

# Brand Guidelines



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## 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.*

## Message Examples

*Using the essence of our mission can add meaning to headlines, callouts, or social posts.*

### Full Mission Statement

The McKnight Foundation, a Minnesota-based family foundation, seeks to improve the quality of life for present and future generations. We use all our resources to attend, unite, and empower those we serve.

### Boilerplate Language

The McKnight Foundation, a Minnesota-based family foundation, seeks to improve the quality of life for present and future generations. 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.

### Message Variations

Dedicated to improving the quality of life for present and future generations.

A more vibrant future for everyone.

The McKnight Foundation supports the people, places, and possibilities that help create a more vibrant future for all.

Our overarching goal is to optimize the use of all Foundation resources to contribute to building and strengthening socially, economically, and environmentally sustainable communities.

## 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).

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### Red on White

**MCKNIGHT FOUNDATION**

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### Black on White

**MCKNIGHT FOUNDATION**

---

### White on Black

**MCKNIGHT FOUNDATION**

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### Vertical Logo



## 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.

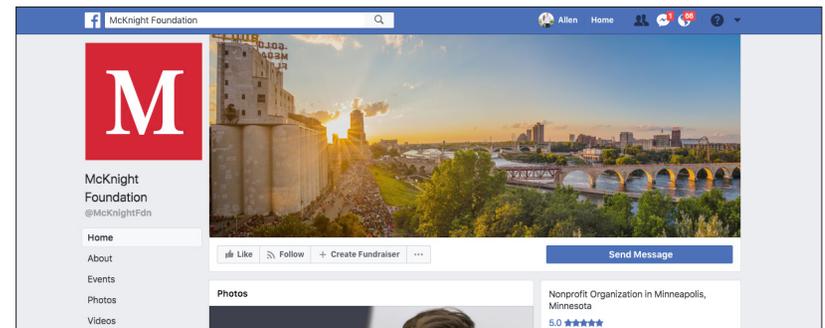


Don't change the size relationships of the logo elements.

## Social Media Profile Images

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

Everywhere else use sparingly as a design flourish, a printed sticker, etc.

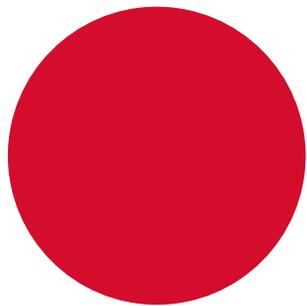


## Primary Colors

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

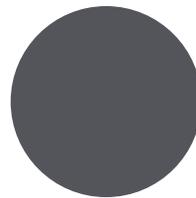
McKnight Red can be paired with this palette of grays for 80% of design projects.

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



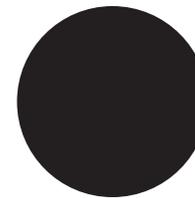
### McKnight Red

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



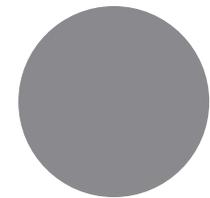
### Cool Gray

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



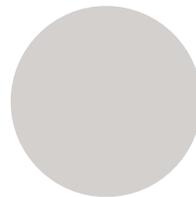
### Pure Black

**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



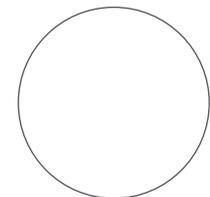
### Light Gray

**Pantone** Cool Gray 2  
**RGB** 210, 208, 205  
**CMYK** 17, 14, 15, 0  
**HEX** #d2cfdc



### 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

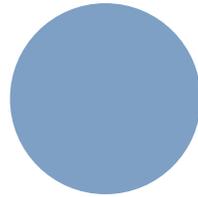
The colors shown here and throughout this guidebook are meant to represent specific Pantone colors as indicated. The print or screen quality shown in this guide may not be precise and has not been evaluated by Pantone, Inc. for accuracy. Please consult a current edition of the Pantone Color Formula Guide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

## Secondary Colors

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

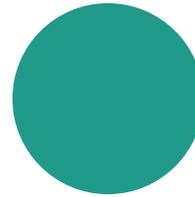
These eye-catching, modern hues complement the McKnight Red and convey our innovative work.

