



# Brand Style Guide

# Table of Contents

1. **Brand Identity**
  3. Brand Marketing vs Promotion
  4. Brand Messaging
  5. University Tagline
6. **Brand Elements and Usage**
  7. Name Usage
  8. Logo Usage
  9. Primary Logo Usage
  10. Stacked Logo Usage
  11. Acronym Logo Usage
  12. M-Icon Usage
  13. Wordmark Logo Usage
  14. Flame Icon Usage
  15. University Seal
  16. Logo Restrictions
  17. Color Palette
  18. Fonts
19. **Athletics Marks and Messaging**
  20. Athletics Logo and Naming Usage
  21. Maverick Icon Logo One
  22. Maverick Icon Logo Two
  23. Maverick Secondary Logo
24. **Secondary Lockups**
27. **RSO and Club Sports Style Guide**
30. **Editorial Style Guide**
35. **Additional Requirements**



# Brand Identity

The Minnesota State University, Mankato brand is supported by a messaging platform and a suite of graphic representations that includes logos, colors and fonts. Consistent use of all of those elements fosters a cohesive and recognizable identity for the University across all channels. It also helps establish trust and credibility with our key audiences.

This guide is designed to help the University community understand how to use the University's brand messaging, logos and other graphic marks to help cultivate meaningful connections with current and prospective students, faculty and staff, alumni and the general public.

## What Brand is

BRAND underlies all communications. It is the intentional, public face of our mission, vision and core values. The brand foundation orients our mission, vision and core values to the outside world to make prospective students, parents, counselors, employers and the general public understand and care about the position we occupy.

**Our brand is what someone perceives  
when they think of  
*Minnesota State University, Mankato.***



## **Brand Marketing**

Is the coordinated suite of expressions—verbal, visual, experiential—intended to persuade internal and external audiences about the University's brand. Brand marketing embraces all aspects of the University.

## **Brand Promotion**

Is internal and external communication about specific, individual components of the Minnesota State Mankato experience.

University Marketing and Communications' work focuses on brand marketing; brand promotions are executed by many different groups on campus. Both are important and essential to the University's success. To be most effective, both must be aligned with the brand guidelines and present a consistent, clear message from the University.

# Brand Messaging

The BRAND FOUNDATION serves as the unifying story that connects all audiences to a single compelling brand idea. It guides the creative expressions of the University and aligns all communications around the brand story. The foundation is comprised of the Brand Promise, the Brand Pillars and the Value Proposition.

## Brand Promise

Minnesota State Mankato is an inspiring, supportive and opportunity-rich community that engages and empowers students with a relevant education that leads to success.

## Brand Pillars

Expert minds,  
personal touch

Resources for  
all to succeed

Welcoming all  
Mavericks

A smart  
investment

From Minnesota  
to the world

## Value Proposition

Personal and professional growth and success.

## University Tagline

Big ideas.  
Real-world thinking.  
**Inspired *action*.**

**Big ideas** are the beginning.

**Real-world thinking** gives ideas meaning.

**Inspired *action*** is the catalyst that brings ideas to life.

We are an opportunity-rich community where creative ideas become real-world solutions *through* action.

With Minnesota State University, Mankato values and work ethic, we strive to make positive and purposeful impact across the state, region, country and world.

**Inspired *action*.**

**That's Minnesota State University, Mankato.**



# Brand Elements and Usage

Well-branded materials elevate all University-related communications and promotions. The consistent use of primary and secondary colors, typography, design elements and photography help create a cohesive look for University materials.



## N A M E U S A G E

---

Minnesota State Mankato engages with a wide range of audiences, each with its unique characteristics. While adjusting communication strategies for various audience segments is essential, maintaining a consistent narrative about the University itself is crucial for effective and unified messaging. Especially important to that narrative is referring to the University correctly and using approved shortened versions in brand communications.

