

MARSHALL
UNIVERSITY

BRAND & IDENTITY GUIDELINES



UPDATED:
APRIL 2026



OUR BRAND

For Marshall University, our brand is more than a logo or a name — it is the expression of our values, our mission and the shared experiences of generations of students, alumni, faculty, staff and supporters.

Our brand reflects how the world sees Marshall and how we see ourselves. It tells the story of our proud history, our commitment to student success and our responsibility to serve our region, our state and beyond. Every interaction, every message and every visual element helps shape that story and communicate who we are and what we stand for.

One university. One brand.

Grounded in research and guided by purpose, this approach ensures that Marshall University presents a clear, consistent and authentic presence wherever our brand appears.

The visual and verbal elements of our brand are the foundation of our work, and they must be applied consistently to build trust, strengthen recognition and create long-term value for Marshall University.

This guide establishes the standards for using Marshall's brand elements, including logos, wordmarks, typography, color palettes and imagery, across all platforms and media. It also provides direction for appropriate application in print, digital, social media and video to ensure clarity, consistency and cohesion.

Thank you for your commitment to stewarding Marshall University's identity. Together, our efforts strengthen our brand, amplify our voice and honor Marshall's legacy.

Go Herd!



Dave Traube

Chief Marketing and Communications Officer
Marshall University

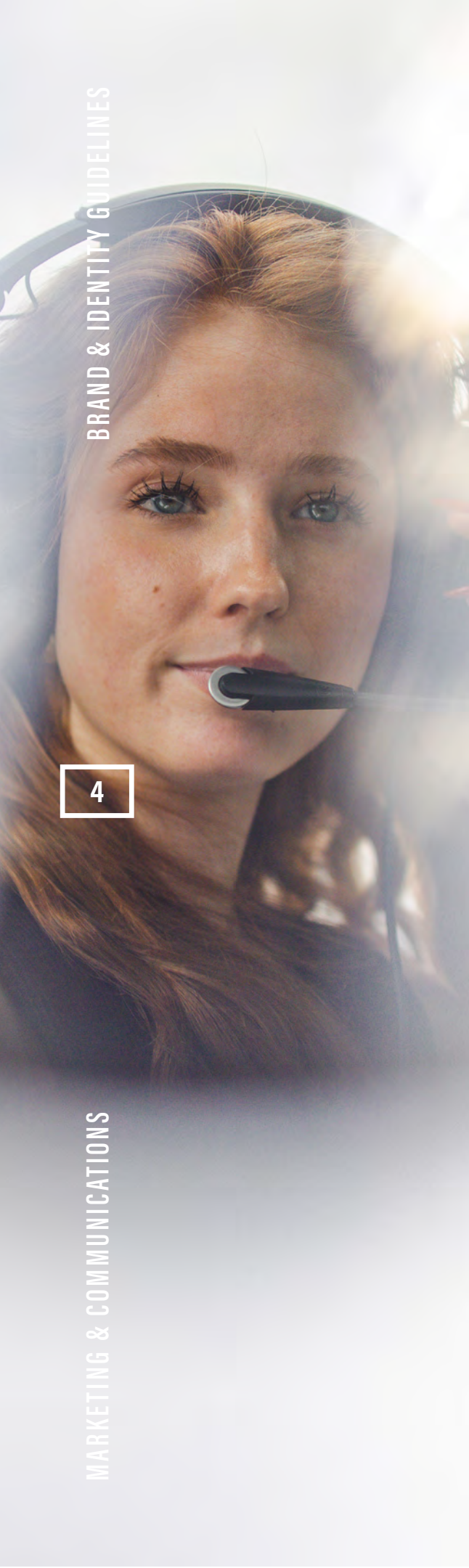


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MARSHALL UNIVERSITY APRIL 2026

BRAND & IDENTITY GUIDELINES OVERVIEW

WHY IS THE UNIVERSITY'S BRAND IMPORTANT?

A strong and well-defined brand is of paramount importance to Marshall University. As an institution of higher learning, the university strives to establish its unique identity, values and personality to effectively communicate with its stakeholders. A well-crafted brand serves as a powerful tool that encapsulates the university's mission, vision and core principles, allowing it to differentiate itself in a competitive educational landscape. A consistent and cohesive brand presence enhances recognition, credibility and trust among students, faculty, staff, alumni, donors and the wider community. It ensures a sense of pride and belonging, attracting prospective students, faculty and staff who align with Marshall University's values and goals. A strong brand also plays a role in building partnerships, attracting funding opportunities, and promoting academic and research achievements. Ultimately, a well-executed brand strategy enables Marshall University to effectively communicate its unique story and positioning, contributing to its long-term success and prominence in higher education.

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WHO SHOULD FOLLOW THESE GUIDELINES?

The guidelines outlined in this manual are intended for use by all academic, research, outreach, student services and administrative units of Marshall University. These guidelines establish a standardized visual identity for the university and must be followed by Marshall University, its departments and affiliates. Additionally, external agencies responsible for creating print or electronic materials for any Marshall University unit must also adhere to these guidelines. They apply to all forms of communication, both internal and external, including advertising, websites, brochures, invitations, direct mail, postcards, fliers, booklets, catalogs, case statements, posters, billboards, banners, environmental visuals, video, film, presentations and stationery. Additional brand guidelines are available for Marshall auxiliary units including athletics and Marshall Health. Please contact brandservices@marshall.edu for more information.

