WHY ALL THE GUIDELINES? Because it’s a busy world. We need to say and show the same thing over and over to get noticed. Even though we know Macalester’s logo, many people have no idea who we are and what our mission is.

MASTER LOGO AND LOGOTYPE
There are a few acceptable ways in which the logo and logotype can relate to each other.

PRIMARY

Secondary logotypes should be used when the primary logo type is illegible because of size. To ensure legibility, use the secondary logo on a solid background.

TYPEFACES

PRIMARY
FUTURA is used for titles, text, headlines, callouts, and subheads.
Amasis MT Std is used for “quotations” and large statements.
Adobe Garamond Pro is used in our logotype, stationery, and formal correspondence.

SECONDARY

Note: Secondary logos should be used when the primary logo type is illegible because of size. To ensure legibility, use the secondary logo on a solid background.

PRIMARY COLORS

SECONDARY COLORS

DOWNLOAD A LOGO
We recommend including the Macalester logo on all your communication pieces.

macalester.edu/communications
Questions? Contact Julie Hogan at hogan@macalester.edu