### Approved Usages:

First reference in text should always be:

- Minnesota State University, Mankato

Subsequent references can be:

- Minnesota State Mankato
- MSU
- The University

### Not Approved Usages:

- MNSU
- M-State
- Minnesota State  
*(except when related to intercollegiate athletics)*
- Minnesota State University
- MSU-Mankato

## W E A R E A L L M A V E R I C K S

---

**Students, faculty, staff and alumni are all part of the #MavFam.**

### Mavericks/Mavs:

Mavericks is preferred to the shortened, informal Mavs, but both uses are acceptable in most uses, with certain limitations described below.

Mavericks should be used for all official Athletic communications as well as all official game-day competition gear, including uniforms, helmets and all other game-day accessories.

Mavs can be used on team and fan leisure apparel as well as in informal communications, such as hashtags and social media posts. It may not be used in official Athletic communications, on game-day competition gear, or paired with any of the official Athletics identifiers (ie, Minnesota State Mavs or MSU Mavs).

When referring to intercollegiate athletic programs, use either the singular Maverick or the plural Mavs: Maverick Football or Mavs Soccer.

The term Lady Mavs should not be used as a nickname for any intercollegiate, club or intramural team.

### Mav:

The use of "Mav" as part of a naming convention for University-related services, resources and groups must be approved by University Marketing and Communications prior to use. It should be used in upper/lower case format; nothing should be set in all-caps after the word Mav: MavCard, MavLife.

Minnesota State Mankato's identity is much more than a logo. However, our logos are one of the most important expressions of the University's brand—which is why it is critical to use them correctly and consistently. Specific usage guidelines are included here for each University mark, as well as when and where each is most appropriate.

## Some guidelines apply to all logos:

- Whenever possible, use the two-color logos. One-color and black and white versions are available as needed.
- The one-color gold logos cannot be used on black.
- Maintain a protected space around the top (excluding the flame) equal to the width of the "M," and on the left, right, and bottom sides, equal to half the width of the "M."
- No logo can be modified or altered in any way.
- Screenshots or photos of logos should never be used in place of an actual logo file.
- Contact Creative Production at 507-389-1181 to work with the logo files.

Primary Logo



Acronym



Icon



Flame



Wordmark

**Minnesota State University**  
MANKATO

Stacked Logo



# PRIMARY LOGO USAGE

The primary logo should be used whenever possible. If space, size or other design constraints exist, the stacked or wordmark logos can be used instead.



1.75" minimum reproduction width



# STACKED LOGO USAGE

The stacked logo can be used as another option if the primary logo doesn't work in the space. If space, size or other design constraints exist, the wordmark logo can be used.



1.5" minimum reproduction width



When using the MSU acronym logo for distribution outside of campus, it must be used with another identifier that includes the full university name.



.75" minimum reproduction width of "MSU"



# M – I C O N U S A G E

When using the M-icon logo for distribution outside of campus, it must be used with another identifier that includes the full university name.



.325" minimum reproduction width of "M"



# W O R D M A R K L O G O U S A G E

Wordmark logo usage should be reserved for applications where there is limited printable space such as small imprint areas on promotional materials and items. The wordmark logo can be used as an alternative to the primary or stacked logos when needed.



1.5" minimum reproduction width

**Minnesota State University**  
MANKATO

**Minnesota State University**  
MANKATO

**Minnesota State University**  
MANKATO

**Minnesota State University**  
MANKATO

**Minnesota State University**  
MANKATO

**Minnesota State University**  
MANKATO

**Minnesota State University**  
MANKATO

**Minnesota State University**  
MANKATO

# FLAME ICON USAGE

---

The flame icon exhibits versatility by serving as a standalone and distinctive design element alongside other brand identifiers. It can be effectively employed as either a background element or a standout feature, adding flexibility to its usage. However, it cannot be distorted or used with non-brand colors to preserve its intended visual integrity.



Special use only.



The University seal is not an approved brand identifier; it is reserved for official university documents such as diplomas and presidential communications.



