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OUR MISSION

The mission of McKendree University is to provide a high quality educational experience to outstanding students. We guide our students in the pursuit of academic excellence which will prepare them for leadership roles in our society. To achieve this end we encourage broader vision, enriched purpose, engagement with community, commitment to responsible citizenship, openness to new ideas and dedication to lifelong learning.

OUR R-E-A-L PURPOSE

To prepare students to value and exhibit Responsible Citizenship, Engagement, Academic Excellence and Lifelong Learning.

OUR PROMISE

To provide students an exceptional, personalized education in a vibrant and engaging academic community.

OUR VALUES

- We are a values-based institution. We believe the best way to teach values is to model service, generosity, respect and acceptance through our behavior.
- We value students as individuals. We encourage open dialogue, free inquiry and mutual respect among students from diverse backgrounds.
- We value a holistic education. We nurture the development of the whole person—mind, body and spirit. We offer educational opportunities that develop our students' intellect, analytical abilities, research capabilities, creativity and sense of identity. We cherish our historical relationship with the United Methodist Church.
- We value experiential and engaged learning. We encourage students to learn by doing, to study abroad, to take part in community service and to engage in our rich co-curricular programs.
- We value our community. We expect the members of our community to treat each other with mutual respect in all aspects of campus life. We strive to be good stewards of our students as we seek to weave them into our community. We want our students to be members of the “McKendree family.”



In 1828, McKendree University was founded by frontier Methodists, making it the first college established in Illinois. Since that time, our University has earned a reputation providing students with the best education and support needed to accomplish their goals.

The proper usage of taglines, email signatures, fonts, logos, marks, web content, photographs and editorial style not only strengthens recognition for the University but also projects McKendree's established reputation onto all of the many individual entities that make up our University. This brand standards guide has been produced as a quick reference tool to help the many communicators throughout the University follow a style that is consistent and appropriate for various audiences, both internal and external.

We encourage you to become familiar with the graphic identity and editorial style guidelines and to apply it to any publications you create, web pages you develop or text you write on behalf of the University. Of course, matters of style and usage continue to evolve, and as they do we will continue to review and update the manual. Please contact the Office of Communications and Marketing for additional information regarding the guidelines in this guide and for advice on appropriate usage.

Taglines/Branding

The official McKendree tagline “Make Your Mark” should be used in all University publications. Secondary taglines (Continue Your Story, Bearcats Unleashed, etc.) in conjunction with “Make Your Mark,” can be used with permission from University Communications and Marketing for special milestones and initiatives. When using the secondary tagline, “Make Your Mark” must be located on the same page or graphic.

E-mail Messages

All University communications, including e-mail, are a reflection of the institution. Consequently, it is important that e-mail messages sent from University accounts are professional in appearance. The following is to be observed when sending e-mail:

- All messages sent should carry no background image, unless approved by the University Communications and Marketing Office. Many e-mail clients and mobile devices block the appearance of images. Images can also increase the size of e-mail in-boxes exponentially. For those with in-box size limits, this can be problematic.
- Signatures should include name, title, and contact information. An optional line to include your professional social network links is also acceptable on the last line. Occasionally you will be asked to include approved copy from the Office of Communications and Marketing (i.e. REAL statement, FORWARD campaign logo, important dates to convey, etc.). There should be no literary quotations, Bible passages, or other statements that are a reflection of the individual rather than the University.
- Use a simple 12-point standard font. Non-standard typefaces and HTML may not translate well across e-mail clients.
- All messages should be in black or RGB purple. (82R, 36G, 127B)
- For external messages, there should be a salutation and a condensed signature (see example).

