Brand Guidelines

What's Inside

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.

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

Use this statement to provide consistent details about how we work to fulfill our mission (updated as of November 2019).

Boilerplate Language

The McKnight Foundation, a Minnesota-based family foundation, advances a more just, creative, and abundant future where people and planet thrive. Established in 1953, the McKnight Foundation is deeply committed to advancing climate solutions in the Midwest; building an equitable and inclusive Minnesota; and supporting the arts and culture in Minnesota, neuroscience, and global food systems.

Primary Logo

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.

MᶜKNIGHT FOUNDATION

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

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Black on White

M^cKNIGHT FOUNDATION

White on Black

M^cKNIGHT FOUNDATION

Vertical Logo

M^cKNIGHT
FOUNDATION

M^cKNIGHT FOUNDATION

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.

x x
x x

x   **M^cKNIGHT FOUNDATION**

M^cKNIGHT FOUNDATION

1.25 inches

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.

Twitter

Facebook
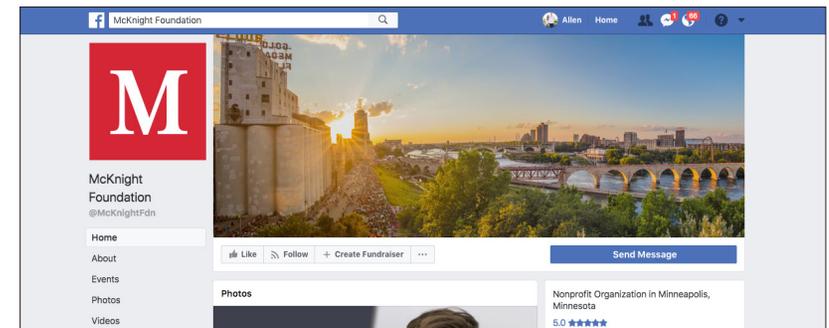
Primary Colors

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.
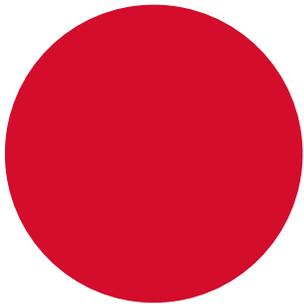
McKnight Red

Pantone 186
**RGB** 200, 16, 46
CMYK 2, 100, 85, 6
HEX #c8102e
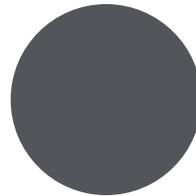
Cool Gray

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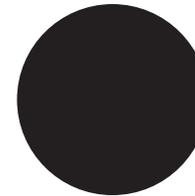
Pure Black

Pantone Black
RGB 0, 0, 0
CMYK 0, 0, 0, 100
HEX #000000
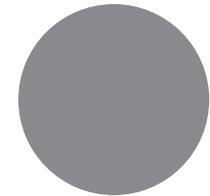
Medium Gray

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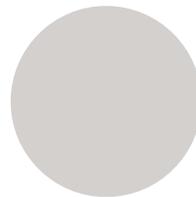
Light Gray

Pantone Cool Gray 2
RGB 210, 208, 205
CMYK 17, 14, 15, 0
HEX #d2cfcd

Background Light

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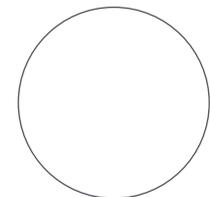
White

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.
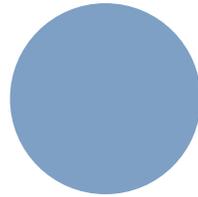
Light Blue

Pantone	645
RGB	126, 160, 96
CMYK	52, 29, 10, 0
HEX	#7da0c3
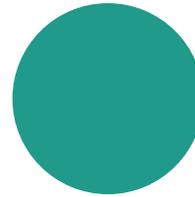
Sea

Pantone	7473
RGB	39, 153, 137
CMYK	75, 5, 48, 3
HEX	#279989
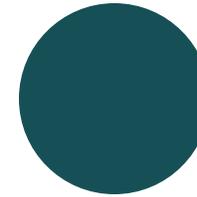
Midnight

