



**MARSHALL  
UNIVERSITY**  
BRAND *Guidelines*

**JULY 2023**



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This manual establishes Marshall University’s branding, logo standards and is to be used by all university affiliated departments and organizations. Contact University Marketing and Communications at (304) 696-3958 or [ucomm@marshall.edu](mailto:ucomm@marshall.edu) if you have any questions or need additional information prior to starting a project.

## MANDATORY REQUIREMENTS:

- Any use of the Marshall University name or trademarks must follow established guidelines
- Materials in violation of these guidelines may not be distributed
- Electronic logo files will be provided by University Marketing and Communications

# OVERVIEW

## WHY IS THE UNIVERSITY'S BRAND IMPORTANT?

A strong and well-defined brand is of paramount importance to Marshall University. As an institution of higher learning, the university strives to establish its unique identity, values, and personality to effectively communicate with its stakeholders. A well-crafted brand serves as a powerful tool that encapsulates the university's mission, vision, and core principles, allowing it to differentiate itself in a competitive educational landscape. A consistent and cohesive brand presence enhances recognition, credibility, and trust among students, faculty, staff, alumni, donors, and the wider community. It fosters a sense of pride and belonging, attracting prospective students, faculty, and staff who align with Marshall University's values and goals. A strong brand also plays a crucial role in building partnerships, attracting funding opportunities, and promoting academic and research achievements. Ultimately, a well-executed brand strategy enables Marshall University to effectively communicate its unique story and positioning, contributing to its long-term success and prominence in higher education.

## WHO ARE THE GUIDELINES FOR?

The guidelines outlined in this manual are intended for use by all academic, research, outreach, student services, and administrative units of Marshall University. These guidelines establish a standardized visual identity for the university and must be followed by Marshall University, its departments and affiliates. Additionally, external agencies responsible for creating print or electronic materials for any Marshall University unit must also adhere to these guidelines. They apply to all forms of communication, both internal and external, including advertising, websites, brochures, invitations, direct mail, postcards, fliers, booklets, catalogs, case statements, posters, billboards, banners, environmental visuals, video, film, presentations, and stationery. Additional brand guidelines are available for Marshall auxiliary units including athletics and Marshall Health, please contact [ucomm@marshall.edu](mailto:ucomm@marshall.edu) for more information.

## REFERENCING THE UNIVERSITY

It is essential to consistently refer to the university by its proper name, "Marshall University," as the first reference. The full name, "Marshall University," should be prominently displayed on the front cover of all marketing materials or publications, as well as in the credits of videos and films. For subsequent references, "Marshall" is acceptable. It is important to avoid using the abbreviation "MU" as there are other institutions with similar initials, while there is only one Marshall University.

# UNIVERSITY LOGOS/MARKS

Marshall University features three official marks: the primary logo (Block M), the horizontal logo, and the University Seal. The primary logo (Block M) is used to identify the university when marketing to the general public. The horizontal logo is intended for audiences already familiar with the university. The University Seal is exclusively reserved for presidential use.



PRIMARY LOGO



HORIZONTAL LOGO



UNIVERSITY SEAL  
(See page 8 for  
usage guidelines)

The primary logo serves as the primary identifier for Marshall University. It must be prominently featured on all publications, websites, and visual communications. When using the logo/marks, only the colors black, white, and Marshall green (PMS 354) are acceptable.

## MARSHALL UNIVERSITY ATHLETIC LOGO

This logo should be used in sports-related publications for which it is deemed appropriate. Use of the athletics logo is limited to sports teams, athletics branding communications and trademarked merchandise.

