

LONG FOR THEE

# MCPHERSON BULLDOGS

CHEER FOR  
WHILE WINDS  
AND SUNFLOW  
WE'LL LONG FO

VICTORY 



## Brand Strategy & Creative Direction *for MC Athletics*

PREPARED BY: LOESCH STUDIO

DATE: JULY 2022

[WWW.KILEYLOESCH.COM](http://WWW.KILEYLOESCH.COM)

[HELLO@KILEYLOESCH.COM](mailto:HELLO@KILEYLOESCH.COM)

# Table of Contents

Brand Foundations . . . . .	4	Going Digital . . . . .	15
<i>Brand Goals</i> . . . . .	5	<i>Social Media — Main Feed</i> . . . . .	16
<i>Differentiators</i> . . . . .	6	<i>Expanding Instagram</i> . . . . .	25
<i>Target Markets</i> . . . . .	7	Apparel & Merch . . . . .	29
Creative Direction . . . . .	8	<i>New Direction</i> . . . . .	30
<i>Brand Marks</i> . . . . .	9	Moving Forward . . . . .	38
<i>Color Palette</i> . . . . .	12	<i>Shot List</i> . . . . .	39
<i>Typography</i> . . . . .	13	Appendix . . . . .	40
<i>Background Elements</i> . . . . .	14	<i>Ideal Personas</i> . . . . .	41

- 1.1 Brand Goals
- 1.2 Differentiators
- 1.3 Target Markets

/ 01

# *Brand Foundations*

## BRAND GOALS

*Recruit Winners*

---

We only take competitors. To win the KCAC Commissioner's Cup we pursue student-athletes who pursue performance recognition, and desire to play for a winning elite team, and a leading school for all of NAIA. We take pride in being great.

*Develop Whole Student-Athletes*

---

Through one-on-one mentorship, MC works to discover the innate abilities of every student-athlete to develop them to their greatest and most effective self expression beyond the court. Through various opportunities on campus and in the classroom, student-athletes have the resources needed to grow into the person they've always wanted to become.

*Instill Camaraderie*

---

Pride and nostalgia for MC should be something we feel and it's something we have to continue to develop for this community of students, fans, and athletic participants. We need to showcase and reinstall the traditions of MC to develop our story.

## WHAT MAKES US DIFFERENT

MC is for *student-athletes and their parents* who still believe in the *investment for higher education*, and are looking for *big wins* both on and off the court to properly *prepare* student-athletes for all endeavors ahead.

Unlike other institutions, we can graduate students debt-free with the *Financial Freedom project*. We offer *1:1 advisorship*, and *community placement* outside of their sport.

## TARGET MARKETS

### MAIN ATHLETIC ACCOUNT

*Content focus that's more graphic and visual to quickly summarize successes and vision of MC Athletics. This account will be campaign and big-focus driven (Commissioners Cup/Facility updates) with highlights re-shared from individual programs.*

*Recruits*

*Parents*

*Ideal athletes*

*Non-athlete participants*

### TEAM ACCOUNTS

*Content focus on the individual athletes, highlighting the team's players and introducing them to fans alongside detailed game coverage. Bring the fans as close to the program as possible.*

*Fans*

*Parents*

*Current athletes*

*Non-athlete participants*

*Recruits*

*As we broaden our reach with quarterly campaigns consider these target markets to expand further upon: Parents (w/ varying focuses), Sponsors, Friends of recruits, and Fans.*

- 2.1 Brand Marks
- 2.2 Color Palette
- 2.3 Typography
- 2.4 Textures

/ 02

# *Creative Direction*

## BRAND MARKS

### OFFICIAL BRAND MARK



### OFFICIAL LOGO

*The current bulldog needs to remain the most prominent logo used, specifically in print and official jerseys, as its the most recognizable and consistent to the full MC brand.*

*Print*  
*Networking Media*  
*Official Apparel*





# MCPHERSON BULLDOGS

CHEER FO  
WHILE WIN  
AND SUNFL  
WE'LL LONG

VICTORY 



## EXPANDED LOGO MARKS

*As we expand the brand, these new marks can be used throughout digital and print marketing in a less dominant way to bring a sense of individuality and personality to the Athletic brand.*

