



We are Racers.

MURRAY STATE UNIVERSITY

Quick Reference Brand Guide

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.

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.

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.

Personality

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

Palette

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

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

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.

FREIGHTTEXT PRO

Aa

FreightText
Light

Aa

FreightText
Book

Aa

FreightText
Medium

Aa

FreightText
SemiBold

Aa

FreightText
Bold

Aa

FreightText
Black

FREIGHTSANS PRO

Aa

FreightSans
Light

Aa

FreightSans
Book

Aa

FreightSans
Medium

Aa

FreightSans
SemiBold

Aa

FreightSans
Bold

Aa

FreightSans
Black

Logo

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.




MURRAY STATE
UNIVERSITY


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




CLEARSPACE

x	 MURRAY STATE UNIVERSITY	

x-height of shield

MINIMUM SIZE



1/2 inch height

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.



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.



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.









For more logo variations and information regarding department logos, refer to the official branding guidelines at murraystate.edu/toolkit.

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.

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.

Statement Guidance

CORRECT 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.

CORRECT 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 & Lock-up Logo 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

We are Racers.

LOCK-UP LOGO



We are Racers.

PROPER 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 to discover the opportunities waiting for you.

Equal education and employment opportunities (EEO). All employees: Murray State University supports a clean and healthy campus. Please refrain from personal tobacco use.

IMPROPER USE



✗ We are discoverers.
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MESSAGING FLYER EXAMPLES

AVOID REFERENCING THE TAGLINE MORE THAN ONCE.

MORE EXAMPLES ARE AVAILABLE IN THE OFFICIAL BRANDING GUIDELINES.

Official branding guidelines and files are available for download at murraystate.edu/toolkit.

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 for the most up-to-date version.

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