

MTSU STYLE GUIDE



Blue Horseshoe
A symbol of tradition
and good fortune for
Middle Tennessee State University.
**THOSE WHO TOUCH THE BLUE HORSESHOE
WILL BE GRANTED GOOD LUCK.**
Idea created by the MTSU Student Ambassadors
Guidance, installation and support provided by
MTSU Concrete Industry Manager
and the Tennessee Walking Horse News
Dedicated On

**MIDDLE
TENNESSEE**
STATE UNIVERSITY

rev. November 2021

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INTRODUCTION

As one of the largest and most diverse public universities in the South, MTSU attracts traditional-aged students, nontraditional students, transfer students, members of the workforce seeking additional training or skills, distance learners, graduate students, and international students; we also seek to attract and retain faculty with varied backgrounds, interests, and skills. Our University family consists of tens of thousands of students, alumni, faculty and staff, friends, and supporters.

The colleges, schools, departments, centers, programs, and offices of MTSU have strong individual identities and areas of expertise. However, it is essential for the University itself to present a consistent and unified brand that builds on our successes, inspires new ones, and allows MTSU to continue with momentum and pride. **By sharing a common identity, we send a message that we are a single entity with one goal: being the best comprehensive university in Tennessee.**

While each area of MTSU has different needs for print, video, photography, web, social, and other types of

media and outreach, every communication from the University reflects on the institution as a whole, and every person sending out a University communication is a guardian of MTSU's public image. The MTSU brand provides a single, consistent representation of who we are. If Middle Tennessee State University is to maintain a consistent image of quality, it is imperative that the University community adhere to established visual and style guidelines in respect to graphic standards, marks, colors, images, and language.

Consistent and unified branding allows MTSU's voice to be strong amidst many competing brands. Our uniqueness and areas of specialization are all stronger when we speak together rather than across one another.

This style guide will help units within the University understand our visual identity and brand message so that we may present ourselves consistently, provide a way for units within the University to enjoy the benefits of marketing under the MTSU brand, and offer visual tools to **help MTSU stand out from competitor institutions.**

I AM *true* **BLUE**®

MTSU'S BRAND PROMISE

Our brand is our promise. We are a single entity with one goal: being the best comprehensive university in Tennessee.

Middle Tennessee State University is a comprehensive university that embraces its role as the destination of choice for Tennessee undergraduates while expanding its reach nationally and internationally through signature programs and select master's and doctoral programs. The University generates, preserves, and disseminates knowledge and innovation, and uses scholarship to enhance teaching and public service. The University is committed to preparing students to thrive in their chosen professions and a changing global society.



PURPOSE

To fulfill its mission, Middle Tennessee State University:

- fosters a student-centered environment conducive to lifelong learning, personal development, and success
- offers a broad array of high-quality, affordable academic programs grounded in a common core of arts and sciences
- enhances access and academic opportunity for a diverse student population, including distance learning and other special services and programs for first-generation, nontraditional, high-achieving, and transfer students
- challenges students through diverse teaching methods and media, including educational technology, experiential learning, undergraduate and graduate research, and cocurricular and extracurricular activities
- recruits exceptional faculty and develops resources to support excellence in instruction, research, creative activity, and public and professional service
- develops and sustains academic partnerships, entrepreneurial activities, outreach, and public service that support instruction and research and that meet the needs of communities throughout the region
- serves as an emerging center for international study, understanding, and exchange

Middle Tennessee State University educates students to:

- think logically, critically, and creatively
- make sound judgments with an awareness of ethical, moral, and aesthetic values
- acquire a working knowledge of a discipline or a group of related disciplines
- examine, analyze, and shape the contemporary world through scientific knowledge, creative undertakings, and an understanding of culture and history
- communicate clearly and precisely and understand the proper role of free expression in our society
- demonstrate the effective and adaptive use of current and/or emerging technologies

VISION

Middle Tennessee State University will be a vibrant hub for educating accomplished students who are civically engaged and globally responsible citizens; a seedbed for research and entrepreneurship; and an engine of cultural and economic development.

COMMUNITY STANDARDS

MTSU is committed to developing and nurturing a community devoted to learning, growth, and service. Each person who joins or affiliates with the community does so freely and accepts and practices the following core values and expectations:

Honesty and Integrity.

The notions of personal and academic honesty and integrity are central to the existence of the MTSU community. All members of the community will strive to achieve and maintain the highest standards of academic achievement in the classroom and personal and social responsibility on and off campus.

Respect for Diversity.

The MTSU community is composed of individuals representing different races, ethnicities, sexual orientations, cultures, and ways of thinking. We respect individual differences and unique perspectives and acknowledge our commonalities.

Engagement in the Community.

All members of the community are encouraged to participate in educationally purposeful activities that support and enhance the MTSU experience. Active involvement and personal investment in the classroom and throughout the community are hallmarks of an engaged citizen.

Commitment to Nonviolence.

MTSU is committed to the principles of nonviolence and peaceful conflict resolution. Community members will freely express their ideas and resolve differences using reason and persuasion.

We hold these values dear, and there's a simple phrase that conveys them: "I Am True Blue."

TRUE BLUE PLEDGE

I am true blue.

As a member of this diverse community,
I am a valuable contributor to its progress and success.

I am engaged in the life of this community.

I am a recipient and a giver.

I am a listener and a speaker.

I am honest in word and deed.

I am committed to reason, not violence.

I am a learner now and forever.

I am a Blue Raider.

True Blue.

I am true blue.

AS A MEMBER

of this diverse community,
I am a valuable contributor
to its progress and success.

I AM ENGAGED

in the life of this community.

I am a recipient

AND A GIVER.

I am a listener
and a speaker.

I am honest in word and deed.

**I am COMMITTED to
reason, not violence.**

I am a learner now and
f o r e v e r.

I am a Blue Raider.

TRUE BLUE.

MTSU STYLE GUIDE, POLICIES, AND STANDARDS

Quick Reference

1 **Middle Tennessee State University** must clearly and prominently be identified on the cover/front panel of every publication, preferably by the official wordmark, but the full name of the University may be acceptable. MTSU has a strong preference for use of the wordmark.

2 The **True Blue** mark must also appear in all MTSU publications, but it does not need to be on the cover. The MTSU wordmark, seal, athletic symbols, True Blue mark, the MTSU short mark, and MT logomark are the only graphics approved to represent the University. **Colleges, departments, schools, offices, and other individual academic units are not permitted to develop and use logos other than through the MTSU visual identity.** The official marks for MTSU can be ordered via the Creative Marketing Solutions (CMS) website at mtsu.edu/creativesolutions/wordmarks.php or by emailing creativesolutions@mtsu.edu.

3 The **MT logomark** may be used in publications as long as it is not used as the academic or sole graphic mark used to identify the University. The wordmark is the academic visual identifier for MTSU.

The **Athletics marks** are reserved for athletics use unless permission is granted by Athletic Communications for their use. Athletics marks cannot be used as the sole visual identifier for academic programs.

7 The **MTSU short** mark is for use in situations where the audience already knows what MTSU stands for.

The **University Seal** is for formal documents at the board and presidential level and for Commencement. It is not available for departmental, office, student, or other uses.

MTSU logos and marks may vary in size but cannot otherwise be altered, tampered with, modified, or overprinted. Creative Marketing Solutions (in the Division of Marketing and Communications) **must approve** uses of MTSU's registered marks in publications. The Collegiate Licensing Co. **must approve** uses of MTSU marks on manufactured items.

Official MTSU marks appear in all black, black and MTSU blue, all white (on colored backgrounds), or all blue. Athletics marks may add 10 percent gray per the trademarked images. **Other colors are not permitted.**

Only **licensed vendors** can produce items that bear the MTSU registered marks or name. The appropriate

registration or trademark notation should appear next to the mark or name of the University. For more information, contact our Collegiate Licensing Co. representative, 615-898-2452, Chelsea.Floyd@mtsu.edu or goblueraiders.com/sports/2016/9/29/GEN_0710140222.aspx.

A link to the MTSU web site (mtsu.edu) should appear in all publications.

An **equal opportunity statement** is required by Tennessee law to be in all recruitment materials for external audiences. Creative Marketing Solutions will provide this statement upon review and approval of the proposed publication. (See mtsu.edu/creativesolutions.)

