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.

**Graphics and Compliance Checklist**

- Are MCC approved logos and colors used?
- Is the current “Ready For More” campaign reflected?
- 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?
- If the document requires the Title IX language below, is it compliant?
- 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?
- Is the document print ready (outside print jobs require the use of professional design software, sufficient bleeds, appropriate colors, etc)?
- Do all visuals, including photographs, reflect the diversity of MCC?
- Is the Aspen Top 150 Community Colleges Logo included?
- Is the Safe Water Pledge logo included?
- Does the document represent the best possible design based on current guidelines/purpose?
- Has the document been reviewed by the MarComm team?