

UPDATED: JANUARY 23, 2023



Brand Charter

Introduction

For over four decades, MCNC has been synonymous with a simple, singular mission: To advance our state and promote digital equity. Our nonprofit has come a long way since 1980, but we still serve North Carolina's anchor institutions with the hardworking and progressive spirit of our legislative founders.

The stewardship of our brand and the future of our legacy relies in large part on our team. Passionate innovators, collaborators, engineers, and creative thinkers who are dedicated to driving innovation and providing world-class service to organizations that play a vital role in our communities and economies. Building upon the North Carolina Research and Education Network (NCREN), our statewide broadband initiative, we continue to expand connectivity and our network-based technology services to meet the needs of communities from the mountains to the coast.

Through advocacy and greater awareness of our brand, more North Carolinians can benefit from our services and more economies can flourish throughout the state. That's why it's important that we deliver a consistent message and maintain a reliable experience for our customers and everyone else who encounters the MCNC brand. Please use this guide for the information and tools you need to support and build on our brand effectively.

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Brand Strategy

Mission

Our mission statement should drive our company, shape our culture and provide our answer to why we exist. It is what we do/the core of the business, and from it comes the key performance indicators (KPI), objectives, and requisite steps to meet and exceed those objectives. More importantly, it plays a key role in shaping MCNC's culture.

- *What do we do?*
- *Whom do we serve?*
- *How do we serve them?*

MCNC MISSION STATEMENT:

MCNC, a nonprofit leader in broadband infrastructure, strengthens North Carolina's future by making secure, high-speed internet and technology services more accessible to everyone in the state through partnerships, collaboration and innovative solutions.

Vision

Our vision statement is intended to provide direction. It presents our view of the future MCNC thereby further presenting our purpose. The vision statement is what we aspire to be — when we grow up.

- *What are our hopes and dreams?*
- *What problem are we solving for the greater good?*
- *Who and what are we inspiring to change?*

FULL STATEMENT:

➤ **MCNC envisions a North Carolina that is the most securely connected state in the nation, where the digital divide is nearly non-existent, and where communities and individuals have the technological infrastructure and resources required to participate fully in a digital economy.**

SIMPLIFIED STATEMENT:

➤ **Our vision is a world in which North Carolina is the most securely connected state in the nation where all citizens and communities have the opportunity to participate in a healthy, productive economy.**

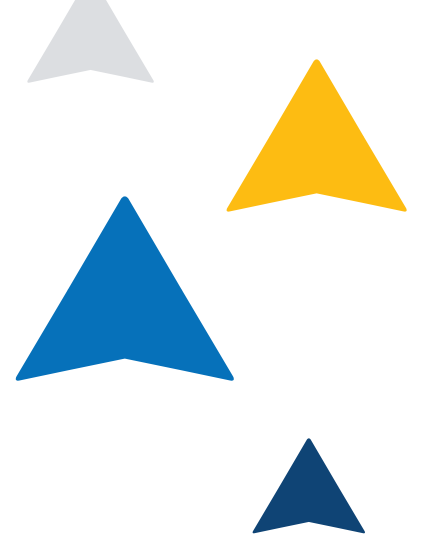
Brand Values

Innovation

Collaboration

Commitment

Brand values are the core of the MCNC culture; and culture is the foundation of the MCNC brand. Putting these words into action every day will make our organization more successful and earn the trust of all those we serve.



Brand Values

► Innovation

Collaboration

Commitment

Action Statement: **Think Beyond Tomorrow**

Narrative: We are tenacious problem solvers who strive to meet the evolving needs and challenges of North Carolina's anchor institutions with creative solutions. We think beyond today's processes and technologies to prepare those we serve for the future.



Brand Values

Innovation

► **Collaboration**

Commitment

Action Statement: **Succeed Together**

Narrative: Through mutual respect and open communication, everyone is invited to contribute their time and talents to the betterment of MCNC and those we serve. We work seamlessly with our teammates and clients to build strong, productive relationships that achieve our shared goals.



Brand Values

Innovation

Collaboration

▶ **Commitment**

Action Statement: [See It Through](#)

Narrative: We operate with integrity and are accountable and dependable in both our actions and communications. We follow through on our commitments to our clients, community and each other. We always endeavor to do the “right thing.”




Value Prop

Our value proposition is what our customers can expect from MCNC every time they interact with our people and services. It concisely communicates the benefit of working with us, and it is our job to deliver on this promise every day.

- *How do our services benefit our customers?*
- *What is the benefit of choosing to work with us?*
- *What value do our services provide?*

MCNC VALUE PROPOSITION



MCNC provides support and advocacy via a growing, reliable and secure network, expanded services, and subject matter expertise to those driving digital transformation and human connections for the greater good of North Carolina.

Brand Hierarchy

A brand hierarchy is a logical system of organizing and naming that helps our customers form a set of expectations about our products and services. Hierarchy helps us answer such questions as, What is it I am working with? Is it a brand or sub brand? A new geography? Or perhaps a new product, solution or service? Having the right answer is crucial to ensuring that we keep our communications priorities straight.

LEVEL ONE

Our primary brand



LEVEL TWO

Our sub brands



LEVEL THREE

Our solutions

Consulting

Data Center

Collaboration

LEVEL FOUR

Partnerships





Brand Messaging

Brand Voice

OUR VOICE IS...

Informed

We are experts and thought leaders in our field. The way we describe our technologies and services should impart confidence and competence with empathy and intelligence.

Approachable

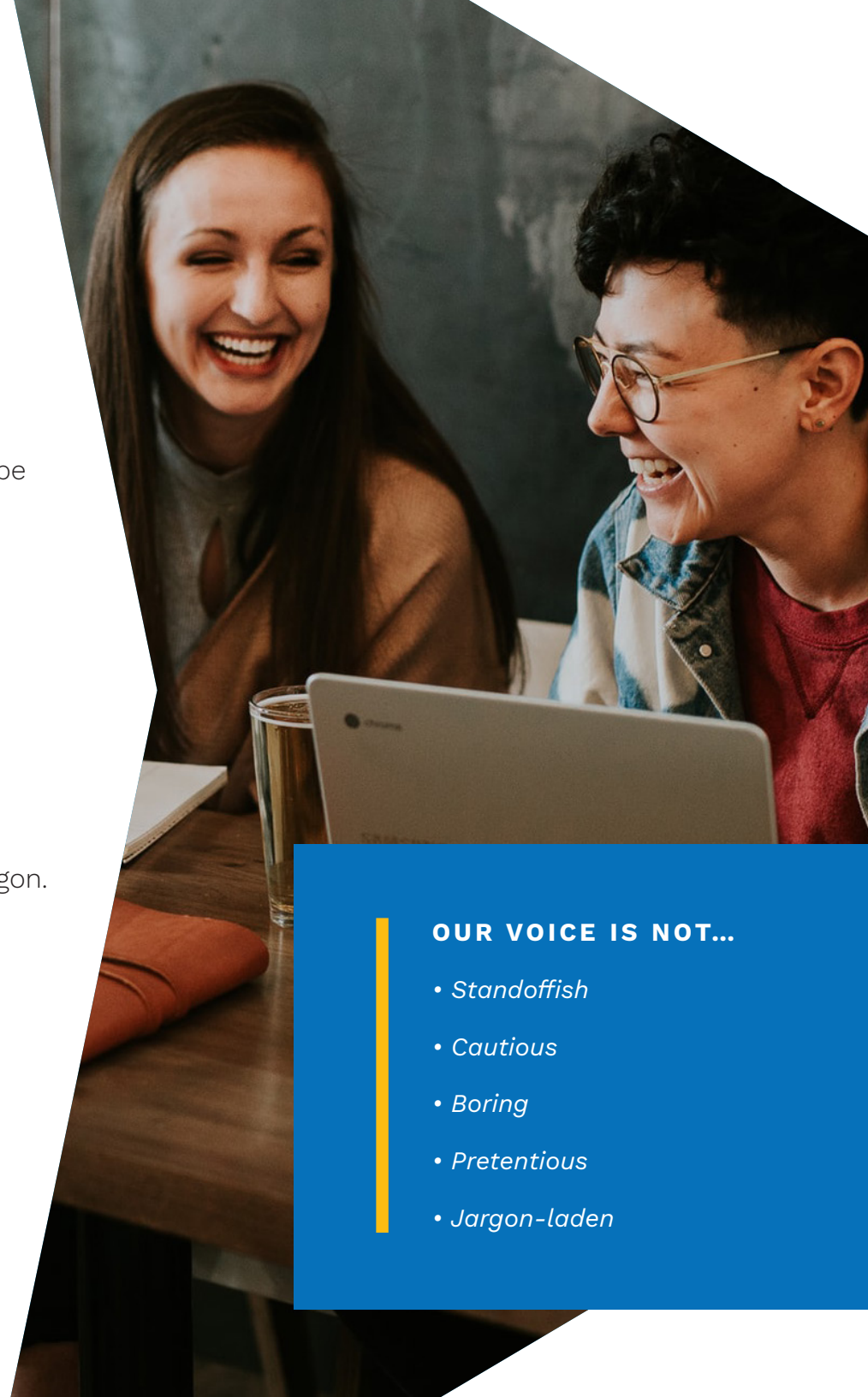
We are plainspoken. When we write copy, it should invite people to engage with us, simplify complex issues and avoid unnecessary jargon.

Real

We say what we mean, clearly, concisely and confidently.

OUR VOICE IS NOT...

- *Standoffish*
- *Cautious*
- *Boring*
- *Pretentious*
- *Jargon-laden*



Brand Tone

To achieve synergy and maintain the MCNC brand, all communication and marketing elements must speak with a single voice. The words you choose should convey a consistent voice that is progressive, visionary and helpful.

