Mississippi Collge Writing Center

BRANDING GUIDE

For social, print and digital media.

Promote our Values



CULTIVATE IDEAS

BUILD COMMUNITY

SUPPORT WRITERS

When it comes to writing captions and content for graphics, try to always keep it concise and to-the-point. Keep a friendly but informative tone and feel free to add a personal touch. When writing anything for the Writing Center, be sure to remember our values and mission statement: cultivate ideas, build community, and support writers.

Call to Action

Always try to end with a call to action. For example, you could end a caption by saying "Visit our website" and link the website. Or consider saying "make an appointment today". Consider putting the call to action on a graphic as well.

Appointment Portal	Website	Email
mc.mywconline.com	mc.edu/writingcenter	writingcenter@mc.edu

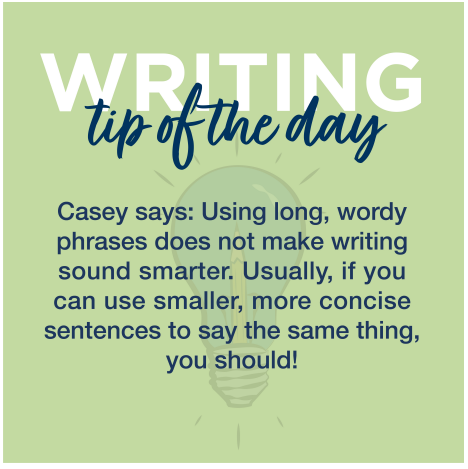
MC 601-925-728
writingcenter@mc.edu
@MC_WCenter | mc.mywconline.com

WritingCenter

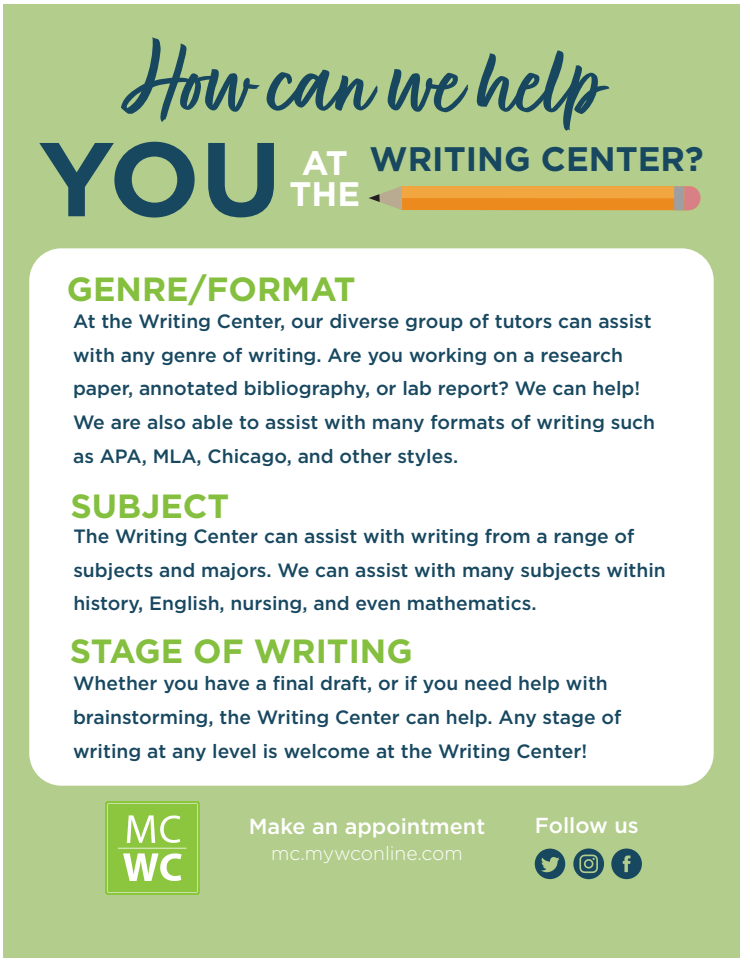
Color Schemes

Why these colors? The color scheme for the Writing Center branding is inspired by the logo and the interior of the physical space. Consistently using the same colors with different designs helps viewers to easily recognize the brand. The green represents friendliness and the comfortable environment the WC provides. The dark blue represents that the WC is a part of Mississippi College. White and black can be used as accent colors. Using different shades and opacities of these colors creates variety and contrast within designs. However, don't feel like you can ONLY use these colors, sometimes slightly deviating creates visual contrast and interest!

