



# Brand Guidelines

Murray State University

These guidelines bring together components necessary to communicate the Murray State University brand. When we all use the same elements and speak with a shared voice, we can tell a more powerful story.

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# Our Brand



Learn the basics of Murray State's brand, including key messaging, our promise, pillars and personality traits.

## Overview

Like the Thoroughbreds we are named for, Racers are determined and proud. We have the will to succeed, to go farther, learn more and embrace wisdom. We have the mind and the heart to make our world a better and more productive place.

Racers accomplish what they pursue. Through an engaging, total college experience, our students discover a collaborative and opportunity-rich living and learning community that empowers them with a real-world education.

Racers have countless opportunities to lead, through high-quality academic programs and plentiful student organizations. Racers move forward through these defining discoveries and are encouraged throughout by caring faculty and staff. In today's competitive landscape, Racers are leaders who discover a lifetime of success through a real-world education and unparalleled college experience.

**We are Racers.**

Our Brand  
Promise



Murray State University provides a collaborative, opportunity-rich learning community that engages then empowers students with a real-world education that fosters personal growth and professional success.



Our Brand  
**Pillars**



Inspiring faculty and staff committed to student success.



Our distinctive campus community: the Racer Family.



Intentional experiential pathways to the future.



Our service area and beyond: an extended classroom.



Our Brand  
Personality



Inspired.  
Determined.  
Creative.  
Doer.  
Earnest.  
Leader.  
Partner.

Tagline

**We are Racers.**

Tagline

# Messaging

The “We are Racers.” brand messaging is intended to be a unifier for both the campus and greater community while supporting the brand promise and mission of the University.

The “We are Racers.” messaging can be used by following these guidelines:

- Choose words only from the approved word bank. Words should remain lowercase. You may list 1 or 2 “We are” statements before the “We are Racers.” statement.
- The “We are Racers.” statement is always used last.
- “Racers” is always capitalized while “are” is never capitalized. There is an exception to this rule when using hashtags; #WeAreRacers is the proper format.
- Never abbreviate the tagline (W.A.R.).
- Each statement always ends with a period.
- Download and use FreightText Medium font from [murraystate.edu/toolkit](http://murraystate.edu/toolkit).

3 STATEMENT FORMAT

We are {insert word from word bank}.  
We are {insert word from word bank}.  
We are Racers.

OR

2 STATEMENT FORMAT

We are {insert word from word bank}.  
We are Racers.



Tagline

# Word Bank

accomplished. accountants. accredited. achievers. active. actors. actresses. actuaries. administrators. adventurers. advertisers. advocates. agriculture. agronomists. alumni. ambitious. analysts. announcers. anthropologists. archeologists. architects. artists. aspirational. astronomers. athletes. authors. bankers. believers. biologists. bold. brave. broadcasters. builders. caregivers. carpenters. champions. changemakers. chemists. coaches. communicators. community. compassionate. competitive. composers. confident. connected. conservationists. coordinators. counselors. courageous. creative. creators. cultured. dedicated. dentists. designers. detectives. determined. developers. dietitians. diligent. directors. discoverers. distinct. distinctive. distinguished. diverse. doctors. doers. dreamers. driven. economists. educators. electricians. empowered. engineers. enthusiastic. entrepreneurs. environmentalists. equestrians. established. experts. faculty. family. fans. farmers. focused. forward-moving. friendly. future-thinking. geographers. geologists. givers. global. grandparents. historians. historical. horticulturists. humanitarians. hygienists. inclusive. industrialists. influential. innovative. innovators. inspirational. inspired. instructors. instrumentalists. interns. interpreters. intuitive. invested. investigators. journalists. kind. lawyers. leaders. learners. librarians. linguists. makers. managers. manufacturers. marketers. mathematicians. mechanics. mentors. musicians. neighbors. noteworthy. nurses. nutritionists. optometrists. paralegals. parents. passionate. performers. pharmacists. philanthropists. philosophers. photographers. physicians. physicists. physiologists. pilots. pioneers. planners. planters. poets. prepared. printmakers. producers. professional. professionals. professors. proud. psychologists. purposeful. ready. realtors. researchers. resilient. sailors. scholars. scientists. sentimental. sincere. sociologists. soldiers. specialists. spirited. staff. statisticians. stewards. storytellers. strong. student-centered. students. successful. supporters. teachers. technicians. technologists. theorists. therapists. thinkers. trailblazers. trainers. travelers. veterans. veterinarians. videographers. visionaries. vocalists. welcoming. writers. zoologists.

THIS LIST MAY CHANGE. PLEASE VISIT [MURRAYSTATE.EDU/WORDBANK](http://MURRAYSTATE.EDU/WORDBANK) FOR THE MOST UP-TO-DATE VERSION.

Tagline  
Guidance

EXAMPLES OF THREE STATEMENT USE

We are caregivers.	We are creative.	We are spirited.	We are dedicated.
We are nurses.	We are artists.	We are fans.	We are faculty.
We are Racers.	We are Racers.	We are Racers.	We are Racers.

