BRAND GUIDELINES

José Mallabo
Vice President of Marketing Communications and Admissions

Ibiyomi Jegede
Creative Director

Our Mission

The Office of Marketing Communications and Admissions is charged with advancing the priorities articulated in the Strategic Plan by addressing target audiences and key stakeholders, as well as ensuring alignment and consistency of communications across the institution.

Our Role

The Office of Marketing Communications and Admissions is responsible for communications, branding, and public relations for Morehouse College. Our goal is to shape and advance Morehouse's message and brand throughout the Morehouse community, and across local, state, national, and global communications. We work to establish an innovative, substantive, and proactive messaging platform that reflects our mission.

Visual Identity Program

We developed this program to assist Morehouse's individual units in using our logo, typestyles, and colors in their communications materials in print, web, and electronic media. It contains strict standards that reflect a clear and consistent image of Morehouse, but it also allows these units to adopt a more individualized look when communicating with their internal audiences. Complying with these specifications helps project a clear, unifying image for Morehouse as a whole.

Brand Fonts and Colors

MOREHOUSE

Fonts/Typeface

The preferred typefaces for text are DIN Pro, Alternate Gothic, Adobe Caslon Pro. These typefaces were chosen for their strength, modern design, and readability.

DIN Pro is the voice of our brand. DIN Pro is used primarily for headlines and text.

Alternate Gothic is used exclusively for headlines.

Adobe Caslon is available on virtually every computer. Consider it your workhorse for deliverables such as Word documents, emails, and PowerPoint presentations. It is also to be used for extensive amounts of text, charts, and tables. Adobe Caslon Pro can be substituted with Big Caslon or Minion Pro.

DIN PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ~!@#$%^&*()

ALTERNATE GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ~!@#$%^&*()

ADOBE CASLON

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ~!@#$%^&*()

MOREHOUSE COLLEGE BRAND GUIDELINES

Color Palette

Our official visual identity colors are maroon (PMS 202) and white. In addition to our primary palette, we use black and gray (PMS Cool Gray 6).

The secondary colors are a lighter shade of maroon (PMS 201), gold (PMS 7753), tan (PMS 452), steel gray (PMS 7769) and green (PMS 575). These colors may be used in small amounts (20% or less) as complementary accent colors and alternatives to our primary colors.

NOTE: When producing publications using PMS 202 or its process equivalent, never screen this color less than 80 percent.

PRIMARY COLOR PALETTE

PMS 202 C
C9 M100 Y64 K48
RGB 132 0 40
#840028
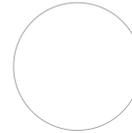
WHITE
C0 M0 Y0 K0
RGB 255 255 255
#FFFFFF

PMS BLACK 6 C
C75 M68 Y67 K100
RGB 0 0 0
#000000

PMS COOL GRAY 6 C
C16 M11 Y11 K27
RGB 167 168 169
#A7A8A9

SECONDARY COLOR PALETTE

PMS 201 C
C26 M100 Y75 K20
R158 G27 B55
#9E1B37

PMS 7753 U
C28 M33 Y100 K0
R193 G162 B49
#C1A231

PMS 380 C
C35 M30 Y55 K0
R197 G193 B157
#C5C19D

PMS 7699 C
C85 M50 Y35 K20
R40 G97 B121
#4F6B82

PMS 575 C
C40 M0 Y100 K50
R92 G121 B26
#5C791A

Brand Logos

The Morehouse College logo comes in three primary versions, kerned to specific proportional measurements. Do not attempt to recreate, photocopy, scan, manipulate or change the marks in any way. Obtain approval from the Office of Marketing Communications and Admissions before any piece is printed and put into circulation.

MOREHOUSE

Morehouse College Logo

The Morehouse College logo comes in three primary versions, kerned to specific proportional measurements. Do not attempt to recreate, photocopy, scan, manipulate or change the marks in any way. Obtain approval from the Office of Marketing Communications and Admissions before any piece is printed and put into circulation.