MCNC's tone is always positive and inspiring. When you're writing, it's helpful to consider your audience and the reader's state of mind. Are they confused and seeking MCNC's help? Are they relieved that their data is protected? Based on your audience and what they are feeling, you can adjust your tone accordingly.

Here are some examples:

Progressive – We push the envelope, eagerly adapting and finding innovative new solutions.

SAMPLE MESSAGING: Every year, we expand our network-based technology services to meet the strategic needs of our community and anchor institutions.

Visionary – We aspire to build even stronger connections, networks and relationships that have the power to improve peoples' lives.

SAMPLE MESSAGING: Through infrastructure investments and public-private partnerships, we're driving progress statewide and making North Carolina the most securely connected state in the nation.

Helpful – We are a nonprofit that is committed to the people of North Carolina, and we go above and beyond to serve them.

SAMPLE MESSAGING: MCNC works tirelessly to enhance the economic prosperity, education, health and safety of North Carolina's citizens.

Applying Our Voice

All MCNC communications should be tailored for our intended target audience. Here are few key examples for applying tone and audience context to our voice:



AUDIENCE

Community Anchor Institutions

HEAD

Vital Cyber is built to serve you.

BODY

For 40 years, MCNC has provided the backbone for connectivity among all of North Carolina's community anchor institutions. As a technology leader with a pulse on these critical organizations, we created Vital Cyber to better serve our clients and their unique needs.

Applying Our Voice

All MCNC communications should be tailored for our intended target audience. Here are few key examples for applying tone and audience context to our voice:



AUDIENCE

Current Clients

HEAD

Enjoy greater convenience and value with Vital Cyber.

BODY

Vital Cyber is your full-service solution for all your cybersecurity and cyber hygiene needs. We can help you create a robust, centralized solution that is easier and more cost-effective to manage.

Applying Our Voice

All MCNC communications should be tailored for our intended target audience. Here are few key examples for applying tone and audience context to our voice:



AUDIENCE

Legislators

HEAD

Vital Cyber is uniquely qualified to provide world-class cybersecurity services and cyber expertise to our schools.

BODY

Vital Cyber can leverage our existing network and relationships to better protect educational institutions from cybersecurity threats, quickly and efficiently. We are already positioned to scale to meet the cybersecurity and cyber hygiene needs of schools statewide with agile and responsive services.

Standards of Communication

EMAIL/VOICEMAIL/OUT OF OFFICE

Employees who have access to MCNC email and voicemail must use these systems and are expected to abide by the following acceptable-use practices.

EMAIL ETIQUETTE

- Email is not a replacement for face-to-face meetings or telephone conversations. Be cognizant of when email isn't working or isn't the most appropriate tool.
- Be careful when using "Reply to all" and copy only appropriate individuals.
- Never copy customers on internal emails.
- Clearly communicate action items and responsible parties.
- If an important issue is communicated verbally (for example – pricing information), follow up with an email documenting the issue to ensure that the message is clear.

Email Content:

- Stick to the facts.
- Content should be work-related.
- Content should not include anything you wouldn't want forwarded to a larger audience or distribution list.
- Use a white background with no scenes or colors.
- Include contact information in the signature. A font of Work Sans 10 is recommended and may include the following: Name, title, mailing address, email address, telephone number.

VOICEMAIL

- Reinforce the MCNC brand through voicemail greetings with the following:

"You have reached Name (Title Optional) at MCNC. I'm sorry that I missed your call, but it is very important to me. Please leave me a brief message and I'll return your call as soon as possible. Thank you for calling MCNC."

OUT-OF-OFFICE MESSAGES

- Set Out-Of-Office messages on both voicemail and email.
- Clearly state when you will be out and when you will return.
- Clarify if you will, or will not be, checking voicemail and email, as well as who should be contacted for immediate assistance.

Standards of Communication

RESPONSIVENESS/REQUESTS/CALENDARS

Employees who have access to MCNC email and voicemail must use these systems and are expected to abide by the following acceptable-use practices.

RESPONSIVENESS

- Acknowledge questions within one business day.
- If you are the correct person to answer the question, you can either assist the requestor then, or state when you could commit to being able to respond.
- If you are not the correct person, direct them to a more appropriate point of contact. Be sure to include your backup POC's (point of contact) contact information.

REQUESTS AND DEADLINES

- Acknowledge the importance of requests and deadlines.
- Ensure that the urgency is communicated and understood. This applies to both the requestor and the requestee.
- Not all requests are urgent. For requests that will take some time to complete, ensure both parties agree to a mutually acceptable and achievable timeframe.

CALENDARS

- Google calendars must be used and kept up to date.
- Be sure all meetings and appointments times are kept current in your individual calendar to assist those scheduling meetings involving you.
- Be respectful and do not reserve conference rooms or vehicles on the calendar for indefinite periods of time.
- Remove your reservation if the room or vehicle will no longer be required.



Visual Standards

Logo

Interconnected rings represent MCNC's dedication to connectivity and community. The rings come together to form a triangle, which marks our origin as a Research Triangle-based organization. The triangle shape represents an arrow pointing upwards, which symbolizes our commitment to innovation.



Logo

When possible, our logo should be set in the “MCNC Blue” brand color. It is also acceptable to use a white logo on an MCNC Blue background. The logo can also be placed upon an image with sufficient contrast for legibility.



Logo

BLACK

Some print applications will only allow for the use of black and white. When this is the case, it's acceptable to use a black logo on a white background or a white logo on a black background.



Logo

CLEAR SPACE REQUIREMENTS

Provide clear space to ensure that a logo maximizes visibility and impact.



Clear space around the logo is equal to the height of the MCNC letters.

Logo

When MCNC's logo is displayed with a partner, the same clear space rules apply and a divider should be added between the two logos.



MCNC logo and partner logo are equal in height.

Black .5 point rule, equal in height to both logos, provides visual separation between the two brands.

Colors

PRIMARY

Our primary brand colors are a series of blues that allow for calm, bold, legible applications.

“Dawn” is added to inject warmth into cool compositions and to provide a clearly contrasting and energetic highlight color to pair with MCNC Blue and Dusk.

MCNC Blue

C:100 M:80 Y:28 K:13
PMS 3581
R:22 G:69 B:119
HEX #164577

Sky

C:70 M:15 Y:0 K:0
PMS 2171
R:36 G:171 B:226
HEX #24ABE2

Dusk

C:89 M:52 Y:0 K:0
PMS 2387
R:5 G:114 B:199
Hex: 0572c7

Dawn

C:0 M:28 Y:100 K:0
PMS 7548
R:255 G:192 B:0
Hex: ffc000

Colors

ACCENT

Accent colors should be used sparingly in compositions that already feature primary brand colors.

Internal communications and social media designs may use accent colors more heavily than other communications.

Rose

C:0 M:93 Y:42 K:0
PMS 191
R:229 G:69 B:104
Hex: e54568

Forrest

C:91 M:1 Y:63 K:0
PMS 3268
R:0 G:167 B:138
Hex: 00a78a

Colors

NEUTRAL

Body copy should always be set in black for maximum legibility.

Warm Gray can be used as an accent/background color, especially at a reduced percentage to ensure the text sitting on top is legible.

All neutrals may be used in illustrations.

