCUS

☐ **4.** Does the message reflect the audience's goals, concerns, and values?

☐ **5.** Am I speaking to the audience and using "you" when appropriate?

☐ **6.** Have I avoided insider terms or college jargon?

VOICE AND TONE

☐ **7.** Does the message sound **inclusive, aspirational,** and **adaptive?**

☐ **8.** Am I using active voice?

☐ **9.** Have I used the College's full name in places where credibility matters?

CLARITY AND CONCISENESS

☐ **10.** Is the message short, succinct, and compelling?

☐ **11.** Have I led with the benefit or outcome, not just the feature?

☐ **12.** Have I achieved a good pace and rhythm?

☐ **13.** Would the target audience understand the statement quickly?

VISUAL BRAND ALIGNMENT CHECKLIST

Use this checklist as a final review step before publishing or sharing any visual content—whether it's a flyer, slide, webpage, or social post. The questions are grouped into four core areas of brand alignment.

As you review your design, ask yourself each question honestly. Aim to check off all—but if not, revise accordingly to stay aligned with the brand.

LOGO USAGE

☐ **1.** Am I using the correct version of the logo (horizontal or stacked)?

☐ **2.** Is the logo sized correctly and surrounded by enough clear space?

☐ **3.** Does the logo have strong contrast with the background?

☐ **4.** Have I used the approved version—no effects, outlines, or alterations?

☐ **5.** If using the monogram, is the full logo also included elsewhere?

COLOR PALETTE

☐ **6.** Are MC Purple and MC Blue the foundation of the design?

☐ **7.** Are accent colors used purposefully and not overwhelming the layout?

☐ **8.** Have I used a limited palette (3–5 colors) with high contrast f or readability?

☐ **9.** Have I avoided low-contrast or hard-to-read combinations?

TYPOGRAPHY & HIERARCHY

☐ **10.** Am I using Avenir Next for body and headings?

☐ **11.** Is Besley reserved for quotes, subheads, or print features?

☐ **12.** Does the type styling clearly guide the viewer using scale, weight, and caps appropriately?

☐ **13.** Is the text easy to read against the background?

VISUAL STRUCTURE & CONSISTENCY

☐ **14.** Are layout elements (shapes, blocks, arrows) from the brand system?

☐ **15.** Do shapes and graphic elements support the content, not distract from it?

☐ **16.** Is there a clear visual hierarchy—what's most important stands out first?

☐ **17.** Does the overall design feel cohesive, clean, and recognizably Montgomery College?