



BRAND



GUIDELINES

VERSION 1.0



MCLA

02 VERBAL

If positioning is what distinguishes us, then our voice and messaging is how we want to talk about it. The verbal guidelines that follow, including the brand narrative and brand voice, defines direction for how MCLA communicators can best tell our story to the world.

Each story we tell should have an authentic tone that feels distinctively MCLA. The first step is to commit the personality words to memory as a reference. The second step is to use the following guidelines and tips as a stylistic gauge:

VOICE AND TONE

PERSONALITY WORDS

Creative

PERCEPTIVE, ORIGINAL, CONFIDENT

Progressive

ENGAGED, DETERMINED, OPTIMISTIC

Diverse

MULTIDIMENSIONAL, CULTURED, UNDERSTANDING

WRITING TIPS

1. KEEP IT SIMPLE.

Experts, it is said, can explain their subject to a 1st grader. Even at MCLA, where we may write about some of the most complex subjects in the world, the rule applies all the same: Keep it simple.

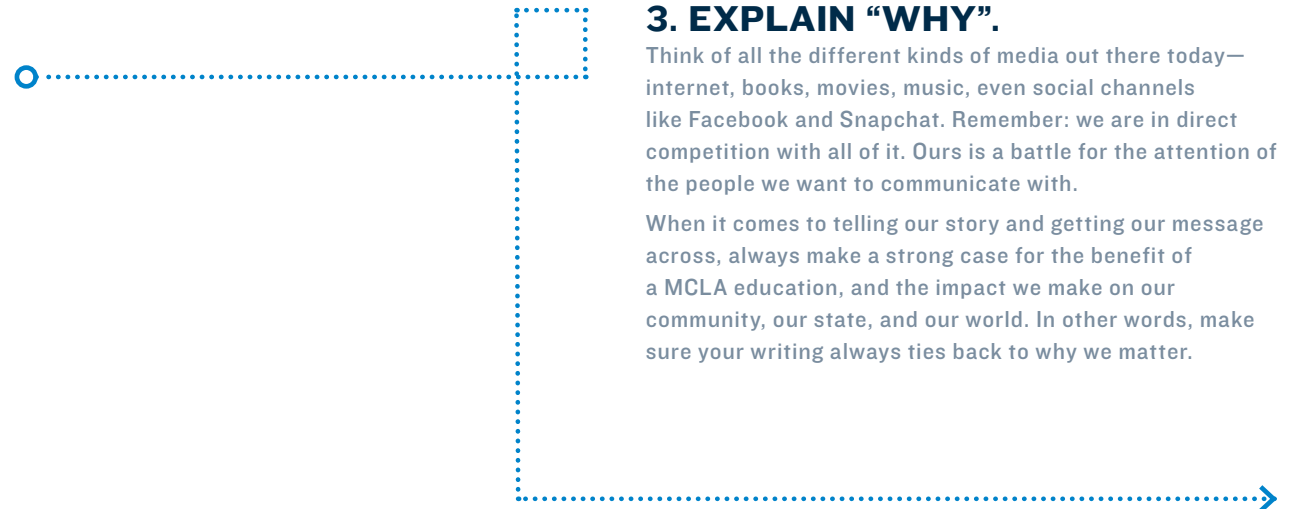
2. BE CONCISE.

Our audiences tend to lose patience rapidly. Not because people are unintelligent, but because they're constantly distracted by the endless barrage of media in our daily lives. Keep that in mind when writing and get to the point.

3. EXPLAIN "WHY".

Think of all the different kinds of media out there today—internet, books, movies, music, even social channels like Facebook and Snapchat. Remember: we are in direct competition with all of it. Ours is a battle for the attention of the people we want to communicate with.

When it comes to telling our story and getting our message across, always make a strong case for the benefit of a MCLA education, and the impact we make on our community, our state, and our world. In other words, make sure your writing always ties back to why we matter.



03 VISUAL

The success of our brand identity hinges on how well we execute the details of our visual language — the logo, color, photography, typography, and graphic elements. The following section will describe how to maintain consistency in everyday design decisions so that all of us communicate the MCLA story in a unified, powerful way.