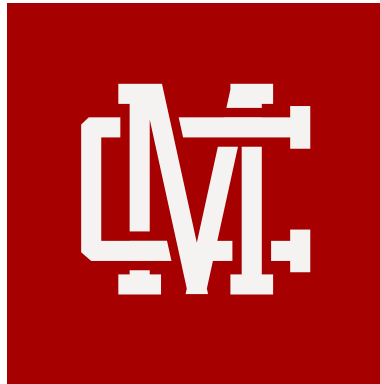
*Background Elements*

*Microbranding*

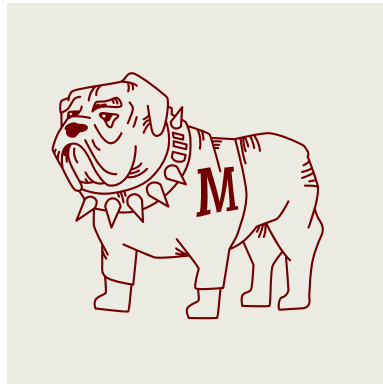
*Merchandise & Apparel*

*Campaigning*

*Monogram*



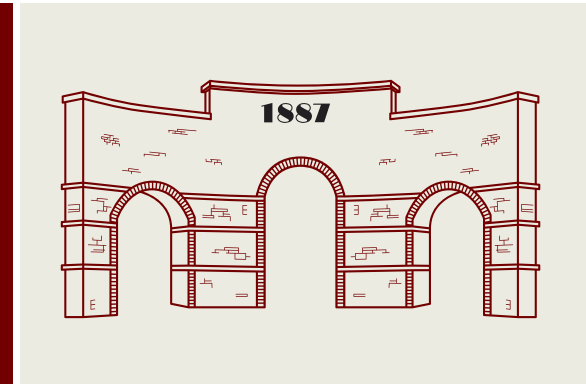
*Ben the Bulldog*



*Typography*



*Entry Sign*



**INSPIRED BY**

*Archival monograms based on previous yearbook illustrations. To be used as an Athletic mark, secondary to the main Bulldog logo.*



**INSPIRED BY**

*A cleaner take on the archival illustration of Ben the Bulldog, pulled from previous yearbook graphics. To be used mainly in apparel and merchandise.*



**INSPIRED BY**

*Archival typography based on previous yearbook fonts. To be used mainly in apparel and merchandise and as secondary headings through digital media.*

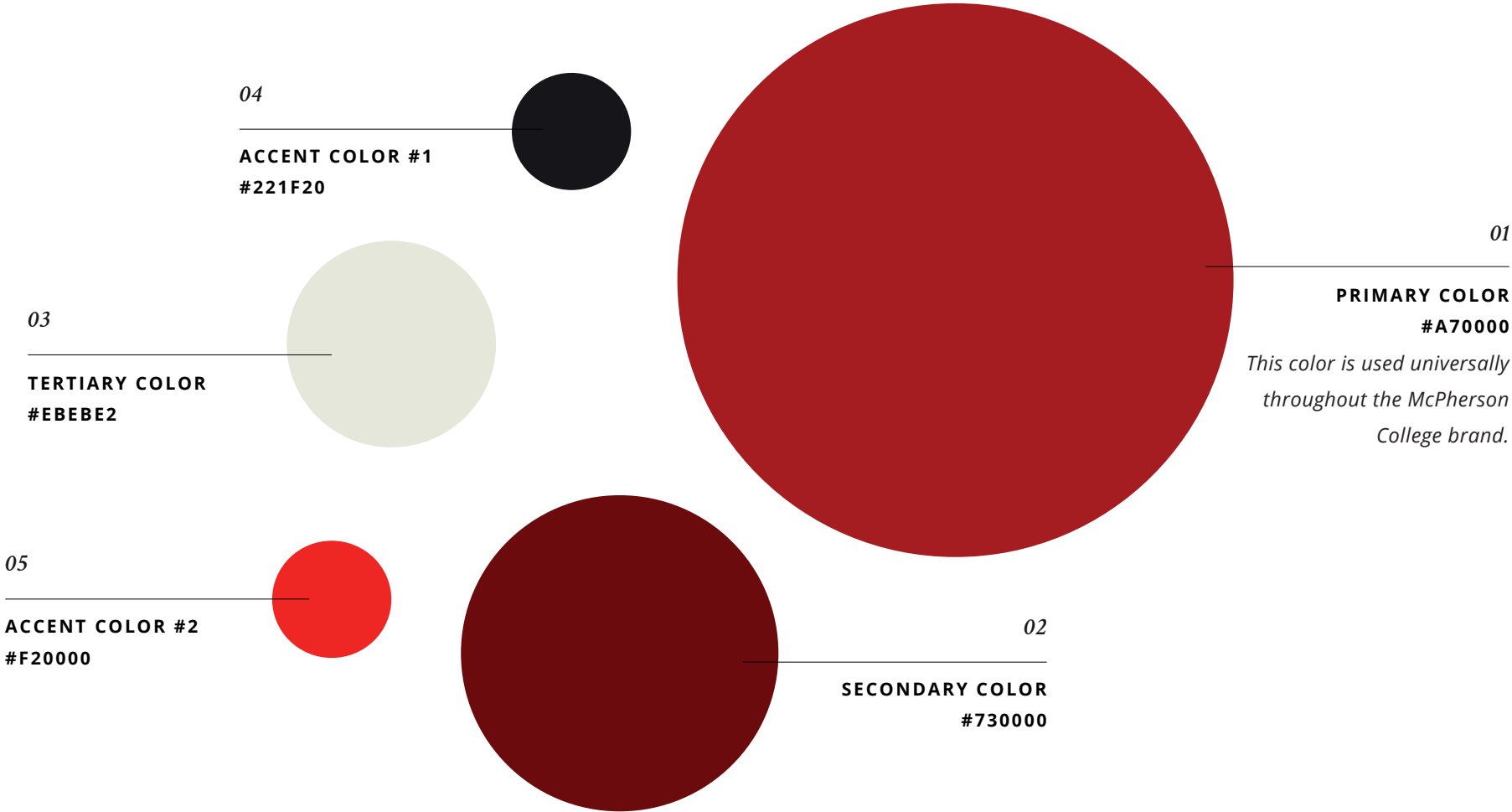


**INSPIRED BY**

*Illustration based on the iconic entryway into McPherson College. To be used mainly in apparel and merchandise and as line-art for background elements in digital media.*



COLOR PALETTE



## TYPOGRAPHY

### MAIN FONTS

*To be most-frequently used throughout all Athletic digital and print media.*

[Refrigerator Deluxe](#), [Monogram Holder](#), [Poppins](#)

**MAIN TITLE GRAPHICS  
IN REFRIGERATOR  
DELUXE BOLD**

### SECONDARY MONOGRAMHOLDER

Content copy in Poppins for highly legible text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. In maximus mi augue, at feugiat leo imperdiet ut. Odio vestibulum quis.