Cool Gray

C:0 M:0 Y:63 K:0
PMS BLACK
R:0 G:0 B:0
Hex: 000000

60

40

20

Warm Gray

C:0 M:2 Y:6 K:16
PMS Warm Gray 1
R:215 G:210 B:203
Hex: #d7d2cb

60

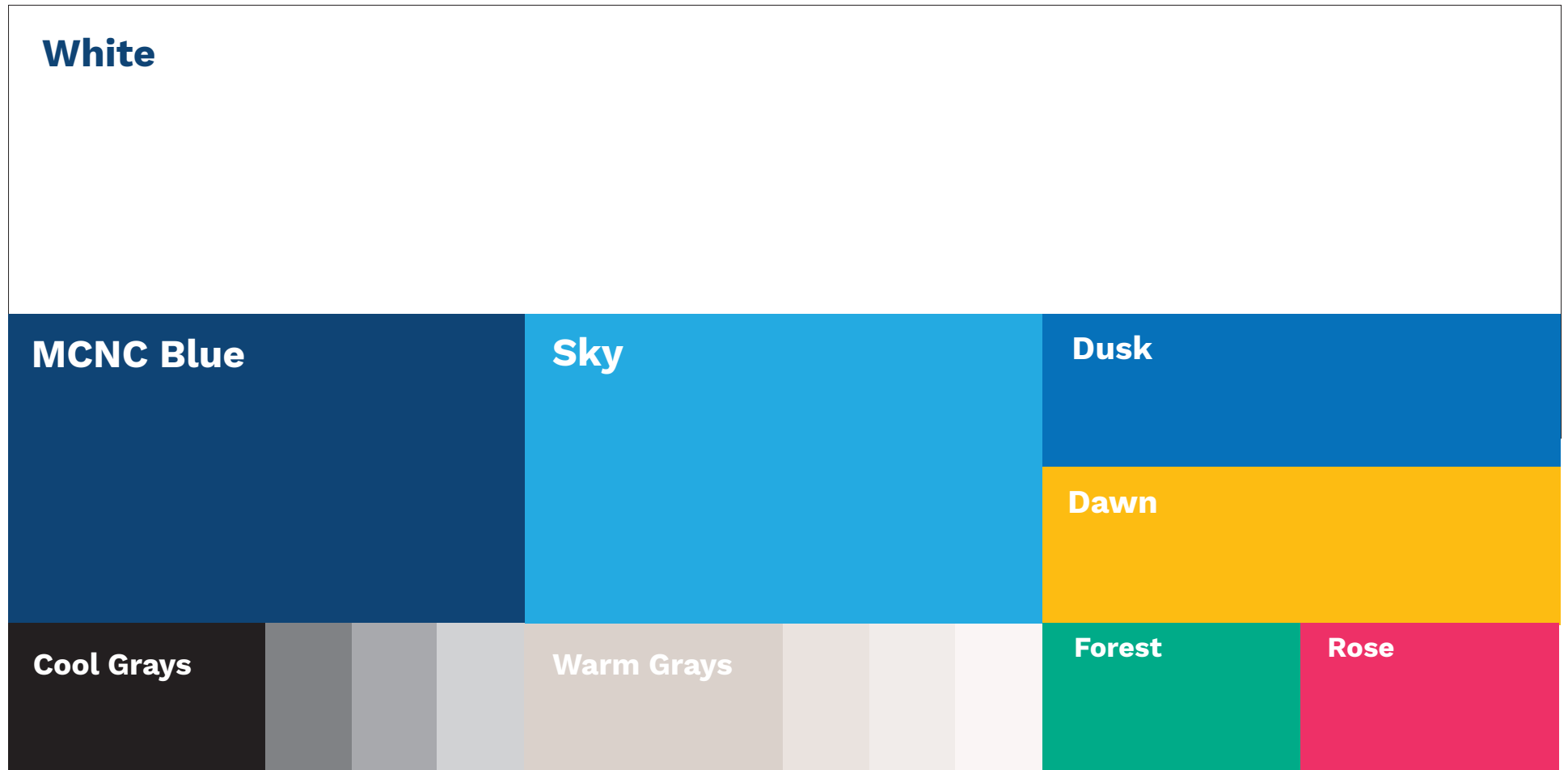
40

20

Colors

HIERARCHY

It is important to use the right proportions of brand colors to ensure branded materials are consistent and accessible. White is important, because it provides optimal contrast for dark text and keeps designs looking clean and modern. Most designs should lean heavily on White, MCNC Blue, and Sky with minimal Dusk/Dawn elements and selective accent color use.



Typography

PRINT & WEB FONT

Our font, Work Sans, is a key element in our brand. It works to maintain consistency and create clarity. We primarily use Work Sans in bold and light weights.

Work Sans is also a free font, available from Google Fonts, increasing accessibility to all MCNC employees and vendors.

▶ SYSTEM FONT

IN INSTANCES WHERE WORK SANS IS NOT ACCESSIBLE, VERDANA IS AN ACCEPTABLE SUBSTITUTE. EXAMPLES OF ACCEPTABLE USAGE: EMAIL, POWERPOINT

[Download Work Sans >](#)

WORK SANS

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

Bold

Bold Italic

Typography

HIERARCHY

It is important for clear communication to organize typography in a hierarchical system through scale. This increases legibility and comprehension. Following this hierarchy maintains the consistency of our brand.

This headline is in Work Sans bold.

**This subhead is 50% of the headline size in
Work Sans medium.**

This body copy is 40% of the headline size in Work Sans Light.

[Learn More](#)

Who we are.

**We are a team of innovators, collaborators
and creative thinkers.**

MCNC knows that the strength of the company and its community lies within its people, and that creating an inclusive environment where everyone feels valued and appreciated is the underlying key to our collective success.

[Learn More](#)

Photography

POINT OF VIEW

Our photography should create context for the conversations we want to have with our audiences. It should demonstrate our commitment to our communities and reflect our position as innovators. The care and craft we put into our imagery choices demonstrates our commitment to best-in-class communication and a celebration of the work we do.

COMMUNITY



Real images that show who we serve in these settings are always preferred: education, healthcare, libraries, governments, cultural institutions, electrical cooperatives, nonprofits, public safety, research institutions, agriculture research and co-ops. However, stock may be used as needed. Stock imagery should look as genuine as possible and reflect the diversity of our community.

TEAMWORK



Real images of MCNC employees and customers working together are always preferred. However, stock may be used as needed. Stock imagery should look as genuine as possible and reflect the diversity of our teams.

TECHNOLOGY



Use images that reflect our technology and the spaces in which we work: connectivity, cybersecurity, consulting, data center and collaboration. Stock may be used as needed. Stock imagery should align with our color hierarchy, i.e., focus on light images with tones of blue and gold.

Photography

TREATMENTS

Photo treatments may be used sparingly to bring the brand palette to the forefront or to provide a more legible backdrop for text.

► MCNC BLUE AND SKY DUOTONE EFFECT

(TOP RIGHT) THIS IMAGE SHOWS A DUOTONE TREATMENT ON A BLACK AND WHITE/DESATURATED IMAGE. THE DARK TONES ARE BUILT WITH MCNC BLUE AND THE HIGHLIGHTS ARE BUILT WITH SKY.

► SKY BACKGROUND EFFECT

(BOTTOM RIGHT) THIS IMAGE SHOWS A FULL COLOR IMAGE THAT HAS BEEN MADE 65% TRANSPARENT ON A SKY BLUE BACKGROUND.



Illustration

ISOMETRIC

Isometric illustrations add energy to our website, print and social brand materials. Illustrations should feature ample white space and should respect the brand color proportions.

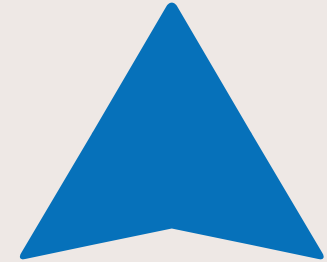


Brand Elements

ARROW

The arrow is a brand element created by combining the interlocking rings of the MCNC triangle mark into a single shape. The arrow should only be used in the UP and FORWARD positions, to express innovation, progress and optimism.

ANATOMY



UP OR FORWARD



Brand Elements

ARROW

AS GRAPHICS

NEW

2023

AS CONTAINERS



FOR EMPHASIS

▶ MANAGED ENDPOINT PROTECTION

WE COLLABORATE WITH GLOBAL CYBERSECURITY LEADER, CROWDSTRIKE, TO OFFER A FULLY MANAGED ENDPOINT SOLUTION COMBINING THE CLOUD, NEXT-GEN ANTIVIRUS AND ADVANCED AI TO DEFEAT CYBER THREATS.

FLOATING UP

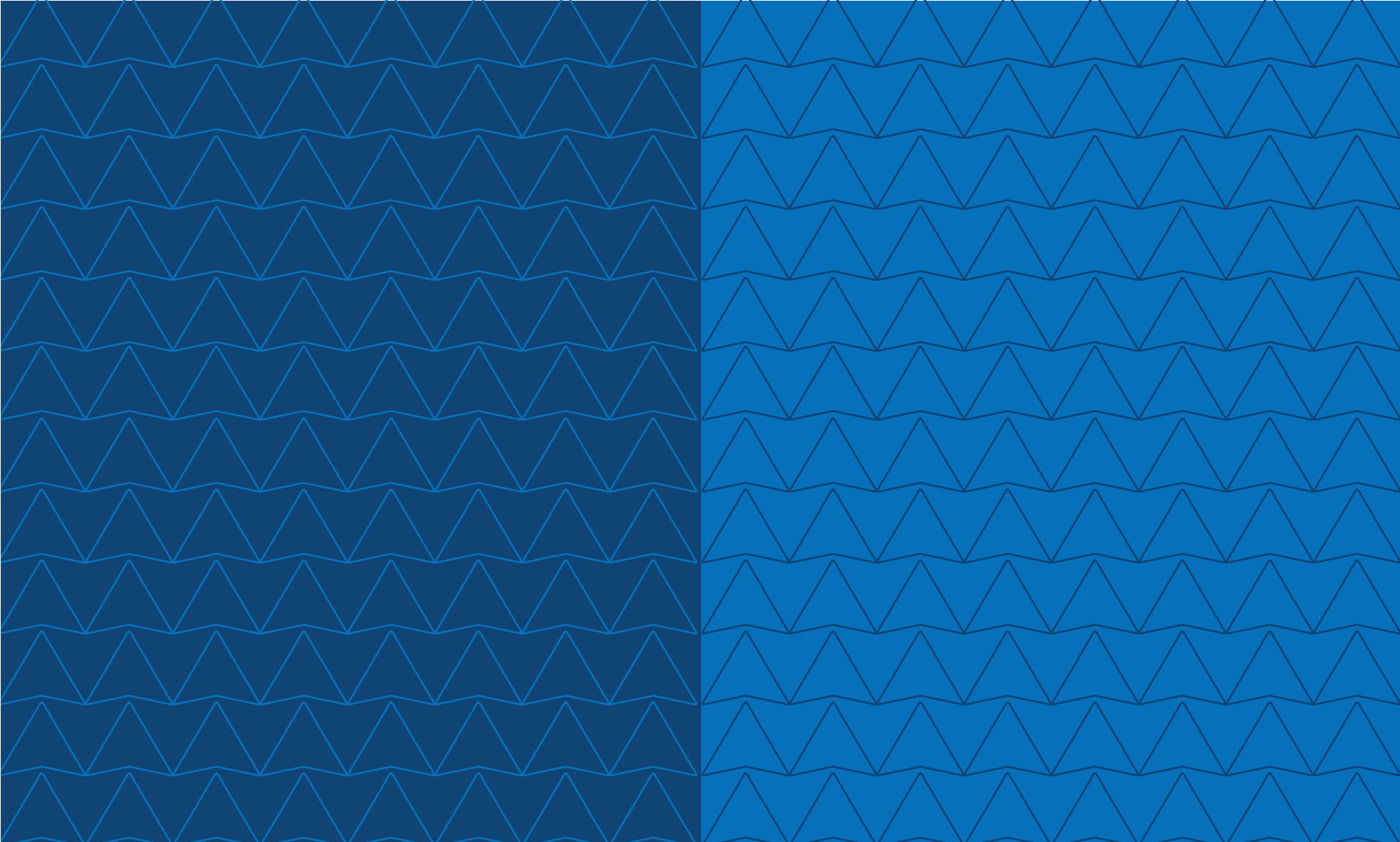
Now
Hiring

[Learn More >](#)



Brand Elements

PATTERN: OUTLINED ARROWS



Brand Elements

PATTERN: OUTLINED LOGOS



Brand Elements

CALL OUT
STYLES

Call outs visually emphasize key information and statistics and can break up long, difficult-to-read blocks of text.