Wordmark

Our wordmark is our visual signature in its most basic form. It is one of the primary ways the brand is identified by our internal and external audiences. If we treat it with respect, it will build equity over time.

MCLA

Secondary

In instances where the wordmark is viewed by an audience unfamiliar with the college (e.g. out-of-state student prospects, etc.), lock the wordmark up with the "Massachusetts College of Liberal Arts" qualifier.

MCLA

MASSACHUSETTS COLLEGE OF LIBERAL ARTS

Seal

The Seal is used exclusively for official MCLA materials, such as diplomas and the President's stationery. Never apply the seal to informal marketing materials.



Clear Space

The safe area for our wordmark is measured using the width of the "A". This ensures that the Clear Space scales relative to the wordmark.



Minimum Size

To maintain full legibility, never reproduce the wordmark at sizes smaller than .25 inches tall or the secondary logos at sizes smaller than .75 in tall. There is no maximum size.

MCLA  .25 IN

MCLA  .75 IN
MASSACHUSETTS COLLEGE OF LIBERAL ARTS

Restrictions

Avoid these common violations to ensure the wordmark is used consistently across all platforms.

MCLA

DO NOT stretch, condense or change the dimensions of the seal or wordmark.



DO NOT place the wordmark or seal on a busy photograph or pattern.

MCLA

DO NOT alter or replace the typefaces in the identity.

MCLA

DO NOT change the colors of the identity beyond the approved brand palette.

MCLA

DO NOT apply drop shadows or other visual effects to the identity.

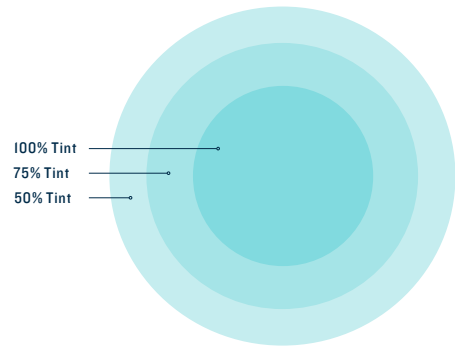
MCLA

DO NOT skew, warp or rotate the wordmark or seal.

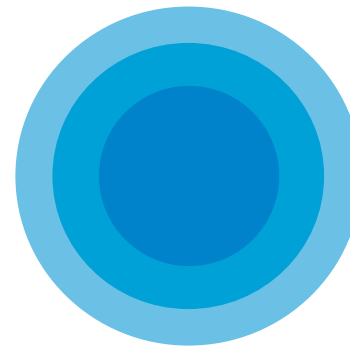
Primary

Our design language leans on saturated blue tones, which are accented by the secondary palette.

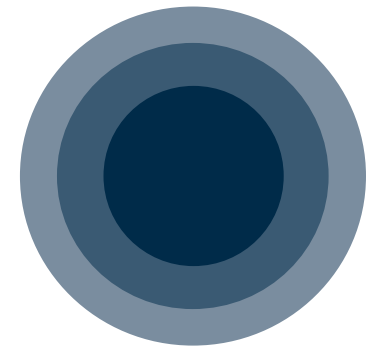
In most instances, use the primary and secondary color palette at 100% tint. In layouts where legibility is an issue and text needs to have more contrast with the background (particularly for web accessibility), explore lighter-tint options.



PMS 318 C
CMYK 40; 0; 14; 0
RGB 136; 219; 223
HEX #88DBDF



PMS PROCESS BLUE C
CMYK 100; 13; 1; 2
RGB 0; 133; 202
HEX #0085CA

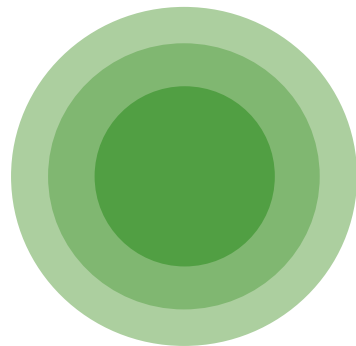


PMS 7463 C
CMYK 100; 42; 0; 71
RGB 0; 43; 73
HEX #002B49

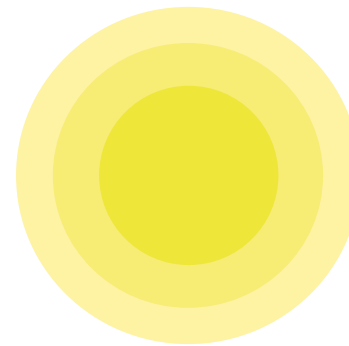
Secondary

Our secondary palette brings warmth and vibrancy to the cool blues of our primary palette.

