

McPHERSON COLLEGE

BULLDOG MASCOT

A N D A T H L E T I C I M A G E R Y

Requirements for Use



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Primary Mascot Mark

McPherson College was nicknamed the "Bulldogs" in 1917, after a 60-pound white English bulldog named Ben, by sports writers and others in the state of Kansas who then saw in the college a rising athletic team that would secure high rank among the private denominational schools of the state at that time. Ben's master was E.D. Verink, the basketball coach at McPherson College.

On the basketball court between halves at games Ben would perform and romp with his master and the team. His fame as a mascot soon spread across the state. He attended all McPherson College games, whether at home or on foreign courts. A common sight on East Euclid Street in McPherson was Ben, harnessed and leashed to his master's bicycle, romping alongside, or rather, in front of the coach. Loyal McPherson citizens soon propagated the tale that Ben was pulling Coach Verink to the games.

This is the official mark of the McPherson College Bulldogs.

Specifications:

The official McPherson College Bulldog mascot may be reproduced only as specified below. **No other bulldog art, or variations of this mark should be created or used without prior approval from the McPherson College Office of Communications.**

Full Color (CMYK)

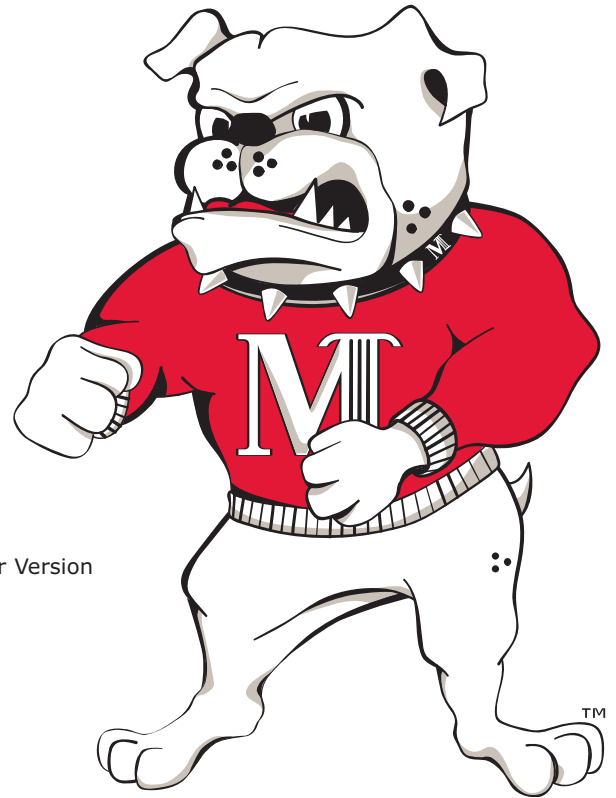
Red: Cyan:0%, Magenta: 100%, Yellow: 81%, Black: 4%
Gray: Cyan: 0%, Magenta: 4%, Yellow: 9%, Black: 24%
Black: Black: 100%

Three Color (Pantone)

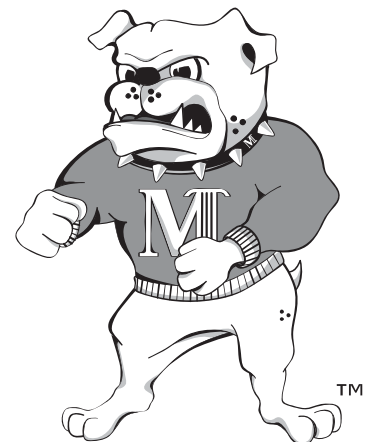
Red: PMS 186
Gray: PMS Warm Gray 4
Black: Black: 100%

Grayscale

Shirt: 50%
Body-shaded areas: 25%



Full Color/
Three Color Version



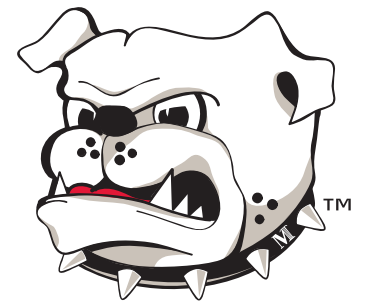
Grayscale Version

Bulldogs Head Mark

This official mark may be used in place of the full-body version of the McPherson College Bulldog mascot mark.

Specifications:

Same as above.



Full Color/
Three Color Version



Grayscale Version

Bulldogs Word Mark (with head)

This official mark may be used on McPherson College athletic promotional materials or other correspondence.

Specifications:

The official McPherson College Bulldog word mark may be reproduced only as specified below. No other variations of this mark should be created or used without prior approval from the McPherson College Office of Communications.

Full Color (CMYK)

Red: Cyan:0%, Magenta: 100%, Yellow: 81%, Black: 4%

Gray: Cyan: 0%, Magenta: 4%, Yellow: 9%, Black: 24%

Black: Black: 100%

Three Color (Pantone)

Red: PMS 186

Gray: PMS Warm Gray 4

Black: Black: 100%

Grayscale

Red: Black: 50%

Gray: Black: 25%

Black: Black: 100%



Full Color/
Three Color Version



Grayscale Version

Bulldogs Word Mark (without head)

This official mark may be used on McPherson College athletic promotional materials or other correspondence.

Specifications:

Same as above.



Full Color/
Three Color Version



Grayscale Version

Other College Marks

This official McPherson College logo and seal may be used as shown below. In some cases, the "M" may be used alone, however, any deviations from what is shown below should be approved by the Office of Communications. For more information, refer to the McPherson Graphics Standards Manual or contact the McPherson College Office of Communications.



Official Colors

For printing purposes, the official red of McPherson College is Pantone #186. The gray used in some of our marks is Pantone Warm Gray #4.

The Office of Communications

The McPherson College **Office of Communications** is located in **Beeghly Hall, room 201** and is available to answer all questions regarding use of the college's marks and imagery. Please contact a member of the communications staff before publishing anything which may not meet the college's graphics standards.

Color and black and white versions of all college marks are available electronically or printed by contacting the Office of Communications at **620-241-0742 ext. 1130** or by e-mail at **hendricd@mcpherson.edu**.

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