



ILLINOIS EASTERN COMMUNITY COLLEGES

BRAND BOOK





ILLINOIS EASTERN COMMUNITY COLLEGES

FRONTIER COMMUNITY COLLEGE

LINCOLN TRAIL COLLEGE

OLNEY CENTRAL COLLEGE

WABASH VALLEY COLLEGE

OUR MISSION

To deliver exceptional education and services to improve the lives of our students and to strengthen our local communities.

OUR VISION

Illinois Eastern Community Colleges is an institution that engages, challenges and supports faculty and students as they pursue excellence in teaching and learning. We place the needs of our students at the center of our decision making, and will continue to be an organization committed to excellence, innovation and continuous improvement.

OUR VALUES

These values, which are the foundation of Illinois Eastern Community Colleges, have defined the District since its inception, and are affirmed by the faculty, students, staff, and administration. At IECC, we believe in and seek to embody these values:

Stewardship: Accepting our responsibility to be good stewards of the public trust, we will sensibly use our financial, human, and physical resources to achieve our mission.

Responsibility: Encouraging personal growth and learning through leadership, citizenship, and accountability.

Integrity: Providing an environment where people are encouraged and empowered to do the right thing in their work and interactions with others.

Respect: Recognizing and appreciating our similarities and our differences, we demonstrate mutual regard for others through our words and actions.

Accessibility: Providing access to a high-quality college education for everyone who seeks one while providing the support needed to facilitate attainment of academic and professional goals.

INTRODUCTION

Welcome to the brand book of Illinois Eastern Community Colleges (IECC). This guide serves as both a blueprint and an inspiration for how we present ourselves to the world. At its heart, our brand is more than logos and colors—it is the embodiment of our mission, vision, values, and the transformative impact we have on our students and communities.

At IECC, we believe in the power of education to change lives, create opportunities, and strengthen communities. Our four colleges, each unique but united by a shared purpose, work together to deliver exceptional education and services. This book is designed to ensure that the stories we tell, the materials we create, and the experiences we offer reflect this commitment.

The IECC brand is our promise to students, faculty, alumni, and community stakeholders. It is a reflection of our shared values: stewardship, responsibility, integrity, respect, and accessibility. It represents our unwavering dedication to providing quality education and fostering meaningful connections.

WHAT IS IECC'S BRAND?

IECC's brand is more than a logo or a tagline—it is the story of who we are, what we believe in, and how we make an impact. Our brand is built upon a foundation of accessibility, excellence, and community engagement. It represents the dynamic opportunities that our colleges provide to students of all backgrounds, helping them reach their potential and contribute to the world in meaningful ways.



At its core, the IECC brand is defined by:

Transformational Education: We don't just teach; we empower. Through hands-on learning, innovative programs, and dedicated faculty, we equip students with the knowledge and skills to succeed in their careers and lives.

Community Commitment: Our campuses are deeply connected to the communities they serve. We are partners in workforce development, cultural enrichment, and lifelong learning, ensuring that our impact extends beyond the classroom.

Personalized Support: We recognize that every student's journey is unique. That's why we prioritize small class sizes, accessible faculty, and individualized attention to help students achieve their goals.

Affordability and Opportunity: Education should be within reach for everyone. IECC is committed to providing high-quality, affordable education that opens doors to future success.

A Unified Yet Distinct Identity: While each of our four colleges—Frontier Community College, Lincoln Trail College, Olney Central College, and Wabash Valley College—has its own character and strengths, they are united under the IECC mission. Together, they form a network of excellence, offering diverse pathways to success while maintaining a cohesive brand identity.

Our brand voice is approachable, inspiring, and student-focused. It is confident but never exclusive, professional but never impersonal. Whether through our messaging, visual identity, or community engagement, the IECC brand conveys a sense of belonging, empowerment, and opportunity.

By consistently embodying these principles, IECC ensures that every interaction—whether a classroom experience, an email, a social media post, or a conversation—reinforces our reputation as a trusted, student-centered institution dedicated to transforming lives.

OUR BRAND PILLARS

Our brand pillars define who we are and guide every interaction we have with students, faculty, alumni, and our communities. They reflect our core values and demonstrate the transformative impact of Illinois Eastern Community Colleges. These pillars ensure that our mission remains focused and our commitment to excellence stays strong.



ENGAGING

At IECC, education is an interactive and engaging experience. We create opportunities for students to connect with faculty, peers, and their communities through hands-on learning, internships, and service projects. By fostering active participation, we ensure that students develop the skills, confidence, and real-world experience needed for success beyond the classroom.



EXCELLENCE

Excellence is at the core of everything we do. Our faculty and staff are dedicated to delivering high-quality education, maintaining rigorous academic standards, and continuously innovating to provide students with the best possible learning environment. We strive for continuous improvement, equipping students with the critical thinking and problem-solving skills necessary to excel in their careers and lives.



SUPPORTIVE

Every student's journey is unique, and IECC is committed to providing a supportive environment where students can thrive. We offer small class sizes, dedicated advisors, and comprehensive student services to ensure that each student receives the guidance and resources they need. Whether through academic support, career counseling, or personal development, we are here to help students succeed.



STUDENT-FOCUSED

Students are at the heart of everything we do. From curriculum development to campus services, our approach prioritizes student success and well-being. We listen to student feedback, adapt to their needs, and create an inclusive environment that empowers them to achieve their goals. At IECC, we don't just educate—we invest in each student's future, ensuring they are prepared for lifelong learning and success.

WHY ENGAGING?

Engagement is the key to meaningful learning experiences. At IECC, we believe that students learn best when they actively participate in their education through hands-on opportunities, collaborative discussions, and real-world applications.

By fostering an engaging environment, we help students develop confidence, curiosity, and a lifelong love of learning. Our approach ensures that students are not just passive recipients of knowledge but active contributors to their own success.



WHY EXCELLENCE?

Excellence is not just a goal—it's a mindset that drives everything we do at IECC. We strive to provide the highest quality education through dedicated faculty, innovative teaching methods, and a commitment to continuous improvement.