1" minimum reproduction width



## Unacceptable Identity Modifications

These general rules apply to ALL logos, wordmarks and symbols.

Vertical or Horizontal Logo Distortion



Logo Colorization



Logo Rotation



Logo Rearrangement



Logo in Shape and Illegible Color Combination



Logo Over Distracting Background



Logo Shadowing That Affects Readability



Simulated Logo with Incorrect Typeface



Logo Watermarking (*acceptable for flame only*)



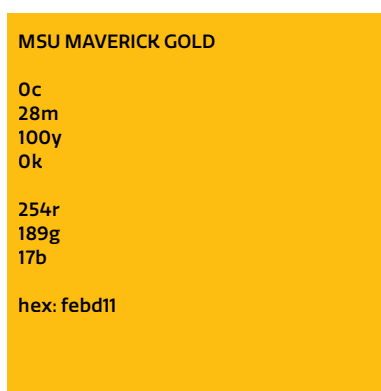
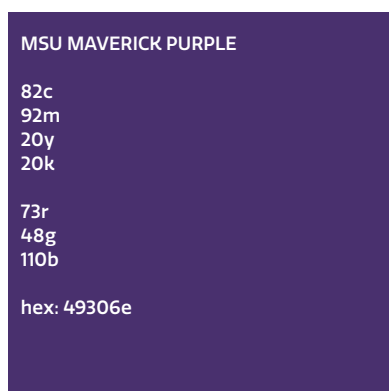
One Color Gold Logo on Black



# COLOR PALETTE

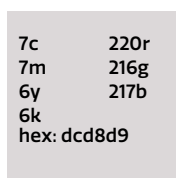
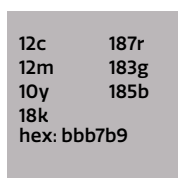
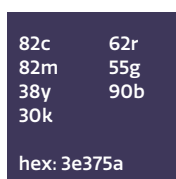
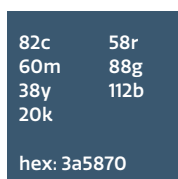
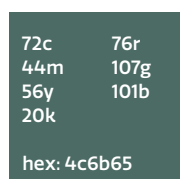
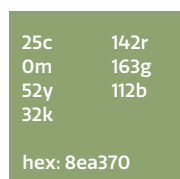
Primary colors are pivotal in defining a brand's visual identity, impacting recognition, nurturing connections and ultimately playing a key role in the brand's overall success. It is important for secondary colors to complement the primary colors rather than overshadow them. Use of special "cause" colors needs approval from University Marketing and Communications.

## Primary Colors



**Purple** and **Gold** are the primary university colors and should be the dominant colors in all publications, materials and print/electronic communications.

## Secondary Colors



Secondary colors should be used to complement and support the primary colors; **they cannot be used on their own** in publications or other materials.

Using brand fonts helps maintain a consistent and recognizable visual identity, ensuring that all communication materials align with the brand's personality and message. These fonts contribute to brand cohesion, fostering a sense of professionalism and aiding in brand recall across diverse platforms and marketing channels. Contact University Marketing and Communications for guidance about what fonts should be used in specific communications.

#### Headline Font

# Quatro Slab

Quatro Slab Regular *and Regular Italic*  
Quatro Slab Medium *and Medium Italic*  
Quatro Slab Semibold *and Semibold Italic*  
Quatro Slab Bold *and Bold Italic*  
**Quatro Slab Ultra Black *and Ultra Black Italic***

Quatro Slab is the basis for the new logo and the primary font for headlines for major institutional branded communications and marketing materials. This font is an Adobe font and can be used through the Adobe suite.

