

BRAND IDENTITY STANDARDS

MISSISSIPPI STATE UNIVERSITY BROADCAST STANDARDS

01 M-STATE PRIMARY MARK OF THE INSTITUTION. TO BE USED FOR SCORE BUG, MATCHUP, ETC.



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

03 WORDMARK TO BE USED WHEN A WORDMARK IS NEEDED TO IDENTIFY FULL NAME.



STACKED WORDMARK 03.1
ONE COLOR ON LIGHT



STACKED WORDMARK 03.2
ONE COLOR ON DARK



STACKED WORDMARK 03.3
ONE COLOR ON NEUTRAL



HORIZONTAL WORDMARK 03.4
ONE COLOR ON LIGHT



HORIZONTAL WORDMARK 03.5
ONE COLOR ON DARK



HORIZONTAL WORDMARK 03.6
ONE COLOR ON NEUTRAL

02 SCRIPT STATE TO BE USED FOR BACKGROUNDS, TRANSITIONS, ETC.



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

04 STATE OF MISSISSIPPI OUTLINE TO BE USED FOR PATTERNS, GRAPHIC ELEMENTS, ETC.



STATE OUTLINE 04.1
ONE COLOR ON LIGHT



STATE OUTLINE 04.2
ONE COLOR ON DARK



STATE OUTLINE 04.3
ONE COLOR ON NEUTRAL

05 COLORS

RGB: 93, 23, 37
HEX: #5D1725

MAROON 05.1

RGB: 255, 255, 255
HEX: #FFFFFF

WHITE 05.2

RGB: 193, 198, 200
HEX: #C1C6C8

GRAY 05.3

NOTE:

THIS DOCUMENT IS INTENDED TO SERVE AS A BRANDING GUIDE FOR INTERNAL, BROADCAST, MEDIA OR PARTNER USE RELATED TO MISSISSIPPI STATE UNIVERSITY ATHLETICS. ANY OTHER USE OF THE MARKS REPRESENTED HERE REQUIRES WRITTEN APPROVAL FROM MISSISSIPPI STATE UNIVERSITY'S OFFICE OF GENERAL COUNSEL AND TRADEMARK LICENSING.

BRAND IDENTITY STANDARDS

MISSISSIPPI STATE UNIVERSITY BROADCAST STANDARDS

06 BASEBALL MARKS TO BE USED IN REPRESENTATION OF MISSISSIPPI STATE UNIVERSITY BASEBALL



M-OVER-S^{06.1}
ONE COLOR ON LIGHT



M-OVER-S^{06.2}
ONE COLOR ON DARK



M-OVER-S^{06.3}
ONE COLOR ON NEUTRAL



85 WORDMARK^{06.4}
ONE COLOR ON LIGHT



85 WORDMARK^{06.5}
ONE COLOR ON DARK



85 WORDMARK^{06.6}
ONE COLOR ON NEUTRAL

07 DISCONTINUED MARKS



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