

APPROVED LOGOTYPE

(Font: Trajan)

# MCLA

APPROVED COLORS

Primary



c 100  
m 90  
y 10  
k 0

Secondary



c 25  
m 0  
y 65  
k 20



c 0  
m 14  
y 100  
k 8



c 55  
m 0  
y 18  
k 0

APPROVED FONTS

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Avenir Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

LOGOTYPE WITH SUBHEAD

# MCLA

MASSACHUSETTS COLLEGE OF LIBERAL ARTS

APPROVED FOOTER LAYOUTS

(note style for phone numbers: no dashes or periods)

1 MASSACHUSETTS COLLEGE OF LIBERAL ARTS

Alumni Office  
375 Church Street  
North Adams, MA 01247  
(866) 677 MCLA  
(413) 662 5260 fax  
alumni@mcla.edu

**MCLA.EDU**

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APPROVED TEXT STYLE

Body text should be set in Avenir Book or Avenir Roman.

- Bulleted lists can look like this
- Bulleted lists can look like this
- Bulleted lists can look like this

Kerning (10 to 30)