Our emphasis on excellence ensures that students are well-prepared for their careers and further education. By setting high expectations and providing the necessary resources, we empower students to reach their full potential.



WHY SUPPORTIVE?

Every student's path is different, and we are here to guide them every step of the way. IECC is committed to creating a welcoming and supportive environment where students feel valued and encouraged to succeed. From academic advising to personal mentorship, we offer the resources and individualized attention students need to overcome challenges and achieve their goals.

When students feel supported, they are more likely to persist, grow, and thrive in their educational journey.



WHY STUDENT-FOCUSED?

Students are the foundation of our mission, and every decision we make is centered around their success. We tailor our programs, resources, and services to meet the evolving needs of our diverse student body. By actively listening to students and adapting to their feedback, we create an inclusive and dynamic educational experience.

Our student-first approach ensures that each learner is equipped with the tools, skills, and confidence to build a bright future.



OUR BRAND PROMISE

A brand promise is the commitment we make to our students and stakeholders. It represents the experience and value they can expect from IECC at every touchpoint, reinforcing trust, credibility, and consistency.



OUR BRAND PROMISE

At Illinois Eastern Community Colleges, we promise to provide accessible, high-quality education that empowers students to achieve their goals. We are committed to fostering a supportive and engaging learning environment, equipping students with the skills, knowledge, and confidence needed to succeed in their careers and communities. At IECC, every student matters, and we are dedicated to their success.

ENGAGING AUDIENCES

At IECC, we recognize that each of our audiences has unique needs, expectations, and interests. We engage our audiences by providing relevant information, fostering meaningful connections, and delivering high-quality experiences. Through clear communication, personalized outreach, and a commitment to excellence, we ensure that every individual who interacts with IECC feels valued, informed, and supported.



PROSPECTIVE & CURRENT STUDENTS

We provide students with the tools, support, and opportunities they need to succeed academically and professionally.

Points to highlight:

- Affordable, high-quality education with flexible learning options.
- Career-focused programs that prepare students for in-demand jobs.
- Small class sizes and dedicated faculty that foster a personalized learning experience.
- Support services including academic advising, career counseling, and financial aid guidance.
- Campus life opportunities that encourage engagement and personal growth.
- Internship and hands-on learning experiences that connect students with real-world applications.
- Transfer pathways that ensure smooth transitions to four-year institutions.
- Student organizations and leadership programs that enhance personal and professional growth.
- Accessible resources such as tutoring, mentoring, and mental health support.
- Technology and online learning options that enhance flexibility and accessibility.



PROSPECTIVE & CURRENT STUDENT PARENTS

We support parents by providing clear information, student resources, and a safe, affordable path to their child's success.

Points to highlight:

- Transparent communication about academic programs, costs, and student support.
- Resources that help families navigate financial aid and scholarship opportunities.
- A commitment to student safety, well-being, and career preparation.
- Opportunities for parental involvement and engagement in student success.
- A focus on outcomes—helping parents see the return on investment in their child's education.
- Regular updates on student progress, support services, and academic milestones.
- Parent orientations and family engagement events that build community connections.
- Housing and transportation resources for students who commute or relocate for school.
- Mental health and wellness initiatives that support student success and retention.
- Career placement support to help students transition successfully into the workforce.



ALUMNI

We foster lifelong connections with our alumni, celebrating their successes and providing opportunities for engagement.

Points to highlight:

- Alumni recognition programs that celebrate achievements and milestones.
- Volunteer and mentorship programs that connect alumni with current students.
- Opportunities to give back through scholarships, events, and fundraising.
- Regular updates and news to keep alumni informed about IECC's growth and initiatives.
- Exclusive access to alumni events, continuing education, and career resources.
- Partnerships with local and regional employers for alumni career advancement.
- Digital engagement through social media, newsletters, and online alumni directories.
- Encouragement for alumni to share testimonials and success stories to inspire future students.
- Lifelong learning opportunities, including professional certifications and special workshops.



FACULTY & STAFF

We cultivate a culture of excellence and support for our faculty and staff, ensuring they have the resources needed to thrive.

Points to highlight:

- A collaborative work environment that values innovation and excellence.
- Recognition programs that highlight achievements and contributions.
- Open communication and leadership engagement to foster a strong institutional culture.
- Support for faculty research, curriculum development, and teaching innovations.
- Access to wellness programs and mental health resources for overall well-being.
- Inclusive initiatives that promote diversity, equity, and collaboration within the workplace.
- Opportunities for involvement in institutional decision-making and shared governance.
- Community outreach and engagement programs that connect faculty and staff to the region.



OUR COMMUNITIES

We actively contribute to the growth and well-being of our local communities through education, partnerships, and service.

Points to highlight:

- Workforce training and continuing education programs that benefit local businesses.
- Community events and initiatives that foster engagement and collaboration.
- Access to campus facilities and resources for community use.
- Support for local economic development through partnerships and outreach.
- A commitment to lifelong learning and community enrichment.
- Adult education and literacy programs that serve diverse populations.
- Health, wellness, and cultural programs that benefit the broader community.
- Service-learning projects that connect students with local needs and organizations.
- Internship and apprenticeship opportunities that strengthen ties between students and businesses.



OUR STAKEHOLDERS

We maintain strong relationships with stakeholders by demonstrating accountability, transparency, and a shared commitment to education.

Points to highlight:

- Partnerships with businesses and industries to develop workforce-ready graduates.
- Engagement with donors and supporters to advance IECC's mission and growth.
- Collaboration with K-12 schools to create seamless educational pathways.
- Advocacy for policies that enhance educational access and student success.
- Investment in facilities, technology, and infrastructure to support long-term growth.
- Data-driven decision-making that demonstrates impact and return on investment for stakeholders.
- Public-private partnerships that enhance educational and community opportunities.
- Strategic initiatives to align IECC programs with regional and national workforce needs.
- Commitment to sustainability and responsible stewardship of institutional resources.



