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.
Our Brand

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

3 STATEMENT FORMAT OR 2 STATEMENT FORMAT

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

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

THIS LIST MAY CHANGE. PLEASE VISIT MURRAYSTATE.EDU/WORDBANK FOR THE MOST UP-TO-DATE VERSION.
### 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.

### 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.
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.
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.

We are leaders. We are determined.

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.
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 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.
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.
Identity
How we speak and look.
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.
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
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.
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**

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

- **FreightText Light**
- **FreightText Book**
- **FreightText Medium**
- **FreightText SemiBold**
- **FreightText Bold**
- **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.

- **FreightSans Light**
- **FreightSans Book**
- **FreightSans Medium**
- **FreightSans SemiBold**
- **FreightSans Bold**
- **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.
Identity: Typography

Use

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

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

Firstname Lastname
STUDENT, DEGREE, RACER

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

**PRIMARY**

<table>
<thead>
<tr>
<th>NAME</th>
<th>CMYK</th>
<th>RGB</th>
<th>PMS</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>MURRAY STATE BLUE</td>
<td>100, 90, 0, 70</td>
<td>0, 33, 68</td>
<td>289</td>
<td>002144</td>
</tr>
<tr>
<td>MURRAY STATE GOLD</td>
<td>0, 24, 94, 0</td>
<td>236, 172, 0</td>
<td>123</td>
<td>ECAC00</td>
</tr>
</tbody>
</table>

**ACCENT**

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

<table>
<thead>
<tr>
<th>NAME</th>
<th>CMYK</th>
<th>RGB</th>
<th>PMS</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>LITE BLUE</td>
<td>83, 11, 2, 0</td>
<td>0, 164, 227</td>
<td>2995</td>
<td>00A4E3</td>
</tr>
<tr>
<td>RED ORANGE</td>
<td>0, 87, 80, 0</td>
<td>255, 69, 0</td>
<td>PANTONE WARM RED</td>
<td>FF4500</td>
</tr>
</tbody>
</table>

**WEBSITE**

This palette is intended for website use only.

<table>
<thead>
<tr>
<th>NAME</th>
<th>CMYK</th>
<th>RGB</th>
<th>PMS</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>MURRAY STATE BLUE</td>
<td>0, 33, 68</td>
<td>002144</td>
<td>MURRAY STATE GOLD</td>
<td>236, 172, 0</td>
</tr>
<tr>
<td>LINK BLUE</td>
<td>226, 260, 238</td>
<td>007EB2</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Guidance

Identity: Color

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.
Identity: Logo

Use

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

FULL COLOR SHIELD WITH NAVY TEXT

MURRAY STATE UNIVERSITY

REVERSED NAVY SHIELD WITH NAVY TEXT

MURRAY STATE UNIVERSITY

FULL COLOR SHIELD WITH WHITE TEXT

MURRAY STATE UNIVERSITY

SINGLE COLOR LOGO - LIMITED USE

NAVY LOGO

MURRAY STATE UNIVERSITY

BLACK LOGO

MURRAY STATE UNIVERSITY

GOLD LOGO

MURRAY STATE UNIVERSITY

WHITE LOGO

MURRAY STATE UNIVERSITY

COLORED 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

½ inch height

CLEARSPACE

x-height of shield

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.

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.

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

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

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.

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.

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.
Identity

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

![Single Line Configuration](image)

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.

![Double Line Configuration](image)
Identity: Department Logos

Use

Examples of proper single line use

Murray State University
College of Humanities and Fine Arts

Murray State University
Human Resources

Examples of proper double line use

Murray State University
Office of Branding, Marketing and Communication

Murray State University
Jesse D. Jones College of Science, Engineering and Technology
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

MURRAY STATE UNIVERSITY

EXAMPLES OF PROPER DOUBLE LINE USE

MURRAY STATE UNIVERSITY

College of Humanities and Fine Arts
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

<table>
<thead>
<tr>
<th>Human Resources</th>
<th>MURRAY STATE UNIVERSITY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

EXAMPLES OF PROPER DOUBLE LINE USE

<table>
<thead>
<tr>
<th>College of Humanities and Fine Arts</th>
<th>MURRAY STATE UNIVERSITY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Identity: Imagery

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. View/download images at murraystateuniversity.smugmug.com.

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.

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.

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.

“I selected Murray State because when I stepped foot on campus, it felt like home.”

Grace Rischar
CLASS OF 2020

INFOGRAPHICS

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

FOR SPECIAL DESIGN NEEDS, PLEASE CONTACT THE OFFICE OF BRANDING, MARKETING AND COMMUNICATION.
Communication Materials
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...
Communication Materials

Stationery

ENVELOPE

Envelope size: 9.5 inches × 4.125 inches

MURRAY STATE UNIVERSITY
102 Curris Center
Murray, Kentucky 42071

TO ORDER, CONTACT PRINTING SERVICES OR SUBMIT AN ORDER FORM ONLINE AT MURRAYSTATE.EDU/TOOLKIT.
Communication Materials

Business Cards

MURRAY STATE UNIVERSITY

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jsmith@murraystate.edu
murraystate.edu

TO ORDER, CONTACT PRINTING SERVICES OR SUBMIT AN ORDER FORM ONLINE AT MURRAYSTATE.EDU/TOOLKIT.
Communication Materials

Email Signature

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

NAME: Jane Smith
TITLE\POSITION: Administrative Assistant
OFFICE\DEPARTMENT: Branding, Marketing and Communication
CAMPUS: Murray State University
PHONE\FAX: Office: 270.809.1234

LINK TO APPLY WEBPAGE: Apply today at murraystate.edu/apply

LOGO OR LOCK-UP LOGO: Murray State University

We are Racers.

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.
• 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

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