**January 19, 2016** | **Draft 2**

DATE | VERSION

# Minneapolis College of Art and Design Visual Style Guide

Helvetica Neue Regular
Size: 64 pt
Leading: 77 pt

Helvetica Neue Light
Size: 64 pt
Leading: 77 pt

# MINNEAPOLIS COLLEGE OF ART AND DESIGN

For more than 125 years, MCAD has been both a creative
pillar in the community and a world-class institution of higher
learning. In 2010, MCAD celebrated the inauguration of
President Jay Coogan, as well as introduced the school's
logo mark, the MCAD Intersection. Over the past five years,
MCAD has experienced remarkable growth. It became clear
that a larger design system was needed to better serve the
school and its many events, programs, and partnerships.

At its core, the Minneapolis College of Art and Design
is a place, a stage, and a home for making. Just as the
architecture, faculty, and staff serve to foster and set the
stage for creativity and expression, so too should the visual
identity of the college.

# CONTENTS

# KEY COMPONENTS

The MCAD branding has four key components:

The Intersection
The MCAD Mark
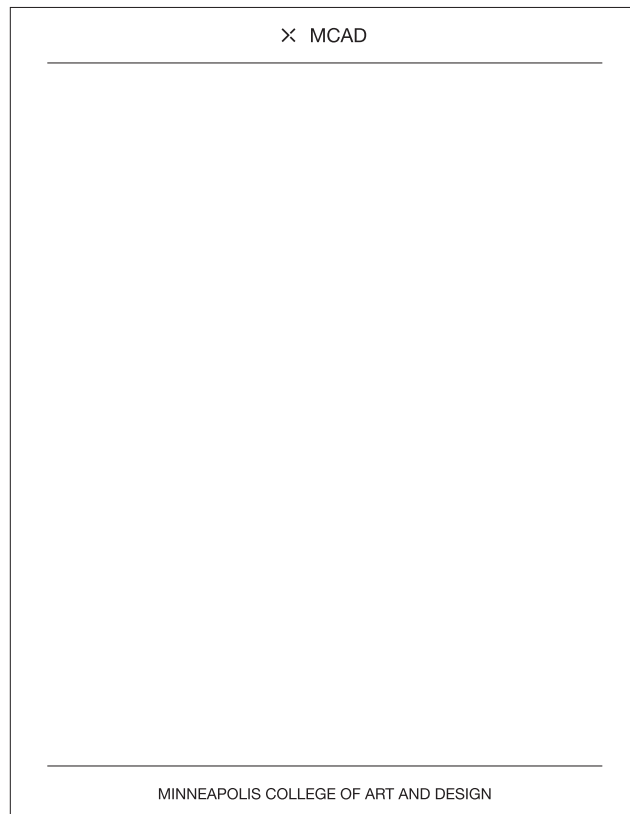The Sponsor Mark
The Frame

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Intersection

MCAD Mark

# ✕ MCAD

Sponsor Mark

✕ MINNEAPOLIS COLLEGE
OF ART AND DESIGN

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Frame

✕ MCAD

MINNEAPOLIS COLLEGE OF ART AND DESIGN

# INTERSECTION

Developed in 2010 by J. Zachary Keenan '05, MCAD's logo mark, also referred to as the Intersection, was meant to represent the intersection of creativity and purpose. Building off the equity of the Intersection, in 2015 we refined the mark itself, simplifying the two intersecting arrows into a one-color mark of intersecting lines. Now, the intersection implies a forward and progressive motion, while marking the spot where creativity and purpose come together.
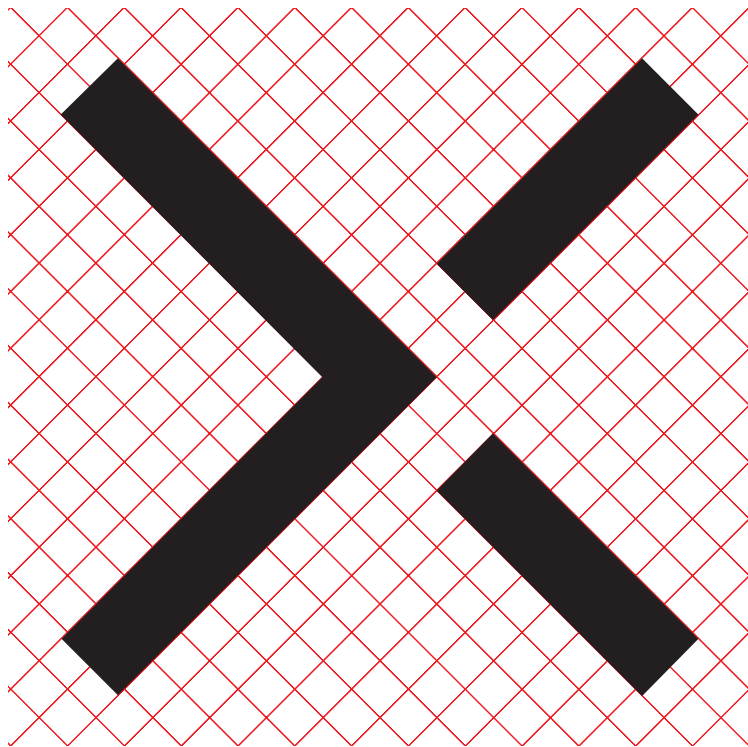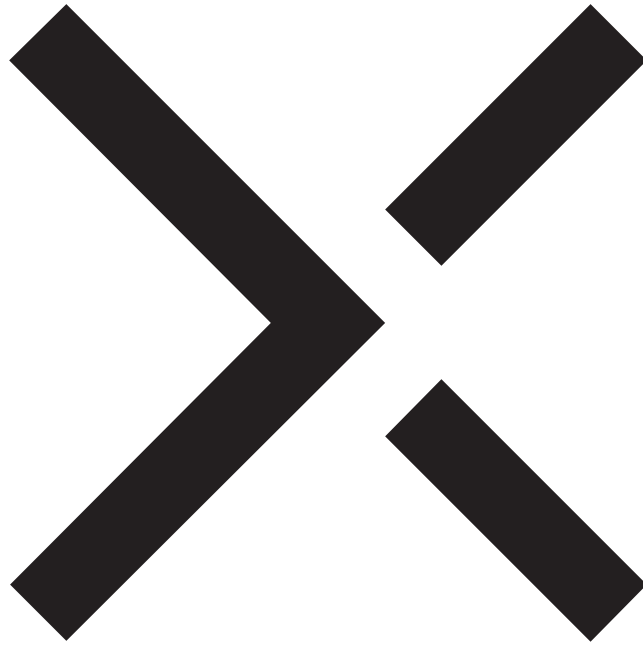
While the Intersection can be used as a mark for social media icons and select pieces, it is not intended to be used as a stand-alone logo.

