



MISSISSIPPI CHRISTIAN
UNIVERSITY



Brand Guidelines

Table of Contents

Introduction	3	Stationery	31
Quick Points	4	Display and Promotional Items	33
University Guidelines		Display	34
<hr/>		Promotional	35
University Name	5	University Vehicles	36
University Logo	6	Wayfinding Signage	37
Logo Configurations	7	Athletics Guidelines	38
Logomark and Wordmark	8	<hr/>	
Choctaw Metallic Gold	9	Athletics Logos	40
Safe Space and Minimum Sizing	10	Primary Logo	41
Multiple Logos	11	Athletic Unit Logos	42
Incorrect Logo Usage	12	Spirit Mark	43
Unit Lockups	14	Athletic Wordmarks	44
Academic and Administrative	15	Safe Space and Minimum Sizing	48
Institutes and Centers	16	Incorrect Logo Usage	51
Professional Patches, Pins, Identification	17	Athletics Colors	53
University Marks	18	Color Palette and Formulas	54
University Seal	19	DA Compliant Colors	55
Tushka Mascot	20	Typography	56
Spirit Mark	21	Athletics Font	57
Accent Graphics	22	University Fonts	58
Graphic Elements	23	Alternative Fonts	60
University Colors	24	Uniforms	61
Color Palette and Formulas	25	Stationery	64
ADA Compliant Colors	26	<hr/>	
Typography	27	Resources	65
University Fonts	28		
Alternative Fonts	30		

Mississippi Christian University

comprises multiple schools and departments across two campuses, each with its own excellent reputation. *However, the MC brand as a whole is greater than the sum of its parts.* Strengthening the central University brand, in turn, enhances the reputation of MC, MC Athletics, and departments — a rising tide lifts all boats. This is why MC seeks to present a clear, unified voice and appearance in all communications.

Though it is tempting for a school or department to create its own logo or brand identity, this can have unintended effects such as diluting the central brand and creating confusion among our audiences. Creating a strong, successful brand requires that all components appear consistently across all University and athletics communications. This document outlines MC's visual identity and gives application guidelines to ensure that we project a unified voice to the public.

Although the University is 200 years old, our transition to Mississippi Christian University requires a unified effort to continue building strong brand affinity and awareness. Following these guidelines in all forms of MC Communications will help achieve the goal of presenting a clear and consistent University brand.



QUICK POINTS

- 1.** Mississippi Christian University reserves the right to review and monitor logo usage. All institutional logos are owned by Mississippi Christian University.
- 2.** Communications materials and advertisements should be approved by the Office of Marketing and Communications before they are purchased, printed, displayed or distributed.
- 3.** The University name should appear on all communications materials, whether printed or digital, including promotional items. The name must appear on the front of all printed publications. In addition, an official institutional logo should appear on all communications materials and advertisements as space allows.
- 4.** University and MC Athletics marks may not be altered in any way and must follow the guidance outlined in this document.
- 5.** No copyrighted or trademarked material should be used without permission, including photos, graphics, logos and images from the Internet.
- 6.** Student organizations may create individual logos for their groups. The University logo is not required to be displayed on communications materials issued by student organizations. However, any materials displaying the University logo must be approved through the Office of Marketing and Communications.

UNIVERSITY NAME



The Office of Marketing and Communications has developed this guide to assist in developing materials that present Mississippi Christian University in a strong, consistent way. All messaging produced by and for the University should follow the guidance presented here when referring to the University.

First reference should always be the full official name, *Mississippi Christian University*. Second reference can be an accepted acronym, shortened reference or the University.

If you have questions, contact the Office of Marketing and Communications.

OFFICIAL NAME

Mississippi Christian University

ACCEPTED ACRONYM/SHORTENED SECOND REFERENCE

MC

IMPROPER ACRONYM/SHORTENED SECOND REFERENCE

MCU

MC University

MC Christian

Miss Christian

MS Christ

University Logo



UNIVERSITY LOGO CONFIGURATIONS



HORIZONTAL LOGO



PRIMARY VERTICAL LOGO



VERTICAL LOGO FOR NARROW SPACES

LOGOMARK COLOR VARIATIONS



PMS 289 BLUE



WHITE



PMS 117 GOLD

LOGO WORDMARK COLOR VARIATIONS

Any of the Mississippi Christian University logo configurations can use the color combinations shown below. All approved logos can be found at [found at brand.mc.edu](http://brand.mc.edu).



PMS 289 BLUE



PMS 117 GOLD LOGOMARK
& WHITE LOGO TYPE ON DARK
BACKGROUND



WHITE LOGOMARK
& WHITE LOGO TYPE ON DARK
BACKGROUND



PMS 117 GOLD LOGOMARK
& PMS 289 BLUE LOGO TYPE

CHOCTAW METALLIC GOLD



Pantone 8641 Metallic Gold is approved as a substitute for Pantone 117 in print materials for the Office of the President.

Any other uses must be approved by the Office of Marketing and Communications.



MISSISSIPPI CHRISTIAN
UNIVERSITY

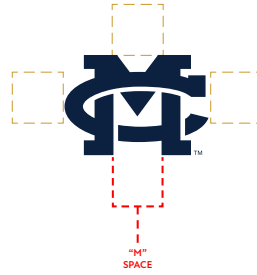
CHOCTAW METALLIC GOLD LOGOMARK
& PMS 289 BLUE LOGO TYPE

LOGO SAFE SPACE AND MINIMUM SIZING



To maintain the integrity of our logos, it is important that nothing infringes on its space. No competing text, images and graphics (other than a background image) should violate this protected area. This safe space provides separation from other elements, avoids visual clutter and allows the MC brand to shine through. The minimum safe space required depends on the logo being used. Refer to the guidelines provided for individual logo specifications. When reproducing an MC logo, be conscious of its size and legibility. To ensure quality reproduction, use these guidelines for minimum sizing.

Safe space may only be lessened in certain instances where space is limited, such as social media avatars, and requires permission from the Office of Marketing and Communications.



When used alone, the logomark should be .75" wide or larger.



The primary vertical logo should be reproduced at 1.375" wide or larger.



The narrow vertical logo should be reproduced at .75" wide or larger.



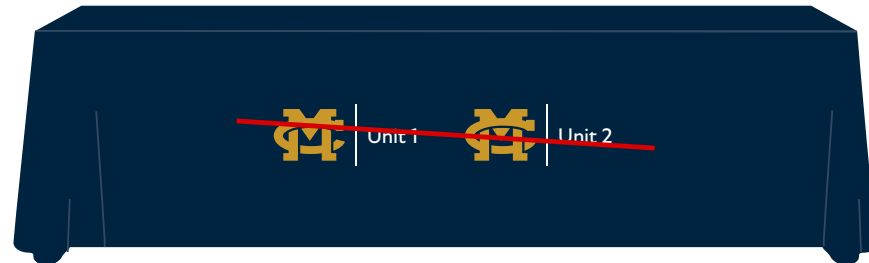
The horizontal logo should be reproduced at 1.375" wide or larger.

