

# Brand Guidelines

MID-AMERICA CHRISTIAN UNIVERSITY





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# Content List



# 01

# The Brand

M I D - A M E R I C A C H R I S T I A N U N I V E R S I T Y

- About Brand
- Brand Mission & Vision



# About MACU

**Christian isn't just a word in our name  
— it's part of who we are.**

At MACU, we're training students to Dream Bigger and Do Greater for the glory of God. Our high-quality education prepares you to go out and impact the world for Christ in the career of your choosing, whether you've been called to the ministry or the marketplace.

Here, you'll gain the skills, knowledge and Biblical values you'll need for success in every aspect of life — no matter if you're coming to us as a recent high school graduate, a transfer student or an adult who is returning to or starting school for the first time.





## Mission Statement

Mid-America Christian University prepares students through a Wesleyan perspective to create, collaborate, and innovate to solve local and global problems for the glory of God through Jesus Christ and the good of society.

## Vision Statement

Mid-America Christian University is "Preparing People to do Greater Things for God and His Kingdom."

## Vision Verse

"Very truly I tell you, whoever believes in me will do the works I have been doing, and they will do even greater things than these, because I am going to the Father."  
(John 14:12)



# 02

# Logo Design

MID-AMERICA CHRISTIAN UNIVERSITY

- Our Brandmarks
- Clear Space
- Variations
- Tagline
- Seal



# Our Brandmarks

## Traditional Logo

The Mid-America Christian University logo features the MACU Mark, or "M," and the serif-set wordmark. It is to be used in all mainstream advertising as the forefront of our brand. The traditional logo should be used in traditional settings, such as academic certificate printing and paid sponsorships.



## Modern Logo

The modern variation of our logo should be used in mainstream advertising, social media and in-house promotional materials.



# Clear Space

To ensure our brandmark has optimal readability and impact, there must be a measure of clear space around it.

The brandmark clear space area guideline uses the MACU "M" at a quarter of its size, equidistant from each side. For example, the "M" should never be cut off. **Leave enough space around the University name so it is clear and not blocked by other images or graphics.**

**NOTE:** Do not stretch, cover, cut off or distort logo.





# Improper Use

## Maintaining Integrity

When using any MACU logo, it is imperative that the integrity of the logo is maintained. Please use our brand elements the way they were intended to be used, and avoid these common mistakes.



**Don't stretch.**



**Don't crop.**



**Don't squish.**



**Don't rotate.**



**Don't add a border.**



**Don't flip.**



# Improper Use



MID-AMERICA  
CHRISTIAN UNIVERSITY

Don't use unapproved colors.



MID-AMERICA  
CHRISTIAN UNIVERSITY

Don't change proportions.



MID-AMERICA  
CHRISTIAN UNIVERSITY

Don't add a bevel or emboss.



MID-AMERICA  
CHRISTIAN UNIVERSITY

Don't add a glow.



MID-AMERICA  
CHRISTIAN UNIVERSITY

Don't add a shadow.



MID-AMERICA  
CHRISTIAN UNIVERSITY

Don't put a color logo on a color background.