OUR PERSONALITY

Our personality defines who we are and how we connect with students, faculty, staff, and the broader community. It shapes the way we communicate, ensuring that every interaction reflects our values and mission. These characteristics guide our approach and help us build meaningful relationships with those we serve.

APPROACHABLE

We are welcoming and accessible, ensuring that every student and stakeholder feels valued and heard. Our communication is clear, inclusive, and supportive, fostering an environment where people feel comfortable engaging with us.

INSPIRING

We motivate students and our community by sharing success stories, celebrating achievements, and highlighting opportunities. Our words and actions encourage ambition, curiosity, and lifelong learning.

STUDENT-FOCUSED

Everything we do centers around student success. We prioritize their needs, listen to their concerns, and design our services and messaging to support their academic and personal growth.

CONFIDENT

We communicate with clarity and assurance, demonstrating our expertise and dedication to education. Our confidence comes from our commitment to excellence, but we remain humble and open to feedback.

PROFESSIONAL BUT PERSONAL

We maintain a high standard of professionalism while ensuring that our interactions are warm and genuine. We avoid rigid or overly formal communication, instead fostering meaningful connections.

EMPOWERING

We equip students, faculty, and staff with the tools and knowledge they need to succeed. Our communication encourages independence, resilience, and self-confidence.



OUR BRAND VOICE

Our brand voice is the consistent way we express who we are. It helps us build trust, maintain clarity, and engage meaningfully with our audiences. Whether in writing, speaking, or digital communication, our voice reinforces our values and mission.

What Our Brand Voice Is:

- **Approachable:** We use friendly, accessible language that welcomes engagement.
- **Inspiring:** Our messaging encourages growth, ambition, and lifelong learning.
- **Student-Focused:** Everything we say and do is designed to support student success.
- **Confident:** We communicate with assurance while remaining open and inclusive.
- **Professional but Personal:** We are polished in our communication but never robotic or distant.
- **Clear and Concise:** We avoid unnecessary jargon and ensure our messages are easy to understand.
- **Supportive:** Our tone is encouraging, offering guidance and solutions rather than just information.

Do:

- Use straightforward language that is clear and easy to understand.
- Speak directly to the audience, making messages feel personal and engaging.
- Balance professionalism with warmth to ensure communications are relatable.
- Highlight success stories and real-life examples to inspire and connect.
- Write in an active voice to keep messages dynamic and engaging.
- Tailor messaging based on the audience while maintaining a consistent style.

What Our Brand Voice Is Never:

- **Exclusive:** We never use language that alienates or excludes any audience.
- **Overly Formal:** We avoid stiff, bureaucratic language that feels impersonal.
- **Unapproachable:** Our messaging is never cold, intimidating, or distant.
- **Overcomplicated:** We do not use jargon or overly complex wording.
- **Passive:** Our voice should always be confident and action-oriented.

Don't:

- Use overly technical or academic jargon unless necessary for a specialized audience.
- Ignore the audience's needs or context—always tailor the message.
- Write in long, dense paragraphs—keep messaging concise and easy to digest.
- Forget to proofread—errors undermine credibility and clarity.
- Be inconsistent in tone or voice—all communication should align with our brand identity.

OUR TONE

Tone refers to how we adjust our voice to fit different contexts and audiences. While our brand voice remains consistent, our tone may shift depending on the situation. Choosing the right tone ensures that our message is received in the intended way.

TO NE	FORMAL	CORE	CASUAL	VIBRANT
PERSONALITY TRAITS	Confident Student-Focused Professional	Approachable Inspiring Empowering	Student-Focused Empowering Inspiring	Student-Focused Empowering Inspiring
MESSAGE FEELS	Ceremonial Refined Traditional	Official Professional Straightforward	Friendly Relatable Relaxed	Dynamic Lively Playful
EXAMPLES	Ceremony Programs Formal Invites Executive Forms Executive or Timeless Communications	Event Promotions Templates General Forms Division Communications	Event Promotions Club and Organization Communications Bold Division Communications	Event Promotions New Student Communications High-Energy Division Communications

If you are unsure about the tone to select for your message, please reach out to the Office of Marketing and Communications for help.

WRITING GUIDE

Every communication from IECC—whether a social media post, an email, a press release, or a brochure—should reflect our brand identity. Our writing should be clear, concise, and engaging, ensuring that our message resonates with students, faculty, alumni, and community stakeholders. Strong, intentional writing builds trust, fosters engagement, and reinforces IECC's reputation as a student-focused institution.

Our writing should be simple, direct, and engaging. Clear language ensures accessibility for all audiences, while a student-focused approach makes messages more relevant and personal. Avoid jargon and overly complex sentences, and instead, prioritize clarity and conciseness. Consistency across all communications reinforces the IECC brand, while an encouraging and inclusive tone helps create a welcoming environment for students, faculty, and stakeholders.

Best Practices for Writing:

- **Use Active Voice:** "IECC offers hands-on learning opportunities" is stronger than "Hands-on learning opportunities are offered at IECC."
- **Keep It Brief:** Get to the point quickly. Avoid unnecessary words and lengthy explanations.
- **Write for Your Audience:** A message for prospective students should sound different from a message for faculty or donors.
- **Use Second-Person Perspective:** Address the reader directly with "you" when appropriate to make content feel more personal.
- **Proofread Everything:** Errors can damage credibility; always double-check spelling, grammar, and accuracy.

Clarifying Acronyms and Insider Terms

We love our acronyms at IECC—so much so that we sometimes forget that not everyone speaks our language! While phrases like FAFSA, CTE, or MLT might be second nature to us, they can be confusing for new students, parents, or community members. Always spell out acronyms on first reference, followed by the abbreviation in parentheses: "Free Application for Federal Student Aid (FAFSA)." After that, you can use the acronym confidently.

When in doubt, ask yourself: "Would someone unfamiliar with IECC or higher education understand this?" If the answer is no, take a moment to clarify.