#### Body Font

# Quatro

Quatro Extra Light *and Extra Light Italic*  
Quatro Light *and Light Italic*  
Quatro Book *and Book Italic*  
Quatro Regular *and Regular Italic*  
Quatro Medium *and Medium Italic*  
Quatro Semibold *and Semibold Italic*  
**Quatro Bold *and Bold Italic***

From the same font family, Quatro is the coordinating sans serif and the primary font for body copy for major university branded communications and marketing materials. This font is an Adobe font and can be used through the Adobe suite.

#### Approved Alternate Font

# Kanit

Kanit Thin *and Thin Italic*  
Kanit Extra Light *and Extra Light Italic*  
Kanit Light *and Light Italic*  
Kanit Regular *and Italic*  
Kanit Medium *and Medium Italic*  
Kanit Semibold *and Semibold Italic*  
**Kanit Bold *and Bold Italic***  
**Kanit Extra Bold *and Extra Bold Italic***  
**Kanit Black *and Black Italic***

A free Google font for web use and convenient download, Kanit has a very similar overall look to Quatro.

Click on the link below to download Kanit font.

 [KANIT FONT](#)



# Athletics Marks and Messaging

Intercollegiate athletics are an important part of the Minnesota State Mankato experience. The Maverick icon logo and related visual elements have become easily recognizable and have grown to represent not only the athletics endeavor but also the University as a whole to the general public.

The usage guidelines on the following pages are designed to maintain and build the strong Maverick brand.

Minnesota State Athletics has worked with University Marketing and Communications to establish guidelines for logo usage that will help to maintain and build the Maverick brand.

## **Athletics has defined specific guidelines for both naming and logo usage:**

### **Approved Usages:**

#### **Intercollegiate Athletic Programs:**

Collectively, our athletic programs are known as the Mavericks.

Each program itself is identified singularly by Maverick—such as Maverick Football, Maverick Volleyball and Maverick Track and Field.

Mavericks should be used for all official Athletic communications as well as all official game-day competition gear, including uniforms, helmets and all other game-day accessories.

Mavs can be used on team and fan leisure apparel as well as in informal communications, such as hashtags and social media posts. It may not be used in official Athletic communications, on game-day competition gear, or paired with any of the official Athletics identifiers (ie, Minnesota State Mavs or MSU Mavs).

When referring to intercollegiate athletic programs, use either the singular Maverick or the plural Mavs:

Maverick Football or Mavs Soccer.

#### **Use of Minnesota State:**

Athletics is the only part of the University that can use Minnesota State as an identifier.

Minnesota State should be used with a secondary identifier, such as "Minnesota State Athletics" or "Minnesota State Mavericks," on first reference to avoid confusion with the Minnesota State system.

### **Club and Intramural Sports:**

Club and intramural sports teams may use the Maverick icon logo if the club or team's full name is used: Minnesota State University, Mankato Club Soccer, Minnesota State University, Mankato Club Rugby, etc.

### **Registered Student Organizations (RSO):**

RSOs may request to use the Maverick icon logo as part of their identity and must identify themselves fully in conjunction with the Maverick logo.

### **Academic Departments:**

Academic departments should use the University M-icon logo instead of the Maverick icon logo.

### **Not Approved Usages:**

Cartoons, caricatures and any other alterations of the Maverick icon are prohibited.

No intercollegiate, club or intramural team should use the name Lady Mavs.

The logo cannot eat things, hold or wear items or do activities. When appropriate, the Stomper mascot can be photographed to meet specific needs, with approval from Athletics and University Marketing and Communications.

Use the two-color Maverick icon with the black outline on light backgrounds; the icon with the gold outline should be used on dark backgrounds. Refer to the examples below for approved usages.



On Light



On Dark



Two color - *special use only*



Single color on dark

Single color on light

Use the two-color Maverick icon with the black outline on light backgrounds; the icon with the gold outline should be used on dark backgrounds. Refer to the examples below for approved usages.



On Light



On Dark



Two color - special use only



Single color on dark

Single color on light



This secondary logo is intended for supplemental use only and should never be used alone. Its role is to complement and enhance the overall visual identity, serving as a supportive element to the primary mark.