# Variations

## Horizontal Logo

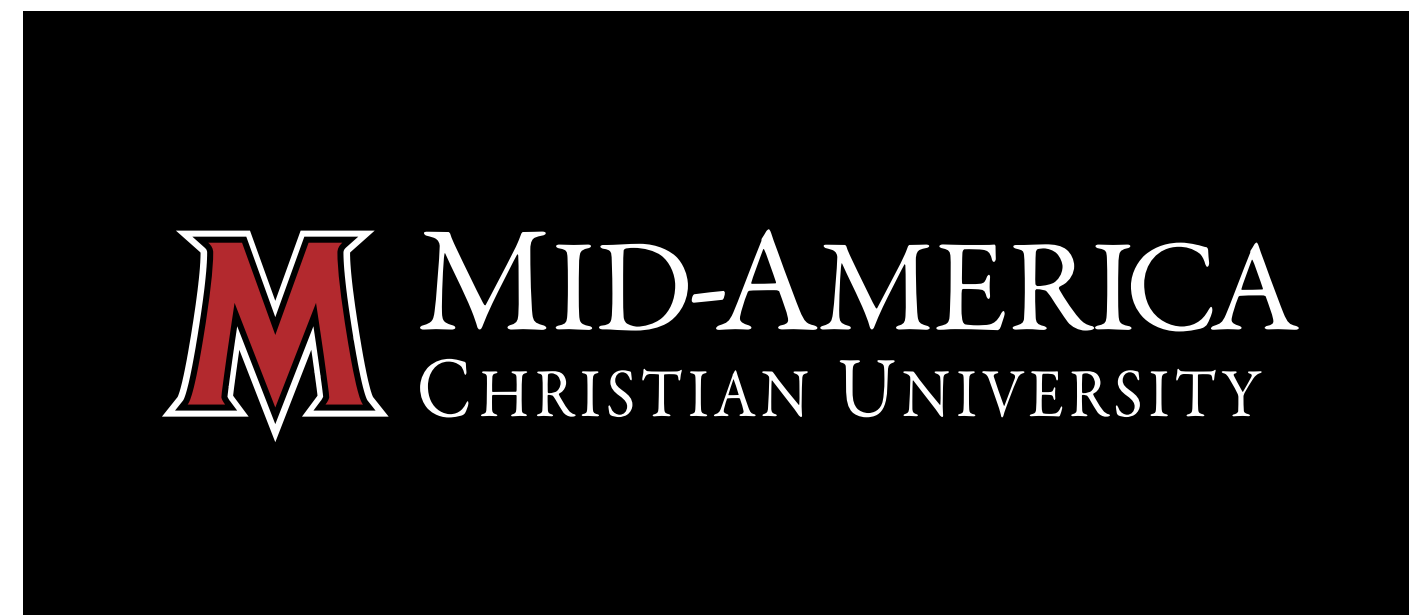
The horizontal brandmark features the mark and wordmark in a horizontal format. This brandmark is only used when the main logo does not fit the space allotted.

Like the traditional and modern logos, the "M" mark always should be fully visible with appropriate clear space around it, and not blocked by other images or graphics.

**NOTE:** Do not stretch, cover, cut off or distort logo.



## Traditional Horizontal



## Modern Horizontal



# Variations

## Mark M

The mark, or "M," is the most recognized element of the MACU brand. When the mark is on its own, the outer stroke is made in either black or white, whichever has the most contrast in design.

## Visibility

Leave plenty of clear space around the "M" so it is not blocked by other images or graphics.



## Color Variations

For optimal readability and visibility, the following background and "M" color combinations should always be used:

### White and light backgrounds:

Red "M" with a black outline

### Red background:

Black "M" with a white outline

### Black and dark backgrounds:

Red "M" with a white outline



# Variations

## Mark M

The mark, or "M," is the most recognized element of the MACU brand. When the mark is on its own, the outer stroke is made in either black or white, whichever has the most contrast in design.

## Visibility

Leave plenty of clear space around the "M" so it is not blocked by other images or graphics.



## Color Variations

For optimal readability and visibility, the following background and solid "M" color combinations should always be used:

### White and light backgrounds:

Solid red "M"

### Red background:

Solid black "M"

### Black and dark backgrounds:

Solid white "M"



# Tagline

## Tagline

The tagline “Dream Bigger. Do Greater.” is always formatted with alternating adjectives set in bold, as seen here. The tagline color should always match that of the mark “M” color.

The tagline may also be used with the mark “M,” using the proportions and spacing shown here.

The tagline is never combined with the horizontal logo. This is to maintain clear hierarchy within the brand.

**NOTE: Do not use with horizontal logo.**



# Seal



## 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
- Official Documents
- Certificates
- Event Programs
- Official University Ceremonies

**NOTE: Alternate variations for color.**



# 03

# Color Palette

M I D - A M E R I C A C H R I S T I A N U N I V E R S I T Y

- Primary Brand Colors
- Secondary Colors





# Primary Brand Colors

## Primary Color Palette

Always prioritize our brand red for primary brand applications in advertising.

