VERTICAL/CIRCLE LOCKUP

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.

COLORS

<table>
<thead>
<tr>
<th>MAC BLUE</th>
<th>DARK BLUE</th>
<th>LIGHT GRAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS: 7694 C</td>
<td>PMS: 2767 C</td>
<td>PMS: 429 C</td>
</tr>
<tr>
<td>C: 100 M: 76 Y: 34 K: 20</td>
<td>C: 100 M: 83 Y: 43 K: 44</td>
<td>C: 00 M: 80 Y: 95 K: 45</td>
</tr>
<tr>
<td>R: 12 G: 66 B: 106</td>
<td>R: 10 G: 42 B: 73</td>
<td>R: 147 G: 149 B: 151</td>
</tr>
<tr>
<td>HEX: 01426A</td>
<td>HEX: 0A2A49</td>
<td>HEX: A2AAAD</td>
</tr>
</tbody>
</table>
MACALESTER COLLEGE SESQUICENTENNIAL IDENTITY GUIDELINES

HORIZONTAL LOCKUP

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

LIGHT GRAY

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

MAC BLUE

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