



We are Racers.

TURRA


TY

Quick Reference Brand Guide



Promise

Murray State University provides a collaborative, opportunity-rich learning community that engages then empowers students with a real-world education that fosters personal growth and professional success.



Palette

There are two primary colors, the tried and true Murray State blue and gold.



A MURRAY STATE BLUE
C 100, 90, 0, 70
B 0, 33, 68
289
002144



A MURRAY STATE GOLD
C 0, 24, 94, 0
B 236, 172, 0
123
ECAC00

The accent colors are the University's secondary colors. These should be used sparingly.



A LITE BLUE
C 83, 11, 2, 0
B 0, 164, 227
2995
00A4E3



A RED ORANGE
C 0, 87, 80, 0
B 255, 69, 0
PANTONE WARM RED
FF4500

There are two typefaces included in the Freight font family: FreightText Pro and FreightSans Pro. Both include several font weights as well as italics. Several versions of these fonts can be downloaded at murraystate.edu/toolkit.

Aa

FreightText Pro
Light

Aa

FreightText Pro
Book

Aa

FreightText Pro
Medium

Aa

FreightText Pro
Semi Bold

Aa

FreightText Pro
Bold

Aa

FreightText Pro
Black

A

Logo Use



Logo Variations

Improper Logo Use

Statement Guidance

C C A

We are caregivers.	We are creative.	We are spirited.	We are dedicated.
We are nurses.	We are artists.	We are fans.	We are faculty.
We are Racers.	We are Racers.	We are Racers.	We are Racers.

A

C ■ C A

We are nurses.	We are artists.	We are spirited.	We are dedicated.
We are Racers.	We are Racers.	We are Racers.	We are Racers.

. A . . A C. ■ C . . A

We are caregivers.	We are caregivers.	We are cool!	We are caregivers.
We are dedicated.	We are very dedicated.	We are hip!	We are dedicated.
Racers are nurses.	We are the Racers.	We are Racers!	WE ARE RACERS.
We are Racers.			

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A

We are Racers.

C

accomplished. accountants. accredited. achievers. active. actors. actresses. actuaries. administrators. adventurers. advertisers. advocates. agriculture. agronomists. alumni. ambitious. analysts. announcers. anthropologists. archeologists. architects. artists. aspirational. astronomers. athletes. authors. bankers. believers. biologists. bold. brave. broadcasters. builders. caregivers. carpenters. champions. changemakers. chemists. coaches. communicators. community. compassionate. competitive. composers. confident. connected. conservationists. coordinators. counselors. courageous. creative. creators. cultured. dedicated. dentists. designers. detectives. determined. developers. dietitians. diligent. directors. discoverers. distinct. distinctive. distinguished. diverse. doctors. doers. dreamers. driven. economists. educators. electricians. empowered. engineers. enthusiastic. entrepreneurs. environmentalists. equestrians. established. experts. faculty. family. fans. farmers. focused. forward-moving. friendly. future-thinking. geographers. geologists. givers. global. grandparents. historians. historical. horticulturists. humanitarians. hygienists. inclusive. industrialists. influential. innovative. innovators. inspirational. inspired.

Our Team

Office of Branding, Marketing and Communication

■ A C . A. C