Examples







Fonts and Typefaces

Gotham Light

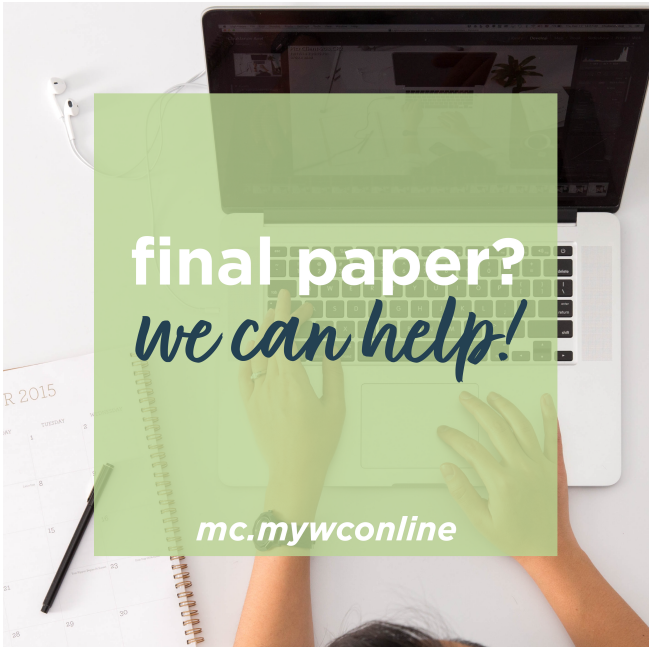
Gotham Medium

Gotham Bold

Fave Script Pro

Why these fonts? The simplicity and sleekness of Gotham works well, especially with social media, because it is easy to read and can help create visual hierarchy depending on the weight. Also consider using it in all caps. Fave Script Pro, is a script font that helps create contrast from the boxiness of Gotham. It adds a more personal touch because it looks handwritten. A bold sans serif font and a personal script font are used to reflect the professional aspect of the Writing Center but also its friendly and personal environment.

Examples





Digital and Print Dimensions

Different social media platforms require different dimensions for content. Here is a quick cheat sheet for current (2020) media dimensions.

