

Typography

When it's used thoughtfully, typography is a powerful brand tool that can reflect or expand on the meaning of what's communicated. Missouri State's typography is clear, clean and flexible for a wide range of situations.

Our font library includes FreightText Pro, Trade Gothic, Brandon Grotesque and Calibre. These fonts are reserved largely for professional designers and units that utilize Adobe Creative Suite/Creative Cloud, with a focus on developing external communications for Missouri State's various audiences. **Georgia, Arial and Impact are our recommended fonts for using with Microsoft Word, PowerPoint or similar programs.**

Selected brand fonts (FreightText, Trade Gothic Bold Condensed No. 20 and Calibre), are built into the latest Web Press templates and require no setup or further action from web editors. For applications outside of Web Press, contact the office of web and new media for assistance in setting up on-brand web fonts.

HEADLINES AND BODY COPY

FreightText Pro

CALLOUTS, SUBHEADS AND ACCENT PHRASES

TRADE GOTHIC

BODY COPY AND CALLOUTS

Calibre

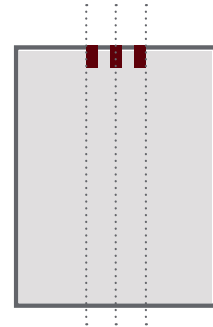
CALLOUTS AND SUBHEADS

BRANDON GROTESQUE

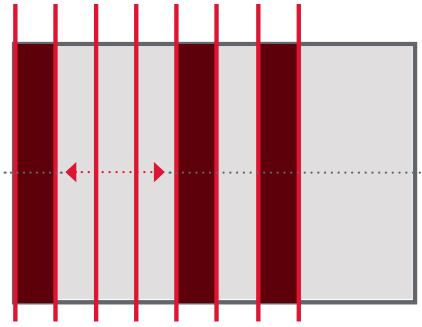
Design elements

When they're used consistently, these elements create continuity across collections of materials. Our library of pride icons is based on elements from our history and represent our culture and traditions. Use them based on your audience's familiarity with Missouri State.

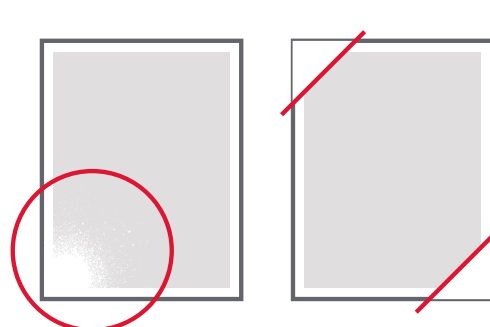
GROUNDING BARS



EMBODY BARS



DECONSTRUCTED FRAMES



PRIDE ICONS



MAKE YOUR MISSOURI STATEMENT MARK

**MAKE YOUR
MISSOURI
STATEMENT.**

Positioning statement

Our positioning statement answers three succinct questions.

At Missouri State University we offer:

Meaningful interactions paired with practical application...

In a dynamic and student-focused environment...

To cultivate global citizens prepared to pursue their chosen path with integrity.

WHAT

HOW

WHY

Audiences

Our brand can be consistent and well executed, but if what we're saying doesn't resonate with our audiences, then our efforts won't be as effective. Here is an overview of our key audiences, along with the types of information each group would like to have.

PRIMARY

The best-fit Missouri State students

Prospective students

The campus community

Current students

Faculty and staff

Leadership and administration

Alumni, donors and friends

Board of Governors

Focus on attracting, recruiting and retaining students who are the right fit for Missouri State, so that we can continue being selective while upholding our longstanding reputation.

Uphold the mission of Missouri State and build alignment around our authentic story.

SECONDARY

The potential community and industry partners

High school guidance and college counselors

Springfield leaders and community leaders

Business leaders and future employers

Enhance the reputation of Missouri State and our students by strengthening and creating lasting partnerships.

The influential leaders

Government and policy makers

Media

Differentiate Missouri State from our peers and competitors to build greater visibility in the state and region.

Personality

Like any organization, our institution has defining traits. They provide guidance for how we communicate, with cues for tone, voice and general feel. Use our personality traits as a filter to assess your copy and ensure that it's in voice and on brand.

Pragmatic and optimistic

Energized and motivated. Actively seeking to apply hard work and skill to address society's needs. Reflecting the innate nature of the students of Missouri State.

Engaged and tenacious

High-achieving individuals. Fearlessly pursuing new ways to learn, grow and succeed. Representing the drive and commitment to being active contributors to society.

Genuine and grounded

Sincere and values-driven. Rooted in a strong foundation. Speaking to Missouri State's strong and long-lasting heritage.

Crafting content devices

TACTIC 1

Pose a provocative question.

EXAMPLE

"Are you ready to see the world as it is, and then to make it how it should be?"

TACTIC 2

Tell it in our words.

EXAMPLE

"Traveling to conferences to share my findings is showing me how far my work can take us."

Amelia Chiles
Major: Biology
Hometown: Springfield, Missouri

TACTIC 3

Issue a powerful command.

