

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 with details of the application including size and number of colors.