# Secondary Lockups

Lockups combining colleges, divisions and departments with the University brand have been created; programs, centers and other University units may request a lockup by emailing [brand@mnsu.edu](mailto:brand@mnsu.edu).

In addition to lockups, units may also use one of the approved University logos in conjunction with their name set in the official University font; contact Creative Production for design help.

## Some guidelines apply to all lockups:

- Maintain a protected space around the top equal to the width of the "M," and on the left, right, and bottom sides, equal to half the width of the "M."
- Use full color logo whenever possible.
- No lockup can be modified or altered in any way.
- Please see the style guide for more brand usage, questions, contact [brand@mnsu.edu](mailto:brand@mnsu.edu).



## Option 1: Colleges and Divisions



## Option 2: Departments and Centers



## Option 3: Programs





# RSO and Club Sports Style Guide

Recognized Student Organizations (RSOs) and club sports are a valued part of the Minnesota State University, Mankato community. It is important that student groups have the freedom to express themselves, but it is also important that they represent the University brand in an appropriate manner by observing the following guidelines.

## Naming

- Use of Mavs or Mavericks requires approval from Athletics; if either is used, the official name must clearly designate the group as a club or student group, to avoid confusion with intercollegiate athletic teams.
- If the University name is included, it must be one of the official versions of the name; MSU is acceptable.
- Names cannot include derogatory, profane or otherwise inappropriate language.

## Logos

- RSOs wishing to create a logo may do so themselves or with the help of the Creative Production design team.
- The University name and/or logo are not required as part of an RSO or club sport logo; if either is used, all standards must be followed.
- Use of the Maverick icon logo requires approval from Athletics; if it is used, the group, team or club must be fully identified to avoid confusion with intercollegiate athletic teams.

## Materials

- All materials, including posters, flyers, promotional items and other materials, must include the full University name (set in an approved font) or an approved University logo. All brand standards apply to RSO materials.
- Templates for posters, table tents and flyers are available through the Brand Hub.

## Poster Policies

- Posters must be approved and stamped by the CSU Administrative Office (CSU 220) before they can be posted on bulletin boards in the CSU or any academic buildings.
- To be approved, posters must include the name and contact information of the RSO, club or department; they must also have the date, time and location of the event being promoted and meet University brand standards, including the system affiliation logo and accessibility statement.

## Apparel

- Apparel color can be purple, gold, white, black or a neutral color.
- All apparel must include the full University name of logo in a visible, appropriate location.
- The University name or logo must be set in purple, black, gold or white. There are no limitations on using additional imprint colors on apparel.
- All other brand standards apply.
- Apparel can be ordered through Creative Production on campus or through a Minnesota State University, Mankato licensed vendor.

## Table coverings

- The colors for table coverings are limited to purple, black and white; imprints are not limited for RSOs, clubs and other student groups.
- The University name must be included on the table covering and must be set in purple, black, gold or white.

## National Affiliations

- Groups with a national affiliation, such as fraternities and sororities, may choose to use the colors and brands associated with their affiliation on apparel. University brand standards do not apply unless one of the University marks or identifiers is used.
- If such groups want to create co-branded apparel that includes both the affiliate and the University, they should work with University Marketing & Communication to ensure that standards for both parties are observed.



# Editorial Style Guide

Adhering to editorial guidelines is crucial for maintaining brand consistency at Minnesota State University, Mankato. The brand foundation serves as a unified story connecting all stakeholders to a compelling message platform. Consistent language, tone, and terminology in communications reinforce the brand's identity and values, building trust with the audience. This consistency also streamlines communication efforts across various platforms, strengthening the brand's impact within the campus and community.



University Marketing and Communications uses AP Style for all publications, communications and marketing materials. This guide explains some of the common style questions addressed by AP as well as some that have been modified to meet the specific style needs at Minnesota State University, Mankato.