MULTIPLE LOGOS



Do not use more than one University, unit or athletics logo in the same design space, such as on the same page of a print communication or tablecloth. You also may not combine multiple unit names into one logo.

If you need to identify more than one University entity equally in a communication, you should use one logo, preferably the University logo, and list multiple units as part of the text within the design.



INCORRECT LOGO USAGE



Alteration of the logos in any way is **not permitted**. The examples provided are unacceptable usage that should be avoided. These restrictions apply to all University logos, spirit marks and wordmarks, not just those pictured.



Logo elements should never be reproduced in any other color or combination of colors than the official MC colors, PMS 289 Blue and PMS 117 Gold.



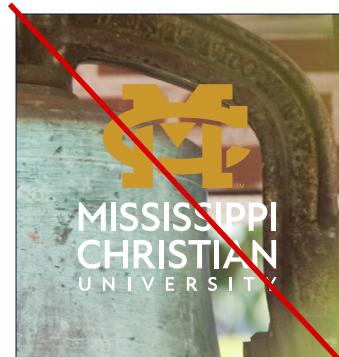
The logo should not appear on distracting or busy backgrounds.



Logo elements should never be condensed or expanded.



Logo elements should never be incomplete or partially cropped.



Logo elements should never be reproduced over a competing photograph — one where the colors are too similar and interfere with readability.



The logo typeface should never be recreated in another font.

INCORRECT LOGO USAGE (CONTINUED)

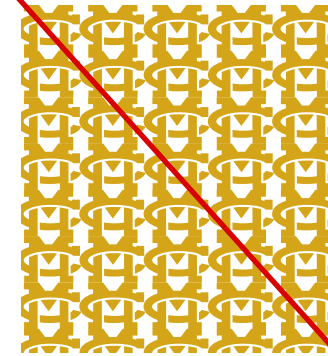
MISSISSIPPI CHRISTIAN
UNIVERSITY



The size relationship of the logomark and the logo type should never be altered, and the lockup logo elements should never be separated randomly.



Logo elements should never be used within another shape or container that creates the impression of an unapproved logo lockup. Shaped borders can be used if within a larger graphic element as long as it is clearly not perceived as a new logo design. See the sticker example under Display and Promotional Items.



The logomark should never be used to create a repeated closed pattern.



Do not attempt to fill the logo with patterns.



Logo elements should never be outlined.



Metallic Gold is approved as a substitute for Pantone 117 in print materials for the Office of the President. The logo should never be reproduced in PMS 8641 metallic in electronic documents. Any other uses must be approved by the Office of Marketing and Communications.



Special effects (distressed, posterization, unusual screens, etc.), should never be applied to the logo components.



Unit Lockups

ACADEMIC AND ADMINISTRATIVE UNITS



All academic and administrative departments (offices, schools, departments, etc.) are part of our shared brand. As such, custom logos are prohibited with few exceptions. All unit lockups consist of the MC logomark combined with the unit name, according to set conventions. All fonts, colors, sizes and spatial relationships are based on a template and **must not be altered**.

- Do not create your own lockup. Contact the Office of Marketing and Communications for help.
- Units should not include “Mississippi Christian University” or “MC” in their names to avoid redundancy with the logo.
- It is not recommended to include “Office of” or “Department of” unless necessary for clarification.
- Unit lockups cannot include contact information or taglines.
- Contact the Office of Marketing and Communications to discuss any custom unit logo or professional patch requests.

PROGRAMS

Individual programs should use their parent department lockups in marketing materials and list the program name as part of the text within the design.

UNIT LOCKUP EXAMPLES



INSTITUTES AND CENTERS



Like academic and administrative departments, institutes and centers are part of our shared brand. To strengthen our visual identity and present a clear, consistent association across the University, centers and institutes will follow the same lockup guidelines as academic and administrative units.

Institute and center lockups will consist of interlocking MC and unit wordmark as show in the sample provided.

When an external grant or partnership created through a Memorandum of Understanding requires a unique logo, it must meet a few basic design and usage standards and must be either created or approved by the Office of Marketing and Communications before implementation.

UNIT LOCKUP EXAMPLES



Institute for
Christian Leadership



Center for Faith,
Service and Ethics

PROFESSIONAL PATCHES, PINS OR IDENTIFICATION



Clinical and professional programs may require specific patches and pins as part of professional standards. These patch and pin designs are not a substitute for the official MC unit logo and should not be used on print materials, official communications or recruitment marketing items (such as ads, flyers or giveaways). These graphics could be used in limited contexts such as apparel (coats, shirts, scrubs) and commemorative items (pins, magnets, medallions, patches, etc.) primarily geared toward internal audiences and alumni.

Any request for professional patch or pin designs must be approved by the Office of Marketing and Communications.

EXAMPLES



University Marks



UNIVERSITY SEAL



The University Seal is **not available** for use as a general logo. Use of the University Seal is limited to official University documents such as diplomas, transcripts, official records, legal documents and materials issued at the executive level.

Any use of the University seal must be approved by the Office of Marketing and Communications.

STANDARD SEAL CONFIGURATION



The standard version of the seal, for use when printing or foil stamping on light backgrounds.

SPECIAL USE SEAL CONFIGURATION

A “reversed” version of the seal with dark columns is for use only when printing or stamping on dark backgrounds and when blind embossing on any background.



Use in blind emboss



Use on dark background

TUSHKA MASCOT



Tushka is a great representation of Choctaw pride. Photos and videos of Tushka can be used on promotional materials, particularly for undergraduate students. Tushka mascot imagery is **not suitable** for use on apparel. **Anthropomorphized illustrations or caricatures of Tushka are not allowed.**

For questions about personal appearances by Tushka contact events-services@mc.edu.

Having proudly carried the “Choctaw” moniker for almost 85 years, MC reached out to the Mississippi Band of Choctaw Indians in 2005 for its support in continuing the use of the nickname. On Oct. 11, 2005, the Mississippi Band of Choctaw Indians (MBCI) Tribal Council passed a resolution supporting an exception to the NCAA rule that would allow MC to continue using the nickname “Choctaw.”

Since that time, MC has since worked with the MBCI to eliminate all other imagery or language that the Choctaw people might consider offensive. MC’s new branding has adopted design elements that draw inspiration from the Choctaw history and culture.



SPIRIT MARK

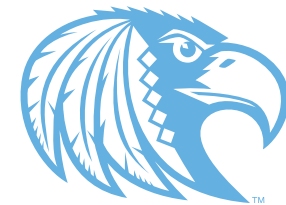


Our spirit mark is designed to inspire Choctaw pride. They primarily represent MC Athletics but can be used across the University in specified applications to strengthen our brand identity. It **cannot replace** the primary logo in official marketing or communication materials and **may not be altered**.