2010 Intersection

# MCAD MARK AND SPONSOR MARK

### MCAD Mark

For use on all MCAD official stand-alone material (printed pieces, promotional images, posters, electronic commmunications, etc.). The MCAD Mark is typically used within the Frame, which is introduced on page 16. It can be used independent of the Frame only on internal communications.
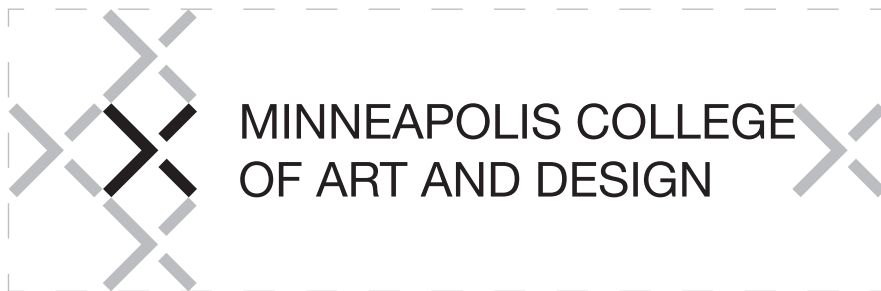
### Sponsor Marks

For use with external communications when MCAD is hosting or sponsoring an event. It can also be used in dimension-variable advertising in which the Frame cannot conform (web banner ads, very small print ads, social media advertisments, etc.)

Ideally, the Sponsor Mark should never be used in place of the Frame for official MCAD communications.

X MCAD

1X   1X

1X

A

A

X MCAD

X MCAD

9

X MINNEAPOLIS COLLEGE
OF ART AND DESIGN

X MINNEAPOLIS COLLEGE
OF ART AND DESIGN

Leave one X of clear space on all sides of
the Sponsor Mark.

# SPECIAL CONSIDERATIONS

For use with specific external facing departments of MCAD. Please contact DesignWorks if your department has special needs that may require a departmental logo.

MCAD ✕ ALUMNI

MCAD ✕ ART CELLAR

MCAD ✕ CONTINUING EDUCATION

MCAD ✕ DESIGNWORKS

MCAD ✕ GALLERY

MCAD ✕ MFA

MCAD ✕ ONLINE LEARNING

MCAD ✕ PRESIDENT'S CIRCLE

MCAD ✕ SUSTAINABLE DESIGN

# BEST PRACTICES: LOGOS

To create an on-brand piece, it's always best to refer to the provided templates or contact DesignWorks with questions. If you are using the Frame correctly, there should be no need to use any other logo mark.

## DO
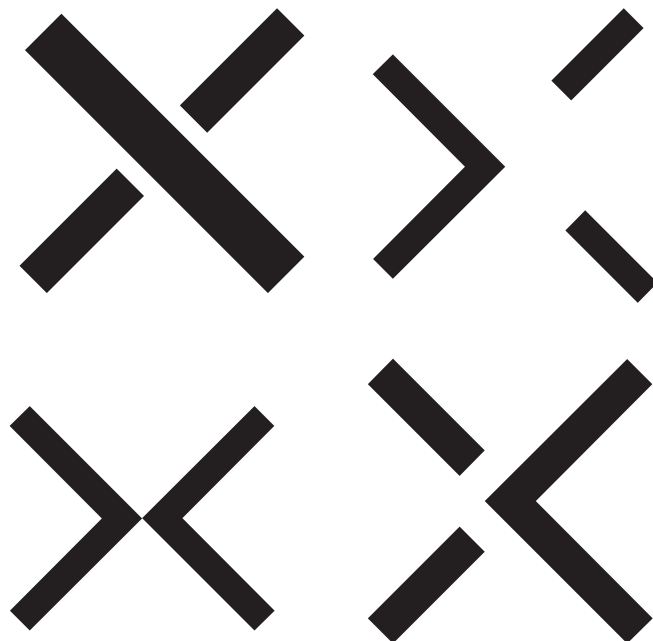Ask DesignWorks to create special treatments to the Intersection.
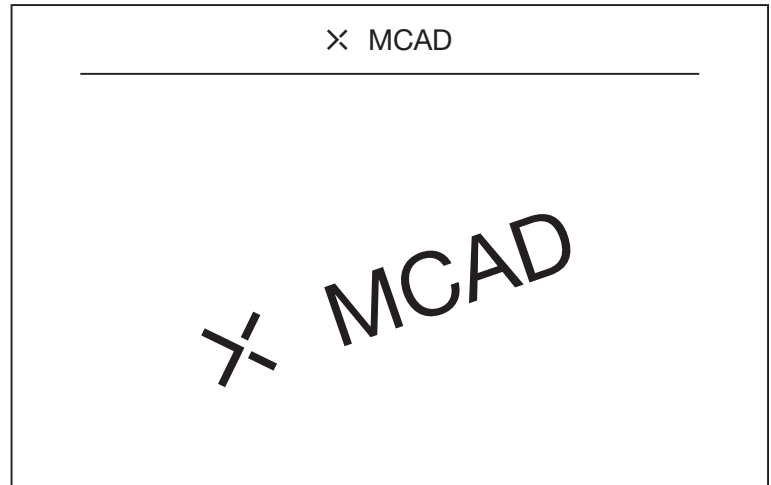
## DON'T
Manipulate, redesign, reverse, or deconstruct the Intersection.
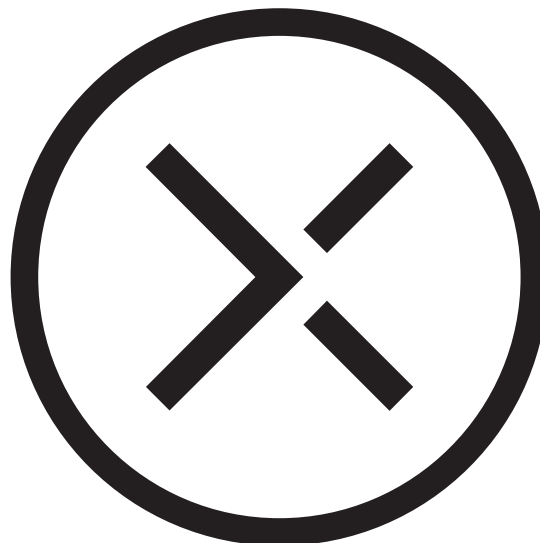
**DON'T**
Use the MCAD Mark within the Frame.