EXAMPLES OF TWO STATEMENT USE

We are nurses.	We are artists.	We are spirited.	We are dedicated.
We are Racers.	We are Racers.	We are Racers.	We are Racers.

EXAMPLES OF IMPROPER USE

× We are caregivers.	× We are caregivers.	× We are cool!	× We are caregivers.
We are dedicated.	We are very dedicated.	We are hip!	We are dedicated.
Racers are nurses.	We are the Racers.	We are Racers!	WE ARE RACERS.
We are Racers.			

DO NOT USE MORE THAN THREE STATEMENTS OR REFORMAT STATEMENTS.

DO NOT USE ADDITIONAL WORDS. EACH STATEMENT SHOULD BE THREE WORDS IN LENGTH.

DO NOT USE UNAUTHORIZED WORDS OR PUNCTUATION.

DO NOT USE OTHER FONTS OR STYLES.

Tagline

## Guidance

If you are not using the messaging, you may choose to use the tagline or the lock-up logo.

The tagline and lock-up logo can be used by following these guidelines:

- When only using the tagline, an official logo should be present.
- To avoid redundancy, only use one "We are Racers." element (messaging, tagline or lock-up logo) should be used.
- Never abbreviate the tagline (W.A.R.).
- Use correct font and downloaded materials.

TAGLINE

LOCK-UP LOGO

**We are Racers.**



**We are Racers.**

Tagline  
Use



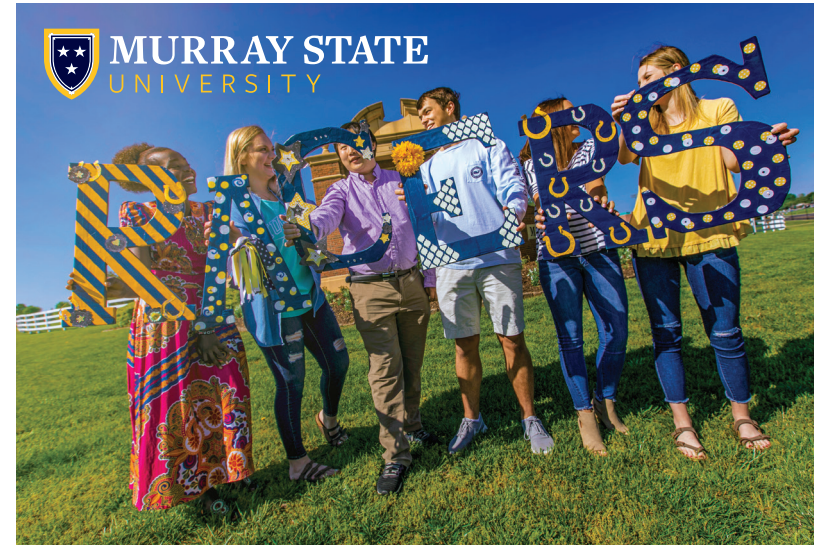
We are discoverers.  
We are scientists.  
We are Racers.

At Murray State University, Racers will receive the total college experience: a high-impact, high-quality, best-value education that prepares students for career success.

Visit [admissions.murraystate.edu](https://admissions.murraystate.edu) to discover the opportunities waiting for you.



Equal education and employment opportunities M/F/D, AA employer. Murray State University supports a clean and healthy campus. Please refrain from personal tobacco use.



We are leaders. We are determined.  
**We are Racers.**

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# Tagline Use



Join a family that encourages you to pursue success, go further and be supported throughout the journey by a special community. At Murray State University, we, as Racers, pride ourselves on providing an atmosphere of warmth and belonging as students receive a life-changing, total college experience.

Students at Murray State are part of a special community. Racers are spirited and proud, possessing the heart and will to succeed, go further, learn more and embrace wisdom. As part of the Racer community, students will find a Murray State family focused on their success, a friendly community of warmth and belonging that provides both a total college experience - and a life-changing college experience, too. Murray State is a university of open arms and open minds.

Visit [admissions.murraystate.edu](https://admissions.murraystate.edu) to discover the opportunities waiting for you.

## We are Racers.

Equal education and employment opportunities M/F/D, AA employer. Murray State University supports a clean and healthy campus. Please refrain from personal tobacco use.

TAGLINE FLYER EXAMPLE — LETTER SIZE



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 **MURRAY STATE**  
UNIVERSITY  
We are Racers.

Equal education and employment opportunities M/F/D, AA employer. Murray State University supports a clean and healthy campus. Please refrain from personal tobacco use.

LOCK-UP LOGO FLYER EXAMPLE — LETTER SIZE



Tagline

# Improper Use

×



×  
We are discoverers.  
We are scientists.  
We are Racers.

