



MWCC Marketing Template Best Practices

The Mount Wachusett Community College Marketing and Communications Division has developed a variety of print communications templates for your group to use that will effectively reflect the branding of our college. While you can customize the content as you wish, we highly suggest using one of these templates to maintain our branding integrity throughout any and all marketing pieces associated with the college. Here are some tips to help you create an effective piece.

Content

- **Think simple.** Bullet lists and small chunks of information are easier for the eye to digest rather than large, heavy, blocks of text.
- **Engage your audience.** Is there a question or statement that you can use to entice the viewer to continue reading?
Think you can beat the clock? We think not.
- **Utilize images.** Images help give the eye some relief from text areas and also help draw in the viewer. If you need some college-related images, feel free to contact the Marketing Department.
- **Don't stretch images.** If an image does not properly fit into an allotted amount of space, *proportionally* crop/shrink/enlarge your image so that it works.
- **Provide clear and accurate contact information.** The viewer may want to talk to someone regarding your information.
- **Have an obvious "call-to-action."**
Purchase your tickets now!

Branding and Integrity

- Utilize the templates provided by the MWCC Marketing and Communications Division.
- Refer to MWCC's Branding & Style Guide (download at mwcc.edu/marketing) for proper color palettes and logo usage (use RGB values).

5-Point Checklist

Complete the following 5-point checklist to increase a successful communication through the use of these marketing materials.

- ❶ Am I using proper templates/colors/branding?
- ❷ Do I have a clear call-to-action?
- ❸ Can my text be quickly and easily read by the target audience?
- ❹ Have I successfully incorporated imagery?
- ❺ Is my contact information clear and accurate?