



Brand Guide

mcs.edu

Introduction to MCS

Master's College and Seminary (MCS) continues to build upon the heritage of the institution that first opened its doors in 1939, preparing graduates to take their place with thousands of alumni who have served or are currently serving in vocational and lay ministry in Canada and around the world.

Our mission is to create a learning community that provides programs and services that equip Pentecostal leaders for ministry.

Our tagline, "Preparing competent Christian leaders with the church, for the church", reflects the tradition of our institution as well as the exciting direction for the future.

MCS has entered a partnership with Horizon College & Seminary (see [MCS-Horizon](#)), expanding our capabilities to offer Christian education that is accessible, affordable, competent, sustainable, and Pentecostal. This competency-based education is available on campus in Mississauga, online, and in direct partnership with Church Hubs across the nation.

For more information regarding our organization and mission, please visit mcs.edu.

The Brand Guide

MCS has developed the following brand guide to ensure the visual consistency of our brand recognition and professional reputation. As such, any use of our logo, name, or other representation must strictly adhere to the standards set forth in this document. To request media files or for further clarification, please contact Jeromey Martini at president@mcs.edu.

Proper Name Usage

Master's College & Seminary should be abbreviated to MCS. There are exceptions, including instances where the intended audience has not been previously introduced or when referencing the institution's authority to grant degrees.

Secondary Identifiers

MCS has entered a new partnership with Horizon College & Seminary, (see [MCS-Horizon](#)). Following this announcement, the branding has been redeveloped to visually signify the transition and to represent both the partnership and the individual institutions in an aesthetically pleasing way.

For this reason, the identified secondary or highlight colors may be used where visually beneficial.

Logo Standards



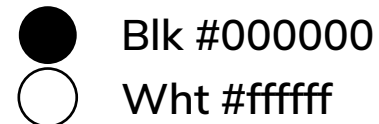
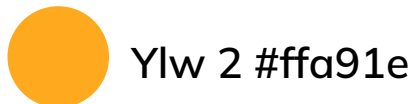
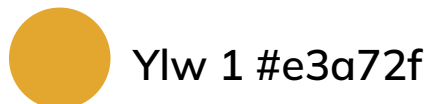
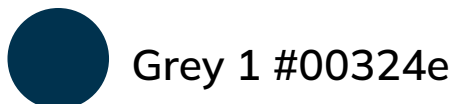
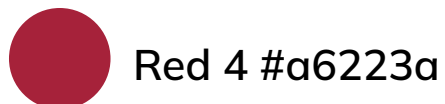
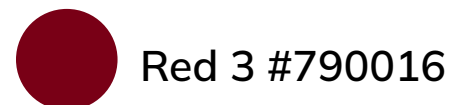
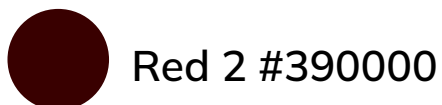
The logo must have a minimum margin on all sides, calculated at no less than 30% of the shield's full width.



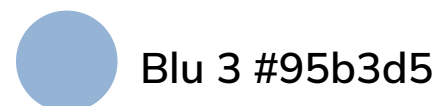
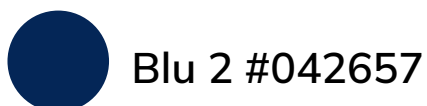
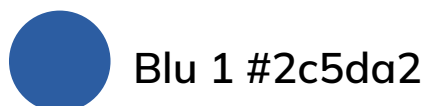
The shield may be isolated and used as a watermark or where the institution name has already been stated.

Color Standards

Primary



Secondary



Type Standards

Heading 1

Fonts: **Mulish Black** (available on Google Fonts)

Alignment: Prefer Centered

Colors: Red 1, Black/White

Heading 2

Fonts: **Mulish Bold** (available on Google Fonts)

Alignment: Prefer Centered

Colors: Any from MCS Palette

Heading 3

Fonts: **Mulish SemiBold** (available on Google Fonts)

Preferred Alignment: Prefer Centered

Colors: Any from MCS Palette

Heading 4

Fonts: **Aleo Bold** (available on Google Fonts)

Preferred Alignment: Prefer Centered

Colors: Any from MCS Palette

Body Text

Fonts: Open Sans or Mulish (available on Google Fonts)

Alignment: Left or Centered

Colors: Black/White



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