



BAY MILLS
Community College

Brand Guide

About Us

Bay Mills Community College (BMCC) is a tribally owned college that is accredited by the Higher Learning Commission. BMCC is open to the public and is primarily an institution for Native American students.

Our Mission

As a tribally controlled community college and land grant institution, the mission of Bay Mills Community College is to provide quality educational opportunities, promote research and facilitate individual development in an accessible, community-based, and culturally diverse environment that supports and maintains the Anishinaabek culture and language.

In carrying out our mission, the BMCC Board of Regents stresses a positive, student-centered atmosphere, which promotes preservation of the customs and beliefs of Native Americans. The curriculum is designed to integrate traditional Native American values with higher education as a way of preparing students to assume responsible roles in their respective communities.



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Our Brand & Guide

This guide serves as a comprehensive resource to ensure consistency and clarity in how our institution's identity is represented across all platforms and materials.

Our brand is more than just a logo or a color scheme—it is a unified identity that reflects who we are, what we stand for, and the values we uphold.

Branding is a powerful tool that communicates our unique story, showcases our academic excellence, and strengthens the connection we have with our communities.

This guide is designed to provide you with the essential guidelines for using our brand assets, including our logo, typography, color palette, imagery, and tone of voice. Whether you're working on marketing materials, social media content, or campus signage, this guide will help you maintain a unified and professional presentation of our institution.

By adhering to these guidelines, we can ensure that the Bay Mills Community College brand remains strong, recognizable, and reflective of our mission to educate, inspire, and transform the lives of those we serve.

Questions or requests about this guide can be made to MarketingRecruiting@bmcc.edu.



Uses of Logo

BMCC uses multiple interchangeable logos, all based off the primary seal. The seal represents the three fires of the Anishinaabe and the many aspects of life represented by the number four, such as four stages, four types, etc.

- The choice in logo varies per publication.
- The primary logo and the primary seal can be used interchangeably.
- On dark backgrounds these logos may use white text.
- Red text may be used if the black or white text blends into the background.



BMCC Primary Seal
"BayMillsLogoRound"



Primary Logo
"bayMillsLogo"



"bayMillsLogoRed"



"bayMillsLogoWhite"



BAY MILLS
Community College

"bayMillsLogoStacked2"



BAY MILLS
Community College
"bayMillsLogoStacked"



"bayMillsLogoStacked_white"



"bayMillsLogoStacked2_white"

Unapproved Uses of Logo

- Logos may not be stretched or altered.
- Logos may not be recolored. Color variations can be requested to marketing.



- The inner portion of the primary seal must be approved before use.
- It may not be used without being paired with the Bay Mills Community College name.



“Logo.Inner circle only”

Cultural Symbolism of Our Logo

The BMCC Logo is based on the teachings of the medicine wheel. The student who completed the graphic design, Jane Campbell, collaborated with students, community members, board members, and college staff to create a logo that represents Bay Mills Community College.

The logo's colors and symbols have many meanings. The colors red, yellow, black, and white represent the colors of the four directions, the four seasons, and the four stages of life from birth, teen, adult, and elder. The sun symbol represents the four times of the day, sunrise, high noon, sunset, and nighttime.

The center symbol is evocative of the people of the Great Lakes who make up the people of the three fires: the Ojibwe, Odawa, and Potawatomi. The eagle feathers symbolize the honor given to all these things and the great winged messenger of the creator.

Gnoozhekaaning is the traditional name of Bay Mills Indian Community. It means "the place of the pike" and was added to represent the community.



BMCC Primary Seal
"BayMillsLogoRound"

Secondary Logos

BMCC may also temporarily use alternative logos for specific events or merchandising.

Please only use an official logo from the previous page unless advised to use a special logo.



A “beaded” BMCC seal representing BMCC as a tribal college through Indigenous beadwork.
“BeadedLogo”



An unofficial design showcasing Gilly Gnoozhe and used for media and merchandise.
“GreenGillyLogo”



An unofficial design celebrating PRIDE month for LGBTQ+ during the month of June.
“LGBT PRIDE Logo”



A Legacy of Excellence in Education.

