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 LOGO

SECONDARY LOGOS

LOGO BADGES

TYPEFACES

NEWSLAB is the primary typeface for the Macalester brand. In addition to being the wordmark typeface, it is also predominantly used in all departmental and athletic naming lock-ups. Additional uses include: headlines, subheads, call-outs and body copy.

DIN NEXT PRO is a highly legible typeface that pairs nicely as an accent font with Newslab. Indented uses include: headlines, subheads and text.

COLORS

QUESTIONS? Contact Julie Hogan at hogan@macalester.edu.