Standard E-Mail Signature Formats:

External Signature:

Name (bold)
Title
McKendree University (appears on its own line)
Address | State, City Zip
Phone | Mobile (optional) | Fax (optional)
Email Address | Web Address
An optional line to include your professional social network links is also acceptable on the last line

FORWARD Logo or REAL statement (not both)

Internal Signature:

Name (bold) | Title | Email | Phone | Mobile and Fax (optional)
An optional line to include your professional social network links is also acceptable on the last line

FORWARD logo or REAL Statement (not both)

Sample Signatures:

External Signature:

Krysti Connelly
Executive Director for Communications and Marketing
McKendree University
701 College Road | Lebanon, IL 62254
(618) 537-6861 | (618) 537-6877 fax
khconnelly@mckendree.edu | www.mckendree.edu
Follow us: facebook.com/McKendreeU | twitter.com/McKendreeU

Providing a high quality educational experience to outstanding students.
Responsible Citizenship--Engagement--Academic Excellence--Lifelong Learning

or



Internal Signature:

Krysti Connelly | Executive Director for Communications and Marketing | khconnelly@mckendree.edu | (618) 537-6861
Follow us: facebook.com/McKendreeU | twitter.com/McKendreeU

Consistent use of typography is a simple way to align our visual identity and project a unified institutional image.

Based on its clean lines, usability, and compatibility with the logo, Adobe Garamond Pro Bold is our signature font. It is used in our wordmark. For stationary and business cards, Adobe Garamond Pro Regular and Adobe Garamond Pro Italic is used.

The font combination of serif header/sans serif body copy is the recommended standard for all University communications.

Recommended typefaces for titles, headers, subheads and subtitles include:

Adobe Garamond Pro
Bold, Bold Italic

Arial
Bold, Bold Italic

Gills Sans
Bold, Bold Italic

Univers65 (Athletics only)
Bold, Bold Opaque

ADOBE GARAMOND PRO BOLD
ADOBE GARAMOND PRO BOLD ITALIC

ARIAL BOLD
ARIAL BOLD ITALIC

GILLS SANS BOLD
GILLS SANS BOLD ITALIC

UNIVERS 65 BOLD
UNIVERS 65 BOLD OPAQUE

Recommended typefaces for body copy include:

Adobe Garamond Pro
Bold, Bold Italic, Regular, Italic

Arial
Bold, Bold Italic, Regular, Italic

Helvetica
Regular, Opaque

Minion Pro
Regular, Italic

Univers55 (Athletics only)
Roman, Opaque

ADOBE GARAMOND PRO BOLD
ADOBE GARAMOND PRO BOLD ITALIC
ADOBE GARAMOND PRO REGULAR
ADOBE GARAMOND PRO ITALIC

ARIAL BOLD
ARIAL BOLD ITALIC
ARIAL REGULAR
ARIAL ITALIC

HELVETICA REGULAR
HELVETICA OPAQUE

MINION PRO REGULAR
MINION PRO ITALIC

UNIVERS 55 ROMAN
UNIVERS 55 OPAQUE

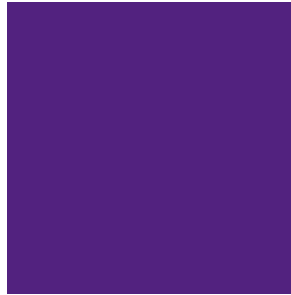
Consistent use of color supports visual cohesion across our communications and leverages emotional resonance with our brand.

The two choices of pair colors to reproduce McKendree University purple and gold are Pantone 2617C (purple) and Pantone 457C (gold) or Pantone 2685U (purple) and Pantone 110U (gold).

Using the Pantone Color Matched System, (PMS), is the preferred printing method.

Pantone 2617C and Pantone 457C are to be used on coated paper stock and for situations where printing is restricted to process colors, campus print shop, desktop printers, office printers, web, email and the matching of specialty inks.

Pantone 2685U and Pantone 110U are to be used when printing on an uncoated paper with an off campus printing company only.