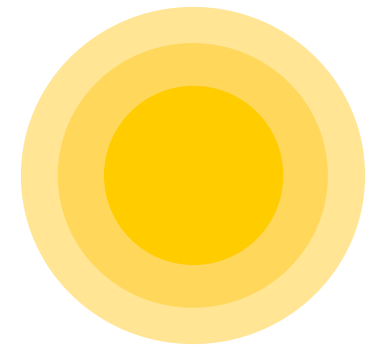
Use **PMS 387 C** or **PMS 116 C** sparingly as an accent color, reserving the latter for **Spirit and Athletic materials**. Never use both colors in the same composition.



PMS 7738 C
CMYK 59; 0; 87; 0
RGB 69; 161; 65
HEX #45A141



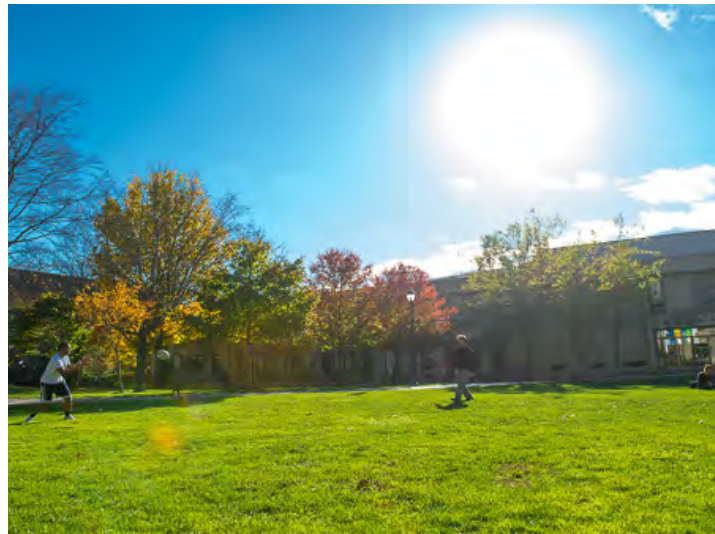
PMS 387 C
CMYK 12; 0; 80; 0
RGB 227; 233; 53
HEX #E3E935



PMS 116 C
CMYK 0; 14; 100; 0
RGB 255; 205; 0
HEX #FFCD00

Environmental

Use environmental photography to capture the unique MCLA experience, from campus facilities to the town of North Adams and the Berkshires region as a whole. When possible, photograph the environment in natural light and make use of the saturated tones that have informed our color palette.