EXAMPLE

Search for better answers and find more ways to make things right.

TACTIC 4

Show the citizen within.

EXAMPLE

Citizen achiever
Citizen visionary
Citizen trailblazer

Note: Rather than inserting a subject's role or title in the "Citizen _____" construction, look to the results of their work or the intent behind it. The result is a more memorable and meaningful expression of the statements we make.

Consider your audience

Message focus

- Who are we talking to?
- What do they care about?
- What do we want them to know?
- What emotion do we want to convey?
- How do we back it up?
- What action do we want them to take?
- What can we assume they know (or don't know)?

Voice checklist

- Does it align to our positioning statement?
- Does it lead with a benefit?
- Does it pair a corresponding benefit and attribute?
- Does it sound like something a person with our brand's personality traits would say?
- Does it sound even better when you read it out loud?
- Does it include at least one of our key messages?
- Is it appropriate for the intended audience? Does it convey the relevant aspects of our personality?
- Does it get to the point, without burying the key message?
- Do the headlines convey our voice, instead of simply labeling the content?
- Does it move beyond simply stating the facts to reveal something bigger about Missouri State, our mission and our place in the world?

Visit brand.missouristate.edu for complete brand guidelines.

Colors

Our color palette is diverse and flexible, but to maintain visual consistency across all university materials, only use the colors outlined in this section. Lean heavily on our primary palette, but use the supporting palettes to build color schemes that are complementary and balanced.

PRIMARY

Missouri State Maroon
PANTONE 505
C 0 M 100 Y 65 K 75
R 94 G 0 B 9
HEX 5E0009

Black
C 0 M 0 Y 0 K 100
R 0 G 0 B 0
HEX 000000

White
C 0 M 0 Y 0 K 0
R 255 G 255 B 255
HEX FFFFFFFF

SECONDARY

Brick City
PANTONE 185
C 0 M 100 Y 82 K 8
R 228 G 0 B 43
HEX E4002B

Boomer Sky
PANTONE 632
C 93 M 2 Y 15 K 7
R 0 G 147 B 178
HEX 0093B2

Pride Band Brass
PANTONE 606
C 0 M 6 Y 100 K 16
R 207 G 181 B 0
HEX CFB500

TERTIARY NEUTRALS

Midnight Oil
PANTONE 7545
C 58 M 32 Y 18 K 54
R 66 G 85 B 99
HEX 425563

Hammons Fountain
PANTONE 549
C 56 M 8 Y 9 K 21
R 107 G 164 B 184
HEX 6BA4B8

Carrington
PANTONE 5455
C 17 M 4 Y 6 K 4
R 191 G 206 B 214
HEX BFCED6

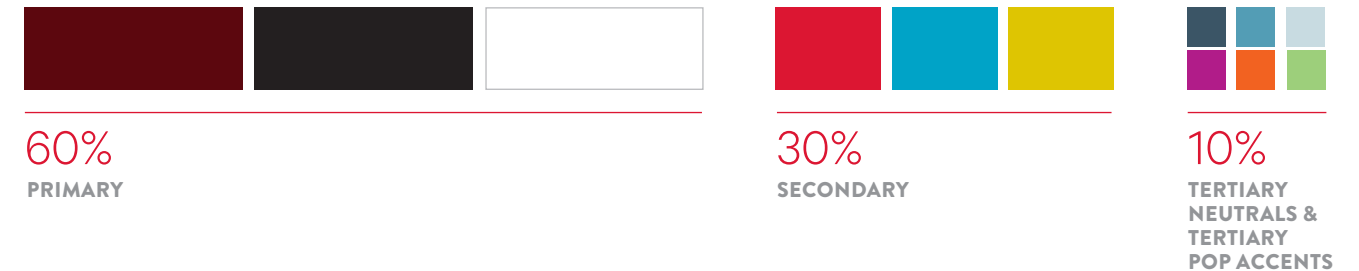
TERTIARY POP ACCENTS

Bear Hug
PANTONE 241
C 30 M 100 Y 2 K 2
R 175 G 22 B 133
HEX AF1685

Tent Theatre
PANTONE 166
C 0 M 76 Y 100 K 0
R 227 G 82 B 5
HEX E35205

May Day
PANTONE 367
C 41 M 0 Y 68 K 0
R 164 G 214 B 94
HEX A4D65E

Use this general guide for making effective color choices. This isn't meant to imply a strict mathematical distribution of colors on the page; rather, these ratios should help your layout pass a squint test.



Photography

Photography plays an important role in our brand communications because it visually tells our story. A balance of authentic portraiture, candid moments and points of impact makes our communications richer and more interesting.

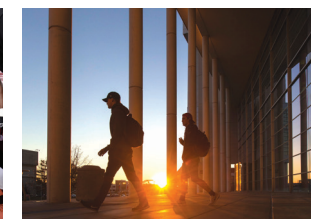
PORTRAITURE



STATEMENT



ENVIRONMENT



ACCENT



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