THE McKNIGHT FOUNDATION

The McKnight Foundation
Graphic Standards Manual

March 2012

Our Mission Statement

The McKnight Foundation, a Minnesota-based private philanthropic organization, seeks to improve the quality of life for present and future generations. Through grantmaking, collaboration, and encouragement of strategic policy reform, we use our resources to attend, unite, and empower those we serve.

Our Graphic Standards

The purpose of this manual is to establish graphic standards for all public print and electronic communications issued by The McKnight Foundation. A consistent approach to logo placement, color palette and type choices, and other graphic decisions will help reinforce our identity among grantees, colleagues, and the communities we serve. Consistency across our communications shows that we respect and value our constituent audiences and their need for clear, concise, and accessible information.

Our Voice and Visual Style

For the communications of The McKnight Foundation to be effective, they must first be approachable. The voice and visual style of our publications are inviting and easy to understand. Concepts, copy tone, type, photography and all other design details should engage as well as inform audiences. Whenever possible, choose papers with FSC-certified recycled content for McKnight print publications. Final decisions about adherence to McKnight graphic standards will be made by McKnight communications staff.

Personality Attributes

The McKnight Foundation's identity is a powerful tool to leverage in pursuit of our mission. Preserving our identity through the consistent use of endorsed graphic standards allows us to make most effective use of this commodity, to advance our program objectives and improve the quality of life for present and future generations.

Red reversed-out

THE McKNIGHT FOUNDATION

Red type

THE McKNIGHT FOUNDATION

Our Logo

The McKnight Foundation has a typographic logo that must be used in its approved forms. No variations are allowed.

The red reversed-out version of the logo is preferred, as it creates the strongest stand-alone presence.

The red type version of the logo should only be used on stationery, business cards and other components of our identity system.

60% Black reversed-out

THE M^CKNIGHT FOUNDATION

Black type

THE M^CKNIGHT FOUNDATION

100% Black reversed-out

THE M^CKNIGHT FOUNDATION

Black Logo Alternatives

When using a color logo isn't feasible, there are two approved alternatives to choose from.

The 60% black reversed-out version can be used when printing in black-and-white or when the red would overpower or clash with the piece on which it's to be printed. Because it could be easily mistaken for ordinary copy, the black type version of our logo should be used only if absolutely necessary. (A 100% black reversed-out alternative is acceptable if grayscale isn't possible.)

McKnight Red or
Pantone® 186
14c 94m 89y 4k
204r 51g 51b
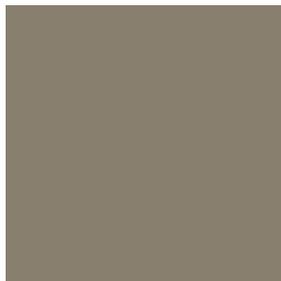
McKnight Gray or
Pantone® 404
0c 8m 22y 56k
136r 126g 110b

0c 0m 0y 100k
0r 0g 0b

Our Logo Color Palette

There are three approved colors in our logo color palette. Our McKnight Red is Pantone 186 and should be used whenever possible. Black and gray (a screened back version of the black) are also allowed.

If it is not possible to use the McKnight Pantone Red, the appropriate CMYK values should be used. For online applications RGB values should be used.

Pantone® 7450

Pantone® 7454

Pantone® 302

Pantone® 5165

Pantone® 667

Pantone® 5255

Pantone® 488

Pantone® 173

Pantone® 1805

Pantone® 156

Pantone® 143

Pantone® 152

Pantone® 7501

Pantone® 7407

Pantone® 146

Pantone® 7402

Pantone® 128

Pantone® 117
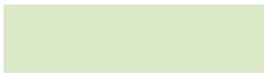
Pantone® 580

Pantone® 578

Pantone® 7491

Our Secondary Palette

There are 21 approved colors in our secondary color palette, including lighter and darker variations of each hue.

These colors are recommended for use in internal communications. External publications are not limited to the colors in this palette, but should use it as a general guide for further color explorations.
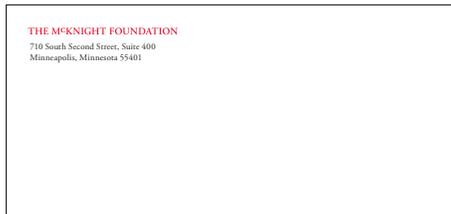
Logo Use Options without Address

THE McKNIGHT FOUNDATION

Letterhead
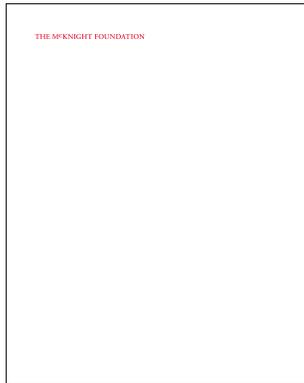
THE McKNIGHT FOUNDATION

Business Card

Logo Use Options with Address

THE McKNIGHT FOUNDATION
710 South Second Street, Suite 400
Minneapolis, Minnesota 55401