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**DON'T**
Use the Intersection within a bounding shape.

MCAD ✕ POKEMON CLUB

MCAD ✕ FREE PIZZA

MCAD ✕ Continuing Education

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✕ **MCAD**

✕ MCAD

✕MCAD

X MCAD

✕ mcad

✕ MCAD

# INTRODUCING THE FRAME

DesignWorks is proud to announce a new component to the graphic identity for the Minneapolis College of Art and Design: the MCAD Frame.

The Frame is defined by simple typography and utilitarian gestures—an architectural strategy that allows the identity of the school to sit outside of the work, like the walls of a gallery or the frame of a painting. The Frame relies on scale and place. It is defined by the freedom and opportunity of its interior.

Compositionally, the Frame is based on the idea of a consistent margin. It exists in the space around the work itself. Our goal is to allow the page to showcase the diverse and complex work of the MCAD community.

We look forward to filling the Frame with the energy and creativity that MCAD's students, faculty, and staff bring to this school, and we're excited to share our work with the community through the lens of our new identity.

# FRAME COMPONENTS
# AND STYLES

Top and Bottom
The top of the Frame is always filled with the MCAD Mark.

The bottom of the frame is typically filled with the school's full name. However, in some instances of internal material, the school's tagline will be used instead. The bottom of the Frame will drop off on documents 5.5" x 8.5" or smaller.

Style
Rule Line: The rule line is the primary form of the frame, used when it can either overlay a simple image, or sit outside of the content of the page.

or

Margin: The margin is used in instances where the content of the page is either too cluttered or busy and requires white space for the Frame Mark to be clear. The margin is particularly useful for framing full-bleed images of artwork or school photography.

.625"

.625"

✕  MCAD

MINNEAPOLIS COLLEGE OF ART AND DESIGN
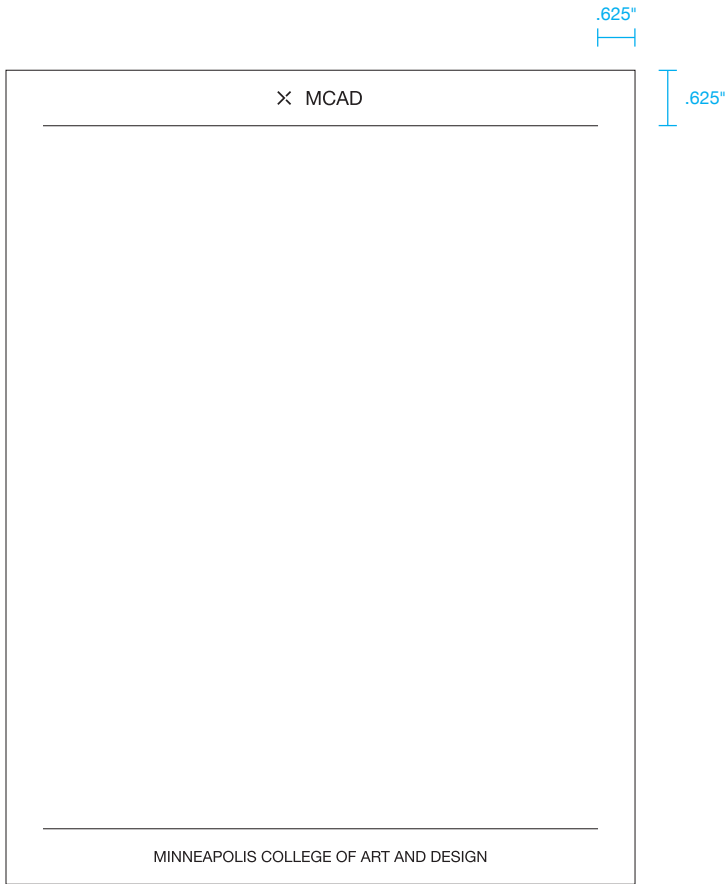
The center of the Frame Mark sits .3125 inches from the top of the page

RULE LINE

The center of the school's name sits .3125 inches from the bottom of the page.

✕  MCAD

MINNEAPOLIS COLLEGE OF ART AND DESIGN

.625"
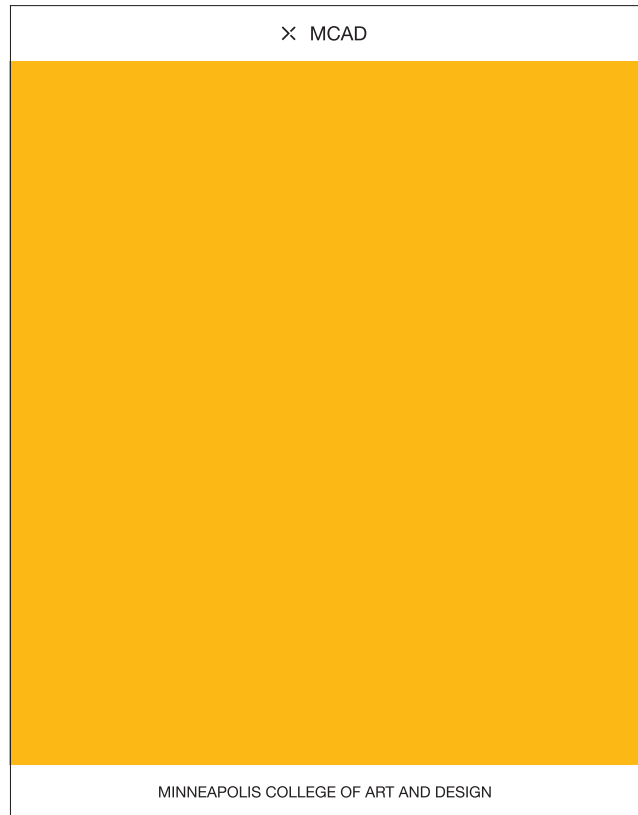
*Shown at 8.5 in. by 11 in. at 40% scale*

MARGIN

# BEST PRACTICES: THE FRAME

When it comes to applying the Frame, it's always best to refer to the provided templates as outlined on page 26.

We encourage you to explore designing with the MCAD Frame from the beginning of a project, instead of treating it as something to haphazardly apply after you have already created your work. You may want to engage the frame a bit by changing color, playing with overlap, etc., so here are a couple things to keep in mind when working with the Frame.

✓

**DO**
Change the color of the Frame for special pieces.

✕  MCAD

✕

**DON'T**
Use more than one color for the Frame.

✕  MCAD

✓

Use the rule line.