### SECONDARY FONTS

*To be used seldomly throughout Athletic digital and print media, mainly for campaigns, merchandise, apparel, and storytelling.*

[Portland Monoline Script](#), [Bulldog Font](#), [Joyride](#), [Monogram Holder](#), [Plastun Script](#), [Vintage - Retro Serif Font](#)

*mcperson college*

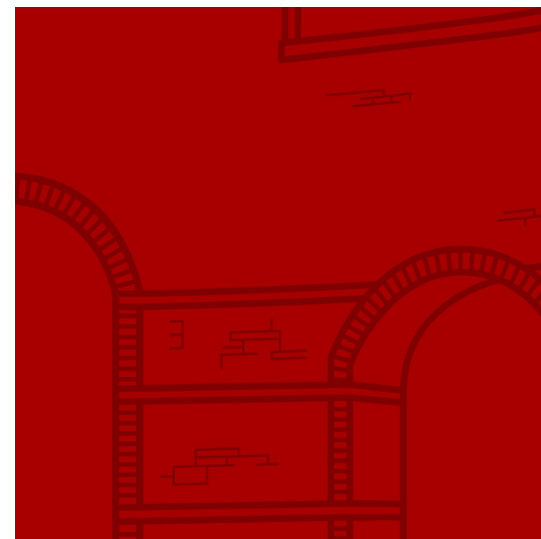
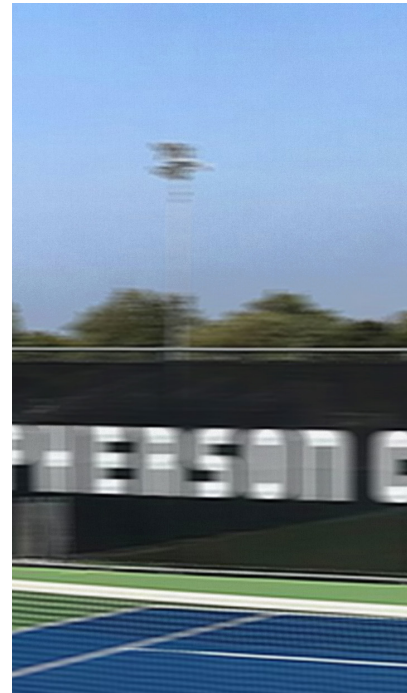
**BULLDOG ATHLETICS  
MCPHERSON**

**FIGHT FOR VICTORY**

*Mac Town*

**mcperson  
college**

## BACKGROUND ELEMENTS



*The background elements are designs developed from the monogram, logos, illustrations and court graphics.*

*Proper usage is shown in the next section, Going Digital*

- 3.1 Social Media — Main Feed
- 3.2 Expanding Instagram

/ 03

# *Going Digital*

SOCIAL MEDIA — MAIN FEED



**PRESEASON HIGHLIGHTS WITH COACH FISCUS**

4 Lorem ipsum dolor sit amet, consectetur adipiscing elit. In maximus mi augue, at feugiat leo imperdiet ut. Sed sit amet ultricies dolor. Proin molestie placerat urna.



PLAYER OF THE WEEK

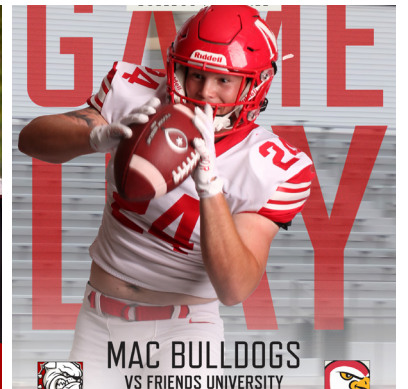


SENIOR SPOTLIGHT



MCPHERSON COLLEGE

Expansion to start on McPherson College Sports Center this week



MAC BULLDOGS VS FRIENDS UNIVERSITY



HALL OF FAME

A STATEMENT FROM MCPHERSON COLLEGE

MCPHERSON COLLEGE ATHLETICS STANDS WITH, CONSECTETUR ADIPISCING ELIT. CRAS VENENATIS AT LIGULA AT DIGNISSIM. ORCI VARIUS NATOQUE PENATIBUS ET MAGNIS DIS MONTEMUS.