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×



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×  
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IMPROPER TAGLINE USE — AVOID REFERENCING THE TAGLINE MORE THAN ONCE.

Identity

How we speak and look.



# Grammar

This section includes the grammar style guide and statements that can be used in materials.

Murray State University follows the grammar and punctuation guidelines from the latest edition of the Associated Press (AP) Stylebook, which is the standard guide for most U.S. newspapers, magazines and public relations firms. The editorial style guidelines for Murray State discussed within this document should be applied in all University materials to create a single style to be used consistently and appropriately. This guide is organized alphabetically and demonstrates correct usages for common style questions, including references to titles, quotes, dates and more.

For more tips on AP Style, we recommend Purdue Owl and Grammar Girl, both accessible online, as excellent resources.

#### IMPORTANT NOTE

Please use the official names and check your spelling of University colleges, buildings and scholarships. Examples include the Arthur J. Bauernfeind College of Business, Susan E. Bauernfeind Wellness Center and Jesse D. Jones College of Science, Engineering and Technology.

## Identity: Grammar

# Editorial Style Guide

### ACRONYMS

In general, avoid using acronyms if possible. Only use acronyms if they will be used again throughout the document. If an acronym is necessary, use the full name on first reference followed by the acronym in parentheses.

**EXAMPLE:**

She was awarded a grant by the National Science Foundation (NSF).

### ADVISOR

Do not use “adviser.”

### AMPERSANDS

The ampersand (&) is not a substitute for “and.” Use only when included as part of an official name, such as the Town & Gown Partnership.

### CAPITALIZATION

Capitalize sparingly. In general, avoid unnecessary capitalization and resist the urge to use capitalization to signify importance. See “colleges and departments,” “degrees” and “titles” in this guide.

### COLLEGES AND DEPARTMENTS

Capitalize the official names of Murray State colleges, schools, departments and offices. Lowercase program names, majors, areas, minors and informal names (e.g., biology department) except in the case of proper nouns, such as English, Spanish, Chinese, etc. Use the formal department name whenever possible (e.g. Department of Journalism and Mass Communications).

**EXAMPLES:**

Arthur J. Bauernfeind College of Business  
Department of History  
nonprofit leadership studies  
chemistry department  
an accounting major with an English minor

### COMMAS

Do not use the Oxford (a.k.a. serial) comma, which is the comma that comes before conjunctions like “and” and “or” in a series of three or more items.

**EXAMPLE:**

The students purchased notebooks, pens and folders before the semester started.

### DASHES

Use a hyphen (-) for number ranges, including dates and times. Using “to” is also acceptable when referencing ranges.

**EXAMPLE:**

May 2-5  
10 a.m. to 2 p.m.  
pages 128-135

Use an em dash ( — ) with a space before and after it — just like this — to call out important information.

**EXAMPLE:**

Murray State University received numerous accolades — including a “Best Bang for the Buck” designation from Washington Monthly — throughout the summer.

## **DATES AND TIMES**

When a month is used with a specific date, abbreviate the following: Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone or with the year alone.

**EXAMPLE:**

The event takes place Jan. 2, 2019. Example: She started classes in August 2018.

When a phrase refers to the month, date and year, offset the year with commas.

**EXAMPLE:**

The seminar begins Sept. 1, 2018, in Lovett Auditorium.

Use periods and lowercase letters for “a.m.” and “p.m.” Do not use “:00” when referencing a time that is on the hour. Spell out “noon” and “midnight” instead of using the numeral “12.”

**EXAMPLE:**

The movie begins at 7 p.m. Example: His class is at 9:30 a.m.

Use cardinal numbers (e.g., April 1) rather than ordinal numbers (e.g., April 1st).

## **DEGREES**

Casual references to degrees require a possessive apostrophe and ‘s’ for “bachelor’s” and “master’s” degrees but not “associate” or “doctorate” degrees. Do not capitalize academic degrees in general text except when referencing proper nouns like English or Spanish. This is the preferred usage.

**EXAMPLE:**

The student first earned an associate degree before attending Murray State to graduate with a bachelor’s degree in mechanical engineering.

Capitalize the formal name of the degree if referencing.

**EXAMPLE:**

“Bachelor of Arts” or “Master of Science.” This style should be used sparingly.

When listing degrees by their initials, do not use periods. This style should be used sparingly.

**EXAMPLE:**

BS, MS, MFA and PhD

## **EMAIL**

Use email rather than e-mail in all instances, in keeping with Associated Press style.

## **FACULTY AND STAFF**

Faculty and staff is an acceptable singular construction when referring to both groups of university employees.

## **FRESHMAN**

The term “freshman” should be used to refer to an individual first-year student or a collective freshman class, while “freshmen” refers to one or more first-year students.

**EXAMPLES:**

Abdul is a freshman at Murray State University.

The three freshmen were chosen to participate in this year’s conference.

Murray State University’s freshman class saw significant growth this fall.

