

Brand Guidelines

Consistency is Key

Brand recognition is the result of long-term consistency. The biggest marketing missteps come from not using the brand consistently across media and diluting it with too many sub-brands. That is why each of us has a responsibility to protect our University brand and build brand equity through the work we produce. Adherence to the Brand Guidelines will highlight Murray State as a cohesive whole, rather than a collection of units.

Questions about these Brand Guidelines can be directed to Vice President of University Advancement Dr. Adrienne King or Director of Communication Shawn Touney.

Brand Identity

Brand identity is established through the use of logos, colors, fonts and graphic styles that create a recognizable and consistent image of the University. In a successful, long-term brand identity program, the public becomes so familiar with the organization that it will identify the organization even if the name is removed from the material.

To reinforce the University logo — and thereby the University itself — our brand identity system prohibits the use of any additional iconography, marks or artwork in conjunction with the logo.

Shield Logo



Primary Logo

The primary logo includes the shield and Murray State University signature.



Primary Logo + Tagline

This version features a lockup of the primary logo with the University's tagline.



Opportunity afforded

Secondary Logo

Graphic identifiers for colleges, schools, departments and units include a lockup with the primary logo.



Stacked Logo (Limited Use)

The stacked logo is for restricted spaces when it's not feasible to use the primary version, such as one-column ads, podium signs or certain merchandise and apparel.



Usage Guidelines

“Clear space” is the protected area around the logo that maximizes the logo's impact. It is also the minimum distance the logo can be from the edges of an electronic document or printed piece. This space must be kept free of all other graphics and text, including other logos.

To preserve the University logo's prominence, no additional iconography, marks or artwork may be used in conjunction with it or with any secondary signature.

Approved secondary identity elements may be used as supporting art, but they should always be clearly separated from the logo.

Never reproduce the logo at widths smaller than 1.5 inches. The shield should never be smaller than ¼ inch or 16 pixels.

Do not substitute any other typeface for the University's signature.

Use only the approved color variations when using the University logo.

Do not add visual effects, such as shadows, to the logo.

Other Marks:

University 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 Branding, Marketing and Communication Office at 270-809-2198 for more information.

Athletics Logos

The athletics logo, which was inspired by the original "Racer M", was updated in 2014 to ensure ease of use across a wide variety of platforms and applications. Use of the athletics logo is limited to sports teams, athletics marketing communications and trademarked merchandise. The athletics logo is not available for download. Contact the Athletics Marketing and Promotions Office at 270-809-3517 for more information.