



MC Brand Standards

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Introduction

MC's brand guidelines were designed to tell the university's story by sharing our unique attributes. It describes our positioning, personality and voice, and conveys who we are. This publication includes our logo and visual identity, and gives application guidelines to ensure that we project a unified voice that strengthens both our internal and public communications. It's essential, in order to portray the MC brand experience accurately, that we remain consistent in all aspects of our image. Our MC identity is meant to encourage joy and excitement — helping propel us forward and upward.



Brand Strategy

A BRAND IS NOT ONE THING. A brand exists in the mind of consumers. It is the result of countless individual experiences, a collective idea created through shared perceptions and personal associations — intended and not.

The Office of Marketing and Communications has a limited ability but integral responsibility to define the MC brand. We can describe it through positioning and express it in ways that can be gathered into a narrative that includes our essence, value, positioning, personality, voice and tone guidance as well as visual identity standards. That is what this document intends to do.

Everything we say and everything we do as a brand is built on a strategy. This strategy serves as a guide for how we tell the world: Here is who we are, why we exist, and why it matters. The elements in this strategy are born out of a desire to keep the essence of the brand intact and expand our communication about ourselves so that we give life to the vision for MC: “...to be known as a university recognized for academic excellence and commitment to the cause of Christ.”

SUMMARY

MC COMPRISES multiple schools and departments across two campuses. Each of these schools and departments has an excellent reputation in its own right. However, the MC brand as a whole is greater than the sum of its parts. It's important to strengthen the central brand of MC, and by association, that will strengthen the reputation of each of the schools — a rising tide lifts all boats. This is why MC seeks to project a strong and unifying voice and appearance in all our communications.

Though it is tempting for a school or department at MC to create their own brand and/or logo for their web pages, this action can have unintended effects such as diluting the central brand and brand message and, at worst, creating confusion among the audiences that MC serves. Strengthening our brand requires that all components of the MC brand appear consistently across all university communications.

No matter how we communicate, we all can contribute to strengthening and unifying the brand by following the logo, color, and typeface standards in this guide.

BRAND VISION — WHO WE ASPIRE TO BE

Our vision is to be known as a university recognized for academic excellence and commitment to the cause of Christ.

BRAND ESSENCE

es·sence: the intrinsic nature or indispensable quality of something, especially something abstract, that determines its character.

A brand's essence is the heart of why the brand exists and serves as the underpinning for everything the brand says and does. It is not a tagline, advertising slogan, or description that changes with every communication. Rather, it is a clear and concise statement that articulates who we are and who we aspire to be as an institution. This is the foundation of the MC brand.

ESSENCE STATEMENT

*MC is about the joyful
pursuit of Christ in
every field of study,
a university where
people are lifted
higher to reach their
God-given potential.*

*Reach Higher
Together.*

In terms of a messaging strategy, this foundational statement allows the various areas of MC to move forward in their own unique way, having started from the same place.

MC is about
—— WHO ——

*the joyful pursuit of Christ
in every field of study,*
—— WHAT ——

*a university where people
are lifted higher*
—— HOW ——

*to reach their
God-given potential.*
—— WHY ——

MC'S PERSONALITY

Who MC has always been



DRIVEN

Our rich history of accomplishment drives us forward. We are relentless and persistent, always leaning in to bring a single-minded focus to the work that we do.



INSPIRED

Since our founding, we have never stood still. Driven by beauty and excellence in all forms, we are unafraid to dream big and pursue bold ideas.



NURTURING

As a university, we recognize that our success depends on the quality of our people. We are committed to cultivating a community that supports you as you go farther than you ever imagined and ensures that you never go alone.



EMPATHETIC

People/relationships are at our core. We show deep compassion and understanding to every member of our community.



PROUD

Our name is synonymous with service to our community and the world. We love being Choctaws, and we're excited to share our spirit.



VIBRANT

Our tribe exudes a joyful, engaging enthusiasm that runs through all of us.