— Chandler Short, Director of Athletics



3 FINAL 2



LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPI-SCING ELIT



SENIOR SPOTLIGHT

BULLDOG ATHLETICS




RECORD BROKEN

5.48 DIPS / GAME



VS



MCPHERSON COLLEGE

Expansion to start on McPherson College Sports Center this week



PLAYER OF THE WEEK



BULLDOG ATHLETICS



BULLDOG VOLLEYBALL

**FINAL SCORE**

*Final score template for games. Consider highlight videos to expand the post into a carousel or reel.*

Sport Title

Final Score

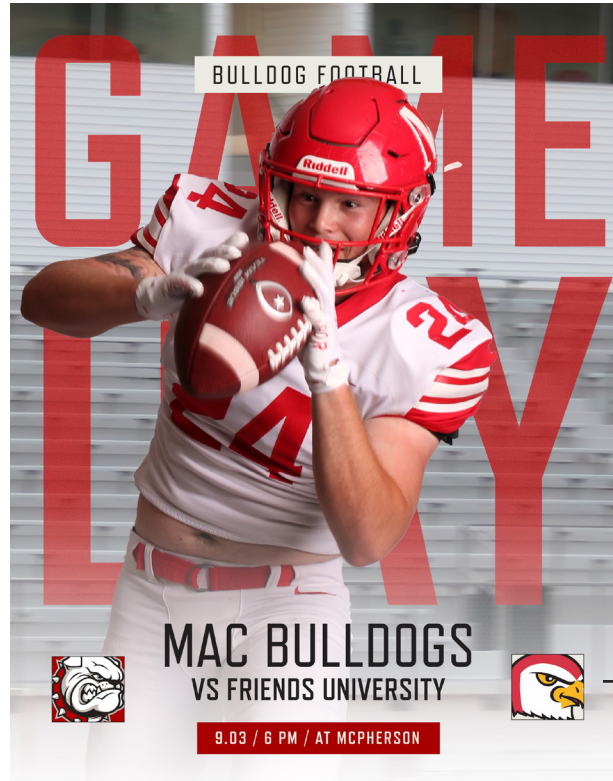
Blur Background Graphic

Opponent and location

3  FINAL  2

MAC VS. FRIENDS / AT MCPHERSON





**GAME DAY GRAPHICS**

*Consider either of these options for Football Game Day graphics. A dominant red could be considered for Away games and white for Home, I would just keep the layout for the game day information in the same format for each.*

*For other individual sports, find a template similar in style through the Score Shots platform.*

Add important game information and be sure to notate whether the game is AT an opponent stadium or a home game VS McPherson



### HIGHLIGHTS AS CAROUSELS

*Using the background elements, all templates can also be converted into highly-designed reels with the initial images used as cover graphics.*

Notice hierarchy of text, use title of sport highlighted here

Heading text

Quote or brief explanation



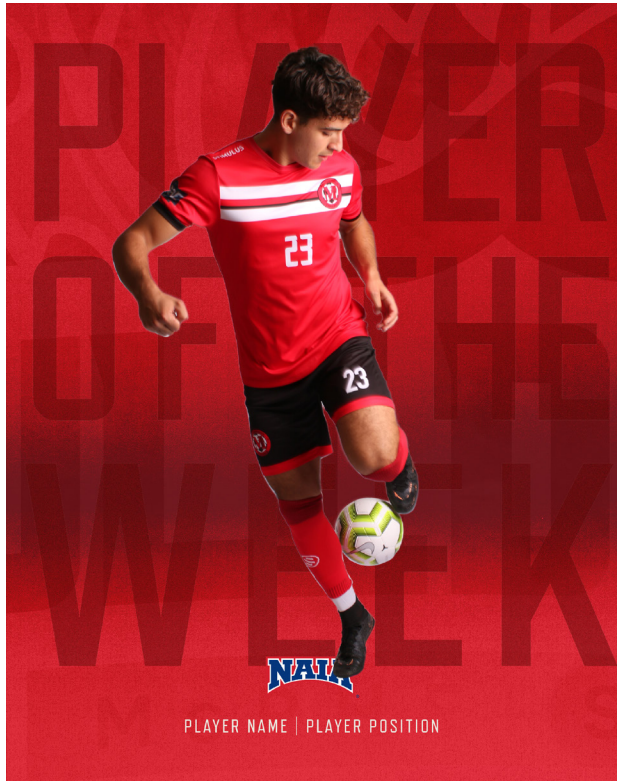
**GROUP PLAYER HIGHLIGHT**

*For this look, the court or stadium graphic needs a motion blur set in Photoshop to implement into the background for each sport.*

*Filter > Blur > Motion Blur > Distance: apx. 45*

Individual Sport label

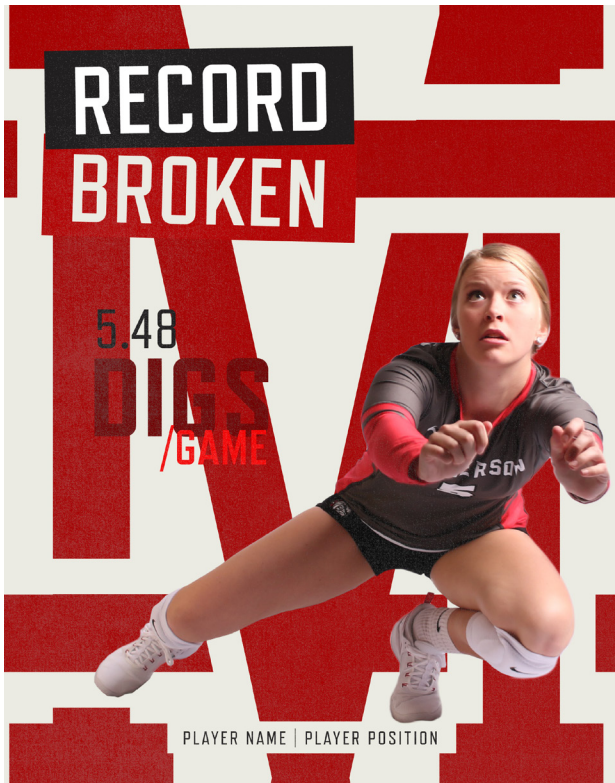
Edit heading text in background or through block text to expand this template beyond "Senior Spotlight"



