

# *Community Relations and Foundation*

**IVCC Board of Trustees**

**Oct. 13, 2022**

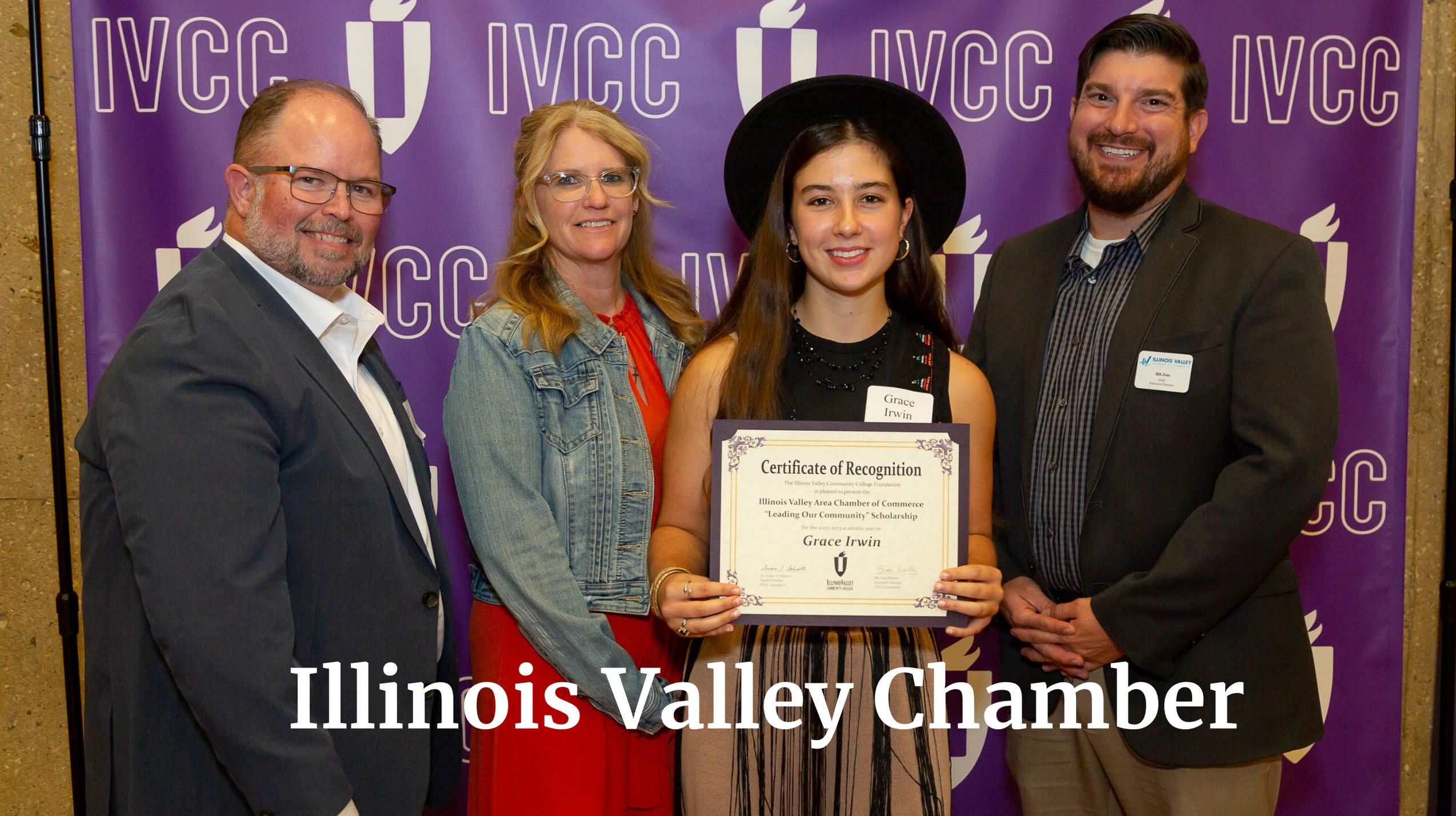


# FOUNDATION 2022-23





# Scholarship Recognition Reception



IVCC IVCC IVCC IVCC

Grace Irwin

Certificate of Recognition  
The Illinois Valley Community College Foundation  
is pleased to present the  
Illinois Valley Area Chamber of Commerce  
"Leading Our Community" Scholarship  
for the 2022-2023 academic year to  
**Grace Irwin**  
Dr. Susan J. Schmitt  
Dr. Susan J. Schmitt  
Illinois Valley  
Community College  
Dr. Susan J. Schmitt  
Illinois Valley  
Community College