These personas were gathered from the 2021 Carnegie Reputation study.

SUMMARY

OUR VOICE AND TONE is a unified reflection of our personality. Unity in our voice and tone reassures potential students, parents, employees, and current students alike that whether they are exploring campus for the first time or returning as an alum 10 years after graduation, they are dealing with the same organization that they love.

OUR VOICE

***Speak with passion
and enthusiasm.***

MC has been a force to be reckoned with for nearly two centuries! Our students, graduates, faculty, and staff are a force of 49,584 people across 53 countries playing essential roles in their communities. We are a force that transforms classrooms, advances health care, leads businesses, unites teams, innovates, drives creativity, and champions the public good. We are enthusiastic about a future filled with people that share a common Christ-centered understanding of the world!

***Speak with confidence
and optimism.***

As a top institution, we've earned the right to make compelling statements that showcase our talents. We may feel timid about sharing our accomplishments, but it's possible to own the things that we do well without sounding boastful. Our confidence is grounded in our strong work ethic and real outcomes. We can make bold, impressive claims because we've done the work and have results to show.

***Speak with intelligence
and balance.***

We exude a love of learning and of academic passion while also being human. We are insightful dot-connectors; builders of intellectual capital; a sought-after partner that can be trusted. We believe our role is to embody what higher education should look like. We are approachably top-notch, balancing scholarship with a serious dedication to teaching and collaboration with students.

WRITING GUIDELINES

ENSURE MC'S VOICE comes through every piece of writing:

Keep it brief. Use short sentences and paragraphs. Incorporate bullet points, when appropriate.

Speak directly to the reader. Use second person when possible: “You’ll find...” rather than “Students will find...”.

Make it active. Use active voice over passive voice: “MC prepares you...” instead of “You’ll be prepared by MC...”

Use plain English. Avoid jargon, buzzwords, and unnecessarily complex words.

Aim for clarity. Target an 8th–9th grade reading level for most audiences. Make your language conversational and approachable.

Be declarative and confident. State ideas clearly, without hedging (“You’ll find a supportive community...” rather than “You may find a supportive community...”).

Need writing support or further guidance? Contact brand@mc.edu for more assistance.



Our Logo



MISSISSIPPI COLLEGE will be changing our name to Mississippi Christian University effective June 1, 2026. Follow the guidance below for logo usage during this transition period.

Interim Year

Fiscal Year 2026

JUNE 1, 2025 – MAY 31, 2026

Phase out the use of “Mississippi College” and “A Christian University.”



Bicentennial

JANUARY 1 – DECEMBER 31, 2026

Bicentennial logo also available for use during this time. Logo will be available Fall 2025.



BICENTENNIAL LOGO TO BE ANNOUNCED

New Name

Fiscal Year 2027

JUNE 1, 2026 & BEYOND

Mississippi Christian University logo and brand guidelines to be provided before June 1, 2026. **All new materials should use the new name or logo.**



MISSISSIPPI CHRISTIAN UNIVERSITY LOGO TO BE ANNOUNCED

Current logo mark will continue to be utilized as MC’s brand mark. The University will continue to be referred to as “MC” (never “MCU”).

All MC academic units, departments, offices, and organizations should continue use of unit lockup as shown below.



Unit Name



Unit Name

LOGO

THE MC LOGO is the gateway to our brand, and the most visible element of all of our communications. It identifies and speaks for us when we're not present to convey who we are, acting as a silent ambassador for our brand. The consistency of the application of our logo is paramount to our identity.