Instagram

SQUARE

1 : 1
1080 x 1080px

LANDSCAPE

1.91 : 1
1080 x 608px

PORTRAIT

4 : 5
1080 x 1350px

STORY

9 : 16
1080 x 1920px

Twitter

HEADER*

3 : 1
1500 x 500px

*** TAKE PADDING AND PROFILE PICTURE INTO ACCOUNT**

Facebook

HEADER*



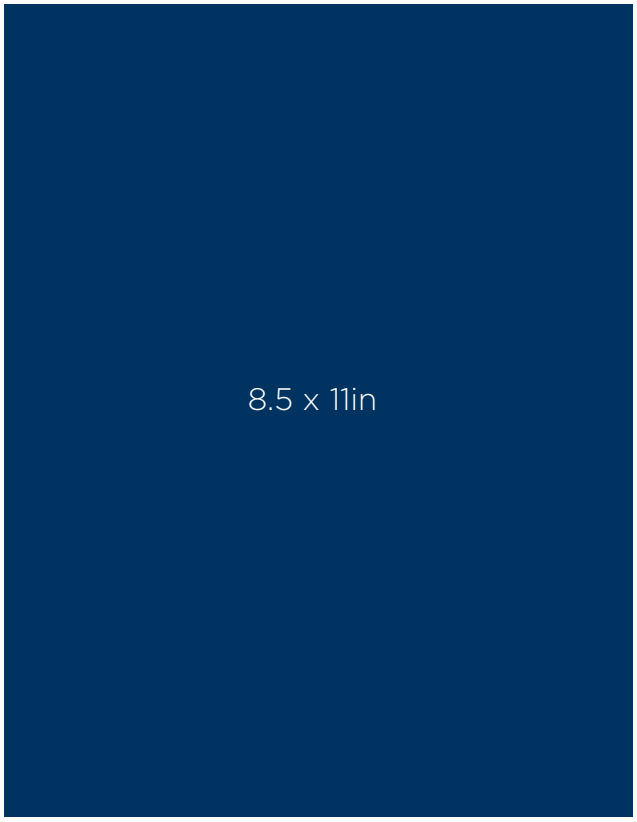
*** TAKE PADDING AND PROFILE PICTURE INTO ACCOUNT**

Digital and Print Dimensions

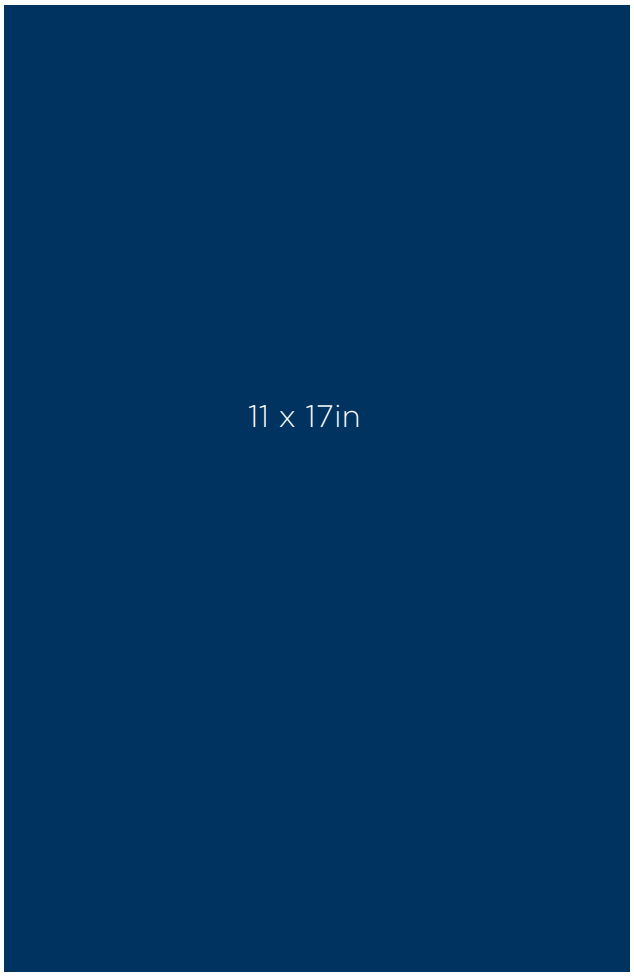
These are the standard sizes for printed media. The letter size also translates well into digital flyers for emails. Tabloid size is too big for screens but is better in printed form.

Flyers

LETTER SIZE



TABLOID SIZE



Photography

When taking pictures of the Writing Center, there are a few things to keep in mind. Before you take a picture of someone, ask permission to take their picture for marketing purposes. Try to capture candid moments of tutors at work but staging photos is alright too. Keep composition, frame, and background in mind when taking pictures. When editing photos, use soft and light filters to make the Writing Center feel warm and friendly.

Examples









Photography

Sometimes it's necessary to have stock photos to generate content or graphics. Unsplash.com is a free resource where you can search and download all kinds of stock photos. By searching words like "writing", "writer", or "pen" different photos can be found and used for branding and marketing.

Examples