The Morehouse College wordmark is used to encourage instant recognition among our various publics by maintaining a consistent look. The Morehouse logo has two basic elements:

Graves Hall Cupola (vertical/horizontal)

The tower expresses our love for, and pride in, Morehouse College. Its structure reflects our high standards, as well as its architectural landmark. Do not attempt to recreate this graphic. The tower should always be used with the wordmark "Morehouse College." It should never stand alone as representative of our identity. It can be used as a discriminative graphic element within a page layout.

Primary Name or Signature (Morehouse College)

Our primary wordmark is the main "identifier" for Morehouse. The wordmark can be used with or without "the tower."
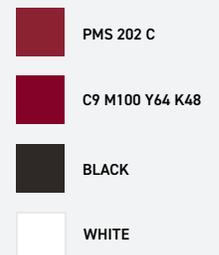
For access to digital assets, visit the our website or click the button below.

⬇ CUPOLA WORDMARK LOGO

LOGO COLOR VARIATIONS

■	PMS 202 C
■	C9 M100 Y64 K48
■	BLACK
□	WHITE

MOREHOUSE COLLEGE BRAND GUIDELINES

Morehouse College Presidential Seal

The Morehouse College seal is the official, legally registered symbol of Morehouse and **should appear only** in formal uses:

· Diplomas

· Certificates

· President's and board's stationery

· Formal presidential invitations and initiatives

It is acceptable to emboss and/or foil stamp the seal in silver only. Other acceptable treatments include "blind" embossing, thermography, anddebossing.

The Symbolic Meaning

The words and graphics in the seal are important symbols to Morehouse. The Latin phrase "Et Facta Est Lux" is translated to mean "and there is light" and is supported by a sun rising over the clouds.
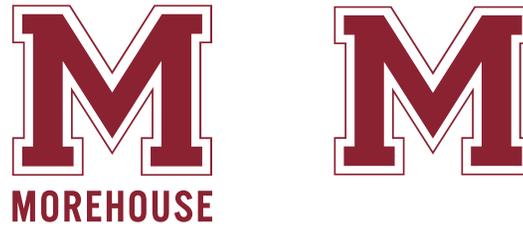
LOGO COLOR VARIATIONS

PMS 202 C

C9 M100 Y64 K48

BLACK

WHITE

Other Morehouse College Logos

COLLEGIATE "M" LOGO (WITH AND WITHOUT WORDMARK)

MAROON TIGERS ATHLETIC "M" LOGO (WITH AND WITHOUT WORDMARK)

MAROON TIGERS ATHLETIC MASCOT LOGO

LOGO COLOR VARIATIONS

■	PMS 202 C
■	C9 M100 Y64 K48
■	BLACK
□	WHITE

For access to digital assets, visit the our website or click the button below.

↓ **COLLEGIATE "M" LOGO**

MOREHOUSE COLLEGE BRAND GUIDELINES

Mark Placement

An approved configuration of the Morehouse College logo and seal should appear prominently on all College-affiliated communications in a size appropriate to the overall piece. Mark placement includes prominent positions such as the front or back cover or title page of publications, the beginning of advertisements and websites, and the opening and closing of videos and films. The full Morehouse name must appear at the beginning of a piece when the logo is elsewhere in the material.

minimum size: 1.5" width

The **"C"** in this logo represents the spacing allotment necessary to achieve the proper Clear Space.

The area outside the Clear Space is the **Safe Zone**, where other elements can be positioned safely.

The inner white space around the logo indicates **Clear Space** which is a buffer area that must be kept free of other elements.

The **"M"** in this logo represents the spacing allotment necessary to achieve the proper Clear Space.

minimum size: .75" width

The **"Star"** in this logo represents the spacing allotment necessary to achieve the proper Clear Space

minimum size: .75" width

Unacceptable Logo Use

Our logo should not be altered in any way.
Here are some unacceptable uses of the
Morehouse College logos.

DO NOT change the logo/seal's proportions.

DO NOT enclose the logo/seal in a holding shape.

DO NOT rotate the logo/seal.

DO NOT make logo/seal too small.

DO NOT use tower without wordmark.

DO NOT change the logo/seal colors.

DO NOT combine the logo/seal with any
other logo or graphic.

DO NOT combine the logo/seal with any
other logo or graphic.

