



INTRODUCTION

Concept04

Goal.....06

About Our Identity.....09

Brand Architecture.....10

IDENTITY

PYRAMID

Breakdown.....11-12

QUATERNARY IDENTITY

SHOW ME Logo.....13-15

The University of Missouri Athletics brand is distinguished by a simple philosophy: To foster a premier championship athletics program. This concept creates a cohesive identity system that not only respects the traditions of the university, but also looks ahead to the promise of a great future.

The qualities and values of the Mizzou Athletics brand are expressed in the design of its brand identity. These guidelines allow strategic partners to properly work with the elements of the identity so that their application and presentation achieves a powerfully consistent effect. This manual provides simple ground rules. By following these guidelines in our communications, we contribute to the rising reputation of the Mizzou Athletics brand for excellence across the country and around the globe.

Presenting the Mizzou Athletics visual identity with consistency and quality is crucial in maintaining our competitive position as a leader. It is imperative to always use these guidelines when designing materials for athletics. They will not constrain creativity, but ensure the full and beneficial impact of the athletics brand image.

To cultivate a leading athletics program by developing a strong, timeless and consistent athletics identity system that reflects the unique characteristics of the University of Missouri while continuing to advance a program that promotes academic integrity, social responsibility and competitive excellence.

Mizzou Athletics embodies the following attributes:

PRIDE

INTEGRITY

SOCIAL RESPONSIBILITY

HARD WORK

DEDICATION

PASSION

LIKEABLE

FUN

Mizzou Football embodies the following attributes:

TOUGHNESS

TEAM

ENTHUSIASM

DETERMINATION

ATTITUDE

PRIMARY - THE STATEMENT

A consistent primary identity has been developed to accurately represent the University and confidently position it for the future. The identity is both timeless and strong. Reinforcement of the primary mark will build worldwide brand equity.

SECONDARY - THE SUPPORT

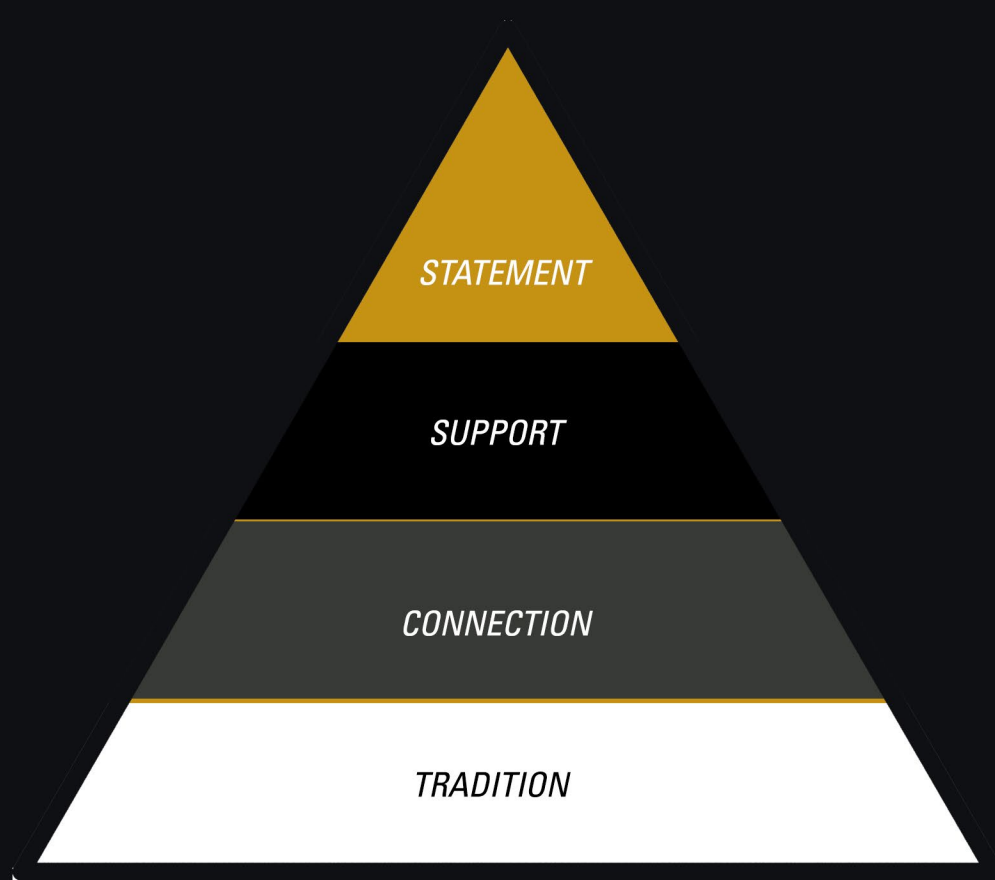
The secondary identity works closely in support of the primary identity to represent the school. It gives the identity flexibility while staying consistent with the primary look and feel.

