

Brand Guidelines

Naming

The full name of our institution is McPherson College. After first reference, using MC or McPherson is acceptable. In situations where McPherson College is not known, use the full name for clarity. McPherson may also be referenced as a college (in lowercase). Please note, we are a four-year college but not a university.

McPherson College

FORMAL NAME

McPherson

SHORTHAND

MC

SHORTHAND

Logos

The McPherson College logo represents us at the highest level and using it correctly is vital to our brand identity. It acts as a signature, an identifier, and a stamp of quality. It is, and always should be, the most consistent component in our communications.



STANDARD



ISOLATED MARK

Alternate Logos

Below are alternate versions of the logos and logo elements to be used in specific applications where the primary versions of the logo are not logistically or visually feasible.



ALTERNATE APPROVED VERSIONS

These alternates should be rarely used in favor of the full standard logo. When situations dictate the need of a horizontal logo, one of these 2 options should be used. Ample space should be given around these as in others.



USE ON FIELDS OF COLOR

When using the logo on a red background, use a reversed out logo with all elements in white. Do not use the standard logo with a red mark on this background.

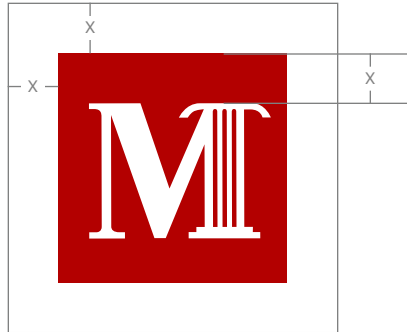
When using the logo on a black background, use a red and white logo as shown here,



IDENTITY AND EXECUTION

Logo Usage

Below are guiding factors to take into account when using the logo.



CLEAR SPACE

A proper amount of clear space around the logo ensures prominence and legibility. For the isolated mark, the space is proportionally equal to the top inner border. For the standard logo, the space is equal to half of the height of the mark, with slightly less being required on the bottom.



Practices to Avoid

Below are examples of logo treatments, styles, effects, and applications to avoid in order to keep our brand identity consistent.



Do not stretch, condense, or change the aspect ratio of the logo.



Do not skew or bend the logo in any way.



Do not rotate or angle the logo.



Do not alter the the placement or scale of components within the logo.



Do not rearrange the placement of the text within the logo.



Do not remove elements from the logo.



Do not change or replace the typefaces used within the logo.



Do not change the color of the type other than those specified in this document.



Do not add any extra elements to the logo.



Do not crop the logo.



Do not change the colors in the logo other than what is specified in this document.



Do not add a drop shadow or other effects to the logo.

Our Colors

Color serves as one of the most recognizable aspects of our identity. Using these colors appropriately helps ensure that our communications remain consistent and cohesive.

McPherson's primary colors are red and white. Just like with type or imagery, proper color usage helps create a consistent visual aesthetic and supports visual communicates to enhance meaning.

With our color palettes, our goal is to create a palette unique to McPherson and relevant to the community, culture, and aspirations of the institution.

Color Builds

When using color builds, always use the color values listed here as they have been adjusted for the best reproduction on screen and in print. Using the correct values when working with color ensures consistency.

PRIMARY COLORS

MCPHERSON RED PMS 2350 CMYK 22/100/100/18 RGB 167/0/0 HEX #A70000	DARK RED PMS 4975 CMYK 49/80/73/75 RGB 59/11/10 HEX #3B0B00	WHITE PMS 2755 C, 2765 U CMYK 0/0/0/0 RGB 255/255/255 HEX #FFFFFF	BLACK PMS BLACK 6 CMYK 64/67/73/83 RGB 24/11/0 HEX #180B00
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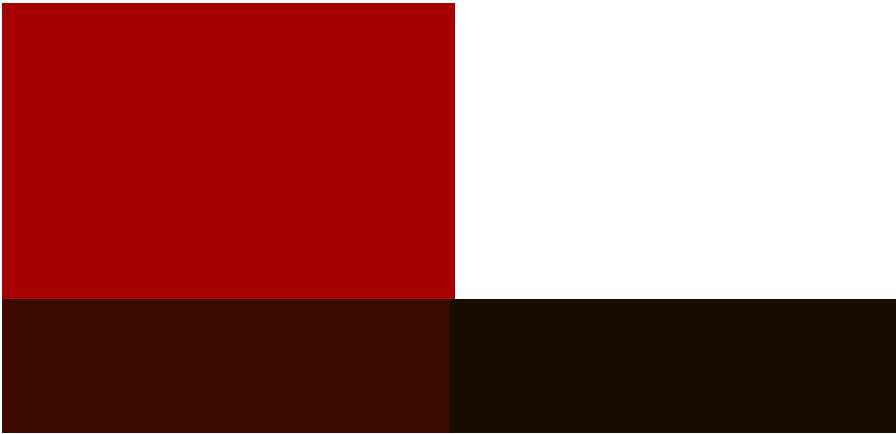
SECONDARY COLORS

PMS 3272 CMYK 79/12/46/0 RGB 9/165/154 HEX #09A59A	PMS 2242 CMYK 81/7/71/0 RGB 0/168/118 HEX #00A876	PMS 388 CMYK 22/0/98/0 RGB 210/224/35 HEX #D2E023	PMS 104 CMYK 31/38/100/5 RGB 179/145/9 HEX #B39109	PMS 718 CMYK 16/82/100/6 RGB 198/76/10 HEX #C64C0A
HEX #003833	HEX #004C3C	HEX #8A9318	HEX #867807	HEX #903202
HEX #001C1A	HEX #00261E	HEX #45490C	HEX #433C02	HEX #290F02

