



BRAND IDENTITY STANDARDS

MISSISSIPPI STATE UNIVERSITY ATHLETICS

01 PRIMARY LOGO



SCRIPT STATE 01.1
FULL COLOR ON LIGHT



SCRIPT STATE 01.2
FULL COLOR ON DARK



SCRIPT STATE 01.3
FULL COLOR ON NEUTRAL



SCRIPT STATE 01.4
ONE COLOR ON LIGHT



SCRIPT STATE 01.5
ONE COLOR ON DARK



SCRIPT STATE 01.6
ONE COLOR ON NEUTRAL

02 PRIMARY WORDMARKS



STACKED WORDMARK 02.1
ONE COLOR ON LIGHT



STACKED WORDMARK 02.2
ONE COLOR ON DARK



STACKED WORDMARK 02.3
ONE COLOR ON NEUTRAL



HORIZONTAL WORDMARK 02.4
ONE COLOR ON LIGHT



HORIZONTAL WORDMARK 02.5
ONE COLOR ON DARK



HORIZONTAL WORDMARK 02.6
ONE COLOR ON NEUTRAL

03 PRIMARY COLORS

PANTONE 4102c
RGB: 93, 23, 37
HEX: #5D1725
CMYK: 0, 75, 60, 64

MAROON 03.1

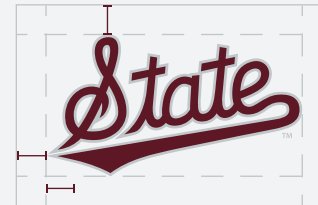
NO INK
RGB: 255, 255, 255
HEX: #FFFFFF
CMYK: 0, 0, 0, 0

WHITE 03.2

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

GRAY 03.3

04 CLEAR SPACE



SCRIPT STATE 04.1
MINIMUM SPACE > WIDTH
OF THE TAIL ON "S"



STACKED WORDMARK 04.2
MINIMUM SPACE > WIDTH
FROM LEFT EDGE OF "M" TO
LEFT EDGE OF "I"



STACKED WORDMARK 04.2
MINIMUM SPACE > WIDTH
FROM LEFT EDGE OF "M" TO
LEFT EDGE OF "I"

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.

05 SECONDARY MARKS



STATE OUTLINE 05.1
ONE COLOR ON LIGHT



STATE OUTLINE 05.2
ONE COLOR ON DARK



STATE OUTLINE 05.3
ONE COLOR ON NEUTRAL

**HAIL
STATE**

STACKED HAIL STATE 05.4
ONE COLOR ON LIGHT

**HAIL
STATE**

STACKED HAIL STATE 05.5
ONE COLOR ON DARK

**HAIL
STATE**

STACKED HAIL STATE 05.6
ONE COLOR ON NEUTRAL

HAIL STATE

HORIZONTAL HAIL STATE 05.7
ONE COLOR ON LIGHT

HAIL STATE

HORIZONTAL HAIL STATE 05.8
ONE COLOR ON DARK

HAIL STATE

HORIZONTAL HAIL STATE 05.9
ONE COLOR ON NEUTRAL

06 BASEBALL MARKS *NOTE: TO ONLY 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

S MISSISSIPPI
STATE

85 WORDMARK 06.4
ONE COLOR ON LIGHT

S MISSISSIPPI
STATE

85 WORDMARK 06.5
ONE COLOR ON DARK

S MISSISSIPPI
STATE

85 WORDMARK 06.6
ONE COLOR ON NEUTRAL

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



SOCCER CREST 07.1
FULL COLOR ON LIGHT



SOCCER CREST 07.2
FULL COLOR ON DARK



SOCCER CREST 07.3
FULL COLOR ON NEUTRAL



SOCCER CREST 07.4
ONE COLOR ON LIGHT



SOCCER CREST 07.5
ONE COLOR ON DARK



SOCCER CREST 07.6
TWO COLOR ON NEUTRAL



BRAND IDENTITY STANDARDS

MISSISSIPPI STATE UNIVERSITY **ATHLETICS**



08 SEC MARKS



SEC 08.1
FULL COLOR ON LIGHT



SEC 08.2
FULL COLOR ON DARK



SEC 08.3
FULL COLOR ON NEUTRAL



SEC 08.4
ONE COLOR ON LIGHT



SEC 08.5
ONE COLOR ON DARK

09 GRAYSCALE MARKS



SCRIPT STATE 09.1
GRAYSCALE ON LIGHT OR NEUTRAL



STACKED WORDMARK 09.2
GRAYSCALE ON LIGHT OR NEUTRAL



HORIZONTAL WORDMARK 09.3
GRAYSCALE ON LIGHT OR NEUTRAL



STATE OUTLINE 09.4
GRAYSCALE ON LIGHT OR NEUTRAL



STACKED HAIL STATE 09.5
GRAYSCALE ON LIGHT OR NEUTRAL



HORIZONTAL HAIL STATE 09.6
GRAYSCALE ON LIGHT OR NEUTRAL



M-OVER-S 09.7
GRAYSCALE ON LIGHT OR NEUTRAL



85 WORDMARK 09.8
GRAYSCALE ON LIGHT OR NEUTRAL



SOCCER CREST 09.9
GRAYSCALE ON LIGHT OR NEUTRAL



SEC 09.10
GRAYSCALE ON LIGHT OR NEUTRAL

BRAND IDENTITY STANDARDS

MISSISSIPPI STATE UNIVERSITY ATHLETICS

¹⁰ INSTITUTIONAL ONLY **LOGO** *NOTE: USED BY THE UNIVERSITY IN REPRESENTATION OF EVERYTHING OUTSIDE OF ATHLETICS



M-STATE ^{10.1}
FULL COLOR ON LIGHT



M-STATE ^{10.2}
FULL COLOR ON DARK



M-STATE ^{10.3}
FULL COLOR ON NEUTRAL



M-STATE ^{10.4}
ONE COLOR ON LIGHT



M-STATE ^{10.5}
ONE COLOR ON DARK



M-STATE ^{10.6}
ONE COLOR ON NEUTRAL

¹¹ DISCONTINUED **MARKS** *NOTE: NO LONGER IN USE IN ASSOCIATION WITH MISSISSIPPI STATE UNIVERSITY ATHLETICS



¹² COLLEGE VAULT **MARKS** *NOTE: ONLY AVAILABLE FOR RETAIL USE



College Vault