In a callout with statistics, use a divider line in a way that matches the examples of this page.

To bring attention to important information, the arrow callout may be used.

90%

Multiple lines of
placeholder content

#1

Multiple lines of
placeholder
content

#1

Multiple lines of
placeholder
content

▶ ACTIVE VULNERABILITY ANALYSIS

Continuously identify vulnerabilities on your internal and external network and receive instructions to fix them with this automated service.

▶ WHAT WE DO

WE ARE THE NETWORK, SOLUTIONS AND SERVICES PARTNER THAT SECURELY CONNECTS NORTH CAROLINA'S COMMUNITY ANCHOR INSTITUTIONS.

Brand Elements

QUOTE STYLES

When quoting employees or customers, Sky can be used to highlight key parts of the statement. Please note that quotes are the only brand elements that call for ample use of italic text.

“We’re driven today by partnering with economic development leaders like MCNC to provide real-time education capabilities and job training to build and create jobs in NC.”

JONATHAN VESTER

VP of Technology and CIO
Nash Community College

“We’re driven today by partnering with economic development leaders like MCNC to provide real-time education capabilities and job training to build and create jobs in NC.”



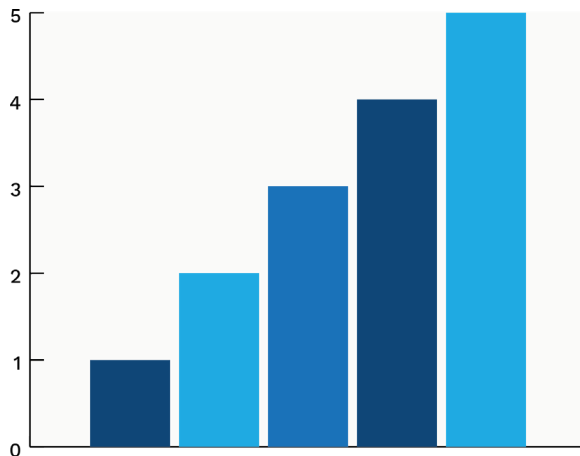
JONATHAN VESTER

VP of Technology and CIO
Nash Community College

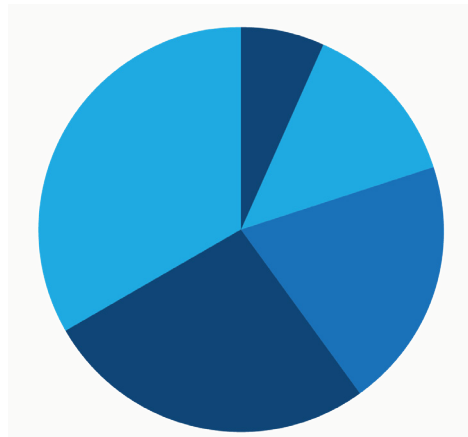
Brand Elements

GRAPH & CHART STYLES

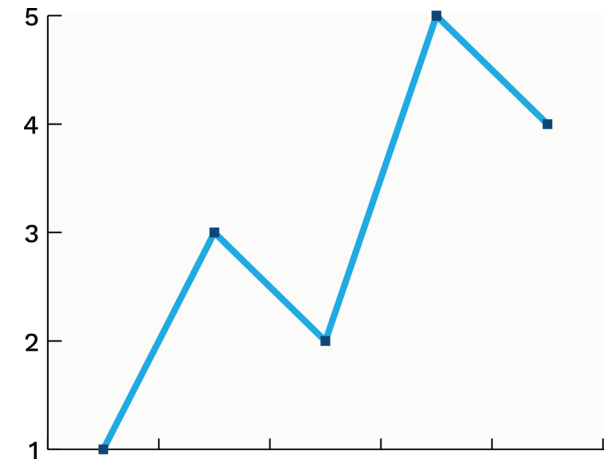
Graphs and charts should be minimally styled and should always use primary brand colors. The addition of these elements is encouraged and should make statistical information easier to understand, while making documents more scannable.



BAR



PIE

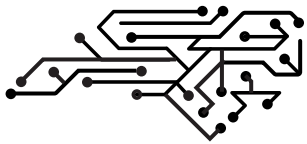


LINE

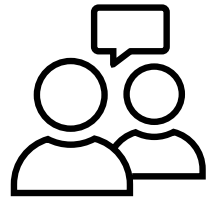
Brand Elements

ICONS: SOLUTIONS

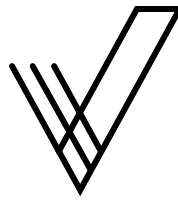
On our website, Our Solutions, or service lines, are sometimes represented by outlined icons.



Connectivity



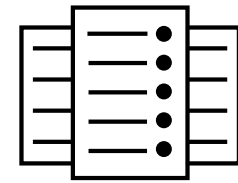
Consulting



Security



Collaboration

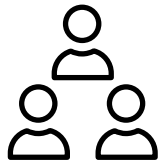


Data Center

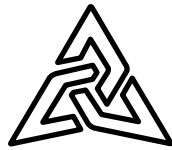
Brand Elements

ICONS: OTHER CUSTOM

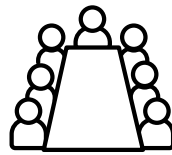
A number of custom icons have been created for the website.



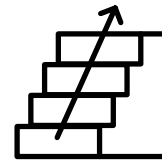
Team



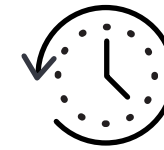
Advisory Council



Board of Directors



Careers



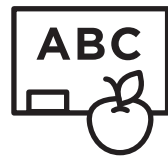
History



Universities



Community Colleges



K-12 School



Healthcare Institutions



Libraries



Governments



Cultural Institutions



Electric Co-ops



Nonprofits



Public Safety



Research Institutions



Agricultural Research

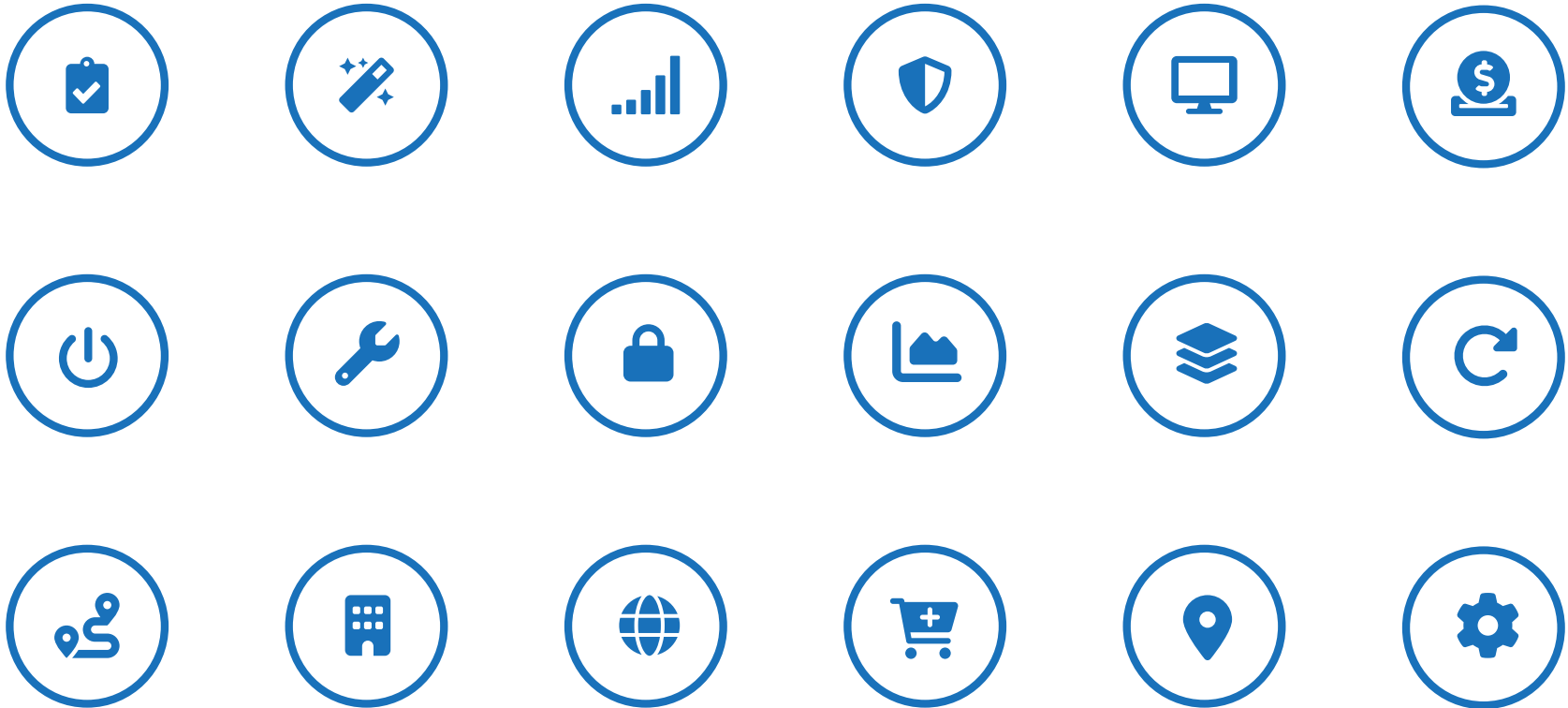


Map

Brand Elements

ICONS: WEBSITE

Within the benefits section of the Solution pages, we use Font Awesome icons to represent each benefit. Using this font allows us to quickly add new pages or benefits to the website. In this case, each icon is contained in an outlined circle.