McKendree University marks (purple) for coated paper stock

PANTONE 2617C

PANTONE 2617C
break down for different applications
C 79 R 82 H 271
M 100 G 36 S 72
Y 0 B 127 B 50
K 15



McKendree University marks (purple) for uncoated paper stock

PANTONE 2685U

PANTONE 2685U
break down for different applications
C 96 R 51 H 246
M 100 G 42 S 69
Y 0 B 134 B 53
K 10



McKendree University marks (gold) for coated paper stock

PANTONE 457C

PANTONE 457C
break down for different applications
C 0 R 194 H 50
M 15 G 162 S 98
Y 100 B 4 B 76
K 28



McKendree University marks (gold) for uncoated paper stock

PANTONE 110U

PANTONE 110U
break down for different applications
C 0 R 241 H 51
M 12 G 203 S 100
Y 100 B 0 B 94
K 7

The McKendree University logo can be produced in two different ways.

- One (1) color art work: Pantone 2617C or Pantone 2685U (purple), white or black. White also can be considered as a “knock out color,” which is the color of the paper or background material.
- Two (2) color art work: Pantone 2617C or Pantone 2685, (purple) or black. White being used as a second ink color.



Background Density

When developing designs, see the samples of maximum density for a background color on this page as a guide to produce an appropriate display where the logo can easily be indentified against the background color. Do not use the logo on a dark or light background where it fades and is difficult to see.

While examples shown here use the McK cornerstone logo, the same regulations apply to the McKendree University logo in its entirety.



Maximum dark background density color for a purple logo



Maximum dark background density color for a one color black logo



Maximum light background density color for a one color white logo

A range of extended color options chosen to complement the core University colors provides flexibility while building alignment and consistency in print and on the web.

Print Colors

These tertiary colors work in concert with the University's primary colors. Whether selecting a single color or many, McKendree purple should always appear in a prominent way on any print communication materials.



PANTONE 349C
C 90 M 30 Y 100 K 19
R 0 G 115 B 5



PANTONE 364C
C 68 M 25 Y 82 K 8
R 93 G 143 B 86



PANTONE 368C
C 50 M 0 Y 100 K 0
R 141 G 198 B 63



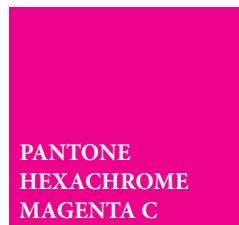
PANTONE 485C
C 0 M 100 Y 100 K 0
R 237 G 28 B 36



PANTONE 158C
C 0 M 70 Y 90 K 0
R 243 G 112 B 50



PANTONE 157C
C 100 M 0 Y 0 K 0
R 227 G 152 B 69



PANTONE HEXACHROME MAGENTA C
C 0 M 100 Y 0 K 0
R 236 G 70 B 140



PANTONE PROCESS CYAN C
C 100 M 0 Y 0 K 0
R 0 G 174 B 239



PANTONE 424C
C 0 M 100 Y 100 K 0
R 237 G 28 B 36

Web Colors

These web colors are supplemental colors to McKendree's purple and gold.



#78824f
C 53 M 35 Y 80 K 13
R 120 G 130 B 79



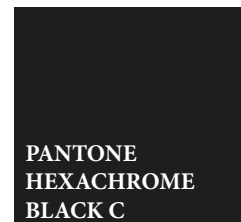
#6b8998
C 62 M 38 Y 32 K 2
R 107 G 137 B 152



#8a4618
C 31 M 75 Y 100 K 29
R 138 G 70 B 24



#9d986d
C 40 M 32 Y 65 K 4
R 157 G 152 B 109



#202020
C 72 M 66 Y 65 K 74
R 32 G 32 B 32

The McKendree University logo, seal and marks were designed to create a consistent brand. The primary logo and marks are used to represent the University and its programs.

So that McKendree can maintain the design integrity of its brand and maximize each logo's effectiveness as an identifier, it is mandatory that all logos be applied as indicated in this guide without modification. The logos are not to be altered in any way. Approved secondary identity elements may be used as supporting art, but they should always be clearly separated from our official marks.

The McKendree University logo is the most important visual element in the representation of the University. The primary horizontal logo is the desired logo for all visual communication of the University.

The secondary center stacked logo can be used in place of the primary horizontal logo when space is the main objective for display of the University logo. No text is to be included under the secondary center stacked logo.