## Abbreviations and Acronyms

For the sake of clarity, avoid as much as possible. Don't assume readers will know what an abbreviation or acronym stands for. AP Style lists a few that are widely recognizable, including FBI, IRS and NATO. If necessary to use an abbreviation or acronym, help your reader out by spelling it out on first reference.

## Academic Degrees

Specific degrees should be capitalized with no apostrophe in bachelors or masters. When speaking in general terms, use bachelor's or master's degree. Avoid the abbreviated BS, for obvious reasons.

## Academic and Administrative Titles

Capitalize titles that are used before a person's name but not after. Use titles on first reference, and only where clarity is needed thereafter.

**Advisor**, not adviser

## Alumni/Alumna/Alumnus

**Alumni** are graduates of the university; **alumna** is female, and **alumnus** is male. It is also appropriate to identify someone who attended but did not graduate as an alumnus/alumna, per the [definition of alumnus/alumna](#) in *Merriam-Webster*: "a person who has attended or has graduated from a particular school, college, or university."

## Campus Buildings

- Alumni & Foundation Center
- Armstrong Hall
- Centennial Student Union  
(*CSU on second reference*)
- Ford Hall
- Highland North
- Morris Hall
- Nelson Hall
- Pennington Hall
- Taylor Center
- Trafton Center

## Colleges

There are five academic colleges at Minnesota State University, Mankato:

- College of Allied Health and Nursing
- College of Business
- College of Education
- College of Humanities and Social Sciences
- College of Science, Engineering and Technology

## Commas

For communications and promotional materials, the University follows AP Style, which does not use the serial comma (also known as the Oxford comma).

- Correct: John, Paul, George and Ringo
- Incorrect: John, Paul, George, and Ringo

## Commencement

The official term for our graduation ceremonies; graduation is also acceptable. Commencement is held twice a year, at the end of both the fall and spring semesters.

## Doctor/Dr.

AP Style does not use Dr. to identify individuals with academic degrees; the recommendation is to describe the degree after the person's name (Cassandra Karoub, who has a doctorate in mathematics, was lead researcher). In some cases, "Dr." before the name may be appropriate in context, but all subsequent references should just be last name only. Avoid confusion with medical doctors by specifying the discipline when needed.

## Dorms

Do not use. See "Residence Communities."

## Emeriti

Emeriti is the plural form of emeritus (male) and emerita (female), which is an honorary status that may be granted to faculty and staff upon retirement. Per AP Style, when used, place emeritus after the formal title, in keeping with the general practice of academic institutions: Professor Emeritus Samuel Eliot Morison (not Emeritus Professor Samuel Eliot Morison); or Samuel Eliot Morison, professor emeritus of history (not Samuel Eliot Morison, emeritus professor of history).

**First-year student** should be used in place of "freshman" whenever possible

**Go Mavs!** no comma needed between Go and Mavs

## Grad Years

Grad years should be used immediately after a name on first reference, with no comma and an apostrophe before the year; when a person has multiple degrees, the grad years are separated by a comma.

- Examples: Grace Brandt '13; Grace Brandt '13, '17

When writing of a student not yet graduated, an x is used to denote the expected year of graduation, i.e. Joe Smith x'04

## Inclusive Language

With any term that has the effect of emphasizing one gender over another, choose language that can apply to either: police officer instead of policeman; door attendant instead of doorman.

## Majors and Minors

Lowercase disciplines when identifying a student's major or minor: accounting major, minoring in theatre. Uppercase when referring to a specific department or degree, or with words that are proper nouns (such as English or Spanish).

- English Department
- Department of Computer Information Science

## Maverick/Mavericks, Mav/Mavs

Mavericks is both the name of our athletic teams and a way to refer to past and present members of the University community.