APPROVED COLOR VARIATIONS



PMS 289 BLUE



PMS 117 GOLD



WHITE

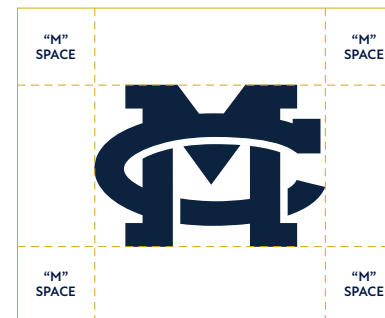
LOGO

LOGO MARK ONLY MINIMUM SIZE



The logo mark only should never be reproduced smaller than .75" wide.
Please note: there may be exceptions to this rule — due to specialty and other unique circumstances.
Approval must be obtained by the MC Office of Marketing & Communications prior to deviation from minimum size.

LOGO MARK ONLY SAFE SPACE



LOGO

TRADEMARK GUIDELINES

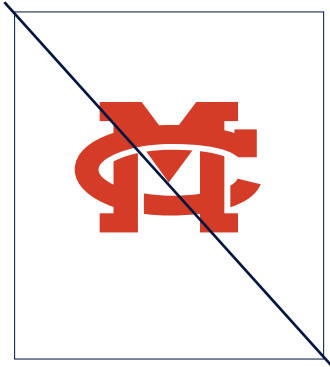
The MC logo mark is trademarked, and the trademark symbol must appear next to the logo mark when it's used on promotional goods and apparel — size permitting. Generally, other uses, such as on a website or in a publication, do not require it. If there is the need for the mark with the trademark symbol, it should only appear in the first use of the materials being produced, all subsequent uses do not require it.



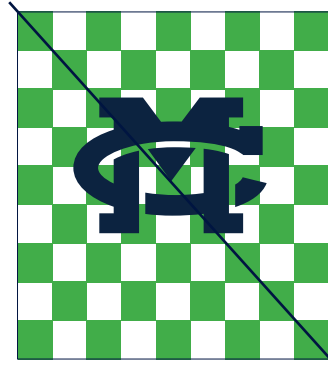
These logos are trademarked and intentions are to register them with the Patent and Trademark Office of the United States. They may only be used according to the guidelines contained within or by expressed permission of MC's Office of Marketing & Communications.

LOGO

INCORRECT USAGE



Logo elements should never be reproduced in any other color or combination of colors than those identified in this manual.



The logo should not appear on distracting or busy backgrounds.



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



Logo elements should never be slanted, made to fit a shape, or manipulated in any way.



Logo elements should never be cropped.



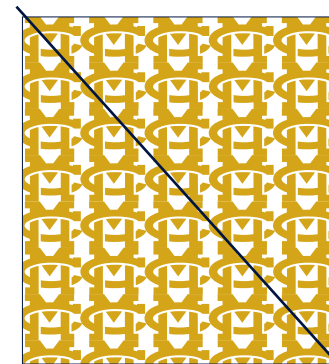
The logo typeface should never attempt to be recreated with another font.



Logo elements should never be condensed or expanded.



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



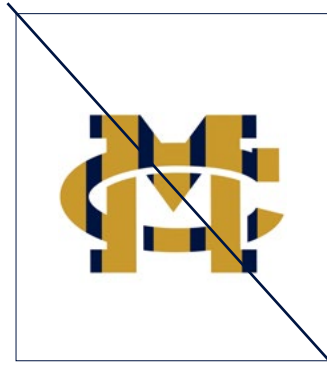
The logo mark should never be used to create a repeated closed pattern.

LOGO

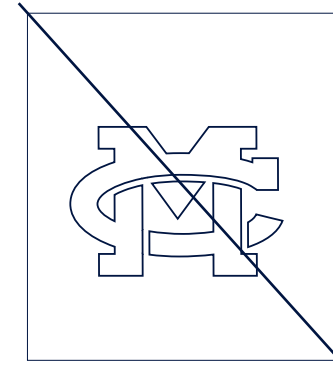
INCORRECT USAGE



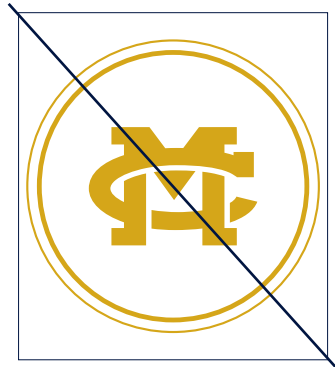
The size relationship of the logo mark and the logo type should never be altered, and the locked-up logo elements should never be separated randomly.



