

# MACALESTER COLLEGE SESQUICENTENNIAL IDENTITY GUIDELINES

## VERTICAL/CIRCLE LOCKUP



## COLORS

### MAC BLUE

PMS: 7694 C  
C: 100 M: 76 Y: 34 K: 20  
R: 12 G: 66 B: 106  
HEX: 01426A

### DARK BLUE

PMS: 2767 C  
C: 100 M: 83 Y: 43 K: 44  
R: 10 G: 42 B: 73  
HEX: 0A2A49

### LIGHT GRAY

PMS: 429 C  
C: 00 M: 80 Y: 95 K: 45  
R: 147 G: 149 B: 151  
HEX: A2AAAD

## FULL-COLOR USAGE



The full-color version of the logo can only be used on a white or orange background.

The colors of the logo cannot be changed or added.



## ONE-COLOR USAGE



The one-color version of the logo can be MAC Blue, Black, or White only.

If the logo is going to be placed on a colored background OR if only one color can be used in printing, the one-color version of the logo can be used.



# MACALESTER COLLEGE SESQUICENTENNIAL IDENTITY GUIDELINES

## HORIZONTAL LOCKUP



# MACALESTER

1874 · 150 YEARS · 2024

## COLORS

### MAC BLUE

PMS: 7694 C

C: 100 M: 76 Y: 34 K: 20

R: 12 G: 66 B: 106

HEX: 01426A

### LIGHT GRAY

PMS: 429 C

C: 00 M: 80 Y: 95 K: 45

R: 147 G: 149 B: 151

HEX: A2AAAD

## FULL-COLOR USAGE



MACALESTER  
1874 · 150 YEARS · 2024

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MACALESTER  
1874 · 150 YEARS · 2024

The colors of the logo cannot be changed or added.



MACALESTER  
1874 · 150 YEARS · 2024

## ONE-COLOR USAGE



MACALESTER  
1874 · 150 YEARS · 2024

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MACALESTER  
1874 · 150 YEARS · 2024

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MACALESTER  
1874 · 150 YEARS · 2024