



MCDONELL AREA  
CATHOLIC SCHOOLS  

---

Est. 1882

---

## Brand Identity + Style Guidelines

Welcome to your brand guidelines:  
Tools to help you use our brand  
identity effectively.

UPDATED MARCH 2023

# INTRODUCTION

Welcome to the McDonell Area Catholic Schools (MACS) Brand + Style Guide - tools and guidelines to help you use our brand identity effectively. It outlines usage for all MACS logos, colors, fonts, and school names. It is to be used for any piece of promotional, marketing, or communications content of McDonell Area Catholic Schools.

For MACS logo brand guideline questions or if an electronic copy of a logo is needed please contact:

## **MACS Athletics:**

Athletic and Activities Director

P: 715.723.9126, ext. 3322

ad@macs.k12.wi.us

## **Other Materials:**

Marketing and Communications Coordinator

P: 715.723.0538 ext. 3307

## CONTENTS

2. MACS Logos
3. MACS Logo Variations
4. MACS System Letterhead
5. MACS Practices to Avoid
6. MACS Color Specifications
  - MACS Typeface Details
7. MACS Tagline and Mission Standards
8. MACS Correspondance & Mission Standards
9. MACS Icons/Secondary Logos
  - MACS Mack Dog Logo
  - McDonell Macks Block "M"
10. Combined System & School Events Icons/Secondary Logos
11. McDonell Foundation & MAA Icons/Secondary Logos
12. A.B. McDonell Vision Fund and Little Macks/Secondary Logos
13. School Names & Writing Standards
14. Email Signatures

## MACS BRAND LOGO

There are two orientations of the brand logo 1) horizontal and 2) vertical.

The brand logo includes both the logotype and the wordmark.

The complete brand logo should not be modified from the versions shown.

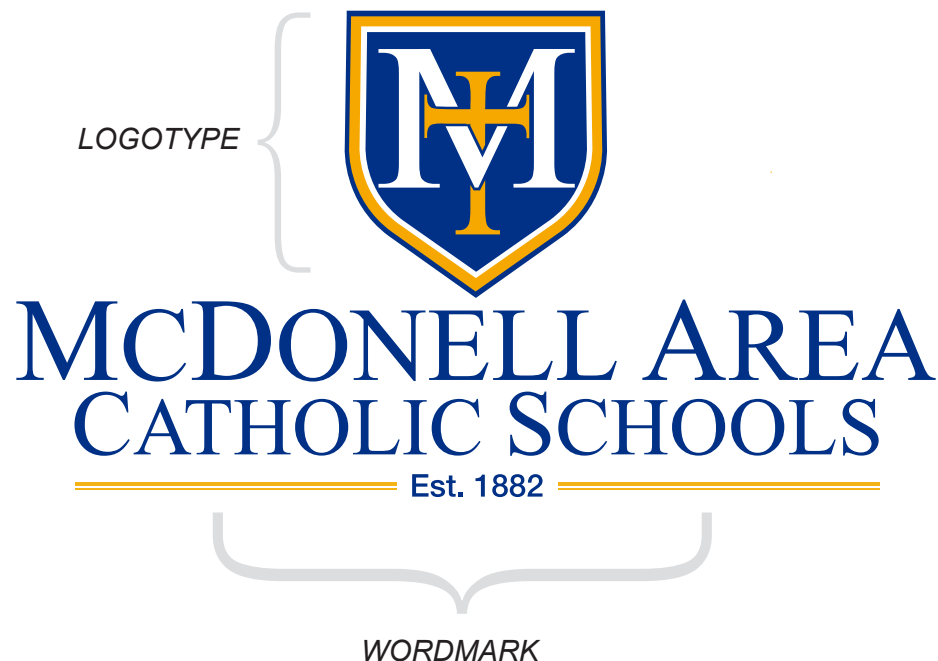
The preferred usage is the 3-color MACS logo on a white background.

Only one of the approved MACS brand logo variations should be used for all printing, stationary, and web applications.

