

MISSISSIPPI STATE ATHLETIC IDENTITY STANDARDS

PRIMARY MARK

M-STATE MARK
Full color on light or white backgrounds



Full color on dark or maroon backgrounds



Full color on neutral or gray backgrounds



M-STATE MARK
One color on light or white backgrounds



One color on dark or maroon backgrounds



One color on neutral or gray backgrounds



SECONDARY MARKS

SCRIPT STATE
One color on light or white backgrounds



One color on dark or maroon backgrounds



One color on neutral or gray backgrounds



WORD MARKS
One color on light or white backgrounds

MISSISSIPPI STATE

MISSISSIPPI STATE

One color on dark or maroon backgrounds

MISSISSIPPI STATE

MISSISSIPPI STATE

One color on neutral or gray backgrounds

MISSISSIPPI STATE

MISSISSIPPI STATE

BASEBALL-SPECIFIC MARKS

PRIMARY "M-OVER-S"
One color on light or white backgrounds



One color on dark or maroon backgrounds



One color on neutral or gray backgrounds



WORD MARK
One color on light or white backgrounds

S MISSISSIPPI STATE

One color on dark or maroon backgrounds

S MISSISSIPPI STATE

One color on neutral or gray backgrounds

S MISSISSIPPI STATE

COLORS

PMS 505 C

RGB: R: 93, G: 23, B: 37

HTML/HEX: 5D1725

CMYK: C: 19, M: 82, Y: 44, K: 54

PMS 428 C

RGB: R: 193, G: 198, B: 200

HTML/HEX: C1C6C8

CMYK: C: 10, M: 4, Y: 4, K: 14

PMS COOL GREY 9

RGB: R: 117, G: 120, B: 123

HTML/HEX: 777777

CMYK: C: 30, M: 22, Y: 17, K: 57

BULLDOG BOLD

Bulldog Bold is the official title font of Mississippi State University Athletics. Use of this font should be limited to header and title applications. Bulldog Bold is sole property of the university and should not be shared externally unless approved by university administration.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#%&*()_+[]\|:;./{}?'**



SECONDARY FONT

The DIN 2014 font family is the secondary font for Mississippi State University Athletics and should always be used for body copy. It is also acceptable for this font family to be used in place of Bulldog of Bold for titles, headers, and subheadings across all applications. Use of the DIN 2014 font family is not limited to a specific weight and can also be implemented in the "Narrow" format. When implementing DIN 2014, it is important to select the right weight or style appropriate for the application.

If you have questions or need assistance with use of these fonts, please contact the Mississippi State Athletics Creative department.

BULLDOG TYPEFACE AND SECONDARY FONT

VERBAGE

Mississippi State University®
MSU™
Hail State®
#HailState®
Bulldogs™
Bulldog™
Dawgs™
Dawg™
Bully™
State™
This is Our State™
Welcome to Our State™
True Maroon™

Maroon Friday™
The Hump™
Hump™
Davis Wade™
DWS™
Davis Wade Stadium™
The Junction™
Junction™
Polk-Dement Stadium™
Dudy Noble Field™
The Dude™
Left Field Lounge™
Left Field Lot's™

LFL™
From State to Sundays™
State to the Show™
State to the Tour™

INTERNAL USE ONLY - NO RETAIL
Maroon Memories™
Bully's Kids Club™

INTERNAL & NCAA LICENSE USE ONLY
OmaDawgs
SuperDawgs

FIGHT SONG - "Hail State"

Hail, dear ol' State!
Fight for that victory today.
Hit the line and tote the ball,
Cross the goal before you fall!
And then we'll yell,
Yell, yell, yell!
For dear ol' State,
We'll yell like h-e-l-l!
Fight for Mississippi State,
Win the game today!

NOTE
ol' should always be used
ole is not permitted

NOMENCLATURE

- ✓ Mississippi State Football
- ✓ Bulldog Football
- ✗ Hail State Football
- ✓ Hail State
- ✓ #HailState
- ✗ HailState

Hail State is never permitted to take the place of "Mississippi State" or "Bulldog(s)" when referencing the athletic department, or a specific team.