TUSHKA LOGO

The Tushka logo is **not available for use on all communications materials**. Beyond the Department of Athletics, use of this logo is limited to gameday-related promotions, promotional items for student recruitment purposes and the Office of Student Engagement. The mark is also for use by the Alumni Association and the Office of Marketing and Communications. Permission to use this logo on any communications materials, advertisements, social media graphics or promotional items must be granted by the Office of Marketing and Communications. For questions, please contact the Office of Marketing and Communications.

TUSHKA LOGO COLOR VARIATIONS



Note: Only use approved variations as shown. Tushka's head should never be white on a dark background. On dark backgrounds, use one of the approved outline versions of the logo.

TUSHKA LOGO SAFE SPACE



Tushka Choctaws lockup should use the "B" space - equivalent of the distance from the lowest point of the beak to the Trademark symbol

ACCENT GRAPHICS



In addition to official University logos and lockups, some units may wish to create a design element that reflects their specific mission and connects with their audience in a distinctive way. These accent graphics may include a short phrase or tagline used by the unit but **may not include the name of the unit or the University.**

The official unit lockup or University logo must appear on any communication, promotional item or marketing material that includes an accent graphic, with adequate spacing between them. Accent graphics are optional and secondary to the main University brand. They do not need to appear on all communications for your unit and should be used selectively. Overuse of accent graphics runs the risk of diluting the University brand. All accent graphics must be approved by the Office of Marketing and Communications.

ACCENT GRAPHIC EXAMPLES

BAND

Choctaw Marching Band

Jazz Band

Symphonic Winds

DEPARTMENT OF ENGLISH AND WORLD LANGUAGES



CHAPEL



GRAPHIC ELEMENTS



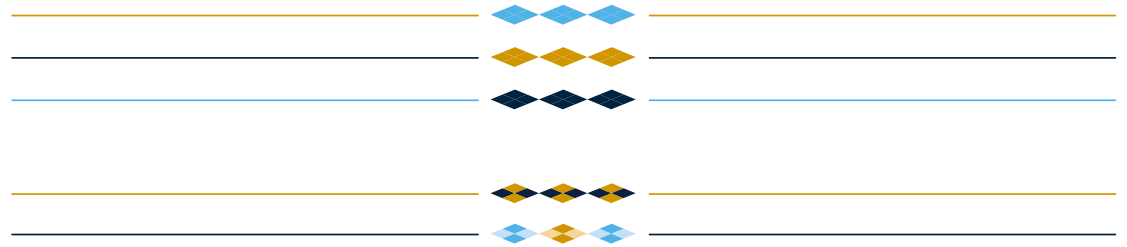
The arrow pattern derives from a pattern often seen in traditional Choctaw basket weaving.

Diamond patterns are an integral part of Choctaw artwork from clothing to basket weaving. These patterns are drawn from the rattlesnake, which Choctaws say protected their crops from predators.

DIAMOND BACKGROUND GRADIENT PATTERN



DIAMOND BAND SEPARATORS



ARROW PATTERN



DIAMOND BAND PATTERNS



ALTERNATE DIAMOND OPTIONS



QUOTATION MARK



University Colors

The MC colors are the second most recognizable elements of our brand after our logo. Color embodies power, evokes emotion and sensation, triggers memory, signals affiliation and unites us. All University-related materials should utilize the MC color palette to clearly connect the message to MC, building recognition and trust with our audiences.



COLOR PALETTE AND FORMULAS



The primary color palette should be the main palette used for any University communication to ensure that items are immediately recognizable as from the MC family. For color builds, use the color values outlined. They've been adjusted for the best reproduction in print and on-screen and may not match automatic color breakdowns within individual apps. Accent colors are meant to compliment the primary colors but should never be used to completely replace them.

Please Note: The colors and CMYK values shown on this page have been obtained on Pantone Connect by Pantone,® Inc. as of 2023. To ensure correct Pantone Color Standards, refer to the current edition of the Pantone formula guides. Pantone also has references for applications such as plastic and textiles, but the ability to match PMS colors is supplier and material specific. MC's PMS colors must be matched as closely as possible. Sample proofs of the colors suppliers and printers plan to use to match our colors should be requested before production. Metallic inks and pigments are best reproduced on coated paper or plastics. The Madeira thread colors are for reference only and were converted by Madeira UK. In some instances, suppliers may not use Madeira materials — in that case the closest match to MC's PMS colors should be used.

PRIMARY COLORS

MC BLUE

MC GOLD



sRGB: R:12/G:35/B:64

Hex: #0C2340

CMYK: C:100/M:66/Y:0/K:76

Madeira Rayon: 1243

Madeira Polyneon: 1643

sRGB: R:201/G:151/B:0

Hex: #C99700

CMYK: C:0/M:26/Y:100/K:15

Madeira Rayon: 1159

Madeira Polyneon: 1792

ACCENT COLORS

WHITE

CELESTIAL BLUE



sRGB: R:255/G:255/B:255

Hex: #ffffff

CMYK: C:0/M:0/Y:0/K:0

Madeira Rayon: 1001

Madeira Polyneon: 1801

sRGB: R:105/G:179/B:231

Hex: #69B3E7

CMYK: C:55/M:13/Y:0/K:0

Madeira Rayon: 1274

Madeira Polyneon: 1628

See page 52 for Athletics colors.

ADA COMPLIANT COLORS



When used in digital formats, MC's colors must comply with accessibility requirements outlined in the Americans with Disabilities Act (ADA) Title II and the Web Content Accessibility Guidelines (WCAG 2.1). WCAG defines contrast standards for readability:

- Normal text must meet a 4.5:1 contrast ratio
- Large text (18pt+ or 14pt bold+) must meet 3:1 contrast ratio

If a color combination does not meet these standards, it should not be used for accessible digital content.

Because MC Gold and Celestial Blue have lower contrast against light backgrounds, they often do not meet these requirements. To address this, approved alternative HEX colors are provided for limited digital use.

For best results, use MC Blue and White as primary text colors in digital applications.

If MC Gold or Celestial Blue must be used for text, use the approved accessible alternatives.

If you have questions about specific color combinations, use the [WebAIM Contrast Checker](#).

MC STANDARD BRAND COLOR COMPLIANCE

Background	Text Color			
	MC Blue	MC Gold	Celestial Blue	White
MC Blue (#0c2340)	x	✓	✓	✓
Celestial Blue (#69B3E7)	✓	x	x	x
MC Gold (#C99700)	✓	x	x	x
White (#ffffff)	✓	x	x	x

✓ = Meets WCAG AA (normal text) ! = Meets WCAG AA for large text only x = Does not meet WCAG standards

COMMON ACCESSIBILITY ISSUES

- White text on MC Gold or Celestial Blue does not meet WCAG standards
- MC Gold or Celestial Blue text on a white background does not meet WCAG standards

BEST PRACTICES SOLUTION

- Use MC Blue text on MC Gold or Celestial Blue backgrounds
- Use White, Celestial Blue or MC Gold text over MC Blue backgrounds

ACCESSIBLE TEXT COLOR ALTERNATIVES (DIGITAL USE ONLY)

To maintain brand integrity while meeting accessibility standards:

Use **#AF8625** in place of MC Gold for **large or normal text on white backgrounds**



Use **#4F94D4** in place of Celestial Blue for **large text on white backgrounds**



These alternate colors should *not* be used as background colors and should *not* be used in print materials.