A temporarily official logo for the year of 2024 celebrating BMCC's 40-year anniversary.
“BMCC40yearsLOGO_Final”



An unofficial design showcasing Gilly Gnoozhe and used for media and merchandise.
“PikeLogo”

Mascot Logo

- BMCC's mascot is Gilly Gnoozhe (GIL-lee, gin-OH-ZHAY)
- They are called "Gilly" for short.
- Gilly may be depicted by BMCC in their primary form as well as variations including a wearable mascot suit, "beaded," and cartoon forms.
- Variations of Gilly not pictured can be requested.
- Cartoon representation of Gilly can be requested.



The primary Gilly Gnoozhe logo.
"Gilly_the_Pike_2021-01"



Secondary versions of Gilly Gnoozhe
Available on request.



A "beaded" representation of the primary Gilly Gnoozhe logo
"BeadedGilly"

Department Logos



"BMCC TRIO Image"



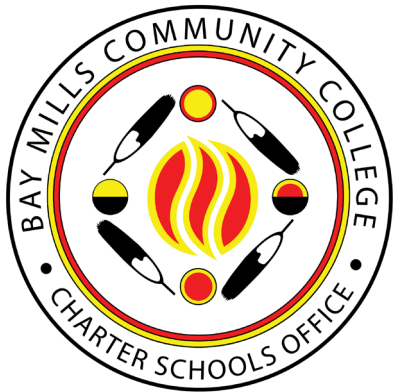
"SSC_Logo_NoCircles_Final"



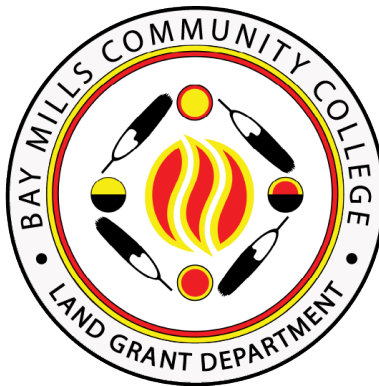
"WBF Logo"



"ECE_LogoTurtleDesign2024"



"CharterSchools_LogoRound"



"LandGrantLogo"



"BMCC Alumni Logo"



"Mukwa_Fitness_Center_Logo"



"Construction Tech Logo"



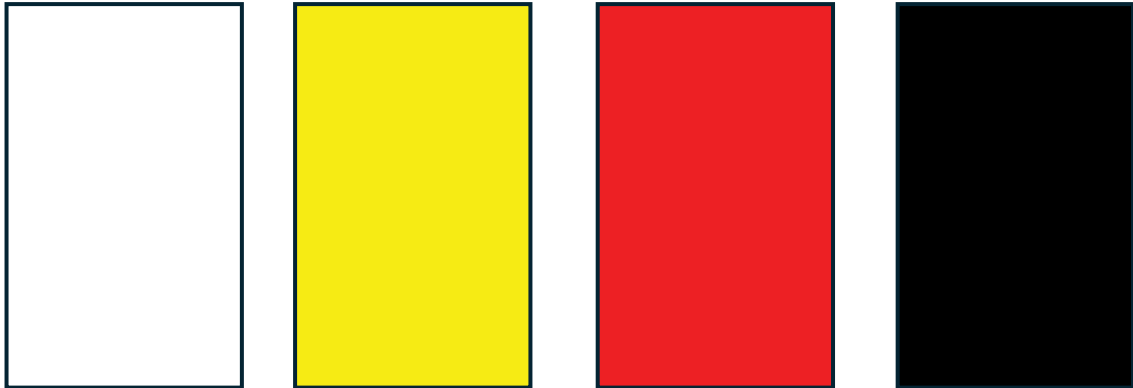
"PaneProgramLogo"

Colors

Primary palette:

- **White** HEX #FFFFFF | CMYK: 0,0,0,0 | RGB: 255,255,255 | Pantone: 179-1 C
- **Yellow** HEX #F6EB14 | CMYK: 0,4,92,4 | RGB: 246,235,20 | Pantone: 3945 C
- **Red** HEX #ED2024 | CMYK: 0,86,84,7 | RGB: 237,32,36 | Pantone: 485 C
- **Black** HEX #000000 | CMYK: 0,0,0,100 | RGB: 0,0,0 | Pantone: 6 C

