

Acceptable variations of college logo



Dark background only



Dark background only

Proper use and display of college logo

The MSJC logo cannot be altered or modified in any way  
without permission.

The eagle image is not to be removed from logo.

ALTERED



COLOR



DISTORTED



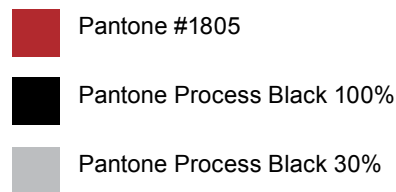
## Color Palette

MSJC's official college colors are a specific red and black using the Pantone Matching System, or PMS. Our red is PMS 1805c and black is Pantone Process Black. The supporting colors in the palette can be used in varying combinations for all advertising and marketing materials on the web and in print.

These colors should be used to enhance graphic elements, spot typography and photo enhancement. Together, these colors help promote the personality of MSJC, as determined by the participants in the 2008 branding workshops.

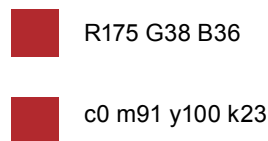
Each of these colors work together to accurately represent "the feel" of MSJC.

Vendors may ask for the CMYK or RGB color codes to match the Pantone color depending on the output media.



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To match Pantone #1805 for RGB or CMYK color codes



### **NOTE:**

It is important to remember that when viewed on a computer screen, these colors can and likely will look very different than the actual Pantone color and will not be the accurate colors when printed on a typical color printer. When working with a vendor, always ask to see a print-out that has been calibrated to the right colors.

## Fonts used in the Logos and Headers

Magneta - Medium

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Magneta - Bold

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Magneta - Bold Italic

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Magneta - Black

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Magneta - Black Italic

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## Suggested Fonts to be used for the Body Text

Times New Roman - Regular

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Garamond - Regular

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Calibri - Regular

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Minion Pro - Regular

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Optima LT Std - Roman

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Swiss 721 BT- Roman

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