**PLAYER OF THE WEEK**

*Bulldog textures in both cream and red, mask individual players out for highlights. Change background text to "Athlete of the Year," etc. dependent on recognition.*

Highlight player name and position  
*Don't forget to @mention individual athletes and teams for easy sharing and engagement*



**ADDITIONAL PLAYER HIGHLIGHTS**

*Player recognition templates, for past and present.*

Player Name & Recognition

A STATEMENT FROM MCPHERSON COLLEGE

MCPHERSON COLLEGE  
ATHLETICS STANDS WITH,  
CONSECTETUR ADIPISCING  
ELIT. CRAS VENENATIS AT  
LIGULA AT DIGNISSIM. ORCI  
VARIUS NATOQUE PENATIBUS  
ET MAGNIS DIS MONTEMUS.

— Chandler Short, Director of Athletics



#### STATEMENT GRAPHICS

*When MC Athletics needs to take a strong stance behind a movement, a statement graphic should be released.*

Notice hierarchy of text, use "McPherson College" to inform of main platform news; Consider Bulldog Athletics or McPherson Bulldogs for Athletics-backed statements

Statement

Individual quoting



**INSTITUTIONAL NEWS**

*To be used when MC Athletics needs to share high-level news pushed out from the main College platform*

Notice hierarchy of text, use "McPherson College" to inform of main platform news; Consider Bulldog Athletics or McPherson Bulldogs for Athletics news

Brief heading text

## EXPANDING INSTAGRAM

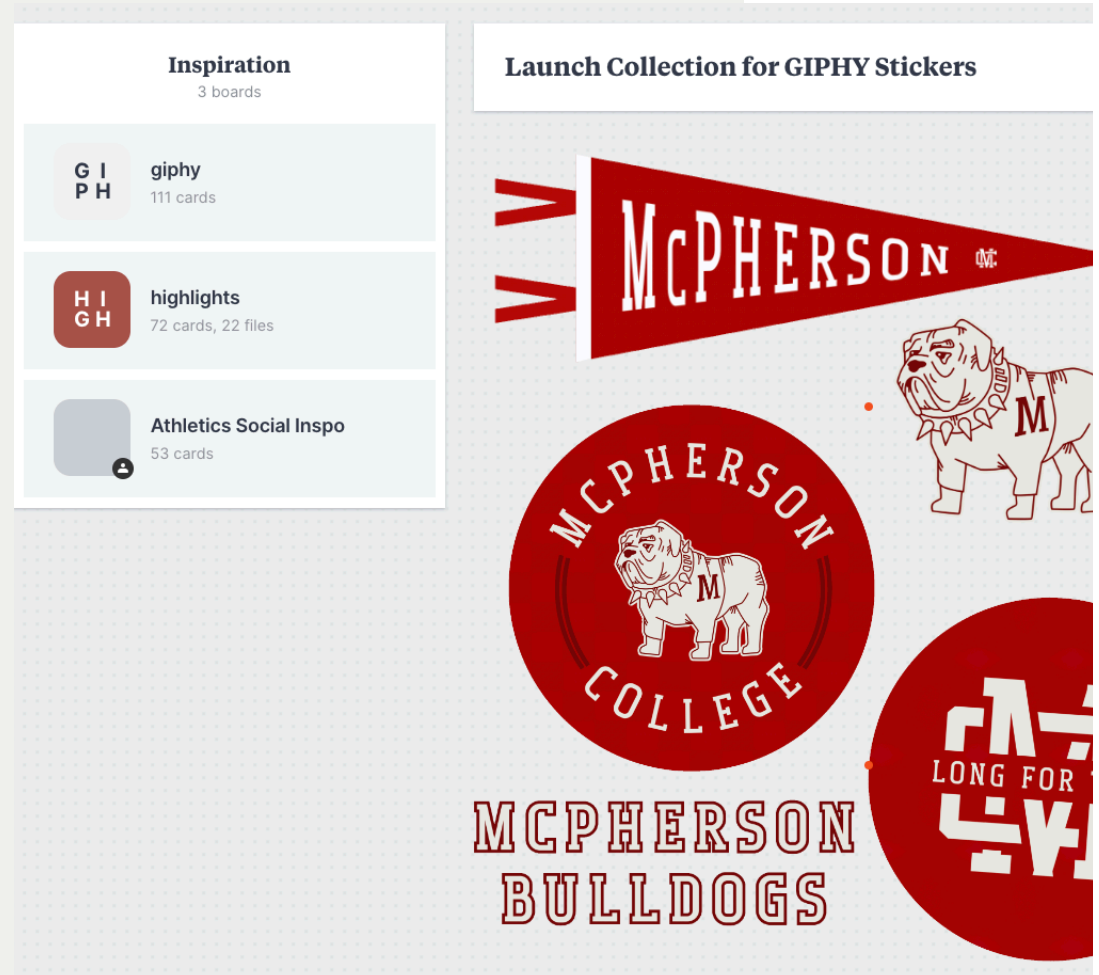
### INSPIRATION

*Links to inspire additional ideas for expanding engagement on Instagram:*

[Highlights](#)

[GIPHY](#)

[General](#)







#### HIGHLIGHTS: SCHEDULES

*Schedules should be developed per team and posted to the Main Athletics account for quick access to game information without having to leave Instagram.*

*These can also be added to the individual sports accounts, consider adding an array of players so that parents, fans, and athletes can have their own personalized schedule. This can be highly promotional.*

*Capture another opportunity and turn these rosters into magnets.*

For very lengthy schedules, consider smaller text, a HOME game schedule, AWAY game schedule, even a separate tournament schedule for easy sharing and viewing.