Pantone	7476
RGB	13, 82, 87
CMYK	89, 22, 34, 65
HEX	#0d5257
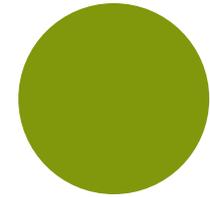
Light Green

Pantone	377
RGB	121, 153, 0
CMYK	56, 22, 100, 4
HEX	#799900
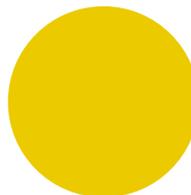
Sunflower

Pantone	605
RGB	225, 205, 0
CMYK	16, 13, 100, 0
HEX	#e1cd00
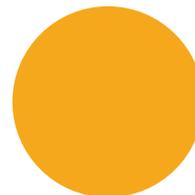
Light Orange

Pantone	130
RGB	242, 169, 0
CMYK	0, 32, 100, 0
HEX	#f2a900
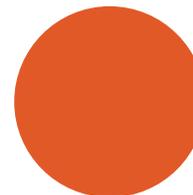
Orange

Pantone	7579
RGB	220, 88, 42
CMYK	0, 74, 100, 0
HEX	#dc582a

Violet

Pantone	229
RGB	103, 33, 70
CMYK	26, 100, 19, 61
HEX	#672146

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

Web

Use the following font styles on the web:

Mrs Eaves XL Serif Narrow

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

Mrs Eaves XL Serif Narrow

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

Mrs Eaves XL Serif Narrow

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

Mrs Eaves XL Serif Narrow

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

Mrs Eaves XL Serif Narrow

h4   font-size: 24px   line-height: 26px   color:#2A2A2C

SOURCE SANS PRO

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

Source Sans Pro

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

Source Sans Pro

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

Source Sans Pro

p.small   font-size: 14px   line-height: 16px   color:#2A2A2C

HTML Email

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

Source Sans Pro

h2 font-size: 16px   line-height: slight   font-weight: bold   color:#2A2A2C

Source Sans Pro

h3 font-size: 16px   line-height: slight   font-weight: regular   color:#2A2A2C

Source Sans Pro

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

Source Sans Pro

h2 font-size: 16px   line-height: slight   font-weight: bold   color:#2A2A2C

Source Sans Pro

h3 font-size: 14px   line-height: slight   font-weight: regular   color:#2A2A2C

Source Sans Pro

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.
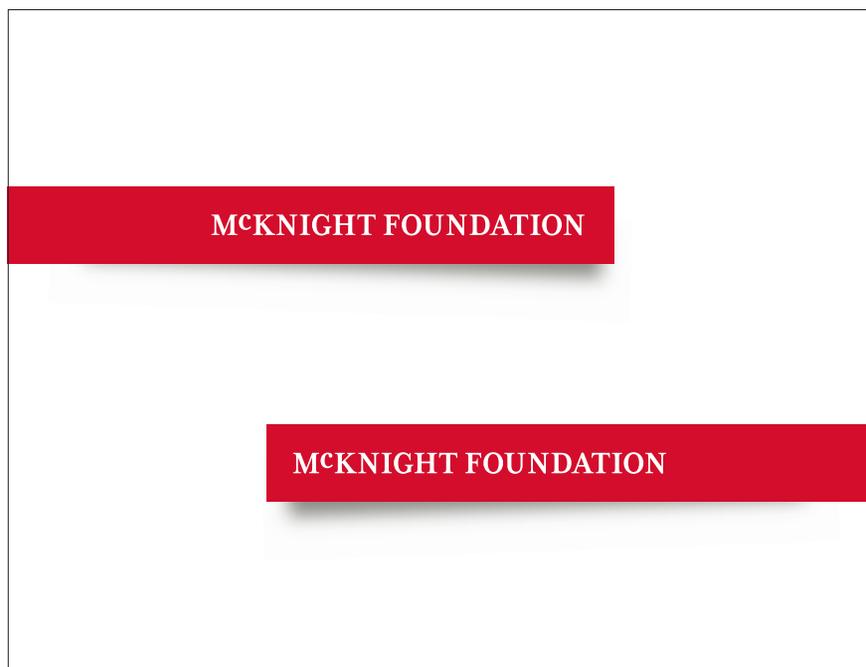
Horizontal Bar