AP Style: Our Writing Standard

IECC follows Associated Press (AP) Style, the standard used by journalists and professional communicators. Using AP Style ensures consistency, credibility, and readability across all our materials. Here are a few key AP Style rules we follow:

- **Numbers** – Spell out numbers one through nine; use numerals for 10 and above. (Example: "IECC has four colleges and serves more than 10,000 students annually.")
- **Dates and Times** – Abbreviate months when paired with a specific date ("Aug. 15"), but spell them out otherwise ("August enrollment"). Use "a.m." and "p.m." for time. (Example: "The event starts at 3 p.m. on Sept. 10.")
- **Titles** – Capitalize formal titles when used before a name ("President John Smith") but lowercase them when used generally ("John Smith, president of IECC").
- **States** – Use postal abbreviations only in addresses. Otherwise, spell out state names. (Example: "Students from across Illinois attend IECC.")
- **Percentages** – Always use numerals and spell out "percent." (Example: "Enrollment increased by 5 percent this year.")

EMAIL SIGNATURES

Your email signature is an important part of IECC's professional identity. It ensures consistency across all communications, reinforces brand credibility, and provides clear contact information. A well-formatted signature reflects professionalism and makes it easy for recipients to connect with you and our institution.

Key Elements of a Good Signature:

- **Your Name**
- **Your Title**
- **Location(s)**
- **Contact Information - Phone number & extension**
- **Branding (Logo/Colors)**
- **Social Media (if applicable)**
- **Virtual Tour Link**

Common Mistakes:

- **Large images may not load**
- **Avoid fancy fonts and colors**
- **No unnecessary links**
- **Too much information**

Confidentiality Notice:

Email correspondence should be considered a public form of communication. Most messages sent electronically do not contain private information. In instances when such information is included in an email correspondence, a confidentiality statement must be added to the message:

This email and any attachments may be confidential. If you are not the intended recipient, be aware that any disclosure, copying, distribution, or use of this email or any attachment is prohibited. If you have received this email in error, please notify us immediately by returning it to the sender and delete this copy from your system. Thank you.

Recommended Signature Template

First Name Last Name (Bolded 12 point font, Century Gothic)
 Title (Century Gothic, 12 point)
 Location
 10 digit phone number + extension
 Website and social media links separated by |
 Take a virtual visit: linked virtual tour

Example:

Alex Taylor

Rocket Surgery Instructor
 Lincoln Trail College
 618-544-8657, ext. 1123

[Website](#) | [Facebook](#) | [Instagram](#)

Take a virtual visit: iecc.edu/ltc/tour

OUR PRIMARY LOGOS

The IECC logo is a key element of our brand identity, representing our mission, values, and reputation. Consistently using the correct logo ensures a professional, recognizable, and unified image across all communications. Our logos are designed to maintain visual clarity and integrity in any setting, and it is essential to follow guidelines to preserve their effectiveness.

Proper logo usage:

- Reinforces brand recognition and credibility.
- Creates a consistent visual identity across all platforms and materials.
- Prevents distortion, misrepresentation, or improper placement that could weaken brand impact.
- Ensures accessibility and readability in all contexts.

Logo Variations and Usage

To maintain flexibility and ensure the logo is always legible and visually appealing, IECC provides two primary versions of its logo:

Transparent Background Logos: Best used on white or neutral backgrounds, transparent background logos ensure a clean, professional appearance without disrupting the design layout.



White Background Logos: Designed for use on dark, colored, or busy backgrounds, white background logos ensure visibility and maintain brand strength in high-contrast environments.



ALTERNATE LOGOS

Each IECC college has alternate logo variations designed for specific applications while maintaining brand consistency. These logos provide flexibility while preserving the integrity of the institution's visual identity.

When to Use Alternate College Logos:

For student organizations, and special events where a distinct but brand-aligned identity is needed.

When creating promotional materials that require a more stylized or modernized representation of the college's brand.

In casual or informal settings where a traditional academic logo may not be the best fit.

Guidelines for Using Alternate Logos:

Alternate logos must always be used in accordance with branding guidelines to maintain visual consistency.

They should never replace the official college logo in formal communications or academic materials.

Proper color schemes and sizing should be maintained to ensure clarity and recognition.

Logos should not be altered, stretched, or combined with other graphic elements in a way that compromises their integrity.



ATHLETIC LOGOS

Athletic logos provide a bold and spirited identity for our college sports teams while maintaining alignment with the overall IECC brand. These logos are designed to represent the energy, competitiveness, and school pride of our athletic programs.

When to Use Athletic Logos:

For athletic team uniforms, merchandise, and promotional materials.

In marketing and social media content related to sports programs, events, and recruitment.

For athletic facility signage, banners, and digital displays that promote school spirit.

On licensed apparel, fan gear, and sponsorship materials associated with college athletics.

Guidelines for Using Athletic Logos:

Athletic logos should be used exclusively for sports-related communications and promotional materials.

They should not be used in place of the official academic or institutional logo for formal documents, administrative communications, or academic branding.

Color integrity must be maintained to ensure brand consistency and visibility.

Logos should not be altered, distorted, or combined with other design elements that compromise their recognizability.

Merchandise and apparel featuring athletic logos must follow licensing and approval processes to ensure brand compliance.

By maintaining proper use of athletic logos, we reinforce school pride, build a strong athletic brand, and enhance the visibility of our sports programs while upholding the integrity of the overall IECC identity.



OUR COLORS

Colors shape how people perceive and connect with a brand. At IECC, our colors create a unified identity while allowing each college to maintain its distinct presence. Using the correct colors ensures communications feel professional, cohesive, and recognizable.

Following our color guidelines reinforces IECC's reputation, making materials visually appealing and accessible. This isn't about rigid rules—it's about strengthening our message and connection with students, faculty, and the community.

IECC Teal: A Unifying and Versatile Neutral

IECC teal was selected as a neutral color that complements and contrasts with each college's primary colors. This shade ensures a unified brand identity while letting each college stand out. It serves as a versatile backdrop that enhances, rather than competes with, institutional individuality.