Typography

Typography plays a major role in our brand identity — it's a powerful tool that helps convey our personality. Our font families have been selected for their beauty and utility, their relationship to one another and the way they enhance the ability to communicate clearly in a wide range of applications. To ensure a consistent look and feel across all channels, only approved brand fonts are permitted in marketing and communications materials.



MC's primary font families are Adobe licensed fonts and require a subscription to Adobe Creative Cloud or Adobe Fonts. For instances where licensed fonts cannot be used, approved alternative fonts may be used (see page 30).

New Atten Font Family

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890&\$#?!£

New Atten Book
New Atten Book Italic

New Atten Regular
New Atten Regular Italic

New Atten Medium
New Atten Medium Italic

New Atten Bold
New Atten Bold Italic

New Atten ExtraBold
New Atten ExtraBold Italic

NEW ATTEN is a sans serif in five weights suited for multiple applications including web, print and large format use. It is appropriate for informal pieces, and when paired with the serif font PSFournier, fitting for more formal pieces.

NEW ATTEN RECOMMENDATIONS FOR USE:

NEW ATTEN REGULAR is the preferred weight used primarily for body copy including italics in longer running copy and headlines, along with New Atten Bold where needed.

NEW ATTEN MEDIUM is the alternate weight when a bit heavier look is desired. This weight works well with New Atten Bold and may be used for “quieter” large headlines.

NEW ATTEN BOLD is a strong display font, with noticeably thicker strokes. It’s an appropriate weight for larger point sizes, subheads and headlines.

NEW ATTEN EXTRABOLD is appropriate to use for important item callouts and headlines.

Ps Fournier Font Family

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890&z\$#?!£

PS FOURNIER STD

PSFournier Std Light
PSFournier Std Light Italic

PSFournier Std Regular
PSFournier Std Italic

PSFournier Std Bold
PSFournier Std Bold Italic

PSFournier Std Heavy
PSFournier Std Heavy Italic

PS FOURNIER STD PETIT

PSFournier Std Petit Light
PSFournier Std Petit Light Italic

PSFournier Std Petit Regular
PSFournier Std Petit Italic

PSFournier Std Petit Bold
PSFournier Std Bold Italic

PSFournier Std Petit Heavy
PSFournier Std Petit Heavy Italic

PS FOURNIER STD GRAND

PSFournier Std Grand Light
PSFournier Std Grand Light Italic

PSFournier Std Grand Regular
PSFournier Std Grand Italic

PSFournier Std Grand Bold
PSFournier Std Grand Bold Italic

PSFournier Std Grand Heavy
PSFournier Std Grand Heavy Italic

PS FOURNIER is the standard choice in most cases when a more refined look is desired for body copy, including italics in longer running copy and headlines. There are three variations available for use on MC materials, each with multiple weights to choose from.

PS FOURNIER RECOMMENDATIONS FOR USE:

PS FOURNIER STD is the preferred version for body copy including italics in longer running copy and headlines.

PS FOURNIER STD PETIT is the alternate version used primarily for body copy including italics in longer running copy and headlines. Its heavier strokes and serifs make this font a better choice for smaller text, especially light text on a dark background.

PS FOURNIER STD GRAND is an elegant display font, with noticeably thin crossbars and serifs, best used for impactful larger headlines.

ALTERNATIVE FONTS



Source Sans 3 (or Source Sans Pro) and Source Serif 4 (or Source Serif Pro) are free to use from [Google fonts](#) and may be substituted when access to primary fonts is not available.

Projects that require an end user to have fonts installed to view a file, such as PowerPoint presentations or emails, may substitute **Trebuchet** or **Arial** as needed.

GOOGLE FONTS

Source Sans 3

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1234567890&\$#!£

Source Serif 4

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890&\$#!£

SYSTEM FONTS

Trebuchet

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890&\$#!£

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890&\$#!£



Stationery

MC has created a standard stationery suite for use by all units, including schools, colleges, offices, programs, labs, institutes and centers. Using this branded stationery ensures audiences recognize official University communications.

Letterhead and envelope templates may include either the Mississippi Christian University logo or an official unit lockup along with customizable contact information. Except for limited occasions, personal names should not appear on letterheads. This saves cost by minimizing waste over time.

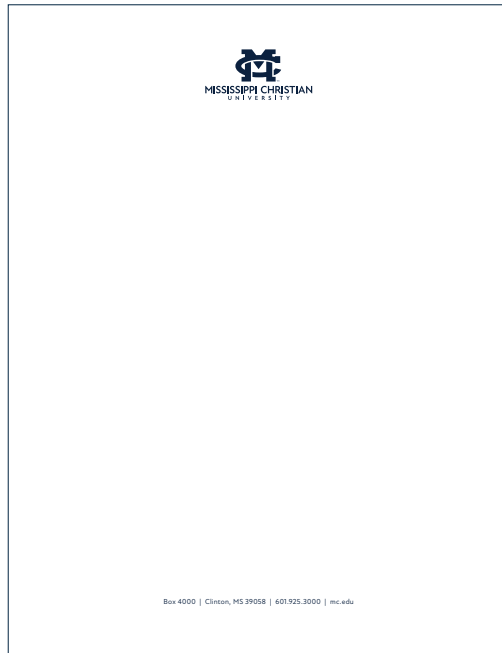
Units should consider costs of stationery before purchasing. For units using a small amount of letterhead each year, please consider transitioning to electronic stationery.

UNIVERSITY MAIN CAMPUS AND UNITS

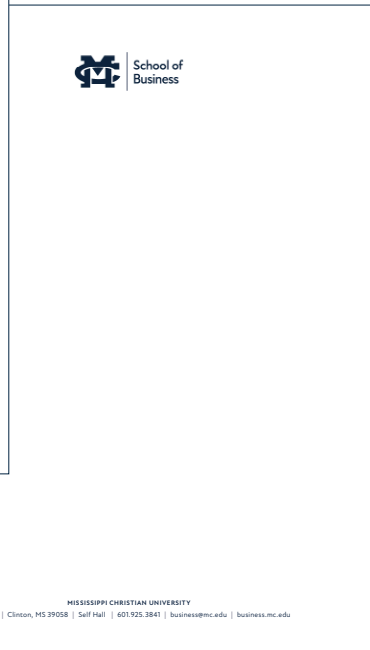
LETTERHEAD

ENVELOPE

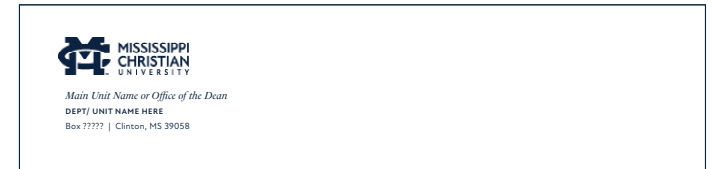
PRIMARY



SECONDARY
(UNIT)



SECONDARY



PRIMARY



BUSINESS CARDS



OPTIONAL BACKS



QR codes are limited to official MC domains

Traditional, preprinted stationery for each of these units must be ordered online at mc.edu/storefront. Electronic letterhead templates are available for download and use for communications sent digitally. Contact the Office of Marketing and Communications with questions.

