

Marketing & Communications

The Marketing and Communications Office produces and manages the college's print and electronic media and branding guidelines for public-facing material. Please contact us if you need assistance with the design and production of any print, website, email, social media, photography or video marketing and communication projects.

[Colleen Gustafson](#)

[Brian Lundberg](#)

Social Media Guidelines

Starting a new social media account:

1. Complete checklist:
 - Platform: Facebook/Twitter/Instagram
 - Audience: who will you be targeting
 - Management: who will be posting/who will provide oversight
 - Purpose: what is your message/what are your goals
2. Meet with New Media Manager or Director of Public Relations
3. Discuss best platform options
 - Facebook – page or group
 - Twitter

- Instagram

4. Marketing/PR Office will provide next steps

Resources

[Social Media Guidelines and Best Practices
Detailed Plan and Expectations – Campus
MC Internal Social Media Workflow](#)

Employee Information & Resources

Directory Information

Submit your info for use on the college's website, nametags, office name plate and building directory.

Order Business Cards

Ordered in quantity of 250. Billed to your department.

Publicity Photo

New employees can schedule a time with Colleen Gustafson (gustafsc@mcpherson.edu or ext 2426). Current employees can have their photo retaken during the afternoon of the first Tuesday of each month.

MC Graphic & Logo Standards

[MC Graphic & Logo Standards.pdf](#) (August 2011)

MC Logos:



457 x 141 pixels, RGB version, jpg file. [CMYK version](#)



457 x 70 pixels, RGB version, jpg file. [CMYK version](#)



114 x 113 pixels, RGB version, jpg file. [CMYK version](#)

Please refer to the [MC Graphic & Logo Standards](#) for appropriate logo, color and font usage.

[Bulldog Athletics Brand Identity Guide](#)

[MC Bulldog Graphic Standards 2017.pdf](#)

To request Bulldog artwork for vendors, please contact marketing@mcpherson.edu with details of the application including size and number of colors.