Used consistently, IECC teal provides stability and connection across all communications. Whether in digital media, print materials, or signage, it reinforces the strength of the IECC system.

Why Color Consistency Matters

Recognizability: Correct colors ensure instant association with IECC and its colleges.

Professionalism: A consistent palette reflects quality and attention to detail.

Visual Harmony: IECC teal balances designs while allowing college colors to stand out.

Accessibility: Proper contrast improves readability and inclusivity.

Emotional Connection: Colors evoke trust and strengthen engagement with IECC.

Following these guidelines ensures a strong, recognizable identity, reinforcing IECC's commitment to excellence and collaboration across campuses.

		PANTONE	CMYK	RGB	HEX
IECC Teal		321 C	88/39/38/8	2/119/137	027789
FCC Yellow		129 C	0/10/80/0	243/208/62	F3D03E
FCC/WVC Black		Pantone Black	60/0/0/100	0/0/0	000000
FCC Maroon		1815 C	0/70/67/51	122/36/44	7C2529
LTC Green		3435 C	87/15/77/69	21/71/52	154734
LTC White			0/0/0/0	255/255/255	FFFFFF
LTC Orange		165 C	0/59/89/0	255/105/29	FF691D
OCC Navy		2380 C	85/73/49/47	40/51/69	283345
OCC Light Blue		2121 C	48/20/0/0	128/176/222	80B0DE
OCC Dark Grey		423 C	49/39/39/4	136/140/141	888C8D
OCC Light Grey		441 C	27/15/20/0	187/197/195	BBC5C3
WVC Red		186 C	12/100/91/3	206/32/47	CE202F

OUR FONTS

Typography is a key element of IECC's brand identity, contributing to the overall tone and professionalism of our communications. Our chosen typefaces—Futura PT, Century Gothic, and Garamond—embody the modernity, clarity, and tradition we value. Consistent use of these fonts across all platforms ensures a cohesive and recognizable brand presence.

Font Usage Guidelines

To maintain a strong and professional visual identity, each of our brand fonts has a designated purpose:

Futura PT – Primarily used for headlines, almost always in all caps. When writing our college names in marketing materials, they should always be in Futura PT Medium, in all caps to ensure consistency and impact.

Century Gothic – A highly readable sans-serif font best suited for body text in brochures, digital materials, and general communications.

Garamond – A refined serif font ideal for more formal documents, official reports, and materials requiring a classic and sophisticated aesthetic.

Futura PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Licensing and Open Source Alternatives

We understand that access to certain fonts may be limited due to licensing restrictions. To maintain brand consistency while accommodating various needs, we recommend the following open-source alternatives available through Google Fonts:

Jost

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

League Spartan

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

EB Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Other fonts similar to Futura:

Franklin Gothic
Arial Rounded MT Bold
Twentieth Century
Bahnschrift

Other fonts similar to Century Gothic:

Arial
Trebuchet MS
Verdana
Calibri
Tahoma

Other fonts similar to Garamond:

Times New Roman
Georgia
Palatino Linotype
Book Antiqua
Cambria

PHOTOS

Images are one of the most effective ways to tell the story of IECC. Strong imagery reinforces our brand identity, highlights student experiences, and connects with our audiences in meaningful ways. We focus on four main elements when selecting and creating images:



Quality – High-resolution, well-lit, and thoughtfully composed images ensure professionalism and clarity.



Consistency – A unified visual style helps maintain brand recognition across all platforms.



Authenticity – Genuine moments featuring real students, faculty, and community members make our imagery relatable and impactful.



Relevance – Photos should align with the message and purpose of our communications.

IMAGES TO FOCUS ON

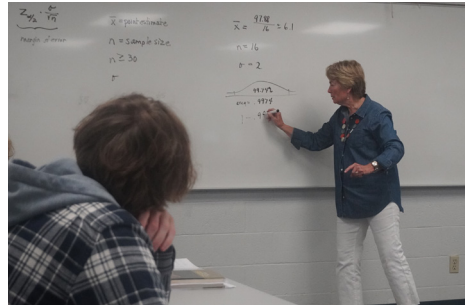
To showcase the full IECC experience, we emphasize the following types of images:



Campus & Facilities – Showcasing modern classrooms, labs, and outdoor spaces to highlight our learning environments.



Student Life – Featuring students engaged in campus activities, clubs, and social experiences.



Academic Excellence – Capturing students in hands-on learning, working with instructors, and engaging in research or career preparation.



Community & Support – Highlighting mentorship, tutoring, and campus services that help students thrive.



Events & Traditions – Showcasing campus-wide events, celebrations, and long-standing traditions.



Campus Environment – Capturing the natural beauty and architectural features of our colleges.



Brand Personality – Capturing the energy, enthusiasm, and fun at IECC. From spontaneous campus moments to students celebrating achievements, these images showcase the joy, friendships, and unforgettable experiences that make college life exciting.

CELL PHONE PHOTOS

While our Marketing team strives to be present at as many events as possible, we recognize that capturing great moments often depends on those who are at the right place at the right time. High-quality cell phone photography plays an essential role in telling the IECC story, and anyone can contribute by following a few key guidelines:



Move Closer Instead of Zooming –
Digital zoom reduces image quality; stepping closer keeps photos sharp and clear.



Rotate Your Phone Horizontally
– Shooting in landscape mode provides more flexibility for print and digital use.

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Focus on Your Subject – Tap on your subject before taking the shot to ensure proper focus and exposure.



Use Natural Light – Whenever possible, position subjects facing the light for better visibility and clarity.

CELL PHONE PHOTOS

While our Marketing team strives to be present at as many events as possible, we recognize that capturing great moments often depends on those who are at the right place at the right time. High-quality cell phone photography plays an essential role in telling the IECC story, and anyone can contribute by following a few key guidelines:



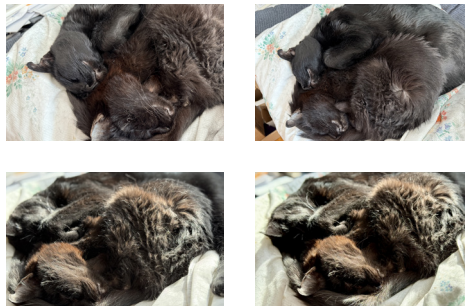
Keep Your Lens Clean – Wipe your phone camera lens before shooting to avoid blurry or hazy images.