### HORIZONTAL BRAND LOGO



### VERTICAL BRAND LOGO



## MACS BRAND LOGO VARIATIONS

There are three color versions of the logo(s) 1) three color 2) with reverse shield and 3) black and white. The brand logo includes both the logotype and the wordmark. The brand logo should not be modified from the versions shown. Only the approved MACS brand logo variations should be used for all printing, stationary, and web applications.

### POSITIVE & REVERSE BRANDMARKS

Any time you are using the logo, please ensure you have selected an image of high resolution.

These elements have been designed to appear in a fixed relationship that must never be altered. Always use approved artwork.

Print resolution should have a minimum output scale of 300 dpi, while digital should have a minimum output scale of 72 dpi.



MCDONELL AREA  
CATHOLIC SCHOOLS  
Est. 1882



MCDONELL AREA  
CATHOLIC SCHOOLS  
Est. 1882



MCDONELL AREA  
CATHOLIC SCHOOLS  
Est. 1882



MCDONELL AREA  
CATHOLIC SCHOOLS  
Est. 1882



MCDONELL AREA  
CATHOLIC SCHOOLS  
Est. 1882



MCDONELL AREA  
CATHOLIC SCHOOLS  
Est. 1882



## MACS SYSTEM SCHOOL LETTERHEAD

The letterhead includes logotype, wordmark and contact information.

The complete brand logo should not be modified from the versions shown.



# MCDONELL AREA CATHOLIC SCHOOLS

Est. 1882

1316 BEL AIR BLVD., CHIPPEWA FALLS, WI 54729 • TEL 715.723.0538 • FAX 715.723.1501 • [WWW.MACS.K12.WI.US](http://WWW.MACS.K12.WI.US)

## THE MACS PRACTICES TO AVOID

All MACS brand logos should not be altered in any way from the original files.

This page illustrates some incorrect uses of the brandmark.

Practices to avoid pertain to all MACS brand and school logos.



**Do not** stretch, bend, condense, or change the logo's dimensions.



**McDonell Area  
Catholic Schools**  
— Est. 1882 —

**Do not** alter or replace the typefaces of the logo.



**Do not** place the brand logo on colors other than white or MACS blue.

**MCDONELL AREA  
CATHOLIC SCHOOLS**  
— Est. 1882 —



**Do not** rearrange the logo's elements.

**MCDONELL AREA  
CATHOLIC SCHOOLS**  
— Est. 1882 —

**Do not** use to wordtype without the MACS logotype or crop in any way.



**Do not** use colors other than those specified in this document.



**Do not** contain the brandmark in a shape or add any extra elements.

## MACS BRAND COLOR PALETTE



PMS 287  
CMYK: 100C 66M,12K  
RGB: 0R 95G 159B  
#00559D



PMS 124  
CMYK: 28M,100Y, 6K  
RGB: 238R 177G 17B  
#EEB111

## MACS BRAND TYPOGRAPHY

The official typeface used for the MACS logotype is Times New Roman Regular.  
For document headers and subheaders it is recommended Tw Cen MT be used and body copy of documents Arial.

### Times New Roman Regular

ABC Times New Roman Regular

### Tw Cen MT

ABC abc 123 Tw Cen MT Regular  
ABC abc 123 *Tw Cen MT Italic*  
**ABC abc 123 Tw Cen MT Bold**  
**ABC abc 123 *Tw Cen MT Bold Italic***

### Arial

ABC abc 123 Arial Regular  
ABC abc 123 *Arial Italic*  
**ABC abc 123 Arial Bold**  
**ABC abc 123 *Arial Bold Italic***  
**ABC abc 123 Arial Black**

ABC abc 123 Arial Narrow Regular  
ABC abc 123 *Arial Narrow Italic*  
**ABC abc 123 Arial Narrow Bold**  
**ABC abc 123 *Arial Narrow Bold Italic***

### Collegiate Black FLF - Athletics

**ABC ABC 123 COLLEGIATE BLACK FLF**  
**ABC ABC 123 COLLEGIATE BLACK FLF**  
ABC ABC 123 COLLEGIATE BLACK FLF  
**ABC ABC 123 COLLEGIATE INSIDE FLF**

## MACS TAGLINE - Education for Life

*ABC abc 123 P22 Corinthia*

## MACS TAGLINE AND MISSION STANDARDS

### Standards When Used Together

The relationship between the MACS Tagline and Mission Statement is pre-determined and fixed when used together. The elements should not, under any circumstances, be altered in proportion or placement when used together.