An **authorization number** also is required for all publications for external audiences. Authorization numbers are **assigned by Creative Marketing Solutions** upon review and approval of the proposed publication or automatically assigned when CMS creates a publication. (See mtsu.edu/creativesolutions.)

Creative Marketing Solutions can help plan and produce materials, graphics, publications, and photography while ensuring that visual guidelines are met. The office proofreads external documents to ensure they comply with University style. To request the creation or review of materials and to obtain an authorization number and equal opportunity statement for printed pieces, visit mtsu.edu/creativesolutions, email creativesolutions@mtsu.edu, or call 615-898-2744.

The Information Technology Division's **web applications team** can assist with your web pages. Visit the Website Management link at mtsu.edu/itd/.

The office of **Academic Marketing** (615-494-7800) can assist with advertising, promotional video, and social media outreach. Visit mtsu.edu/mac/index.php. Please coordinate all advertising purchases with Academic Marketing to prevent cross-advertising and take advantage of greater volume discounts.

CMS-Printing (615-898-2924) is the printer for MTSU and is the only vendor authorized to print letterhead, business cards, and other stationery items. CMS-Printing also can print a wide array of materials from banners to magnets. Our department works diligently to create and print the designs that will achieve University marketing goals. Contact printing.services@mtsu.edu. Order from mtsu.edu/order

TAKE A CLOSER LOOK

THINGS YOU MAY NOT KNOW ABOUT MTSU

- No. 1 provider of college graduates to the greater Nashville area
- 3 Nobel Prize honorees
- No. 1 Nursing program in Tennessee
- 37 airplanes in the Aerospace program
- Home of Tennessee's newest and largest veterans and military family center
- 14 Fullbright Scholars since 2009
- May earn college credit at Bonnaroo
- Host of WMOT 89.5 Roots Radio
- 16 Grammy wins from alumni and faculty
- Over \$800 million in new construction and renovations
- Tennessee's first public Honors College
- Most advanced science facility in Tennessee
- Over 240 different graduate and undergraduate programs
- More than 500 study abroad programs in 65 countries
- 9 job offers per graduate in Concrete Industry Management

mtsu.edu/closerlook

1 I AM **trueBLUE** MIDDLE TENNESSEE STATE UNIVERSITY.

2

3

4

5

6

7

MTSU VISUAL IDENTITY

The University's name, wordmark, MT logomark, True Blue mark, MTSU short mark, Athletics mark, #True mark, mascot, and seal are trademarks and property of Middle Tennessee State University. These elements may only be used by authorized units of MTSU or, through approval, by certain entities for external use. When in doubt about which mark to use, please contact Creative Marketing Solutions at creativesolutions@mtsu.edu, mtsu.edu/creativesolutions, or 615-898-2744.

Use the correct file for the media you are using.

Creative Marketing Solutions can provide the correct file to you. See mtsu.edu/creativesolutions/wordmarks.php.

These things are not allowed:

Don't distort, change proportions, or redraw any part of the wordmark or font or tamper with the marks in any other way.

Do not combine any MTSU registered marks with other graphics, drawings or images.

If the MTSU wordmark is placed in a rectangle, the borders of the rectangle should be no closer than the width of the capital M away from the letters.

Avoid placing MTSU marks on busy or strongly patterned backgrounds or overprinting the marks.

Avoid placing other text or graphics within ¼ inch of MTSU registered marks. Whenever possible, leave a clear field of space around an MTSU mark.

MTSU registered marks should not be reproduced smaller than ½ inch tall.

Don't use elements from the wordmark, especially the "swoosh," to make a derivation of the mark for other entities, whether internal or external to MTSU.

Athletics is treated separately in the visual identity system from MTSU academic units and follows its own visual identity guidelines.

MTSU Wordmark

**MIDDLE
TENNESSEE**
STATE UNIVERSITY.

MT Logomark

MT

MTSU Short Mark

MTSU

True Blue Mark

I AM *true***BLUE**.
MIDDLE TENNESSEE STATE UNIVERSITY.

MT Athletics Mark



#TRUE/#TRUEBlue Mark

MIDDLE TENNESSEE
#TRUEBLUE
OUR TOWN. OUR TEAM.

MTSU Mascot



University Seal



MTSU COLORS*

The official colors of Middle Tennessee State University are **blue and white**. For readability, black is used with these colors to build the official marks and logos. Precise color matching can be difficult depending on the medium, art, or special effects being used. We recommend the following color formulas for consistency across media:

MTSU Blue

Pantone 300
C:100 / M:44 / Y:0 / K:0
Hexadecimal #0066CC
R:0 / G:102 / B:204



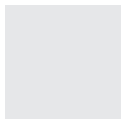
Black

Pantone Process Black
C:0 / M:0 / Y:0 / K:100
Hexadecimal #555555
R:0 / G:0 / B:0



Secondary Gray

C:0 / M:0 / Y:0 / K:10
Hexadecimal: #F0F0F0
R:240 / G:240 / B:240



Secondary Green

C:50 / M:0 / Y:100 / K:0
Hexadecimal: #B3C83C
R:141 / G:198 / B:63



Secondary Light Blue

Pantone 292
C:50 / M:5 / Y:0 / K:0
Hexadecimal #59B6E6
R:89 / G:182 / B:231



Tertiary Cyan

Process Cyan
C:100 / M:0 / Y:0 / K:0
Hexadecimal #00FFFF
R:0 / G:255 / B:255



Pantone is a registered trademark of Pantone LLC.

A Note About MTSU Blue

For printing on paper, use Pantone (PMS) 300 or its CMYK equivalent for MTSU blue. For color matching of merchandise such as fabrics and plastics, most vendors have a “royal blue” available that is a close approximation of MTSU blue. A color match prior to printing of any kind should be obtained and viewed in advance whenever possible. When in doubt, please consult with Creative Marketing Solutions.

TYPOGRAPHY*

The MTSU wordmark typeface family is Optima (a.k.a. Zapf Humanist), chosen for its modern, refined, and readable characters. This is, then, the “official” University font and may be used in any publication or outreach. MTSU does not own a site license for Optima, however. If your area would like to purchase and download the font, a reputable font foundry is suggested. Without implying endorsement, some reputable font foundries are Linotype, fonts.com, and myfonts.com, all of which sell Optima. CMS purchased Optima within the larger Adobe Font Folio package.

The University allows for flexibility in body copy and text fonts, although all fonts should be carefully chosen to complement the official font and be readable. It is best to use no more than two font families per document.

Acceptable web font suggestions can be obtained from Information Technology and should be chosen for compliance with the Americans with Disabilities Act.

OPTIMA

Roman

The MTSU wordmark typeface family is Optima.

Italic

The MTSU wordmark typeface family is Optima.

Demi

The MTSU wordmark typeface family is Optima.

Demi Italic

The MTSU wordmark typeface family is Optima.

Bold

The MTSU wordmark typeface family is Optima.

Black

The MTSU wordmark typeface family is Optima.

*Please see Appendix B, page 21.

MTSU REGISTERED MARKS, LOGOS, AND LICENSING

What is a Trademark/Registered Mark?

A trademark (or mark) is any logo, graphic, image, symbol, name, nickname, letter(s), word(s), slogan, or derivative used by an organization, company, or institution to identify its goods/services and distinguish the institution from other entities or competitors. It is “owned” by the organization and cannot be legally used outside of the organization without permission. The name “Middle Tennessee State University” is a trademark and can be only be used on promotional materials or merchandise with permission. Other symbols and icons are also protected trademarks. When a product makes reference to Middle Tennessee (as the University), such reference requires approval.

Middle Tennessee State University reserves the right to disallow or request changes to designs that do not adhere to the University’s visual identity standards, that may conflict with current trademarks or policy, or that might be seen as offensive or in poor taste. Sometimes, proposed designs fall into a “gray” area for which there is no firm standard, and in these cases the University via CMS again reserves the right to disallow a design and/or to recommend an appropriate alternative.

The trademark or registration symbol appropriate to the mark should be affixed to it.

