

## NEWSLETTER GUIDELINES

Below are guidelines regarding our individual sport and athletics department newsletters and publications that will be sent out and/or added to the web page:

- 1) Our main department color is **navy blue**, not **royal/reflex blue**
  - the accent colors are white and **yellow** not **gold**
  - please refrain from using variations of these colors
- 2) All acceptable MCLA, ECAC, and MASCAC logos are on our web page ( <http://www.mcla.edu/Athletics/Logos/> )
  - all individual sport logos from the NCAA are on your homes pages
  - do not stretch any of these logos to fit a space - proportionally resize them
- 3) Headlines should be in Times New Roman - this is the font that most closely resembles the "MCLA" in our logo
  - use arial for the body as it converts more clearly into a PDF file
  - try not to go below 10pt on fonts in the body since it becomes harder to read with converted
  - on a white background use navy or black for the font
  - on a navy background use white or yellow
  - on a yellow background use navy (not black as this is Framingham)
- 4) When referencing our mascot: Trailblazers - not Blazers (this is Elms College)
  - it's not the Lady Trailblazers or the Lady 'Blazers, it's just the Trailblazers
- 5) Mohawks should not be used in headlines
  - you can use "Mohawks" in the body when referencing a team or a player from that time period
- 6) When referencing the College, use MCLA not Mass College or NASC. If you need to talk about the past, the NASC days, reference it as the College with a capitol "C".
- 7) If you use pictures from Ian Grey, please reference that the picture is courtesy of him
  - keep the proportions of the pictures and logos (don't stretch the picture to fit a space)
- 8) Approval process after you have proof read:
  - pointer on proof-reading - read your material backwards
  - alumni newsletter - Jocelyn (Alumni & Development Office), Karen (College Publicist), Jamie (Sports Info)
  - recruiting newsletter - Jana (Admissions), Karen (College Publicist), Jamie (Sports Info)
- 9) Final approval will be given by the Director of Athletics. The coach is responsible for making all grammatical and formatting corrections for a finished product. Sports Information will assist in converting to PDF and posting on the web.

### Misc info:

Great post on branding from Akira Media out of Wilmington, North Carolina on the importance of Consistency in Branding:

- **Put Your Logo on Everything** If you don't have a good logo, then get one and put it on everything.

- **Be consistent with Color** When you think McDonalds, you think Red & Yellow because they use it everywhere. Consistency in color use is a key ingredient to making yourself instantly recognizable.

- **Don't use every font that you have** Really, just don't. Two at the most are good and they should look good with your logo (Comic Sans looks good with nothing). No more than three font sizes per project and absolutely no cutesy Microsoft font effects unless you have a very good reason for them.

- **Repeat use of the same design elements** Shapes, lines, balance... all of these need to be consistent through out your materials.

**The key here is consistency. Be consistent with what you are doing. Don't look at it as limitations that are stifling your creativity. Any good designer will tell you that limits actually force you to be more creative. Your goal is to put the same face out there for customers to recognize & associate with you. The number one way for them to make that association is by repeating it with everything you do.**