1. \_\_\_\_\_ *Education for Life*
2. \_\_\_\_\_ The McDonell Area Catholic Schools are committed to the formation of **community**, **academic excellence** and the **spiritual** and **physical** well-being of each student in the **Spirit of Jesus Christ**.

**1. MACS Tagline** The MACS Tagline is created artwork. It may be scaled up or down, but always in proportion with the Mission Statement when used together. The MACS Tagline will always be represented using the MACS blue, 100% black, or white.

**2. Mission Statement** The Mission Statement is created artwork. It may be scaled up or down, but always in proportion with the MACS Tagline when used together. The Mission Statement will always be represented in 100% black, MACS blue, or white.

### Printing Examples

MACS Tagline and Mission printed on a dark background



MACS Tagline and Mission (MACS blue text) printed on a light background



MACS Tagline and Mission two color printed on a light background





# MACS CORRESPONDENCE & MISSION STANDARDS

## Standards When Used For Correspondence

The proceeding document is a guideline for correspondence consistency and the usage of the McDonell Area Catholic Schools Mission, Core Values and Vision Statement in correspondence that represents the school system via promotional and marketing materials, letter, or electronic email.

The Mission, Core Values, and Vision Statement is pre-determined. The content should not, under any circumstances, be altered.

Correspondences representing McDonell Area Catholic Schools should be consistent and uniform. The standard fonts to be used when representing McDonell Area Catholic Schools Mission Statement via promotional and marketing materials, letter or electronic email should be created using the fonts and style guidelines as explained below. When including the Mission Statement within the content of the correspondence, the statement should be represented as follows:

**A.** Statement body: Arial Regular

**B. Value: Arial Black**

**A.**

**B.**

The McDonell Area Catholic Schools are committed to the formation of **community**  
**academic excellence** and the **spiritual** and **physical** well-being of each student  
in the **Spirit of Jesus Christ**.

### CORE VALUES

Faith • Honor • Academic Excellence • Healthy Living • Community • Servant Leadership

### OUR VISION

We are the school of choice for an excellent Catholic faith based education within the Chippewa Falls area. We welcome all families to be a part of our school community no matter their faith or financial means. In partnership with our parents, we form the whole child in support of our values and mission.

Our vision of the whole child consists of a lifelong learner, who upon graduation, is academically prepared for post-secondary education and career, grounded in relationship with Jesus Christ, balanced physically and emotionally, and actively engages as servant leaders in family, parish, and civic communities.

## MACS ICONS/SECONDARY LOGOS

### THE MACK DOG MASCOT

The Mack dog consists of a stand alone mascot logo.

The mascot logo should not be modified from the versions shown.

There are three color versions shown 1) two color 2) black and white 3) use with a background.

Only the approved mascot should be used for MACS booster promotions in all printing, stationary and web applications.

ALL apparel orders for McDonell Area Catholic Schools-affiliated sports teams must be approved by the MACS Athletic and Activities Director before being printed.



Approved brand logo may be used flipped if proper proportions is maintained.



PMS 124  
CMYK: 28M, 100Y, 6K  
RGB: 238R 177G 17B  
#EEB111



All previous versions of the mascot should be retired from usage.

Note: Some previous versions are now competitor's official bulldog logo.



**Do not** use other dog images or colors other than those specified in this document.

### McDonell Macks Block "M"

**ABC ABC 123 COLLEGIATE BLACK FLF**

© 2022 McDonell Area Catholic Schools



## MACS ICONS/SECONDARY LOGOS continued

### CO-OP ATHLETIC TEAMS & EVENTS

The complete brand logo should not be modified from the versions shown.

