Brand Guidelines
What’s Inside

<table>
<thead>
<tr>
<th>Brand Overview .................................................................</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Verbal Brand</strong></td>
<td></td>
</tr>
<tr>
<td>Our Name ........................................................................</td>
<td>4</td>
</tr>
<tr>
<td>Voice &amp; Tone ...................................................................</td>
<td>4</td>
</tr>
<tr>
<td>Brand Attributes ................................................................</td>
<td>4</td>
</tr>
<tr>
<td>Mission Statement ................................................................</td>
<td>5</td>
</tr>
<tr>
<td>Boilerplate Language ........................................................</td>
<td>5</td>
</tr>
<tr>
<td>Message Examples ................................................................</td>
<td>5</td>
</tr>
<tr>
<td><strong>Logo</strong></td>
<td></td>
</tr>
<tr>
<td>Primary Logo ....................................................................</td>
<td>6</td>
</tr>
<tr>
<td>Logo Variations ................................................................</td>
<td>7</td>
</tr>
<tr>
<td>Clear Space .......................................................................</td>
<td>8</td>
</tr>
<tr>
<td>Logo Size .........................................................................</td>
<td>8</td>
</tr>
<tr>
<td>Logo Don’ts ......................................................................</td>
<td>9</td>
</tr>
<tr>
<td>Social Media Profile Images ..........................................</td>
<td>10</td>
</tr>
<tr>
<td><strong>Color Palette</strong></td>
<td></td>
</tr>
<tr>
<td>Primary Colors ..................................................................</td>
<td>11</td>
</tr>
<tr>
<td>Secondary Colors ................................................................</td>
<td>12</td>
</tr>
<tr>
<td><strong>Typography</strong></td>
<td></td>
</tr>
<tr>
<td>Logo &amp; Headlines ................................................................</td>
<td>13</td>
</tr>
<tr>
<td>Body Copy .........................................................................</td>
<td>13</td>
</tr>
<tr>
<td>Cross-Platform ..................................................................</td>
<td>14</td>
</tr>
<tr>
<td>Web                                                          ................................................................</td>
<td>15</td>
</tr>
<tr>
<td>HTML Email ........................................................................</td>
<td>16</td>
</tr>
<tr>
<td><strong>Design Elements</strong></td>
<td></td>
</tr>
<tr>
<td>Logo Tab ..........................................................................</td>
<td>17</td>
</tr>
<tr>
<td>Horizontal Bar ..................................................................</td>
<td>17</td>
</tr>
<tr>
<td>Photography .......................................................................</td>
<td>18</td>
</tr>
<tr>
<td><strong>Examples</strong></td>
<td></td>
</tr>
<tr>
<td>Social Media Sharing ....................................................</td>
<td>19</td>
</tr>
<tr>
<td>Website ...........................................................................</td>
<td>20</td>
</tr>
<tr>
<td>Email Marketing ..................................................................</td>
<td>21</td>
</tr>
<tr>
<td>Letterhead, Business Cards &amp; Envelope ................................</td>
<td>22</td>
</tr>
<tr>
<td><strong>Sub-brands</strong></td>
<td></td>
</tr>
<tr>
<td>Resources .........................................................................</td>
<td>23</td>
</tr>
<tr>
<td><strong>Resources</strong></td>
<td></td>
</tr>
</tbody>
</table>
Our Graphic Standards

The McKnight Foundation’s identity is a powerful tool to leverage in pursuit of our mission. The purpose of this manual is to establish graphic standards for all public communications created or commissioned by the McKnight Foundation. A consistent, creative, and mission-focused approach to our visual identity is a way to bring the Foundation’s mission to life. Consistent adherence to these guidelines on our logo, color palette, typeface, and other graphic decisions allows us to make the most effective use of our visual identity.
Our Name
As of March 2018, we dropped “The” from our name in print. Continue to use “the” preceding “McKnight Foundation” if it sounds more natural in a sentence. The difference is that we no longer capitalize the T. For example, in a grantee announcement it would appear this way: “with funding from the McKnight Foundation” or “I joined the McKnight Foundation last year.” It is acceptable to use “McKnight” alone on second reference, in less formal settings, or where McKnight branding is already prominent.