✕  MCAD

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✕
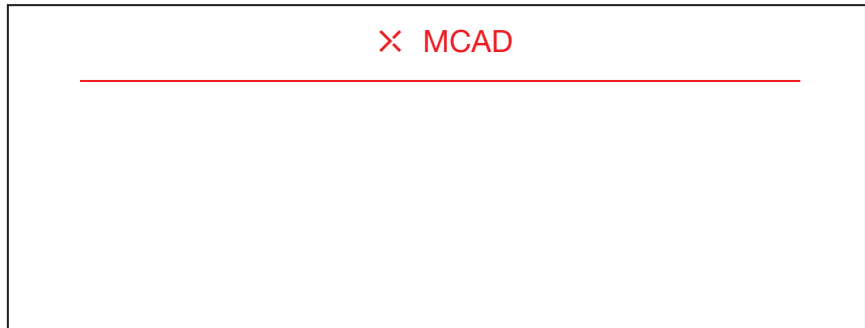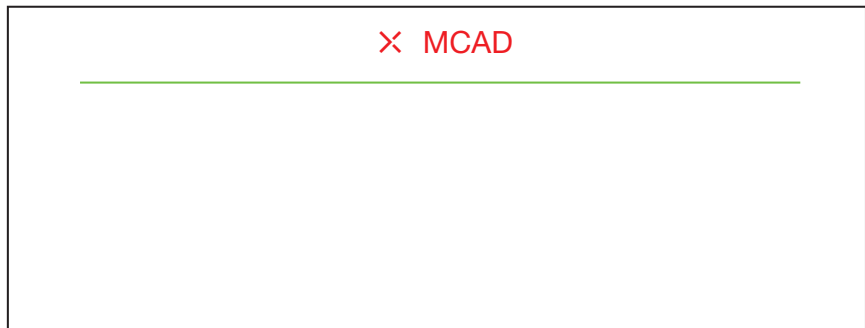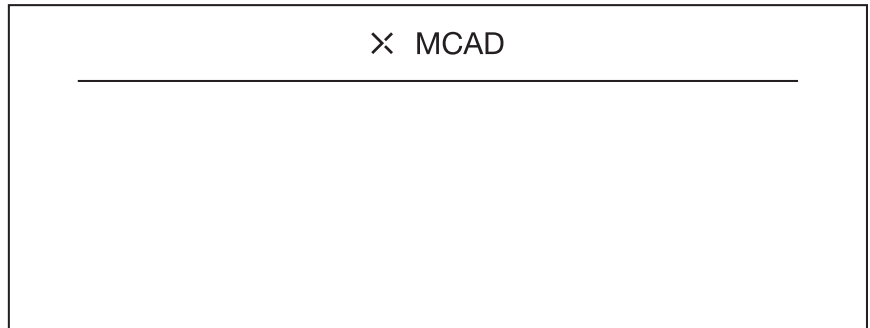
Extend or retract the rule line past
the page's pre-determined margin
measurement (page 25).

✕  MCAD

✕  MCAD

✓

**DO**
Use the margin.

✕ MCAD

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✕
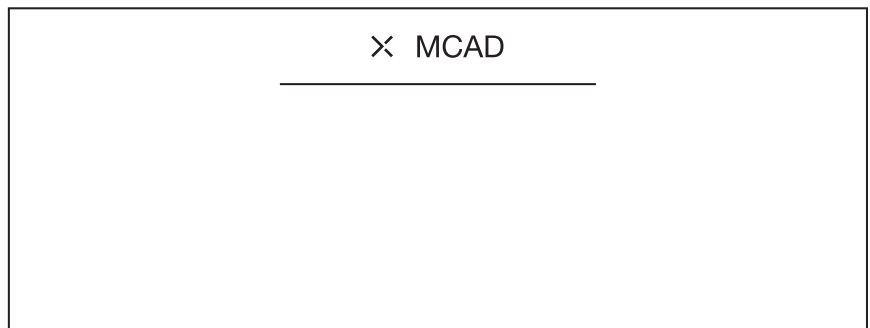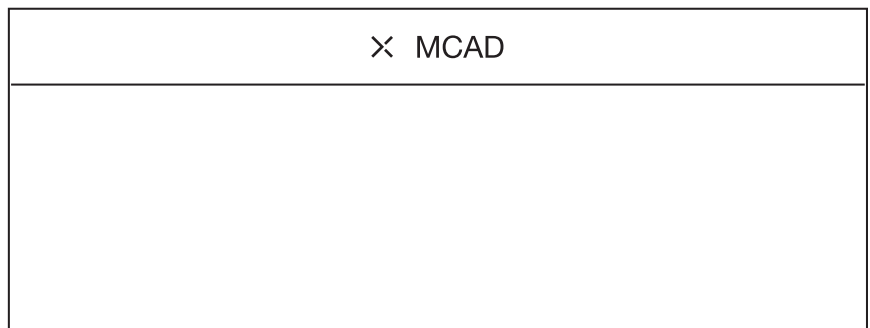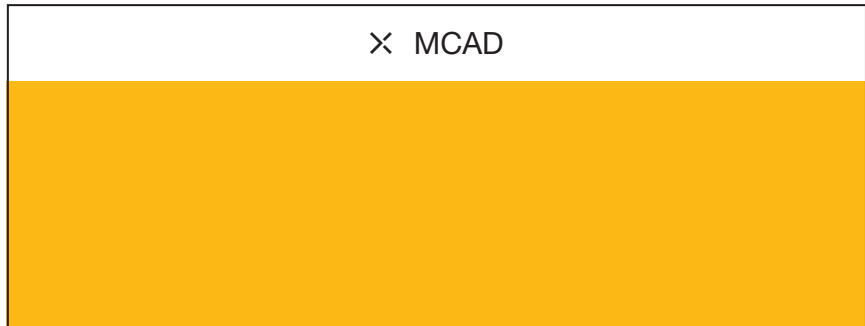
**DON'T**
Use the margin AND the rule line at the same time