Display and Promotional Items



DISPLAY ITEMS



Display items are materials used to identify Mississippi Christian University or one of its units at events such as conferences or recruitment fairs. Common display item examples include tablecloths, banners, tabletop displays and tents.

Display items may be ordered online at mc.edu/storefront using pre-designed templates.

If a template does not exist for the display item you need, contact the Office of Marketing and Communications.

Any custom artwork must be approved by the Office of Marketing and Communications before display items are produced. Artwork for review should be emailed to brandapproval@mc.edu.

All University display items must be imprinted with the University name and/or an authorized logo or unit lockup.

BANNER OPTIONS



TABLECLOTH

PROMOTIONAL ITEMS



Promotional items are usable products or giveaways that promote Mississippi Christian University or one of its units, programs or events. Common examples include pens, pencils, T-shirts, cups and beverage tumblers. Traditional printed materials such as posters, brochures and booklets are not considered promotional items.

All University promotional items must include the University name and/or an authorized logo or unit lockup. Academic units ordering promotional items for recruitment purposes should use approved colors, fonts and layouts consistent with the examples shown on this page.

Custom promotional items can be produced for units. All artwork must be approved by the Office of Marketing and Communications before production. Artwork for review should be emailed to brandapproval@mc.edu.

A Promotional Items Toolkit is available at brand.mc.edu.

T-SHIRTS



PEN



STICKERS



CUPS



UNIVERSITY VEHICLES



For consistency with other University visual communications, all University vehicles having a new logo applied should use the University logo. For questions about vehicle wraps or further design and customization for specific units, contact the Office of Marketing and Communications.

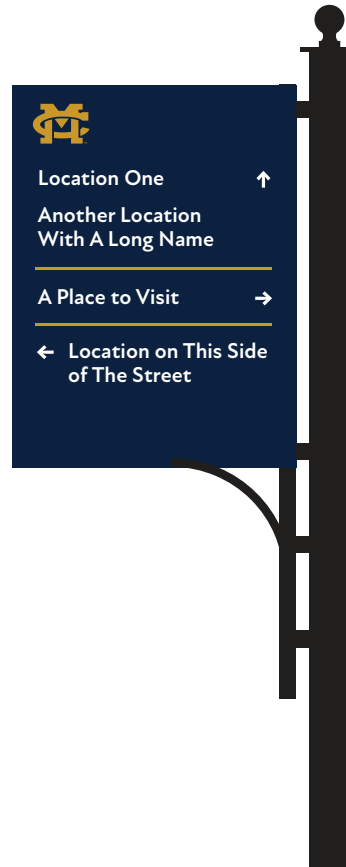


WAYFINDING SIGNAGE

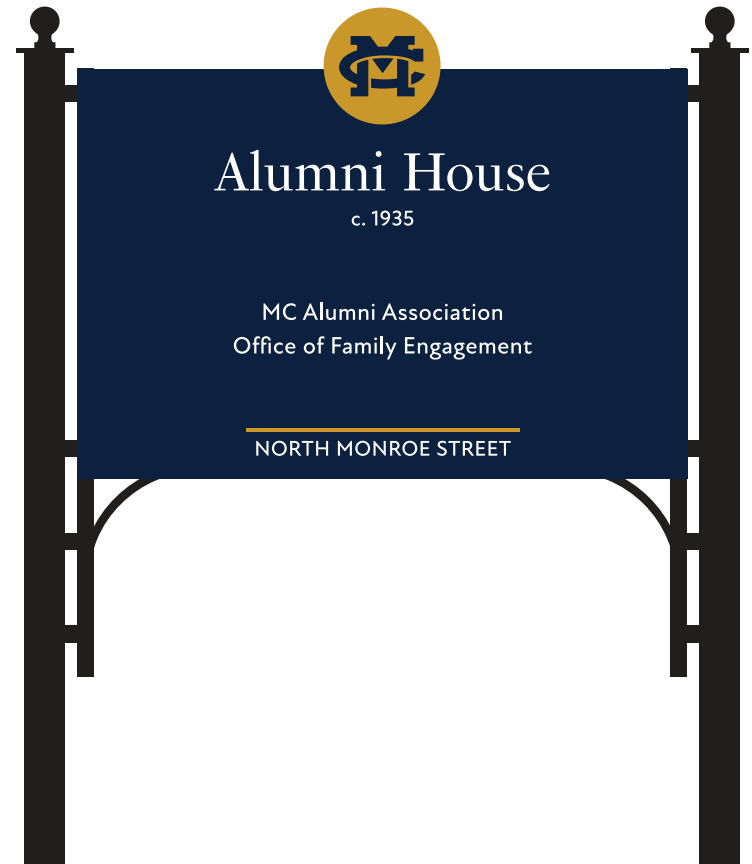


Exterior wayfinding signage must be approved by the Chief Operating Officer, Chief Financial Officer and the Office of Marketing and Communications in coordination with Campus Operations.

DIRECTIONAL SIGNAGE



BUILDING SIGNAGE





CHOCTAWS



Athletics Guidelines



Athletics is a major public face for the University. The MC Athletics brand guidelines have been developed to ensure a continuity of branding between MC Athletics and academic units. Like with academic units, disunity in branding between athletics and other University units can create confusion and dilute brand recognition. It is important to follow the guidelines outlined in this document.

If a specific topic isn't covered in the athletics section, University guidelines will apply.

Athletics Logos

Because of the unique needs of collegiate athletics, Mississippi Christian University has expanded and refined the University's brand standards for exclusive use by Mississippi Christian University Athletics. These updates ensure that the athletics identity remains consistent with the University's overall brand while meeting the specific requirements of competitive sports environments.



PRIMARY ATHLETICS LOGO



This version of the primary University logo is reserved exclusively for use by MC Athletics. It maintains the same graphic form as the main University logo but incorporates the outlined MC Athletics logomark.

This outline transforms the more refined, academic feel of the main University logomark into a bold, competitive statement about MC.

This primary lockup must be used for all official University communications from the Athletics department.

If a one color option is needed, use an approved University logo.

OFFICIAL ATHLETICS LOGOMARK



LOGO TYPE

MISSISSIPPI CHRISTIAN
UNIVERSITY



**MISSISSIPPI
CHRISTIAN**
UNIVERSITY



**MISSISSIPPI
CHRISTIAN**
UNIVERSITY

COLOR VARIATION FOR DARK BACKGROUNDS



ATHLETICS UNIT LOGOS



Like the University logo lockup architecture for departments and centers, there are lockup variations of the MC Athletics logo unique to each sport for use on team-specific merchandise and materials.

