

# 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.

## [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](#)

## **Communications Project Guidelines and Production Process**

[Project Guidelines 2021-2022](#)

## **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 the quantity of 250. Billed to your department.

### **Request Email Signature**

Not available. We are looking at an automated system for e-signatures.

### **Publicity Photo**

Communications will email out a schedule for faculty and staff to get new photos taken at the start of each semester.

### **MC Digital Letterhead**

## **MC Graphic & Logo Standards**

[McPherson College Brand Guidelines \(June 2019\)](#)

*Please refer to the brand guidelines for appropriate use of*

*Logos.*

Logos for print use (CMYK):



Logos for online use (RGB):



## **Bulldog Athletics Brand Identity Guide**

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

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