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

McKNIGHT FOUNDATION

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.
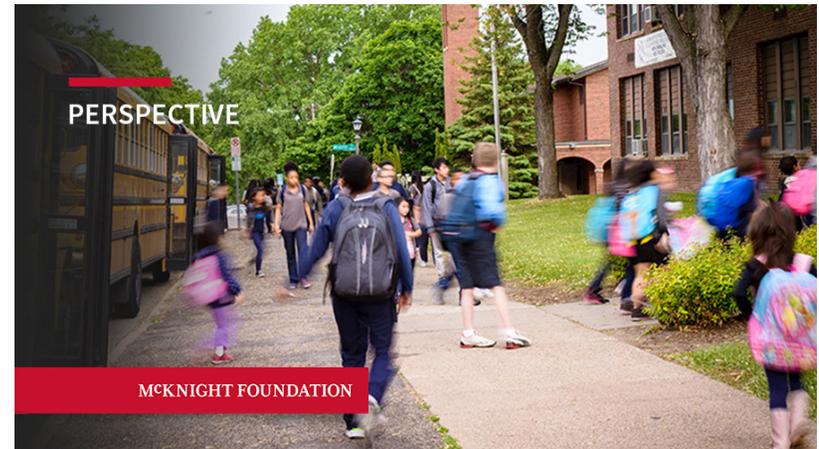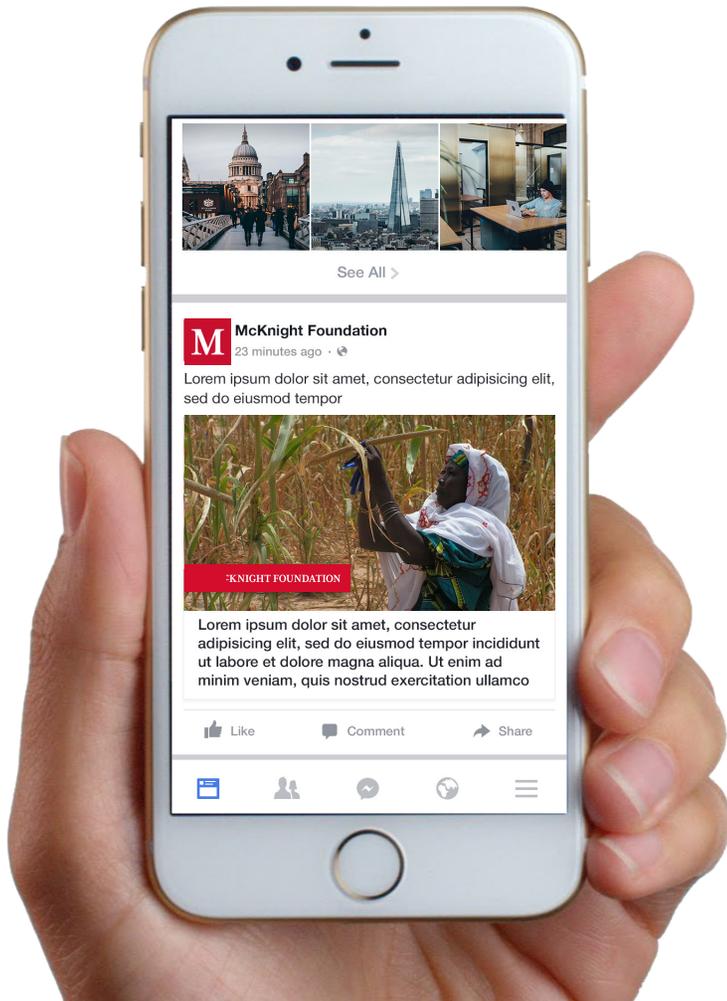
Website