DO NOT combine the logo with any other text.

MOREHOUSE COLLEGE BRAND GUIDELINES

Sub-brands within Morehouse

We deploy a monolithic brand architecture at Morehouse College. This means that "Morehouse College" or "Morehouse" is the overarching brand name under which all other names or brand marks fit. For example, we use "Morehouse Athletics" or "Morehouse Glee Club" as opposed to "Athletics Department of Morehouse." In some instances, we've made the exception to use "Morehouse College" or "Morehouse" in a subordinate position, as in the case of the Andrew Young Center for Global Leadership and the Oprah Winfrey Scholars Program. Within those brand marks, the official Morehouse College primary colors are maintained to ensure they fit within our overall look and feel.

MOREHOUSE

FUNDS FOR MOREHOUSE LOGO

PMS 202 C; C9 M100 Y64 K48
RGB 132 0 40; #840028

PMS BLACK 6 C; C75 M68 Y67 K100
RGB 0 0 0; #000000

PMS BLACK 427 C; C0 M0 Y0 15
RGB 220 221 222; #DCDDDE

For access to digital assets, visit the our website or click the button below.
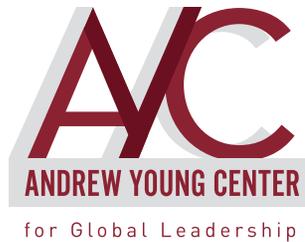
↓ FUNDS FOR MOREHOUSE LOGO

MOREHOUSE COLLEGE BRAND GUIDELINES

PMS 202 C; C9 M100 Y64 K48
RGB 132 0 40; #840028

PMS BLACK 6 C; C75 M68 Y67 K100
RGB 0 0 0; #000000

PMS BLACK 427 C; C0 M0 Y0 15
RGB 220 221 222; #DCDDDE

For use in letterhead, fliers, brochures, or channels that would accommodate the full name of the program or center as well as Morehouse College.

For use on web pages wherein space is at a premium.

For use in social media avatars where spelling out the full name of the organization is logistically impossible.

EXCEPTION:
On social media platforms,* spelling out the full name of the program or center is required in the profile or "about" section next to the avatar.

*For example: On Twitter, the AYC logo can be used on the profile picture or logo section next to the words "Andrew Young Center for Global Leadership at Morehouse College" in the profile or about section.

For access to digital assets, visit the our website or click the button below.

⬇ **ANDREW YOUNG CENTER LOGO**

MOREHOUSE COLLEGE BRAND GUIDELINES

OPRAH WINFREY SCHOLARS PROGRAM LOGO

PMS 202 C; C9 M100 Y64 K48
RGB 132 0 40; #840028

PMS BLACK 6 C; C75 M68 Y67 K100
RGB 0 0 0; #000000

PMS BLACK 427 C; C0 M0 Y0 15
RGB 220 221 222; #DCDDDE

OWSP
OPRAH WINFREY SCHOLARS PROGRAM

MOREHOUSE COLLEGE

For use in letterhead, fliers, brochures, or channels that would accommodate the full name of the program or center as well as Morehouse College.

OWSP

MOREHOUSE COLLEGE

For use on web pages wherein space is at a premium.

OWSP

For use in social media avatars where spelling out the full name of the organization is logistically impossible.

EXCEPTION:
On social media platforms,* spelling out the full name of the program or center is required in the profile or "about" section next to the avatar.

*For example: On Twitter, the OWSP logo can be used on the profile picture or logo section next to the words "Oprah Winfrey Scholars Program at Morehouse College" in the profile or about section.

For access to digital assets, visit the our website or click the button below.

⬇ OW SCHOLAR PROGRAM LOGO

MOREHOUSE COLLEGE BRAND GUIDELINES

Photography and Video

Photography helps tell our stories and demonstrates who and what we are and what we do. When choosing photographs, consider your message and audience. For example, when marketing to prospective students, the use of photographs of campus and campus activities will help these students imagine themselves as part of Morehouse College.

MOREHOUSE

Photography and Video

The Office of Marketing Communications and Admissions can help to produce photos and videos for your marketing projects. In addition, you can look through our photo archive for the thousands of photos available for your immediate use.