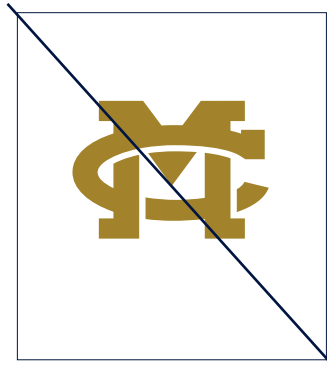
Do not fill the logo with patterns.



Logo elements should never be outlined.



Logo elements should never be placed within another shape or container that creates the impression of an unapproved logo lockup.



The logo should never be reproduced in PMS metallic 8641 in electronic documents. It is only for use in certain specialty, print, and athletic items with the approval of the MC Office of Marketing & Communications.



The logo mark and logo type when used together, should not be angled.

MC SCHOOLS & DEPARTMENT LOCKUPS

The names of MC schools, departments, and administrative offices must always appear in conjunction with the MC logo mark. Creating a strong institutional identity for the university requires a consistent approach to identifying the numerous schools, departments, and offices campus-wide. Uniquely constructed logos are not permitted for any academic, administrative or other unit.

Below are examples of approved lockups. Generally, the horizontal lockup is preferred, although there may be instances where the vertical lockup is more appropriate. Note that these examples are some of the very few cases where the MC logo “safe space” is smaller than required on all other applications. Please contact the office of Marketing & Communications for approved lockups.



LOGO

MC ATHLETIC/SPORTS LOCKUPS

For questions about athletics guidance contact brand@mc.edu



Color

COLOR

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. The proper use of our colors is important to maintain strength and consistency in our identity.

PRIMARY COLOR PALETTE

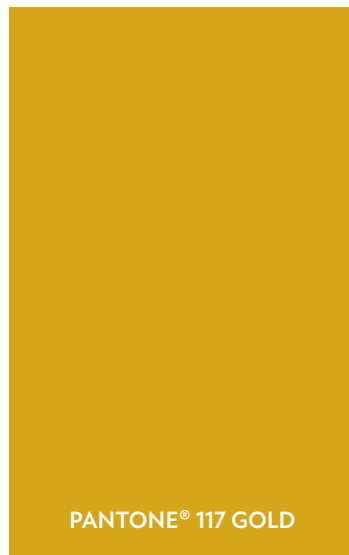
LEGACY COLORS

MC BLUE



PANTONE® 289 BLUE

CHOCTAW GOLD



PANTONE® 117 GOLD

MC Blue and Choctaw Gold are the colors that represent MC at the most important level and should be used as first choice in all of our communications.

ACCENT COLOR

CELESTIAL BLUE



PANTONE® 292 BLUE

Celestial Blue is meant to compliment the primary legacy colors, but should never be used to completely replace them.

ALTERNATE GOLD

CHOCTAW METALLIC GOLD



PANTONE® 8641 GOLD

In applications where metallic inks can be accurately reproduced, Choctaw Metallic Gold may be used in place of Choctaw Legacy Gold*.

*Choctaw Metallic Gold (PMS 8641) is for use in certain specialty, print, and athletic items with the approval of the MC Office of Marketing & Communications.