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.



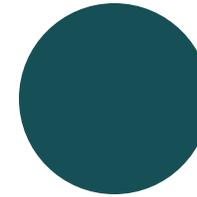
**Light Blue**

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



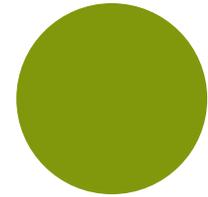
**Sea**

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



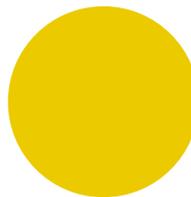
**Midnight**

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



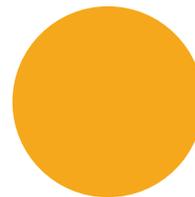
**Light Green**

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



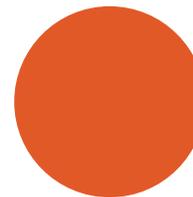
**Sunflower**

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



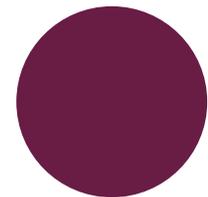
**Light Orange**

**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](#).

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

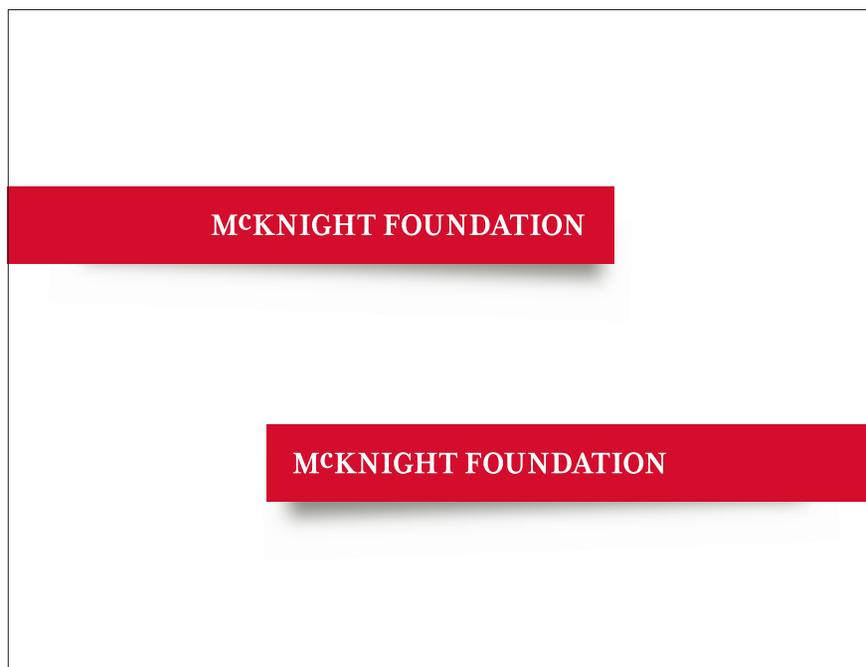
### Source Sans Pro

**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.



## Photography

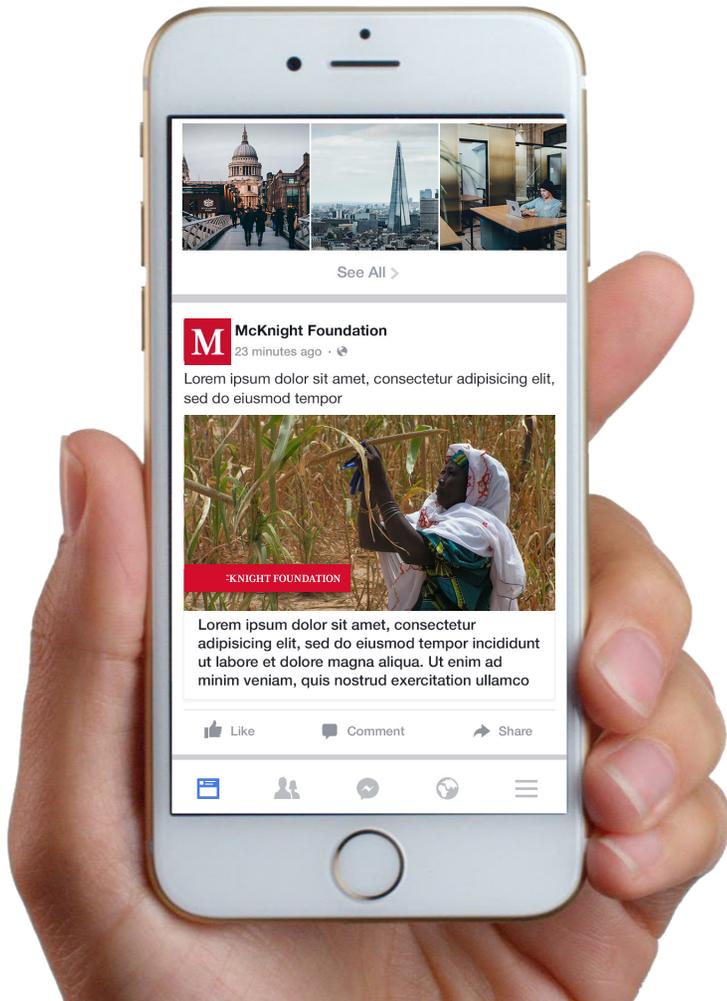
Photos, when used respectfully and appropriately, can illustrate our work in the communities we serve. They can also create vivid metaphors and positive mental models to counter flawed dominant narratives. Images should be high resolution and authentic. They should show people in action whenever possible. 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.



