TABLE OF CONTENTS

3 | Statements of Purpose
4 | The MACURH Standards
5 | Visual Identity
   5 | Regional Logos
   11 | NACURH Logos
   12 | Official Colors
   13 | Typography
14 | Social Media
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.
The above logo is the official logo of the Midwest Affiliate. This logo is to be used only by official entities, its 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

MACURH MIDWEST AFFILIATE OF COLLEGE AND UNIVERSITY RESIDENCE HALLS

MACURH MIDWEST AFFILIATE OF COLLEGE AND UNIVERSITY RESIDENCE HALLS

MACURH MIDWEST AFFILIATE OF COLLEGE AND UNIVERSITY RESIDENCE HALLS

MACURH MIDWEST AFFILIATE OF COLLEGE AND UNIVERSITY RESIDENCE HALLS
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.
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.
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.
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.
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)
## Typography

<table>
<thead>
<tr>
<th>Font</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cinzel</strong></td>
<td>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</td>
</tr>
<tr>
<td><strong>Cinzel Bold</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Cinzel Black</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Cinzel Italic</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Open Sans</strong></td>
<td>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</td>
</tr>
<tr>
<td><strong>Open Sans Light</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Open Sans Italic</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Open Sans Bold</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Courgette</strong></td>
<td>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</td>
</tr>
<tr>
<td><strong>Courgette Italic</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Courgette Bold</strong></td>
<td></td>
</tr>
</tbody>
</table>
SOCIAL MEDIA

REGIONAL ACCOUNTS

MACURH

Regional Leadership Conference

MACURH Regionals

*All social media sites are linked within the text