Sub Brands

Vital Cyber

Vital Cyber has a unique identity and its communications include its logo. The V in the logo represents a check mark, symbolizing the round-the-clock service our customers receive.



LOGO



Vital Cyber

LOGO: ONE COLOR

When possible, the Vital Cyber logo should be in two colors. However, one color or black logos may be used when needed.



Vital Cyber

For layouts where vertical space is limited, consider using the horizontal Vital Cyber lockup.



LOGO



Vital Cyber

LOGO

In applications where the MCNC logo is not present, use a Vital Cyber “Provided by MCNC” lockup. This helps people know that Vital Cyber is part of the MCNC brand. This is not required on internal MCNC communications.





VITAL CYBER

Managed Endpoint Protection



We collaborate with global cybersecurity leader, CrowdStrike, to offer a fully managed endpoint solution combining the cloud, next-gen antivirus, and advanced AI to defeat cyber threats.

▶ SECURITY ADVISORY CONSULTING

MCNC's Vital Cyber consultants can help you solve your toughest cybersecurity challenges. We provide a range of services and work alongside your team to assess and augment your organization's security capabilities.

Services include:
– Cybersecurity Program Review
– Security Policy Creation

▶ ACTIVE VULNERABILITY ANALYSIS

Continuously identify vulnerabilities on your internal and external network and receive instructions to fix them with this automated service.

▶ WEB SECURITY SERVICE

Gain cloud-based web content filtering and advanced security protection and functionality for enterprise and mobile/remote users, provided in partnership with Zscaler.

▶ DNS SECURITY FILTERING

Leverage Akamai's Enterprise Threat Protector Platform for a cloud-based security service that protects against malware, ransomware, phishing, and DNS data exfiltration.

▶ SECURE APPLICATION PROCESS

Give users secure, straightforward access to specific applications without the need for access to your network with this cloud-based service.

IN COLLABORATION WITH



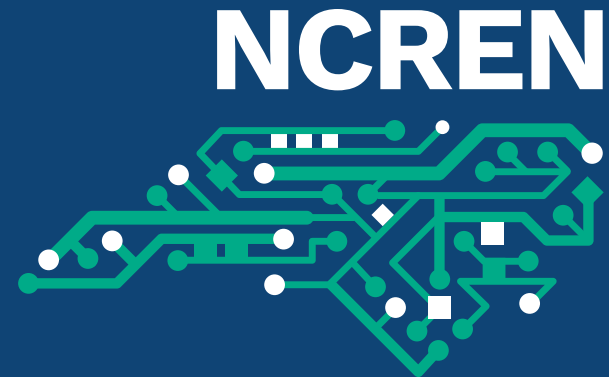
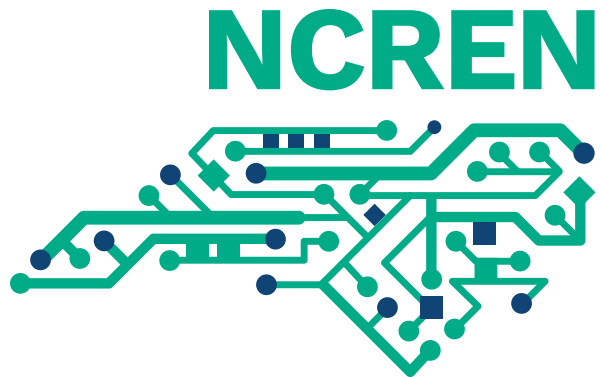
mnc.org/security



NCREN

NCREN has a unique identity and its communications include its logo. The NCREN logo mark represents the connectivity MCNC provides across North Carolina.

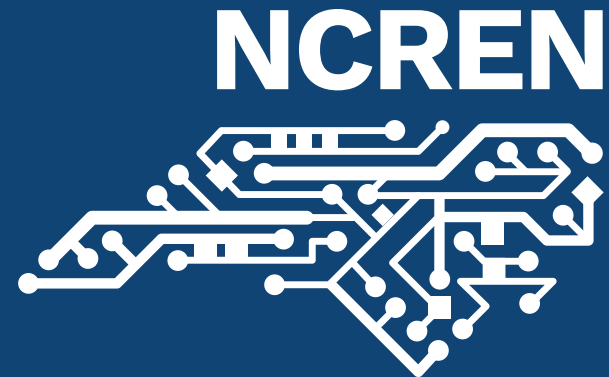
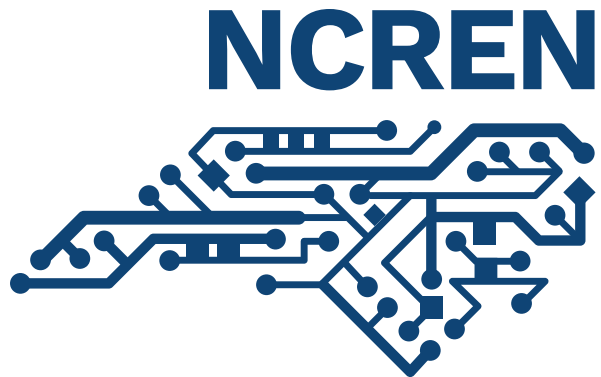
LOGO



NCREN

When possible, the NCREN logo should be in two colors. However, one color or black logos may be used when needed.

