

BRAND IDENTITY STANDARDS

MISSISSIPPI STATE UNIVERSITY ATHLETICS

SCRIPT STATE



SCRIPT STATE
FULL COLOR ON LIGHT



SCRIPT STATE
FULL COLOR ON DARK



SCRIPT STATE
FULL COLOR ON NEUTRAL



SCRIPT STATE
ONE COLOR ON LIGHT



SCRIPT STATE
ONE COLOR ON DARK



SCRIPT STATE
ONE COLOR ON NEUTRAL

WORDMARKS



STACKED WORDMARK
ONE COLOR ON LIGHT



STACKED WORDMARK
ONE COLOR ON DARK



STACKED WORDMARK
ONE COLOR ON NEUTRAL



HORIZONTAL WORDMARK
ONE COLOR ON LIGHT



HORIZONTAL WORDMARK
ONE COLOR ON DARK



HORIZONTAL WORDMARK
ONE COLOR ON NEUTRAL

COLORS

PANTONE 4102c
RGB: 93, 23, 37
HEX: #5D1725
CMYK: 5, 100, 50, 74

MAROON

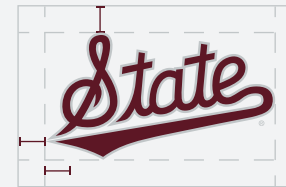
NO INK
RGB: 255, 255, 255
HEX: #FFFFFF
CMYK: 0, 0, 0, 0

WHITE

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

GRAY

CLEAR SPACE



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.

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MISSISSIPPI STATE UNIVERSITY ATHLETICS

FOOTBALL MARKS *NOTES: TO ONLY BE USED IN REPRESENTATION OF MISSISSIPPI STATE FOOTBALL, SUBJECT TO DIFFERENT ROYALTIES



INTERLOCKING
ONE COLOR ON LIGHT



INTERLOCKING
ONE COLOR ON DARK



INTERLOCKING
ONE COLOR ON NEUTRAL



INTERLOCKING
TWO COLOR ON ANYTHING

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



M-OVER-S
ONE COLOR ON LIGHT



M-OVER-S
ONE COLOR ON DARK



M-OVER-S
ONE COLOR ON NEUTRAL



85 WORDMARK
ONE COLOR ON LIGHT



85 WORDMARK
ONE COLOR ON DARK



85 WORDMARK
ONE COLOR ON NEUTRAL

SEC MARKS



SEC
FULL COLOR ON LIGHT



SEC
FULL COLOR ON DARK



SEC
FULL COLOR ON NEUTRAL



SEC
ONE COLOR ON LIGHT



SEC
ONE COLOR ON DARK

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BRAND IDENTITY STANDARDS

MISSISSIPPI STATE UNIVERSITY ATHLETICS

STATE MARKS



STATE OUTLINE
ONE COLOR ON LIGHT



STATE OUTLINE
ONE COLOR ON DARK



STATE OUTLINE
ONE COLOR ON NEUTRAL



ARCHED STATE
TWO COLOR ON WHITE



ARCHED STATE
TWO COLOR ON DARK



ARCHED STATE
TWO COLOR ON NEUTRAL



ARCHED STATE
ONE COLOR ON LIGHT



ARCHED STATE
ONE COLOR ON DARK

BRAND IDENTITY STANDARDS

MISSISSIPPI STATE UNIVERSITY ATHLETICS

INSTITUTIONAL MARKS



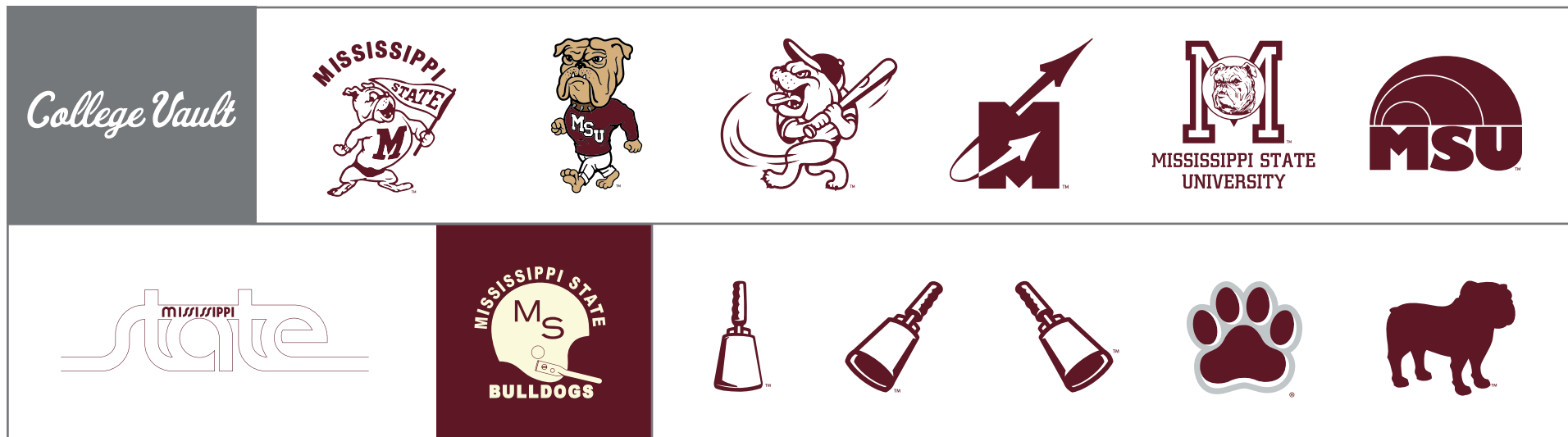
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MISSISSIPPI STATE UNIVERSITY ATHLETICS

RETAIL ONLY MARKS



MARKETING MARKS



DISCONTINUED MARKS



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