✕ MCAD

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✕

**DON'T**
Use the margin on top, and the frame on the bottom, or vice versa.

✕ MCAD

WHERE CREATIVITY MEETS PURPOSE

✓

**DO**
Change the color of the frame margin

✕  MCAD

WHERE CREATIVITY MEETS PURPOSE

✕

**DON'T**
Use more than one color for the frame margin.

✕  MCAD

WHERE CREATIVITY MEETS PURPOSE

✓
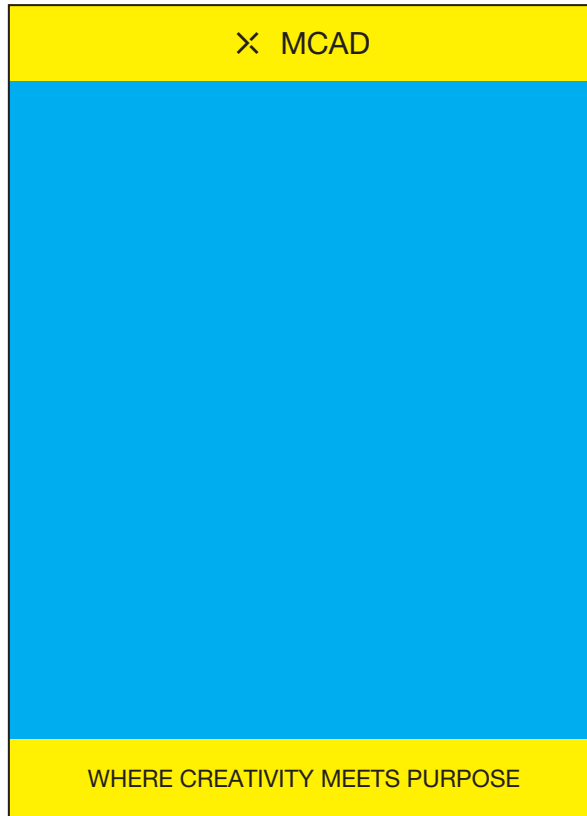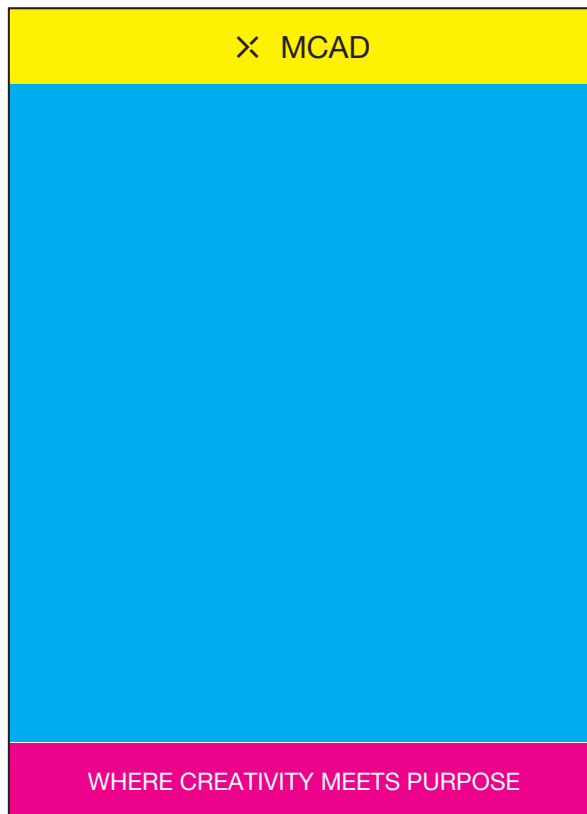
**DO**

Activate the space by engaging the frame with subtle design elements.

✕ MCAD

✕
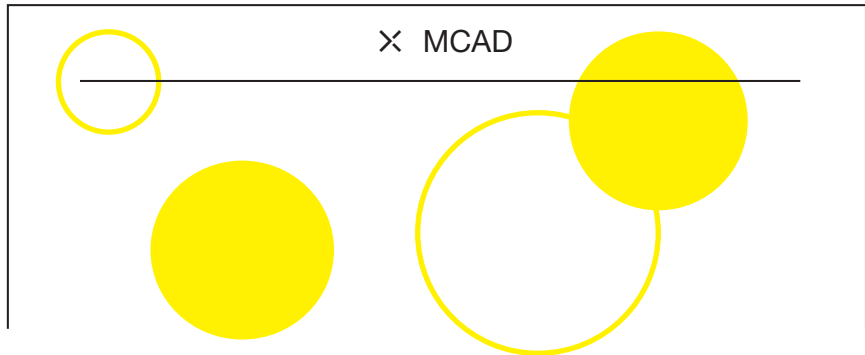
**DON'T**

Cover the MCAD Mark with design elements.

✕ MCAD

# WHERE CREATIVITY MEETS PURPOSE

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✕

**DON'T**

Use the Frame to create new shapes.
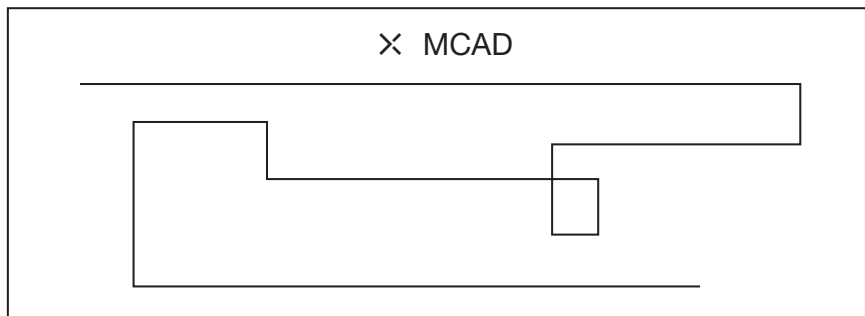
✕ MCAD

# TEMPLATES

### Formats and Sizes

MCAD's identity system is designed around a select range of formats, as this ensures consistency in printed pieces and also allows for ease of use with templates. The scale of the Frame varies based on the size of the format. There are templates available to you in all of MCAD's approved media sizes. They can be found under "DesignWorks" on the MCAD Intranet.

When sending to a desktop printer or the MCAD Service Bureau, choose the proper paper size in the print dialog box. Refrain from selecting "scale to fit", as this will change the positioning and proportions of the MCAD Frame.

### InDesign Master Pages

The Frame is built into Master Pages, and can be simply applied to the desired page. To do this, open the Pages window in InDesign, then select the thumbnail of the page you want the Frame to appear on. Right-click on the thumbnail, choose "Apply Master to Pages..." and pick the appropriate master page for your piece.

### Microsoft Word Templates

There are three Microsoft Word templates to choose from:

1. Letterhead and automatic second sheet for standard correspondence and letters
2. Frame on all pages for quick signage, simple posters, etc.
3. Frame only on the first page for a large document or book.

