



MOREHEAD STATE
UNIVERSITY

SOAR *Higher.*

BRAND
GUIDELINES

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WHY WE SERVE

Morehead State University has served generations of students and families through education to improve their lives, careers and communities. Our continued purpose is to provide students with personal support and offer the best value. Our faculty and staff are committed to fulfilling this brand promise and taking pride in who and where we are.

Morehead State combines excellent academic programs with student support for educational and career success. At Morehead State, you will learn the skills and earn the experience you need for a successful career.

WHY WE HAVE A **BRAND MESSAGE**

We've developed a strong brand message to make our purpose and achievements better known. Our message needs to reach students and their families. It needs to remind our employees, alumni and friends about the profound effect Morehead State has on the lives of those in our region and beyond.

Our brand is more than a logo or a tagline. The MSU brand is how we work daily to tell our story. When we communicate the MSU story and our visual identity is consistent, we increase the awareness of our institution and attract more students who will find success at Morehead State.

WHY OUR MESSAGE IS “**SOAR** *Higher.*”

These two words are more than Morehead State’s brand tagline. They convey an invitation and a promise for students to not just soar, but soar higher.

We invite students to find their purpose and achieve it through our quality academic programs and personalized support. That is our purpose as a school and it’s our promise to everyone considering Morehead State.

Our brand campaign focuses on MSU’s commitment to the campus community that values inclusion and safety so students can develop personally and academically.

WHY OUR MESSAGE REFLECTS OUR MISSION

Our stories have an authentic, genuine tone that reflects the campus experience. We would rather let our stories speak for themselves than boast about ourselves. There is nothing pretentious in our tone of voice, but there is an abundance of well-founded pride in our purpose and mission.

Those guiding principles help us tailor our message to our audiences – from prospective students to generous donors – in the most effective, compelling way.

SOAR *Higher*

reinforces our commitment to student success by reminding students that Morehead State will challenge and support them as they pursue their own paths to success.

WHY WE OFFER **BRAND PILLARS**

Every brand needs proof statements that are simple, clear and true.
MSU's Brand Pillars are based on information about why we are here,
where we excel and how we can provide more value to our students in
the future.

ACADEMIC EXCELLENCE

Morehead State provides excellent academic programs with strong outcomes, experiential education and high-impact practices for our region and beyond.

COMMUNITY OF SUCCESS

Morehead State provides student success programs; faculty and staff that are accessible, supportive and challenging; and a campus community that values inclusion and safety.

VALUE & AFFORDABILITY

Morehead State is committed to offering the best value for students through financial aid and scholarships.

ACCESSIBILITY & ATTAINABILITY

Morehead State University's academic programs and courses are offered on a residential campus, regional campuses and online.

KEY MESSAGING

We support our brand promise through ...

- Excellent academic programs with strong outcomes – pre-med, pre-vet, space science, imaging science, applied engineering, business, education, nursing, music and art/graphic design; undergraduate research, internships, education abroad, service learning and STEM-X.
- Student success programs that empower all students to achieve their academic and personal goals.
- Faculty and staff who are dedicated to student success – accessible, supportive, challenging.
- A campus community that values inclusion and safety so students can develop personally and academically.
- Providing experiential educational opportunities that enhance skill development and career preparation.
- A commitment to the students and families in our region and community.

BRAND **GUIDELINES**

FONTS

The headline font, Gareth, was chosen because it is versatile and denotes strength, stability and movement.

Headline Font
Garet Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+:"'<>?

Sub Headline Font
Garet Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+:"'<>?

Copy Font
Univers 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+:"'<>?

SOAR Higher.

Tagline should have a period and be used as logo text.

Tagline can be used in conversational language, quotes and other copy, but does not have to be included in everything and should not be overused or forced into copy.

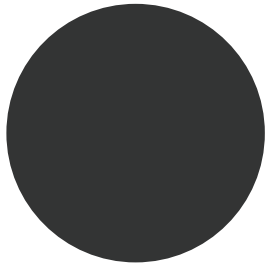
“SOAR” should only be in all caps and italics in the logo text – not in quotes, headlines or other copy.

COLORS

For body copy on a
white background

C: 63 M: 63 M: 62 K:57

#343434



PMS 116

#FFCF00

ACCENT COLOR

PMS 300

#005EB8

ACCENT COLOR

PMS 286

#0033A0

PRIMARY COLOR

LOGOS ARE IMPORTANT FOR CONSISTENT MESSAGING

Consistency = awareness. It's a common misconception that a logo is a brand.

A logo is not a brand. A brand is not a logo.

A brand is the feeling you get when you see a logo.



**MOREHEAD STATE
UNIVERSITY**



Contact the Office of Communications & Marketing with questions or to request use of the logo at
www.moreheadstate.edu/ocm.