### MACU Red

PANTONE 187 C  
CMYK 22/100/89/15  
RGB 170/24/44  
HEX #aa182c

### Red Sea

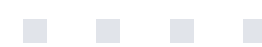
CMYK 22/100/89/54  
RGB 109/3/16  
HEX #6d030f

### Eden

CMYK 00/00/00/100  
RGB 000/000/000  
HEX #000000

### Elva

CMYK 00/00/00/00  
RGB 255/255/255  
HEX #ffffff

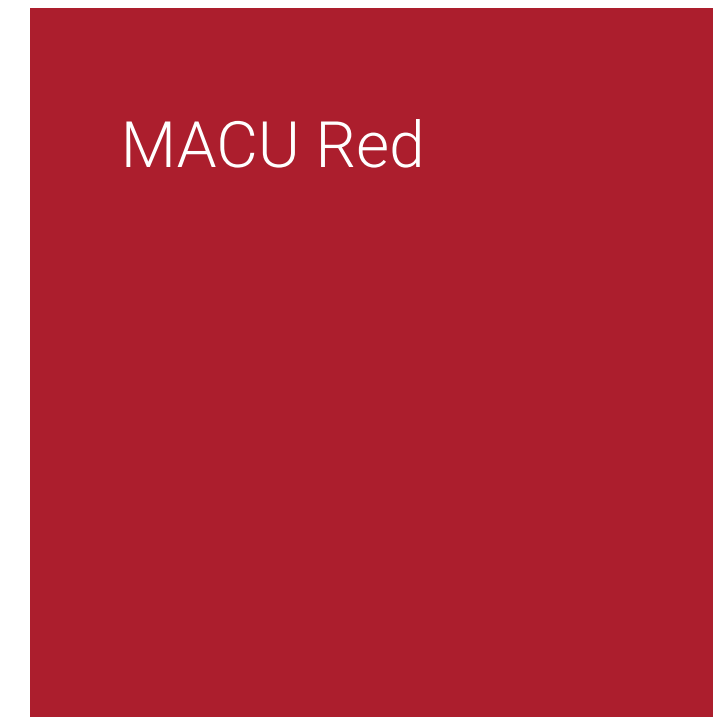


# Primary Color Name Meaning

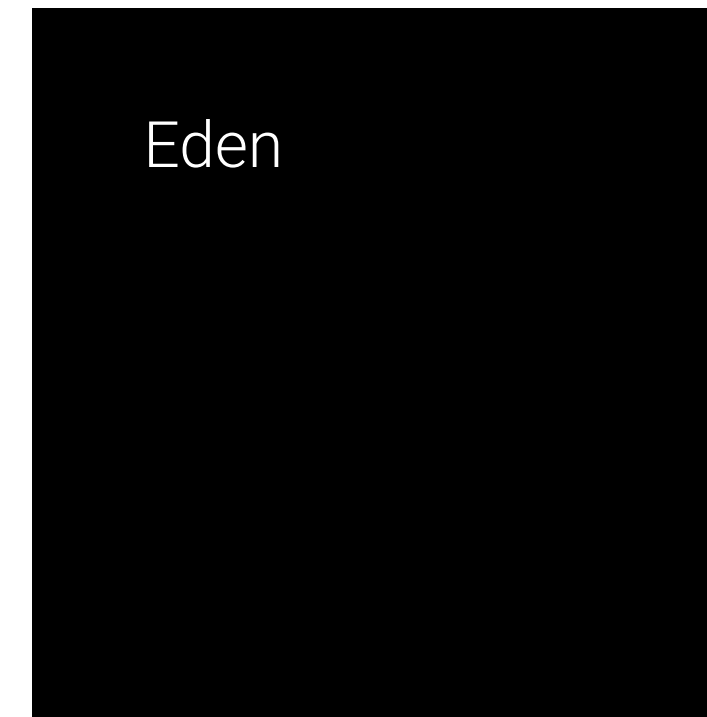
## What's in a Name?

Creative MACU students, alumni, and employees came together to suggest names for our updated color palette!

The names for our primary and secondary colors reflect the mission of our University while honoring our history.



Sticking true to our roots, MACU red is here to stay!



Eden represents what we lost in the Fall and gives hope for a better future in Christ.



Elva means both "white" and "good Counselor."



As God used the Red Sea to rescue the Israelites, He rescues us daily. This color name pays homage to the continued gratefulness we have for our God.

