Make Your Missouri Statement
More than a tagline
Introduction to the brand
Brand identity

Make Your Missouri Statement

Content
- Personality
- Voice
- Citizen

Visual identity
- Logos
- Colors
- Fonts
- Photos
Tagline

follow your passion
find your place

MAKE YOUR MISSOURI STATEMENT.
Audience and messaging
Missouri State has a lot to offer. Our brand messaging helps refine the focus to tell the most compelling and differentiating aspects of Missouri State. It showcases the energy of campus. It features our culture and community. And, it expresses that our mission is at the core of everything we do.

The framework outlined in this section provides a common foundation to use when crafting your content. It not only helps set us apart from our peers, but also defines the benefits of a Missouri State education.

Our message is what we say. Our voice is how we say it.

Together, a compelling message and a consistent voice will make the Missouri State story resonate with readers and set us apart from our peers.

Through appropriate language, a deliberate tone and a unified writing style, our communications feel as though they’re coming from a person, rather than an institution. And by staying true to the Missouri State voice across all audiences and communications, we’ll build recognition and trust, no matter who’s doing the writing.
Personality: pragmatic and optimistic

• Energized and motivated.
• Actively seeking to apply hard work and skill to address society’s needs
• Reflecting the innate nature of the students of Missouri State
Personality: engaged and tenacious

- High-achieving individuals
- Fearlessly pursuing new ways to learn, grow and succeed
- Representing the drive and commitment to being active contributors to society
Personality: genuine and grounded

- Sincere and values-driven
- Rooted in a strong foundation
- Speaking to Missouri State’s strong and long-lasting heritage
Audiences

Primary
• Prospective students
• Campus community

Secondary
• Potential community and industry leaders
• Influential leaders
Missouri State University... creates an environment where meaningful interactions have practical application.

In order to... cultivate global citizens, prepared to pursue their chosen paths with integrity.
An individualized, student-focused educational experience

A commitment to high-impact learning, encouraging students to take charge of their futures

A dynamic campus and community

attributes
(what we offer)

Missouri State University...

creates an environment where meaningful interactions have practical application

benefits
(what they get)

In order to...

cultivate global citizens, prepared to pursue their chosen paths with integrity

Having a strong sense of personal and professional development

Challenged yet supported to think freely and critically

Driven to think beyond themselves
An individualized, student-focused educational experience

A commitment to high-impact learning, encouraging students to take charge of their futures

A dynamic campus and community

**Attributes**
(what we offer)

Missouri State University...

creates an environment where meaningful interactions have practical application

**Benefits**
(what they get)

in order to...

cultivate global citizens, prepared to pursue their chosen paths with integrity

**CORE MESSAGE**

**Having a strong sense of personal and professional development**

- Able to tap into a lifelong network of support
- Able to create their own curriculum and path
- Well prepared to achieve future success in their lives

**Challenged yet supported to think freely and critically**

- Able to seamlessly transition into their careers, grounded in a firm foundation
- Driven to apply their skills and experiences to a greater purpose
- Equipped, confident and inspired to pursue their goals

**Driven to think beyond themselves**

- Driven to contribute to, collaborate with and enhance the local community
- Globally aware and responsible, valuing every voice and opinion
- Passionate about creating positive change
“I see change happen right in front of my eyes because of our input. There’s no limit to what student government can do at Missouri State.”

ASHLEY CRISAFULLI
Student Government Association president
Alpha Delta Pi sorority
Hutchens/SGA Centennial Leader
MAJOR: POLITICAL SCIENCE

MAKE YOUR MISSOURI STATEMENT.

#CITIZENBEAR
Citizen donor: Academic counselor for student-athletes gives bone marrow

Softball player Allie Alvstad’s diagnosis prompted alumna A’dja Jones to sign up at donor registration drive

In October 2014, the Missouri State community rallied around softball player Allie Alvstad, who had recently been diagnosed with a rare form of sarcoma, bone cancer. During her treatment, she was encouraged to consider joining the bone marrow registry. As a result, alumna A’dja Jones, who had already been a member of the registry, attended a donor registration drive to get her information updated. This act of kindness, and her willingness to save the life of a fellow student-athlete, exemplifies the true spirit of Missouri State University.
Visual identity
Our visual identity represents the Missouri State University brand in ways that words alone cannot express. It’s a system of core elements – our colors, typefaces, graphics and photos – that combine to create a distinctive look and feel that people will immediately recognize as Missouri State.

When you execute our visual identity, you uphold the thoughtful considerations behind each visual decision. This section offers guidance and resources to help you express the Missouri State brand through your communications and works.
Color palette

60% PRIMARY

30% SECONDARY

10% TERTIARY NEUTRALS & TERTIARY POP ACCENTS
Licensed fonts

Licensed fonts reserved for professional designers

**HEADLINES AND BODY COPY**
- FreightText Pro

**CALLOUTS, SUBHEADS AND ACCENT PHRASES**
- TRADE GOTHIC

**BODY COPY AND CALLOUTS**
- Calibre

**CALLOUTS AND SUBHEADS**
- BRANDON GROTESQUE
General fonts

Recommended for Word, PowerPoint, etc.

HEADLINES
Georgia

BODY COPY
Arial

CALLOUTS
Impact
Web fonts

• Web fonts will be incorporated into standard website templates

• General user fonts may be substituted on vendor websites and mobile applications
Primary logos
Standardized unit logos
Video bumpers
Pride icons
Deconstructed frames
TAKE CONTROL OF YOUR FUTURE

Missouri State University’s commitment to high-impact learning encourages students (you) to take charge of your future. Our welcoming campus community creates an environment where meaningful academic interactions have practical applications in the classroom and throughout your professional career.

With over 185 undergraduate academic options, we’re sure to have a program you’re passionate about. Don’t worry if you don’t see it listed—we’ll help you build an individualized program to fit your personal academic goals.

www.missouristate.edu/academic/
Foundation bars
Assets

• Abridged guide
• Badge template
• Color palette
• Digital stationery
• Email signature
• Fonts
• Foundation bars
• Introductory text
• Logos
• Note cards
• Photography
• Posters
• PowerPoint
• Pride icons
• Social media kits, hashtags
• Video bumpers, bugs
• Wallpapers
• Web templates
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