LOGO: ONE COLOR

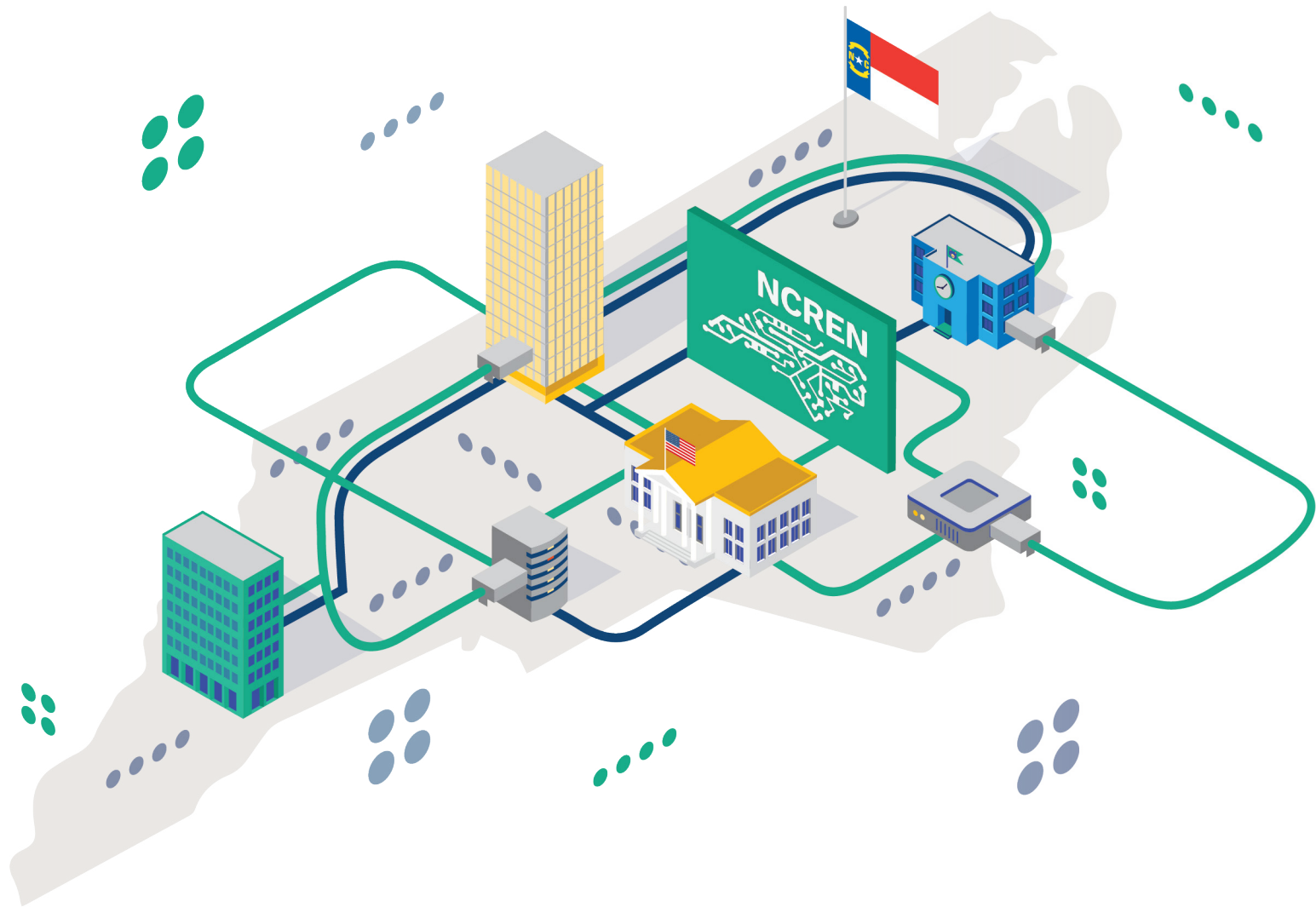


NCREN

LOGO: FULL NAME

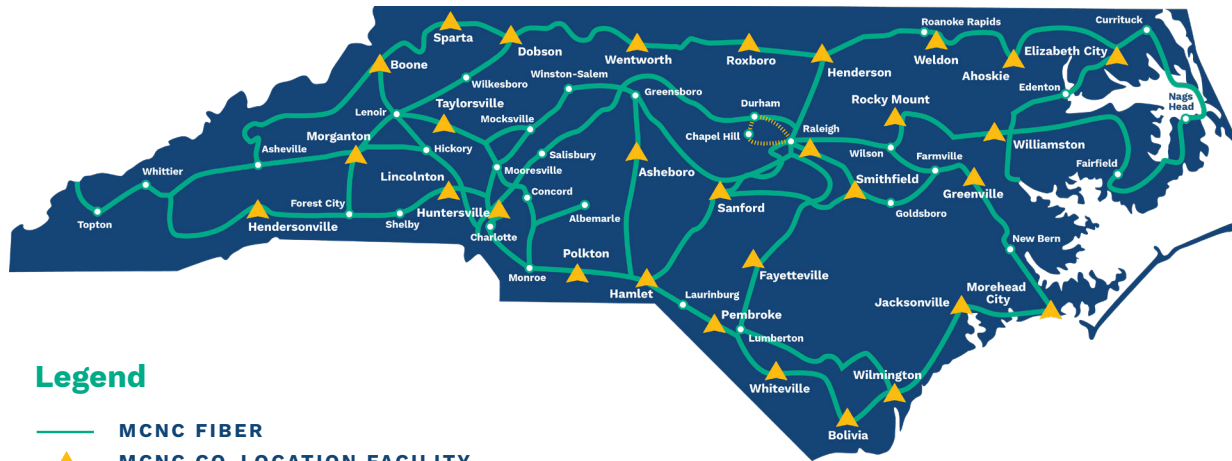
This version of the logo features the full name of the brand.







North Carolina Research and Education Network



Legend

- MCNC FIBER
- ▲ MCNC CO-LOCATION FACILITY
- MCNC FIBER (TRIANGLE RING)
- CITY



Application Examples



JOHN DOE
Account Supervisor

O: 919-248-1900
M: 919-867-5309
E: jdoe@mcnc.org

3021 E. Cornwallis Rd,
Research Triangle, NC
27709

mcnc.org



Dear Friend,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus a finibus dui. Vivamus rutrum venenatis enim, non malesuada turpis vestibulum eget. Proin eu tortor vitae dolor consectetur rutrum egestas a urna. Nam fermentum consectetur eros, porta venenatis quam mattis eget. Nulla id erat tempor, pellentesque felis commodo, sollicitudin quam. Aliquam sollicitudin tellus et feugiat bibendum. Donec in volutpat eros, viverra accumsan erat. Praesent in magna eget enim cursus tempus. Suspendisse pretium ligula a purus pellentesque congue. Integer quis sem erat. Vivamus posuere laoreet egestas.

Donec leo ante, volutpat quis tincidunt nec, efficitur eu nisl. Praesent nibh urna, commodo semper tincidunt non, tincidunt sed nisl. Aenean aliquam velit odio, in gravida ex malesuada vitae. Praesent ut feugiat ex. Quisque diam felis, fermentum non dictum id, hendrerit blandit mauris. Cras at varius felis, non imperdiet turpis. Integer suscipit mi sed neque semper, a vulputate sapien venenatis.

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JOHN DOE
Account Supervisor

mcnc.org

Social Media Branding

IDENTITY



Profile



Cover Image

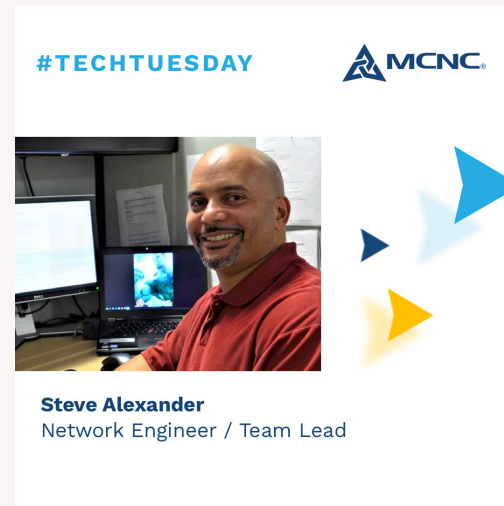
Social Media

#WEEKDAYS

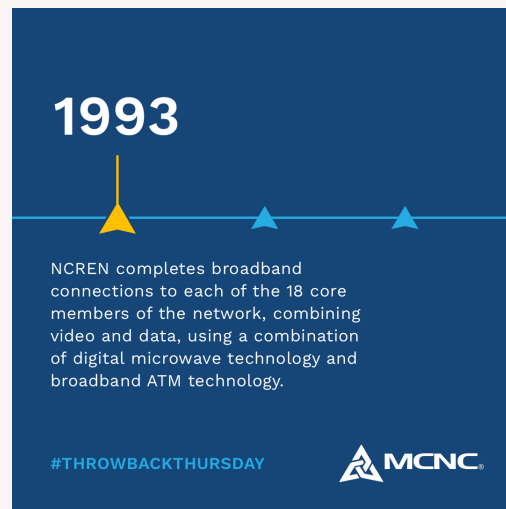
#MotivationMonday



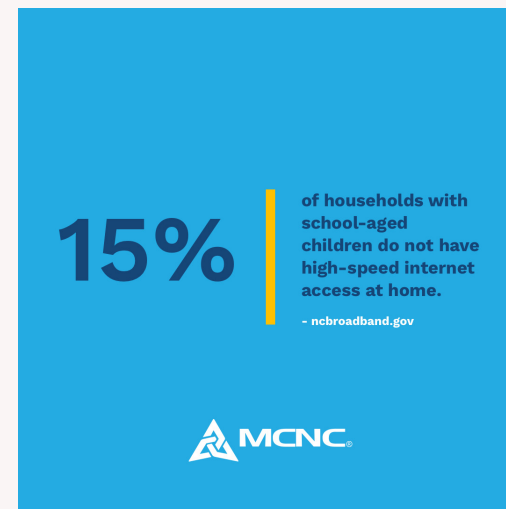
#TechTuesday



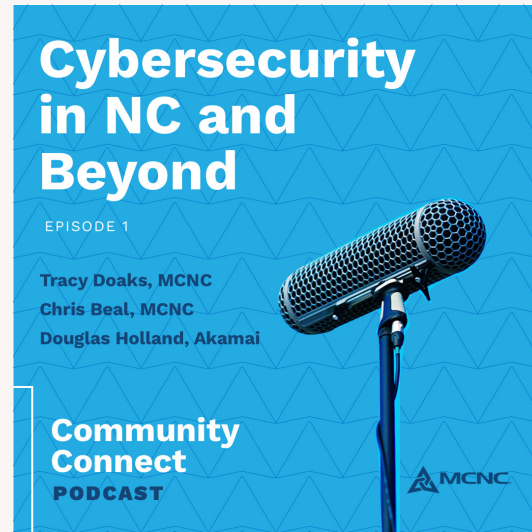
#WellnessWednesday



#ThrowbackThursday



#FactFriday





MCNC


Connected Experts

WEBINAR SERIES



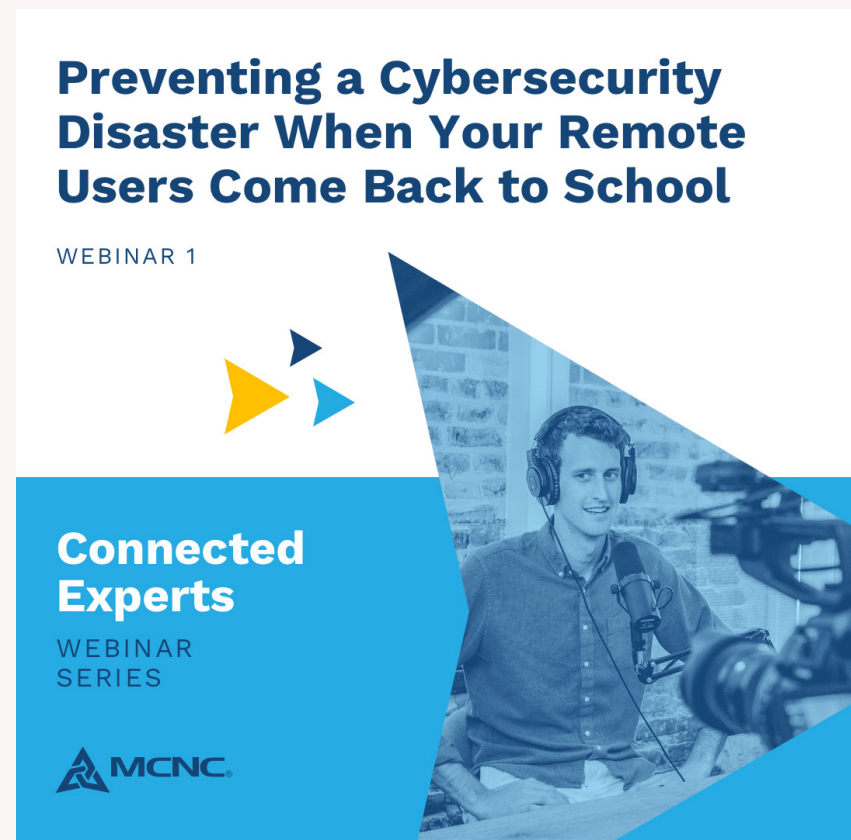

Preventing a Cybersecurity Disaster When Your Remote Users Come Back to School

WEBINAR 1



Connected Experts

WEBINAR SERIES



▶ Are you
our next
**Cybersecurity
Engineer?**



▶ **Who are we?**
The nonprofit network,
solutions, and services
partner that securely
connects North
Carolina's community
anchor institutions.