What They Offer

- Original images for publications, websites, PowerPoint presentations, and more

- Studio, locations, and event photography

- Extensive digital and film archives with thousands of current and historical images, including campus scenes, students, classrooms, events, portraits, and more

- Assistance for editors of campus publications with the visualization, presentations, and execution of photography and illustrations for use in university publications and other promotional material

Photography

All Morehouse photography should help tell our stories. The setting of the photographs should be well-lit and tightly cropped. Images for print must be 300 dpi or larger (high resolution), while low-resolution images (150 dpi or lower) are suitable for web use only.

Ensure that you create appropriate space around graphics and logos that are laid over photographs. The logo should not be placed over a photograph or patterned background that interferes with the readability of the wordmark.

Criteria for Student Image Use

All student photos used for promotional or commercial purposes must be vetted by the Office of Marketing Communications and Admissions based on the following criteria:

· Current financial, academic and disciplinary standing of the student(s)

· Identify if the student(s) has any Title IX issues with Morehouse.

· Documented evidence from the student(s) granting permission to use their photograph

To make a photograph or film request for promotional or commercial uses on campus, please contact the Office of Marketing Communications and Admissions.

✓ Image is high resolution, sharp and well-lit.

✗ Image is low resolution (not print quality), blurry, and poorly cropped
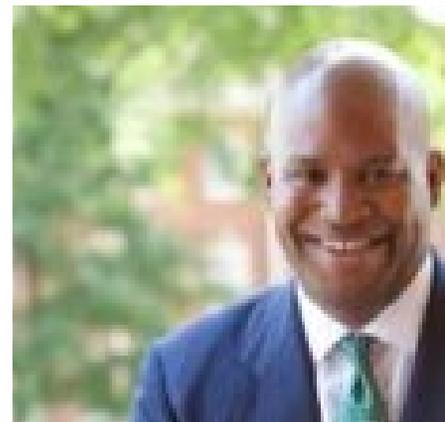
✓ Logo is visible and image is cropped properly.

✗ Logo is not visible against background and image is poorly cropped.

MOREHOUSE COLLEGE BRAND GUIDELINES

Vector-based Graphics

Vector-based graphics are created from points, lines, shapes, and curves that are based on mathematical formulas. These elements are filled with color, blends, tints or gradients, and lines have a stroke attribute such as a solid or dashed line with different thicknesses and colors. It can be scaled to any size, from a large billboard to a business card, with no loss of detail or sharpness. Vector images come in the following file types: .eps, .ai, .svg, .pdf or .dxf format.
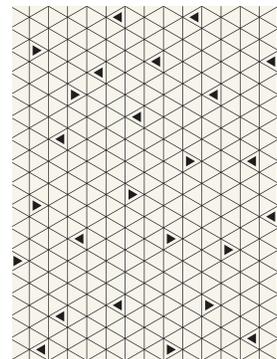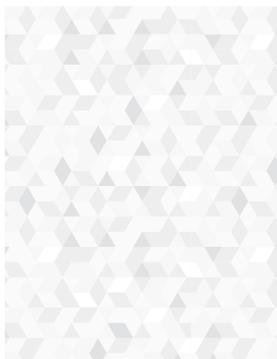
EXAMPLE OF VECTOR-BASED LOGO

EXAMPLES OF VECTOR-BASED ICONS

EXAMPLES OF VECTOR-BASED BACKGROUNDS

MOREHOUSE COLLEGE BRAND GUIDELINES

Videography

Since video involves many images and sound, it is important that a video created to represent or promote the College be clearly identified as a Morehouse College production. The Morehouse logo must appear in the video, preferably as a full-screen slate or graphic at the beginning and/or the end. The typeface and color of the graphic must be consistent with approved branding guidelines.

It is recommended that the Cupola logo is used as a "bug" throughout, or intermittently, through the video, shown in the lower right-hand corner. In this instance, the "bug" may be of lower opacity, or partially transparent.

Video, photography, or writing credits are not necessary, but the end graphic displaying the Morehouse logo should also include the title of the department, organization, or program responsible for the production.