## GRADE POINT AVERAGE, GPA

GPA is acceptable to use on first reference when referring to a grade point average.

## NAMES

Use first and last names on first references. If an individual holds a doctorate, include “Dr.” before their first and last name on first references. In all subsequent references, use only the individual’s last name. When writing a story with multiple people that share the last name, referring to the individual by their first name is acceptable.

### EXAMPLE:

The class was taught by Dr. Kelly Jones. The students enjoyed the conversational approach Jones used at her classroom discussions.

## NUMBERS

Spell out numbers one through nine or if a number begins a sentence. Use the numeral for numbers 10 and up or when referencing percentages, times, dates, ages and monetary amounts. Use a comma in numbers higher than 999.

### EXAMPLES:

There are eight students on the intramural team.

The auditorium holds 200 people.

More than 1,500 individuals attended last night’s event in the CFSB Center.

## PERCENTAGES

In text, use numerals and write out “percent” rather than using the % symbol.

### EXAMPLE:

At the meeting, 65 percent of students agreed with this initiative.

## QUOTES

Punctuation goes inside the quotation mark. Always use “said” when writing quotes.

### EXAMPLES:

“Murray State University provides opportunities for students,” said Dr. Bob Jackson, president.

John Smith referred to Murray State as an “incredible value.”

When writing press releases, quotes should stand alone in individual paragraphs. Attribution should come at the end of the quote’s first sentence.

### EXAMPLE:

“The lecture was very informative,” Smith said. “I’m glad I decided to attend.”

## REFERENCES TO ALUMNI

Follow the names of Murray State graduates with the year(s) of graduation offset by commas on first reference.

### EXAMPLE:

John Smith, ’95, returned to campus for Homecoming.

If referencing a former student who did not graduate, list the years of attendance and offset with commas.

### EXAMPLE:

Sally Jones, attd. ’01– ’03, won a national award.

## SPACES

Use only a single space after a period at the end of a sentence.

## STATES

The names of states should always be spelled out when used in a body of text. Offset the state with commas if paired with a city.

### EXAMPLES:

He grew up in Mayfield, Kentucky, before deciding to attend Murray State.

Several incoming students from Ohio attended the Summer O session.

## TELEPHONE NUMBERS

Use 10-digit numbers with hyphens as separators: 270-809-XXXX. Do not use parentheses around the area code.

## THAT, WHICH

Use “that” for essential clauses. If the clause in question can be omitted without changing the meaning of the sentence, use “which” and offset the clause with commas. “That” and “which” are not interchangeable.

### EXAMPLES:

I remember the day that we first met while visiting Pogue Library.

The team, which finished in second place last year, is stronger than ever.

## TITLES

Capitalize professional titles only when they appear before a person’s name. Make titles lowercase if they are informal, appear without a person’s name or are offset by commas.

### EXAMPLES:

“This is great news,” said Murray State President Dr. Bob Jackson.

The provost attended the event.

John Smith, program director, organized the event.

When referencing composition titles — such as books, movies, plays, poems, lectures, articles, etc. — place the title within quotation marks. Do not italicize.

Newspapers, magazines and journals are not placed in quotation marks or italicized.

### EXAMPLE:

The theatre students performed “Crazy for You” in September 2017.

## UNIVERSITY NAME USAGE

Do not use “MSU.” Always spell out the University’s full name in the first instance and use “Murray State” and “the University” in subsequent references. Capitalize the “U” when referring to Murray State as “the University.”

## WEBSITE (URL) ADDRESSES

Use the shortest version of a URL. Delete the “http://” and “www.” portions of the address. Include a hyperlink for digital content. Make certain the link is functional and takes users to the correct webpage.

### EXAMPLE:

[murraystate.edu/programs](http://murraystate.edu/programs)

## Special Statements

Any promotional or marketing material that represents any aspect of the University is required to have an equal opportunity statement. The shortened version is easiest to include and can be placed in the footer of the publication in a small font. The font should be no smaller than 6 points with enough contrast to be legible.

---

### Equal Opportunity Statement

#### **LONG VERSION**

Murray State University endorses the intent of all federal and state laws created to prohibit discrimination. Murray State University does not discriminate on the basis of race, color, national origin, sex, gender identity, sexual orientation, religion, age, veteran status or disability in employment or application for employment, admissions or the provision of services and provides, upon request, reasonable accommodation including auxiliary aids and services necessary to afford individuals with disabilities equal access to participate in all programs and activities. Murray State University supports a clean and healthy campus. Please refrain from personal tobacco use.

#### **SHORTENED VERSION**

Equal education and employment opportunities M/F/D, AA employer. Murray State University supports a clean and healthy campus. Please refrain from personal tobacco use.

## Fonts

There are two typefaces included in the Freight font family: FreightText Pro and FreightSans Pro. Both include several font weights as well as italics. Several versions of these fonts can be downloaded at [murraystate.edu/toolkit](http://murraystate.edu/toolkit).