Frame Your Shot Thoughtfully – Avoid distracting backgrounds and use the rule of thirds to create visually engaging photos.



Stabilize Your Phone – Hold your phone with both hands or use a stable surface to reduce motion blur.



Capture Multiple Shots – Take several pictures of the same moment to increase the chance of getting the best shot.

By capturing moments at events, in classrooms, and around campus, you help strengthen the visual storytelling of our colleges. Sharing these images with the Marketing team allows us to showcase the IECC experience across social media, promotional materials, and community engagement efforts. Every photo contributes to the bigger picture of who we are and the impact we make.

VIDEO

Video is a powerful tool for capturing dynamic moments and bringing the IECC experience to life. Whether recording an event, an interview, or a campus scene, well-framed and stable footage enhances storytelling.

Best Practices for Capturing Video:

- **Shoot in Landscape Mode:** Always record horizontally to provide better framing options for various platforms.
- **Keep the Camera Steady:** Use a tripod, stabilizer, or steady hands to reduce shaky footage.
- **Frame Subjects Well:** Position people slightly off-center using the rule of thirds for a more visually appealing shot.
- **Capture Purposeful Movement:** If moving the camera, do so slowly and deliberately to maintain a professional look.
- **Use Natural and Even Lighting:** Ensure subjects are well-lit, avoiding harsh shadows or backlighting.
- **Record High-Quality Audio for Interviews:** Reduce background noise and, when possible, use an external microphone.
- **Take Multiple Clips:** Capture extra footage (B-roll) of people engaging in activities to build out videos effectively.

What to Avoid:

- **Blurry or Unstable Footage:** Keep the camera steady and focused for a professional appearance.
- **Poor Lighting:** Ensure subjects are properly lit to maintain visibility and quality.
- **Bad Audio in Interviews:** Background noise can be distracting; always record in a quiet environment.
- **Unrelated Content:** Video should support the intended message and remain relevant to the topic.

What is B-roll?

B-roll footage is essential in creating engaging and dynamic videos. It consists of supplemental shots that help tell a more complete story, providing context, visual interest, and smooth transitions. Good B-roll captures people in action, such as students collaborating in class, faculty engaging with students, or events happening on campus. It should be steady, purposeful, and visually engaging, helping to reinforce the message without distracting from the primary subject.

A general rule of thumb for video production is to capture at least **5-10 minutes of total footage for every one minute of final video**. This allows for multiple angles, smooth transitions, and flexibility in editing. A well-rounded video includes a mix of primary footage (such as interviews or event highlights) and B-roll to keep the story visually engaging.

SOCIAL MEDIA

Social media is a powerful tool for engaging with students, alumni, faculty, staff, and the broader community. It allows us to share stories, celebrate achievements, and create meaningful connections that reflect the mission and values of Illinois Eastern Community Colleges. A strong and consistent social media presence helps strengthen our brand, attract new students, and keep our community informed.

Managing Social Media at IECC

The Office of Marketing and Communications (MarCom) oversees IECC's official social media presence, providing guidance and best practices to ensure our content is engaging, accurate, and aligned with our brand. MarCom manages the official social media platforms for each campus. The Social Media Users Group, a Teams group managed by Marketing, connects those responsible for other college-related social media accounts to share resources, updates, and support.

Best Practices for Social Media:

- **Be Authentic and Engaging:** Social media is about building relationships. Share real student experiences, behind-the-scenes moments, and stories that connect with your audience.
- **Post Regularly:** Consistent posting keeps accounts active and encourages engagement. An inactive account can do more harm than good.
- **Use High-Quality Visuals:** Posts with clear, engaging images or videos perform better and capture attention.
- **Respond to Comments and Messages:** Timely interaction shows responsiveness and builds trust within the community.
- **Follow Brand and Style Guidelines:** Ensure that all posts align with IECC's messaging, tone, and visual identity.
- **Fact-Check Before Posting:** Accuracy is key. Always verify information before sharing it.
- **Encourage Interaction:** Ask questions, start conversations, and invite followers to share their experiences.



SOCIAL MEDIA CONTENT

IECC's social media should showcase the best of our colleges while maintaining professionalism and credibility. Strong content includes:

- **Student Spotlights:** Highlighting success stories and achievements.
- **Campus Life:** Sharing photos and videos of activities, clubs, and student engagement.
- **Events and Announcements:** Promoting important college events and deadlines.
- **Behind-the-Scenes:** Giving followers a glimpse into daily life at IECC.
- **Community Partnerships:** Showcasing collaborations with local businesses and organizations.



SOCIAL MEDIA PLANNING AND MAINTENANCE

Creating and managing a social media account takes strategy, consistency, and ongoing maintenance. To help ensure success, consider these key areas when planning or managing an college-affiliated account.

Setting Goals and Defining Your Audience

Before launching a new social media presence, define its purpose. Ask:

- What is the primary goal of this account? (e.g., recruitment, student engagement, event promotion)
- Who is the primary and secondary audience?
- What type of content will best reach and engage this audience?

Content Strategy and Planning

Successful accounts require a steady stream of engaging content. Develop a plan that includes:

- Content Types: Mix photos, videos, event promotions, student spotlights, and interactive posts.
- Scheduling: Plan posts at least a month in advance with a mix of evergreen and timely content.
- Collaboration: Work with other departments and MarCom to gather compelling content.
- Flexibility: Be prepared to adjust based on engagement trends and audience needs.

Need Help?

The Office of Marketing and Communications is here to support all social media administrators with best practices, troubleshooting, and content guidance. If you have questions or need assistance, reach out to MarCom or connect with the Social Media Users Group for collaboration and advice.

By following these guidelines, we ensure that IECC's social media presence remains professional, engaging, and aligned with our institutional mission.

