



MUW OWLS- Official Brand Identity Usage and Style Guide

Mississippi University for Women 1100 College Street, Columbus, MS 39701 www.muw.edu

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CONTACT INFORMATION

For more information about the MUW Owls identity or for permission to reproduce any of the logos included in this guide, please contact:

Mississippi University for Women
Athletic Department
662- 329-7962

ABOUT

Philosophy Statement

The Department of Athletics conducts a broad-based Division III sports program for men and women that is an integral part of the University's mission and adheres to the framework established by the NCAA. The overall development of each student-athlete is of paramount importance. The department will provide the necessary vision and leadership for student-athletes to participate at the highest level of their ability while pursuing a quality education. Participation on an intercollegiate team will provide student-athletes with the opportunity to learn and develop values which foster self-discipline, teamwork, leadership skills and fair play in an equitable and diverse environment. The goal is to attain and maintain competitive excellence in all sports programs, including participation in NCAA individual and team championship events, whenever possible.

Vision Statements

The Department of Intercollegiate Athletics is committed to:

- Providing all student-athletes with the highest quality academic, athletic and social experience;
- Hiring and developing the best coaches and support staff to produce successful programs;
- Developing the leadership potential of student-athletes and staff;
- Providing a safe environment for the student-athletes;
- Conducting programs and business with integrity and the highest ethical standards.

The mission of the Department of Athletics at the Mississippi University for Women is to develop student-athletes who desire to excel in the four core principles of Athletics, Academics, Community, and Life.

PRIMARY LOGO



Full color on white or light backgrounds



Full color on dark or patterned backgrounds
NOTE: OWLS type reverses to white



One color on white or light backgrounds



One color on dark or patterned backgrounds
NOTE: OWLS type and TM reverse to white

SECONDARY LOGO



Full color on white or light backgrounds



Full color on dark or patterned backgrounds



One color on white or light backgrounds



One color on dark or patterned backgrounds
NOTE: TM reverses to white

WORDMARK



OWLS

Two color on white or light backgrounds



OWLS

Two color on dark or patterned backgrounds



OWLS

One color on white or light backgrounds



OWLS

One color on dark or patterned backgrounds

WORDMARK



Two color ARCHED on white or light backgrounds



Two color ARCHED on dark or patterned backgrounds



One color ARCHED on white or light backgrounds



One color ARCHED on dark or patterned backgrounds

SPORT SPECIFIC PRIMARY LOGO

OWLS
BASEBALL

OWLS
BASKETBALL

OWLS
CROSS COUNTRY

OWLS
GOLF

OWLS
LACROSSE

OWLS
SOCCER

OWLS
SOFTBALL

OWLS
TENNIS

OWLS
VOLLEYBALL

OWLS
ATHLETICS

SPORT SPECIFIC PRIMARY LOGO

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OWLS
BASKETBALL

OWLS
CROSS COUNTRY

OWLS
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OWLS
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VOLLEYBALL

OWLS
ATHLETICS

TYPOGRAPHY

The Mississippi University for Women Owls identity employs a commercially available font for use in support and collateral materials - FORZA BLACK. The OWLS type in the primary logo is custom created and not available as a font.

FORZA BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

UNIFORM ASSETS

Only the logos shown here are approved for use on field/court for all uniform applications. Sports specific logos (see pp. 9-16) are reserved for warm ups, casual apparel, and equipment, i.e., travel bags, etc. Background color is limited to blue and white for all uniform applications.



UNIFORM EXAMPLES



COMMON MISUSE



Never use unapproved colors



Never alter color placement



Never distort or alter proportions



Never flip the logo



Never alter the typography



Never rotate the logo



Never add graphic devices - i.e. drop shadow



Never combine or overlap logos

FORMER LOGOS

The graphic standards in this manual replace all other former logos and Owl representations in official and common use. These include (but are not limited to) the following:



Any questions about former applications should be addressed with the Mississippi University for Women Athletic Department.

COLOR INFORMATION



Navy Blue

Pantone: 654C

CMYK:

C: 100
M: 71
Y: 10
K: 47

RGB:

R: 0
G: 58
B: 112

Madeira: 1967



Welty Blue

Pantone: 278C

CMYK:

C: 45
M: 14
Y: 0
K: 0

RGB:

R: 139
G: 184
B: 232

Madeira: 1075

NOTE: Because of the inconsistent nature of computer monitors and other digital devices, the colors depicted within this usage and style guide may not match the actual PANTONE® standards. When specifying colors please refer to the PANTONE® number for accurate color reproduction.