

Mississippi University for Women Visual Identity Guidelines

The Mississippi University for Women visual identity program consists of two major components: the actual graphic devices—a seal and a wordmark and the standards that govern the use of graphic elements. Both are needed to present a consistent visual image of the University.

The seal was created in Adobe Illustrator, Adobe Photoshop, and Quark Express. The wordmark was created using Times New Roman font.

The seal and wordmark were adopted by the University in September 2003. They are a blend of MUW's history and future.

The minimum size (with the exception of the business card, letterhead/stationery, and envelopes) has been established to ensure that the seal may be legibly produced. The minimum width of the seal is 1.25 inches, which is illustrated below.



The minimum width of the wordmark, below, is three inches in relation to the minimum size of the seal.

Mississippi University Line 1, 24 pt.
for Women Line 2, 20 pt.
A Tradition of Excellence for Women and Men Line 3, 11 pt. Italicized

WORDMARK

When used together as a unit in either of the two arrangements, the size of the seal in relation to the wordmark should be maintained as shown in these standards below.



Mississippi University
for Women

A Tradition of Excellence for Women and Men

CORRECT



Mississippi University
for Women

A Tradition of Excellence for Women and Men

INCORRECT



Mississippi University
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CORRECT



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INCORRECT

A protected area of white space, as illustrated below, is necessary around the seal and/or wordmark in order to maintain the symbol's integrity and visual impact. Leave at least 1/8 inch of protected space around the seal or wordmark.



Mississippi University
for Women

A Tradition of Excellence for Women and Men



While not every issue associated with a consistent application of the University's visual identity can be anticipated or dealt with in this document, a few simple guidelines convey the spirit and the principal objectives of these standards.

- Use the seal and wordmark as the primary visual means of communicating the university name whenever possible. Do not use the seal alone as the only means of identifying the university in a publication. The seal may be used only if the wordmark appears elsewhere.
- Use the seal and wordmark as a major identifying element in any type of visual communication.
- Do not use the university seal or wordmark in direct conjunction with the logo or identifying symbol of another organization.
- Do not modify or embellish the seal or wordmark in any way. (For example, do not overprint the wordmark and seal).

INCORRECT



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INCORRECT



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Scholar's Day Weekend

Letterhead Stationery

University stationery sends a powerful visual message about the writer and the University. The seal and wordmark must be the main identifying element on University letterhead. The wordmark and seal must be printed in Pantone PMS 294 blue ink.

Special event logos, individual department logos, also may be used but must be used less prominently and not in conjunction with the University's seal and wordmark.

TRADITIONAL



Mississippi University

for Women

A Tradition of Excellence for Women and Men

Office of Public Affairs
W-Box 1623
Columbus, MS 39701
(662) 329-7119
(662) 329-7123 Fax

USE OF ANOTHER LOGO AS WELL AS THE UNIVERSITY SEAL AND WORDMARK




Mississippi University

for Women

A Tradition of Excellence for Women and Men

Division of Business and Communication
W-Box 940
Columbus, MS 39701
(662) 329-7152
(662) 329-7458 Fax

www.muw.edu

Accredited by 

Envelopes and Mailing Labels

University envelopes in various sizes should be printed with the seal and wordmark and return address in PMS 294 blue ink. The seal alone may not be used on envelopes.

Special event logos, individual department logos, also may be used, but must be printed on the back flap of the envelope at an additional cost, or can be printed on the front of the envelope in a pre-approved area as stipulated by postal regulations.



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Forms

University forms for external use, to be consistent with these standards, must include the seal and wordmark.

Publications

The seal and wordmark must appear prominently on the front or back cover of all university publications, although not necessarily as the predominant design element. The seal alone also may be used as an additional graphic element in publications.

T-shirts

T-shirts should have a clearly identified MUW or seal and wordmark on the front or sleeve. The MUW below has been developed to present a consistent visual image.



Times New Roman
pt. 130
Regular

The World Wide Web and Other Electronic Publication Formats

The University wordmark must appear on every official Web page of the University. It may be used, but is not required on student and faculty personal pages.

The official MUW blue color for Web pages is Pantone PMS 294 Blue.

Advertisements, Videotapes, Displays and Exhibits

Any University-related advertisements placed in print, media, or on television must contain the University seal and wordmark.

The Office of Public Affairs and the Print Shop offer design and project coordination. You are encouraged to seek assistance with publications design and production through one of these departments. If you choose to develop and produce your own materials for off-campus distribution, the design should be reviewed by Public Affairs to ensure consistency with these standards.

Electronic files of the wordmark, seal, and MUW are available by contacting the Office of Public Affairs at (662) 329-7119. They are provided to make it easy to project the University's visual identity in a consistent and effective way. Do not use second-generation versions of the seal or wordmark, such as photocopies or other lower-quality reproductions. You also may download these files off the web site at www.muw.edu/publicaffairs/wordmark/.