These logos have been designed as part of our shared brand. As such, custom logos are prohibited with few exceptions. All unit lockups will consist of the MC logomark combined with the unit name, according to set conventions. All fonts, colors, sizes and spatial relationships are based on a template and **must not be altered.**

- Do not create your own lockup. Contact the Office of Marketing and Communications for help.
- Units should not include “Mississippi Christian University” or “MC” in their names to avoid redundancy with the logo.
- Unit lockups cannot include contact information or taglines.
- The unit name should always be MC Blue or white. Contact the Office of Marketing and Communications if a one color option is required.



OFFICE UNIT LOCKUP



TEAM LOCKUPS

Team lockups are available for each sport.
Contact the sports information director for access.



SPIRIT MARK



Tushka is primarily to be used on athletic apparel and merchandise to inspire Choctaw pride.

The solo Tushka spirit mark can be used in secondary locations on uniforms or in primary locations on practice/travel gear.

MC Athletics is permitted to use the solo Tushka on apparel and promotional materials when used within a gameday context where the reference to MC is easily recognized by those in attendance. This also applies to graphics on athletic fields, game signage and scoreboards. **Otherwise, Tushka must be used with a textual reference to Mississippi Christian University, Choctaws or one of the approved Choctaw wordmarks.**

The solo Tushka spirit mark should never be used in place of the official MC lockup or with the Mississippi Christian University wordmark. Tushka should never be used in a unit lockup.

View page 46 for guidance using Tushka as a wordmark lockup. For more information about Tushka, see pages 20 and 21.

TUSHKA LOGO COLOR VARIATIONS



Note: Only use approved variations as shown. Tushka's head should never be white on a dark background. On dark backgrounds, use one of the approved outline versions of the logo.

TUSHKA LOGO SAFE SPACE



Tushka Choctaws lockup should use the "B" space - equivalent of the distance from the lowest point of the beak to the Trademark symbol.

WORDMARK



This mark should be used for uniforms, facility branding, apparel and MC Athletics promotional material when space does not allow for use of the full Athletics wordmark lockup. It is not to be used in formal communications and must be used alone, without a unit or sport name attached.

The Choctaws wordmark may be used horizontally or vertically but never diagonally. Modifications to the wordmark are not allowed except for with special circumstances. Contact the Office of Marketing and Communications for more information.

CHOCTAWSTM

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CHOCTAWSTM

PRIMARY WORDMARK LOCKUPS



This is the primary mark for Choctaw Athletics use in uniforms, facility branding, apparel and athletic promotional material.

Transparent or “just outlined” MC logomarks are prohibited, as they appear “empty” and lacking in substance.

MC VARIATIONS

ONE COLOR OPTIONS



In instances when a one color logo is needed, a solid MC logomark is used.

TWO COLOR OPTIONS



PMS 289 MC Blue and PMS 292 Celestial Blue outline options for use on light backgrounds. The MC Blue outline with Celestial fill (left) is the preferred version.

For use on dark backgrounds that are lighter in tone than the PMS 289 fill. The MC lockup should never look “empty” or transparent.



White outline with PMS 292 Celestial Blue fill or PMS 292 Celestial Blue outline with white fill options for use on dark backgrounds.

SECONDARY WORDMARK LOCKUPS



The Tushka wordmark lockup is available for use on uniforms, athletic apparel, promotional material, merchandise and facility branding.

Contact the Office of Marketing and Communications with any questions regarding wordmark usage.

ONE COLOR OPTIONS



Tushka must have a white outline when appearing on dark backgrounds to prevent his darker colors from fading into the background.

TUSHKA VARIATIONS

TWO COLOR OPTIONS



Two color options are available for use where the area behind Tushka's head is white. These are primarily, but not exclusively, for use in screen printing apparel and merchandise. Note that this two color option also requires a white outline to prevent Tushka from fading into the background.

Celestial blue is not available for use in a two color option.

FULL COLOR OPTIONS



Tushka must have a white outline when appearing on dark backgrounds to prevent his darker colors from fading into the background.

CHOCTAW SCRIPT WORDMARK



The Choctaw Script wordmark is a secondary logo for Mississippi Christian University Athletics teams.

This wordmark is available for use on uniforms, athletic apparel, merchandise and facility branding.

APPROVED VARIATIONS



SCRIPT ANGLE



LOGO SAFE SPACE



To maintain the integrity of our logos, it is important that nothing infringes on its space. No competing text, images and graphics (other than a background image) should violate this protected area. This safe space provides separation from other elements, avoids visual clutter and allows the MC brand to shine through. The minimum safe space required depends on the logo being used. Refer to the guidelines below for individual logo specifications.

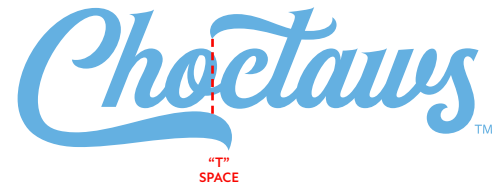
Safe space may only be lessened in certain instances where space is limited, such as social media avatars, and requires permission from the Office of Marketing and Communications.



All MC Athletics lockups will use same "M" spacing as unit and University lockups.



Tushka Choctaws lockup and spirit mark should use the "B" space - equivalent of the distance from the lowest point of the beak to the Trademark symbol.



Choctaw Script should use the “T” space - equivalent of the distance from the bottom left point of the T crossbar to the top edge of C script curve.

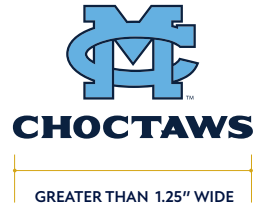


Choctaws wordmark should use “T” space - equivalent to the height of the T in CHOCTAWS.

MINIMUM LOGO SIZING



When reproducing MC logos, be conscious of size and legibility. To ensure quality reproduction, use these guidelines for minimum sizing in most cases. The Office of Marketing and Communications must approve logo sizes smaller than shown here.



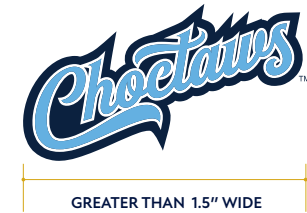
The MC Choctaws logo should be reproduced at 1.25" wide or larger.



The Tushka logo should be reproduced at 1.25" wide or larger.



The Choctaws Script logo should be reproduced at 1.25" wide or larger.



The angled background Choctaws Script logo should be reproduced at 1.5" wide or larger.



The Choctaws wordmark should be reproduced at 1.75" wide or larger.