#### SOME THINGS TO CONSIDER WHEN DEVELOPING HIGHLIGHTS

*Create popular highlights that can inform your user and keep them on the platform they're currently navigating. Users should not have to navigate to the website to find out more about MC. Highlights to showcase: Schedules, Facility tours, Important Dates (Homecoming), Ongoing Commissioners Status Updates, MC College Information, Promotional Wallpapers for camaraderie, Campaigns. Quick Sell to Recruits & Parents through Highlights.*

SIX MORE  
REASONS TO

# LOVE BULLDOG ATHLETICS



## HIGHLIGHTS: ABOUT MC

*This is meant to live on the Main Athletics channel to give our audience quick feedback into the type of school MC is. The template can be modified per sport so that the main account is school specific with individual accounts highlighting more of a team/coach player mission.*

*For a final "slide" consider an Instagram story question where you ask the audience what they love about Bulldog Athletics. Use this as an opportunity to reshare audience participation and further build MC pride.*

#1

## WE'RE BUILDERS

Of whole students-athletes. Add mission jargon (easy to read) here for a quick understanding of WHO MC is. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

1887

#2

## AND WE ABOUT TO BIGGER

Facility expansion, news. Phasellus cursus, lectus vel aliquam. Our facility expansion light for update.



Guide them to areas where they can learn even more, avoid linking out.



**#3**

## WE'RE COMPETITORS

How we're striving for the KCAC Commissioners Cup, include player and team highlights. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus cursus sollicitudin lectus vel aliquam. Curabitur sed turpis et orci. Check out our Commissioners Cup highlight for our most recent standings!



While most of the graphics can be flat images, consider adding our new animated GIFs when possible

Try to get to the point quickly with quick facts and information.



**#4**

## WE'RE MENTORS

We provide individual care of our student-athletes on the field and in the classroom. Two-thirds of our graduating class secured jobs, further education, or military service BEFORE graduation.

image athlete in the classroom placeholder

Use catchy headlines and non-academic jargon.



**#6**

## WE'RE YOUR BIGGEST FAN

Well, outside of your mom. Add student life opportunities, student groups, and community drives. Phasellus cursus sollicitudin lectus vel aliquam. Curabitur sed turpis et orci faucibus condimentum a ac felis.

image camaraderie/fan placeholder

/ 04

# *Apparel & Merch*

## NEW DIRECTION



## VISUAL INSPIRATION

Focus on vintage 90s selection and begin initial apparel redesigns that best fit as custom packages for gifting and commitments or new signees.

Consider:

T-Shirts, crop tops, oversized sweatshirts

Fanny packs

Patches, Pins, & Stickers

Pennants & Flags

Coffee Mugs

Dog collars

Fun socks




**BULLDOG PRIDE FLAGS**

*Ditch the old commitment signee graphics and capture a photo that helps more easily identify and advertise Bulldog Athletics.*





CHEER FOR DEAR MC,  
WHILE WINDS DO BLOW,  
AND SUNFLOWERS GROW,  
WE'LL LONG FOR THEE 



#### DORM ROOM FAN GEAR

*Begin integrating our Alma Mater and Fight song into as many communications as possible to help develop Bulldog pride and tradition throughout campus.*

*Market these products to parents of new students, as Christmas gifts, and also consider these products for use throughout a new signee/commitment box (include hashtag for easy repurposing from our social channels).*

*Consider [Oxford Pennant](#) for print quality, material, and aesthetics. Also engage the MC Design Department to expand on this design initiative.*



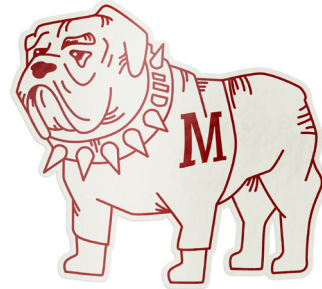
### STICKER PACKS

Consider having postcard-sized sticker packs for sale in the Gift Shop. Also use these as incentives or freebies to help develop a more loyal following. i.e.: when a parent fills out a survey form, signs up for a newsletter, or when a recruit requests a campus visit.





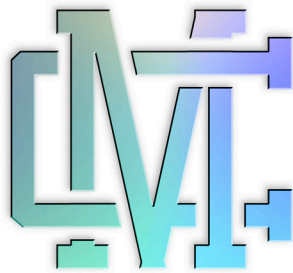
Sticker and/or coffee mug design



Sticker design and expanded merch

**NEW BRAND MARKS EXPANDED**

Use these new brand marks throughout merchandise on individual stickers, enamel pins, coffee mugs, hats, clothes, soccer scarves, and fanny packs. Modify styles with 90s textures, patterns, and fashion.