### FREIGHTTEXT PRO

This typeface is primarily used in display headings, sub-headings and quotes — however, it can also be used for body copy.

Aa

FreightText  
Light

Aa

FreightText  
Book

Aa

FreightText  
Medium

Aa

FreightText  
SemiBold

Aa

FreightText  
Bold

Aa

FreightText  
Black

---

### FREIGHTSANS PRO

This typeface is primarily used for body copy, titles, captions and fine print — however, it can also be used for headings.

Aa

FreightSans  
Light

Aa

FreightSans  
Book

Aa

FreightSans  
Medium

Aa

FreightSans  
SemiBold

Aa

FreightSans  
Bold

Aa

FreightSans  
Black

NO OTHER TYPEFACE SHOULD BE USED IN PROXIMITY OR IN COMBINATION WITH THESE FONTS WHEN COMMUNICATING THE CORE BRAND. IN SPECIAL CIRCUMSTANCES, WHEN A NEW TYPEFACE NEEDS TO BE INTRODUCED, CLEARANCE FROM THE OFFICE OF BRANDING, MARKETING AND COMMUNICATION IS REQUIRED. OLD STYLE FIGURES ARE SET AS THE DEFAULT BUT, WHEN APPROPRIATE, LINING NUMERALS CAN BE USED.

## Use

### HEADING

**FreightText should  
be used for high-level  
messaging.**

FREIGHTTEXT SEMIBOLD 60/60 PT

### QUOTE

“FreightText book or medium should be used in quote blocks. It reflects a personal feeling.”

FREIGHTTEXT 24/30 PT

### **Firstname Lastname**

STUDENT, DEGREE, RACER

FREIGHTSANS SEMIBOLD 14/14 PT

FREIGHTSANS BOOK 10/14 PT

### BODY COPY

FreightSans Book is primarily used for body copy. Murray State University places our highest priority on student learning and excellent teaching, blending the range of educational opportunities often experienced at research institutions with the nurturing student-teacher interactions usually found at smaller universities.

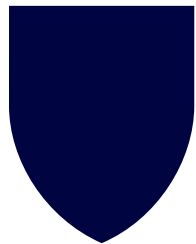
FREIGHTSANS BOOK 14/20 PT



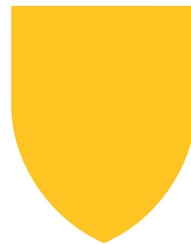
# Palette

## PRIMARY

There are two primary colors, the tried and true Murray State blue and gold.



**NAME** MURRAY STATE BLUE  
**CMYK** 100, 90, 0, 70  
**RGB** 0, 33, 68  
**PMS** 289  
**HEX** 002144

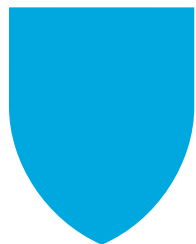


**NAME** MURRAY STATE GOLD  
**CMYK** 0, 24, 94, 0  
**RGB** 236, 172, 0  
**PMS** 123  
**HEX** ECAC00

---

## ACCENT

The accent colors are the University's secondary colors. These should be used sparingly.



**NAME** LITE BLUE  
**CMYK** 83, 11, 2, 0  
**RGB** 0, 164, 227  
**PMS** 2995  
**HEX** 00A4E3



**NAME** RED ORANGE  
**CMYK** 0, 87, 80, 0  
**RGB** 255, 69, 0  
**PMS** PANTONE WARM RED  
**HEX** FF4500

---

## WEBSITE

This palette is intended for website use only.



**NAME** MURRAY STATE BLUE  
**RGB** 0, 33, 68  
**HEX** 002144



**NAME** MURRAY STATE GOLD  
**RGB** 236, 172, 0  
**HEX** ECAC00



**NAME** LINK BLUE  
**RGB** 226, 260, 238  
**HEX** 007EB2

# Identity: Color

## Guidance

### EXAMPLES OF IMPROPER COLOR USE

×

**Do not use red.  
It is limited to  
emergency  
alerts.**

×

**Do not tint or  
change opacity  
any of the  
colors.**

×

**Do not use  
non-ADA  
Compliant  
colors.**

×

**Do not  
compromise  
legibility.**

×

**Do not use any  
other colors.**

×

**Do not mix  
colors in same  
text.**

×

**Do not create  
your own  
gradients.**

×

**Do not use  
secondary  
colors as  
background  
and text  
combinations.**

### HOW TO USE COLOR PALETTE

Printing application: CMYK (cyan, magenta, yellow and black - 4 color process) or PMS (Pantone or spot colors)

Digital application: RGB (red, green, blue - video and online), and HEX (hexadecimal - computer applications).

## Identity

# Logo

This section includes proper use and guidance for the primary logo, additional logo variations and other significant marks.