PHOTOGRAPHY

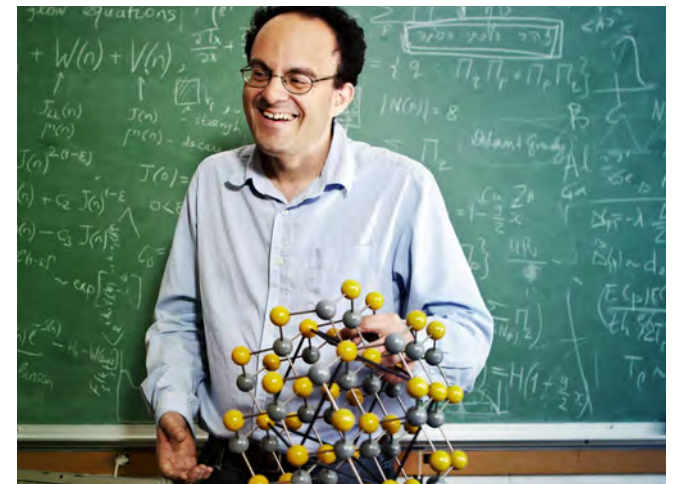
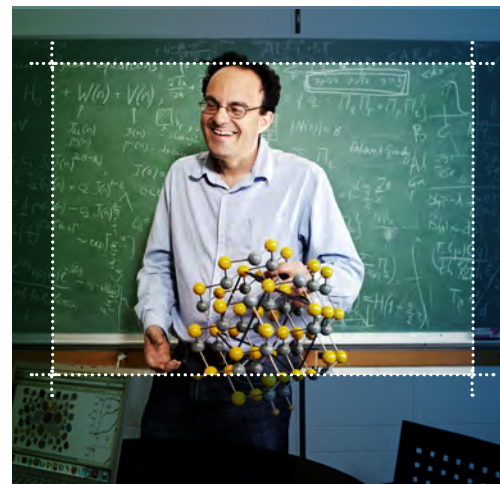
Portraiture

Portraits can be candidly caught in the moment or staged with the subject engaged with the camera. For candid photography, show the subject interacting with the people and environment around them. When possible, use natural light and a shallow depth-of-field.



Cropping

Cropping a photo appropriately can add a closer connection between the viewer and the subject. Be sure to maintain a level of context for the surrounding environment to preserve the narrative quality.



Knockout

Knockout is our primary sans-serif and is used for both headlines and body copy. To maintain legibility, avoid using condensed faces in small applications.

To purchase, visit
www.typography.com/fonts/knockout/styles/

Knockout No. 26, Junior Flyweight

Knockout No. 28, Junior Featherweight

Knockout No. 29, Junior Lightweight

Knockout No. 31, Junior Middleweight

Knockout No. 32, Junior Cruiserweight

Knockout No. 33, Junior Heavyweight

Knockout No. 34, Junior Sumo

Knockout No. 48, Featherweight

Knockout No. 51, Middleweight

Knockout No. 52, Cruiserweight

Knockout No. 53, Heavyweight

Hellenic Wide JF

Hellenic Wide JF is our display slab-serif and should be used only for larger headlines and subheads.

Hellenic Wide JF is available on Adobe fonts and can be accessed with a Creative Cloud membership.

**Hellenic
Wide JF**

Superclarendon

Superclarendon is our primary serif and is used for subheads, callouts, and introductory body copy.

Superclarendon is available on Adobe fonts and can be accessed with a Creative Cloud membership

Superclarendon Black
Superclarendon Bold
Superclarendon Regular
Superclarendon Light

Leading

Line spacing, called leading, should be set tight, but not too tight. In most cases, try leading that's 2 points higher than the type point size.

16 PT. TYPE / 26 PT. LEADING

Leading that's too loose leaves too much pause between lines.

16 PT. TYPE / 12 PT. LEADING

Leading that's too tight leaves too little pause between lines.

16 PT. TYPE / 18 PT. LEADING

When leading is correct, the reader won't even notice.

Tracking

Correct letter spacing, called tracking, should always be set slightly tighter than the default setting (for body copy), and optical kerning should be used when it's available.

+75 TRACKING

Tracking that is too loose leaves too much space between letters.