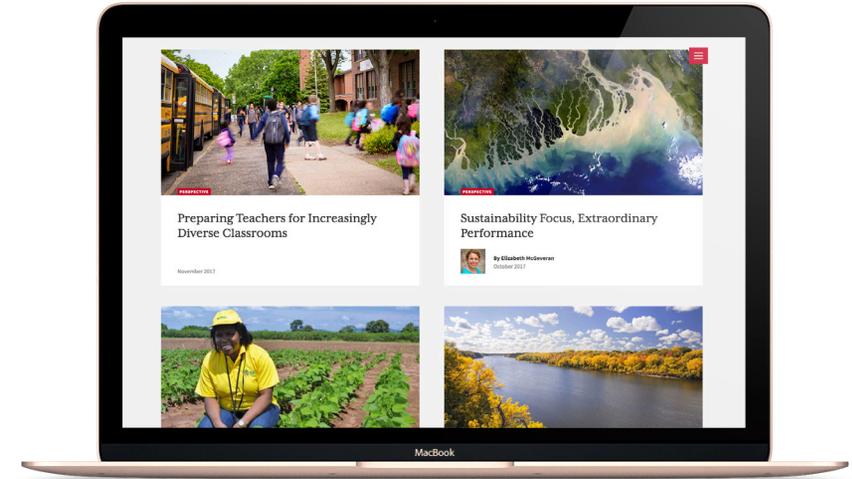
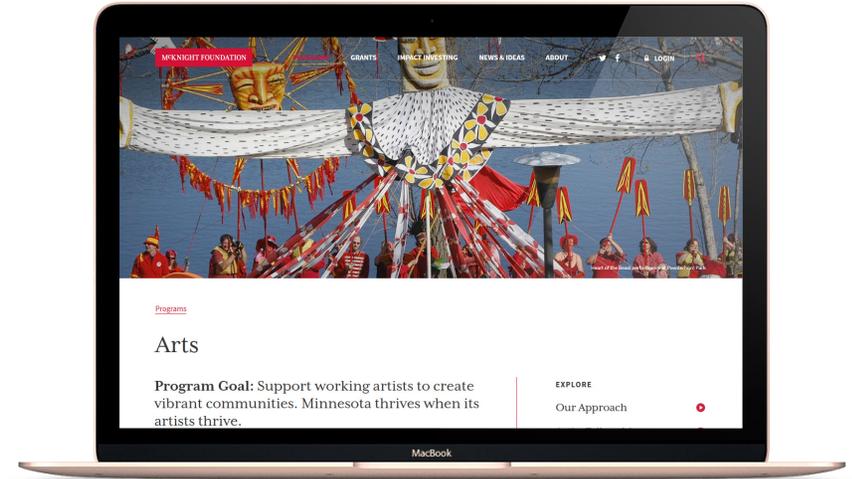
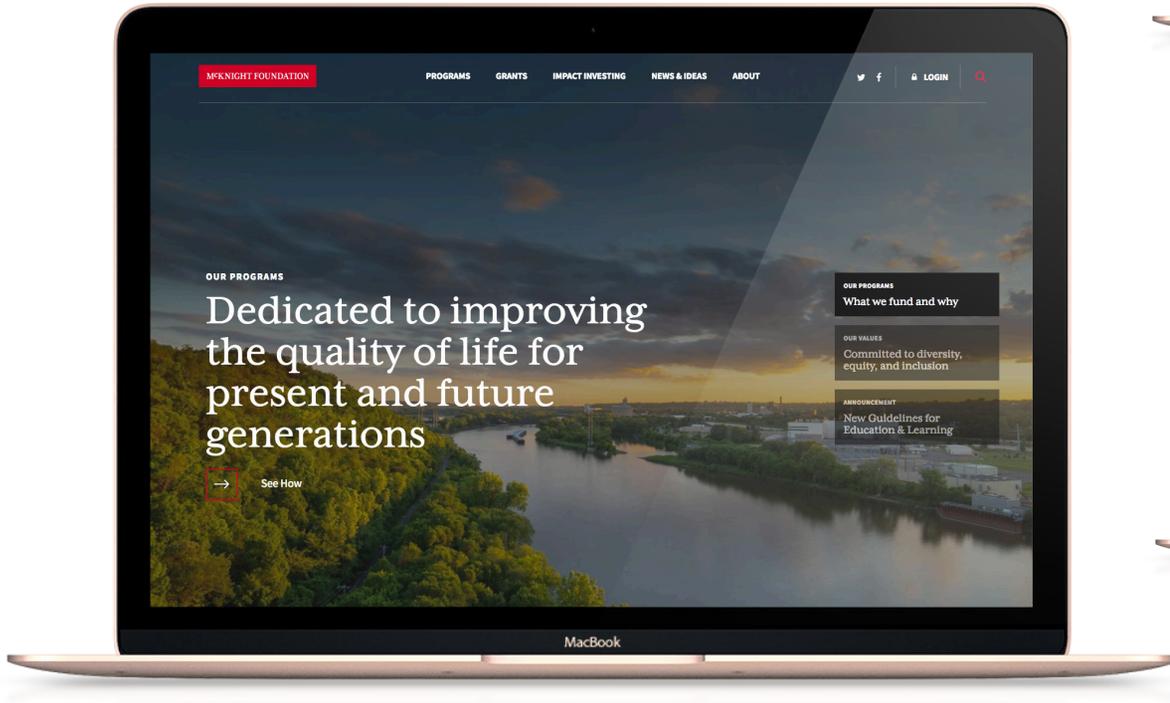
## Social Media Sharing

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.