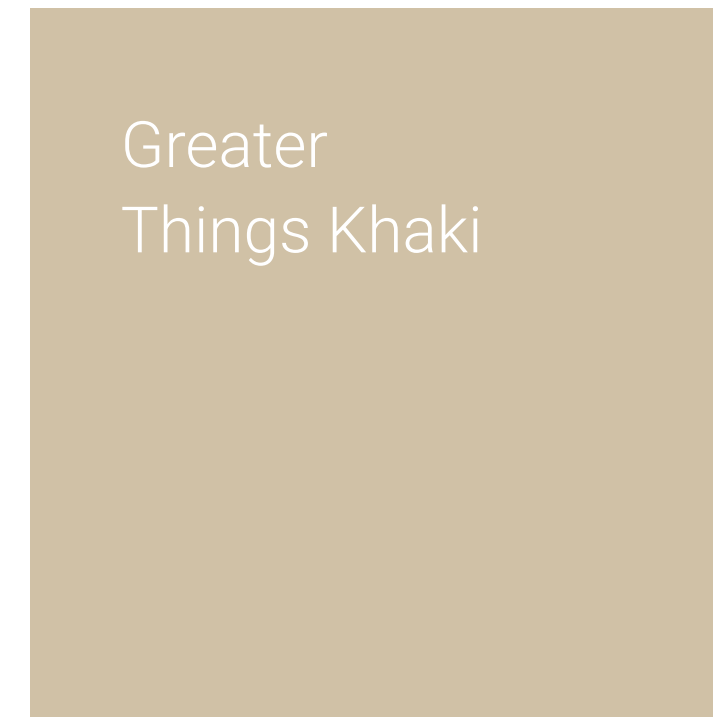


# Secondary Colors

## Supporting Colors

Our secondary color variations must be used in moderation in support of our primary brand color palette.

Secondary colors are to be used to support, **NOT** to **REPLACE**.



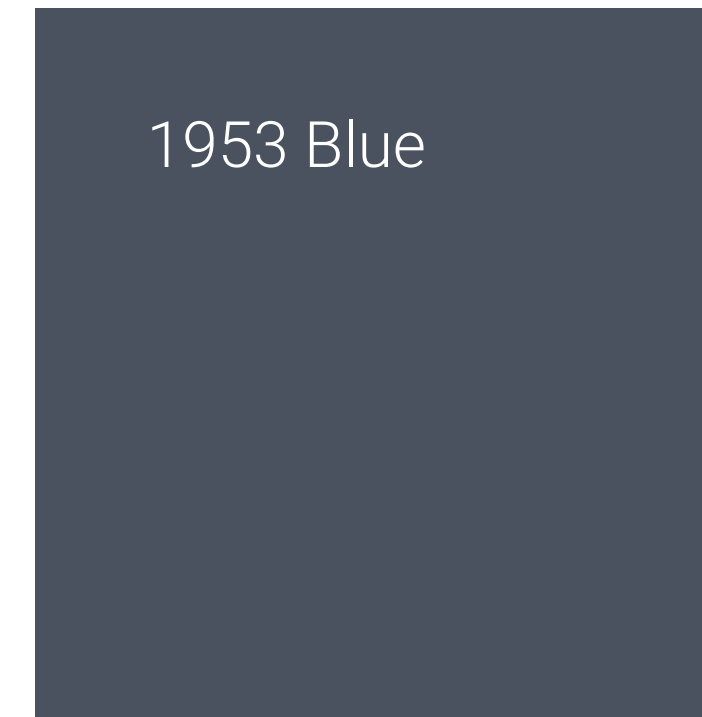
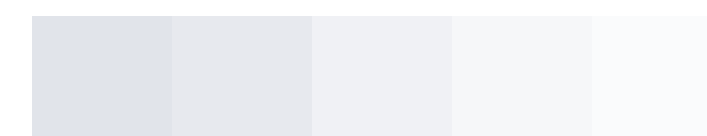
Greater Things Khaki