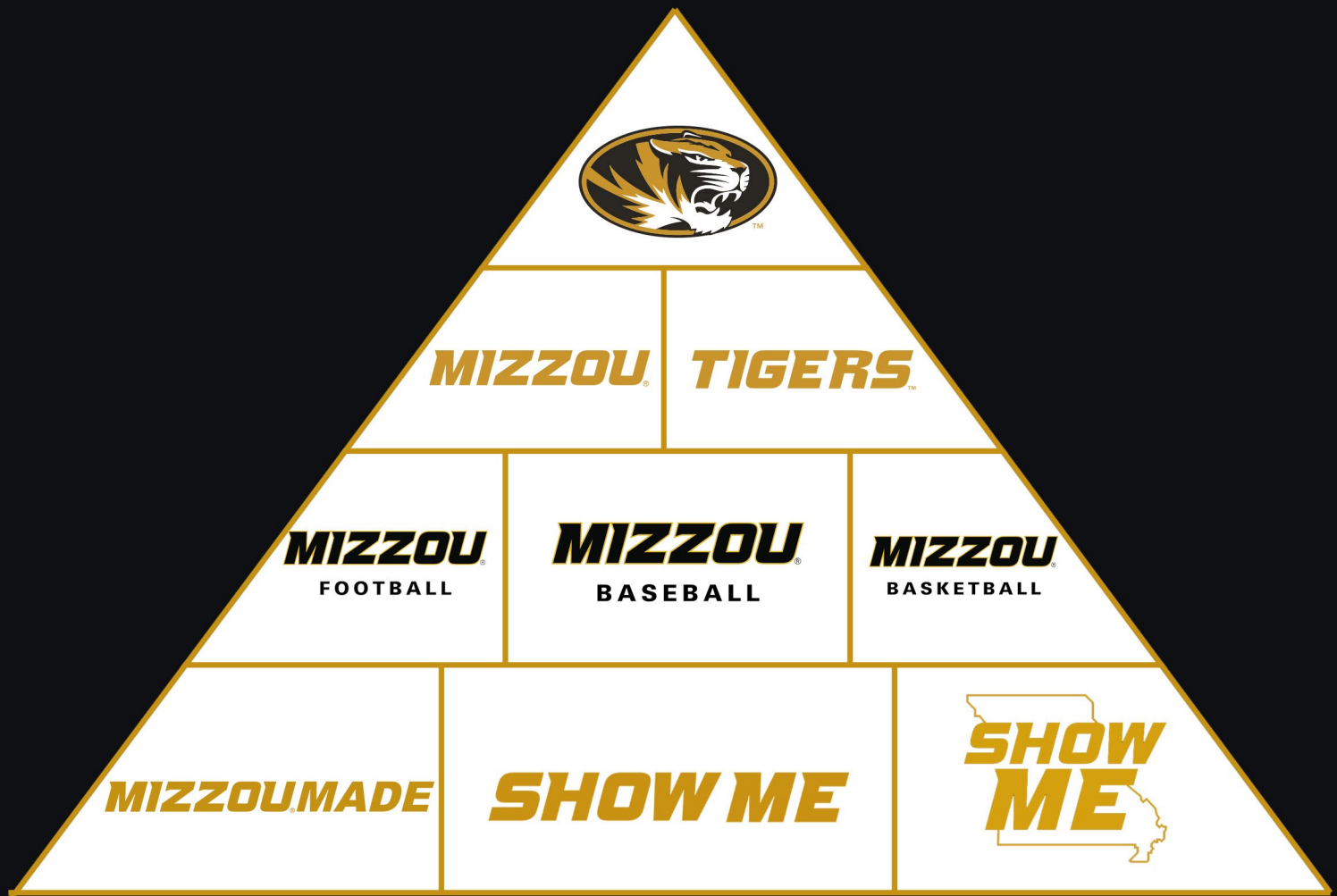
TERTIARY - THE CONNECTION

The tertiary Identity connects with specific programs and traditional mascots. These marks supply freshness to products when needed as well as representing specific aspects of the school.

QUATERNARY - THE TRADITION

The quaternary Identity reflects our traditions and successes within the state of Missouri. These marks serve as vehicles for both historical and present traditions of the "Show Me" state as well as what it is to be MizzouMADE. The quaternary identities are crucial as they also support and stabilizes the foundation of our brand as well as the foundation of the University of Missouri.





COLOR VARIATION

The logo can be used in the following color variations:



SHOW ME

SHOW ME

SHOW ME

SHOW ME

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