There is no need to retroactively edit any communication issued before March 2018.

Voice & Tone
The McKnight Foundation’s voice is smart, mission oriented, and professional. We respect our audiences and their need for clear, concise, and accurate communication. We present useful insights, positive framing, and inspiring messages to share our vision and our values. We also use inclusive, accessible language, defining acronyms and specialized terms whenever possible to enhance understanding. We use the Chicago Manual of Style as well as McKnight’s own style guide.

Brand Attributes
Our brand attributes are the characteristics that make us unique. They identify and define us. Use this list of attributes to guide visual, written, verbal, and functional decisions in your communications. Ask yourself: “Does this communication accurately reflect our brand attributes?”

- Respect
- Impact
- Effective
- Credible
- Positive
- Inclusive
- Innovative
Mission Statement

*Our mission statement defines our purpose and guides our actions. Use this statement in communications to convey our value and when introducing new audiences to our brand.*

Boilerplate Language

*Use this statement to provide consistent details about how we work to fulfill our mission.*

Full Mission Statement

The McKnight Foundation, a family foundation based in Minnesota, advances a more just, creative, and abundant future where people and planet thrive.

Boilerplate Language

The McKnight Foundation, a family foundation based in Minnesota, advances a more just, creative, and abundant future where people and planet thrive. Program interests include regional economic and community development, Minnesota’s arts and artists, education equity, youth engagement, Midwest climate and energy, Mississippi River water quality, neuroscience research, international crop research, and rural livelihoods. Founded in 1953 and independently endowed by William and Maude McKnight, the Foundation has assets of approximately $2.2 billion and grants about $90 million a year.
Our logo has been carefully considered for use in various sizes and on multiple materials and media. Always use the original and approved art without alteration. Do not attempt to draw or re-create the logo with type.

Use the primary logo whenever possible. It should appear on the front cover and back cover of printed materials. It should appear on the first page of electronic communications.

The preferred placement on covers is the upper left corner or lower right corner.
Acceptable One-Color Logo Variations

These variations should be used when the primary logo is not optimal (e.g., a black & white newspaper ad).

Red on White

Black on White

White on Black
Clear Space

The radius of the clear zone for the logo must equal the size of a box represented by “2x,” where x is the height of the “M” in McKnight. This is then used to measure the space surrounding the logo: above, below, and to the side of two parallel lines.

Logo Size

The logo should always be readable and therefore should not be smaller than 1.25" wide or 90 pixels.
Logo Don’ts

Altering any aspect of the logo in its entirety adds confusion and dilutes brand equity. Pay special attention to preserve the brand and build its presence.

The following uses are forbidden:

- Don’t change the colors of the logo.
- Don’t distort the logo.
- Don’t rotate or skew the logo.
- Don’t place the logo on an image with insufficient contrast.
- Don’t change the size relationships of the logo elements.
Social Media Profile Images

The “M” mark is used across all social channels.

Everwhere else use sparingly as a design flourish, a printed sticker, etc.
Primary Colors

Our McKnight Red is Pantone® 186 and should be used whenever possible to represent our brand.

McKnight Red can be paired with this palette of grays for 80% of design projects.

Cool Gray is the primary gray we use; however any tints of Cool Gray may be used as appropriate for each project.