Licensing and Approvals for Use of Marks

Printed materials covered under the policies of MTSU’s Division of Marketing and Communications, such as brochures, letterhead, note cards, posters, and banners, do not require licensing but do require approval from Creative Marketing Solutions. If any of these printed materials will be sold, such as a calendar or cookbook, the product must comply with MTSU’s licensing policies, and the publisher must be licensed through Collegiate Licensing Co. Any material items that will be stamped or imprinted with an MTSU mark and given away or sold need to be approved by the Collegiate Licensing Co., and Creative Marketing Solutions can assist. **Any vendor who produces material items must be a licensed vendor** <https://clc.com/license-search/>. The licensing process is simple, and the Collegiate Licensing Co. representative housed in Athletics can help.

In general, items containing the MTSU name, logos, or other licensed marks; items obviously connected with the University in some way or conveying or implying MTSU sanction, support, or association; and items to be paid for by University funds must follow the visual identity guidelines. In addition, please note:

- For items or events co-sponsored by an MTSU entity and an outside group, the MTSU sponsor must be

identified. For example, a festival event can include the festival design/graphic, but the co-sponsoring department should also be readily identifiable.

- Only those student organizations recognized by the MTSU Student Government Association are allowed to use the University’s name or MTSU marks.
- To avoid being perceived as an official University logo, student organization and/or student event logos should not contain the MT logomark, the MTSU short mark, or the Middle Tennessee State University name within them. However, stating that an event or organization is “at MTSU” in text may be acceptable. Separate, prominent, and clear use of an approved MTSU mark can be elsewhere on the item (for example, on a T-shirt the logomark might appear on a front pocket or a sleeve, while the independent event/organization design appears on the back) but not directly connected to the organization or event graphic.
- Student organizations and campus departments may include a sponsor name/logo along with University marks on products and some advertising. However, the student organization/department’s name must be included in such a way as to convey that the relationship is a partnership and not an endorsement by MTSU. University departments will need to secure approval of any joint advertisement from Academic Marketing.
- Small items such as lapel pins should use a single design in appropriate colors or metals. Longer or formal names for schools and colleges, departments, or events should be on larger buttons or badges, not lapel pins. Creative Marketing Solutions can design or recommend treatments.
- Use of a current student-athlete’s name or likeness on commercial merchandise is a violation of NCAA rules and can result in the student-athlete being declared ineligible. **Any use of a student-athlete’s name, nickname, or picture must be approved by the Athletics Compliance Office.**
- Use of art or other intellectual property owned by a third party must be approved by that entity in writing and submitted to Creative Marketing Solutions along with the desired artwork. This includes stock art.
- **Marks saved from websites are not high enough resolution for any other use.**
- If you will be purchasing items for giveaway or resale, please consider coordinating the purchase with Marketing and Communications. Not only can we ensure that you use the correct marks and

reduce vendor fees and issues with licensing, but Marketing and Communications may elect to add on to your order, reducing your cost per piece due to higher quantities.

- For usage requests falling outside the above guidelines, Creative Marketing Solutions personnel or the Marketing and Communications office will review the specific request and determine if the usage is appropriate. **All commercial use of the MTSU registered marks also must be approved by Collegiate Licensing Co..**

MTSU REGISTERED MARKS

MTSU Wordmark

The MTSU wordmark is the primary academic mark for the University. The only allowable modifications of the wordmark are the additions of department, office, center, or program names within the visual identity system.

The wordmark should be used only in official configurations as created by Creative Marketing Solutions and should appear superior and larger than any other MTSU identifier or secondary mark(s).

Wordmark Presentation

The “color” version (either two-color or four-color-process) of the MTSU wordmark contains the words MIDDLE TENNESSEE and STATE UNIVERSITY in black, along with a “swoosh” in MTSU blue. **Do not reverse the colors of this treatment.**

The mark can also be rendered in all black, all blue (Pantone [PMS] 300), or reversed in all white on a solid background color. The wordmark should not be reproduced in any color other than black, MTSU blue, or white. Contact Creative Marketing Solutions for appropriate files, creativesolutions@mtsu.edu, mtsu.edu/creativesolutions, or 615-898-2744.

MT Mark Presentation

Likewise, the MT may be rendered in all black, MTSU blue (PMS 300) and black, all MTSU blue, or reversed in white on a solid background. No other color treatments are allowed.

Wordmark and True Blue Stack

The I Am True Blue mark can be combined with the MTSU Wordmark to minimize space allocated to both marks. The same color restrictions apply.



MIDDLE
TENNESSEE
STATE UNIVERSITY®



MIDDLE
TENNESSEE
STATE UNIVERSITY®



MIDDLE
TENNESSEE
STATE UNIVERSITY®



MIDDLE
TENNESSEE
STATE UNIVERSITY®
I AM *true*BLUE™

MTSU Academic Signatures

The official names of departments, colleges, centers, offices, and other units may be positioned with the MTSU wordmark in conformity with the University's visual identity. **Please request that CMS design the appropriate suite of marks for your area.**

Symbols or graphics representing professional affiliation or the mission of an area may be used, and may be used consistently on many outreach materials for the area; however, the graphic must be used separately from the area's signature and clearly subordinate in size and position to it.

A tiered system is used to represent academic areas within the MTSU visual identity system. Colleges and schools are identified in Optima Demi using all caps. All other units are presented in upper and lowercase in Optima Demi. It is not mandatory that the full hierarchy be displayed at all times.



COLLEGE OF GRADUATE STUDIES



Recording Industry



COLLEGE OF EDUCATION

Womack Educational Leadership Department
Master of Library Science



Religious Studies

Alternative Academic Signatures*

There are times when the name of an area needs to garner special attention than the standard visual identity system allows. Upon request, CMS may create an alternate identification mark for the unit. This system does not supplant the standard identity. All requirements still must be met (wordmark on the cover or most dominant location, EOE statement, publication number, use of the True Blue mark, etc.), but the name of the program or area may be rendered more prominently. Creative Marketing Solutions will create these marks for MTSU units.

In the alternate signature system, the name of the unit is rendered in the Avenir family. The best solution for the unit and the use will be created on an as-needed basis.



*Please see Appendix B, page 21.

The MT Logomark

While the wordmark is the preferred branding symbol for MTSU as an academic institution, a less formal mark is available. It incorporates the slanted, interlocking "MT" with the full name of the University and is called the MT logomark.

The MT can be centered above the name of the institution or positioned to the left. The typographic treatment remains the same as on the wordmark.

The MT logomark must be accompanied within the publication or website by the name of the University for clarity.



Department of Global Studies
and Human Geography

MIDDLE TENNESSEE STATE UNIVERSITY



Africana Studies

MT Icon Marks

There are times when you want to have a mark that sets your program apart as a unique or special entity. You can work with Creative Marketing Solutions to create a unique "MT icon" for your college or department for **non-academic** use.



Fermentation Science



Mechatronics Engineering



Charlie and Hazel Daniels
Veterans and Military Family Center



Communication
Studies



University Writing Center
Writers' Studio • Multimedia Composition Center



Walker Library

Please contact CMS to discuss your needs,
creativesolutions@mtsu.edu, mtsu.edu/creativesolutions, or 615-898-2744.

I Am True Blue Mark

The I Am True Blue mark should be included on all external communications. It comes in a version that is all on one line (the horizontal version) or on two lines (the stacked version) with the name of the University underneath. If the name of the institution is prominently displayed elsewhere in the piece, the line underneath may be removed. I Am True Blue may be rendered in all black, all blue, all white, or in black and MTSU blue. Please request the appropriate file from Creative Marketing Solutions, creativesolutions@mtsu.edu, mtsu.edu/creativesolutions, or 615-898-2744.

I AM *true* **BLUE**®

MIDDLE TENNESSEE STATE UNIVERSITY.

I AM *true* **BLUE**®

I AM *true* **BLUE**®

I AM *true*
BLUE®

MIDDLE TENNESSEE STATE UNIVERSITY.



MTSU Athletics Logos

MTSU athletics marks are used to represent official sports teams and organizations. They also appear on trademarked merchandise regulated by Collegiate Licensing Co. These marks, including the MT with the horse, the stylized Blue Raider graphic, and the Lightning mascot cartoon, are reserved for **Athletics use only**. They are not appropriate for academic publications, electronic media, or web pages. Contact Athletics Communication for more information, Chelsea.Floyd@mtsu.edu



MIDDLE TENNESSEE

#**TRUEBLUE**
OUR TOWN. OUR TEAM.