Idea for enamel pin, consider for fanny packs, and other small brand merch



Sticker and/or coffee mug design



As an enamel pin

## HATS

*Consider new textures for hats with emblems embroidered or stitched on, even rope hats that might expand from an Athletic audience into Auto Restoration. Focus branding on student jargon and new brand elements.*



Cross stitch texture



[Bella Canvas 8882: WOMEN'S FLOWY CROPPED TEE](#)



[Bella Canvas 7503: WOMEN'S CROPPED CREW FLEECE](#)

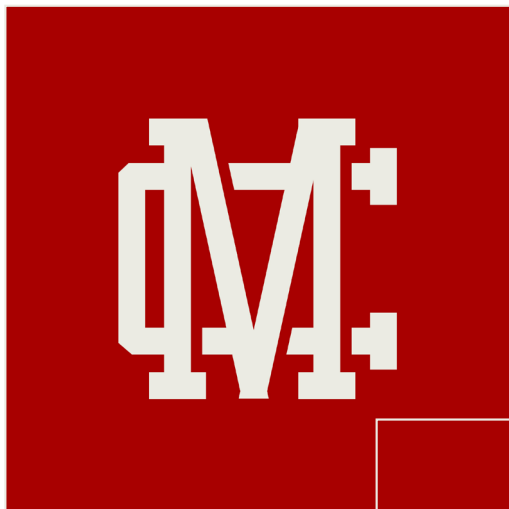
### T-SHIRTS & SWEATSHIRTS

Choose cut styles that are in fashion with high-quality fabric t-shirts, crop tops, and oversized sweatshirts. Use new brand emblems and consider a cross stitch with the new monogram and script fonts.

Consider [Bella Canvas](#) for current Best Sellers in apparel types and for easy printing.



Bella Canvas Mens Best Sellers



## SWEATERS

*Along with a casual, oversized sweatshirt, develop a more refined, minimalist, high-quality sweater.*

*Market these products to parents of new students, as Christmas gifts, and also consider these as commitment gifts for our strongest athletic scholars.*

*Consider [Hillflint](#) for print quality, fabric, and aesthetics.*



/ 05

# *Moving Forward*

# Athletics Photography & Videography Assets to Capture

*Individual Players + Promo Shots + Videography Clips for GIFS*

*Seniors + Videography Clips for GIFS*

*Non-Trainer Participants Headshots, use for storytelling*

*Coaches + Videography Clips for Happy Birthday GIFS (consider each coach holding an MC branded cake with candles)*

*Ben the Bulldog Promo Shots (use PNGs to place him randomly throughout campus for beauty shots category) + Videography Clips for GIFS*

*Facilities walk-through for each sport + Expansion Updates. Include Before, Afters, Engineering Updates*

*Photograph Commissioners Cup trophy for GIF animation, PNG overlays*

*New signee/commitment photos with MC Flag*

*New apparel + consider a campaign to share new merchandise launch*



/ 06

# *Appendix*

## IDEAL PARENT PERSONA



### About Sandy

Sandy is a 45 year old woman, happily married with two children. Both are currently enrolled in high school. She knows her kids want to go to school out of state but she wants to make sure they're not *too far* away when picking their institution. Twenty years prior she found herself at a state school before transferring to a small college which was closer to home and more familial. She wants her children to go somewhere where they feel they have the freedom of being away from home, but they're really only a short drive away.

She understands the importance of finding your place in a new environment and believes in the concept of community. With both children currently active in sports, she sees athleticism at a small school as an opportunity for immediate friendships and purpose. While she's unsure if her children would like to pursue an individual sport to play, she knows that they will be entering fields that keep them involved in the sports sector.

She believes that anything can be achieved through hard work. While funds are more limited, her family will depend on financial aid, scholarship, and school assistance similar to the *Financial Freedom* project to pay for college. Her mindset remains that a college degree is necessary to have a future in the workplace.

She's a little overwhelmed with the amount of options for schools surrounding her and can't seem to find the perfect fit. She wants to build trust and pride within an institution through personal connection and mutual understanding of morals and values to ensure they develop her child and prepare them for their brightest future.

NAME	SANDY BROWN
AGE	45
LOCATION	TULSA, OK
OCCUPATION	THERAPIST — HIGHSC.
ANNUAL INCOME	\$ 60,000 USD
MARITAL STATUS	MARRIED



## IDEAL NON-ATHLETE PERSONA



### *About Iridia*

Iridia is an incoming freshman at McPherson College who has been selected to intern as an associate-trainer with our certified athletic training staff for the next four years. She has a love for sports from growing up in a “superfan” family, her oldest sister having pursued D1 athletics.

While Iridia played seldom throughout childhood, she was much more passionate about the workings of a team than the actual experience on the field. Because she is pre-med, she finds this internship to not only provide her with the same on-the-field experience that she grew up loving, but properly prepare her for a successful career and education post graduation.

She is easily loved by her peers, has a strong work ethic, and helps lead camaraderie with nearly 100 other non-athlete sports participants through both the M Club and SALT group on campus.