## SMALL

Margins: .5 inches
Top Type: 15 pt
Bottom Type: 12 pt
Rule Line: 1 pt

✕ MCAD

5.5" x 8.5"
Postcard

✕ MCAD

7" x 10"

MINNEAPOLIS COLLEGE OF ART AND DESIGN
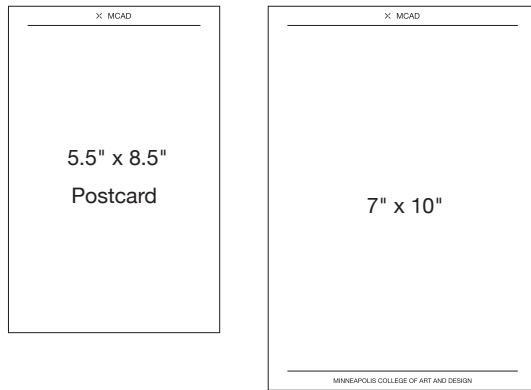
## LETTER

Margins: .625 inches
Top Type: 15 pt
Bottom Type: 12 pt
Rule Line: 1 pt

✕ MCAD

8.5" x 11"
Letterhead

MINNEAPOLIS COLLEGE OF ART AND DESIGN
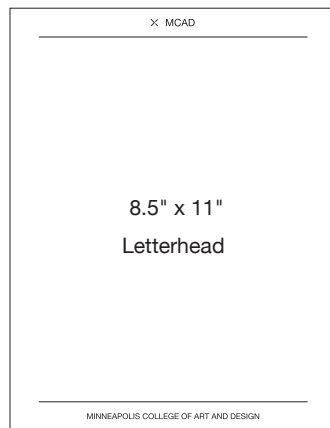
## MEDIUM

Margins: 1 inch
Top Type: 30 pt
Bottom Type: 24 pt
Rule Line: 2 pt

✕ MCAD

11" x 17"
Tabloid Poster

MINNEAPOLIS COLLEGE OF ART AND DESIGN

✕ MCAD

12" x 18"
Tabloid Oversize Poster

MINNEAPOLIS COLLEGE OF ART AND DESIGN
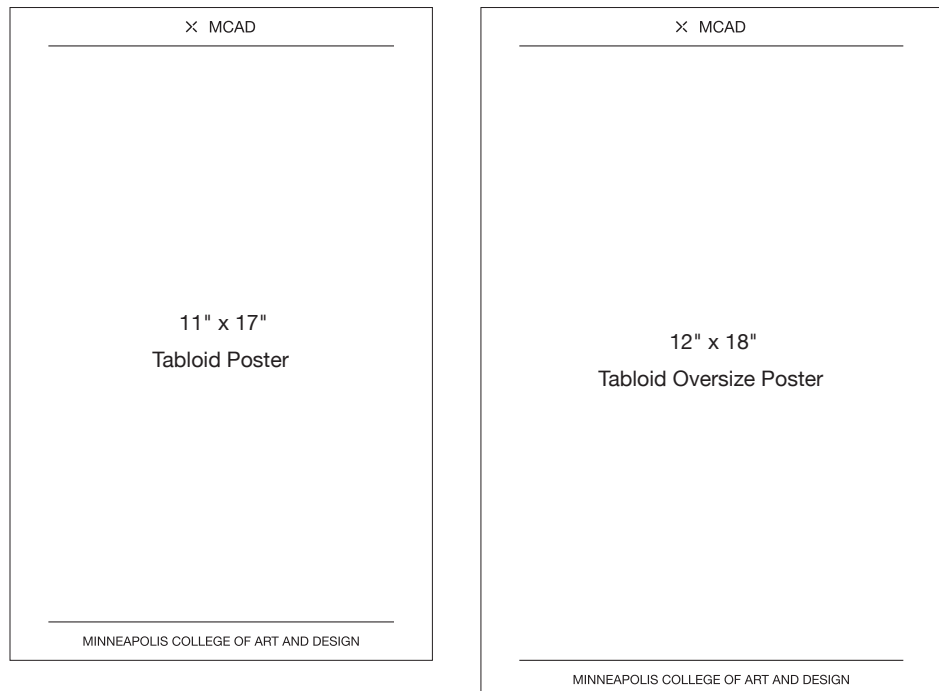
*Shown at 20% scale*

# COLOR PALETTE

### Institutional Colors

The institutional colors of MCAD are black and white. This is to ensure that institutional information maintains a consistent behavior and academic elegance.

### Viewbook Colors

While colors are determined according to individual projects, the palette of MCAD's current viewbook can be used as a design resource for the school. These viewbook colors and assets should influence the design vocabulary of certain departmental pieces, such as those for Admissions, Communications, etc.

Viewbook colors will change to reflect the most current viewbook.

| | | | | |
|---|---|---|---|---|
| C=0 M=0 Y=0 K=90 | C=0 M=0 Y=0 K=70 | C=0 M=0 Y=0 K=50 | C=0 M=0 Y=0 K=30 | C=0 M=0 Y=0 K=10 |

29
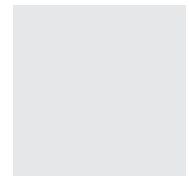
Viewbook Colors

| | | | | |
|---|---|---|---|---|
| C=70 M=0 Y=41 K=0 | C=0 M=76 Y=42 K=70 | C=0 M=84 Y=0 K=0 | C=100 M=90 Y=10 K=0 | C=0 M=25 Y=98 K=0 |

# SUGGESTED TYPOGRAPHY

### Helvetica Neue Regular

Helvetica Neue Regular is the institutional typeface of MCAD. It will be used for all official documents, stationery, etc.

If a piece is a graphic identity for an exhibition, event, lecture, informational brochure, etc., there should always be an opportunity for student designers to express the subject matter, and their viewpoint within the Frame.

### Helvetica Neue Light

Helvetica Neue Light may be used as a companion to Helvetica Neue Regular. Consider using Helvetica Neue Light as a subhead, while using Helvetica Neue Regular as a main header.

If Helvetica Neue isn't availabe, other versions of Helvetica are acceptable substitutions.

### Arial

In instances where Helvetica Neue isn't available, (on a PC, a website, etc.) Arial should be used instead. The elements of the Frame should not be set in Arial.

Helvetica Neue Regular

Size: 19pt
Leading: 23pt

THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG.

the quick brown fox jumps over
the lazy dog.

1234567890

Helvetica Neue Light

Size: 19pt
Leading: 23pt

THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG.

the quick brown fox jumps over
the lazy dog.

1234567890

Arial Regular

Size: 19pt
Leading: 23pt

THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG.

the quick brown fox jumps over
the lazy dog.