#**TRUE**

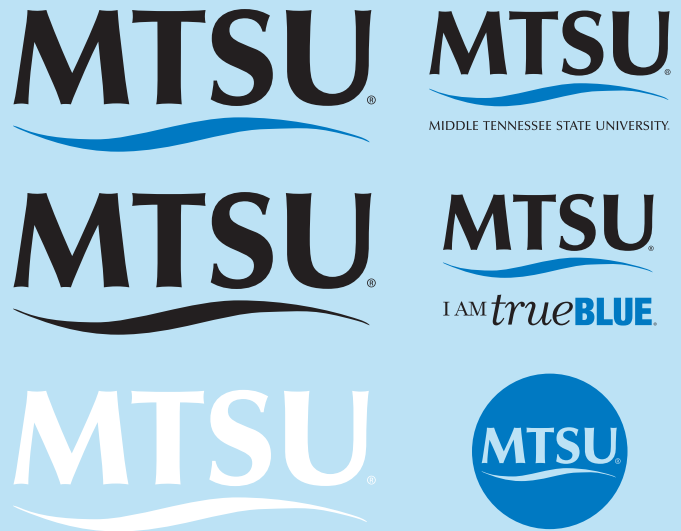
BLUE RAIDERS™



MTSU Short Mark

The mark that represents the abbreviation of the University's name (MTSU) is for academic use when the full wordmark will be illegible or when a significantly more compact display name is necessary. The MTSU short mark can only be used with audiences that are already familiar with the University and will understand what MTSU stands for. Department and office names can be used in concert with this mark. The mark can be used for on-campus display, digital signs, promotional items, or on-campus posters and similar materials. This mark may take the place of the University wordmark in those instances. The MTSU short mark may not be used on advertisements, billboards, websites or pages, or other mobile sites as the primary University identifier, although MTSU-branded social media sites may use the short mark in individual posts or images.

See Appendix C, page 24.



The MTSU Seal

The seal is for official or formal materials representing Middle Tennessee State University, specifically the **President's Office** and the **Board of Trustees**.

If rare authorization is granted for using the seal, the following applies with no exceptions:

- The seal may not be altered in any way or combined with other logos or marks.
- The seal may not be screened in patterns, stretched, condensed, or otherwise visually distorted.
- Use of the seal in any colors other than black, PMS 300, or metallic silver or gold must be approved by Creative Marketing Solutions.
- Authorization to use the seal is for one time only.

You are encouraged to use the wordmark, MT or MT logomark, MTSU short mark, or one of several versions of the athletic logo (with Athletics' permission) over requesting the MTSU seal.



Digitized MTSU Trademarks

Official University marks can be combined with non-standard typefaces to comply with established standards for embroidered items. When setting up for stitching, spacing of elements is important.

A sans serif font in all caps is recommended for the name of the school, department, or organization when this type is set up by the vendor. All vendors don't use the same equipment or software, but a plain block font should be available. This alternative should offer some consistency in maintaining MTSU's visual standards. Try to match, as closely as possible, the official blue (Pantone 300) for fabric or thread.

How to Get MTSU Registered Marks

You may request MTSU marks from Creative Marketing Solutions, mtsu.edu/creativesolutions, creativesolutions@mtsu.edu, or 615-898-2744.

Let us know where the mark will be used and whether it will be one color or black and blue so that we can send the right kind of file. Using MTSU marks implies agreement to follow the branding policy.

Please don't scan the wordmark from printed pieces nor copy them from the website, both of which are prohibited for external publications due to the poor quality of these images. Don't try to build a mark from other available logos.

To locate a vendor approved to print MTSU registered marks on products or apparel, visit <https://clc.com/license-search/>.

OTHER STANDARDS

EQUAL OPPORTUNITY STATEMENT

Creative Marketing Solutions affixes the EOE statement to materials that will be used to recruit students or staff. Preference is given to the long EOE statement, whenever possible. A shorter version exists for use when the document itself is too small to accommodate the larger statement. CMS includes an authorization number at the beginning of the EOE statement for ease of use and consistency in placement.

Long EOE statement

authorization number / Middle Tennessee State University does not discriminate against students, employees, or applicants for admission or employment on the basis of race, color, religion, creed, national origin, sex, sexual orientation, gender identity/expression, disability, age, status as a protected veteran, genetic information, or any other legally protected class with respect to all employment, programs, and activities sponsored by MTSU. The Interim Assistant to the President for Institutional Equity and Compliance has been designated to handle inquiries regarding the non-discrimination policies and can be reached at Cope Administration Building 116, 1301 East Main Street, Murfreesboro, TN 37132; Christy.Sigler@mtsu.edu; or 615-898-2185. The MTSU policy on non-discrimination can be found at mtsu.edu/iec.

Short EOE statement

authorization number / Middle Tennessee State University does not discriminate on the basis of race, color, national origin, sex, disability, age, status as a protected veteran, or any other category protected by law. See our full policy at mtsu.edu/iec.

STATIONERY

Letterhead and envelopes, including reprints, should be ordered through Creative Marketing Solutions (online ordering system: <http://stationery.mtsu.edu/>) in one or two ink colors. A variety of memos, notepads, labels, and other stationery items is available.

CMS-Printing (615-898-2924) is the only vendor authorized to print MTSU stationery. MTSU letterhead is standard for all offices, departments, units, or centers. Personalized University letterhead is not sanctioned.

The MTSU business card follows a standard template. Only official titles as designated by Human Resources can be used on business cards and other stationery. MTSU typically does not issue business cards to retired or part-time faculty, volunteers, students, graduate assistants, or adjuncts. We use a standard layout for

all business cards and do not alter the formatting for individuals. It is possible to print additional information on the back of the card (a second language, for instance) for the cost of a two-sided card. Please contact Creative Marketing Solutions directly for those special orders at creativesolutions@mtsu.edu. In the case of multidepartmental or multiorganizational appointments, a second card is recommended.

College, Center, or Department go here

Name

College, Department, Center, or Program
Title
MTSU Box __ • Building and Room
1301 East Main Street (optional)
Murfreesboro, Tennessee 37132

Name.Name@mtsu.edu
o: 615-xxx-xxxx • f: 615-xxx-xxxx (optional)
mtsu.edu/xxxxxx (optional)

**MIDDLE
TENNESSEE**
STATE UNIVERSITY.

ATHLETIC STATIONERY

Letterhead, business cards, and other stationery for athletic entities follow a different style than academic areas and are subject to a different set of guidelines. See the *MT Athletic Style Guide*.

NAME BADGES

Magnetic name badges can be ordered through Creative Marketing Solutions. A standard design (including the name of the person and department name but no titles) upholds a consistent display of the MTSU brand across campus and in the community. Badges are available in sturdy plastic or metal versions. Order from mtsu.edu:8443/creativesolutions/order/.



CAMPUS SIGNAGE

A campuswide plan has been developed to promote a consistent visual standard for all University signage. Please consult with the Campus Planning office before ordering any internal or external signage.

ELECTRONIC MEDIA

Web Page Guidelines

Web pages must be regarded in the same light as publications and written communication in terms of significance to MTSU branding and identity. All pages will abide by federal copyright and other applicable laws, as well as University policies. Personal web pages are encouraged, but content should be consistent with MTSU policies.

The University uses a consistent template style for all official and program pages. Official pages represent MTSU and its programs and should follow MTSU branding policy. All official pages should follow MTSU style for electronic information to maintain consistency in the use of punctuation, capitalization, titles, and the wordmark. Review guidelines and access resources at the Website Management link at mtsu.edu/itd/.

While the faculty listings on the MTSU website are consistent, the University recognizes the difference between official and personal pages and allows faculty to link to their personal sites. Personal pages do not have to follow visual guidelines and should not give the impression that they are representing, giving opinions, or otherwise making statements on behalf of MTSU.

Web page design should follow the standards established by Section 508 of the Rehabilitation Act to ensure accessibility for individuals with disabilities. These federal standards can be viewed at [section508.gov](https://www.section508.gov).

The Division of Marketing and Communications, in coordination with the Information Technology Division, oversees the MTSU home page and the pages directly linked from the main page. MTSU reserves the right to review pages that are linked to University pages to ensure consistency.

