If positioning is what distinguishes us, then our voice and messaging is how we want to talk about it. The verbal guidelines that follow, including the brand narrative and brand voice, defines direction for how MCLA communicators can best tell our story to the world.
Each story we tell should have an authentic tone that feels distinctively MCLA. The first step is to commit the personality words to memory as a reference. The second step is to use the following guidelines and tips as a stylistic gauge:

**PERSONALITY WORDS**

**Creative**  
PERCEPTIVE, ORIGINAL, CONFIDENT

**Progressive**  
ENGAGED, DETERMINED, OPTIMISTIC

**Diverse**  
MULTIDIMENSIONAL, CULTURED, UNDERSTANDING

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**WRITING TIPS**

1. **KEEP IT SIMPLE.**  
Experts, it is said, can explain their subject to a 1st grader. Even at MCLA, where we may write about some of the most complex subjects in the world, the rule applies all the same: Keep it simple.

2. **BE CONCISE.**  
Our audiences tend to lose patience rapidly. Not because people are unintelligent, but because they’re constantly distracted by the endless barrage of media in our daily lives. Keep that in mind when writing and get to the point.

3. **EXPLAIN “WHY”.**  
Think of all the different kinds of media out there today—internet, books, movies, music, even social channels like Facebook and Snapchat. Remember: we are in direct competition with all of it. Ours is a battle for the attention of the people we want to communicate with.

When it comes to telling our story and getting our message across, always make a strong case for the benefit of a MCLA education, and the impact we make on our community, our state, and our world. In other words, make sure your writing always ties back to why we matter.
The success of our brand identity hinges on how well we execute the details of our visual language — the logo, color, photography, typography, and graphic elements. The following section will describe how to maintain consistency in everyday design decisions so that all of us communicate the MCLA story in a unified, powerful way.
Wordmark
Our wordmark is our visual signature in its most basic form. It is one of the primary ways the brand is identified by our internal and external audiences. If we treat it with respect, it will build equity over time.

Secondary
In instances where the wordmark is viewed by an audience unfamiliar with the college (e.g. out-of-state student prospects, etc.), lock the wordmark up with the "Massachusetts College of Liberal Arts" qualifier.

Seal
The Seal is used exclusively for official MCLA materials, such as diplomas and the President’s stationery. Never apply the seal to informal marketing materials.
Clear Space
The safe area for our wordmark is measured using the width of the “A”. This ensures that the Clear Space scales relative to the wordmark.

Minimum Size
To maintain full legibility, never reproduce the wordmark at sizes smaller than .25 inches tall or the secondary logos at sizes smaller than .75 in tall. There is no maximum size.
**Restrictions**

Avoid these common violations to ensure the wordmark is used consistently across all platforms.

- **DO NOT** stretch, condense or change the dimensions of the seal or wordmark.
- **DO NOT** place the wordmark or seal on a busy photograph or pattern.
- **DO NOT** alter or replace the typefaces in the identity.
- **DO NOT** change the colors of the identity beyond the approved brand palette.
- **DO NOT** apply drop shadows or other visual effects to the identity.
- **DO NOT** skew, warp or rotate the wordmark or seal.
COLOR PALETTE

**Primary**
Our design language leans on saturated blue tones, which are accented by the secondary palette.

In most instances, use the primary and secondary color palette at 100% tint. In layouts where legibility is an issue and text needs to have more contrast with the background (particularly for web accessibility), explore lighter-tint options.

**Secondary**
Our secondary palette brings warmth and vibrancy to the cool blues of our primary palette.

Use PMS 387 C or PMS 116 C sparingly as an accent color, reserving the latter for Spirit and Athletic materials. Never use both colors in the same composition.
Environmental

Use environmental photography to capture the unique MCLA experience, from campus facilities to the town of North Adams and the Berkshires region as a whole. When possible, photograph the environment in natural light and make use of the saturated tones that have informed our color palette.
Portraiture

Portraits can be candidly caught in the moment or staged with the subject engaged with the camera. For candid photography, show the subject interacting with the people and environment around them. When possible, use natural light and a shallow depth-of-field.
**Cropping**

Cropping a photo appropriately can add a closer connection between the viewer and the subject. Be sure to maintain a level of context for the surrounding environment to preserve the narrative quality.
Knockout

Knockout is our primary sans-serif and is used for both headlines and body copy. To maintain legibility, avoid using condensed faces in small applications.

To purchase, visit [www.typography.com/fonts/knockout/styles/](http://www.typography.com/fonts/knockout/styles/)

Knockout No. 26, Junior Flyweight
Knockout No. 28, Junior Featherweight
Knockout No. 29, Junior Lightweight
Knockout No. 31, Junior Middleweight
Knockout No. 32, Junior Cruiserweight
Knockout No. 33, Junior Heavyweight
Knockout No. 34, Junior Sumo

Knockout No. 48, Featherweight
Knockout No. 51, Middleweight
Knockout No. 52, Cruiserweight
Knockout No. 53, Heavyweight
Hellenic Wide JF
Hellenic Wide JF is our display slab-serif and should be used only for larger headlines and subheads.