This is the primary logo used for the University. This logo represents us at the very highest level and is a significant part of our brand. It acts as a signature, an identifier and a stamp of quality. It should always be the most consistent component in our communications. To preserve the University logo's prominence, no additional iconography, marks or artwork may be used in conjunction with it or with any logo variation. Approved secondary identity elements may be used as supporting art, but they should always be clearly separated from the logo. Only the official artwork should always be used.



THE WORDMARK IS TYPESET IN FREIGHTTEXT BOLD AND FREIGHTSANS BOOK WITH CUSTOM CHARACTER SPACING AND ALIGNMENT. THE SHIELD LOGO IS SPECIFICALLY PLACED. THE SHIELD CAN BE USED SINGULARLY, BUT MURRAY STATE UNIVERSITY SHOULD BE DISPLAYED PROMINENTLY IN PROXIMITY TO THE SHIELD. THE OFFICIAL LOGO SHOULD NEVER BE CHANGED OR MANIPULATED IN ANY WAY.

Identity: Logo

# Use

THE PREFERRED WAY OF DISPLAYING THE LOGO AND THE CORRECT USE OF COLORS.

FULL COLOR SHIELD WITH NAVY TEXT



REVERSED NAVY SHIELD WITH NAVY TEXT



FULL COLOR SHIELD WITH WHITE TEXT



SINGLE COLOR LOGO - LIMITED USE

NAVY LOGO



BLACK LOGO



GOLD LOGO



WHITE LOGO



COLORLED RECTANGLES INDICATE THE BACKGROUND AND IS NOT A PART OF THE LOGO.

Identity: Logo

# Guidance

To ensure maximum legibility and consistent use of the logo, please follow these guidelines:

## MINIMUM SIZE



## CLEARSPACE



## PLACEMENT

Take care in placement of the logo. Use the minimum size or larger, and provide at least the minimum clear space around the logo. Typically, booklets, brochures and reports use the logo on the front or back covers. Flyers, ads and posters often use the logo near the bottom to anchor the layout.

Rarely is the campus logo the focal point of a layout. A photograph, headline or title may be larger or carry more visual weight. However, the logo does need prominent placement and proportional size so it doesn't disappear from the page. Never use the logo in place of text in headlines or copy.

# Identity: Logo Guidance

## EXAMPLES OF IMPROPER LOGO USE

DO NOT USE UNAUTHORIZED COLORS



DO NOT USE IN GRAYSCALE



DO NOT ALTER COLORS OF SHIELD OR STARS



DO NOT USE UNAUTHORIZED COLORS FOR WORDMARK



DO NOT OUTLINE



DO NOT CHANGE OPACITY



DO NOT STRETCH



DO NOT OMIT OR SHIFT POSITION OF THE SHIELD



DO NOT ROTATE



DO NOT USE ANY OTHER TYPEFACES



DO NOT USE ON UNAUTHORIZED COLOR OR IN A COLORED SHAPE



DO NOT USE WITH ATHLETICS LOGO



THE FOLLOWING LOGOS ARE NO LONGER IN USE AND ARE PROHIBITED.



Identity: Logo

## Variations

### SECONDARY

This stacked configuration should only be used when horizontal space is limited and the primary variation is not legible. This should be used in a limited capacity.



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### VERTICAL

The vertical configuration is primarily used for social media, on the website and in special cases. This should be used in a limited capacity.



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### HORIZONTAL

The horizontal configuration is used in areas with limited space where the primary or stacked logo would not be legible. This should be used in a limited capacity.



Identity: Logo

# Variations

## THE SHIELD

The shield can be used singularly, but Murray State University should be displayed prominently in proximity to the shield. The shield should never be manipulated or dissected in any manner.



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## DISPLAYING THE UNIVERSITY NAME

In circumstances where Murray State University is displayed singularly, it should be displayed in the following manner and in proximity to the shield, if application allows. This should only be used if the primary or other variations of the logo are not legible. The font used is FreightText semibold. This should be used in a limited capacity.

FREIGHTTEXT SEMIBOLD SET IN ALL CAPS

**MURRAY STATE UNIVERSITY**

FREIGHTTEXT SEMIBOLD

**Murray State University**

SAME COLOR VARIATIONS AND RULES OF THE PRIMARY LOGO APPLY TO THESE LOGOS.



Identity: Logo

# Other Marks

## THE SEAL

The University's official seal is limited to use by the President's Office, the Board of Regents and official University awards and recognitions. The seal is not available for download and special permission must be obtained for use. Contact the Office of Branding, Marketing and Communication for more information.



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## ATHLETICS LOGOS

Use of the athletics logos are limited to sports teams, athletics marketing communications and trademarked merchandise. The athletics logos are not available for download. Contact the Athletics Department for more information.



