MCNEESE STATE UNIVERSITY
Branding Guide Overview
— & Updated Institutional Identity —

STARTING JULY 2024, we will be consolidating the public facing visual identity of McNeese State University to the mark shown. On the surface, it does appear to be the original "Horse and Rider"; however, there are differences that were required in order to visually balance the format as well as other aesthetic enhancements.

We are asking that we are asking our stakeholders to be conscious of this change and to update materials with the current mark as you create new materials (and at such time you re-order or update existing ones).

It will not be necessary to change any of your departmental logos, or materials such as table coverings at this time.

There are variations of the new identity which can be used when made necessary by formatting/spacial/production limitations — though the primary is preferable.

core colors

Official Blue
PMS 287 C
CMYK: 100, 56, 0, 38
RGB: 0, 48, 135
HEX: 00477f

Official Gold
PMS 116 C
CMYK: 0, 15, 94, 0
RGB: 255, 205, 0
HEX: ffd520

secondary colors

Dark Blue
CMYK: 100, 50, 0, 70
RGB: 0, 42, 84
HEX: 002a54

Orange Gold
CMYK: 0, 29, 91, 4
RGB: 242, 179, 46
HEX: f2b32e

Cyan
CMYK: 100, 0, 0, 0
RGB: 0, 174, 239
HEX: 00aeef

limited accent colors

Soft Gold
CMYK: 0, 5, 80, 0
RGB: 255, 232, 80
HEX: ffe850

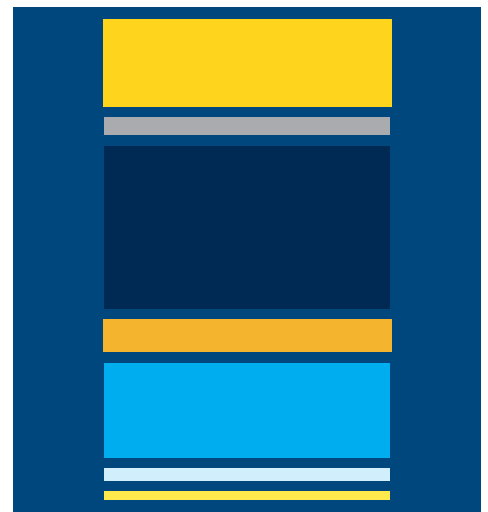**Pale Blue**
CMYK: 16, 0, 0, 0
RGB: 209, 238,252
HEX: d1eefc

Gray
PMS Cool Gray 7C
CMYK: 0, 0, 0, 40
RGB: 169, 171, 174
HEX: a7a9ac

*Designs should be blue dominant (ie. Geaux **BLUE**).*

The amount of any color should be proportionate to their place on the hierarchy.

Acceptable versions of the university name:

✓ · McNeese State University

✓ · McNeese

Prohibited uses of university name:

✗ · McNeese University

✗ · McNeese State

✗ · MSU (limited exeptions)

Style requirements:

· The 'c' in McNeese must always be *slightly* smaller than the other letters when using all caps and must remain aligned to the baseline of the other letters.

Fonts:

· The University Logotype (wordmark) is built upon the font **Imperial BT** (regular) which is available as a free download. The logotype can be differentiated by the modified "c".

· The Official **McNeese Athletics** font is a custom typeface designed specifically for **McNeese Athletics**. It is designed to be a headline/featured font and is not to be used for large amounts of copy or "body copy." If you need a copy of the athletics font, please email **marketing@mcneese.edu** with details about how the font will be used.

Approvals:

· The Office of University Marketing and Communications **must approve all uses of university logos** as well as any item(s) customized to represent any aspect of the university, whether it uses a logo or not, prior to the production of the item(s). This includes products that bear the name of an office, academic department, student group or organization, and spirit items that use university-related slogans or graphics.

· Approvals requests should be emailed to **marketing@mcneese.edu**.

SHOW SOME RESPECT

| Don't squeeze me. | Don't squish me. | Don't "improve" me. | Give me some space. |

Logo File Type Overview:

JPG / JPEG: Best for Word documents, forms, email signatures etc. when it will always be on a white background. Pixel based, so enlargement can be limited by the files size and resolution - will look fuzzy or blurry if exceeding original parameters. *(While some programs allow you to "remove background" - there are files better suited for achieving that effect.)*

PNG: Similar to a JPG but allowing for transparency. Still a pixel based file, so limited in enlargement capabilities. Great for use on colored backgrounds (when using a reversed or outlined logo).

EPS: Traditionally (but not always) vector based. When a vector, will print smooth at any size. Normally, this kind of file is what would be used in commercial offset printing and by screen printers.

SVG: Best of both worlds. A vector file that works well in most situations. Allowing the transparency of a PNG and the ability to be enlarged freely like an EPS. Particularly useful in applications such as Canva®.

naming convention and download location here once finalized

Logo Color Overview:

SPOT: These are for use by printers who are using the Pantone® Matching System (PMS). This is becoming less common with the advances in print technology (and the lower cost of process printing), but still useful to vendors such as screen printers and specialty imprint companies.
While it is possible to use these in other documents, we ask that you refrain from doing so, as converting a PMS color to another color space will yield unfavorable results - especially making the blue appear much more purple. {Purple and Gold are the colors of "that other school"}

4C: Four Color - also known as CMYK or Process Color - this is the standard for offset printing. This would be the more 'higher end' brochures and fliers. Colors are achieved by using a mixture of Cyan, Magenta, Yellow and Black. Keep in mind that these may not view correctly on your device as digital screens are RGB, and some may not even preview them.

1C: One Color. An image using one color. This could be a spot color, but not exclusively. However, the overall appearance would be that of a single color.

RGB: Best for screen viewing. However, the blue also can shift a little toward purple if converted to process color. So use with caution if you are creating something that you will be printing in your office.

HEX: A digital color coding system. This new offering is specifically because of the increase in the use of Canva®. While RGB files work, in our initial findings the color accuracy is higher when using files built specifically with Hex Codes - especially for documents that will be printed from Canva®. These are also a good choice when building digital documents for social media or web presentations.