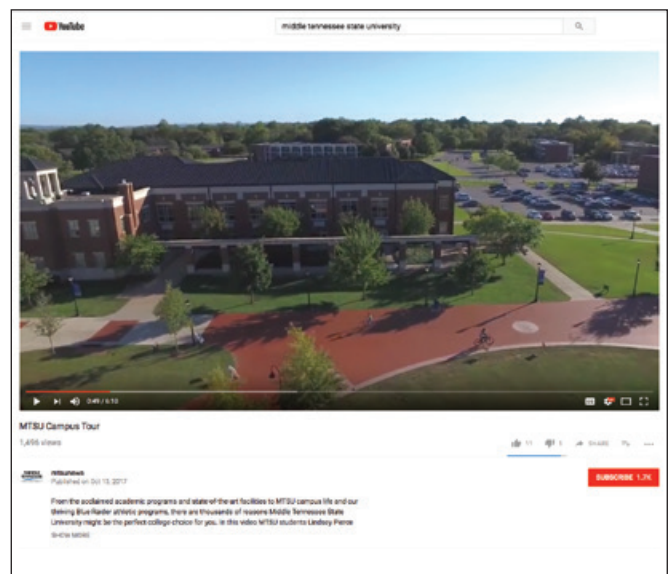
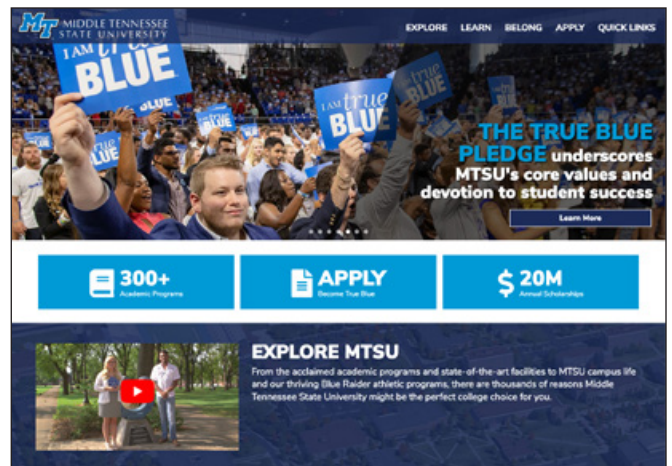
Video Production

The Division of Marketing and Communications produces promotional videos for MTSU. Questions about MTSU promotional videos should be directed to the Academic Marketing office at 615-494-7800 or john.goodwin@mtsu.edu.

True Blue TV Event Productions (mtsu.edu/mtshwrks/index.php) supports the MTSU community with conference and classroom audiovisual assistance, live production, and equipment rentals.

Social Media

Official MTSU social media outreach is handled by the Academic Marketing office at 615-494-7800 or john.goodwin@mtsu.edu.



UNIVERSITY STYLE FOR TEXT

Middle Tennessee State University follows the *Associated Press Stylebook*, with some exceptions specific to MTSU. CMS proofreads external materials to ensure that they conform to University style.

Our internal guide continues to develop over time, but please note the following MTSU peculiarities in style as differentiated from AP and some common AP style guidelines.

- Capitalize “University” when referring to Middle Tennessee State University, except when referring to a general university function, service, or event. Do not capitalize when the lone use of “university” refers to another institution. Likewise, capitalize Commencement when referring only to MTSU’s ceremony, but not for general use.
- MTSU can be used on first reference and thereafter, but Middle Tennessee State University can be spelled out in the first reference in a publication if there is room. However, MTSU does not necessitate a parenthetical reference for its abbreviation.
- Capitalize “President,” “Dean,” “Chair,” and “Director” when preceding a name, but not following a name.
- Religious and military titles are capitalized when they precede a name, but lowercased when they follow, replace, or are used in apposition.
- After first reference, the last name is used with no titles at all.
- Fall, spring, and summer semesters are not capitalized unless they are referring to a specific semester (Fall 2019).
- For the sake of clarity and to avoid misunderstandings, MTSU uses the Oxford, or serial, comma after the penultimate item in a list of three or more items, before “and” or “or.”
- Use periods with abbreviations ending in lowercase letters (Ph.D.).
- Acronyms should only be used after the full phrase has been used (MTSU is an exception). Include a parenthetical reference to the acronym after spelling out the word, phrase, or title on first reference.
- Acronyms using capital letters do not need periods after the letters.
- Spell out and use lowercase for bachelor’s degree, master’s degree, or doctorate.
- If you prefer to abbreviate specific degrees, be sure to use periods after the letters: B.A., M.S., Ph.D., B.F.A.
- Bulleted text that is a sentence fragment does not require an initial capitalization or punctuation at the end of the fragment. Full sentences do require capitalization and punctuation. Try to keep consistency with either fragments or sentences in a list. Strive for consistency in tense and what part of speech begins the point.
- An ellipsis should be #.#.# (space dot space dot space dot space).
- No spaces are used before or after an em dash or an en dash.
- Spell out numbers one through nine in most cases. Use numerals for ages, fractions greater than one, and dimensions. Percentages, room numbers, ratios, times, decimals, and floor numbers should be expressed in figures.
- When listing phone numbers, omit the 1 and hyphenate.
- Do not include Tennessee when referencing a city unless the city name is one that is better known in another state or country like Paris or Cleveland.
- Other state names should be spelled out in running text or standing alone when possible.
- Postal abbreviations for states should only be used when part of an address.
- Do not include the www. in URL references.



CONTACT INFORMATION

- **Well-prepared communication takes time.** For help creating any form of **printed material, photography, design, or graphics**, contact Creative Marketing Solutions at mtsu.edu/creativesolutions, creativesolutions@mtsu.edu, or 615-898-2744.
- Questions about **advertising** should be directed to the Academic Marketing office at 615-494-7800 or david.foster@mtsu.edu.
- Questions about **licensed use** of MTSU's trademarked and registered logos should be directed to our Collegiate Licensing Co. representative at 615-898-2452, Chelsea.Floyd@mtsu.edu, or goblueraiders.com/sports/2016/9/29/GEN_0710140222.aspx.
- Questions about MTSU promotional **videos** should be directed to the Academic Marketing office at 615-494-7800 or john.goodwin@mtsu.edu.
- Questions about MTSU **social media** outreach should be directed to the Academic Marketing office at 615-494-7800 or john.goodwin@mtsu.edu.
- Questions about **True Blue TV** should be directed to Ty.Whitaker@mtsu.edu or 615-898-2899.
- For **printing** needs, contact printing.services@mtsu.edu or 615-898-2924. Order from mtsu.edu/order.
- Don't know what you need? Contact the Client Services Desk at mtsu.edu/mac/request.php, MACCS@mtsu.edu, or 615-898-2872.



Stationery FAQs

What is considered to be Stationery?

Business cards, letterhead, electronic letterhead, envelopes (all sizes), memo pads, notepads, router pads, note cards, and mailing labels are all considered to be Stationery. The format, fonts, marks, and colors are defined by the University and may not be altered. Stationery is one of the key branding elements of Middle Tennessee State University.

Where can I find templates of the different kinds of stationery?

Templates for most MTSU stationery can be found at stationery.mtsu.edu.

Who can have University business cards?

Business cards can be ordered for full-time faculty and staff, some part-time staff as determined by their supervisors, Professors Emeriti as determined by Human Resources or the Provost Office, some graduate assistants, and some students who have significant recruiting or research presentation responsibilities upon request and approval.

Can I use my own design on my business card or provide a different paper to use?

No. The University has an approved standard format for official University business cards. The standard design applies to the paper the cards are printed on, colors, the type face used, and the graphics allowed. The standard must be followed.

What if I want something different on my card?

You can order a two-sided business card. The front side will be the approved University format. Ask Creative Marketing Solutions to design the back of your card to meet additional information or contact needs.

Can I have personal University letterhead and envelopes?

No. Official University letterhead and envelopes can be created for offices (Office of the President, Office of the Dean, Office of the Chair, etc.), Colleges, Programs, Centers, etc., but are not created for individuals. Memo pads and note cards can be produced for individuals.

May I put a special graphic or seal on my letterhead?

Certain secondary graphics, such as accreditation seals, may be affixed, smaller than the MTSU wordmark, in the lower right-hand corner of letterhead, pending CMS approval.

Why do I have to have the University street address on envelopes?

The post office requires it.

Why do I need an account/index number on envelopes?

If you plan to send through the MTSU Post Office, the account/index number identifies who to charge for postage. If you opt to leave off the account/index number, you must apply postage before mailing.