## Department Logos

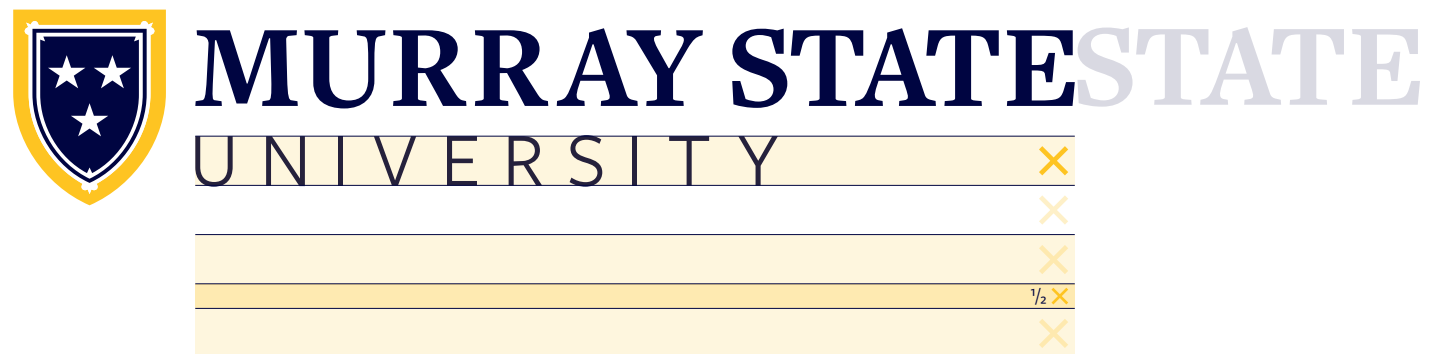
Use of the department logo system is required for all academic and administrative units. To request your department logo, please contact Branding, Marketing and Communication. Modifications are not permitted, but this system provides variations for certain circumstances. To display a unit name, a single or double line of text is inserted. The font FreightText semibold is used with a cap-height of the unit name being equal to the x-height of **UNIVERSITY**.

### SINGLE LINE CONFIGURATION



### DOUBLE LINE CONFIGURATION

A double line is used when the length of the unit's name extends past the width of an additional **STATE** after the logo.



Identity: Department Logos

# Use

## EXAMPLES OF PROPER SINGLE LINE USE



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## EXAMPLES OF PROPER DOUBLE LINE USE



# Special Cases

## HORIZONTAL CONFIGURATION

In cases where there is limited space, the horizontal configuration can be applied. The logo and the unit name is separated by a horizontal navy bar that is 2 points in thickness and is the same height of the wordmark. The font FreightText semibold is used with a cap-height of the unit name being equal to the x-height of UNIVERSITY.

### EXAMPLES OF PROPER SINGLE LINE USE



### EXAMPLES OF PROPER DOUBLE LINE USE

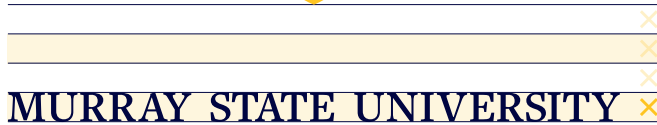


# Special Cases

## VERTICAL CONFIGURATION

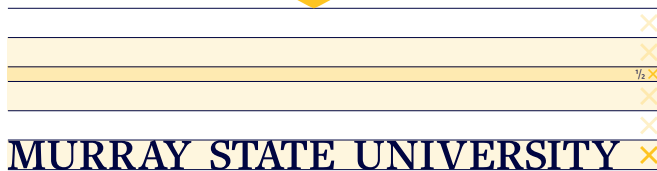
In cases where there is limited space, the horizontal configuration can be applied. The font FreightText semibold is used with a cap-height of the unit name being equal to the x-height of **MURRAY STATE UNIVERSITY**.

### EXAMPLES OF PROPER SINGLE LINE USE



Human Resources  
MURRAY STATE UNIVERSITY

### EXAMPLES OF PROPER DOUBLE LINE USE



College of Humanities  
and Fine Arts  
MURRAY STATE UNIVERSITY

# Photo

Photography is a key element of our brand. We're capturing the essence of Murray State through a visual medium. Using a contemporary style, we're capturing diversity, candid moments and the students and faculty in their academic settings.

## PHOTO SHOOTS AND DOWNLOADS

For copyright information or to schedule a photographer, please contact the digital media team within the Office of Branding, Marketing and Communication at [msu.photography@murraystate.edu](mailto:msu.photography@murraystate.edu). View/download images at [murraystateuniversity.smugmug.com](http://murraystateuniversity.smugmug.com).

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## BEST PRACTICES

### PRINT IMAGES:

CMYK color format, TIFF, PSD, or JPEG at 300 dpi

### WEB/DIGITAL IMAGES:

RGB Color format, JPEG or PNG ranging from 72 dpi to 300 dpi

- As a general rule, low resolution images lose quality if they are resized larger than their original size.
- Never use photos that are pulled from the internet without having proper permission or rights.
- Do not use colorizing or apply dramatic filters to photos.
- Do not crop an image so severely that the subject or emotion is compromised.
- Do not use outdated photographs of campus.