Ensure that you have the rights to use all material in your video. Do not use any material, person's image, sound recordings/music, or third-party trademarks for which you have not cleared the rights. If you have any questions about copyright or other intellectual property rights, please contact the Office of Marketing Communications and Admissions.

MOREHOUSE COLLEGE BRAND GUIDELINES

How We Accomplish Our Mission

- Cultivate and sustain beneficial and collaborative relationships with internal and external stakeholders to advance our strategic communications priorities.

- Ensure that brand standards are maintained and consistent throughout Morehouse.

- Formulate and manage a comprehensive media relations strategy and program at the local, state, national, and global levels, encompassing print, television, and social media outlets. Engage with key media outlets, both proactively and reactively, and provide media training to our leaders and faculty. (College Experts Project)

- Identify key messages and audiences, and work consistently to tell Morehouse College stories, weaving them together to create a consistent, unified message in support of our brand to a broad range of targeted, diverse audiences.

- Consistently work with our leadership team, faculty and staff to assess the College's communications and marketing needs and identify strong messages, compelling stories, and key audiences.

- Deploy a centralized web governance strategy and best practices in search engine optimization and user experience design

- Collaborate across schools and administrative units – including admissions, student development, academic and alumni affairs, and athletics – to align messages and to promote key initiatives.

- Reinforce a culture of excellence, innovation, and creativity that is proactive and quick to mobilize around important issues facing Morehouse at the international, national, and local levels.

- Anticipate and mitigate issues with the potential to negatively impact our reputation. Oversee issues-management and crisis communications plans/messaging and advise senior leaders in the event of a crisis.

- In collaboration with the leaders and members of Morehouse divisions, develop short- and long-term strategic initiatives and goals for these divisions.

- Ensure collaborative, cohesive, consistent, and effective communications strategies across all divisions and throughout Morehouse.

- Lead strategy and provide oversight for internal communications to ensure that faculty, staff, and students are kept informed of our goals, objectives, and progress. (Via Inside Morehouse)

- Cultivate and sustain collaborative relationships/partnerships with external stakeholders, trustee members and community leaders, businesses, and foundations.

- Support efforts to advance our commitment to compliance.

FAQs

Why does Morehouse need visual identity and editorial style guidelines?

Every day, thousands of people see communication materials from Morehouse College: correspondence, brochures, reports, magazines, books, websites, slide shows, exhibits, event invitations, posters, forms and applications, building and vehicle signs, apparel, gift items, and other memorabilia. Each and every one of these materials represent Morehouse. The visual identity program and editorial style guidelines unify our communications and help them make a clear and strong impression.

What is your part in preserving Morehouse's public image?

Communication materials come from many parts and every corner of Morehouse from the president's office, the dean's office, and your office. Each communication, through its content and presentation, provides information about Morehouse and its programs. Direct information is given through what is stated; indirect information is given through the clarity, tone, style, and professionalism with which the information is presented. As a result of how the information is perceived, each communication either strengthens or weakens Morehouse College's public image. Therefore, it is up to each of us to be conscientious about upholding our high standards of excellence.

Why be concerned about people's impressions?

Whenever a Morehouse department or office communicates with its many audiences, it's an opportunity to make a good impression. First impressions often are the basis for people's long-lasting attitudes and opinions. These opinions influence acrions, whether it's a high school student who chooses to attend Morehouse, a world-class scholar who joins the faculty, a foundation that awards a major grant, or an alumnus who endows a scholarship program.

How does adhering to the visual identity program and editorial style guide help each unit?

If everyone at Morehouse does the job of communicating well—with clear, accurate content and consistent visual presentation—the reputation and visibility of Morehouse will be much stronger. This positive public image will extend to each of the programs associated with Morehouse and the entire academic village benefits.

How do I keep up with changes to the visual identity program and editorial style guide?

Updates to the Visual Identity Program and additions to the Editorial Style Guide will be posted online via the Morehouse website and at TigerNet.

For more information on the Brand Guidelines, contact the Office of Marketing Communications and Admissions at communications@morehouse.edu.

MOREHOUSE