How can I place my stationery order?

It's easy! Go to the Creative Marketing Solutions webpage (mtsu.edu/creativesolutions) and click on the Stationery link (mtsu.edu/creativesolutions/stationery.php) to start your order. Just follow the prompts and submit your order.

How can I order a reprint?

Either order through the online stationery ordering system at mtsu.edu/creativesolutions/stationery.php or email creativesolutions@mtsu.edu to request your reprint.

Why do I have to go through Creative and Visual Services to order stationery?

CMS is responsible for making sure that stationery meets the University's branding standards, that the nondiscrimination statement is current and correct, and for tracking print numbers for reporting purposes. All stationery is to be ordered through Creative Marketing Solutions and printed on campus by CMS-Printing.

Whom do I contact if I have additional questions?

Contact Creative Marketing Solutions at creativesolutions@mtsu.edu or call 615-898-2744.

APPENDIX A, CONT.

Sample Stationery (Not all items are represented. Not to scale.)

College/Department Name Goes Here
 Building Name and Room Number Goes Here
 MTSU Box Goes Here
 Murfreesboro, TN 37132
 o: (615) • f: (615)

MIDDLE TENNESSEE
 STATE UNIVERSITY.

Middle Tennessee State University does not discriminate against students, employees, or applicants for admission or employment on the basis of race, color, religion, creed, national origin, sex, sexual orientation, gender identity/expression, disability, age, marital or parental status, genetic information, or any other legally protected class with respect to all employment, programs, and activities sponsored by MTSU. The accused is the President for Equal Opportunity and Compliance has been designated to handle inquiries regarding the non-discrimination policies and can be reached at Equal Administration Building 136, 1301 East Main Street, Murfreesboro, TN 37132. Marlene.Allison@mtsu.edu, or 615-898-2148. The MTSU policy on non-discrimination can be found at www.mtsu.edu/diversity.

MTSU Letterhead

College, Center, or Department go here

Name
 College, Department, Center, or Program
 Title
 MTSU Box __ • Building and Room
 130 East Main Street (optional)
 Murfreesboro, Tennessee 37132

Name.Name@mtsu.edu
 o: 615-xxx-xxxx • f: 615-xxx-xxxx (optional)
 mtsu.edu/xxxxxx (optional)

MIDDLE TENNESSEE
 STATE UNIVERSITY.

Business Card

MIDDLE TENNESSEE
 STATE UNIVERSITY.

Office/Department Name Goes Here
 College Name Goes Here
 MTSU Box Number Goes Here
 1301 East Main Street
 Murfreesboro, TN 37132
 Account Number Goes Here

Business Envelope

Name Goes Here
 Department/College/Title Goes Here
 MTSU Box • Building Name Here
 Murfreesboro, TN 37132

EMAIL: @mtsu.edu
 OFFICE: 615-
 FAX: 615-

MIDDLE TENNESSEE
 STATE UNIVERSITY.

3 x 5 Notecard

Name Goes Here
 Title Goes Here
 Department Name Goes Here
 Building Name and Room Number Goes Here
 Murfreesboro, TN 37132
 o: (615) • f: (615)
 e: (615) • @mtsu.edu

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 STATE UNIVERSITY.

Middle Tennessee State University does not discriminate against students, employees, or applicants for admission or employment on the basis of race, color, religion, creed, national origin, sex, sexual orientation, gender identity/expression, disability, age, marital or parental status, genetic information, or any other legally protected class with respect to all employment, programs, and activities sponsored by MTSU. The accused is the President for Equal Opportunity and Compliance has been designated to handle inquiries regarding the non-discrimination policies and can be reached at Equal Administration Building 136, 1301 East Main Street, Murfreesboro, TN 37132. Marlene.Allison@mtsu.edu, or 615-898-2148. The MTSU policy on non-discrimination can be found at www.mtsu.edu/diversity.

Notepad with Lines

Office, Department, or College
 MTSU Box 49
 Building and Room No.
 Murfreesboro, TN 37132
 o: 615-XXXXXXX • f: 615-XXXXXXX

MIDDLE TENNESSEE
 STATE UNIVERSITY.

MEMORANDUM Date _____

To: _____

From: Name, Title

Middle Tennessee State University does not discriminate against students, employees, or applicants for admission or employment on the basis of race, color, religion, creed, national origin, sex, sexual orientation, gender identity/expression, disability, age, marital or parental status, genetic information, or any other legally protected class with respect to all employment, programs, and activities sponsored by MTSU. The accused is the President for Equal Opportunity and Compliance has been designated to handle inquiries regarding the non-discrimination policies and can be reached at Equal Administration Building 136, 1301 East Main Street, Murfreesboro, TN 37132. Marlene.Allison@mtsu.edu, or 615-898-2148. The MTSU policy on non-discrimination can be found at www.mtsu.edu/diversity.

On-Campus Memo

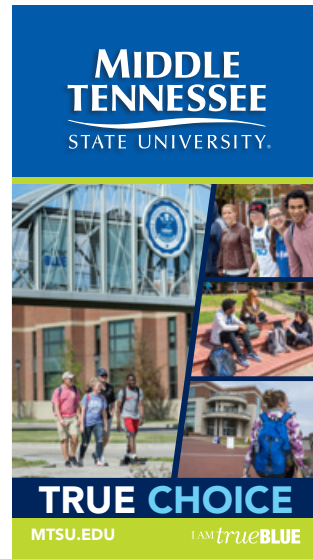
APPENDIX B MTSU RECRUITMENT MATERIALS

On a regular basis, MTSU reviews and revises visual guidelines for materials specifically intended to recruit new students. These approaches are the result of in-depth research and testing and are designed to position MTSU competitively with our audiences. The recruitment look emphasizes particular colors, typefaces and styles, and other graphic elements through all media and materials. These guidelines will change periodically as the needs and perspectives of our audience change.

Key Considerations

- Bold, clear, two-tone headlines, preferably a "true" statement (see next page)
- Bulleted text that conveys essential information only
- Bright, bold colors
- Clean, modern presentation
- Single primary photo
- Field of copy in a blue rectangle with a slanted side
- Icons, infographics, and graphic elements (see next page)

Pull-up banner



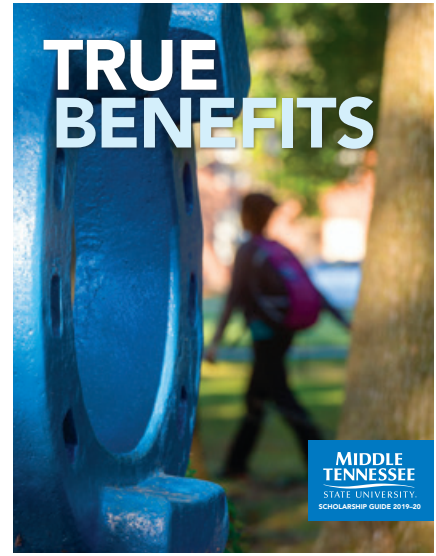
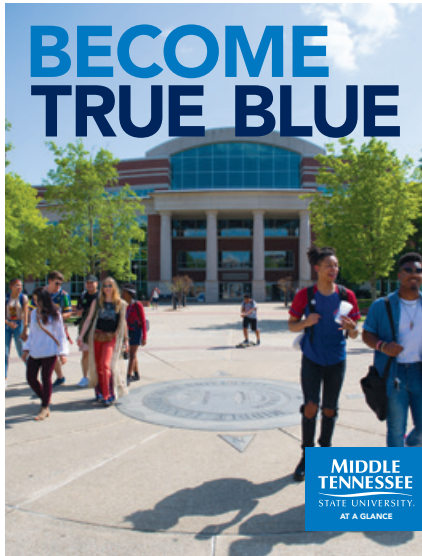
Title font is Avenir Black; larger type is almost twice the size of the smaller type in the header. Large type is 50% cyan.

Geometric shapes in bold colors used throughout the materials



Postcard

APPENDIX B, CONT.



Large, bold, two-tone, often two-line titles using "true" statements. Title colors are white and variations of blue—cyan, PMS 300 or navy. See below.
Single, active photo on covers.