TONAL COLORS

CMYK 52/43/43/8 RGB 128/128/128 HEX #808080	CMYK 33/28/34/0 RGB 176/170/161 HEX #B0AAA1	CMYK 8/6/6/0 RGB 232/232/232 HEX #E8E8E8
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Color Usage



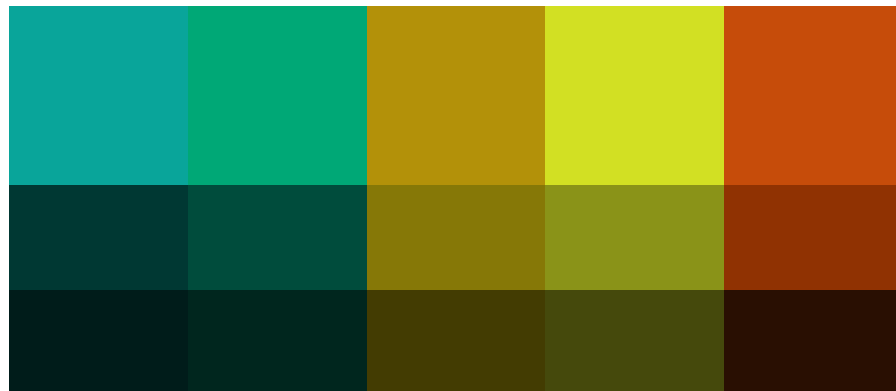
PRIMARY COLORS

With our primary palette, we stay close to home with deep, vibrant reds, maintaining the original McPherson red as our primary color. A healthy balance of white lets us call upon the open-minded community and spacious campus environment in our identity.



TONAL COLORS

Our tonal palette provides an additional layer of neutral options for flexibility, especially in the digital space.



SECONDARY PALETTE

In our secondary palette, we pull influences from program subject matter and community interests—like the rust orange alluding to the well-known Auto Restoration program, and the lemon yellow pulling on the creativity around student-designed majors. Darker shades of the secondary palette are included for web-only uses.

Typography

Bold. Open. Respected.

With our typography treatments, we build on other brand elements—including color and photography—to create a look and feel that is both bold and open, leading McPherson to have an established, respected identity.

POPPINS

Lorem ipsum...

Aa Aa

Black

Aa Aa

Bold

Aa Aa

Medium

Aa Aa

Light

SECONDARY TYPOGRAPHY

Poppins

This strong, modern serif creates an open, welcoming, future-focused aesthetic.

MERRIWEATHER

Lorem ipsum dolor...

Aa Aa

Black

Aa Aa

Bold

Aa Aa

Regular

Aa Aa

Light

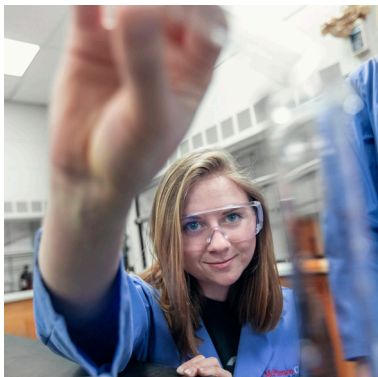
SECONDARY TYPOGRAPHY

Merriweather

This established, yet modern serif alludes to McPherson's history and academic attributes.

Photography

Photography serves as the most powerful visual asset we have to help tell our story. By creating a consistent style and being intentional about our usage, we create a look that is unique to us. Whether using stock photography or shots captured on our own accord, the following principles apply in order to capture the McPherson experience at its core.



SUBJECT MATTER

Photography should showcase a mixture of student experience, academics, industry partnerships, and location or environmental details.



Photo Style

With photography, our goal is to capture the McPherson experience and tell that story through imagery. With that in mind, the following style notes help us make sure our imagery is aesthetically and compositionally consistent.

LIGHT

Utilize natural and ambient light and atmospheric elements to create visually interesting compositions. If needed, lighting elements can be used if intended to mimic ideal natural light, but should not be apparent. Gels may be used to subtly create atmosphere. Faux light sources should not be apparent.

FOCUS

Utilize a range of exposure and aperture settings to help create a breadth of composition types. Backlit subjects and unconventional lighting environments prove challenging, but create visually interesting, authentic imagery. When applicable, expose for factors like skies, open flames, screens, etc. like the sun, windows, or doorways.

DEPTH

Shooting through, over or under foreground objects can help frame and create a visually interesting composition that conveys a sense of place and scale.

POINT-OF-VIEW

Subjects should not feel posed or directed—even though there may have been some direction given. Camera point-of-view should be participatory. Some portrait photography with camera aware subjects is warranted, but subject(s) should be in-situ—in an interesting environment—with a clear focus on the subject(s).

TEXTURE

Shooting creative or closely cropped detail images of environmental or textural elements create moments of visual interest. From tools hanging in the workshop to sheet music on paper, abstract thematic or topical subject matter adds another layer to a layout or composition.

Contact

For questions, files, or advice on proper logo usage, please contact the McPherson College Marketing Office located in Beeghly Hall, room 201.

The Marketing Office is available to answer all questions regarding use of the college's marks and imagery. Please contact marketing staff before publishing anything which may not meet the college's graphics standards.

Color and black and white versions of all college marks can be requested by contacting marketing@mcperson.edu or 620-242-0429.