COLOR

PRIMARY COLOR PALETTE MIXES & FORMULAS



MC BLUE

PANTONE® 289 BLUE

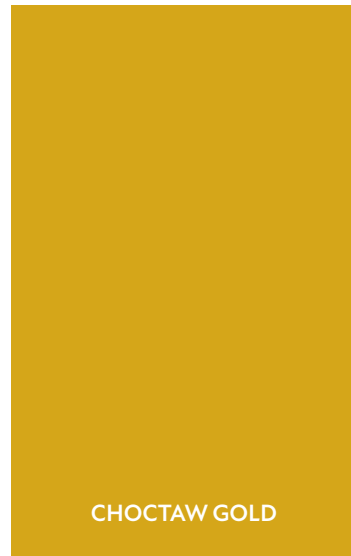
sRGB: R:12/G:35/B:64

Hex: #0C2340

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

Madeira Rayon: 1044

Madeira Polyneon: 1643



CHOCTAW GOLD

PANTONE® 117 GOLD

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

Hex: #C99700

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

Madeira Rayon: 1159

Madeira Polyneon: 1792



CELESTIAL BLUE

PANTONE® 292 BLUE

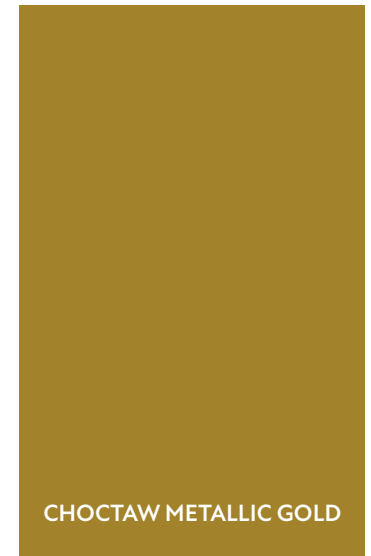
sRGB: R:105/G:179/B:231

Hex: #69B3E7

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

Madeira Rayon: 1274

Madeira Polyneon: 1628 (Confirm)



CHOCTAW METALLIC GOLD

PANTONE® 8641 METALLIC
GOLD

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.



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.

New Atten Font Family

NEWATTEN

Mississippi

Aa

Aa

Aa

Aa

Aa

Aa

Aa

Aa

Aa

Aa

Book

Regular

Medium

Bold

Heavy

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.

Aa

New Atten

NEW ATTEN REGULAR

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 ITALIC

*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 MEDIUM

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 MEDIUM ITALIC

*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&\$#?!£*

Aa

New Atten

NEW ATTEN BOLD

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 BOLD ITALIC

*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 EXTRA BOLD

**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 EXTRA BOLD ITALIC

***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 Sampler

With New Atten, Miles Newlyn wanted to achieve a typeface with noticeable charm and a personable tone, while still preserving the integrity of the text. He based the construction of the lowercase on simple geometry, as a metaphor for the English broadcaster Sir David Attenborough’s clear and unmannered voice. Interestingly, Newlyn designed New Atten Round first, as part of his continued research into creating typefaces that are warm and familiar — typical attributes of the rounded genre — but also classical and educated, characteristics he associated with Attenborough’s voice. When Newlyn moved on to New Atten, he was surprised when he experimented with flattening the terminals. The square stroke endings subtly shifted the typeface toward a more formal territory without undermining the core qualities of the design.

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 a powerful display font, with the ability to stand out from the other weights. It’s used often to call out important items, and often used for headlines.

NEW ATTEN REGULAR

“MC is a university
recognized for *academic excellence and*
commitment to the cause of Christ.”

That’s not just a tagline, it’s the core of who we are, who our students are, and who our faculty members are. “When your faith animates your academic and professional pursuits, that is when you find your calling.”

NEW ATTEN MEDIUM

“MC is a university
recognized for *academic excellence and*
commitment to the cause of Christ.”

That’s not just a tagline, it’s the core of who we are, who our students are, and who our faculty members are. “When your faith animates your academic and professional pursuits, that is when you find your calling.”

NEW ATTEN BOLD

“MC
is a university recognized
for *academic excellence*
and commitment to the
cause of Christ.”

PSFournier Font Family

PS FOURNIER STD

Mississippi

Aa	Aa	Aa	Aa
<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
Light	Regular	Bold	Heavy

PS FOURNIER STD is the font weight when a more refined look is desired for body copy, including italics in longer running copy and headlines. This is also an appropriate weight for larger point sizes such as headlines, and large format applications.