-75 TRACKING

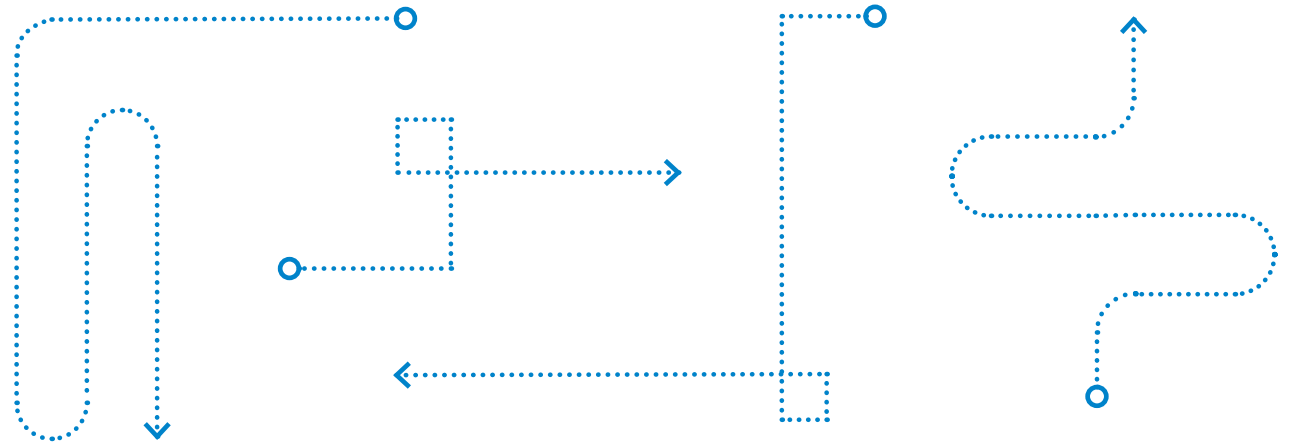
Tracking that's too tight leaves too little space between letters.

-5 TRACKING

When tracking is correct, the reader won't even notice.

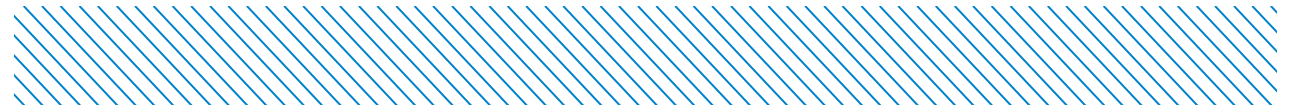
Directional Lines

Our directional lines lead the viewer to important content, and add dynamic movement to an otherwise static composition. Avoid using more than one Direction Line in a single layout.



Hashed Lines

Hashed lines are a way to add clear delineation to a layout. Reserve Hashed lines for the edges of a composition (e.g. the bottom or side margins).



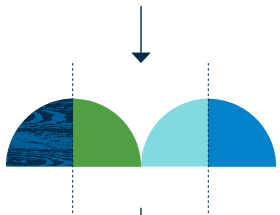
Line Illustrations

Line illustrations are used to add narrative and context to layouts, and in the instance of the ivy, create an ownable design that is unique to MCLA.

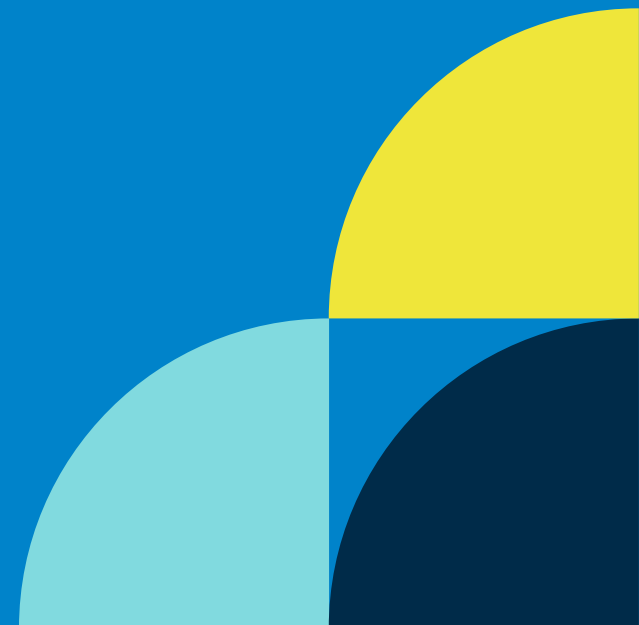
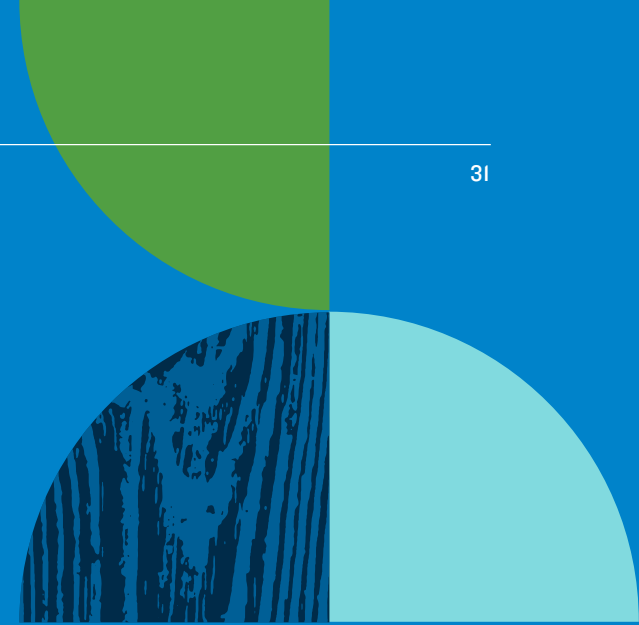