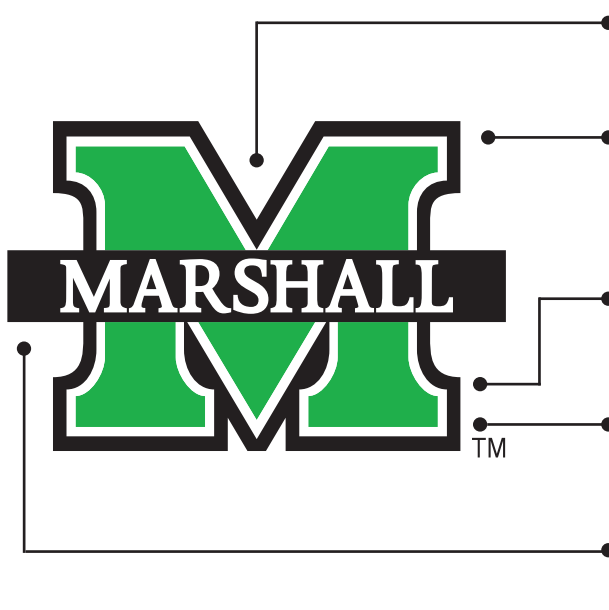


ATHLETIC LOGO

UNIVERSITY LOGOS/MARKS  
LOGO INFRACTIONS

**GUIDELINES: PRIMARY LOGO**

**YOU MAY NOT ALTER THE LOGO IN ANY WAY. SPECIFICALLY:**



- DO NOT** modify, redesign, redraw, animate, distort or alter the proportions of the logo
- DO NOT** add words, images, or other design elements or effects to the logo, or add the logo to another graphic
- DO NOT** modify the size or position relationship of any element within the logo
- DO NOT** rotate or render the logo three-dimensionally
- DO NOT** replace the official typeface with any other

**OFFICIAL COLORS OF THE PRIMARY LOGO**

The Preferred Marshall logo is the two color version using the specified Marshall Green PMS 354 and Black. No other colors may be used for the two-color logo. When using the logo on a solid background, a solid white line should be around the logo for maximum visibility.

In instances where budgetary constraints are a factor the one color logo version may be printed in 100% black.



Block M Logo  
Preferred version  
PMS 354 and Black



Block M Logo  
on a solid background



Block M Logo  
Black & White version



Block M Logo  
PMS 354 Green

## UNIVERSITY LOGOS/MARKS

### UNIT LOGOS

The identity system of Marshall University is crafted with the aim of fostering and preserving unity. It guarantees that regardless of the campus, college, or unit initiating the communication, a strong and consistent branding is maintained throughout.

#### UNIT NAME LOGO HORIZONTAL VERSION



#### UNIT NAME LOGO VERTICAL VERSION



We realize that every Marshall University unit prefers their own branding, however, **every unit is a part of the Marshall University brand. The Block M logo is to be used as the main identifier on all publications. Any exception requires approval by the Office of Marketing & Communications.**

**DO NOT COMBINE** more than one unit logo on any publication. When more than one school, college or other campus unit is represented in a single piece, use the primary university logo and list the affiliated unit names.



### IDENTIFIERS FOR SPECIAL EVENTS

Special event identifiers such as Homecoming or Alumni Weekend that are university wide in nature, temporary, etc. are acceptable **with approval by University Marketing and Communications. For additional information, contact [ucomm@marshall.edu](mailto:ucomm@marshall.edu)**

## UNIVERSITY LOGOS/MARKS UNIVERSITY SEAL



LATIN VERSION



ENGLISH VERSION



REVERSED VERSION

The Latin version of the seal is reserved for the use of the President's Office only.

The English version of the university seal may not be substituted for the Marshall logo. This version of the seal may be used only for merchandising and certain documents, such as commencement, diplomas, some invitations and certificates. It may not be used on letterheads or general publications, either printed or electronic.

The reversed version of the seal should be used on any dark background for print or merchandise. In general, the seal can appear in a black or green PMS 354. The seal should never appear in two colors. When a black and white application of the seal is used, it must be printed as a solid black on a white field. At no time should it have other graphics devices, color and/or shapes added to it.

If the seal is to be foiled, embossed or reversed on a dark background, a reversed version of the seal is available from University Marketing and Communications.

- The university seal and Marshall University logo should never be combined.
- The seal should be used at a size no smaller than 1 1/4" in diameter to prevent the details from filling in.
- The university seal should never be positioned at an angle.