NAME	Iridia Hernandez
AGE	19
LOCATION	KANSAS — NEBRASKA
OCCUPATION	STUDENT
ANNUAL INCOME	\$ 0 USD
MARITAL STATUS	SINGLE

## IDEAL RECRUIT PERSONA



NAME	HANNAH ANDERSON
AGE	17
LOCATION	ANDOVER, KS
OCCUPATION	STUDENT ATHLETE
ANNUAL INCOME	\$ 0 USD
MARITAL STATUS	SINGLE

### *About Hannah*

Hannah is a 17 year old Junior in High School. Most of her friends are leaving Andover to head to K-State or KU to pursue sorority life. While this sounds fun, it's important for her not to follow everyone else's lead. Hannah is looking for something more intimate and somewhere closer to home. With her boyfriend attending Wichita State next year, she's hoping to make it back most weekends to see him.

Although she isn't a starter on her current high school team, Hannah is being softly recruited by MC's volleyball coach and has enjoyed communications with the staff. She's constantly tracking their progress as a team and institution. While she won't be a top-scholarship athlete, she hopes to financially support herself with academic scholarships.

Some things that she loves about MC is that her parents will still be able to make it to most home games, their support is very important to her. She is very career-oriented and passionate about MC's graduate placement rate. Winning and internship placement are essential to her happiness at MC as well as continually pursuing performances in Music & Theater.

She has been strongly guided by her family from home but she's interested in developing her own set of opinions and values as she takes this next step into adulthood.

## IDEAL RECRUIT PERSONA



NAME	BRETT HOLDINGS
AGE	18
LOCATION	DENVER, COLORADO
OCCUPATION	STUDENT ATHLETE
ANNUAL INCOME	\$ 0 USD
MARITAL STATUS	SINGLE

### *About Bret*

Brett is an 18 year old Senior in High School who is quickly running out of time to decide where to go for school. Most of his friends are heading to junior college near home, but he's looking for a longer-term institution where he can play Baseball.

He is an all-state recruit for McPherson currently, but he never imagined himself going to school in Kansas. Compared to his friends headed off to juco, MC seems to be much less affordable and he's struggling to understand how he could attend a school like this financially. Bret is not proactive in researching solutions to his financial problems, but he does tend to see information crossing his path on Instagram. He'll be pursuing scholarship opportunities for both academics and athletics, and maybe even participating in the Financial Freedom project.

He's very active on social media and enjoys seeing some of the talent on each of MC's teams and thinks he could be a starting player as early as freshman year.

Without pushing his son, mom has developed a very strong relationship with the baseball coach and admissions staff at McPherson. She's been saving her stickers and pennants in the hopes that she can use them as soon as next year. Knowing that her son can excel both academically and athletically in this smaller community has MC at the top of her list. Her son just needs that extra push and calling to come.

## IDEAL CURRENT ATHLETES PERSONA



### *About Rebecca & John*

Rebecca and John are both Juniors at McPherson College. If they aren't on the starting roster for their squad they're still big contributors in each game. Their parents are their biggest fans and although it can be a drive for them, they show up for nearly every game.

The student athletes are both family-oriented and used to making decisions based on a strong foundation from home, like their mother, father, or sibling. While they're independent, they aim to please and pursue their dreams based on direction from those at home.

As children they were reminded that hard work can get you anywhere and they find themselves often overachieving both in the classroom and on the court. While they're of humble nature, they both want their efforts recognized on and off the field. With both coming from middle-income families, Rebecca & John are often not only working on their degree and individual sport, but also contributing to the *Financial Freedom* project to ensure a debt-free graduation. Their futures are important to them and they're taking every step that they can to set themselves up for success.

The relationships, stories, and camaraderie with their teammates is what makes the pursuit of athletics in college so enjoyable and worth all of the effort.

NAME	REBECCA & JOHN
AGE	20
LOCATION	KANSAS
OCCUPATION	STUDENT ATHLETE
ANNUAL INCOME	\$0
MARITAL STATUS	SINGLE

**“WORK ON RETAINMENT” PERSONA — LOW-INCOME ATHLETE**



NAME	CARLOS LANDERAS
AGE	19
LOCATION	KANSAS — TEXAS
OCCUPATION	STUDENT ATHLETE
ANNUAL INCOME	\$ 0 USD
MARITAL STATUS	SINGLE

## *About Carlos*

As a sophomore, Carlos is a starting player in McPherson’s soccer team. While he has created meaningful relationships with his teammates, he often feels a part of the background in the classroom. His home life is warm, but he isn’t often given the most guidance as the pursuit of higher education is new for them. He relies heavily on advice and direction given by 1:1 advisorship provided by MC, his coach being his largest source of inspiration. This guidance as well as financial resources are very important to him as he tries to prepare for his best possible future as a graduate of MC.

McPherson feels like the middle of nowhere for him, but his mother was persistent that it was the right location — and so was his coach. He finds that he’s in need of more low-cost things to do outside of his sport, although he seems to have little time for much else.

At his inner city school in Texas he found the stadium to be better equipped and the fanbase to be louder. He gets excited when students actually show up and support their teams at MC and is looking forward to the facility growth happening on campus prior to his graduation.

He often feels he can’t relate to some of the other students on campus. He wants his story to be heard and celebrated as he becomes one of the first members of his family to graduate with a degree from a higher-ed institution. It would feel nice to be celebrated and to stand out in this smaller community.



*Mac*

LONG FOR THEE



# MCPHERSON BULLDOGS

WHILE WINDS DO  
AND SUNFLOWERS  
WE'LL LONG FOR THEE



STUDIO  
*Loesch*