The cornerstone logo can be used by any faculty, staff, organizations and groups for on campus communication as long as the words McKendree University is shown on the item were the cornerstone logo is being used. Any other display of the cornerstone logo must be approved by the Office of University Communications and Marketing.



Minimum Size 1 1/2" width

If using the primary horizontal logo in a small size, be sure to take readability into account. Poor readability can be a problem even for sizes larger than the minimum size.

The correct usage of the McKendree University primary horizontal logo is most important in the desired visual communication and representation of the University.

Regardless of the usage envisioned, *any change* to the McKendree University primary horizontal logo, secondary stacked logo or the cornerstone logo is strictly prohibited. Changes in color, proportion, type font, reducing, enlarging, and moving of elements, using logos in place of type in copy and displaying logo on a busy background are some examples.

Refer back to previous pages for general information, usage, color, background density. If uncertain about use, contact University Communications and Marketing Department.



PRIMARY HORIZONTAL LOGO

Examples of Improper Usage



Department Name

The Russel E. and Fern M. Hettenhausen Center for the Arts or The Hett logo can be reproduced by using the color jpeg or outline jpeg file. The color logo should be reproduced on a background following the standards used by University logo density backgrounds. The outline jpeg file is only the type portion of the logo. The logo can be reproduced in white or as a “knock out color” which is the color of the paper or background material.

Reproduction of The Russel E. and Fern M. Hettenhausen Center for the Arts must be approved through the Hett office before usage.

The program logos for the Graduate School, Online Program, Kentucky Campuses, Center at Scott Air Force Base, as well as logos for Schools and Departments follow all reproduction standards as the McKendree University primary horizontal logo.

These logos should only be used for marketing and correspondence of these department. Any usage outside these departments must be approved by said departments or the University Communications and Marketing department.



PRIMARY HORIZONTAL LOGO



The University seal is the formal identifier for McKendree University. It is *limited to official documents* such as commencement materials, contracts, diplomas, or awards.

The choices to reproduce McKendree University seal are Pantone 2617C (purple), Pantone 2685U (purple) and black.

Using the Pantone Color Matched System, (PMS), is the preferred printing method.

The seal can be embossed, gold foil stamped and watermarked. When reproducing the seal as an embossed, gold foil or watermark give the black artwork of the seal to give to your printer. Not recommended to be printed as a reverse on a dark background.



The paw, word and mascot marks can be used by any faculty, staff, organizations and groups affiliated with McKendree University for campus communication and marketing of University events and functions.

Follow the reproduction guide lines for each mark group on the proceeding pages.

Marks shown are only a representative sample of each McKendree University mark group.



PAW PRINT



WORD MARK



MASCOT
FULL FIGURE
MARK

McKendree University paw marks can be produced in three different ways.

- One (1) color art work: Pantone 2617C or Pantone 2685U, (purple), white or black. White, (see black and white sample) being used as a “knock out color” which is the color of the paper or background material.

- Two (2) color art work: Pantone 2617C or Pantone 2685U (purple) or black. White being used as a second ink color.

- Three (3) color art work: Pantone 2617C or Pantone 2685U (purple), Pantone 457C or Pantone 110U (gold) and white ink.

No other paw prints should be used, without permission from the Office of Communications and Marketing.



PAW PRINT



SWINGING PAW



INITIAL MARK WITH PAW



McKendree University word marks can be produced in three different ways.

- One (1) color art work: Pantone 2617C or Pantone 2685U (purple), white or black. White (see black and white sample) being used as a “knock out color” which is the color of the paper or background material.

- Two (2) color art work: Pantone 2617C or Pantone 2685U (purple) or black. White being used as a second ink color.

- Three (3) color art work: Pantone 2617C or Pantone 2685U (purple), Pantone 457C or Pantone 110U (gold) and white ink.



INITIAL MARK



WORD MARK



WORD MARK



WORD MARK



McKendree University mascot marks can be produced in three different ways.

- One (1) color art work: Pantone 2617C or Pantone 2685U (purple), white or black. White (see black and white sample) being used as a “knock out color” which is the color of the paper or background material.



