

BRAND TYPOGRAPHY AND COLOR PALETTE GUIDELINES

January 2019

MCLA

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MASSACHUSETTS COLLEGE OF LIBERAL ARTS

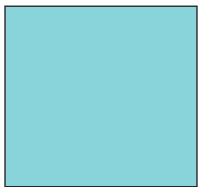
Wordmark (college logo)

Our wordmark, or logotype, is our visual signature in its most basic form. It is one of the primary ways the brand is identified by our external and internal audiences.

In instances where the wordmark is viewed by an audience otherwise unfamiliar with the college, add the “Massachusetts College of Liberal Arts” qualifier.

Color Palette

Primary



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

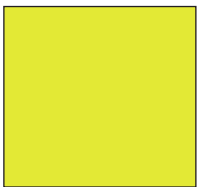


PMS 7463 C
CMYK 100; 42; 0; 71
RGB 0; 43; 73
HEX #002B49

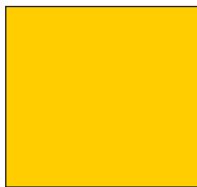
Secondary



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

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.

Approved Fonts

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.

Hellenic Wide JF

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

Superclarendon

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

For more information and examples of how to use—and not to use—these fonts, see the full branding guide, downloadable on the College style guide page.