- Mavericks is the preferred term on first reference, with Mavs acceptable as second reference as well as in headlines or informal exclamations, i.e. "Go Mavs!"
- When referring to intercollegiate athletic teams, use the Maverick men's hockey team and the Maverick women's hockey team, not the Mavericks men's hockey team or Mavericks women's hockey team. Do NOT use Lady Mavs as a nickname for any intercollegiate, club or intramural team.
- When used to identify a service, resource or group, it should be used in upper/lower case format; nothing should be set in all-caps after the word Mav: MavCard, MavLife.

## Minnesota State system

Minnesota State University, Mankato is part of the Minnesota State system, which is comprised of seven universities and 26 colleges on 54 campuses across the state. It is the fourth-largest system of state colleges and universities in the United States. Always use Minnesota State in full to refer to the system; do not abbreviate to MinnState or MNState, and never use MnSCU.

## **Residence Communities**

Residence Communities are the buildings where our on-campus students live—not “dorms.” Each community is divided into “halls.” We have five residence communities: Crawford, McElroy, Preska, Julia Sears and Stadium Heights.

## **Semesters**

Semesters are 15-week terms of study. Fall semester takes place from August to December and spring semester takes place January through May. Summer studies take place in two summer sessions. Lowercase, i.e. fall semester classes.

## **Stomper**

Stomper is the name of the university mascot. Stomper is separate from the athletic logo, which is called the Maverick Icon Logo.

## **Student worker**

A student who works at the University while studying here. No hyphen.

## **Student-athlete**

A student who is on an intercollegiate athletic team. Always hyphenated.

## **Telephone**

Telephone numbers should include area code in parenthesis: (xxx) xxx-xxxx

## **Theatre**

Theatre, not theater, for both the name of the academic program and the physical spaces where plays, musicals and other performances take place. Theater can be used as the general area of study and performance. Eager to someday work in theater, John decided to check out MSU’s Theatre program.

## **University name**

Minnesota State University, Mankato on first reference; subsequent references can be Minnesota State Mankato, MSU or “the University.” We do not use MNSU, MSU-Mankato or M State as a university identifier in text.

## **Work-study**

Always hyphenated. Work-study does not apply to every student worker and should only be used if it can be confirmed.

# Additional Requirements

Federal, state and system requirements must be observed on all print and digital materials created by and for Minnesota State University, Mankato. Questions about what requirements are applicable can be directed to [brand@mnsu.edu](mailto:brand@mnsu.edu).

All materials should include the Minnesota State system affiliation logo.

## Requirements:

Minnesota State system affiliation logo has two options, each should be at a minimum of a 9 point font.

### Horizontal



**MINNESOTA STATE**

*Minnesota State University, Mankato*  
A member of Minnesota State

### Vertical



**MINNESOTA STATE**

*Minnesota State University, Mankato*  
A member of Minnesota State

Printed materials must contain the following statement at a minimum of a 6 point font:

A member of the Minnesota State system and an Affirmative Action/Equal Opportunity University. This document is available in alternative format to individuals with disabilities by calling Accessibility Resources at 507-389-2825, (V), 800-627-3529 or 711 (MRS/TTY).

Event promotions, including invitations, must include the following statement at a minimum of a 6 point font:

A member of the Minnesota State system and an Affirmative Action/Equal Opportunity University. Individuals with a disability who need a reasonable accommodation to participate in this event, please contact Accessibility Resources at 507-389-2825, (V), 800-627-3529 or 711 (MRS/TTY). This document is available in alternative format to individuals with disabilities by calling the above numbers.

This brand guide is a dynamic document that will evolve as needed. For additional, up-to-date resources related to brand standards, please visit the Brand Hub online at [www.mnsu.edu/brand-hub](http://www.mnsu.edu/brand-hub). If there are questions about the information in this guide, or suggestions for additional information to be addressed, please send them to [brand@mnsu.edu](mailto:brand@mnsu.edu)

First release: April 24, 2024  
Version 2.0: September 29, 2025

Note: This document is for review and educational purposes; none of the content within should be replicated in any way, including by screenshot.