Marketing and Promotion

Once an account is live, promotion is key to building a following. Consider:

- Cross-promoting on other IECC-affiliated channels.
- Encouraging faculty, staff, and students to share content.
- Highlighting the account in email signatures, websites, and printed materials.

Evaluating Performance

- Regularly assessing an account's impact helps improve content strategy. Track:
- Engagement rates (likes, shares, comments)
- Follower growth over time
- Most successful content types
- Community interactions and direct messages

SOCIAL MEDIA RESPONSIBILITIES

Administrators of IECC-affiliated social media accounts must:

- *Adhere to IECC's mission, values, and policies.*
- *Maintain access to and oversight of accounts through MarCom.*
- *Ensure accounts remain active and updated.*
- *Follow privacy laws such as FERPA*
- *Moderate comments appropriately, allowing open discussion while removing content that violates policies.*

Social Media Do's:

- *Keep messaging positive, professional, and student-focused.*
- *Use clear and engaging images and videos.*
- *Provide helpful and accurate information.*
- *Maintain a respectful and inclusive tone.*
- *Monitor engagement and respond to comments when appropriate.*

Social Media Don'ts:

- *Post confidential or private information.*
- *Engage in negative discussions or arguments.*
- *Use copyrighted material without permission.*
- *Share personal opinions on divisive topics through official accounts.*
- *Create a new IECC-affiliated social media account without consulting MarCom.*

WEBSITES

IECC's website serves as the digital front door to our colleges. It is essential that all content is clear, consistent, professional, and accessible to all users. Following these guidelines ensures a cohesive user experience that aligns with IECC's brand identity and meets accessibility standards. These guidelines can also be applied to other sites such as athletics websites.

Key Website Style Principles

- **Clarity and Simplicity:** Keep content direct and easy to understand. Avoid jargon and unnecessary complexity.
- **Consistency:** Use the same style, tone, and formatting across all web pages to maintain a professional and unified presence.
- **ADA Compliance:** All website content must meet Web Content Accessibility Guidelines (WCAG) to ensure inclusivity for all users, including those with disabilities.
- **Mobile-Friendly Design:** Ensure content is readable and functional on all screen sizes by keeping paragraphs short and using responsive images.

Best Practices for Web Content

- **Headings & Structure:** Use clear headings (H1, H2, H3) to break up text and improve readability.
- **Alt Text for Images:** Every image must have descriptive alt text for screen readers and accessibility.
- **Links:** Use meaningful, descriptive text for links (e.g., "Apply Now" instead of "Click Here").
- **Avoid PDFs When Possible:** Provide content as web pages instead of PDFs whenever feasible to enhance accessibility.
- **Keep It Concise:** Web visitors scan rather than read, so keep paragraphs and sentences short.
- **Use Bullet Points:** Lists improve readability and help users quickly find key information.

File and Image Naming Conventions

When uploading files or images to the website, follow this standardized naming format: **[college abbreviation]_[filename]_[MMYY]**

Example: ltc_admissions_packet_0225.pdf

- The first part represents the college (e.g., ltc for Lincoln Trail College, fcc for Frontier Community College, etc.).
- The filename should be descriptive but concise.
- The last part represents the month and year of upload (MMYY format).
- Use lowercase letters and underscores instead of spaces.

Photo Minimum Sizes

- **Article Image:** In Articles: 1000x650
- **Short Banner Image:** Banner image at top of page: 1390x411
- **Card Photo:** Flip cards: 600x400
- **Mega Menu Image:** In the Mega Menus: 300x160
- **Tall Banner Image:** Carousel: 1600x970
- **Thumbnail:** Article Thumbnails: 140x80

WEBSITES ADA GUIDE

ADA compliance is not just a best practice—it is essential to ensuring an inclusive, accessible, and legally compliant website for all users, including those with visual, auditory, motor, or cognitive disabilities. Websites that fail to meet accessibility standards risk excluding valuable audiences and creating barriers to engagement. By designing and structuring our web content with accessibility in mind, we create a more user-friendly experience for everyone.

ADA Best Practices for WCAG Compliance

- **Use Alt Text for Images:** Describe the image's content and purpose so screen readers can interpret it.
- **Ensure Proper Color Contrast:** Text should have strong contrast against the background for readability.
- **Provide Keyboard Navigation:** Ensure all interactive elements (links, buttons, forms) are accessible without a mouse.
- **Use Descriptive Links:** Avoid vague link text like "Click Here"; instead, use phrases like "Learn More About Admissions."
- **Add Captions to Videos:** Ensure all video content includes captions or transcripts for users with hearing impairments.
- **Structure Content with Headings:** Use heading levels (H1, H2, etc.) properly to help screen readers navigate pages.
- **Be Cautious with PDFs:** PDFs may not be fully accessible for users who rely on screen readers or other assistive technology. Whenever possible, provide content as a standard web page rather than a PDF.

Example

- Alt text for an admissions event photo: "Students talk with advisors at Lincoln Trail College's open house."
- Dark blue text on a white background provides strong contrast.
- Users can tab through menu items, buttons, and links without losing their place.
- View the Fall Course Schedule.
- A promotional video includes closed captions that accurately describe spoken dialogue and sounds.
- A webpage about financial aid starts with an H1 heading "Financial Aid Options," followed by H2 subheadings for grants, loans, and scholarships.
- Posting admissions requirements as an HTML page ensures all users can access the information easily.

Avoid

- Alt text that simply says "event" or "image123.jpg."
- Light gray text on a white background, which can be difficult to read.
- Forms or buttons that require clicking and cannot be accessed via the keyboard.
- "Click Here" without any context.
- Posting a video without captions or transcript options.
- Using bolded text instead of proper heading tags, which prevents screen readers from recognizing page structure.
- Uploading scanned documents or PDFs without text recognition, which are unreadable to screen readers.

SIZE GUIDES

Using the correct size for printed and digital materials ensures that content is properly displayed and visually effective. Choosing the wrong size can result in cropped content, poor readability, or materials that do not fit the intended space. By following these guidelines, we can ensure our designs look professional and function as intended.