**McKnight Red**

| Pantone | 186 |
| RGB    | 200, 16, 46 |
| CMYK   | 2, 100, 85, 6 |
| HEX    | #c8102e |

**Cool Gray**

| Pantone   | Cool Gray 11 |
| RGB       | 83, 86, 90 |
| CMYK      | 66, 57, 52, 29 |
| HEX       | #53565a |

**Pure Black**

| Pantone   | Black |
| RGB       | 0, 0, 0 |
| CMYK      | 0, 0, 0, 100 |
| HEX       | #000000 |

**Medium Gray**

| Pantone   | Cool Gray 8 |
| RGB       | 136, 136, 139 |
| CMYK      | 49, 41, 39, 4 |
| HEX       | #88888b |

**Light Gray**

| Pantone   | Cool Gray 2 |
| RGB       | 210, 208, 205 |
| CMYK      | 17, 14, 15, 0 |
| HEX       | #d2fcfd |

**Background Light**

| Pantone   | 40% Cool Gray 2 |
| RGB       | 236, 237, 235 |
| CMYK      | 6, 4, 5, 0 |
| HEX       | #ecedeb |

**White**

| RGB       | 255, 255, 255 |
| CMYK      | 0, 0, 0, 0 |
| HEX       | #ffffff |

The colors shown here and throughout this guidebook are meant to represent specific Pantone colors as indicated. The print or screen quality shown in this guide may not be precise and has not been evaluated by Pantone, Inc. for accuracy. Please consult a current edition of the Pantone Color Formula Guide for accurate color standards.
Secondary Colors

Our secondary color palette has been added to provide variety across print and digital collateral.

These eye-catching, modern hues complement the McKnight Red and convey our innovative work.

The secondary color palette should be used sparingly as accents or flourishes to design assets. Any tints of these colors may be used as appropriate to keep the accents subtle.
Logo & Headlines

The typeface used in our logo is Mrs Eaves XL Serif Narrow. It is a traditional serif typeface designed by Zuzana Licko in 1996. It is a variant of Baskerville, which was designed in the 1750s. This typeface can also be used for headlines and comes in three weights.

Mrs Eaves is available from Typekit.

Typekit is an Adobe font service available for free to CreativeCloud subscribers.

Mrs Eaves XL Serif Narrow Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Mrs Eaves XL Serif Narrow Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Mrs Eaves XL Serif Narrow Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body Copy

Use Source Sans Pro for most content. It's a modern typeface with a large variety of weights and styles. It should be used for body copy and can also be used for subheads and headlines.

Source Sans is available from Google Fonts.

Source Sans Pro ExtraLight
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Source Sans Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Source Sans Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Source Sans Pro Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Source Sans Pro SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Source Sans Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Source Sans Pro BoldItalic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Source Sans Pro Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Cross-Platform

Sometimes it's necessary to use a cross-platform font that will display properly on any Mac or PC. In such cases (emails, some Microsoft Office documents, Power Points) use Arial as a substitute for Source Sans and Georgia as a substitute for Mrs Eaves.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Georgia Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Georgia Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
Use the following font styles on the web:

**Mrs Eaves XL Serif Narrow**

- **h1.page-title**
  - font-size: 64px
  - line-height: 50px
  - color:#2A2A2C

- **h1**
  - font-size: 52px
  - line-height: 54px
  - color:#2A2A2C

- **h2**
  - font-size: 46px
  - line-height: 44px
  - color:#2A2A2C

**Mrs Eaves XL Serif Narrow**

- **h3**
  - font-size: 32px
  - line-height: 36px
  - color:#2A2A2C

**Source Sans Pro**

- **h5**
  - font-size: 16px
  - line-height: 14px
  - letter-spacing: 1.5px
  - font-weight: 700
  - text-transform: uppercase
  - color:#2A2A2C

- **h6**
  - font-size: 16px
  - line-height: 22px
  - color:#2A2A2C

**Source Sans Pro**

- **p**
  - font-size: 16px
  - line-height: 30px
  - color:#55565A

- **p.small**
  - font-size: 14px
  - line-height: 16px
  - color:#2A2A2C
Use these specifications when building an html email for mass distribution. Use cross-platform fonts when creating daily email correspondence.