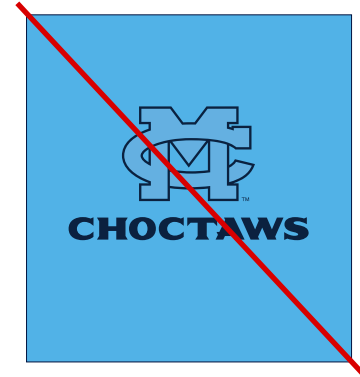
INCORRECT LOGO USAGE



Alteration of the logos in any way is **not permitted**. The examples provided are unacceptable usage that should be avoided. **These restrictions apply to all University logos, spirit marks and wordmarks, not just those pictured.**



Logo elements should never be reproduced in any other color or combination of colors than those specified in the brand guidelines.



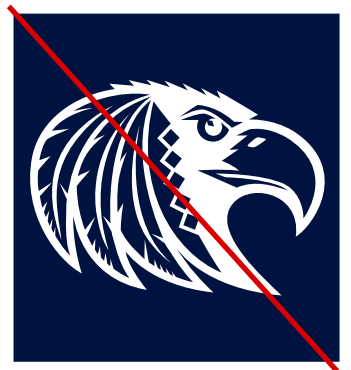
The outlined MC should never appear transparent or “empty”.



Logo elements should never be clipped or appear to be folded, creased or worn.



Logo elements should never be cropped or obscured by other design elements.



Never reverse a one color image to white. Only use approved one color logos as outlined in the guidelines.



The logo typeface should never be recreated in another font.

INCORRECT LOGO USAGE (CONTINUED)

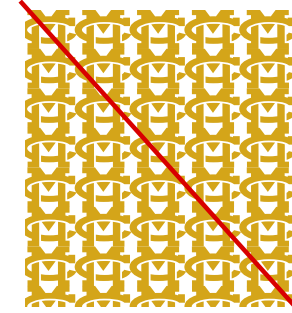
~~CHOCTAWS~~



The size relationship of the logomark and the logo type should never be altered, and the locked-up logo elements should never be separated randomly.



Logo elements should never be used within another shape or container that creates the impression of an unapproved logo lockup. Shaped borders can be used if within a larger graphic element as long as it is clearly not perceived as a new logo design. See the sticker example under Display and Promotional Items.



The logomark should never be used to create a repeated closed pattern.



Do not attempt to fill the logo with patterns.



Special effects (distressed, posterization, unusual screens, etc.), should never be applied to the logo components.



The solo Tushka spirit mark should never be used in place of the official MC lockup or with the Mississippi Christian University wordmark.

~~MISSISSIPPI
CHRISTIAN
UNIVERSITY~~



Logo elements should never be condensed or expanded.



Logos should never be rotated.



The solo Tushka spirit mark should never be flipped or reflected.

Athletics Colors

Like other University units, MC Athletics uses the same brand color palette in order to maintain brand consistency. There are, however, modifications in hierarchy specific to MC Athletics.



COLOR PALETTE AND FORMULAS



For color builds, use the color values outlined. They've been adjusted for the best reproduction in print and on-screen and may not match automatic color breakdowns within individual apps. Accent colors are meant to compliment the primary colors but should never be used to completely replace them.

Please Note: The colors and CMYK values shown on this page have been obtained on Pantone Connect by Pantone,® Inc. as of 2023. To ensure correct Pantone Color Standards refer to the current edition of the Pantone formula guides. Pantone also has reference for applications such as plastic and textiles, but the ability to match PMS colors is supplier and material specific. MC's PMS colors must be matched as close as absolutely possible. Sample proofs of the colors suppliers and printers plan to use to match our colors should be requested before production. Metallic inks and pigments are best reproduced on coated paper or plastics. The Madeira thread colors are for reference only and were converted by Madeira UK. In some instances, suppliers may not use Madeira materials — in that case the closest match to MC's PMS colors should be used.

PRIMARY COLORS

MC BLUE

CELESTIAL BLUE



sRGB: R:12/G:35/B:64

Hex: #0C2340

CMYK: C:100/M:66/Y:0/K:76

Madeira Rayon: 1243

Madeira Polyneon: 1643

sRGB: R:105/G:179/B:231

Hex: #69B3E7

CMYK: C:55/M:13/Y:0/K:0

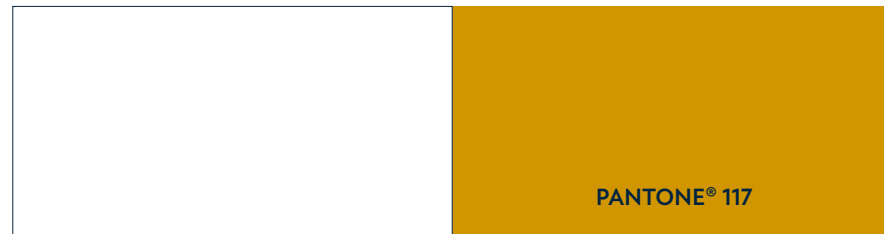
Madeira Rayon: 1274

Madeira Polyneon: 1628

ACCENT COLORS

WHITE

MC GOLD



sRGB: R:255/G:255/B:255

Hex: #ffffff

CMYK: C:0/M:0/Y:0/K:0

Madeira Rayon: 1001

Madeira Polyneon: 1801

sRGB: R:201/G:151/B:0

Hex: #C99700

CMYK: C:0/M:26/Y:100/K:15

Madeira Rayon: 1159

Madeira Polyneon: 1792

Neutral grays are also acceptable as accent colors for MC Athletics.

ADA COMPLIANT COLORS



When used in digital formats, MC's colors must comply with accessibility requirements outlined in the Americans with Disabilities Act (ADA) Title II and the Web Content Accessibility Guidelines (WCAG 2.1). WCAG defines contrast standards for readability:

- Normal text must meet a 4.5:1 contrast ratio
- Large text (18pt+ or 14pt bold+) must meet 3:1 contrast ratio

If a color combination does not meet these standards, it should not be used for accessible digital content.

Because MC Gold and Celestial Blue have lower contrast against light backgrounds, they often do not meet these requirements. To address this, approved alternative HEX colors are provided for limited digital use.

For best results, use MC Blue and White as primary text colors in digital applications.

If MC Gold or Celestial Blue must be used for text, use the approved accessible alternatives.

If you have questions about specific color combinations, use the [WebAIM Contrast Checker](#).

MC STANDARD BRAND COLOR COMPLIANCE

Background	Text Color			
	MC Blue	MC Gold	Celestial Blue	White
MC Blue (#0c2340)	x	✓	✓	✓
Celestial Blue (#69B3E7)	✓	x	x	x
MC Gold (#C99700)	✓	x	x	x
White (#ffffff)	✓	x	x	x

✓ = Meets WCAG AA (normal text) ! = Meets WCAG AA for large text only x = Does not meet WCAG standards

COMMON ACCESSIBILITY ISSUES

- White text on MC Gold or Celestial Blue does not meet WCAG standards
- MC Gold or Celestial Blue text on a white background does not meet WCAG standards

BEST PRACTICES SOLUTION

- Use MC Blue text on MC Gold or Celestial Blue backgrounds
- Use White, Celestial Blue or MC Gold text over MC Blue backgrounds

ACCESSIBLE TEXT COLOR ALTERNATIVES (DIGITAL USE ONLY)

To maintain brand integrity while meeting accessibility standards:

Use **#AF8625** in place of MC Gold for **large or normal text on white backgrounds**



Use **#4F94D4** in place of Celestial Blue for **large text on white backgrounds**



These alternate colors should not be used as background colors and should never be used in print materials.