1234567890

# SUGGESTED DESIGN STYLE

When designing posters, postcards, booklets, or other collateral for MCAD, the designer should attempt to reduce the number of competitive elements and strive for simplicity. This will require the cooperation of editorial colleagues so that the design is clear, direct, and attractive.

For large documents, books, or pamphlets with multiple pages, the Frame should only be used on the cover. You do not need to apply the Frame to any of the interior pages.

In the demonstrations to the right, note that all examples incorporate the MCAD frame, but maintain basic simplicity. The proper coordination of type, photography, and/or illustration will ensure that design pieces are impactful.

× MCAD

**Annual Community Report**

2013–2014

Thank you for helping to [...] generation of artists [...]

mcad.edu/annual-rep[...]

MCAD × CONTINUING EDUCATION

**PCSS**

PRE-COLLEGE

SUMMER SESSION

JULY 10

JUL

201[...]

MCAD × CONTINUING EDUCATION

**ART AND DESIGN FOR TEENS AND ADULTS**

FALL CLASS[...] SEPT–N[...]

2015

× MCAD

Graduate and Post-Baccalaureate Programs

MINNEAPOLIS COLLEGE OF ART AND DESIGN

× MCAD

President's Circle Reception

Thursday, March [...] 6:00–8:00 p.[...]

MCAD supporters Ginny and Henry [...] an evening at their home along with Pr[...] other President's Circle [...]

× MCAD

**Board of Trustees Briefing Book**

2015–2016

MINNEAPOLIS COLLEGE OF ART AND DESIGN

MCAD × PRESIDENT'S CIRCLE

**Visiting-Artist Reception**
Dan Lund '89

Sunday, September 20, 2015
4:00–6:00 p.m.

At the home of
Leni and David Moore, Jr.

# LETTERHEAD

All correspondence on official MCAD stationery should be set in 10 pt Helvetica Neue regular, ragged right, with 12 pt leading, or single spacing in Microsoft Word

The margins of the letterhead will always be 1 inch on every side.

A.  The first line should always be the current date in all caps, followed by a line return.

B.  Recipient address, with recipient name in all caps, followed by title, then street address, followed by two line returns.

C.  Salutation, followed by one line return.

D.  Body copy, concluded with two line returns.

E.  Closing, followed by four line returns for your sender's signature.

F.  Sender's name in all caps, followed by sender's title.

A →

MARCH 7, 2015

B →

JOHN DOE
President
Art Foundation
400 President Street, Apt. 125
St. Paul, MN 55101-1928

2501 STEVENS AVENUE
MINNEAPOLIS, MN 55404

MCAD.EDU

C →

Dear John:

D →

Sed quis ex vel arcu rutrum aliquam quis eu nibh. Fusce vulputate lacinia neque vitae suscipit. Suspendisse nec turpis viverra, dignissim augue ut, consectetur nulla. Vivamus dictum arcu eu faucibus tristique. Praesent non velit vel dui tempor condimentum. Pellentesque mattis sapien in pretium bibendum. Quisque sit amet efficitur sem, id ultrices tortor. Vestibulum nec varius leo. Etiam suscipit ut lorem eu vehicula. Cras eget pretium quam. Aliquam quis aliquet justo, in interdum nunc. Etiam urna ipsum, varius a urna ac, scelerisque tempus est. Integer semper id justo eget condimentum. Duis id sagittis mi, eget mattis est.

Donec tristique cursus arcu, vel bibendum est viverra eget. Suspendisse a turpis ac ipsum fermentum vestibulum. Nam elit risus, ullamcorper quis tortor ac, bibendum fermentum risus. Cras feugiat est eros, ac blandit turpis laoreet sit amet. Cras et interdum eros. Nulla in convallis nibh. Curabitur id massa vestibulum, porttitor magna id, facilisis nisl. Proin tellus velit, semper quis viverra eu, porttitor eget odio. Aliquam ipsum nisl, eleifend non lectus eu, laoreet interdum erat. Praesent nec ultricies velit, a rhoncus odio. Aliquam felis eros, porta id blandit nec, interdum et nibh. Mauris felis urna, congue consectetur felis vel, cursus semper tellus. Ut nibh ligula, aliquam sed lorem non, sagittis blandit leo.

Aenean diam sapien, placerat vel ornare in, ullamcorper id ipsum. Ut aliquet eros id mauris lobortis, sed convallis est malesuada. Ut libero velit, volutpat vitae leo eget, accumsan volutpat velit. Etiam rhoncus suscipit ullamcorper. Praesent justo nibh, luctus sed arcu ut, ultrices tristique lacus. Quisque at posuere purus, a venenatis enim. Suspendisse potenti. Nullam tincidunt eget lorem quis facilisis. Vestibulum tincidunt porttitor felis eu congue.

Ut id ipsum id nisl hendrerit suscipit eu eget ante. Aenean pulvinar malesuada purus, vel pulvinar lorem consequat in. Quisque et sem in orci dapibus ornare id quis nisl. Morbi id erat gravida, venenatis dolor ac, placerat urna. Praesent ut nisl in odio tincidunt placerat. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin rutrum enim eu pellentesque condimentum. Suspendisse nec mi libero. Sed vulputate pharetra justo et facilisis. Aliquam egestas scelerisque tristique. Nam at magna quis turpis faucibus egestas nec placerat risus. Aliquam sed dui sit amet nisi egestas dignissim. Phasellus posuere arcu vitae eros gravida, eu lacinia est viverra. Aenean dignissim lacus in lorem volutpat, et viverra sem fringilla. Cras semper tortor vitae.

E →

With best wishes,

F →

JAY COOGAN,
President

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# TYPOGRAPHIC STYLE

## Style

For official institutional documents, forms, and stationery, these typographic styles should be used. To differentiate important information, please use all caps instead of Helvetica Neue Bold. Bold should be used with restraint and only in copy. Headlines and all caps are never in bold. Additional elements should be limited to rule lines and bounding boxes.

### A. Caption
Font: Helvetica Neue Regular
Size: 7 pt
Leading: 8.4 pt
Case: Regular

### B. Header
Font: Helvetica Neue Regular
Size: 15 pt
Leading: 18 pt
Case: Caps

### C. Subhead
Font: Helvetica Neue Regular
Size: 10 pt
Leading: 12 pt
Case: Caps

### D. Body
Font: Helvetica Neue Regular
Size: 10 pt
Leading: 12 pt
Case: Regular

Caption, small information, Etc

## MCAD LAUNCHES NEW PROGRAM

SUBHEAD

Axim et, omni dicit pelles pel maioratus eum ad et officip itiorio con pro doluptatis estio ernam velestistet veni aboremp oritis es que num voloreritium et ut adi nes quos modis audiam, eossuntisime resectorum quae pro quis ea quas ex etur alitiur, nosapis entem derum nobis del modipiducid ulpa de et dit ad magnate mquodic aborera qui consedi gendes dici berferiore nos etur? Ed eumquun torporro eum ullabor eptatem quia sinis maio.

