

BRAND IDENTITY STANDARDS

MISSISSIPPI STATE UNIVERSITY ATHLETICS

01 M-STATE



M-STATE 01.1
FULL COLOR ON LIGHT



M-STATE 01.2
FULL COLOR ON DARK



M-STATE 01.3
FULL COLOR ON NEUTRAL



M-STATE 01.4
ONE COLOR ON LIGHT



M-STATE 01.5
ONE COLOR ON DARK



M-STATE 01.6
ONE COLOR ON NEUTRAL

02 SCRIPT STATE



SCRIPT STATE 02.1
FULL COLOR ON LIGHT



SCRIPT STATE 02.2
FULL COLOR ON DARK



SCRIPT STATE 02.3
FULL COLOR ON NEUTRAL



SCRIPT STATE 02.4
ONE COLOR ON LIGHT



SCRIPT STATE 02.5
ONE COLOR ON DARK



SCRIPT STATE 02.6
ONE COLOR ON NEUTRAL

03 WORDMARKS

MISSISSIPPI
STATE™

STACKED WORDMARK 03.1
ONE COLOR ON LIGHT

MISSISSIPPI
STATE™

STACKED WORDMARK 03.2
ONE COLOR ON DARK

MISSISSIPPI
STATE™

STACKED WORDMARK 03.3
ONE COLOR ON NEUTRAL

MISSISSIPPI STATE™

HORIZONTAL WORDMARK 03.4
ONE COLOR ON LIGHT

MISSISSIPPI STATE™

HORIZONTAL WORDMARK 03.5
ONE COLOR ON DARK

MISSISSIPPI STATE™

HORIZONTAL WORDMARK 03.6
ONE COLOR ON NEUTRAL

04 COLORS

PANTONE 4102c
RGB: 93, 23, 37
HEX: #5D1725
CMYK: 34, 94, 61, 50

MAROON 04.1

NO INK
RGB: 255, 255, 255
HEX: #FFFFFF
CMYK: 0, 0, 0, 0

WHITE 04.2

PANTONE 428c
RGB: 193, 198, 200
HEX: #C1C6C8
CMYK: 10, 4, 4, 14

GRAY 04.3

NOTE:

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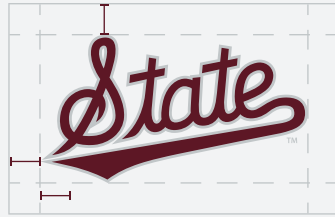
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MISSISSIPPI STATE UNIVERSITY ATHLETICS

05 CLEAR SPACE



M-STATE 05.1
MINIMUM SPACE > WIDTH
OF THE RIBBON BEYOND "M"



SCRIPT STATE 05.2
MINIMUM SPACE > WIDTH
OF THE TAIL ON "S"



STACKED WORDMARK 05.3
MINIMUM SPACE > WIDTH
OF "M"



STACKED WORDMARK 05.4
MINIMUM SPACE > WIDTH
OF "M"

06 SECONDARY MARKS



STATE OUTLINE 06.1
ONE COLOR ON LIGHT



STATE OUTLINE 06.2
ONE COLOR ON DARK



STATE OUTLINE 06.3
ONE COLOR ON NEUTRAL



STACKED HAIL STATE 06.4
ONE COLOR ON LIGHT



STACKED HAIL STATE 06.5
ONE COLOR ON DARK



STACKED HAIL STATE 06.6
ONE COLOR ON NEUTRAL



HORIZONTAL HAIL STATE 06.7
ONE COLOR ON LIGHT



HORIZONTAL HAIL STATE 06.8
ONE COLOR ON DARK



HORIZONTAL HAIL STATE 06.9
ONE COLOR ON NEUTRAL

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07 BASEBALL MARKS *NOTE: TO ONLY BE USED IN REPRESENTATION OF MISSISSIPPI STATE UNIVERSITY BASEBALL



M-OVER-S 07.1
ONE COLOR ON LIGHT



M-OVER-S 07.2
ONE COLOR ON DARK



M-OVER-S 07.3
ONE COLOR ON NEUTRAL



85 WORDMARK 07.4
ONE COLOR ON LIGHT



85 WORDMARK 07.5
ONE COLOR ON DARK



85 WORDMARK 07.6
ONE COLOR ON NEUTRAL

08 SOCCER MARKS *NOTE: TO ONLY BE USED IN REPRESENTATION OF MISSISSIPPI STATE UNIVERSITY SOCCER



SOCCER CREST 08.1
FULL COLOR ON LIGHT



SOCCER CREST 08.1
FULL COLOR ON DARK



SOCCER CREST 08.3
FULL COLOR ON NEUTRAL



SOCCER CREST 08.4
ONE COLOR ON LIGHT



SOCCER CREST 08.5
ONE COLOR ON DARK



SOCCER CREST 08.6
TWO COLOR ON NEUTRAL

09 SEC MARKS



SEC 09.1
FULL COLOR ON LIGHT



SEC 09.2
FULL COLOR ON DARK



SEC 09.3
FULL COLOR ON NEUTRAL



SEC 09.4
ONE COLOR ON LIGHT



SEC 09.5
ONE COLOR ON DARK

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MISSISSIPPI STATE UNIVERSITY ATHLETICS

¹⁰ GRAYSCALE MARKS

 <p>SCRIPT STATE ^{10.1} GRAYSCALE ON LIGHT OR NEUTRAL</p>	 <p>STACKED WORDMARK ^{10.2} GRAYSCALE ON LIGHT OR NEUTRAL</p>	 <p>HORIZONTAL WORDMARK ^{10.3} GRAYSCALE ON LIGHT OR NEUTRAL</p>	 <p>STATE OUTLINE ^{10.4} GRAYSCALE ON LIGHT OR NEUTRAL</p>	 <p>STACKED HAIL STATE ^{10.5} GRAYSCALE ON LIGHT OR NEUTRAL</p>
 <p>HORIZONTAL HAIL STATE ^{10.4} GRAYSCALE ON LIGHT OR NEUTRAL</p>	 <p>M-OVER-S ^{10.7} GRAYSCALE ON LIGHT OR NEUTRAL</p>	 <p>85 WORDMARK ^{10.8} GRAYSCALE ON LIGHT OR NEUTRAL</p>	 <p>SOCCER CREST ^{10.9} GRAYSCALE ON LIGHT OR NEUTRAL</p>	 <p>SEC ^{10.10} GRAYSCALE ON LIGHT OR NEUTRAL</p>

¹¹ RETAIL ONLY MARKS *NOTE: ONLY AVAILABLE FOR RETAIL USE UNLESS APPROVED FOR SPECIAL RECOGNITION/THROWBACK OCCASION



¹² DISCONTINUED MARKS



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