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.
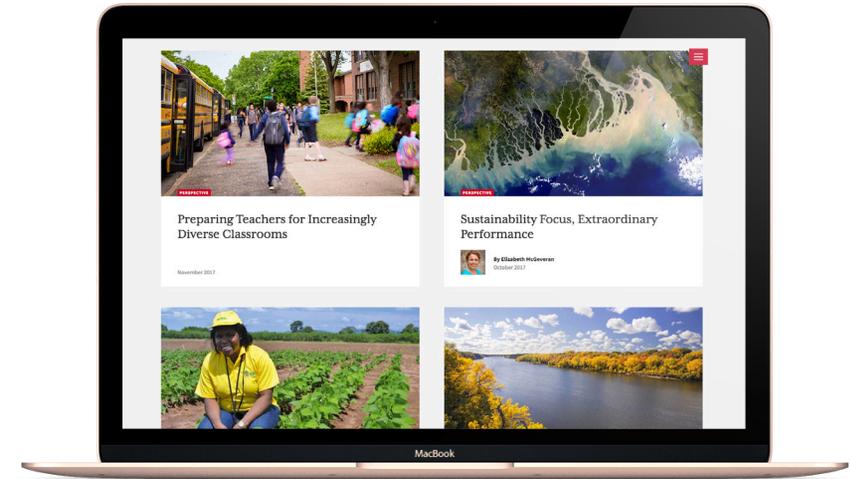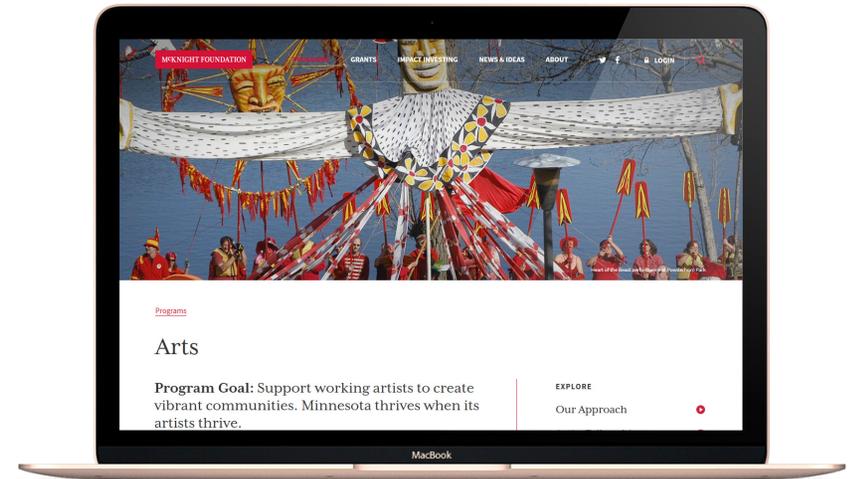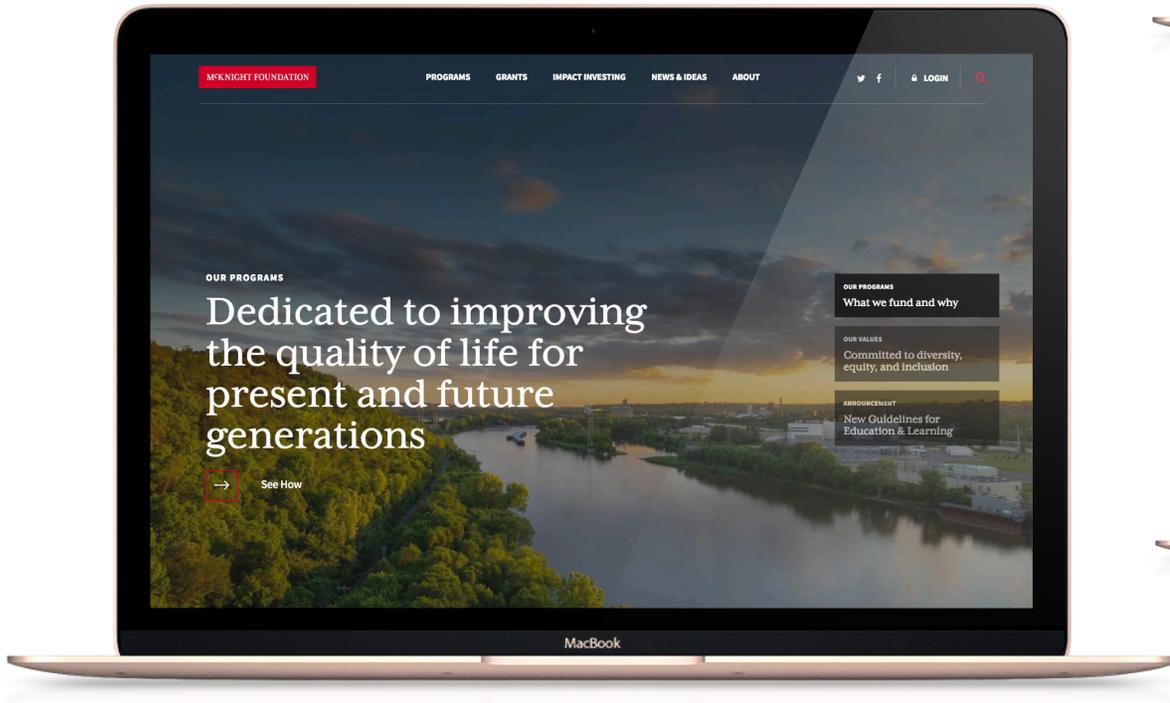
Email Marketing