### **THE SEAL MAY NOT BE USED:**

- For printed or digital marketing materials
- In social media messaging
- By students

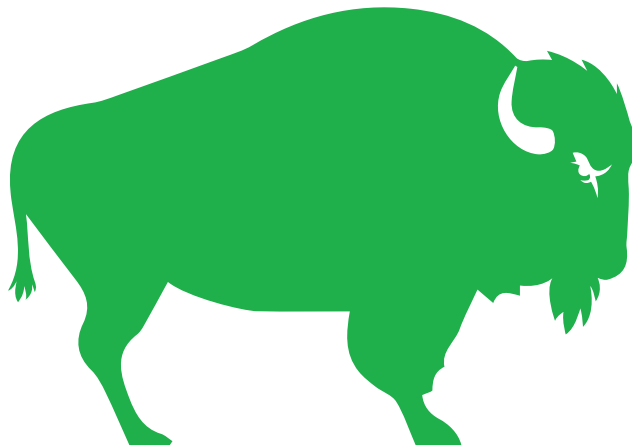


UNIVERSITY LOGOS/MARKS

# MASCOT

The following bison graphic has been approved for usage by all departments. When using the bison graphic, ensure that the bison is moving forward from left to right.

BISON  
GRAPHIC



Please note that all official uses of Marco and other athletic-related marks must be approved by University Marketing and Communications.



**DO NOT**  
modify, redesign, redraw,  
animate, distort or alter  
logos

## UNIVERSITY LOGOS/MARKS

### WORD MARKS

These word marks serve as a primary graphic elements for expressing the identity of Marshall University. It should be consistently used, along with other approved reproducible artwork. The word marks are suitable for situations where the Block M is not necessary. It is crucial not to attempt to match this letter form with other typefaces, regardless of their similarities. This ensures the uniform and consistent use of the word mark across all applications.

To ensure optimal visibility of the word mark, always provide sufficient separation from its surroundings. The area of isolation, or minimum required clear space, around all university-level logo files should be half the height of the word mark on all sides, as demonstrated. Some allowances are permitted for copy placement around the mark.

#### UNIVERSITY WORD MARKS

**MARSHALL**  
UNIVERSITY®

**MARSHALL**™

WE ARE... **MARSHALL**®

WE ARE...  
**MARSHALL**®

#### ATHLETIC WORD MARKS

**THUNDERING HERD**®

M A R S H A L L  
**THUNDERING HERD**®

**THE HERD**®

*Marshall*

Please note that all official uses of athletic word marks and other athletic-related marks must be approved by University Marketing and Communications.

### INCORRECT USAGE OF THE WORD MARKS

- Don't apply unapproved colors to these word marks.
- Don't alter or redraw the word marks.
- Don't distort the word marks.

## UNIVERSITY LOGOS/MARKS DESIGN ELEMENTS

To further add depth to Marshall University brand identity, additional graphics can be used within marketing materials as visual placeholders, graphic elements and embellishments. They are used sparingly and only one to a page. Contact University Marketing and Communications for questions about official usage.






# OUR COLORS

## PRIMARY PALETTE




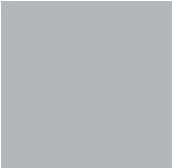
The vibrant and distinctive Marshall green (PMS 354) plays a crucial role in establishing a clear and powerful image that helps to define the brand identity of Marshall University. Our signature color palette, consisting of Marshall green (PMS 354), black, and white, serves as a powerful differentiator for our brand. When used appropriately and consistently, this color palette adds an additional layer of distinction.

The signature colors can be utilized extensively, both for large areas of color and as accent colors throughout our brand materials.

	<b>Marshall Green</b> PMS 354 C 80C 0M 92Y 0K 0R 177G 64B HEX Value #00b140		<b>Black</b> 0C 0M 0Y 100K 39R 37G 31B HEX Value #27251f		<b>White</b> 0C 0M 0Y 0K 255R 255G 255B HEX Value #ffffff
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## SECONDARY PALETTE

Our supporting palette complements our primary palette of Marshall green, black, and white. primary palette of Marshall green black and white by providing additional range to the brand experience. When using one of the colors, remember that Marshall green (PMS 354) should always be the dominant color in every piece.