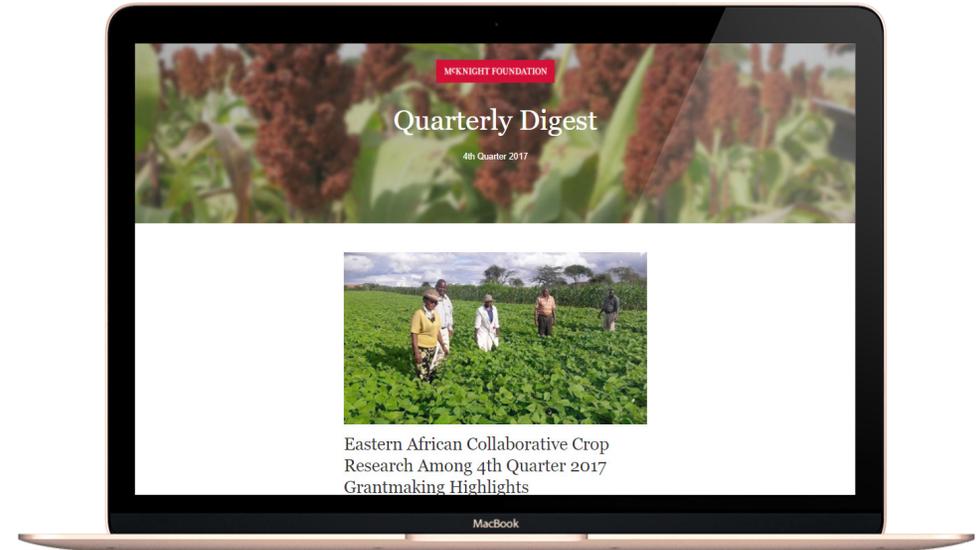
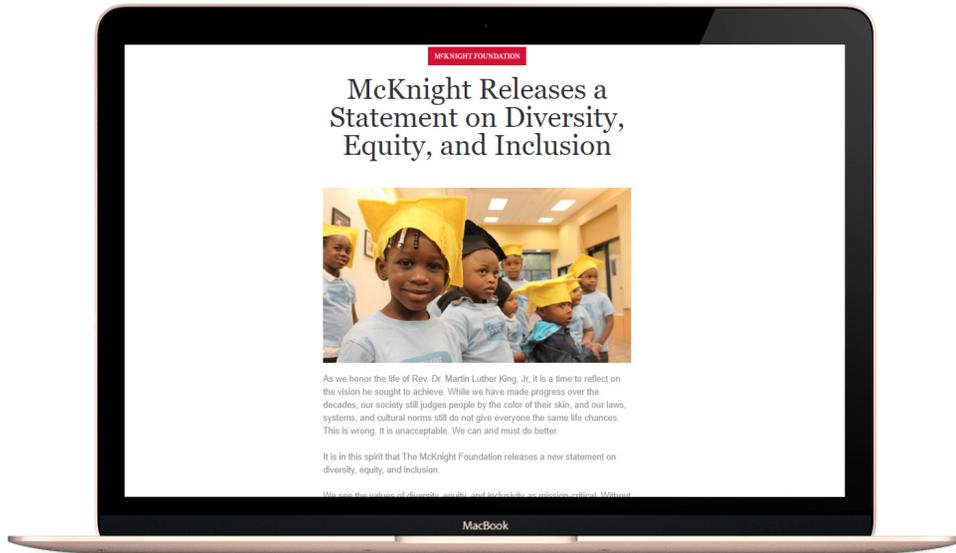
## Website

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.

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

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710 South Second Street  
 Suite 400  
 Minneapolis, MN 55401

mcknight.org  
 @mcknightfdn  
 @katewolford



**McKNIGHT 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 nisi, 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 nisi 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.

**McKNIGHT 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 ENDOWMENT FUND FOR NEUROSCIENCE**

**MCKNIGHT ENDOWMENT  
FUND FOR NEUROSCIENCE**

**MCKNIGHT**  
**ARTIST**  
**FELLOWSHIPS**

## 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.