Refer to page 16 for typography specifications for email marketing.
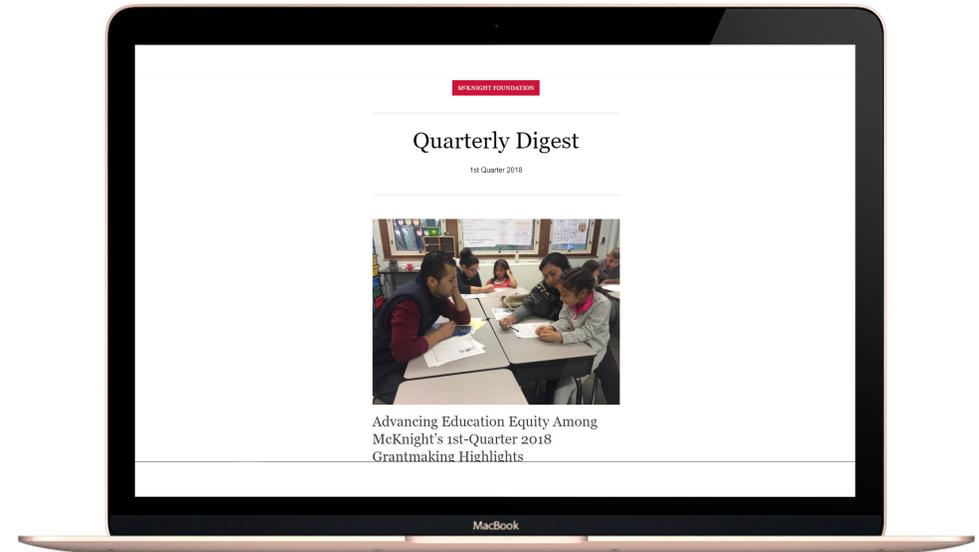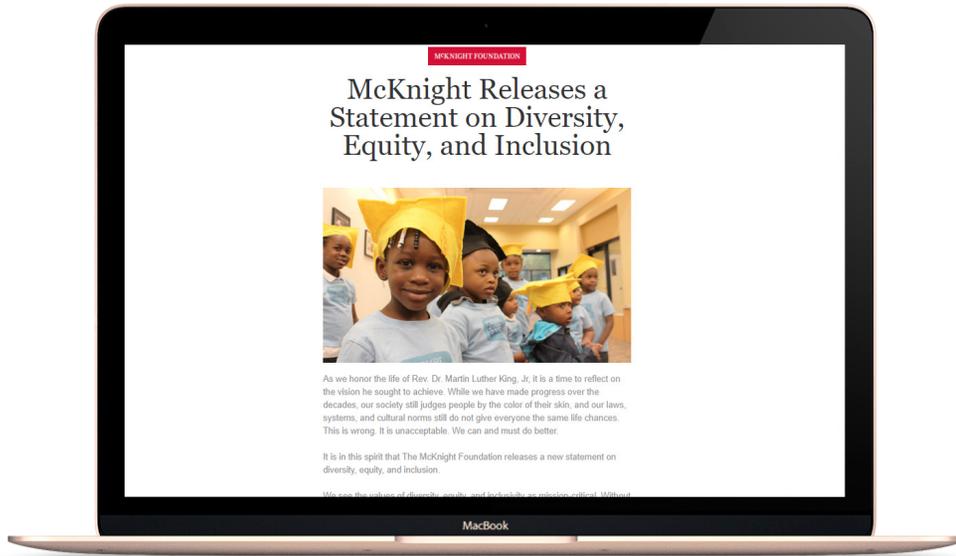
Letterhead, Business Cards & Envelope