Hellenic Wide JF is available on Adobe fonts and can be accessed with a Creative Cloud membership.

Superclarendon
Superclarendon is our primary serif and is used for subheads, callouts, and introductory body copy.

Superclarendon is available on Adobe fonts and can be accessed with a Creative Cloud membership.
Leading
Line spacing, called leading, should be set tight, but not too tight. In most cases, try leading that’s 2 points higher than the type point size.

Tracking
Correct letter spacing, called tracking, should always be set slightly tighter than the default setting (for body copy), and optical kerning should be used when it’s available.

**Typography**

**Leading**
- **16 PT. TYPE / 26 PT. LEADING**
  - Leading that’s too loose leaves too much pause between lines.
- **16 PT. TYPE / 12 PT. LEADING**
  - Leading that’s too tight leaves too little pause between lines.
- **16 PT. TYPE / 18 PT. LEADING**
  - When leading is correct, the reader won’t even notice.

**Tracking**
- **+75 TRACKING**
  - Tracking that is too loose leaves too much space between letters.
- **-75 TRACKING**
  - Tracking that’s too tight leaves too little space between letters.
- **-5 TRACKING**
  - When tracking is correct, the reader won’t even notice.
**Directional Lines**
Our directional lines lead the viewer to important content, and add dynamic movement to an otherwise static composition. Avoid using more than one Direction Line in a single layout.

**Hashed Lines**
Hashed lines are a way to add clear delineation to a layout. Reserve Hashed lines for the edges of a composition (e.g. the bottom or side margins).

**Line Illustrations**
Line illustrations are used to add narrative and context to layouts, and in the instance of the ivy, create an ownable design that is unique to MCLA.
Semicircles
The semi-circle elements are derived from the unique architecture of MCLA, and can be arranged to create abstract or pictoral designs.
Woodgrain
Our woodgrain texture is inspired by the forests that populate the Berkshire region, and adds depth and warmth to a composition.
Now that we’ve seen the individual elements of the MCLA brand, here’s how everything comes together.
50+ WAYS TO REACH THE SUMMIT
MCLA.edu/academicprograms
MAKE AN IMPRESSION.

BLAZE A TRAIL.
MEET THREE OF OUR BEST-IN-CLASS STUDENT-ATHLETES.

"ATHLETICS AT MCLA HAS TAUGHT ME LEADERSHIP AND DISCIPLINE, WHICH ARE GREAT CHARACTERISTICS TO HAVE IN ANY CAREER."
—Ryan Baker, sociology and criminal justice

"I LOVE THE EXCITEMENT OF BALANCING SPORTS WITH ACADEMICS DURING THE SEASON."
—Aaron Goldsmith, biology

"THE MOMENT I STEPPED ONTO THIS CAMPUS, IT FELT LIKE HOME. THE SENSE OF FAMILY HERE IS STRONG."
—Paige Fairman, psychology and social work

"WHY BECOME A TRAILBLAZER?"

Find out how you can be a Trailblazer at ATHLETICS.MCLA.EDU

Compete with more than 190,000 of the best and brightest student-athletes across NCAA Division III athletics, while playing the game you love and earning the intangible skills that will serve you well throughout your career.

"IN THE END, THE ALTERNATIVE TO ACADEMICS DURING THE SEASON IS NOT VERY ATTRACTIONAL."
—Michelle Choppa, social work

"YOU CAN'T MEET THE CHALLENGE OF BALANCING STUDY AND SPORTS DURING THE SEASON."
—Michelle Choppa, social work

"WE ARE TRYING TO LEARN THE BALANCE OF WORK AND PLAY."
—Bret Aube, sociology

"WE DON'T HAVE THE EXPERIENCE OF PLAYING SPORTS IN HIGH SCHOOL, WHICH MAKES US WORK HARDER TO REACH OUR GOALS."
—Bret Aube, sociology

"THE MOMENT I STEPPED ONTO THIS CAMPUS, IT FELT LIKE HOME. THE SENSE OF FAMILY HERE IS STRONG."
—Paige Fairman, psychology and social work

"I LOVE THE EXCITEMENT OF BALANCING SPORTS WITH ACADEMICS DURING THE SEASON."
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—Paige Fairman, psychology and social work
EXAMPLES

PRINT ADS

U.S. NEWS AND WORLD REPORT SAYS —

“A TOP TEN PUBLIC LIBERAL ARTS COLLEGE.”

U.S. DEPARTMENT OF HIGHER EDUCATION SAYS —

“LOW COST FOR STUDENTS HIGH SALARIES FOR GRADUATES.”

POLICYMIC SAYS —

“ONE OF THE BEST PLACES FOR CREATIVE 20-SOMETHINGS.”