CMYK 06/12/27/14  
RGB 208/193/166  
Hex #d0c0a6



Gaulke Grey

CMYK 10/07/04/00  
RGB 255/228/234  
Hex #e1e4ea



1953 Blue

CMYK 73/62/45/28  
RGB 74/80/95  
Hex #4a505f



Evangel Teal

CMYK 76/15/36/0  
RGB 44/164/167  
Hex #2ca4a7

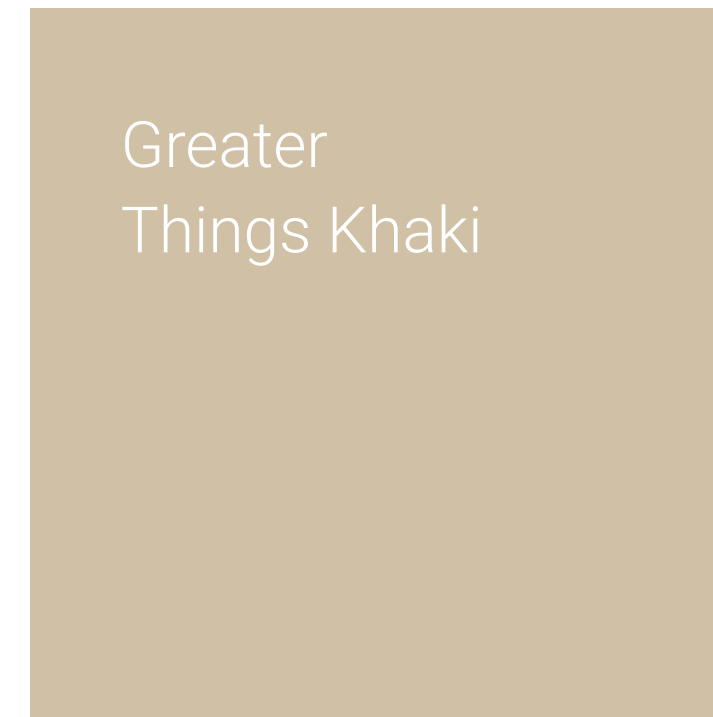


# Secondary Color Name Meaning

## What's in a Name?

Creative MACU students, alumni, and employees came together to suggest names for our updated color palette!

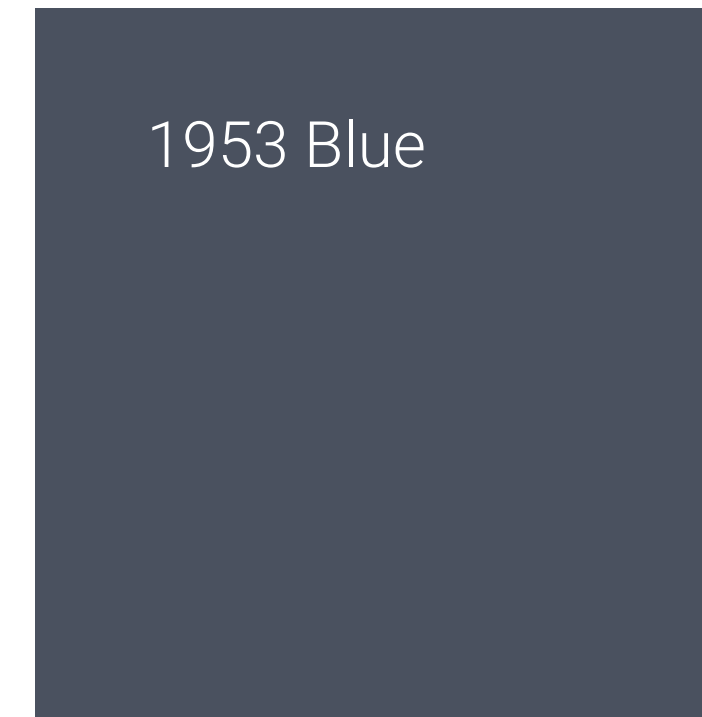
The names for our primary and secondary colors reflect the mission of our University while honoring our history.