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

Tonya Allen
President
tallen@mcknight.org
(612) 333-4220

710 South Second Street
Suite 400
Minneapolis, MN 55401

mcknight.org
@mcknightfdn
@allen_tonya

M^cKNIGHT FOUNDATION

M^cKNIGHT FOUNDATION

710 South Second Street
Suite 400
Minneapolis, MN 55401

(612) 333-4220
mcknight.org

February 12, 2018

Joan Smith
Program Manager
XYZ Organization
12345 Main Street
Minneapolis, MN 55409

Dear Joan,
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque feugiat sodales ligula, nec egestas augue. Morbi urna libero, laoreet in fermentum ut, pharetra vel massa. Aliquam erat volutpat. Sed id volutpat nisi, tempor convallis lacus. Pellentesque eget lorem pretium, vehicula quam varius, porttitor justo. Integer et mauris faucibus, bibendum odio et, varius risus. Pellentesque vestibulum, ligula eu placerat maximus, nisi urna sollicitudin nisl, eget pulvinar neque risus cursus lacus. Pellentesque porttitor vestibulum sapien ac sollicitudin. Phasellus sed urna at ipsum fermentum convallis. Nulla facilisi. Nam maximus justo at leo condimentum, tincidunt porttitor risus dignissim. Curabitur non tristique est. Donec at lectus eget purus sodales dapibus.

Pellentesque non sem facilisis urna semper hendrerit posuere quis lectus. Ut id sapien pretium nisl euismod laoreet luctus ac massa. Etiam lectus libero, sodales in nisi at, aliquam condimentum ex. Nam justo nibh, rhoncus a justo vel, porttitor scelerisque lorem. Pellentesque hendrerit augue suscipit suscipit commodo. Sed ut nisi et urna malesuada sagittis at non justo. Aliquam interdum cursus dolor et tempor. Maecenas at volutpat dui, ac pharetra elit.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Praesent imperdiet augue urna, ac lacinia nisl venenatis ut. In pellentesque vel turpis sed tempus. Mauris libero nibh, consectetur fermentum convallis eu, egestas vel lectus. Nullam gravida ac felis vitae ultrices. Praesent sed rutrum lectus, sit amet elementum turpis. Praesent dapibus tempor orci, non vestibulum felis pellentesque quis. Duis vulputate eleifend elit et hendrerit.

M^cKNIGHT FOUNDATION

710 South Second Street
Suite 400
Minneapolis, MN 55401

Joan Smith
Program Manager
XYZ Organization
12345 Main Street
Minneapolis, MN 55409

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.

COLLABORATIVE
CROP RESEARCH
PROGRAM

MᶜKNIGHT FOUNDATION

MᶜKNIGHT
ARTIST
FELLOWSHIPS

MᶜKNIGHT ENDOWMENT FUND FOR NEUROSCIENCE

MᶜKNIGHT ENDOWMENT FUND FOR NEUROSCIENCE

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 **communications@mcknight.org**.

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.