Typography

MC's typography plays a major role in our brand identity — it's a powerful tool that helps shape our personality. Our font families have been selected for their beauty and utility, their relationship to one another and the way they enhance the ability to communicate clearly in a wide range of applications. Only approved brand fonts are permitted in marketing and communications materials.

ATHLETICS FONT



In addition to the University fonts, MC Athletics has a custom font that may be used in promotional materials, apparel and uniforms. Use of this font is exclusive to MC Athletics. The Choctaw alphabet should only be used as headers, never as paragraph text.

MC CHOCTAWS

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

1 2 3 4 5 6 7 8 9 0 & \$ # ? ! -

UNIVERSITY FONTS



MC's primary font families are Adobe licensed fonts and require a subscription to Adobe Creative Cloud or Adobe Fonts. For instances where licensed fonts cannot be used, approved alternative fonts may be used (see page 60).

New Atten Font Family

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890&\$#?!£

New Atten Book
New Atten Book Italic

New Atten Regular
New Atten Regular Italic

New Atten Medium
New Atten Medium Italic

New Atten Bold
New Atten Bold Italic

New Atten Bold
New Atten Bold Italic

NEW ATTEN is a sans serif in five weights suited for multiple applications including web, print and large format use. It is appropriate for informal pieces and when paired with the serif font PSFournier, fitting for more formal pieces.

NEW ATTEN RECOMMENDATIONS FOR USE:

NEW ATTEN REGULAR is the preferred weight used primarily for body copy including italics in longer running copy and headlines, along with New Atten Bold where needed.

NEW ATTEN MEDIUM is the alternate weight when a bit heavier look is desired. This weight works well with Atten Bold and may be used for “quieter” large headlines.

NEW ATTEN BOLD is a strong display font with noticeably thicker strokes. It’s an appropriate weight for larger point sizes, subheads and headlines.

NEW ATTEN EXTRA BOLD is appropriate to use for important item callouts and headlines.

Ps Fournier Font Family

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890&z\$#!£

PS FOURNIER STD

PSFournier Std Light

PSFournier Std Light Italic

PSFournier Std Regular

PSFournier Std Italic

PSFournier Std Bold

PSFournier Std Bold Italic

PSFournier Std Heavy

PSFournier Std Heavy Italic

PS FOURNIER STD PETIT

PSFournier Std Petit Light

PSFournier Std Petit Light Italic

PSFournier Std Petit Regular

PSFournier Std Petit Italic

PSFournier Std Petit Bold

PSFournier Std Petit Bold Italic

PSFournier Std Petit Heavy

PSFournier Std Petit Heavy Italic

PS FOURNIER STD GRAND

PSFournier Std Grand Light

PSFournier Std Grand Light Italic

PSFournier Std Grand Regular

PSFournier Std Grand Italic

PSFournier Std Grand Bold

PSFournier Std Grand Bold Italic

PSFournier Std Grand Heavy

PSFournier Std Grand Heavy Italic

PS FOURNIER is the standard choice in most cases when a more refined look is desired for body copy including italics in longer running copy and headlines. There are three variations available for use on MC materials, each with multiple weights to choose from.

PS FOURNIER RECOMMENDATIONS FOR USE:

PS FOURNIER STD is the preferred version for body copy including italics in longer running copy and headlines.

PS FOURNIER STD PETIT is the alternate version used primarily for body copy including italics in longer running copy and headlines. Its heavier strokes and serifs make this font a better choice for smaller text, especially light text on a dark background.

PS FOURNIER STD GRAND is an elegant display font with noticeably thin crossbars and serifs and is best used for impactful larger headlines.

ALTERNATIVE FONTS



Source Sans 3 (or Source Sans Pro) and **Source Serif 4 (or Source Serif Pro)** are free to use from [Google fonts](#) and may be substituted when access to primary fonts is not available.

Projects that require an end user to have fonts installed to view a file, such as PowerPoint presentations or emails, may substitute **Trebuchet** or **Arial** as needed.

GOOGLE FONTS

Source Sans 3

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1234567890&\$#!£

Source Serif 4

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890&\$#!£

SYSTEM FONTS

Trebuchet

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890&\$#!£

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890&\$#!£



Uniforms

Athletes stand on the front lines of conveying MC's brand — in look and in action. As one of the primary ways that the public will interact with our University, MC Athletics uniforms should align with the University brand wherever possible.

UNIFORMS



MC Athletics uniforms and gear should feature official Athletics brand elements, including approved colors, logos and wordmarks. Any exceptions must be approved by MC Athletics and the Office of Marketing and Communications.

- Uniforms should include the interlocking MC logo or an official Athletics wordmark.
- Tushka may appear in a secondary location.
- Tushka may appear in a primary location if an approved Athletics wordmark is also included in a secondary position.

The following samples show approved athletic uniform designs that meet logo guidelines using a variety of logo applications.

For approval of uniform design, contact your team sports information contact.

UNIFORM SAMPLES

BASKETBALL



UNIFORM SAMPLES (CONTINUED)

BASEBALL/SOFTBALL



SOCCER



TRACK



TENNIS





Stationery

MC has created an athletics stationery suite for use by the MC Athletics department and all sports. Using this branded stationery ensures audiences recognize official Athletics and University communications.

Except for limited occasions, personal names should not appear on letterheads. This saves cost by minimizing waste over time.

LETTERHEAD



DEPARTMENT OF INTERCOLLEGIATE ATHLETICS
Box 4049 | Clinton, MS 39058 | Moody Adams Fieldhouse | 601.925.3341 | gochoctaws.com

ENVELOPE



DEPARTMENT OF
INTERCOLLEGIATE ATHLETICS
Box 4049 | Clinton, MS 39058

PLAY, ACT AND LIVE LIKE CHAMPIONS

BUSINESS CARDS



gochoctaws.com

KENNY BIZOT

Athletic Director

Box 4049

Clinton, MS 39058

A.E. Wood Coliseum

T 601.925.3819

E kbizot@mc.edu

PLAY, ACT AND LIVE LIKE CHAMPIONS



CHOCTAWS

Optional back

Traditional, preprinted stationery for each of these units must be ordered online at mc.edu/storefront. Electronic letterhead templates are available for download and use for communications sent digitally. Contact the Office of Marketing and Communications with questions.



Published by the MC Office of Marketing and Communications
marketing.mc.edu

RESOURCES

MC's Brand Identity Guidelines

mc.edu/brand-toolkit

Download Assets & Logos

mc.edu/brand-download

Brand Approval

brandapproval@mc.edu