

**WHY ALL THE GUIDELINES?** Because it's a busy world. We need to say and show the same thing over and over to get noticed. Even though we know Macalester's logo, many people have no idea who we are and what our mission is.

**MASTER LOGO AND LOGOTYPE**

There are a few acceptable ways in which the logo and logotype can relate to each other.

PRIMARY LOGO



SECONDARY LOGOS



LOGO BADGES



**TYPEFACES**

**NEWSLAB** is the primary typeface for the Macalester brand. In addition to being the wordmark typeface, it is also predominantly used in all departmental and athletic naming lock-ups. Additional uses include: headlines, subheads, call-outs and body copy.

**DIN NEXT PRO** is a highly legible typeface that pairs nicely as an accent font with Newslab. Intended uses include: headlines, subheads and text.

**COLORS**

<p><b>MAC BLUE</b> PANTONE 7694C C: 100 M: 76 Y: 34 K: 20 R: 10 G: 68 B: 108 HEX: 01426A</p>	<p><b>MAC ORANGE</b> PANTONE 1665C C: 00 M: 80 Y: 95 K: 00 R: 241 G: 90 B: 41 HEX: EF4F26</p>	<p><b>PRIMARY PALETTE</b> The primary color palette consists of the two core Macalester colors MAC Blue and MAC Orange. These should be the predominant colors used throughout our brand materials.</p>
<p><b>MAC LIGHT GRAY</b> PANTONE 429C C: 37 M: 27 Y: 27 K: 0 R: 165 G: 173 B: 175 HEX: A5ADAF</p>	<p><b>MAC DARK GRAY</b> PANTONE 431C C: 67 M: 51 Y: 45 K: 17 R: 91 G: 103 B: 112 HEX: 5B6770</p>	
<p><b>MAC SKY BLUE</b> PANTONE 297C C: 52 M: 00 Y: 05 K: 00 R: 93 G: 198 B: 233 HEX: 71C5E8</p>	<p><b>MAC GREEN</b> PANTONE 370C C: 65 M: 26 Y: 100 K: 09 R: 101 G: 141 B: 60 HEX: 658D3C</p>	<p><b>SECONDARY PALETTE</b> The secondary colors complement the primary palette. These colors are intended to be used as accent colors. This can be best achieved through use in type, call-out boxes, background fills, rules and charts.</p>
<p><b>MAC GOLD</b> PANTONE 7549C C: 00 M: 31 Y: 100 K: 00 R: 255 G: 181 B: 0 HEX: FFB500</p>	<p><b>MAC PLUM</b> PANTONE 7649C C: 42 M: 100 Y: 34 K: 13 R: 138 G: 27 B: 97 HEX: 8A1B61</p>	
<p><b>MAC RED</b> PANTONE 186C C: 12 M: 100 Y: 85 K: 10 R: 200 G: 16 B: 46 HEX: C8103E</p>		

**QUESTIONS?** Contact Julie Hogan at [hogan@macalester.edu](mailto:hogan@macalester.edu).