Print Materials

Internally, IECC primarily prints materials in the following standard sizes:

- **8.5"x11"**: Standard letter size for flyers, handouts, and general printed materials.
- **11"x17"**: Tabloid size, often used for posters and larger print pieces.

Some smaller sizes can be printed, but may require special paper stock or manual trimming.

Important Note: IECC does not have in-house full-bleed (edge-to-edge color) printing capabilities. Any design requiring edge-to-edge printing will need to be printed externally and will require an approved purchase order.

Why Choosing the Right Size Matters

- **Ensures Content Displays Properly:** Incorrect sizes can result in cropped or unreadable text and images.
- **Maintains a Professional Look:** Properly formatted materials appear polished and well-designed.
- **Improves Engagement:** Social media content that fits platform specifications is more likely to be seen and engaged with.
- **Prevents Rework:** Using the right dimensions from the start saves time and ensures materials are ready for their intended use.

Planning Ahead for Multiple Sizes

Creating materials for different spaces often requires multiple size variations of the same design. A flyer intended for print may need to be reformatted for social media, a TV screen, or a website. For example, a vertical poster won't translate well to a horizontal TV screen and parts of it may get cut off on social media. Planning ahead ensures content adapts seamlessly across platforms without compromising readability or design integrity. It is important to test your work on its intended space to confirm that it displays how you expected it to.

Digital Displays

For content displayed on IECC campus TVs, the correct size is:

- **1920 x 1080 pixels** – This is the standard high-definition resolution for digital signage. Using a different size may cause distortion or unwanted cropping.

Social Media Image Sizes

Each social media platform has preferred image sizes to ensure the best display quality. Using incorrect sizes may cause key parts of your content to be cut off. Refer to [Hootsuite's Social Media Image Guide](#) for up-to-date size recommendations.

Social Media Image Sizes 2025

					
Profile photo	320 x 320	170 x 170	400 x 400	400 x 400	200 x 200
Landscape	1080 x 566	1200 x 630	1600 x 900	1200 x 627	1920 x 1080
Portrait	1080 x 1350	630 x 1200	1080 x 1350	627 x 1200	1080 x 1920
Square	1080 x 1080	1200 x 1200	1080 x 1080	1080 x 1080	1080 x 1080
Stories	1080 x 1920	1080 x 1920	N/A	N/A	1080 x 1920
Cover photo	N/A	851 x 315	1500 x 500	1128 x 191	N/A



MARKETING TICKETS

The Office of Marketing and Communications provides support for a variety of marketing projects, including print materials, social media content, digital signage, and promotional campaigns. To ensure efficient processing and clear communication, all marketing requests must be submitted through the official ticketing system.

How to Submit a Marketing Ticket

1. Go to the IECC Help Desk
2. Select "Open a New Ticket"
3. Choose Help Topic: "Marketing Projects"
4. Fill out the Form: Provide as much detail as possible, including project type, deadlines, and any relevant attachments.
5. Submit: Click "Create Ticket" at the bottom of the form.

Planning Ahead: Timelines, Budgeting, and Expectations

Great marketing takes time and planning. To ensure we deliver high-quality materials that meet your needs, we ask that you submit requests with enough lead time to allow for thoughtful design, revisions, and production. While we do our best to meet all deadlines, project timelines are subject to change based on workload and complexity.

- **Standard Requests:** Allow at least **two weeks** for general projects such as flyers, social media graphics, or digital signage.
- **Larger Projects:** More complex materials, such as brochures, event campaigns, or branded merchandise, may require four weeks or more for proper design and revisions.
- **Urgent Requests:** While we understand that last-minute needs arise, we cannot always guarantee completion within short timeframes. Requests submitted with little notice will be handled as time and resources allow, and priority will be given to projects submitted with appropriate lead time.

In addition to time considerations, some projects—such as printed materials, promotional items, or signage—may require budgeting and external production. If your project involves off-site printing or paid services, be sure to factor in requisition processing and vendor timelines. Planning ahead helps ensure your materials are completed on time, within budget, and aligned with IECC's brand standards.

Why Use the Ticketing System?

Using the marketing ticketing system ensures:

- **Clear Communication:** All requests are documented and assigned for proper tracking.
- **Efficient Workflow:** Projects are prioritized and managed effectively.
- **Consistency and Quality:** Marketing materials remain aligned with IECC's branding and quality standards.

By submitting a ticket, you help ensure that your marketing needs are met in a timely and professional manner, supporting the success of your projects and initiatives.



BRAND COMMITMENT

The Office of Marketing and Communications provides support for a variety of marketing projects, including print materials, social media content, digital signage, and promotional campaigns. To ensure efficient processing and clear communication, all marketing requests must be submitted through the official ticketing system.

Strengthening the IECC Brand Together

The Illinois Eastern Community Colleges brand is more than a logo or a color palette—it's the shared identity that connects our students, faculty, staff, alumni, and community. Every piece of communication, whether digital or print, plays a role in telling our story and reinforcing our values.

By following the guidelines in this brand book, we create a cohesive, recognizable, and respected identity that reflects the excellence and dedication of IECC. When we speak with a unified voice, we strengthen our reputation and ensure that every interaction—whether through marketing materials, social media, or face-to-face engagement—reflects the mission and values of our colleges.

Your Role in Upholding the Brand

Each member of the IECC community contributes to our brand. Whether you are creating a flyer, posting on social media, or speaking at an event, you represent who we are and what we stand for. By maintaining consistency and quality in our messaging, we enhance trust, engagement, and pride in IECC.

Need Assistance?

The Office of Marketing and Communications (MarCom) is here to support you. If you have questions about brand guidelines, marketing projects, or social media best practices, reach out to us for guidance and resources.

Let's Build the Future Together

Thank you for your role in making IECC a trusted and recognized institution. By working together to maintain a strong and consistent brand, we ensure that IECC continues to stand out as a leader in education and community engagement.