

THE MIDWEST

REGIONAL BRANDING GUIDE

UPDATED FOR AFFILIATION YEAR 2016 - 2017



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STATEMENTS OF PURPOSE

■ NAME

The name of this organization shall be the Midwest Affiliate of College and University Residence Halls (MACURH), an affiliate of the National Association of College and University Residence Halls, Inc. (NACURH Inc.). The NACURH Inc. governing documents shall take precedence over the regional bylaws.

■ MISSION

Consistent with the Articles of Incorporation of NACURH Inc., the purpose of MACURH shall be to promote student intellectual, educational, cultural, physical, and social welfare; to design and facilitate programs and informational services; to provide an avenue for assisting students to achieve fuller participation in the life of the college community and to extend the influence and good name of our organization everywhere.

■ VISION

In providing student resources, the Midwest Affiliate of College and University Residence Halls values diversity, advocacy, integrity, recognition, service, development and community in on campus learning environments.



MACURH STANDARDS

FAMILY

MACURH strives to create an environment where all are welcome and our members are an active part of the bigger picture. We are one family, we are MACURH.

LEADERSHIP

MACURH believes in the value of learning about our strengths and challenges, defining who we are as leaders, and using our strengths and challenges effectively to best serve others. We are constantly challenging ourselves to develop new leadership abilities.

GROWTH

MACURH values growth by providing personal and professional opportunities to challenge one's self in a variety of ways.

TRADITION

MACURH values where we have been and where we are going; we believe in respecting old traditions and helping your institution create new, meaningful practices.

EDUCATION

MACURH firmly values education, not only in the progression of your education, but in learning about diversity, inclusion, and leadership. This educational aspect is offered by preserving the culture and individualism of our members.



VISUAL IDENTITY

■ OFFICIAL LOGOS



The above logo is the **official logo** of the Midwest Affiliate. This logo is to be used only by official entities, it's use is primarily reserved for official documents and publications in the region. This image is to be used at the discretion of the Regional Board of Directors and is not available for public dissemination.

The official logo is available in five color options: full color, blue, black, grey, and white.



VISUAL IDENTITY

■ ADDITIONAL OFFICIAL LOGOS



VISUAL IDENTITY

■ OFFICIAL LOGOS

The **MACURH thumbnail logo** is an alternative to the MACURH official logo. This image is to be used at the discretion of the Regional Board of Directors by official entities and is not available for public dissemination.

The MACURH thumbnail logo is only available in the full color option and shall be used for MACURH profile photos and other official publication headers.



VISUAL IDENTITY

■ COMMON USE LOGOS

The **MACURH block logo** is an alternative to the MACURH official logo and is to be used more commonly on MACURH branding and publications. The block logo can be as a design element on documents, advertisements, and marketing within MACURH. This logo is available for use on the MACURH regional website.

The MACURH block logo is available in five color options: full color, blue, black, grey, and white.



VISUAL IDENTITY

COMMON USE LOGOS

The **MACURH square logo** is an alternative common use logo and is to be used more commonly on MACURH branding and publications. The square logo can be used in smaller sizes on documents, advertisements, and marketing within MACURH. This logo is available for use on the MACURH regional website.

The MACURH square logo is available in five color options: full color, blue, black, grey, and white.



VISUAL IDENTITY

■ NACURH LOCK UP

The NACURH lock ups may be used as an alternative to the MACURH logo, and are helpful to use on official regional documents.



The MACURH and NACURH lock up's serve as a set of cohesive imagery for each of the NACURH entities.



MACURH

MIDWEST AFFILIATE

NATIONAL ASSOCIATION OF COLLEGE
& UNIVERSITY RESIDENCE HALLS, INC.

NACURH

NATIONAL ASSOCIATION OF COLLEGE
& UNIVERSITY RESIDENCE HALLS, INC.



VISUAL IDENTITY

■ NACURH LOGOS

The links are the official logo of NACURH, Inc. and are available for use on the NACURH website. The links should be used by official entities only. The links may not be altered in any way and should retain the registered trademark center in the bottom right hand corner.



The diamond logo is the official logo of NRHH and is available for use on the NACURH website. The NRHH diamond is trademarked and should not be altered in any way.



VISUAL IDENTITY

■ OFFICIAL COLORS

R 31

G 64

B 154

HEX #1F409A

R 255

G 255

B 255

HEX #FFFFFF

R 163

G 163

B 163

HEX #A3A3A3



VISUAL IDENTITY

■ TYPOGRAPHY

CINZEL

CINZEL BOLD

CINZEL BLACK

CINZEL ITALIC

Used primarily as a header font, for titles and subtitles, should not be used below 16 point font, should not be used as a body font

Open Sans

Open Sans Light

Open Sans Italic

Open Sans Bold

Used as the official body font, should be used more than any other font, specifically on all MACURH official documents, is also one of the NACURH official fonts

Courgette

Courgette Italic

Courgette Bold

Used only as a supplementary font, should not be used as a body font, should only be used in small amounts and is not for use on official MACURH documents



SOCIAL MEDIA

■ REGIONAL ACCOUNTS



MACURH

Regional
Leadership
Conference

Regional
Business
Conference



@MACURH

@MACURHRegionals



MACURH_HERD

MACURH
Regionals

*All social media sites are linked within the text