Semicircles

The semi-circle elements are derived from the unique architecture of MCLA, and can be arranged to create abstract or pictorial designs.

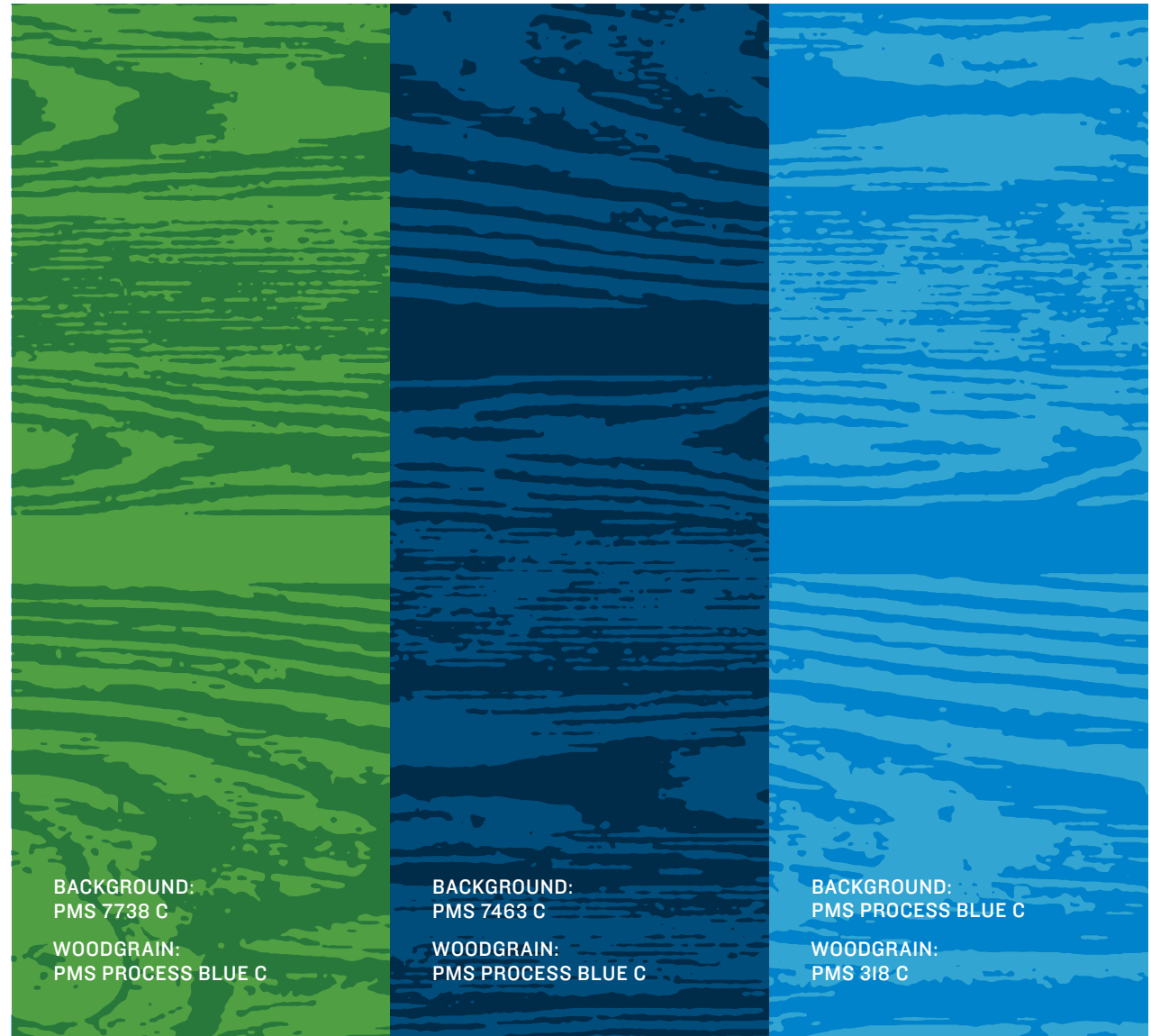


VISUAL ELEMENTS



Woodgrain


Our woodgrain texture is inspired by the forests that populate the Berkshire region, and adds depth and warmth to a composition.



04 EXAMPLES

Now that we've seen the individual elements of the MCLA brand, here's how everything comes together.

50+ WAYS TO REACH



THE
SUMMIT

MCLA.edu/academicprograms



MCLA

SKI LIFT AD







WHY BECOME A TRAILBLAZER?

MEET THREE OF OUR
BEST-IN-CLASS
STUDENT-ATHLETES.



**—RYAN BAKER,
SOCIOLOGY AND CRIMINAL JUSTICE**

In addition to serving as captain of the varsity men's soccer team, the Pittsfield native contributed to MCLA's judicial board and conducted soccer clinics for North Adams youth.

**—PAIGE FAIRMAN,
PSYCHOLOGY AND SOCIAL WORK**

A four-year letter winner and captain of the varsity women's soccer team, Paige not only excelled on the field, but also fine-tuned the time-management and people skills necessary to succeed in her chosen field.

**—AARON GOLDSMITH,
BIOLOGY**