MASCOT HEAD MARK



- Two (2) color art work: Pantone 2617C or Pantone 2685U (purple) or black. White being used as a second ink color.



MASCOT TITLE MARK

- Three (3) color art work: Pantone 2617C or Pantone 2685U (purple), Pantone 457C or Pantone 110U (gold) and white ink.

Mark shown when used on dark background



MASCOT FULL FIGURE MARK



The McKendree University sport marks were designed to create a consistent brand for the Bearcats. The primary logo and wordmarks are used to represent the Athletic Department and its activities and programs. All primary and secondary marks may not be used to represent any other academic or administrative program at McKendree University. Special use of the athletic identity is allowed for athletic-related groups, such as Cheerleading, Dance Team, Marching Band, and the Bearcat Booster Club. The sport marks may be co-branded with other McKendree University academic or administrative programs only with permission from the Director of Sports Information. For additional information regarding the use of McKendree athletic logos, and for advice on and approvals for their use, contact Scott Cummings at 618-537-6879.

So that McKendree can maintain the design integrity of its brand and maximize each logo's effectiveness as an identifier, it is mandatory that all logos be applied as indicated in this guide without modification. The logos are not to be altered in any way.

There are two choices of pair colors to reproduce McKendree University sport marks: Pantone 2617C (purple) and Pantone 457C (gold) or Pantone 2685U (purple) and Pantone 110U (gold).

Using Pantone Color Matched System, (PMS), is the preferred printing method.

Pantone 2617C and Pantone 457C are to be used on coated paper stock and for situations where printing is restricted to process colors, campus print shop, desktop printers, office printers, web, email and the matching of specialty inks.

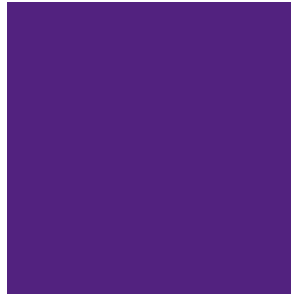
Pantone 2685U and Pantone 110U are to be used when printing on an uncoated paper with an off campus printing company only.

McKendree University sport marks can be produced in three different ways.

- One (1) color art work: Pantone 2617C or Pantone 2685U (purple), white or black. White (*see black and white sample*) being used as a “knock out color” which is the color of the paper or background material.

- Two (2) color art work: Pantone 2617C or Pantone 2685U (purple) or black. White being used as a second ink color.

- Three (3) color art work: Pantone 2617C or Pantone 2685U (purple), Pantone 457C or Pantone 110U (gold) and white ink.



McKendree University sport marks (purple) for coated paper stock

PANTONE 2617C

PANTONE 2617C
break down for
different applications

C 79	R 82	H 271
M 100	G 36	S 72
Y 0	B 127	B 50
K 15		



McKendree University sport marks (purple) for uncoated paper stock

PANTONE 2685U

PANTONE 2685U
break down for
different applications

C 96	R 51	H 246
M 100	G 42	S 69
Y 0	B 134	B 53
K 10		



McKendree University sport marks (gold) for coated paper stock

PANTONE 457C

PANTONE 457C
break down for
different applications

C 0	R 194	H 50
M 15	G 162	S 98
Y 100	B 4	B 76
K 28		



McKendree University sport marks (gold) for uncoated paper stock

PANTONE 110U

PANTONE 110U
break down for
different applications

C 0	R 241	H 51
M 12	G 203	S 100
Y 100	B 0	B 94
K 7		

The following two pages include examples of all of the approved McKendree University athletic marks.

McKendree University athletic icons and word marks can be produced in three different ways.

- One (1) color art work: Pantone 2617C or Pantone 2685U (purple), white or black. White (see black and white sample) being used as a “knock out color” which is the color of the paper or background material.
- Two (2) color art work: Pantone 2617C or Pantone 2685U (purple) or black. White being used as a second ink color.
- Three (3) color art work: Pantone 2617C or Pantone 2685U (purple), Pantone 457C or Pantone 110U (gold) and white ink.