▶ **Why choose
MCNC?**
Great team!
Guided by values
Inclusive environment
Innovative culture



Apply today





Now Hiring




“*Working for a tech company that’s connecting underserved communities in my home state is my dream job.*”



Josh Alabat
Network Operations Analyst



12
DAYS OF BROADBAND



MCNC



Chris Beal
VP, Cybersecurity Initiatives / CISO

Cybersecurity Conference
Name

LAS VEGAS, NEVADA
MONTH DAY, 0000

MCNC



Speakerone Name
VP, Cybersecurity Initiatives / CISO



Speakertwo Name
VP, Cybersecurity Initiatives / CISO

Conference Name

LAS VEGAS, NEVADA
MONTH DAY, 0000

MCNC

Community Day

FACILITATE CONNECTIONS
ACCELERATE ACTION
DRIVE INNOVATION

MCNC

News Now



“*We’re driven today by partnering with economic development leaders like MCNC to provide real-time education capabilities and job training to build and create jobs in NC.*”



JONATHAN VESTER
VP of Technology and CIO
Nash Community College

Customer Quote

What lessons about Cybersecurity can we learn from Star Wars?



Blog Post



Rural Broadband

How can we bring high-speed internet to the 750,000 North Carolinians that still don't have access?

[Learn More >](#)




News or Report


Email

MCNC

This is an example of a general MCNC email template.



NEW EPISODE
MCNC's Community Connect Podcast




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[Read More](#)

#TECHTUESDAY

Headline from the Blog About Networking

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

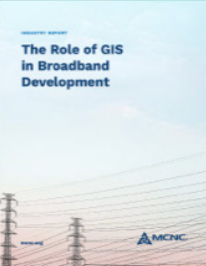


[Read More](#)

INDUSTRY REPORT


Headline About the New Report

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



[Read More](#)

Follow Us



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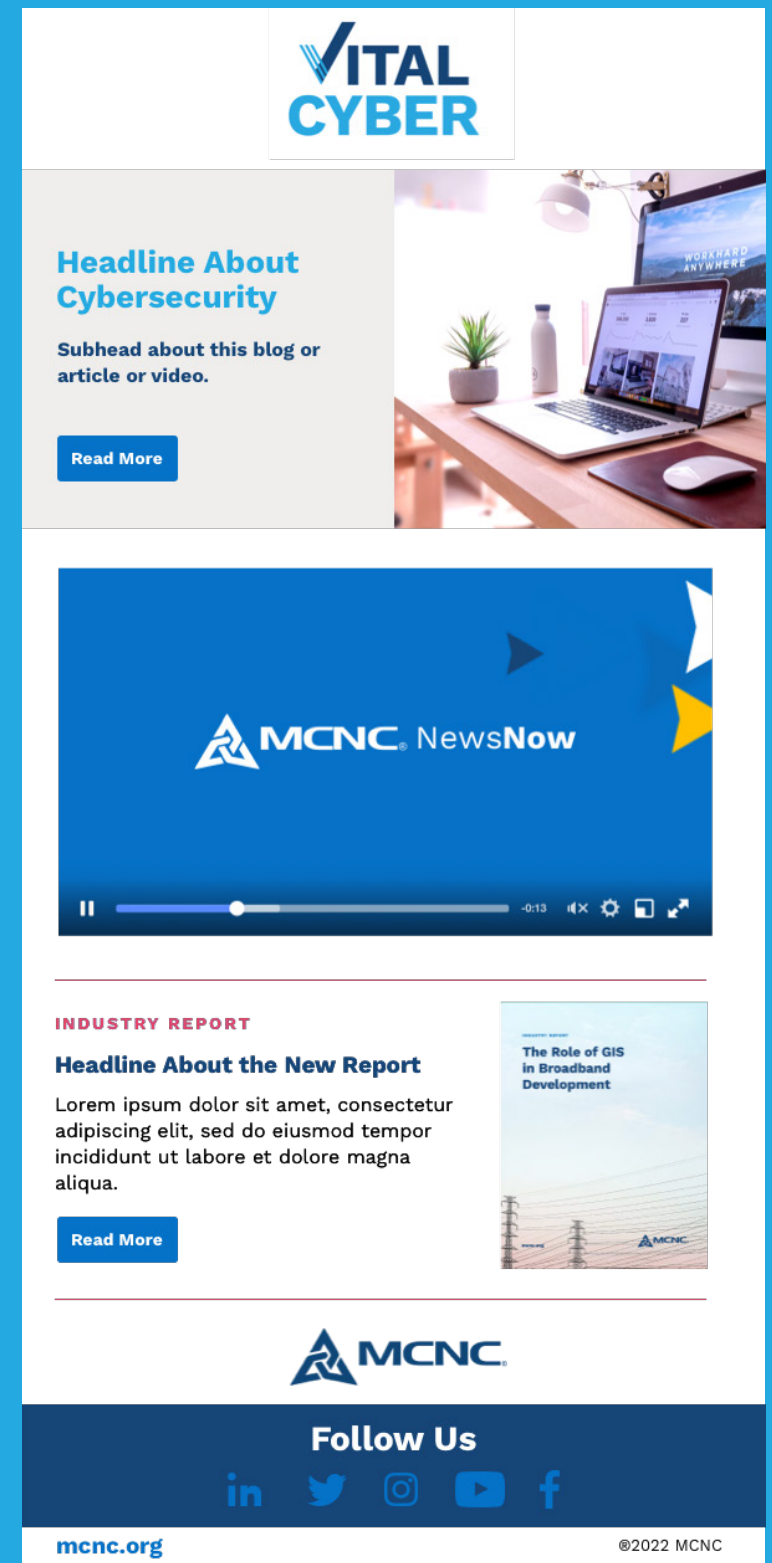
Email

VITALCYBER

This is an example of a Vital Cyber branded email template.

► DESIGN NOTES

THIS EMAIL REPRESENTS AN EXAMPLE OF THE VITAL CYBER SUB BRAND. NOTE THAT THE VITAL CYBER LOGO IS AT THE TOP, AND ROSE IS USED AS AN ACCENT COLOR.



Email


INTERCONNECT

This is an example of an NCREN branded email template.

DESIGN NOTES

THIS EMAIL REPRESENTS AN EXAMPLE OF AN INTERNAL EMAIL. BECAUSE THE EMAIL IS GEARED TOWARD EMPLOYEE ENGAGEMENT, THE DESIGN MAKES HEAVY USE OF ACCENT COLORS AND BRAND SHAPES & PATTERNS

Interconnect
MCNC EMPLOYEE NEWS




EVENTS

Food Truck Rodeo
November 11, 2022
4-6pm

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.


[Read More](#)



WELCOME

New Hire: First Lastname

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.




NEW ON THE INTRANET

Gingerbread Recipe from First Lastname


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.


[Read More](#)



Check out the MCNC playlist

[Listen](#)




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Video

SAMPLE STYLES

[Watch Animation >](#)

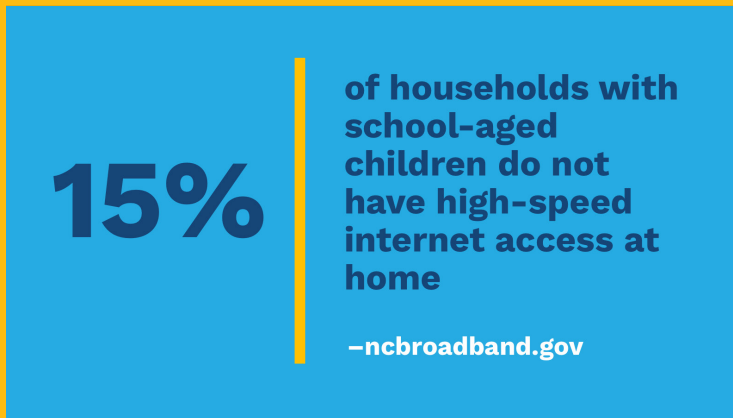
Intro



Lower 1/3



Chris Beal
VP, Cybersecurity Initiatives / CISO

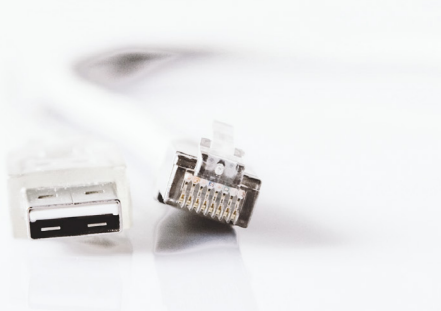



Sample Graphic



Outro

12
DAYS OF BROADBAND



 MCNC®

**Community
Day**

FACILITATE CONNECTIONS
ACCELERATE ACTION
DRIVE INNOVATION

 MCNC®

MCNC INTERCONNECT

**Food Truck
Rodeo**
NOVEMBER 1



 MCNC®

INDUSTRY REPORT

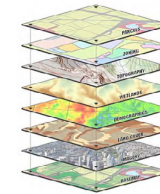
The Role of GIS in Broadband Development

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In the work of creating broadband-related opportunities for people of all communities, the question of “Where?” is an important one.