MVP of the varsity men's tennis team two years in a row, the all-North Atlantic Conference student-athlete participates in multiple clubs and campus organizations and is a regular on the Dean's list.

Compete with more than 190,000 of the best and brightest student-athletes across NCAA Division III athletics, while playing the game you love and earning the intangible skills that will serve you well throughout your career.

Find out how you can be a Trailblazer at
ATHLETICS.MCLA.EDU

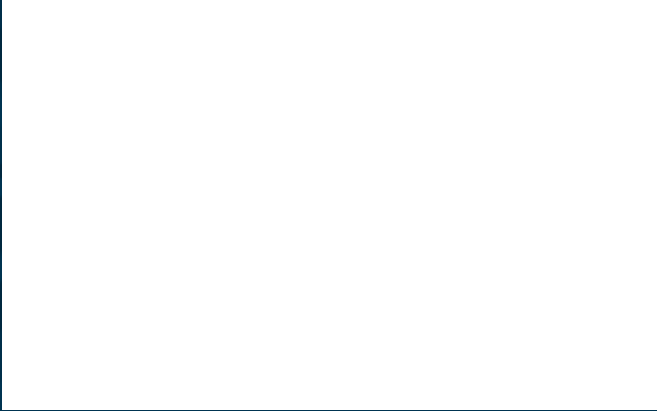


MCLA Athletics Communications Office
375 Church Street
North Adams, MA 01247



NCAA DIVISION III ATHLETICS


MEN'S SPORTS	WOMEN'S SPORTS
Baseball	Softball
Basketball	Basketball
Cross Country	Cross Country
Golf	Volleyball
Lacrosse	Lacrosse
Soccer	Soccer
Tennis	Tennis



@MCLAATHLETICS

U.S. NEWS AND WORLD REPORT SAYS —

“A TOP TEN
PUBLIC
LIBERAL ARTS COLLEGE.”



AT MCLA, our students can learn as much from a committed professor as from a new exhibit at Mass MoCA — the largest contemporary art museum in the country. They can gain as much experience from a paid internship as from kayaking in the Berkshires. All things considered, it makes sense why one of the biggest voices in American media is singing the praises of our high-quality Liberal Arts education.

