PRIMARY LOGO

MURRAY STATE COLLEGE

PRIMARY LETTERMARK

SECONDARY LOGOS

MURRAY STATE COLLEGE
Ardmore · Online · Tishomingo

MURRAY STATE COLLEGE
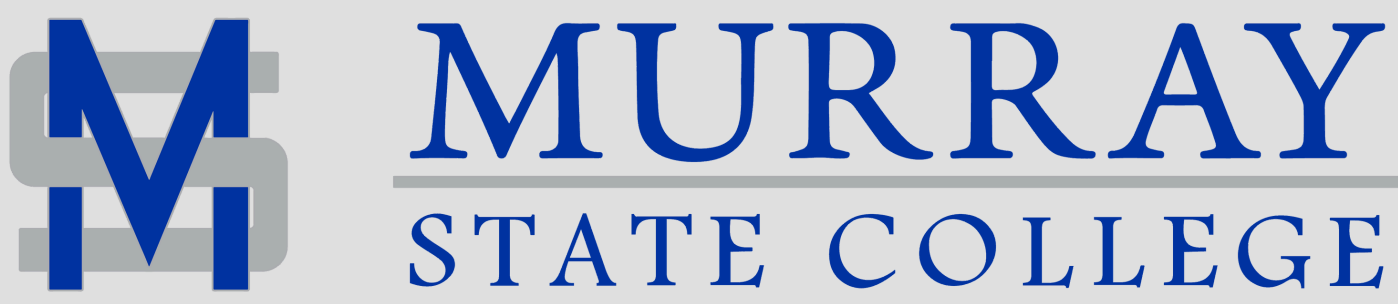
MURRAY STATE COLLEGE
Ardmore · Online · Tishomingo
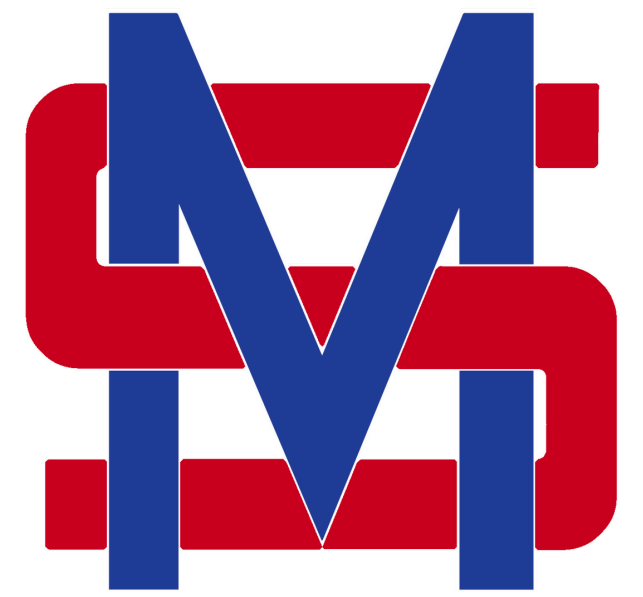
MURRAY STATE COLLEGE
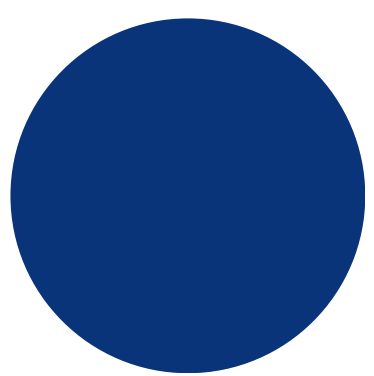
SECONDARY LETTERMARKS
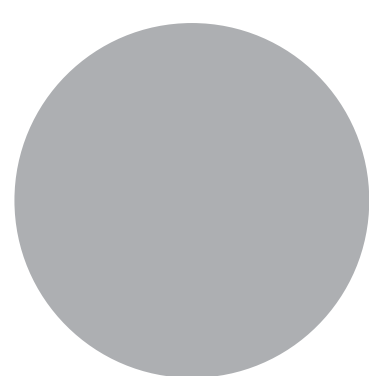
ATHLETIC LOGO

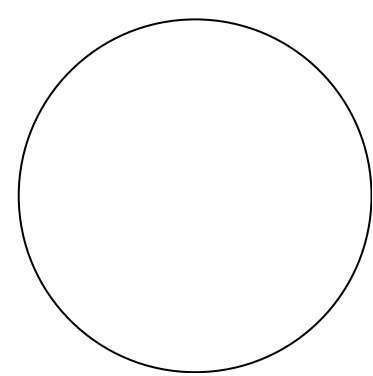**MURRAY STATE COLLEGE**

ATHLETIC LETTERMARK

PRIMARY COLORS
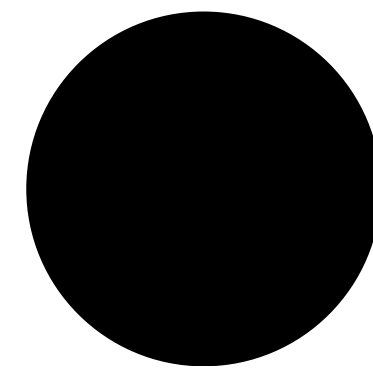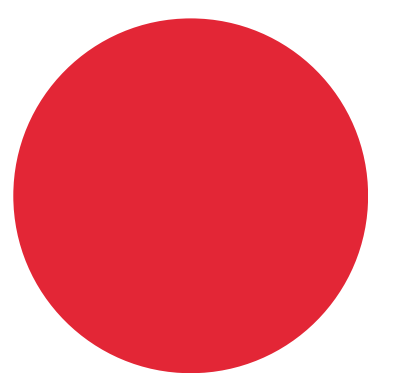
#0033A1

#ADAFB2

#FFFFFF

SECONDARY COLORS

#000000

#CC0022

PRIMARY FONTS

MONTSERRAT
Use for Headings

FOOTLIGHT MT PRO

MOTTO   *Playlist Script*

From Here, Go Anywhere!

LOGO GUIDELINES
When the Murray State logo appears with other sponsor logos, it should have equal prominence with all the others. Make it the same size and color, and follow these guidelines.

DON'T MODIFY THE LOGO
Don't modify, distort, or add additional elements to the logo.

FOLLOW CLEAR SPACE RULES
Use appropriate clear space around the logo, equal to or greater than the size of the "MS" in the logo.

DON'T CROWD THE LOGO
Don't crowd the logo by placing it too close to other logos or elements.

USE THE RIGHT SIZE
Match the size of other sponsor logos. Logos come in all shapes and sizes, so you should consider the full area of each logo, not just the width or height.
Our logo should match the size of the other sponsors within the same tier.

DON'T VARY SIZES
Don't make our logo bigger or smaller than other sponsor logos within the same sponsorship tier.

USE THE RIGHT COLORS
Use our full-color logo for white or very light grey backgrounds, and use the grey or reverse white logo for darker backgrounds.

DON'T USE BUSY BACKGROUNDS
Don't use the logo on backgrounds where it would be hard to read, such as similar colors or busy images.