DEPARTMENT OR OFFICE EXAMPLE:



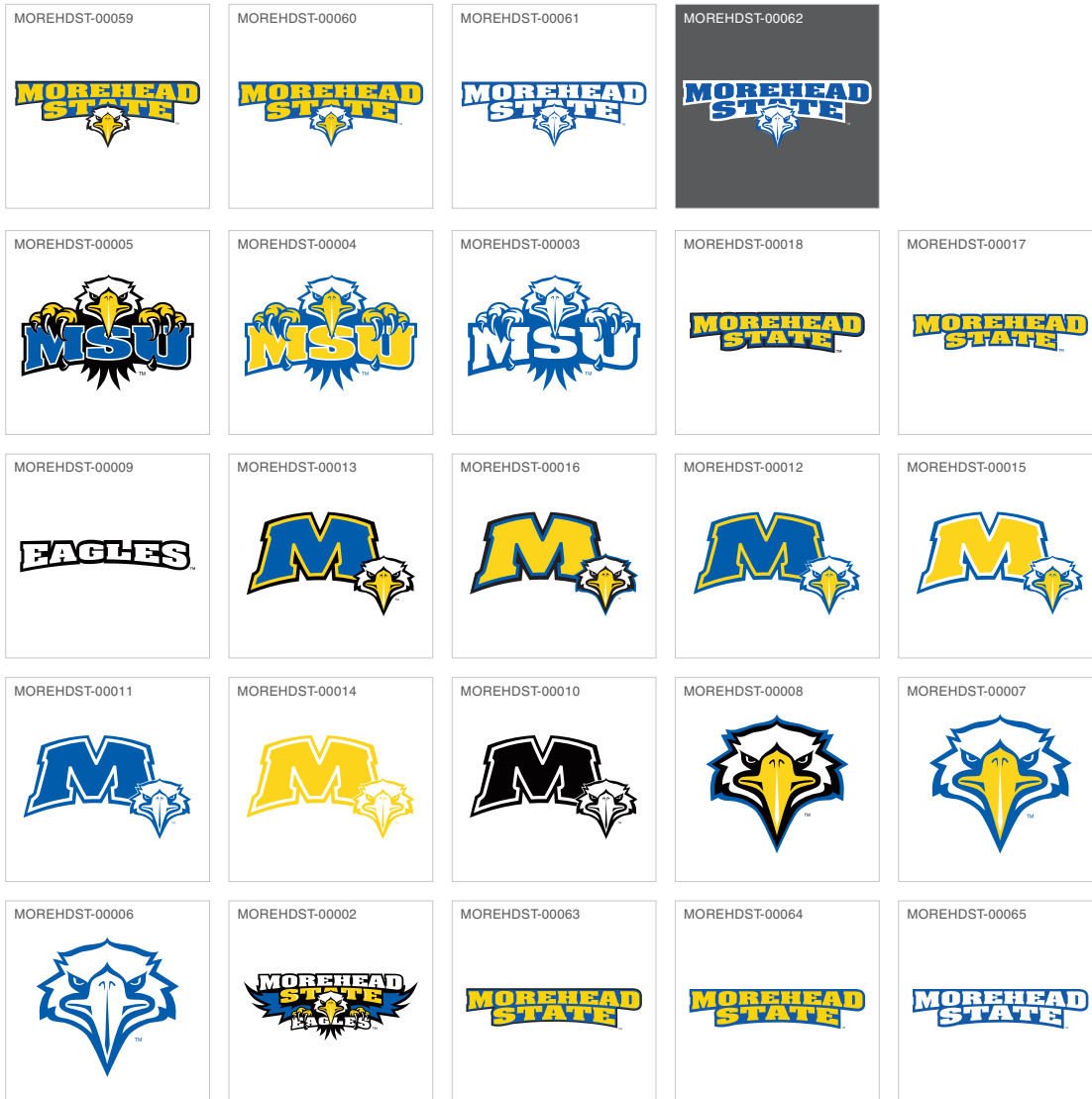
ALUMNI ASSOCIATION MARKS:



MSU SEAL:
Use of seal is restricted for use by
Office of the President.



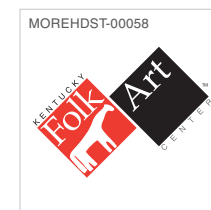
ATHLETIC MARKS:



CRAFT ACADEMY FOR EXCELLENCE IN SCIENCE & MATHEMATICS MARKS:



KENTUCKY FOLK ART CENTER MARK:



The following examples are executions that *compromise* **SOAR Higher**. We should strive not to modify the tagline or logo in any way, including its color, readability, or spacing. If you have questions about using the logo, visit www.moreheadstate.edu/ocm.



KEY QUALITIES

Personal

Up close

Person is interacting with environment

Person doesn't have to be looking at the camera

Short focal length - brings subject closer

Natural lighting

Does not look staged or posed







EXAMPLES OF
SOAR *Higher.*



**MOREHEAD STATE
UNIVERSITY**

SOAR *Higher.*

At MSU, you'll find excellent academic programs and a campus community committed to supporting you as an individual. You'll learn the skills and earn the experience you need for a successful career.

WWW.MOREHEADSTATE.EDU

MSU is an affirmative action, equal opportunity, educational institution.



