



McPherson College

ATHLETICS BRAND IDENTITY GUIDE

McPHERSON COLLEGE ATHLETICS BRAND

Introduction

While logos and marks are not the sole elements of a brand, they are its visual representation and extension. The Bulldog mark represents the McPherson College athletics brand has been designed to reinforce the essence of our school spirit and accomplishments. It is a symbol of pride for Bulldogs everywhere and represents the character of the original mascot, "Ben" who stood for honor, loyalty and toughness.

While a memorable and effective identity takes years to build, it can quickly erode through a failure to protect and accurately implement the visual elements that define it. When independent, decentralized identities and symbols are used it creates confusion in the minds of the audience and weakens the brand.

To help maintain brand consistency, we require all parties utilizing any element of the McPherson College athletics brand to meet the specifications outlined in this guide.

The guide includes examples of the acceptable Bulldog marks, color variations, sport specific options and recommendations for athletics gear and apparel.

For any questions regarding the McPherson College athletics brand, acceptable uses and any other use not described in this guide, please contact the Marketing Office at 620-242-0429 or marketing@mcpherson.edu.

HISTORY OF THE BULLDOG

Ben the Bulldog

The original McPherson College mascot was a living, breathing 67 pound English Pitt Bull named Ben, owned by Ellis D. Verink who coached basketball from 1915-17.

In the 1948 McPherson College Alumni Newsletter, an letter to the alumni office from Verink described Ben and how he came to be the mascot. Ben was "...one of the best-natured dogs..." with a "...streak of something that would not allow him to be pushed around." He goes on to describe him as loyal and dedicated to keeping his eye on Euclid St., never one to pick a fight, but "...entirely successful in defending his honor," if an offending canine had other activities in mind.

Ben was also described as acutely interested in every player that came off and to the bench in basketball games, thoroughly sniffing them over and giving them all his approval.

Ben the bulldog stood for honor, loyalty, good-naturedness with a bit of spunk and a whole lot of toughness. He cared about "his team" and accepted them as they were. Being a bulldog at McPherson College wasn't just a default label; it meant something and stood for something then – and it still does today.

The Bulldog Mark

While the Bulldog has been the college mascot since the early 1900's it was usually represented through various versions of clip art.

It wasn't until 2004 that McPherson College had an original visual representation of the Bulldog which was created by alumnus and then director of communications Darren Hendricks '96.

In 2015, a competition was held to redesign the mascot inviting those who care most about the college – alumni, students, faculty and staff – to actively participate in determining the new Bulldog brand. The designs of four alumni - Nathan Holthus '16, Evan Hiebert '14, Cord Cunningham '14, and Darin Donaho '08 - we're voted on by the college community with Hiebert's design selected to be the new Bulldog.

PRIMARY MARK



SECONDARY MARKS



OFFICIAL COLORS

The Bulldog mark colors are based of the McPherson College Brand standards.



MC Red
Pantone 186
CMYK: 13, 100, 100, 4



MC Light Gray
Pantone Warm Gray 4
CMYK: 23, 20, 25, 0



Black



White

COLOR VARIATIONS

Four Color



Three color



Two color



One color



ATHLETIC PROGRAM MARKS

Athletic programs may choose to use a sport specific version of the Bulldog mark. Each program has a set of two mark options: text and icon.

The text option lists the sport title below the main Bulldog mark and is available in 1, 2, 3 and 4 colors versions.

The icon option has a graphic representation of the sport below the Bulldog mark and is available in 1, 2 and 3 color versions.

4 color

3 color

2 color

1 color

Baseball



Basketball



Softball



Cross Country



Tennis



Football



Track/Field



Soccer



Volleyball



RETAIL GUIDELINES

UNACCEPTABLE USES



For questions regarding the use of McPherson College trademarks, please contact:

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