**Standard Display**

**Source Sans Pro**

- **h1** font-size: 30px  line-height: slight  font-weight: bold  color:#2A2A2C
- **h2** font-size: 16px  line-height: slight  font-weight: bold  color:#2A2A2C
- **h3** font-size: 16px  line-height: slight  font-weight: regular  color:#2A2A2C
- **h4** font-size: 18px  line-height: 1 1/2 spacing  font-weight: regular  color:#2A2A2C

**Source Sans Pro**

- **Body** font-size: 18px  line-height: 1 1/2 spacing  font-weight: regular  color:#2A2A2C

**Mobile Display**

**Source Sans Pro**

- **h1** font-size: 22px  line-height: 1 1/2 spacing  font-weight: bold  color:#2A2A2C
- **h2** font-size: 16px  line-height: slight  font-weight: bold  color:#2A2A2C
- **h3** font-size: 14px  line-height: slight  font-weight: regular  color:#2A2A2C
- **h4** font-size: 16px  line-height: 1 1/2 spacing  font-weight: regular  color:#2A2A2C

**Source Sans Pro**

- **Body** font-size: 16px  line-height: 1 1/2 spacing  font-weight: regular  color:#2A2A2C
Logo Tab

The logo can be used as a “tab” design element in layouts and collateral pieces. It must be left- or right-aligned and bleed off the edge of the page or design.

The tab has an angled shadow that gives an illusion of lifting off the page. Get artwork for this tab from McKnight Communications. Do not create new art.

Horizontal Bar

A short horizontal bar can be paired with a headline or a block of text as a visual anchor. While the exact size may vary according to the accompanying text, the bars should be consistent if used several times in one piece of collateral.

A general guideline for establishing the size of the first bar is to make the height equal to twice the width of an upward stroke, as in the letter “i” in the Source Sans Pro Regular weight. Make the width equal to five letters.

McKnight’s experience has taught us that acting as institutional investors and flexing our collective muscles to drive more sustainable and transparent markets can effectively advance our mission.

–Kate Wolford, President
Photography

Photos, when used respectfully and appropriately, can illustrate our work in the communities we serve. They can also create vivid metaphors and positive mental models to counter flawed dominant narratives. Images should be high resolution and authentic. They should show people in action whenever possible. Do not cut off the tops of people’s foreheads, or place excessive text or graphics on faces.

Be mindful of mandatory photo credits, captions, permissions, licensing, and other considerations. Be especially careful with securing permission to use images of children.
Social Media Sharing

Our brains process visuals 60,000 times faster than text, and people engage with visual content at much higher rates than text posts alone. Use stunning photography, videos, graphics, animations, or other visual elements when possible.
Website

The website is often the primary way people learn about us online. We will more likely achieve our objectives if visitors can quickly grasp who we are and clearly understand our mission and program goals. We use bold, dynamic images to showcase our work and greatly enhance understanding of key ideas and experiences.
Email Marketing

Refer to page 16 for typography specifications for email marketing.
Dear Joan,


Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Praesent imperdiet augue urna, ac lacinia nisl venenatis ut. In tellus torta, ut turpis sed sem. Mauris libero nisl, consectetur fermentum convallis eu, eros ut orci, non vestibulum felis phellentesque quis. Duis vulputate eleifend elit et hendrerit.

Sincerely,

Kate Wolford
President

Kate Wolford
President
kwolford@mcknight.org
(612) 333-4220

710 South Second Street
Suite 400
Minneapolis, MN 55401
mcknight.org
@mcknightfdn
@katewolford

These examples show the printed versions of the McKnight stationery set. An electronic version of the letterhead is available without a bleed.
Additional Sub-brand Logos

Some of our program areas have established sub-brand identities, as shown below. When using these logos, follow the guidelines established for each.
Questions & Contact Information

We created these guidelines in order to work together to present our brand in a consistent and compelling manner. While we have tried to make this guidebook comprehensive, we have also allowed flexibility for a designer’s creative interpretation. If you have questions regarding style, please contact:

Phil de la Vega  
Digital Engagement Officer  
pdelavega@mcknight.org  
(612) 333-4220

Thank you

Our brand lives and thrives through our everyday actions, our work, and our communications. Whether you are a grantee, designer, staff, or partner, we are grateful for how you represent the McKnight Foundation. Your efforts to act as responsible and thoughtful stewards of our name and visual identity are much appreciated. Thank you.