AT MCLA, it doesn’t matter who you are or what you're interested in. What matters most is what MCLA can help you do. With liberal arts in every MCLA course, you’re truly never limited — you’re a high-quality education and real-life experiences at all courses. What you learn can change you, your community, and even the world. Mass MoCA is a short walk away, so you can get some work on your portfolio, and the beautiful Berkshires in the background. It’s easy to see why so many young, talented, and energetic people are moving North Adams from every corner.
U.S. NEWS AND WORLD REPORT SAYS — “A TOP TEN PUBLIC LIBERAL ARTS COLLEGE.”

AT MCLA, our students can learn as much from a committed professor as from a new exhibit at Mass MoCA — the largest contemporary art museum in the country. They can gain as much experience from a paid internship as from kayaking in the Berkshires. All things considered, it makes sense why one of the biggest voices in American media is singing the praises of our high-quality Liberal Arts education.

Come see what we’ve been thinking lately at MCLA. MCLA.EDU/VISIT
U.S. DEPARTMENT OF HIGHER EDUCATION SAYS —

"LOW COST FOR STUDENTS
HIGH SALARIES FOR GRADUATES."

AT MCLA, it doesn't matter who you're connected to before you get here. What matters most is how MCLA connects you to the world while you're here — to a high-quality education and to real-life experiences on and off campus. That's why more than 90% of our graduates find good jobs right out of college, earn competitive salaries with strong career paths, and get accepted into great grad programs across the country. With that kind of track record, it's no surprise people are talking.

Come see how MCLA can set you up for success.
MCLA.EDU/VISIT
POLICYMIC SAYS —

"ONE OF THE BEST PLACES FOR

CREATIVE

20-SOMETHINGS."

For those in search of fun spots with a lot of opportunity, North Adams is a real boom town. At MCLA, our students get front row seats, and first-class admission, to all of the growth happening right now in this region. With Mass MoCA down the street, with new businesses moving into the neighborhood, and with the beautiful Berkshires in our backyard, it’s easy to see why so many young, talented and energetic people are making North Adams their new home.

Come see what MCLA & North Adams have in store for you.

MCLA.EDU/VISIT
LIGHTPOLE BANNERS

BREAK LIMITS.
MAKE IMPRESSIONS.

MCLA
What’s impressive isn’t just how many leading thinkers have been here. What’s impressive is how many routinely come here.

NOTABLE SPEAKERS INCLUDE:

- Abderrahim Foukara, Al Jazeera Satellite Channel's Washington, D.C. bureau chief and host of “Min Washington”
- Cookie Roberts, ABC and NPR political commentator
- Dolores Barclay, author, journalist, and Columbia University adjunct professor
- Jean Baily, former governor of Massachusetts
- Jeffrey Toobin, CNN and The New Yorker legal analyst
- Jim Glanz, environmental journalist and Silver award-winning TV host (Animal Planet)
- Clare Moran, ABC News contributor and former FBI agent
- Brian Pitt, Silver award-winning and co-anchor of AB’s “Nightline”
- Joy Reid, MSNBC
- Ray Kurzweil, futurist, inventor, Director of Engineering (Google)
- Andrew Young, ambassador, Congressman, mayor
- George J. Mitchell, diplomat, peace negotiator, senator
- Vandana Shiva, environmental leader
- James Carville and Mary Matalin, political advisors

SEE MORE AT MCLA.EDU/NOTABLESPEAKERS
What’s impressive isn’t just how many leading thinkers have been here.

WHAT’S IMPRESSIVE IS HOW MANY ROUTINELY COME HERE.

OTHER

NOTABLE SPEAKERS INCLUDE:

- Abderrahim Foukara, Al Jazeera Satellite Channel’s Washington, D.C. bureau chief and host of “Min Washington”
- Cokie Roberts, ABC and NPR political commentator
- Dolores Barclay, author, journalist, and Columbia University adjunct professor
- Jane Swift, former governor of Massachusetts
- Jeffrey Toobin, CNN and The New Yorker legal analyst
- Jeff Corwin, Environmental journalist and Emmy award-winning TV host (Animal Planet host)
- Clint Watts, NBC News contributor and former FBI agent
- Byron Pitts, Emmy award-winner and co-anchor of ABC’s “Nightline”
- Joy Reid, MSNBC
- Ray Kurzweil, futurist, inventor, Director of Engineering (Google)
- Andrew Young, ambassador, congressman, mayor
- George J. Mitchell, diplomat, peace negotiator, senator
- Vandana Shiva, environmental leader
- James Carville and Mary Matalin, political advisers

SEE MORE AT MCLA.EDU/NOTABLESPEAKERS
Email Signature

Jane Doe
Director of Marketing and Communications
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375 Church Street
North Adams, MA 01247

“National Top Ten Public Liberal Arts College”
2019 US News & World Report