SCOREBOARD DESIGNATIONS

- ✓ Mississippi State
- ✓ Mississippi St
- ✓ MSST
- ✗ Hail State
- ✗ Miss St
- ✗ Miss State
- ✗ MSU

ADDITIONAL BRAND ASSETS

GUIDELINES FOR USE OF HAIL STATE

Stacked Wordmark



Hail State - derived from the Mississippi State fight song - is the official rally cry of Mississippi State Athletics. The wordmarks and nomenclature should be used to accent the overall Mississippi State Athletics brand. The wordmarks to the left and below can be used in a variety of colors - maroon, white gray, and black. Hail State is never permitted to take the place of "Mississippi State" or "Bulldog(s)" when referencing the athletic department, or a specific team.

Horizontal Wordmark

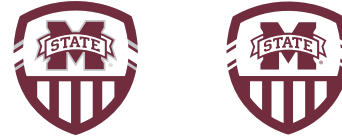


Hail State should always be used as two words, except for when used as a part of a hashtag. The "H" and "S" should always be capitalized when used as a hashtag.

- ✓ Hail State
- ✓ #HailState
- ✗ HailState

SOCCER-SPECIFIC CREST

Full color on all backgrounds One color on light or white backgrounds



Two color on dark or maroon backgrounds One color on dark or maroon backgrounds



BLACK AND WHITE MARKS + USE OF LOGOS ON BLACK

Black and white versions of the mark fall under the same guidelines as outlined on page one. When using a logo on white, the "One Color on Light" version should be used. When using a logo on black, the "One Color on Dark" version should be used.

M-State Mark



State Script



Word Marks

MISSISSIPPI STATE

MISSISSIPPI STATE

MISSISSIPPI STATE

MISSISSIPPI STATE

Baseball-Specific Marks



MISSISSIPPI STATE

MISSISSIPPI STATE

STATE OUTLINE

Primarily to be used in uniform applications.