RECRUITMENT COLOR PALETTE

MTSU Blue

Pantone 300
C:100 / M:44 / Y:0 / K:0
Hexadecimal #0066CC
R:0 / G:102 / B:204



Black

Pantone Process Black
C:0 / M:0 / Y:0 / K:100
Hexadecimal #555555
R:0 / G:0 / B:0



Green

C:50 / M:0 / Y:100 / K:0
Hexadecimal: #B3C83C
R:141 / G:198 / B:63



Cyan

Process Cyan
C:100 / M:0 / Y:0 / K:0
Hexadecimal #00FFFF
R:0 / G:255 / B:255



Magenta

Process Magenta
C:0 / M:100 / Y:0 / K:0
Hexadecimal #E50672
R:229 / G:6 / B:114



Gold

C:0 / M:30 / Y:100 / K:20
Hexadecimal #BE8C0E
R:190 / G:140 / B:14



Purple

C:50 / M:100 / Y:0 / K:0
Hexadecimal #91268F
R:145 / G:38 / B:143



Navy

C:100 / M:72 / Y:0 / K:56
Hexadecimal #1C2B59
R:28 / G:43 / B:89



FONTS

Webfont is **Nunito**

Print font is **Avenir LT Std**

55 Roman
65 Medium
85 Heavy
95 Black

Title text

As large as 102 pt.
Avenir 95 Black

Page headers

80 pt. **Avenir 95 Black**

Body text heads

14 pt. **Avenir 95 Black**

Introductory text

Typically 13 pt.
with 19 pt. leading

Body text

11pt with 15pt leading:
Avenir 55 Roman
Avenir 95 Black for
emphasis (**85 Heavy**
or **65 Medium** can
also be used)

TRUE SUCCESS

Your student likely will arrive on campus determined to succeed, but not exactly sure how. At MTSU, we offer a wide range of ways to help the young adult you care about go from unsure to unstoppable.

- Advisor who knows your student personally**
An academic advisor will help your student stay on track to graduate. Undecided majors will get particular attention.
- Support services available at MT One Stop**
Your student and family can get help with financial aid, tuition, billing, transcripts, and more by email, phone, or at our one-stop shop: mtsu.edu/one-stop
- FREE tutoring offered in many subjects**
Your student can get assistance to boost a grade or review fundamentals in classes where extra time or attention is needed.
- 1st public Honors College in the state**
High achievers can enjoy the academic excellence and nurturing environment of a small, select private, liberal arts college within a major university. mtsu.edu/honors

TRUE VALUE

85% of MTSU students receive financial aid. Get the benefits of low tuition and high academic value. mtsu.edu/scholarships

Freshman Guaranteed Scholarships

- Submit all application materials to MTSU by Dec. 1
- 3.5+ GPA and 25+ ACT (2020- SAT Critical Reading + Math)

Scholarship	ACT	GPA	Per Year
National Merit/Achievement/Honors Semifinalist			\$6,000
Tyuslee Scholarship	30-34	3.5	\$5,000
Presidential Scholarship*	25-29	3.5	\$4,500

*The new Presidential Scholarship is the largest guaranteed academic award given by any public university in Tennessee to students with these credentials.

Other Freshman Scholarships

- HOPE Lottery Supplement**
 - Available to HOPE Lottery recipients after your first and second academic years
 - \$500 supplement from MTSU if you retain the HOPE Lottery Scholarship
 - Applied automatically to billing at start of your second and third years
- Buchanan Fellowship**
 - Application at mtsu.edu/honors due Dec. 1
 - Highest award given to MTSU freshman
 - Limited to 20 students per year
 - Full tuition waiver for four years, book allowance, special services, priority registration, priority consideration for study abroad, and much more
- DREAM Scholarship**
 - Application at mtsu.edu/scholarships
 - HOPE Lottery Scholarship-eligible freshman
 - To help build a diverse student body
 - \$2,000 per academic year

Transfer Promise Guaranteed Scholarship

- Apply to MTSU by Feb. 15
- \$3,000 per year for two years (four semesters max.)
- 3.0 overall college GPA and 45-105 earned hours after the fall semester prior to summer or fall enrollment at MTSU

Honors Transfer Fellowship

- Application at mtsu.edu/honors due Feb. 15
- Awarded to 30 students per year
- \$2,500 a semester (\$7,000 out-of-state) for up to four semesters

Foundation and Departmental Scholarships

- 700 endowed scholarships
- Awarded annually to 2,000 students
- Sponsored by academic and administrative departments
- Application process varies from department to department

Learn more details at mtsu.edu/scholarships

Fees

Average expenses are shown at right, with an estimated cost per semester; other fees may apply. Students are encouraged to take a minimum of 15 credit hours per semester.

	Tuition (15 hrs)	Books (estimated)	Residence Hall (estimated)	Meal Plan (estimated)	TOTAL
In-State	\$4,603	\$600	\$2,275-\$3,710	\$540-\$3,195	\$9,721
Out-of-State	\$14,182	\$600	\$2,275-\$3,710	\$540-\$3,195	\$19,500

For a complete list of fees, go to mtsu.edu/tuition

Cost comparison: MTSU vs. Community College

MTSU is a great fit for students who qualify for the HOPE Lottery Scholarship. And if you also qualify for the full Federal Pell Grant, you could attend MTSU with no out-of-pocket tuition costs! In addition to the HOPE Lottery Scholarship and the Pell Grant, students may qualify for guaranteed academic scholarships as a transfer or freshman student.

	HOPE and Pell-eligible student, per year	Community College*	MTSU
Tuition and Fees (15 hours per semester)	\$4,474	\$9,200	
Pell Grant (full)	\$6,095	\$6,095	
HOPE Lottery Scholarship	\$3,000		\$3,500
Tennessee Promise	Not used	Not offered	
Total Out-of-Pocket Tuition Cost	\$0	\$0	

*Estimated average community college cost

GENERAL INFORMATION

Tennessee Education Lottery Scholarship (TELS)

Visit tvo.gov/CollegePay for more information about Lottery Scholarships and their state scholarship and grant programs.

Initial Eligibility

Tennessee residents with a 21 ACT or 1065 SAT (without writing test scores) GPA of 3.0 or higher at an eligible high school may qualify for a lottery scholarship. A lottery recipient will receive a base hope award of \$1,700-\$2,200 per semester for full-time enrollment, depending on grade level. An additional \$500-\$750 per semester may be awarded through high-need or high-achiever stipends. Students who are enrolled part-time and otherwise eligible will receive a prorated award amount. Graduates of a home-schooled program or nonpublic Tennessee high school (such as a nonaccredited private school) may qualify with a 21 ACT or 1065 SAT and should contact MT One Stop office for information about the lottery GPA formula. *High school information for more information about the lottery GPA formula.

Meeting Lottery Scholarship Requirements

How do you keep your Lottery Scholarship? Aim for a 3.0 TELS GPA and maintain it! We'll check your GPA after 24

attempted hours, then again every 24 hours after that (48, 72, 96, etc.). Remember that the lottery GPA formula is different than MTSU's GPA formula, and your lottery GPA may be lower than your MTSU GPA.

Enroll in at least one class every fall and spring semester; don't skip any semesters except summer (but you must enroll in at least 6 hours or receive a scholarship for summer). Be careful about dropping classes. Don't drop a class if it will cause you to fall below 12 hours for the semester. If you started the semester as part-time (6-11 hours), don't drop a class if it will cause you to fall below 6 hours for that semester.

If you otherwise maintain eligibility for the lottery scholarship, you can receive the scholarship(s) until the next fall.

By earning your first bachelor's degree, 21 years have passed after starting college, or 30 the latest of having attempted 120 credit hours or receiving the lottery scholarship(s) for the equivalent of eight semesters of full-time enrollment, be careful to take only the classes you need and plan your class schedule carefully as you approach the limit.

Check your TELS GPA and attempted hours in the Financial Aid tab in PopuliMT frequently to know how you're doing.

If you lose your Lottery Scholarship, can you get it back? You may be able to appeal if you find your Lottery Scholarship because you didn't meet the enrollment requirements due to extenuating circumstances. You may be able to regain eligibility later by raising your GPA at a future 24-hour bracket if you lose your scholarship because you didn't meet the GPA requirements. You can use your one-time-only Request Option to help you reach the GPA requirement.

Meeting MTSU Scholarship Requirements

Any student receiving a renewable academic or endowed scholarship from MTSU must meet continuing eligibility requirements. Your scholarship award agreement will include information about online requirements to retain the scholarship.