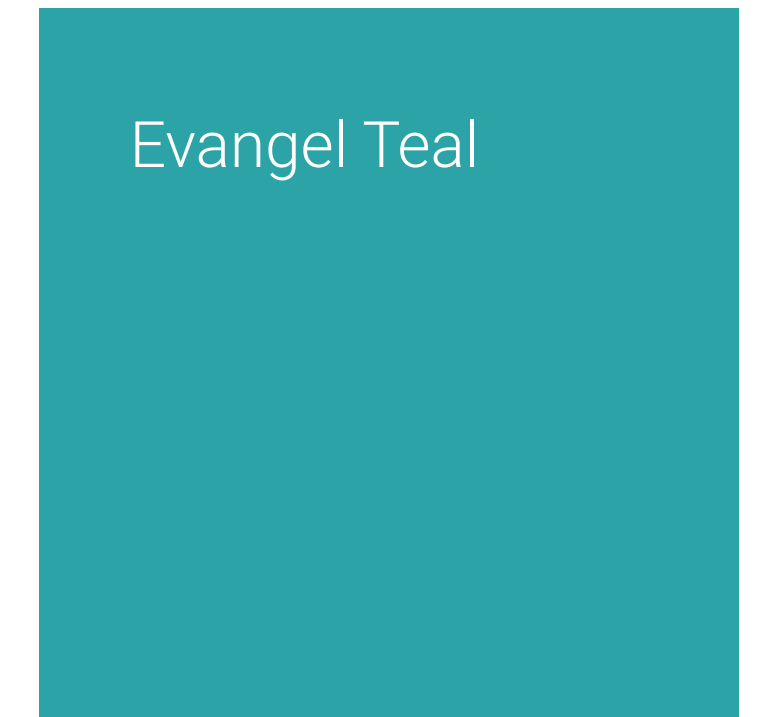
This new khaki color is named for our vision verse, John 14:12.



Named for our first President, Dr. Max Gaulke, this light grey is a part of our new secondary palette.



Dedicated to the founding year of our institution, this slate blue adds a modern touch to our brand.



Our classic teal accent is named for our mascot, the Evangel, representing our mission.



04

# Typography

M I D - A M E R I C A C H R I S T I A N U N I V E R S I T Y

- Typeface
- The Hierarchy



# Typeface

## Roboto

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.

Aa



Light Text

The quick brown fox jumps over lazy dog

Regular Text

The quick brown fox jumps over lazy dog

Medium Text

**The quick brown fox jumps over lazy dog**

**Bold Text**

**The quick brown fox jumps over lazy dog**

**Black Text**

**The quick brown fox jumps over lazy dog**

---

Slab

The quick brown fox jumps over lazy dog

CONDENSED

THE QUICK BROWN FOX JUMPS OVER LAZY DOG

# Typeface

## Black Diamond

Black Diamond is a brush script typeface chosen for proud, personalized statements. It adds an expressive, personal touch to MACU's brand language. Black Diamond, which comes in a singular weight, is best used for keywords in a headline or subheader, rather than for long text runs.

A large, bold, black brush script letter 'A' followed by a smaller lowercase 'a'. The letters have a thick, textured, hand-painted appearance with visible brush strokes and some white speckling.

The quick brown fox jumps over lazy dog

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m  
n o p q r s t u v w x y z



# Typeface

## Revista

The Revista font family is the formal typeface for Mid-America Christian University. Usage of this font is reserved for official academic ceremonies, including Commencement. Revista, in its varying weights, may be used for section headings in formal invitations and programs, while Revista Script should be used sparingly for titles and names. Revista Script **should not** be used in all caps or for complete sentences.



Light Text

THE QUICK BROWN FOX JUMPS  
OVER LAZY DOG

Regular Text

THE QUICK BROWN FOX JUMPS  
OVER LAZY DOG

Black Text

**THE QUICK BROWN FOX JUMPS  
OVER LAZY DOG**

---

Regular Script

*The quick brown fox jumps over  
lazy dog*

Bold Script

*The quick brown fox jumps over  
lazy dog*

**Black Script**

*The quick brown fox jumps over  
lazy dog*



# The Hierarchy

## Typography Hierarchy

Hierarchy refers to the overall structure of a document and the relationship between elements within the text. A heading placed above a paragraph gives meaning and context to that paragraph and implies a hierarchy to the text as a whole.

This heading consists of Roboto Slab Bold and a Black Diamond keyword

**The *quick* brown fox jumps**

This is a sub-heading using Bebas Neue Bold

**THE QUICK BROWN FOX JUMPS**

This is a sub-heading using Roboto Bold

**The quick brown fox**

This is a sub-title using Roboto Regular

The quick brown fox jumps over lazy dog



# 05

# Special Groups

M I D - A M E R I C A C H R I S T I A N U N I V E R S I T Y

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

**Note:** University-affiliated groups must go through an approval process before establishing their own logo.



# Scraper Center

## Group Hashtag

#ScraperCenter

## Group Typefaces

TERMINA (All Caps)  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Roboto  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## Group Logo