#### THE MACS CO-OP RAM HOCKEY MASCOT (Regis, Altoona, McDonell)



##### THE RAM BRAND COLOR & FONT GUIDE



FONT: Twentieth Century MT Ultrabold



#### THE MACS CO-OP SAINTS BOYS SOCCER MASCOT (McDonell, Regis)



**PMS 349**  
**CMYK:** 100C 0M, 91Y, 42K  
**RGB:** 0R 112G 60B

**PMS 287**  
**CMYK:** 100C 66M, 12K  
**RGB:** 0R 95G 159B  
 #00559D

**PMS 124**  
**CMYK:** 28M, 100Y, 6K  
**RGB:** 238R 177G 17B  
 #EEB111

#### THE MACS CO-OP SAINTS BOYS GOLF MASCOT (McDonell, Regis)



**PMS 349**  
**CMYK:** 100C 0M, 91Y, 42K  
**RGB:** 0R 112G 60B

**PMS 287**  
**CMYK:** 100C 66M, 12K  
**RGB:** 0R 95G 159B  
 #00559D

#### THE MACS CO-OP SABERS GIRLS HOCKEY MASCOT (McDonell, Chippewa Falls Senior High, Menomonie)

**CMYK:** 5C 99M, 98Y, 1K  
**RGB:** 223R 35G 39B

**CMYK:** 56C 78M, 64Y, 77K  
**RGB:** 46R 18G 23B



## MACS ICONS/SECONDARY LOGOS continued

The logos should not be modified from the versions shown.



# Spirit of the Macks



# MACS celebrates 140 years



The Mack Way



## McDONELL FOUNDATION



# McDonnell *foundation*



CMYK: 40K  
RGB: 167R 169G 172B  
CMYK: 50K  
RGB: 147R 149G 152B  
CMYK: 70K  
RGB: 190R 110G 113B  
CMYK: 100K  
RGB: 35R 31G 32B



# McDonnell *foundation*



CMYK: 11C 27M 42Y 0K  
RGB: 225R 186G 150B  
CMYK: 16C 44M 74Y 1K  
RGB: 211R 150G 88B  
CMYK: 36C 60M 96Y 25K  
RGB: 137R 94G 40B  
CMYK: 45C 65M 92Y 49K  
RGB: 90R 62G 29B

## McDONELL ALUMNI ASSOCIATION



PMS 287  
CMYK: 100C 66M, 12K  
RGB: 0R 95G 159B  
#00559D



PMS 124  
CMYK: 28M, 100Y, 6K  
RGB: 238R 177G 17B  
#EEB111

## MACS ICONS/SECONDARY LOGOS continued

The logos should not be modified from the versions shown.

### A.B. McDONELL VISION FUND



**CMYK:** 76C 51M 51K  
**RGB:** 30R 61G 125B



**CMYK:** 28M 87Y 7K  
**RGB:** 236R 170G 30B



**CMYK:** 3C 2M 41K  
**RGB:** 146R 148G 151B



**CMYK:** 11M 9Y 86K  
**RGB:** 35R 31G 32B



**CMYK:** 100K  
**RGB:** 0R 0G 0B

### LITTLE MACKS



**MCDONELL AREA  
CATHOLIC SCHOOLS**

Est. 1882

**ST. CHARLES PRESCHOOL  
& PRIMARY SCHOOL**



**PMS 287**  
**CMYK:** 100C 66M,12K  
**RGB:** 0R 95G 159B  
#00559D



**PMS 124**  
**CMYK:** 28M,100Y, 6K  
**RGB:** 238R 177G 17B  
#EEB111

## THE MACS SYSTEM + SCHOOL NAME

For all purposes, please use the official names for our system and each of our schools as listed below.