One color on light backgrounds



One color on dark or maroon backgrounds



One color on neutral or gray backgrounds



SCRIPT STATE W/STROKE

Primarily to be used in uniform or apparel applications

Two color on light backgrounds



Two color on maroon backgrounds



Two color on neutral or gray backgrounds

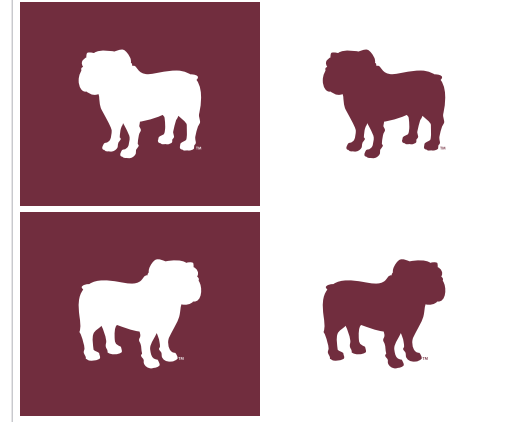


adidas CO-BRANDING LOCKUPS



SILHOUETTE BULLY

Primarily to be used in apparel applications



SCHOOL-SPECIFIC SEC LOGO

One color on light or dark backgrounds



One color on dark or maroon backgrounds



One color on neutral or gray backgrounds



MARKETING BRAND ASSETS

BULLY'S KIDS CLUB

Primary Mark / Vertical
Full Color on All Backgrounds



Primary Mark / Horizontal
Full Color on All Backgrounds



Primary Mark / Vertical
One color or maroon on dark backgrounds



Primary Mark / Horizontal
One color or maroon on dark backgrounds



Primary Mark / Vertical
One color or white or light backgrounds



Primary Mark / Horizontal
One color or white or light backgrounds



Wordmark

BULLY'S Kids CLUB

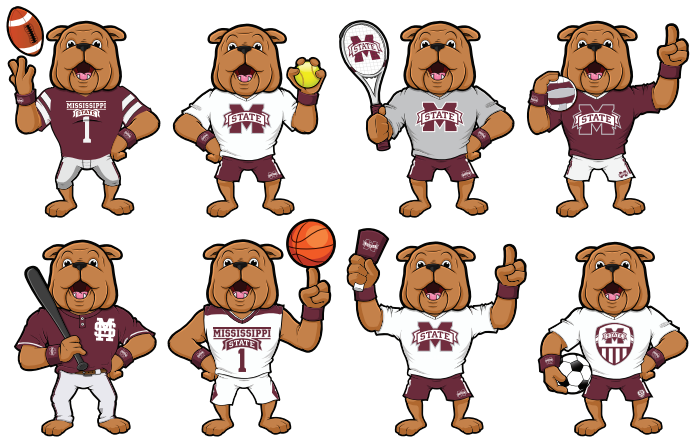
URL Wordmark

BULLYSKIDSClub.COM

Bully Accent Mark



Bully Illustrations



MAROON MEMORIES

Primary Mark
Full color on white or light backgrounds



One color on white or light backgrounds



Full color on maroon or dark backgrounds



One color on maroon or dark backgrounds



Secondary Block Mark
One color on white or light backgrounds



One color on maroon or dark backgrounds



Wordmark

One color on white or light backgrounds

MAROON Memories

One color on maroon or dark backgrounds

MAROON Memories

Slogan Mark

One color on white or light backgrounds

CREATE Memories

One color on maroon or dark backgrounds

CREATE Memories

HAIL STATE REWARDS

Primary Mark
Full color on white or light backgrounds



One color on white or light backgrounds



Full color on maroon or dark backgrounds



One color on maroon or dark backgrounds



HAIL STATE REWARDS

HAIL STATE REWARDS

GUIDELINES FOR USE OF STARKVEGAS

The StarkVegas brand should be used to accent the overall Mississippi State athletics brand and promote the liveliness and excitement surrounding the Mississippi State culture. This brand should never replace primary branding efforts. The various brand assets below can be used interchangeably. When using StarkVegas brand assets, they should coincide with efforts that signify excitement and high-energy. Assets and/or nomenclature should never be used in coordination with small crowds, empty venues, or low-energy events.

- ✓ StarkVegas
- ✓ STARKVEGAS
- ✓ #StarkVegas
- ✗ STARK VEGAS

Welcome Sign

Full Color on Light Backgrounds



One Color on Various Backgrounds



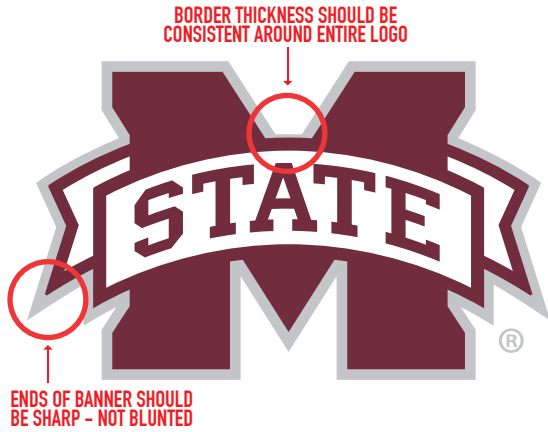
Wordmark

STARKVEGAS

Road Sign

STARKVEGAS MS

DISCONTINUED MARKS & POINTS OF EMPHASIS



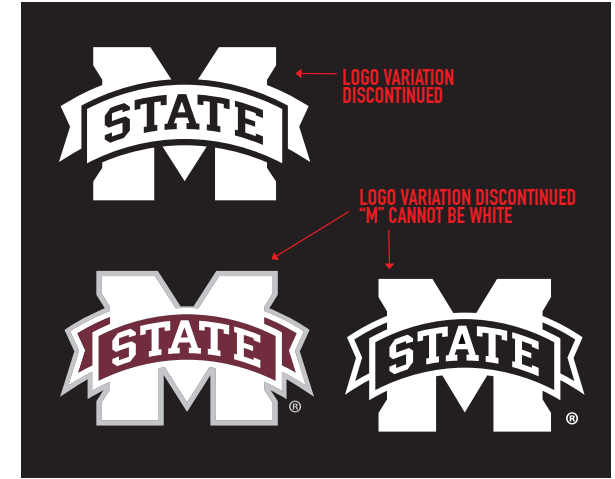
THE LETTER (M) MUST STAND ALONE AND NOT CONNECT WITH THE BANNER



LOGO DISCONTINUED IN 2008



THE MIDDLE BANNER CANNOT BE A PART OF THE LETTER (M)



DISCONTINUED ALL VERSIONS AND APPLICATIONS WITHIN ATHLETICS



College Vault RETAIL ONLY "VAULT" MARKS - NO USE BY ATHLETICS PERMITTED