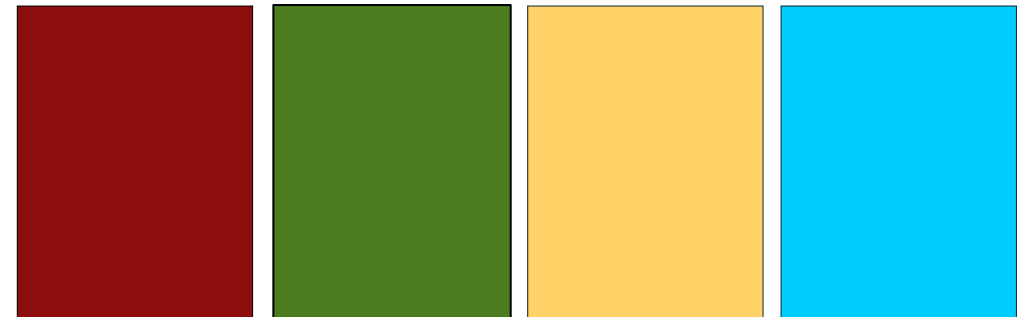
*BMCC primary colors have sacred symbolism to Anishinaabe culture. More information is provided on the next page in this document.



Secondary palette:

- **Dark red** HEX #8c0d0e | CMYK: 0,91,90,45 | RGB: 140,13,14 | Pantone: 49-16 C
- **Green** HEX #4B7C20 | CMYK: 39,0,74,51 | RGB: 75,124,32 | Pantone: 364 C
- **Yellow 2** HEX #ffd166 | CMYK: 0,18,60,0 | RGB: 255,209,102 | Pantone: 134 C
- **Blue** HEX #00ccff | CMYK: 100,20,0,0 | RGB: 0,204,255 | Pantone: 311 C

Note: Blue cannot be used in backgrounds or cover more than 25% of a publication. Blue can be used in graphics to add a supplemental pop of blue to the design but should never be the main color of the design.

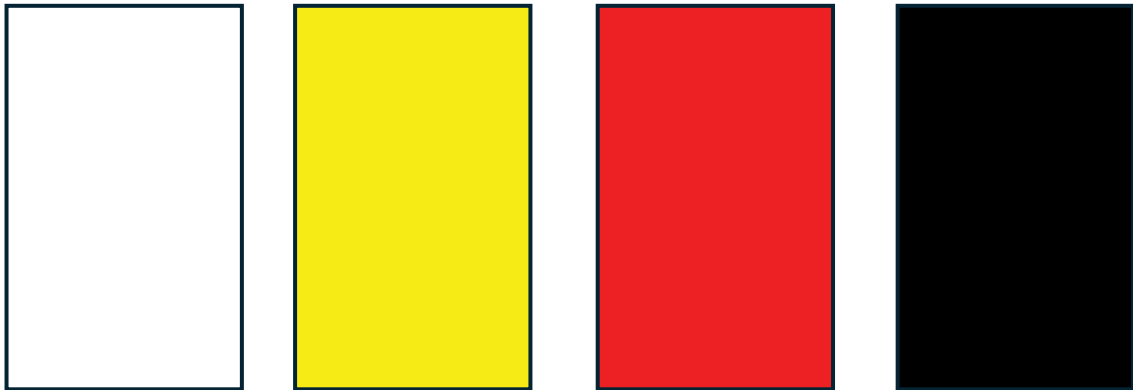


Cultural Symbolism of Primary Colors

These four colors are representative of the Medicine Wheel, a traditional symbol used by Anishinaabe and other tribes to describe different aspects of the world such as life cycles, directions, sacred medicines, etc.

While BMCC may feature these colors in various ways in our publications, in cases where all four colors are arranged together in a subsequent order it is important the order goes from **lightest to darkest** as that is how the medicine wheel is arranged.

It is not permitted to arrange the colors out of order in those contexts.



Typography

Primary Font

- “Cardo” is a primary font and is available on Canva, Google fonts, and Adobe fonts
- “Georgia” is a primary font and is typically available in stock in Microsoft programs.
- “Bay Mills Community College” is typed in the primary font in the logo.