	<b>Dark Green</b> PMS 153-16 C 87C 36M 100Y 31K 20R 95G 31B HEX Value #145f1f		<b>Warm Green</b> PMS 148-1 C 23C 0M 29Y 0K 198R 227G 195B HEX Value #c5e2c2		<b>Charcoal</b> PMS 179-15 C 69C 64M 61Y 59K 51R 49G 50B HEX Value #333132
	<b>Gray</b> PMS 429 C 21C 11M 9Y 23K 162R 170G 173B HEX Value #a2aaad				



# UNIVERSITY TYPEFACE

Typography holds immense power as a tool. When utilized effectively, the right font captures attention, evokes emotions, and above all, establishes a distinctive voice. This is why typography plays a vital role in shaping our brand's visual identity.


## PRIMARY TYPEFACE

Montserrat	Main font for posters, advertising, promotional materials and digital graphics. Use for body or large blocks of text. Sans serif are considered more legible in digital uses.
Nunito Sans	Alternative font for posters, advertising, promotional materials and digital graphics. Use for body or large blocks of text. Sans serif are considered more legible in digital uses.
Calluna	Primarily used for stationery and documents. Can be used as a headline or body copy on marketing materials. Serif fonts are considered more legible in printed materials.
Barlow Condensed	Alternative font for posters, advertising, promotional materials and digital graphics. Use for body or large blocks of text. Sans serif are considered more legible in digital uses.

## DISPLAY TYPEFACE


Bison font should only be used for print, not for digitals, web, ebooks etc


<b>BISON</b>	Use for headlines or call outs, do not use for body copy or large blocks of text. Bison font should only be used for print, not for digitals, web, ebooks etc.
<i>No Debate</i>	Use for headlines or call outs on posters, advertising, promotional materials and digital graphics. Do not use for body copy or large blocks of text.



**MASTER OF ARTS  
IN LEADERSHIP STUDIES**  
Featuring a Leadership Specialist pathway.


*Online*






**Teach dual-credit business in your high school by joining the Herd Academy!**


Qualified teachers needed for the following courses:  
**Business 100-Introduction to Business**  
**Entrepreneurship 250-Introduction to Entrepreneurship**



Reach out to Michelle Biggs at [miller138@marshall.edu](mailto:miller138@marshall.edu) to find out more information and next steps.  
[www.marshall.edu/herdacademy](http://www.marshall.edu/herdacademy)

Marshall University  
[www.marshall.edu](http://www.marshall.edu)






Office of **STUDENT CONDUCT**


**Who are we?**

We are committed to promoting a safe, healthy, student-centered and inclusive community where students can learn, grow and develop as they pursue their academic endeavors.


We are committed to providing programs, activities and an educational environment free from discrimination and harassment of any kind.


**CONTACT US!**  
VISIT MSC, 2W38 OR CALL (304) 696-2495

FILE A REPORT: 

STUDENT CODE OF CONDUCT: 

Sponsored by  
Office of Student Conduct  
[www.marshall.edu](http://www.marshall.edu)






**FIRESIDE CHAT**

With President **Brad D. Smith** & Special Guest **Sheryl Sandberg** philanthropist, former Meta COO and LeanIn.org founder. Located in the **Brad D. Smith Foundation Hall**

**30** NOV 2022 | **TUESDAY**  
2:00PM

**Seating is limited.**  
Please RSVP to [president@marshall.edu](mailto:president@marshall.edu) or (304) 696-4621 no later than noon on Monday, Nov. 21.

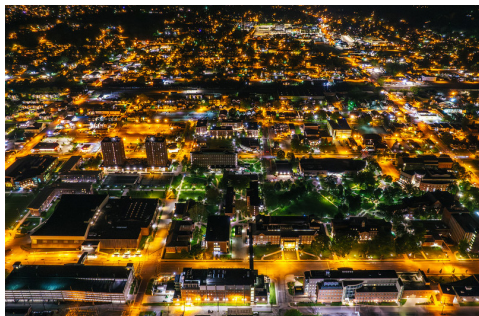




# PHOTOGRAPHY / VIDEOGRAPHY GUIDELINES

High-quality photography and videography play a vital role in our visual style. Images and videos should reflect our brand personality, capturing the spirit of Marshall University and its vibrant environment. They should be expressive, evocative, and compelling, effectively communicating our creativity, diversity, and the essence of what makes Marshall great.