- McDonell Area Catholic Schools
- McDonell Area Catholic Schools Central Office
- St. Charles Early Childhood Center
- St. Charles Borromeo Primary School
- Holy Ghost Elementary School
- Notre Dame Middle School
- McDonell Central Catholic High School

The following respective abbreviations are also accepted on second or later references:

- MACS
- MACS Central Office or CO
- SCEC or EC
- SC
- HG
- ND or NDMS
- McD or MCCHS

## THE MACS SYSTEM + SCHOOL NAME DON'TS

**DON'T** call McDonell Area Catholic Schools, the Chippewa Area Catholic Schools, CACS - name change since 2011. It's either McDonell Area Catholic Schools or MACS.

**DON'T** call the Notre Dame Middle School, McDonell Middle School.

**DON'T** refer to the Notre Dame Middle and McDonell Central Catholic High School building the McDonell Middle-High School.

## WRITING STANDARDS

- McDonell Area Catholic Schools ends in an "s" but refers to a singular organization and should take singular verbs.
  - **Correct:** McDonell Area Catholic Schools **is** excelling in academics.
  - **Incorrect:** McDonell Area Catholic Schools **are** excelling in academics.
- Official MACS Hashtag: #TheMackWay
- Athletic Mascot
  - **Correct:** McDonell Macks
  - **Incorrect:** McDonell Bulldogs
- Chippewa Falls 4K Cardinals (4 year-old program) may be referred as 4K
- Three-year-old preschool should be referred to as 3K NOT preschool
- Preferred website is **McDonellAreaCatholicSchools.org**, may also use [www.macs.k12.wi.us](http://www.macs.k12.wi.us)
- School year should be 2020-21 (NOT '20-21 or 2020-2021).
- Titles such as president or principal should be lowercase except when appearing directly before the person's name.
  - **Correct:** Principal John Jones of Notre Dame Middle School, was hired in 2016.
  - **Correct:** John Jones, principal of Notre Dame Middle School, was hired in 2016.
  - **Incorrect:** John Jones, Notre Dame Middle School Principal, was hired in 2016.
- Phone numbers use dots not dashes **Correct:** 715.723.0538 **Incorrect:** 715-723-0538



## SIGNATURE FOR WORK EMAIL ACCOUNT

Your email signature is seen many times through daily communications. It is important we have a consistent organizational look and feel to email signatures systemwide.

Emails should contain your name, title, building(s) you work at or McDonell Area Catholic Schools as your employer, school phone, and hyperlinks to website and social media. (See examples below.)

Avoid using personal cell phone numbers.

How to create a signature for work email account within settings

1. Open email.
2. Click on the icon that looks like a gear (upper right).
3. Click on the **See all settings** button.
4. SCROLL down to **Signature** category.
5. Add your information in the right side box. (See examples below.)  
Name, title/position, system or school building, school phone number, website link
6. Add links to all logos and icons.

**Sam Science**, Science Teacher, BS  
Notre Dame Middle School  
1316 Bel Air Blvd  
P 715.111.2222  
McDonellAreaCatholicSchools.org  
Facebook | Twitter | Instagram

Facebook @McDonellAreaCatholicSchools  
<https://www.facebook.com/McDonellAreaCatholicSchools/>

Facebook @stcharlesearlychildhood  
<https://www.facebook.com/stcharlesearlychildhood>

Twitter @McDonell\_HS  
[https://twitter.com/McDonell\\_HS](https://twitter.com/McDonell_HS)

**Carolyn Cares**, 3K Aide  
St. Charles Early Childhood Center  
428 W Spruce St  
P 715.111.2222  
McDonellAreaCatholicSchools.org  
Facebook | Twitter | Instagram

Instagram #TheMackWay  
<https://www.instagram.com/themackway/>

**Linked Social Media and MACS Shield logos preferred over linked words.** (See example below.)

### Option

<https://www.honeybook.com/email-signature> - Design a free signature, sample below. Hyperlink all social media icons and MACS shield logo to website.



**Jayne Brannen '03, M.Ed**

Director of Advancement • McDonell Area Catholic Schools

715.723.0538 x3306

1316 Bel Air Blvd

[McDonellAreaCatholicSchools.org](https://www.mcdonellareacatholic.org)