ILLINOIS VALLEY  
Bill Zorn  
Director  
Executive Director

# Illinois Valley Chamber



*Chloe Bruce*

*Gunnar Jauch*

*Makayla Ritko*

*Eric Lane*

# **21<sup>st</sup> Century Scholars Society**



**ILLINOIS VALLEY  
COMMUNITY COLLEGE**

815 N. Orlando Smith Road  
Oglesby, IL 61348-9692  
Telephone: 815-224-2720  
Fax: 815-224-3033

## 2021 IVCC Foundation Annual Appeal

November 2021

First Last  
Company  
Address  
CSZ

# ANNUAL APPEAL

Dear First,

Latrell Coulter appreciates the profound impact a scholarship can have.

Upon receiving the Today's Dream, Tomorrow's Triumph award, he quickly wrote a thank you card to donors Rick Sarles, Pat Brester, Adrian Walker and Javier Salazar.

"It means the world to me that I was deemed deserving of this scholarship; words cannot describe how grateful I am," he wrote. "I really did need the help and I promise to do my best to prove I deserve this."

Latrell plans to study human anatomy and eventually physical therapy.

Please consider supporting the **2021 IVCC Foundation Annual Appeal**.

By supporting the Appeal, you strengthen the Foundation's ability to serve hundreds of industrious students like Latrell: This year alone, we will



**Latrell Coulter**

- Career aspiration: Physical Therapist
- Winner of scholarships: Michelle Mertel Nuckles and Today's Dream,



**MICRO PANTRY**  
Ready-to-eat, on-the-go breakfast and lunch items  
for students in need  
In the Foundation Office (C202)  
Monday-Friday 8 a.m.-4:30 p.m.