Seque pere ditaquatin reribusae nonsequatem inctur?

Ehenitestem et quia sim quo ipsunt, officianture consequis aut ma cum venimoles volores restor

aut abor ma dolupta tatempero quidi quam quam et reium, sinverruptia qui omnitia ntorum cuscidebis alicium fuga. Nequame prem aut a quunt lam rem. Obistrum faciet miliquatio mos estiundebit archilit et la voleser itatatur? Tem dollectur aut essus, qui duntior estiis quae seres eri unturenim et abora conem es eium elenda duloptat il inctisque porem reprovit, idi dolecest, quature cerferum eossi as aliqui odis adiae nobis endanis est quosamus del magnam audamusa voloriam acepreius aut quat accaero viducid ut repro blatia dus, ulluptae. Mil et lite resto dolorios dolut lame et, culparum que liquam, vid quodias piciis sitionsequam fugia parciatque odipsam re nobis aut rendi arcimus exceptamus abora conem es eium elenda duloptat.

SUBHEAD

Sim apicid et re coneseritate volorrum lam essi aceptio blaut vellici ut optatem entis dolorpor alicimu sanimol orerae volenda ea venimaximus dolores cienda si conem eat rem re pro ipsam voluptaquid estio. Utas id que plic tetur? Ximus nihiliqui comnimus et et ati tem facea plicto dolorum dolorum estis dolenem. Et estiis nonserro venihit et unti int rem facipsa peribus, cum quam etuscitat erferna tectat et, occus dolesed ut ut hillabo. Ventis ipsanderis ut earchillatur aut maximag naturitaepe sam adis adit

A →
B →
C →
D →

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# OFFICIAL EMAIL

For all externally facing official MCAD emails, please use MCAD's MailChimp templates. If you don't have access to MCAD's MailChimp account, please contact the Communications Department or DesignWorks.

A. Header
Font: Arial Regular
Size: 22 pt
Case: Caps

B. Subhead
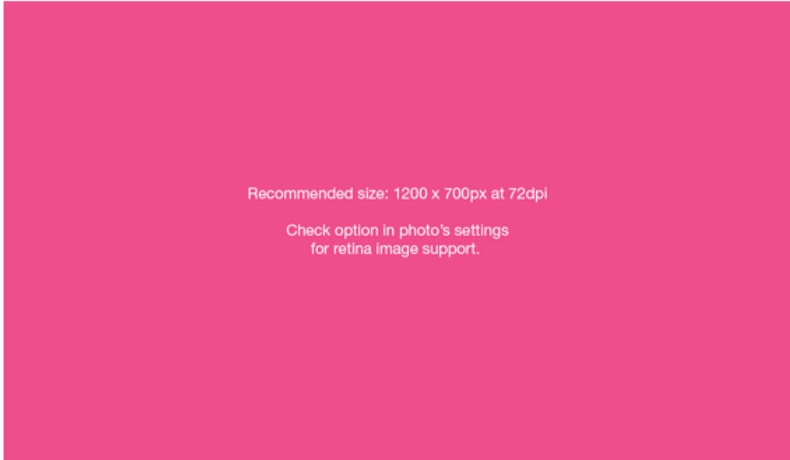Font: Arial Regular
Size: 18 pt
Case: Regular

C. Body
Font: Arial Regular
Size: 12 pt
Case: Regular

× MCAD



Recommended size: 1200 x 700px at 72dpi

Check option in photo's settings
for retina image support.

A →

B →

C →

## HEADER 1 (ALL CAPS)
### Subhead (optional)

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## WHERE CREATIVITY MEETS PURPOSE

MINNEAPOLIS COLLEGE
OF ART AND DESIGN

2501 STEVENS AVE
MINNEAPOLIS, MN 55404

612-874-3700

MCAD.EDU

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# WEB ADVERTISMENTS

When creating web advertisments for the Minneapolis College of Art and Design, the Frame does not need to be applied. In its place, please use the MCAD mark or the sponsor mark depending on the size of the ad.

**A. Horizontal advertisment with a height smaller than 50px**
Please use the MCAD mark

**B. Horizontal advertisment with a height larger than 50px**
Please use the sponsor mark

**C. Vertical advertisment with a width smaller than 100px**
Please use the MCAD mark

**D. Vertical advertisment with a width larger than 100px**
Please use the sponsor mark

These figures are just a loose guide. Web advertisments come in every shape and size. Use your best judgement on which logo to use based on readability. You should never have to strain your eyes to read the MCAD or sponsor mark when displayed at 100% size. If allowed, make your advertisment into an animated gif and give the MCAD or sponsor mark its own frame at the end of the animation sequence.

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# PRINT ADVERTISMENTS

Similar to web advertisments, when creating print advertisments for the Minneapolis College of Art and Design, the Frame does not need to be applied. In its place, please use the sponsor mark only.

The sponsor mark should be displayed at a size no smaller than 1.5 inches.

Since print advertisments come in every shape and size, use your best judgement on how large to display the sponsor mark. You should never have to strain your eyes to read the sponsor mark.

MINNEAPOLIS COLLEGE
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# EMAIL SIGNATURE

All MCAD faculty and staff are invited to use the school's official email signature. Please contact the Communications Department or DesignWorks for a copy.

—
JANE DOE
Position, Department

MINNEAPOLIS COLLEGE OF ART AND DESIGN
2501 Stevens Avenue / Minneapolis, MN 55404 / mcad.edu

WHERE CREATIVITY MEETS PURPOSE

# POWERPOINT PRESENTATION

For official MCAD presentations created in Microsoft PowerPoint, a theme is available for easy brand alignment. Simply use the layouts and typographic styles of the template when designing your next presentation.

DesignWorks will be happy to review your PowerPoint presentation.

# HEADER INFORMATION HERE

Subhead information goes here!

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# QUESTIONS?
# COMMENTS?

Please contact DesignWorks for questions, comments, or special design requests at designworks@mcad.edu.

We would love to chat with you!

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OF ART AND DESIGN

2501 STEVENS AVENUE
MINNEAPOLIS, MN 55404

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