Logo & Address Formatting

THE McKNIGHT FOUNDATION

710 South Second Street, Suite 400
Minneapolis, Minnesota 55401
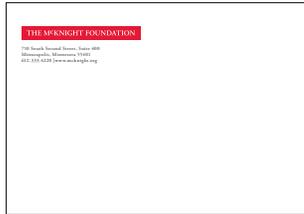
Logo Placement (Identity System)

The logo of The McKnight Foundation and its accompanying address and URL copy should always be left or right justified when used as part of our identity system. It should *not* be centered. To maintain the integrity of our type-only logo, leave at least three letter heights and widths of clearance.

Logo Use Options without Address

THE McKNIGHT FOUNDATION

Invitation

Logo Use Options with Address

THE McKNIGHT FOUNDATION

710 South Second Street, Suite 400
Minneapolis, Minnesota 55401
612-333-4220 | www.mcknight.org

Postcard

Logo & Address Formatting Options
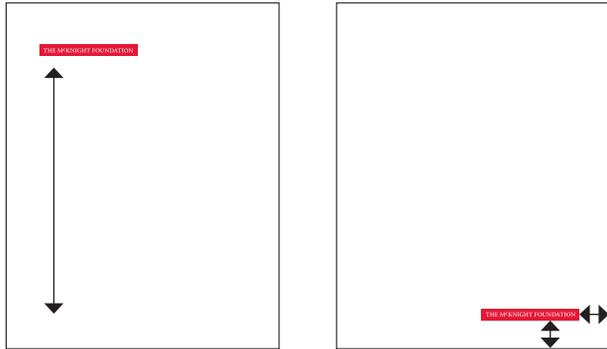
THE McKNIGHT FOUNDATION

710 South Second Street, Suite 400
Minneapolis, Minnesota 55401
612-333-4220 | www.mcknight.org

Logo Placement (Collateral)

The reversed-out logo of The McKnight Foundation and its accompanying contact information should always be left or right justified when used on collateral. It should *not* be centered.
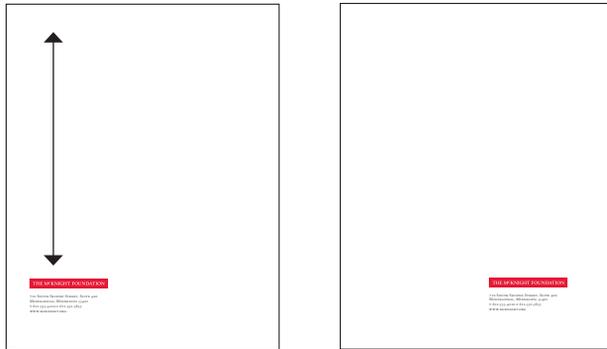
To maintain the integrity of our reversed-out logo, leave clearance of at least 2x the height of the reversed-out box.

Front Cover Options

Back Cover Options

Spacing between logo and edge at least 2x height of logo

Logo & Address Formatting

THE McKNIGHT FOUNDATION

710 South 2nd Street, Suite 400
Minneapolis, Minnesota 55401
t 612-333-4220 f 612-332-3833
www.mcknight.org

Logo Placement (Publications)

The McKnight Foundation's reversed-out logo and accompanying contact information should always be left or right justified when used on publication covers. It should *not* be centered.

When left justified on the front or back cover of a publication, our logo or logo and contact information can appear at any height that leaves sufficient clearance. When right justified, our logo should be in the lower right corner of the publication's front or back cover.

To maintain our logo's integrity, leave clearance of at least 2x the height of the reversed-out logo. Also leave space between the logo and the contact information (address, phone, URL) beneath it.

The typeface of the contact information beneath the logo should complement the concept and design of the publication on which it is to appear.

Signature Serif

Adobe Garamond Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Primary Body Text Serif

Times New Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Primary Sans Serif

Verdana
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Alternate Sans Serif

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Our Typography

The McKnight Foundation has approved typefaces for use with our identity system. Adobe Garamond Pro is the approved serif that is used in our logo, letterhead address and other reserved uses, including publication page titles. Times New Roman is the serif approved for use as body text in correspondence and other general print communications. Verdana is the approved sans serif for use as body text in other general communications; Arial can be substituted.

To complement the content and concept of a project, publications may feature other typefaces with approval.

Regardless of the project, chosen typefaces must reflect the straightforward, accessible approach of McKnight's communications.