

## OHIO VALLEY CONFERENCE STYLE GUIDE

Official Institution Name "Nickname"	Preferred Athletics Reference	Unacceptable Usages	Colors: PMS (RGB)
Austin Peay State University "Governors" or "Govs"	Austin Peay, APSU	Austin Peay State, AP Lady Governors, Lady Govs	200 Red (196, 30, 58)
Belmont University "Bruins"	Belmont	Lady Bruins	Red 186 (206, 17, 38) Blue 281 (0, 40, 104)
Eastern Illinois University "Panthers"	Eastern Illinois, EIU	Lady Panthers	Blue 661C (0, 53, 148) Cool Gray 4C (187, 188, 188)
Morehead State University "Eagles"	Morehead State, MSU	Morehead, MU Lady Eagles	286 Blue (0, 56, 168) 116 Gold (252, 209, 22)
Murray State University "Racers"	Murray State, MSU	Murray, Lady Racers 'Breds, Thoroughbreds	123 Gold (255, 198, 30) 289 Blue (0, 38, 73)
Southeast Missouri State University "Redhawks"	SEMO Southeast Missouri State Southeast Missouri	---	186 Red (206, 17, 38) 05 Cool Grey (41, 39, 40)
Southern Illinois University Edwardsville "Cougars"	SIUE (preferred) SIU Edwardsville	Southern Illinois-Edwardsville SIU-E	485 Red (216, 30, 5) 462 Dark Brown (90, 70, 42) 7505 Brown (134, 100, 67) 465 Gold (182, 152, 93) 7504 Light Brown (148, 120, 92)
Tennessee State University "Tigers", "Lady Tigers" (WBB only), "Tigerbelles" (W-Track only)	Tennessee State, TSU	---	Reflex Blue (0, 20, 137)
Tennessee Technological University "Golden Eagles"	Tennessee Tech, TTU, Tech	Tenn. Tech, TT	266 Purple (109, 40, 170) 109 Gold (249, 214, 22)
The University of Tennessee at Martin "Skyhawks"	UT Martin, UTM	Tennessee-Martin UT-Martin, Martin	289 Blue (0, 38, 73) 151 Orange (247, 127, 0)
Ohio Valley Conference	Ohio Valley, OVC	Valley	194 Maroon (156, 36, 63) 874 Gold (136, 119, 68)



Above are the primary logos for the Ohio Valley Conference member institutions. All logos are trademarks of their respective universities.

This reference is intended only for media-related, non-commercial use. For more information or to request access to logos, contact Kyle Schwartz, Assistant Commissioner for Media Relations, at the Ohio Valley Conference at (615) 690-6685 or [kschwartz@ovc.org](mailto:kschwartz@ovc.org).