# Evangel Corner

## Group Hashtag

#EvangelCorner

## Group Typefaces

**ROBOTO CONDENSED BOLD (All Caps)**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Roboto

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z



## Group Logo



# Alumni Association

## Group Hashtag

**#MACUAlumni**

## Group Typefaces

**BEBAS NEUE BOLD**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Roboto

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z



## Group Logo



# SGA

## Group Hashtag

#SGAatMACU

## Group Typefaces

### Roboto Slab

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

### Roboto

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z



## Group Logos



# MACU Athletics

## Group Hashtag

#MACUProud

## Group Typefaces

### INDUSTRY BASE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

### Roboto

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z



## Group Logos



# MACU Baseball

## Group Hashtag

#DefendTheM

## Group Typefaces

### INDUSTRY BASE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

### Roboto

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z



## Group Logo





# MACU Soccer

## Group Hashtag

#MACUFamily

## Group Typefaces

### INDUSTRY BASE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

### Roboto

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z



## Group Logo



# MACU Varsity

## Group Hashtag

#MACUProud

## Varsity Logo Typeface

MARSHAL CONDENSED (All Caps)

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z



## Varsity Logos



# MACU Varsity

## Varsity Hashtags

All:	<b>#MACUProud</b>
Cross Country:	<b>#MACUXC</b>
Baseball:	<b>#DefendTheM</b>
Softball:	<b>#GoAllM</b>
Men's Basketball:	<b>#TheBrotherhood</b>
Women's Basketball:	<b>#MACUFamily   #RockTheM</b>
Men's Soccer:	<b>#MACUFamily</b>
Women's Soccer:	<b>#MACUProud</b>
Volleyball:	<b>#MACUProud</b>



06

# Visual Imagery

M I D - A M E R I C A C H R I S T I A N U N I V E R S I T Y

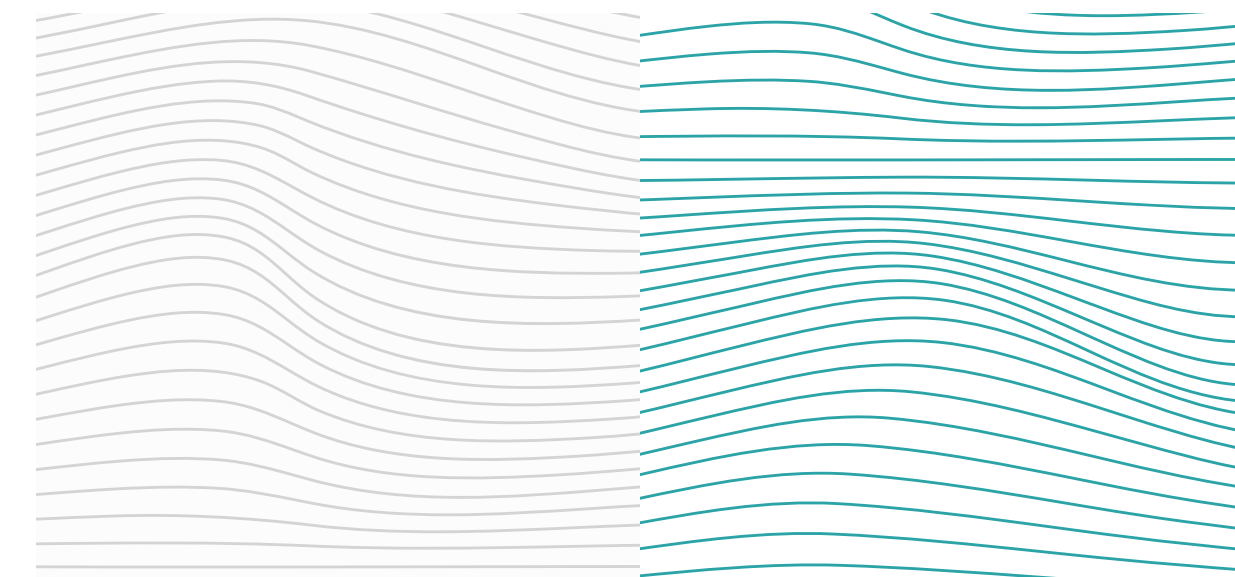
• Textures & Visuals



# Textures & Visuals

Enhance MACU brand promotions with supporting visual elements to provide a more contemporary, vibrant look and feel.

Use only one texture or visual element at a time.



# Info.

Questions?

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