

MID-AMERICA

CHRISTIAN UNIVERSITY



Brand Guide 2020-2021

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The Logo



Traditional Logo

The Mid-American Christian University logo features the MACU Mark, or M, and the serif-set wordmark.

Modern Logo

The Mid-American Christian University logo features the MACU Mark, or M, and the sans-set wordmark.



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Alternate Versions

The Mid-American Christian University logo should have the strongest possible contrast with it's background. Here are some examples of the alternate versions on various backgrounds.



WORDMARK

Traditional Wordmark

The Traditional Wordmark features the Mark and the serif-set wordmark, but formatted horizontally. The Wordmark is only used when the Logo does not fit the space allotted.



WORDMARK

Alternate Versions

These alternate versions may be used on darker backgrounds for the highest contrast.



WORDMARK



WORDMARK

Modern Wordmark

The Modern Wordmark features the Mark and the sans-set wordmark, but formatted horizontally. The Wordmark is only used when the Logo does not fit the space allotted.



WORDMARK

Alternate Versions

These alternate versions may be used on darker backgrounds for the highest contrast.



WORDMARK



Mark

The Mark, or M, is the most recognized element of the MACU brand. When the Mark is on it's own, the outer stroke is made either black or white, whichever has the most contrast.





**Dream *Bigger.*
Do *Greater.***



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Dream *Bigger.* Do *Greater.*

Tagline

The tagline “Dream *Bigger.* Do *Greater.*” is always formatted with alternating adjectives set in italics, as seen here. The tagline color should always match that of the Mark Color.

The tagline may also be used with the Mark, using the proportions and spacing shown here.

The tagline is never combined with the Wordmark or the Modern Logo. This is to maintain clear hierarchy within the brand.



University Seal

in some instances, the University Seal should be used instead of either the Traditional Logo or the Modern Logo.

Acceptable uses should be limited to formal communications such as:

- Invitations
- Citations
- Awards
- Diplomas
- Transcripts
- Elegant Mementos





1.5 INCH
MINIMUM WIDTH



1 INCH
MINIMUM WIDTH



.25 INCH
MINIMUM WIDTH

Proper Scale

Using the Mark as a unit of measurement, we can properly size all other elements. Proportionate scaling is important to maintain brand consistency and usability, across applications big and small.



The logo should never be reduced to a size smaller than one inch in width to ensure readability of all text in the Wordmark.

The Brand

187C PANTONE

23 100 88 15 CMYK

170 24 44 RGB

#AA182C HEX



PANTONE 419C

CMYK 70 67 64 74

RGB 35 31 32

HEX #231F20

2235C PANTONE

76 15 36 0 CMYK

44 164 167 RGB

#2CA4A7 HEX



Color

Red & Black are the official colors of the university, while Teal is a supporting accent color. As such, it must be used in moderation. Each color may also be used in shades and tints of the same value.

Roboto

is a neo-grotesque sans-serif typeface family developed by Google. It has a mechanical skeleton and the forms are largely geometric. The font features friendly, open curves. This makes for a more natural reading rhythm and high accessibility.

Roboto Slab

is the Slab Serif version of the Roboto Family, developed to accent Roboto.

Roboto Condensed

is the Condensed Sans version of the Roboto Family, developed to accent Roboto.

Black Diamond

is a Brush Script font that may be used to deliver a proud and personalized statement or headline.

Roboto Thin
Roboto Light
Roboto Regular
Roboto Medium
Roboto Bold
Roboto Black

REVISTA

is an all-caps only Serif font that may be used to deliver a bold or formal statement or headline.

Revista Script

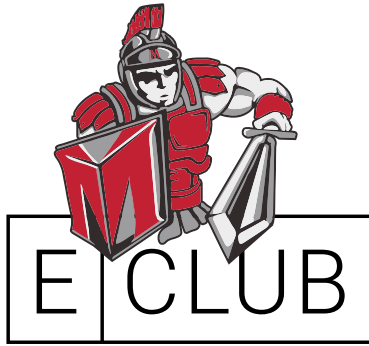
is a Script font developed to accent Revista that may be used to convey more personal or elegant messages.

Typography

Roboto is the University's Primary typeface. Any of the 12 weights may be used in any application. Think of Roboto as the workhorse of the brand.

Roboto Slab is the University's Secondary Typeface. Any of the 12 weights may be used in any application.

Roboto Slab does not have Italics, and is not ever meant to be forced into italics by Microsoft Word or any other word processing program.



E-CLUB
LOGO



GLOBAL LEARNER
LOGO



STUDENT
LIFE LOGO



BETHEL SERIES
LOGO



ATHLETIC
LOGO



ESPORTS
LOGO

Special Group Logos

Within the University, there are many special groups and organizations that have their own logos. These logos are to be professionally produced and used by their specified groups to promote activities and formalities.

The Extras

Messaging

MACU Messaging takes many forms, but there are a few ways it is consistent across all platforms and communications.

All formal MACU messaging should be written to align with the MACU brand, and these tenets listed here. This might include official documents or University announcements.

All informal MACU messaging should simply be written with knowledge of these tenets, so that any Message written doesn't contradict these tenets. This might include social media posts or flyers made by clubs and organizations on campus.

Educational

Honorable

Accessible