Come see what we've been thinking about at MCLA. MCLA.EDU/VISIT | MCLA

U.S. DEPARTMENT OF HIGHER EDUCATION SAYS —

“LOW COST FOR STUDENTS
HIGH SALARIES FOR
GRADUATES.”



AT MCLA, it doesn't matter who you're connected to before you get here. What matters most is how MCLA connects you to the world while you're here — to a high-quality education and to real-life experiences on and off campus. That's why more than 90% of our graduates find good jobs right out of college, earn competitive salaries with strong career paths, and get accepted into great grad programs across the country. With that kind of track record, it's no surprise people are talking.

Come see how MCLA can help you get there. MCLA.EDU/VISIT | MCLA

POLICYMIC SAYS —

“ONE OF THE BEST PLACES FOR
CREATIVE
20-SOMETHINGS.”



For those in search of fun spots with a lot of opportunity, North Adams is a real boom town. At MCLA, our students get front row seats, and first-class admission, to all of the growth happening right now in this region. With Mass MoCA down the street, with new businesses moving into the neighborhood, and with the beautiful Berkshires in our backyard, it's easy to see why so many young, talented and energetic people are making North Adams their new home.

Come see what MCLA @ North Adams has to offer for you. MCLA.EDU/VISIT | MCLA

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MCLA.EDU/VISIT

MCLA

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Come see what MCLA & North Adams have in store for you.
MCLA.EDU/VISIT

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MCLA

LIGHTPOLE BANNERS



BREAK LIMITS.
MAKE IMPRESSIONS.

MCLA

What's impressive isn't just how many leading thinkers have been here.

WHAT'S IMPRESSIVE IS HOW MANY
**ROUTINELY
COME HERE.**

MCLA

**GLORIA
STEINEM**

MARCH 2014
"Without leaps of imagination, or dreaming, we lose the excitement of possibilities."

**TA-NEHISI
COATES**

FEBRUARY 2016
"I would not have you descend into your own dream. I would have you be a conscious citizen of this terrible and beautiful world."

**OTHER
NOTABLE
SPEAKERS INCLUDE:**

- Abderrahim Foukara, Al Jazeera Satellite Channel's Washington, D.C. bureau chief and host of "Min Washington"
- Cokie Roberts, ABC and NPR political commentator
- Dolores Barclay, author, journalist, and Columbia University adjunct professor
- Jane Swift, former governor of Massachusetts
- Jeffrey Toobin, CNN and The New Yorker legal analyst
- Jeff Corwin, Environmental journalist and Emmy award-winning TV host (Animal Planet host)
- Clint Watts, NBC News contributor and former FBI agent
- Byron Pitts, Emmy award-winner and co-anchor of ABC's "Nightline"
- Joy Reid, MSNBC
- Ray Kurzweil, futurist, inventor, Director of Engineering (Google)
- Andrew Young, ambassador, congressman, mayor
- George J. Mitchell, diplomat, peace negotiator, senator
- Dr. Robert M. Gates, U.S. Secretary of Defense (2006-2011)
- Vandana Shiva, environmental leader
- James Carville and Mary Matalin, political advisers

SEE MORE AT MCLA.EDU/NOTABLESPEAKERS

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[SEE MORE AT MCLA.EDU/NOTABLESPEAKERS](http://MCLA.EDU/NOTABLESPEAKERS)

VERDANA BOLD
10PT, PMS 7463 C
#8095A4

VERDANA BOLD
10PT, PROCESS BLUE C
#0085CA

Jane Doe
Director of Marketing and Communications
Massachusetts College of Liberal Arts

P (413) 123-4567
F (413) 765-4321

375 Church Street
North Adams, MA 01247

**"National Top Ten
Public Liberal Arts College"
2019 US News & World Report**

MCLA

VERDANA REGULAR
10PT, PMS 7463 C 50%
#8095A4

LINE
0.75PT, PMS 318 C
#88DBDF

20 PX HEIGHT