PS FOURNIER STD PETIT

Mississippi

Aa	Aa	Aa	Aa
<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
Light	Regular	Bold	Heavy

PS FOURNIER STD PETIT REGULAR is a font weight used primarily for body copy, including italics in longer running copy and headlines, along with Petit Bold where needed.

PS FOURNIER STD GRAND

Mississippi

Aa	Aa	Aa	Aa
<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
Light	Regular	Bold	Heavy

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

Aa

PSFournier Std Petit

PSFOURNIER STD PETIT REGULAR

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&\$#?!123456789@fiflff£

PSFOURNIER STD PETIT REGULAR ITALIC

*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&\$#?!123456789@fiflff£*

PSFOURNIER STD PETIT BOLD

**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&\$#?!123456789@fiflff£**

PSFOURNIER STD PETIT BOLD ITALIC

***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&\$#?!123456789@fiflff£***

Aa

PSFournier Std

PSFOURNIER STD REGULAR

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&\$#?!123456789@fiflff£

PSFOURNIER STD REGULAR ITALIC

*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&\$#?!123456789@fiflff£*

PSFOURNIER STD BOLD

**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&\$#?!123456789@fiflff£**

PSFOURNIER STD BOLD ITALIC

***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&\$#?!123456789@fiflff£***

Aa

PSFournier Std Grand

PSFOURNIER STD GRAND REGULAR

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&\$#?!123456789@fiflff£

PSFOURNIER STD GRAND REGULAR ITALIC

*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&\$#?!123456789@fiflff£*

PSFOURNIER STD GRAND BOLD

**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&\$#?!123456789@fiflff£**

PSFOURNIER STD GRAND BOLD ITALIC

***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&\$#?!123456789@fiflff£***

PS Fournier Sampler

PS FOURNIER, CREATED BY STÉPHANE ELBAZ, is designed in tribute to Pierre Simon Fournier. PS Fournier elegantly represents the transition to the modern era of typography. Featuring three optical sizes, PS Fournier is designed to perform in any context. With a close look at the family, one finds that the difference between the optical sizes is more than a contrast variation between the thin and the thick. The eye can denote a palette of distinct tones. The tones are more streamlined and robust in the smaller sizes (Petit) and more refined and detailed in the larger sizes (Grand). The Glyphs available offer elegant options, including ligatures and old style numbers and symbols. The large x-height prevalent throughout the PS Fournier font family allows for greater legibility and a commanding presence.

PS FOURNIER RECOMMENDATIONS FOR USE:

PS FOURNIER STD PETIT REGULAR is the preferred weight used primarily for body copy including italics in longer running copy and headlines, along with Petit Bold where needed.

PS FOURNIER STD is the alternate weight when a more delicate look is desired. This is also an appropriate weight for larger point sizes such as headlines.

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

PS FOURNIER STD PETIT BOLD

**“MC is a university
recognized for *academic excellence and
commitment to the cause of Christ.*”**

That’s not just a tagline, it’s the core of who we are, who our students are, and who our faculty members are. *“When your faith animates your academic and professional pursuits, that is when you find your calling.”*

PS FOURNIER STD BOLD

**“MC is a university
recognized for *academic excellence and
commitment to the cause of Christ.*”**

That’s not just a tagline, it’s the core of who we are, who our students are, and who our faculty members are. *“When your faith animates your academic and professional pursuits, that is when you find your calling.”*

PS FOURNIER STD GRAND HEAVY

**“MC
is a university recognized
for *academic excellence
and commitment to the
cause of Christ.*”**





Published by the MC Office of Marketing & Communications
<https://marketing.mc.edu>

RESOURCES

MC's Brand Identity Standards

<https://www.mc.edu/brand-toolkit>

Download Assets & Logos

[mc.edu/brand-download](https://www.mc.edu/brand-download)