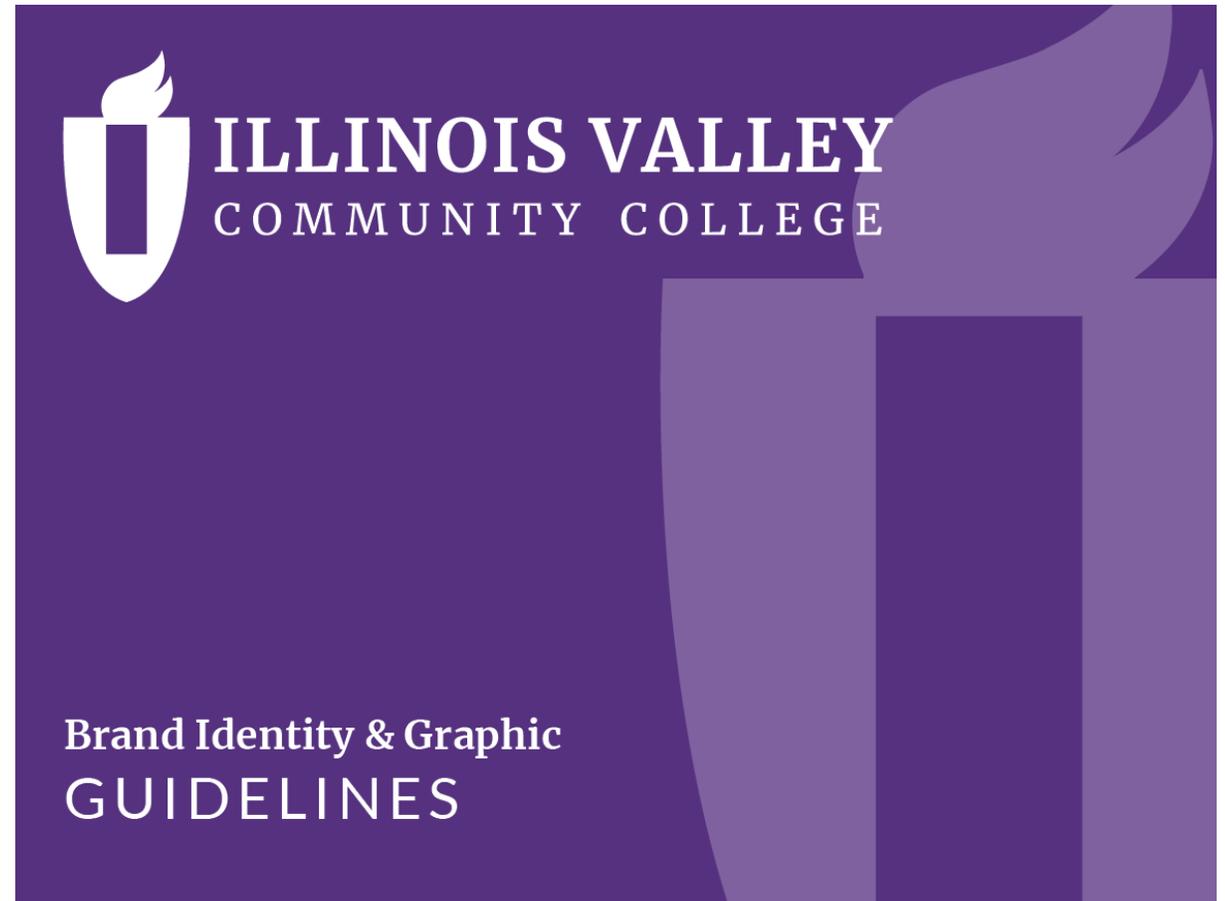
  
ILLINOIS VALLEY  
COMMUNITY COLLEGE  
**MICRO  
PANTRY**

# Micro Pantry, SELN

# Branding IVCC

Graphic Guidelines

Best practices for  
representing IVCC



# **Credibility**

Building trust and  
reassurance

# **Symmetry**

Everyone working  
from same blueprint

**ILLINOIS  
VALLEY**

**COMMUNITY  
COLLEGE**

# A clearly defined foundation

Clarity,  
memorability,  
instant recognition



# CREATORS

Samantha  
Manahan &  
Jaclyn  
Sonnenberg





- Core colors & fonts
- Logo
- Department/Division logos



# SIGNAGE

# ATHLETICS



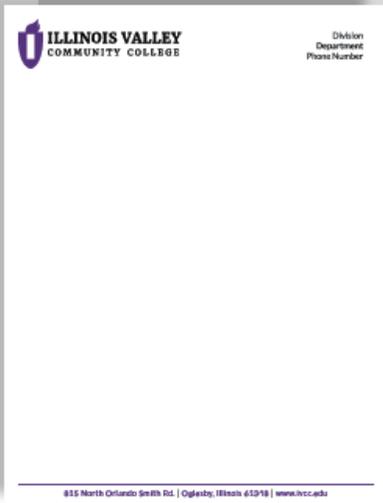
# APPLYING THE GUIDE



Envelope used to identify division, department, office, etc. Shield may be removed in bottom right corner if necessary.



Different college color fronts are available for business card options.



Standard email signature must outline credentials. Social icons may be added when reflecting college identification only.



A series of standard note cards can be customized for departments, events, notices, etc.



Letterhead identity changes in top right corner with address and web URL constant across bottom.



While it is best to position the college logo over a plain background, it may be placed over an uncluttered background that provides sufficient contrast.



Admission's unit logo used on the front cover and the IVCC logo on the back.



## The shield as a stand-alone element

The shield may be used as a stand-alone element if the guidelines below are followed:

- The shield can be used as an icon when IVCC is clearly represented, another department logo is used, or headline identifies the college.
- The shield can be large and cropped off the page when on a flat area of color.
- The shield must be kept in college colors with opacity drawn to at least 50%.
- Elements may be placed over top of the shield if there is sufficient contrast.

Unit logos can be used in place of a headline (as Jacobs Library logo to the right). It is equally effective to spell out a unit name on materials so long as IVCC is identified in logo, shield or headline. Inclusion of the college logo clarifies the identity and reinforces the IVCC brand.



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