How can you keep your MTSU scholarship?
An important factor is GPA. Most scholarships require a cumulative GPA of at least 3.0; some may require a higher GPA. Aim for a 3.5 to give yourself plenty of cushion! If you drop below the GPA requirement, you may be able to regain eligibility by bringing your GPA back up.

A second factor is enrollment. Most scholarships require full-time enrollment. If you are not enrolled in at least 12 hours or if you must withdraw for a semester, discuss your situation with the department that offered the scholarship before making any changes to your enrollment.

A final factor is time limit. Most scholarships are limited to four or eight semesters. Review your scholarship agreement on your PopuliMT account to determine how long you can receive the scholarship. For scholarships awarded by other MTSU departments, contact the awarding department to ask whether an appeal process is offered.

INTERIOR TREATMENTS

The content and messaging center around the student. We talk not about MTSU ("We have a science building"), but about what the student gains by being at MTSU ("You can achieve X in our science building").

Bold headline treatment

Use of icons and other graphic elements

Short bursts of text

Text set off using bold color blocks

Large photos that illustrate the topic: Focus on hands-on, interactive photos that show students doing things, preferably with other students or faculty. Authenticity and honesty are essential.

CMS professional photographers can help you obtain the photos you need. Contact photorequest@mtsu.edu.

When large blocks of type are needed, reduce content to essentials.

Use bullets.

Create color-rich charts and graphs.

Emphasize type with bold, blue, and other highlights.

Repeat the use of geometric, colorful graphic elements.

Text can be put onto white backgrounds.

Follow the same color scheme, highlight text for emphasis via color or bold for easy scanning.

APPENDIX C

MTSU Short Mark Examples

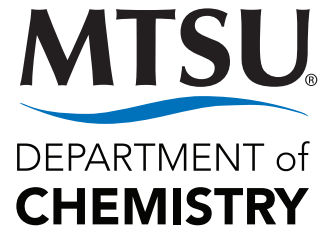


MIDDLE TENNESSEE STATE UNIVERSITY.



I AM *true* **BLUE**.

Using alternative font treatments



Middle Tennessee State University		Verbiage	
 Current Revision Date: 03/12/19 Established: 1911 Location: Murfreesboro, TN Conference: Conference USA Mascot: Blue Raiders	MTSU® Middle Tennessee State University® Middle Tennessee Blue Raiders™ MT™ Middle Tennessee™ Blue Raiders™	Raiders™ Blue Raider Athletic Association™ BRAA™ Middle™ I Am True Blue®	White
Blue PANTONE 300 C RGB: 0, 94, 184 MADEIRA Rayon: 1291 Polynorm: 1797	Gray PANTONE 428 C RGB: 193, 198, 200 MADEIRA Rayon: 1011 Polynorm: 1811	Black PANTONE 300 C RGB: 39, 37, 31 MADEIRA Rayon: 1000 Polynorm: 1800	PANTONE 300 C RGB: 255, 255, 255 MADEIRA Rayon: 1001 Polynorm: 1801
Approved University colors or the "PANTONE®" colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. "PANTONE" is a registered trademark of PANTONE, Inc.			
Primary Athletics Mark			
1 	2 	7 	8 
3 	4 	9 	10 
Secondary Athletics Mark These marks should only be used when there is not enough space to fully display the primary marks.			
5 	6 	11 	12 
13 	14 	BRAA Mark Use of this mark requires permission from MTSU Licensing.	

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Middle Tennessee State University

Current Revision Date: 03/12/19



<p>28</p> <p>Font System</p> <p>29</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ OPQRSTUVWXYZ</p>	<p>28</p> <p>Font System</p> <p>29</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ OPQRSTUVWXYZ</p>	<p>30</p> <p>Institutional Marks</p> <p>31</p> <p>MIDDLE TENNESSEE STATE UNIVERSITY®</p>	<p>30</p> <p>Institutional Marks</p> <p>31</p> <p>MIDDLE TENNESSEE STATE UNIVERSITY®</p>
<p>16</p> <p>#True Marks</p> <p>MIDDLE TENNESSEE #TRUEBLUE OUR TOWN. OUR TEAM.</p>	<p>16</p> <p>#True Marks</p> <p>MIDDLE TENNESSEE #TRUEBLUE OUR TOWN. OUR TEAM.</p>	<p>20</p> <p>#TRUE</p>	<p>20</p> <p>#TRUE</p>
<p>17</p> <p>MIDDLE TENNESSEE #TRUEBLUE OUR TOWN. OUR TEAM.</p>	<p>17</p> <p>MIDDLE TENNESSEE #TRUEBLUE OUR TOWN. OUR TEAM.</p>	<p>21</p> <p>#TRUE</p>	<p>21</p> <p>#TRUE</p>
<p>22</p> <p>I Am True Blue Marks</p> <p>I AM trueBLUE MIDDLE TENNESSEE STATE UNIVERSITY</p>	<p>22</p> <p>I Am True Blue Marks</p> <p>I AM trueBLUE MIDDLE TENNESSEE STATE UNIVERSITY</p>	<p>24</p> <p>I AM trueBLUE MIDDLE TENNESSEE STATE UNIVERSITY</p>	<p>24</p> <p>I AM trueBLUE MIDDLE TENNESSEE STATE UNIVERSITY</p>
<p>25</p> <p>I AM true BLUE MIDDLE TENNESSEE STATE UNIVERSITY</p>	<p>25</p> <p>I AM true BLUE MIDDLE TENNESSEE STATE UNIVERSITY</p>	<p>26</p> <p>I AM true BLUE MIDDLE TENNESSEE STATE UNIVERSITY</p>	<p>26</p> <p>I AM true BLUE MIDDLE TENNESSEE STATE UNIVERSITY</p>
<p>27</p> <p>I AM true BLUE MIDDLE TENNESSEE STATE UNIVERSITY</p>	<p>27</p> <p>I AM true BLUE MIDDLE TENNESSEE STATE UNIVERSITY</p>	<p>32</p> <p>School Seal</p> 	<p>32</p> <p>School Seal</p> 

For use on non-paper items only.

- University seal permitted on products for resale (Graduation products only; reviewed on case-by-case basis)
- No alteration or modification of marks to be permitted
- University licenses consumables (must have expiration date on packaging)
- University licenses health and beauty products
- University permits numbers on products for resale
- Mascot caricatures permitted

- Cross licensing with other marks may be permitted with an additional agreement
- No use of court players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks
- Alterations to any athletic or institutional marks are not permitted

ADDITIONAL PERTINENT INFORMATION

PAGE 2/2

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APPENDIX E

Marketing and Communications

The Division of Marketing and Communications is responsible for University marketing, advertising, branding, and promotions. The division serves as an internal, full-service public relations and advertising agency for MTSU. We help combine individual department outreach objectives with the larger branding position of MTSU to achieve recruitment and positioning goals for the University.

Marketing and Communications responsibilities include publishing *MTSU Magazine*, as well as specialty magazines for the colleges and other units; producing videos, television and radio commercials and programming; Ture Blue TV, generating content for social media, the University's primary website (mtsu.edu) and its news site (mtsunews.com); serving as a liaison and resource for outside media; creating the University's major reports; and assisting the Office of the President with messaging and campus communication.

Within this division is Creative Marketing Solutions, which provides graphic design, writing, photographic, and printing services to the campus, and includes Blue Print Solutions retail location in the Student Union Building.

Marketing and Communications works to promote MTSU's mission, goals, and good works in a manner that's clear, consistent, and compelling.

Andrew Oppmann

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I AM *true* **BLUE**®

MIDDLE TENNESSEE STATE UNIVERSITY.

1121-0220 / Middle Tennessee State University does not discriminate against students, employees, or applicants for admission or employment on the basis of race, color, religion, creed, national origin, sex, sexual orientation, gender identity/expression, disability, age, status as a protected veteran, genetic information, or any other legally protected class with respect to all employment, programs, and activities sponsored by MTSU. The Interim Assistant to the President for Institutional Equity and Compliance has been designated to handle inquiries regarding the non-discrimination policies and can be reached at Cope Administration Building 116, 1301 East Main Street, Murfreesboro, TN 37132; Christy.Sigler@mtsu.edu; or 615-898-2185. The MTSU policy on non-discrimination can be found at mtsu.edu/iec.