

MIDDLE TENNESSEE STATE UNIVERSITY

Wordmark Style Guide

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MTSU Wordmark • one-color version
(all black or all MTSU blue-Pantone 300)



MTSU Wordmark • 2-color version



MTSU Wordmark • one-color version (swash is 40%)



The wordmark may be printed solidly in white ink or reversed out of a solid background.

Standard Colors

This sheet is not for reproduction or color matching; it is for color break information only. Use electronic files or camera-ready art for reproduction. Approved PANTONE® colors and process mixes are listed below.

Black

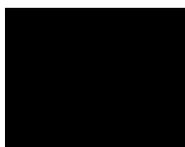
PANTONE Process Black

C: 0% M: 0% Y: 0% **K:100%**

MTSU Blue

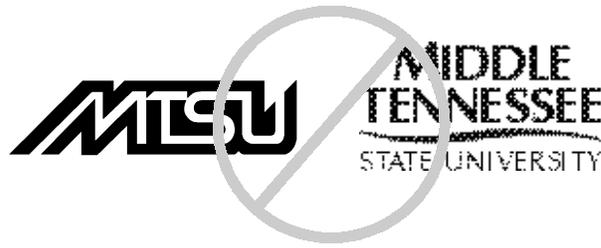
PANTONE 300

C: 100% M: 40% Y: 0% K: 0%



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Middle Tennessee State University's logo icon is still in use. However, the icon and the wordmark should never be used next to each other.



One way to use the two marks is to put the wordmark on the front of a piece and use the logo at a small size elsewhere, for instance with the non-discrimination statement.

MTSU, a Tennessee Board of Regents university, is an equal opportunity, non-racially identifiable, educational institution that does not discriminate against individuals with disabilities. AA000-0002 

The wordmark may not be reproduced in any color other than black, white, or the regulation MTSU blue.



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



Do not distort, change proportions, or redraw any part of the wordmark. Do not substitute any font other than Zapf Humanist. Do not put a box around the wordmark.

