

MOTT MARKETING AND COMMUNICATIONS

The Office of Institutional Advancement

Graphics and Compliance Checklist

A consistent look and feel of all Mott communications helps to ensure that we are putting forth the right message, at the right time, to the right audience. Upholding the MCC brand, and our reputation, is the responsibility of everyone associated with the College. The following checklist should be used to guide the creation of all MCC documents and documents for students, whether they are printed or virtual.

Graphic Content

- Are MCC approved logos and colors used?
- Is the current “Ready For More” campaign reflected?
- If the document requires the Title IX language below, is it compliant?

As an affirmative action/equal opportunity institution, the College encourages diversity and provides equal opportunity in education, employment, all of its programs, and the use of its facilities. The College does not discriminate in educational or employment opportunities or practices on the basis of race, sex, color, religion, gender, gender expression, gender identity, national origin, veteran’s status, age, disability unrelated to an individual’s ability to perform adequately, sexual orientation, or any other characteristic protected by law. Title IX Coordinator Contact Information: 1401 E. Court St., Pahl College Center – Student Success Services Center (PCC-2280E), Flint, MI 48503, (810) 762-0024.

Title II, ADA, Coordinator Contact Information: 1401 E. Court St., Curtice-Mott Complex (CM-1117, Flint, MI 48503 (810) 762-0373. Section 504 Coordinator Contact Information: 1401 E. Court St., Pahl College Center (PCC-2280A), Flint, MI 48503 (810) 232-2557.” (Last revised Aug. 22, 2019)

- Does the document contain HLC information:

Mott Community College is accredited by the Higher Learning Commission (hlcommission.org), a regional accreditation agency recognized by the U.S. Department of Education.

- If the document contains photos, do all photo subjects have a signed model release on file and are all photos high resolution (300 DPI)?
- Does the document contain appropriate contact information?
- Does the document contain an appropriate call to action?
- Do all visuals, including photographs, reflect the diversity of MCC?
- Is the Aspen Top 150 Community Colleges Logo (2021) included?
- Is the Safe Water Pledge logo included?
- If an image of the President is used, is it the official photo?
- If a quote from the President is used, has it been approved?
- Is the document print ready (sufficient bleeds, appropriate colors, proper template and file type, outline text, etc)?
- Has the document been reviewed by the MarComm team?

Written Content

- Has the content been fact checked or reviewed by the appropriate departments for accuracy?
- Is it consistent with the Student Success message of the College?
- Does the content reflect the MCC standards of excellence in education?
- Has the document been proofread?

Approval

- Is the communication complete to the satisfaction of all parties involved?
- Has the document been approved by the appropriate Marketing, Department, or EC member?

We know that this checklist might look intimidating, that’s why our staff is happy to review any document with you and make recommendations (or just ease your mind).

