



BRAND REFINEMENT





VISUAL ELEMENTS

KEEP

Bear Head logo

Mo State athletic logo

Missouri State wordmarks



Missouri
State[®]

UNIVERSITY



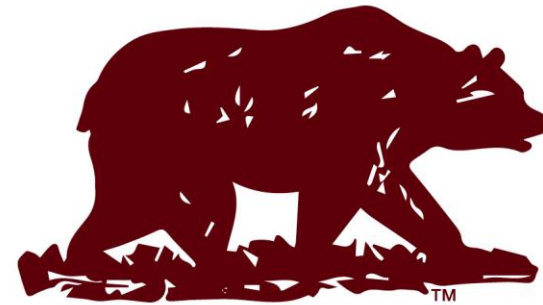
VISUAL ELEMENTS

KEEP but use sparingly

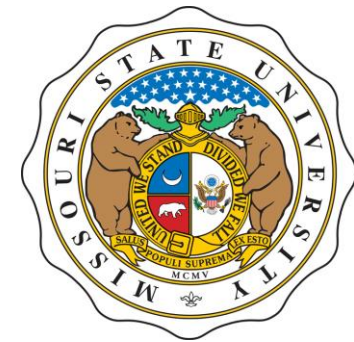
Walking Bear spirit icon

Carrington logo

University seal



**Missouri
State**
UNIVERSITY





VISUAL ELEMENTS

REMOVE

- Mo State Helvetica logo
- Make Your Missouri Statement logo
- Any images of bear paws or claws
- Other bear imagery from university colleges, departments, etc.

MO
State™

**MAKE YOUR
MISSOURI
STATEMENT.**



VISUAL ELEMENTS

REMOVE

M and MSU logos





EDITORIAL ELEMENTS

LIMITED USE

“Make Your Missouri Statement” in editorial (limited use until a new tagline is approved)

REMOVE

Bear Up

AFFIRM

Igniting Opportunity – Use only when referring to the strategic plan.



EDITORIAL ELEMENTS

CHANGE

Naming the university

The official name of the institution is Missouri State University. First reference of the university's name should be Missouri State University. Subsequent references may be Missouri State, Mo State (in casual usage), the university, the institution or MSU. Mo State is two words, upper M, lower o.



COLORS

KEEP

Maroon, black and white are the university's primary colors. They should be the primary colors used in environmental branding such as table covers, banners, building design, etc.

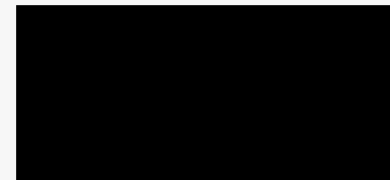
Primary colors

Our primary colors represent Missouri State at the highest level, and should be present in all communications.



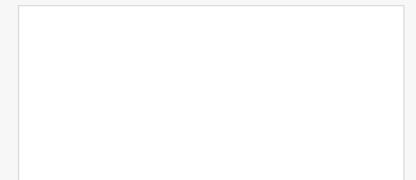
Missouri State Maroon

Pantone: 505
CMYK: 0 100 65 75
RGB: 94 0 9
Hex: 5E0009



Black

CMYK: 0 0 0 100
RGB: 0 0 0
Hex: 000000



White

CMYK: 0 0 0 0
RGB: 255 255 255
Hex: FFFFFFFF






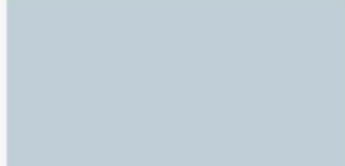


COLORS

USE SPARINGLY

Secondary colors and tertiary neutrals may be used in designs - no more than 30%.

They should not be used as the primary color in environmental branding (table covers, banners, etc.) or as the primary color for branding for any official university unit.

Secondary colors		
		
Brick City Pantone: 185 CMYK: 0 100 82 8 RGB: 235 0 43 Hex: EB002B	Boomer Sky Pantone: 632 CMYK: 93 2 15 7 RGB: 0 147 178 Hex: 0093B2	Pride Band Brass Pantone: 606 CMYK: 0 6 100 16 RGB: 207 181 0 Hex: CFB500
Tertiary neutrals		
		
Midnight Oil Pantone: 7545 CMYK: 58 32 18 54 RGB: 66 85 99 Hex: 425563	Hammons Fountain Pantone: 549 CMYK: 56 8 9 21 RGB: 107 164 184 Hex: 6BA4B8	Carrington Pantone: 5455 CMYK: 17 4 6 4 RGB: 191 206 214 Hex: BFCED6



COLORS

REMOVE

Tertiary pop accents should not be used.

Tertiary pop accents



Bear Hug

Pantone: 241

CMYK: 30 100 2 2

RGB: 175 22 133

Hex: AF1685



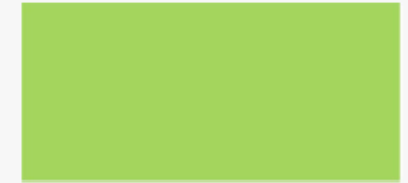
Tent Theatre

Pantone: 166

CMYK: 0 76 100 0

RGB: 227 82 5

Hex: E35205



May Day

Pantone: 367

CMYK: 41 0 68 0

RGB: 164 214 94

Hex: A4D65E