

## MTSU Logo Guide



The colleges, departments, and programs of MTSU have strong individual identities. However, the process of branding builds strength through consistency. Consistency ensures that the public differentiates MTSU from seemingly similar institutions. 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.

The MTSU wordmark, seal, athletic symbols, and 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 outside of the branding system of the University.

The MTSU seal is for presidential-level University business and formal documents. It is used only on diplomas, legal documents, official announcements, and certificates.

Print (desktop and press), web/mobile, video, displays, and other types of media require different file types, colors, and formats. An appropriate version of the official wordmark and logo can be ordered via the Creative and Visual Services website at [www.mtsu.edu/creativeservices](http://www.mtsu.edu/creativeservices). The Director of Creative and Visual Services (Marketing and Communications) must approve all commercial use of the wordmark.



wordmark



MT logomark



seal



MIDDLE TENNESSEE STATE UNIVERSITY



MIDDLE TENNESSEE STATE UNIVERSITY

True Blue marks

## MTSU Wordmark

The wordmark is the **primary mark** for MTSU. The only allowable modifications of the wordmark are the additions of department, office, center, or program names.

The wordmark should be used only in the configurations below and should appear superior and larger than any other MTSU identifier.

Use the correct mark for the media you are using. Creative and Visual Services can provide the correct file to you. Marks taken off of the website won't be appropriate for any other use.

### These things are not allowed:

- Don't distort, change proportions, or redraw any part of the wordmark or font.
- Do not combine the MTSU wordmark with other graphics.
- Don't enclose the mark in a shape.
- Avoid placing the wordmark on a busy or strongly patterned background.
- Avoid placing text or graphics within 1/4" of the wordmark. Whenever possible, leave a clear field of space around the mark.
- The MTSU wordmark should not be reproduced smaller than 1 inch wide.



2-color version or four-color version

MIDDLE TENNESSEE and STATE UNIVERSITY are black; only the "swash" is blue.



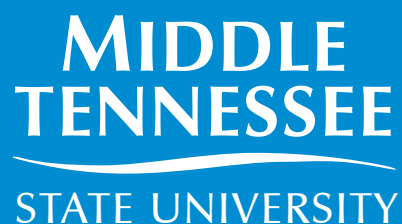
one-color version: all black



one-color version: Pantone Matching System (PMS 300)



The trademark or registration symbol should be next to any officially registered MTSU mark on items being offered for sale.



The wordmark can be printed or displayed in white on a solid background. A special mark with adjusted letter spacing has been created for this purpose. Contact Creative and Visual Services for more information.

## MTSU Signatures

Colleges, departments, centers, schools, and offices may all have marks designed for their use that incorporate the University branding and the entity's name.

The MTSU wordmark should appear prominently on all college and departmental communications, even when it is necessary to separate the unit name from the University wordmark. The MTSU wordmark should always occupy the superior position above the name or mark of any other entity. Some accepted graphic signatures are shown below.

Symbols representing professional affiliation or mission of an area may be used, but separately from the area's signature.



COLLEGE OF MASS COMMUNICATION



COLLEGE OF BASIC AND APPLIED SCIENCES

Engineering Technology Department  
*Occupational Health and Safety Concentration*



*Engineering Technology Department*



*Home and Community-Based  
Early Intervention Program*



COLLEGE OF LIBERAL ARTS



COLLEGE OF BASIC AND APPLIED SCIENCES

*Engineering Technology Department*

## The MT Logomark

You can work with Creative and Visual Services to create a unique iconic “MT mark” for your college or department. Or we may also create a branded MT signature for use **in non-academic settings**.



*Campus Rec*



*Development and University Relations*



*Aerospace Department*



*Engineering Technology Department  
Occupational Health and Safety Concentration*



*Campus Communicators*



**The usage and color guidelines for the MTSU wordmark  
also apply to the logomark.**

## MTSU Athletic Logos

MTSU athletic marks are used only to represent sports teams and organizations. They also appear on trademarked merchandise regulated by Collegiate Licensing Company. Do not use the athletic marks in any other setting.



## Other Relevant Information

Middle Tennessee State University should be clearly and prominently identified on the cover, front panel, or back panel of every communication, either by the full name spelled out or by the official wordmark.

Whenever possible, a link to a web site should be in all publications. This includes the main MTSU URL ([www.mtsu.edu](http://www.mtsu.edu)) and/or other applicable links.

An equal opportunity statement and an authorization number are required by the Tennessee Board of Regents to be on all printed materials that will be seen by an outside audience. Creative and Visual Services can provide the statement and number upon review of your proposed publication.

The MTSU official typeface family is Zapf Humanist (aka Optima).

MTSU's primary color is PMS 300 blue. (C100/M42/Y0/K0 R0/G102/B204)

A secondary blue may be used as an accent color: PMS 292 (C50/M5/Y0/K0)

For more information about appropriate use of Middle Tennessee State University's federally registered trademarks, contact Erika Austin in Athletics.

According to TBR policy, unless otherwise agreed upon and approved by the Business Office, any publication that can be printed by MTSU Printing Services must be printed by Printing Services. University Printing is the only printer authorized to produce University letterhead and business cards.

A campus-wide 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.

Please note that this reference does not cover every circumstance or variation that might arise. When in doubt, please contact us.

The Creative and Visual Services website provides additional information, order forms and resources for your use. **[www.mtsu.edu/creativeservices](http://www.mtsu.edu/creativeservices)**

Creative and Visual Services  
[creativeservices@mtsu.edu](mailto:creativeservices@mtsu.edu)  
898-2744 or 898-2896