ICON



PRIMARY MARK 1



PRIMARY MARK 2





This web guide promotes the University's brand in the finest and most consistent way. By using these essentials as part of your web strategy, together we create better identification of the McKendree University brand.

Graphics – Requests for graphics and images may be submitted to khconnelly@mckendree.edu or 618.537.6861. The desired size, concepts, copy, and photography (or suggested imagery) should be submitted along with a request.

The Office of University Communications and Marketing provides training and support for the official McKendree University website and content management system. For details, contact Mike Embrich at maembrich@mckendree.edu or 618-537-6550.

Headers and Footers

Sites and pages built within the University's official content management system are required to use the official McKendree University header and footer options. The University logo is required to be coded as a link back to the main site. See the "University Logo" section of this manual for explanation of institutional and athletic logo use.

McKendree University Logos

Wherever the McKendree University logo graphic is used, it must be one of these approved images and used no smaller than 450 x 75 pixels (or 1½" x ¼"). Logos should never be distorted and must be scaled proportionately. Logos must be used only in the approved colors as shown. McKendree logos should never include animation and/or 3-D modeling components.

These logos may not be altered or changed in anyway. If the logos provided do not meet specific needs, Michael Embrich, may be contacted at maembrich@mckendree.edu or 618-537-6550.

Approved Program Logos

Logos approved the University Communications and Marketing office are the only program logos authorized to be used on the official McKendree University website.



PRIMARY HORIZONTAL LOGO



PRIMARY HORIZONTAL LOGO
shown in white on a dark background



MCKENDREE
UNIVERSITY
SECONDARY CENTER STACKED LOGO



CORNERSTONE LOGO



PAW PRINT MARK

McKendree University Seal

The University seal is not authorized for use on the Web.



McKendree University Athletic Marks

All athletic marks are only authorized for use by the Athletic department.

Fonts

All web content should default to the content management system's cascading style sheet (CSS) for consistency. Arial is the preferred font for text. If copying and pasting from Microsoft Word to the content management system, be sure to remove all other font families, colors, and sizes. Failure to remove font families, colors, and sizes creates a multitude of coding errors and issues within the page.

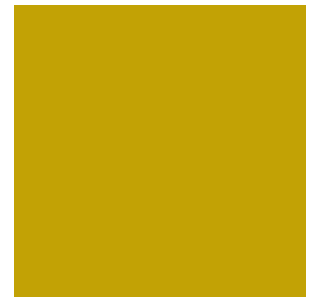
Web Color Palette

Color is a vital ingredient in developing a strong identity. Using the official University color palettes will provide consistency throughout McKendree University web pages.

Our primary palette consists of #52247F (purple) and #c2a204 (gold).



#52247F (purple)
R 82
G 36
B 127



#c2a204 (gold)
R 51
G 42
B 134

Web Standards: Images

A. McKendree Photo Gallery

A variety of university images for use on university Web pages can be found at the McKendree Picasa account: www.mckendree.edu/photos

B. File Types

GIF and JPEG are the most common file formats for web graphics. Use PNG files for images using transparencies.

C. Image Requirements

- Maximum 72 DPI resolution
- Maximum 2 MB file size

D. ALT Tags (Image Names)

Always include descriptive “ALT” tags when naming and loading

images to the content management system. Providing a textual description of the image allows accessibility for users with visual disabilities.

E. Choosing the Correct Image

A few points to consider when choosing images for your Web page:

- Beware of the following: bad lighting, bad cropping and unfortunate background objects/scenery.
- Ensure that the images you choose cannot easily be dated or be prepared to update them regularly.

F. Image Editing

The easiest image-editing tool is Paint.NET. If you do not have the means to edit your own images or need images to be “photoshopped,” contact khconnelly@mckendree.edu or 618.537.6861.

G. File Naming

Almost every type of image file can be indexed by search engines and naming each file appropriately (i.e. with the right keywords) can help with search engine optimization (SEO). Here is an example:

An image of Bothwell Chapel:
`mckendree_bothwell_chapel.jpg`