

MCNEESE STATE UNIVERSITY

Branding Guide Overview

& Updated Institutional Identity



MCNEESE

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.

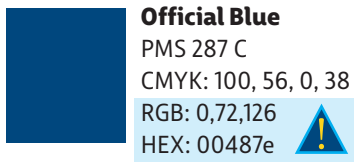
We are asking our stakeholders to be conscious of this change and to update materials with the current mark as you create new materials (and at such time you re-order or update existing ones).

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, 72, 126
HEX: 00487e



Official Gold

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



please note: these colors have been slightly adjusted for a more preferable color output.

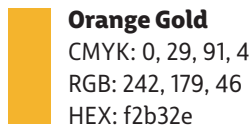


secondary colors



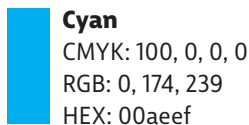
Dark Blue

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



Orange Gold

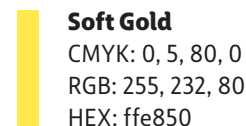
CMYK: 0, 29, 91, 4
RGB: 242, 179, 46
HEX: f2b32e



Cyan

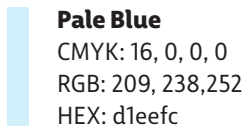
CMYK: 100, 0, 0, 0
RGB: 0, 174, 239
HEX: 00aeef

limited accent colors



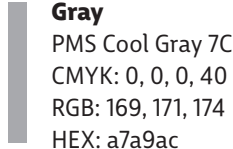
Soft Gold

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



Pale Blue

CMYK: 16, 0, 0, 0
RGB: 209, 238, 252
HEX: d1eefc

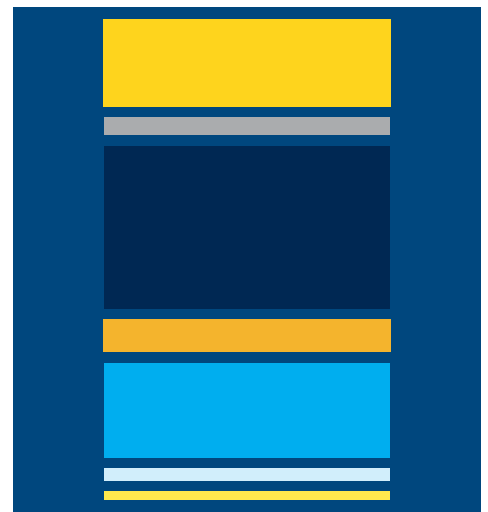


Gray

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

Designs should be blue dominant
(Because, you know... ‘Geaux **BLUE**’).

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



Additional information
on following page.

Acceptable versions of the university name:

- ✓ • McNeese State University
- ✓ • McNeese

Prohibited uses of university name:

- ✗ • McNeese University
- ✗ • McNeese State
- ✗ • MSU (limited exceptions)

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.
- Approval requests or questions can be emailed to marketing@mcneese.edu.



Understanding the Naming Convention: (Currently applies only to New Logo)

McNeese24 [color space] (orientation/feature) {1c_x} <lines> .line color .file type

color space: see below

orientation: vertical (default) or horizontal

feature: outlined or tbd

1c_x: single color_which color

lines: mcneese alone(1) or mcneese state university(2)

line color:

color of mcneese name

file type: see below



McNeese24 4c_Hz_2G.svg



McNeese24 RGB_Hz_1c_W_1.pdf



McNeese24 RGB_1B.png



McNeese24 RGB_Out_2W.svg

McNeese Sharepoint

Faculty & Staff News

Marketing Tools

Logos & Brand Guide

McNeese 24

For those outside of campus, logos can be requested by emailing

marketing@mcneese.edu

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 such as PNG or SVG.)

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).

PDF: In the instance of these files, these are vector based and scalable. [However; just saving a file as a pdf will not make it vector based] These are usually acceptable when 'vector art' is needed.

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®.

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 (professional) printing. Colors are achieved by using a mixture of Cyan, Magenta, Yellow and Black. These may not view correctly (or at all) on your device as digital screens are RGB.

1C: One Color. An image using one color. This could be a spot color, but not exclusively. The appearance is 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.