Secondary Fonts

“Myriad Pro Regular” is a Sans Serif font and is available on Adobe fonts and in Microsoft programs. It is featured in the primary seal.
“Open Sans” is the comparable font to “Myriad Pro Regular” in Canva.

BMCC also uses various forms a fonts that have a “handwritten” appearance. While these fonts may vary, they are always in print and never in cursive or calligraphy. These fonts contribute to BMCC’s “scrapbook” style.

Use Cardo or Georgia when the publication has a serious and/or official tone.

When using various fonts it is suggested to always include Cardo or Georgia in publications in combination with the other fonts, whether as the BMCC name, headers, or text body.

BAY MILLS COMMUNITY COLLEGE
Bay Mills Community College
(Cardo)

BAY MILLS COMMUNITY COLLEGE
Bay Mills Community College
(Georgia)



BAY MILLS COMMUNITY COLLEGE
Bay Mills Community College
(Myriad Pro Regular)



Examples of Handwritten Font Styles (but not limited to)

Bay Mills Community College
BAY MILLS COMMUNITY COLLEGE
(Ink Free)

Bay Mills Community College
BAY MILLS COMMUNITY COLLEGE
(Crayon)

Bay Mills Community College
BAY MILLS COMMUNITY COLLEGE
(Hangyaboly)

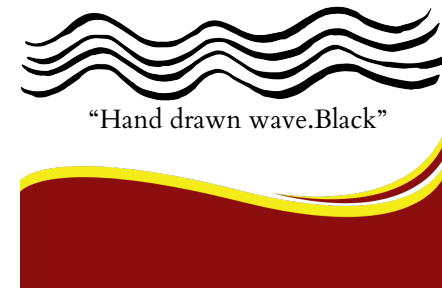
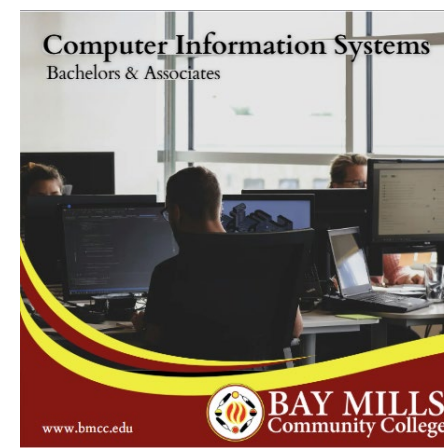
Styles

Some keywords that may describe BMCC's style include wavy, scrapbook, aquatic, personal, handwritten, and happy.

Wavy and curvy graphics, blob and spilled water shaped graphics and photos, and handwritten fonts characterize BMCC's aesthetic and connection to Lake Superior.

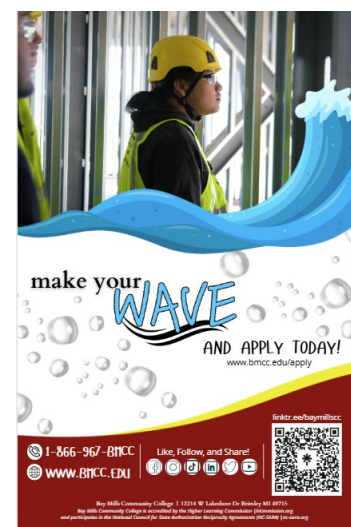
As a tribal college on Anishinaabe lands, Ojibwe florals may be used on some publications.

Questions about style and requests for graphics can be made to MarketingRecruiting@bmcc.edu



"Hand drawn wave.Black"

"Wavy Red 2 and Yellow 1"



"wave.high res"



For publications that need a more serious or official tone, BMCC uses a yellow and red border either on a fully black background, or with a wider black border behind the yellow and red.



Styles with Secondary Colors

BMCC's secondary color palette is often used in lieu of our primary colors when legibility is affected by brightness and boldness of our primary colors.

Secondary colors may be used in backgrounds, graphic styles, and text colors.

Note: Blue cannot be used in backgrounds or cover more than 25% of a publication. Blue can be used in graphics to add a supplemental pop of blue to the design but should never be the main color of the design.



In some cases the black background may be swapped with the BMCC green.
All four primary colors may be represented in the stripes as well, and in their correct order.

Official Letterhead

The black with yellow and red borders are also used for the official letterhead, along with the BMCC seal and use of Georgia font.