### ALT TEXT

Image alt text (alternative text) is used within HTML code to describe the appearance and function of an image on a web page. This should also be applied with them settings of a .pdf document if it will be available online. Alt text is a central principle of web accessibility. Visually impaired people using screen readers read alt text to better understand the image, and it also provides context to search engines, helping to index an image properly. When writing alt text, describe the image as specifically as possible, but keep it short.



**ALT TEXT:**  
Murray State President  
Dr. Bob Jackson.



**ALT TEXT:**  
Racer One, a thoroughbred  
horse, racing around the  
track of the football stadium  
during a touchdown.



**ALT TEXT:**  
Instructor teaching student  
how to play the piano.



Identity: Imagery

# Photo

## CAMPUS & CLASSROOM



## PEOPLE



# Video

Videography plays a huge role in bringing a branding message to life while sharing Murray State's story in a compelling way. For additional information or to schedule a videographer, please contact the Digital Media Services team within the Office of Branding, Marketing and Communication.

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## **BEST PRACTICES**

### **ANIMATION:**

To maintain brand consistency, all videos representing Murray State University should end with the same video animation. This is available for download at [murraystate.edu/toolkit](http://murraystate.edu/toolkit).

### **CAPTIONS:**

To comply with the University's accessibility policy, all Murray State videos must have closed-captioning capability. These can be turned on and off at the discretion of the viewer on uploads to Facebook and YouTube. These should be in a plain text (.txt or .srt.txt) format for uploading to YouTube and Facebook. YouTube can automatically create captions that can then be edited and downloaded in plain text format.

### **MUSIC:**

Videos must only use music for which they have all necessary permissions. Copyrighted music may not be used in any Murray State video without permission from the creator. Many websites and musicians supply high-quality music without copyright for use in any video, for free, for free with accreditation or for a small fee.



Identity: Imagery

# Graphic Elements

## THE SHIELD

The shape of the shield can be used to contain photographs — typically in quote boxes. It is also applied in background patterns.



## INFOGRAPHICS

These display key information or special recognition and awards that the University receives. Various colors and formats are available for use.



Identity: Imagery

# Graphic Elements

## ILLUSTRATIONS

These are custom made by the Branding, Marketing and Communication department. They feature students, faculty, campus events and the Racer community. These are primarily used on our social media and web platforms. Illustrations may be made by request for an hourly design fee.



What are you waiting for?



# Communication Materials

# Stationery

## LETTERHEAD



**MURRAY STATE UNIVERSITY**  
**Vice President for Student Affairs**

John Smith  
500 Olive St.  
Murray, KY 42071

Dear Mr. Smith

Join a family that encourages you to pursue success, go further and be supported throughout the journey by a special community. At Murray State University, we, as Racers, pride ourselves on providing an atmosphere of warmth...

HEADER

**We are Racers.**

*[murraystate.edu](http://murraystate.edu)*

425 Wells Hall, Murray, KY 42071-2393 | 270-809-6831 | FAX 270-809-4176 | Toll Free 1-800-909-1507

Equal education and employment opportunities M/F/D, AA employer. Murray State University supports a clean and healthy campus. Please refrain from personal tobacco use.

100% Scale

FOOTER

# Stationery

## ENVELOPE

Envelope size: 9.5 inches x 4.125 inches



100% Scale (3/4 width shown)

Communication Materials  
**Business Cards**



100% Scale

PRIMARY HORIZONTAL LAYOUT



100% Scale

VERTICAL LAYOUT

# Email Signature

Ensure your emails feature Murray State branding by updating your signature to look like this:

<b>NAME</b>	Jane Smith
<b>TITLE\POSITION</b>	Administrative Assistant
<b>OFFICE\DEPARTMENT</b>	Branding, Marketing and Communication
<b>CAMPUS</b>	Murray State University
<b>PHONE\FAX</b>	Office: 270.809.1234
<b>LINK TO APPLY WEBPAGE</b>	Apply today at <a href="http://murraystate.edu/apply">murraystate.edu/apply</a>
<b>LOGO OR LOCK-UP LOGO</b>	

## INSTRUCTIONS:

- Download the Murray State logo or the lock-up logo.
- Click on the gear icon in the upper right corner of your RacerMail inbox.
- Choose the “Settings” link.
- In the “Signature” section, click the “Insert Image” icon to upload the new Murray State logo.
- Reference the design above to update your information as needed.
- To link the Apply Today text, click the link icon and add a link to [www.murraystate.edu/apply](http://www.murraystate.edu/apply).
- If the text is linked properly, it will automatically turn blue.
- Make sure the signature box is selected and “no signature” is deselected.
- Scroll to the bottom and click “Save Changes” before navigating back to your inbox.

Please note, departmental email accounts may not upload images.

# Our Team



# Our Team

## Office of Branding, Marketing and Communication

### ADMINISTRATION



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