The availability of broadband can vary drastically from one location to the next, and the ways in which broadband can be made available to benefit a community depends on many factors like existing infrastructure, terrain, soils, digital literacy, adoption rates, community and local business goals, just to name a few. The magic of GIS is that it answers the question of “Where?”, and then combines that answer with the who, what, when, and sometimes why, to give us a more complete picture of the whole broadband landscape.



- ▶ **GIS stands for Geographic Information System**, and involves the gathering, mapping, and analysis of data that is linked to real-world locations. People often use the term “mapping” to mean GIS, but inside the profession, mapping usually refers specifically to the steps for getting data into a map and is only part of the value GIS brings to a given project.
- ▶ **Once in a map, layers of information can be stacked visually, then studied in unique ways to:**
 - Understand more about those layers,
 - Identify patterns that may otherwise be difficult to see,
 - Check for relationships between layers, and
 - Describe and sometimes quantify complex situations.
- ▶ **This part of GIS is called spatial analysis, and it can be applied to a seemingly infinite range of topics.**

One historical example of spatial analysis dates back to 1854, when physician John Snow (not the one from Game of Thrones) stopped a deadly cholera outbreak by tracking fatally-infected London residents on a paper map, observing that those cases were concentrated around what turned out to be a contaminated water pump on Broad Street. Dr. Snow talked city officials into removing that pump’s handle, and people stopped getting sick.

GIS

Geographic Information System

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THE ROLE OF GIS IN BROADBAND DEVELOPMENT ▶ P. 2

CASE STUDY

WXYC Uses NCREN to Pioneer Streaming Internet Radio



Before Pandora, Slacker, I Heart Radio or even Real Audio, innovators at UNC Chapel Hill figured out a way to stream a live radio broadcast on the internet with a high-speed connection to NCREN.

► **Business Overview**

The first radio program to be broadcasted online was in 1993, and it was a talk show about computers and the Internet. A year later, the music industry caught on and The Rolling Stones were the first to broadcast a concert live on the Internet. Radio stations soon followed and on Nov. 7, 1994, WXYC 89.3 FM Chapel Hill, a highly-acclaimed noncommercial-educational college station serving the university and surrounding areas, became the first traditional radio station to broadcast on the Internet. WREK (91.1 FM Atlanta, Ga.) started streaming the same day using their own custom software called CyberRadio1. However, unlike WXYC, this was WREK's beta launch and the stream was not advertised until a later date. UNC viewed this feat as an experiment as well as an indication of what the Internet could be as WXYC's around-the-clock format of eclectic music and specialty shows became available to anyone around the world.



► **Challenge**

The initial challenge was how to take one of the leading college radio stations in the country and broadcast it to anyone, anywhere in the world. Besides interoperability, one of the other major hurdles facing streaming media delivery was the quality gap. Admittedly, the first broadcast was rather poor in quality. But, in just a handful of years, streaming media technologies leapfrogged from less-than-standard definition to HD quality. Broadcast audio is typically mixed and delivered in 5.1 surround sound these days, whereas streaming audio is still largely a stereo affair (or even mono on occasion). Another challenge came from some on the newly-formed Internet Engineering Task Force (IETF) that formed in 1992, who feared that streaming radio would "break" the internet and eat up all the bandwidth. Connection requirements needed to be extremely high-speed with low-latency for streaming live broadcasts. And finally, there were several legal issues and hurdles to deal with in regards to licensing and copyrights and at the time there weren't any guidelines or precedents available for this kind of technology until years later with the Digital Millennium Copyright Act in 1998.

“*Frankly, we had a lot of listeners, we had great compression and great support from MCNC - they didn't even notice the difference of bandwidth that we were taking it up.*”

PAUL JONES
Director of Ibiblio

mnc.org

CASE STUDY: WXYC ► P. 2

Organizational Intelligence



Connectivity

- ▶ **Internet** High quality broadband Internet access optimized for MCNC's anchor institutions; includes access to national research networks such as Internet2 and direct private peering with high value global content providers
- ▶ **DDoS Protection** Threat traffic monitoring and remediation; scrubbing centers remove distributed denial-of-service (DDoS) traffic without compromising the network
- ▶ **Ethernet Transport** Carrier-grade Ethernet transport service to connect two or more locations together at Layer 2. Bandwidth rates between 10 Mbps and 10 Gbps available.
- ▶ **Wavelength Transport** Point-to-Point Ethernet transport service using dedicated optical carriers to connect two sites at 10Gbps or 100Gbps



- ▶ **Active Vulnerability Analysis** An automated service that continuously finds vulnerabilities on your external network and provides you with the information on how to fix the vulnerabilities.
- ▶ **Web Security Service** Cloud-based web content filtering and advanced security protection service; includes support for enterprise and mobile/remote users
- ▶ **DNS Security Filtering** Protection against malware, phishing, command and control, and DNS exfiltration at the DNS level.
- ▶ **Secure Application Access** Cloud-based service that gives users secure, straightforward access to specific applications without the need for access to your network.

Consulting

- ▶ **Network Consulting** Assistance with a wide range of network and security related projects and issues; includes comprehensive network assessments and wireless surveys.
- ▶ **Security Consulting & Advisory Services** Consulting and advisory services in all areas of information security and risk management, including cybersecurity program review, risk assessment and staff augmentation, e.g. "part-time CISO".
- ▶ **Video Design and Consultation** Assistance with video-conferencing equipment and wiring designs for standard or high-definition video-conferencing applications.

Data Center

- ▶ **Colocation** Data center server and data storage space that includes cooling, power, bandwidth and physical 24x7x365 security.
- ▶ **Managed Hosting** Hosting services as well as cloud-based web content filtering and advanced security protection service provided by MCNC's team of system and networking experts
- ▶ **Storage** SAN Storage (disk) that supports both NFS and iSCSI to connect storage to the local server.
- ▶ **Virtual Machines** Host or self-managed custom-built machines to your specifications.

Collaboration

- ▶ **Multi-point Video Conferencing** Cross-platform video conferencing services with options available for standard definition and high definition video.
- ▶ **Streaming** Plug in and go! streaming service that allows the broadcast of a live video to a specified number of viewers connected via the internet.
- ▶ **Desktop Video Conferencing** A collaborative, cloud-based video and web conferencing platform that allows multiple participants to join a virtual meeting

www.mcn.org

ABOUT MCNC

Connecting North Carolina to What's Next

MCNC develops and delivers high-quality Internet connectivity solutions and value-added technology services to propel our state forward.



mcnc.org



The Backbone of NC



MCNC owns, builds, and operates the North Carolina Research and Education Network (NCREN), a world-class broadband infrastructure that brings cost-efficient connectivity and technology services to every corner of our state. With regions ranging from rural to urban, mountain to coastal, NCREN scales to meet each community's broadband needs and provides value-added solutions to support their economic development, collaboration, and innovation.



► **4,000+ miles of fiber optic infrastructure:**

- Multiple high-capacity geographically diverse connections to Tier 1 commodity Internet providers
- Direct Layer 2 access to Amazon AWS Direct Connect, Microsoft Azure Express Route, and Google Platform Dedicated Interconnect
- Direct peering with major public cloud providers via high-capacity, geographically diverse peering with the Internet2 Peering Exchange
- High-capacity, geographically diverse "On-Net" caching engines from major CDNs and large content providers

► **MCNC's broadband connection includes:**

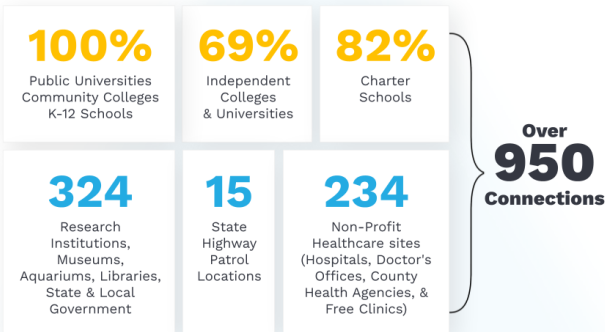
- Symmetrical up/down speeds
- Domain name service
- Enhanced DDoS protection
- IPv4 and IPv6 addresses
- Proactive 24x7x365
- NC-based support
- 99.2% client satisfaction

mcnc.org

THE ROLE OF GIS IN BROADBAND DEVELOPMENT ► P. 2

Who We Serve

Today, the MCNC community is more diverse than ever before with anchor institutions ranging from agricultural and cultural to electric co-ops and public safety.



August 2022 6

Who We Serve

MCNC's network, NCREN (The North Carolina Research and Education Network), is the backbone that connects anchor institutions including:



August 2022 4

Connect With Us

Today, the MCNC community is more diverse than ever before with anchor institutions ranging from agricultural and cultural to electric co-ops and public safety.



www.mcnc.org

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Training & Events



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linkedin.com/company/mcnc



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What We Do

We are the network, solutions, and services partner that securely connects North Carolina's community anchor institutions.

Our Solutions Include:



Connectivity
High-speed Broadband Internet, Fiber, Wavelength and Ethernet Transport



Security
Vital Cyber's Managed Endpoint Protection, SAA, AVA, DNS Security Filtering, and Web Security



Collaboration
VoIP, Software Licensing, and Video Services



Data Center
Colocation, Virtual Machines Managed Hosting, and Data Backup & Recovery



Consulting
Security Advisory, Network Advisory, and Video



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James M. Nester
Senior Director of Marketing & Client Engagement
919-248-1927
jnester@mcnc.org