

## PRIMARY LOGO



**MURRAY**  
STATE COLLEGE

## PRIMARY LETTERMARK



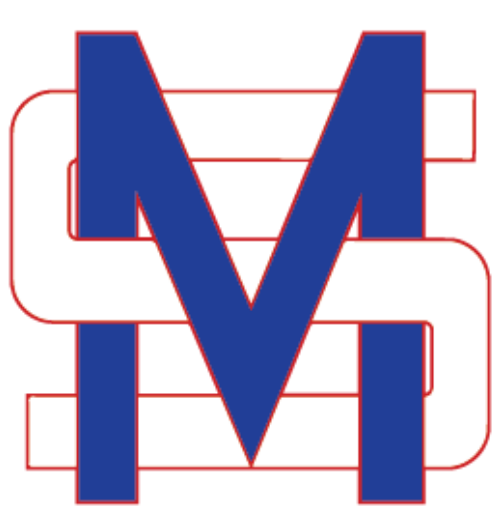
## SECONDARY LOGOS



## SECONDARY LETTERMARKS

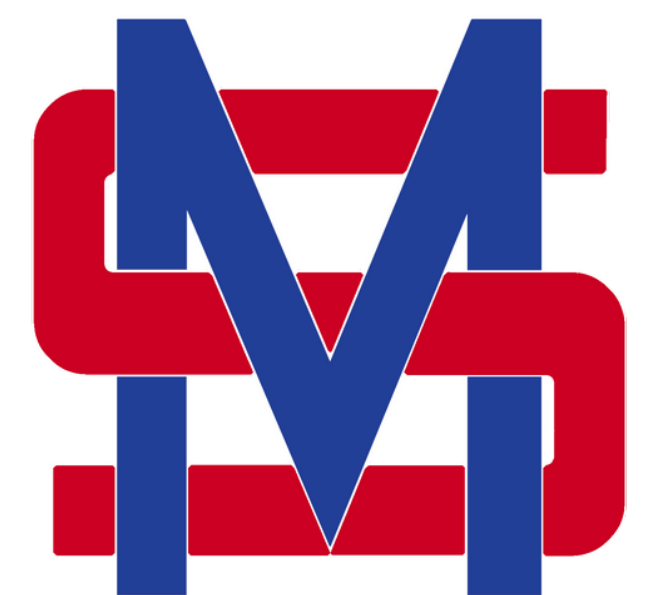


## ATHLETIC LOGO

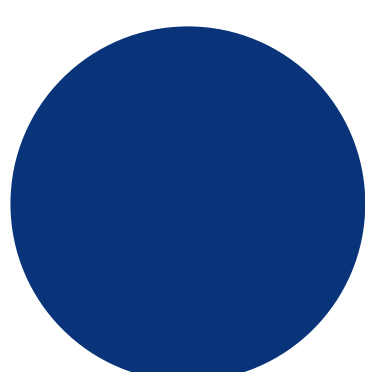


**MURRAY**  
STATE COLLEGE

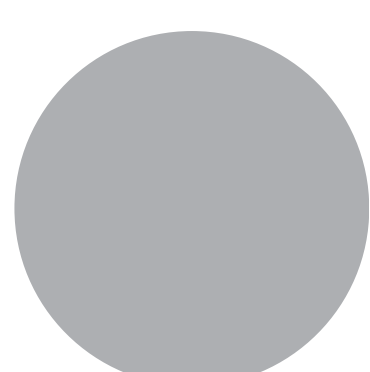
## ATHLETIC LETTERMARK



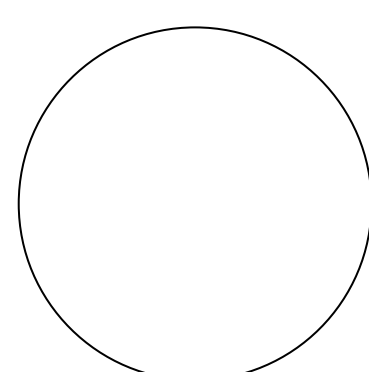
## PRIMARY COLORS



#0033A1

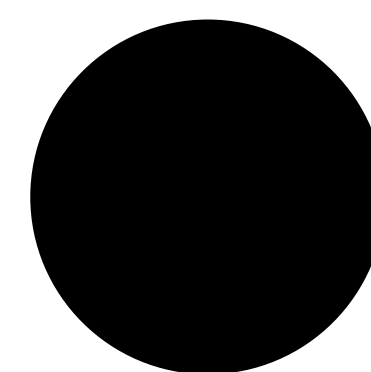


#ADAFB2

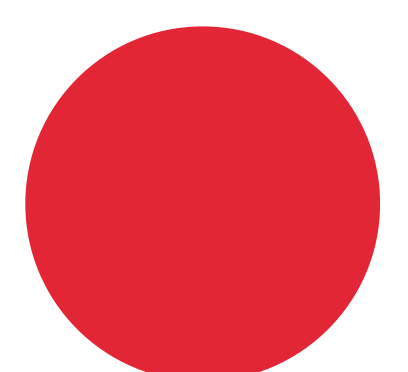


#FFFFFF

## 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.