For assistance in creating new photographs and videos to complement your projects, website, and marketing materials, please reach out to University Marketing and Communications. Alternatively, you can access the official photo gallery [muphotos.marshall.edu](http://muphotos.marshall.edu) for authorized marketing materials. Please note that these photos are copyright protected and should not be used for personal purposes.



# E-MAIL SIGNATURES

Every communication from Marshall University is part of our branding, including e-mail correspondence. An e-mail signature acts as an authorized correspondence from Marshall University. Therefore it is important to follow the e-mail signature guidelines for all external e-mails. Follow the signature configuration shown below.

We encourage you follow the templet provided, please do not personalize an e-mail signature. Do not include images in your signature, or use decorative color backgrounds or other typeface colors other than shown here.

The recommended font is Arial.

## E-MAIL TEMPLATE SPECIFICATIONS

YOUR NAME (All caps, bold font size 11 pt, colors dark gray)

Your title (Font size 11 pt, color dark gray)

Your department (font size 11, color dark gray)

000-000-0000 / fax 000-000-000 (font size 11 pt, color dark gray)

email@marshall.edu (font size 11 pt, color dark gray)

Your building (font size 11 pt, color dark gray)

Address (font size 11 pt, color dark gray)

Marshall block M logo

### EXAMPLE:

#### JOHN DOE

Chief Marketing Officer

Marketing & Communications Department

304-696-XXXX

johndoe@marshall.edu

Old Main 320

One John Marshall Drive

Huntington, WV 25705

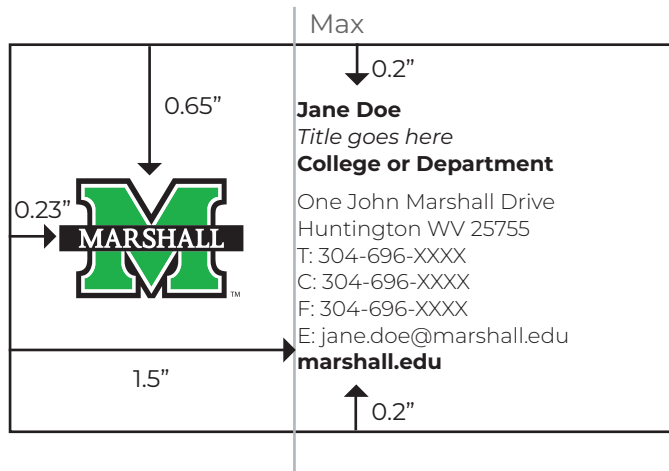
www.marshall.edu



# BUSINESS CARDS

Shown here are examples of our current visual standards and how they can be adapted to everyday use on business cards. Again, dimensions and size of the logo and type are set to make all Marshall University departments part of a cohesive, consistent brand.

## EXAMPLE:





# MERCHANDISE

Every year the Marshall University logo and Marshall University name are placed on a wide variety of merchandise - apparel, gift items, and sporting goods - found around the world. Adherence to the university's identity program is extremely important to the Marshall brand.

Marshall University requires that businesses producing its merchandise be licensed. The licensing process (administered by the Collegiate Licensing Company) ensures that the Marshall University name and logo are used appropriately, and that merchandise is manufactured under a code of conduct designed to reinforce fair-labor practices and prohibit sweatshop conditions.

For specific information regarding the trademark licensing program, including obtaining a license, **contact Rodney Kasey at [kaseyr@marshall.edu](mailto:kaseyr@marshall.edu)**





If you have any questions about the brand guidelines,  
please feel free to reach out to us at [ucomm@marshall.edu](mailto:ucomm@marshall.edu)