REFERENCING THE UNIVERSITY

It is essential to consistently refer to the university by its proper name, "Marshall University," as the first reference. The full name, "Marshall University," should be prominently displayed on the front cover of all marketing materials or publications, as well as in the credits of videos and films. For subsequent references, "Marshall" is acceptable. It is important to avoid using the abbreviation "MU" as there are other institutions with similar initials, while there is only one Marshall University.

Since 1837



VISUAL IDENTITY





LOGOS & MARKS GUIDELINES

LOGO USAGE

Marshall University features three official mark categories used across institutional and athletics communications: Primary Logos, Secondary Marks and Seal Marks.

The primary logo (Block M) serves as the primary identifier for Marshall University and must be used prominently on publications, websites and visual communications. When using University logos or marks, only the approved colors – black, white and Marshall green – are acceptable.

PRIMARY LOGOS

Primary logos represent the highest-level visual identifiers for Marshall University and Marshall Athletics.

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The Marshall University primary logo (Block M) is used to identify the institution when communicating with the general public.

The Marshall Athletics primary logo is used to represent the University in athletics-related communications.

Primary logos should be used consistently and prominently and may not be altered, redrawn or modified in any way.

SECONDARY MARKS

Secondary marks support the primary logos and may be used when appropriate for specific audiences, formats or applications.

These marks include approved wordmarks, script marks and alternate logo configurations used in both University and Athletics communications. Secondary marks may not replace the primary logo in institutional or academic materials unless approved by University Marketing and Communications.

MASCOT MARKS

Approved mascot marks include Marco and Sailor Marco and may be used in athletics, spirit and promotional applications.

Mascot marks may not be modified, redesigned, redrawn, distorted or altered in any way.

All official uses of Marco, Sailor Marco and other athletic-related marks must be approved by University Marketing and Communications.

SEAL MARKS

The English version of the Marshall University Seal is a formal mark and may not be substituted for the Marshall University logo.

The seal may be used only for official University documents such as commencement materials, diplomas, certificates and select invitations. It may not be used on letterhead or general publications, either printed or electronic.

The seal may appear only in black or Marshall green and must never appear in two colors. When used on a dark background, an approved reversed version of the seal must be used.

ADDITIONAL RESTRICTIONS:

- The University Seal and Marshall University logo must never be combined.
- The seal must not be reproduced smaller than 1¼ inches in diameter.
- The seal may not be rotated or displayed at an angle.



PRIMARY LOGOS | UNIVERSITY - ATHLETICS



SECONDARY MARKS | UNIVERSITY - ATHLETICS



MASCOT MARKS | MARCO - SAILOR MARCO



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SEAL MARKS | ENGLISH - LATIN



THE SEAL MAY NOT BE USED:
For printed or digital marketing materials
or in social media messaging

*Find unit logos on page 14. Reach out to University Marketing & Communications with any question on logo usage.

ACCEPTABLE USAGE

PRIMARY LOGOS

When we talk about the Marshall University brand, we refer to both the visual marks we proudly display and the values they represent.

The Block M serves as the primary visual identifier for Marshall University and is supported by approved athletics variations, including THE HERD mark. Together, these marks create a consistent and recognizable identity across academic, administrative and athletics communications.

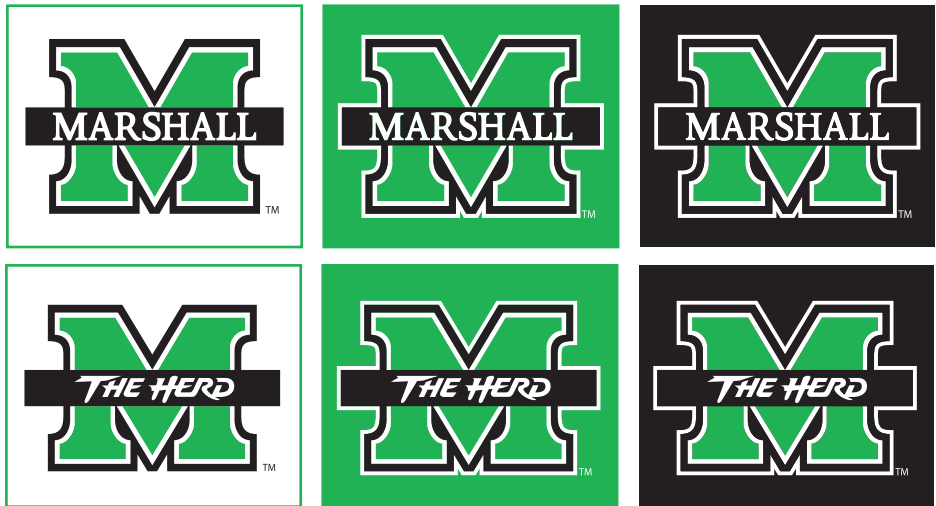
ADDITIONAL RESTRICTIONS:

- **DO NOT** modify, redesign, redraw or animate.
- **DO NOT** add words, images, or other design elements or effects to the logo, or add the logo to another graphic.
- **DO NOT** modify the size or position relationship of any element within the logo.
- **DO NOT** rotate or render the logo three-dimensionally.
- **DO NOT** replace the official typeface with any other.



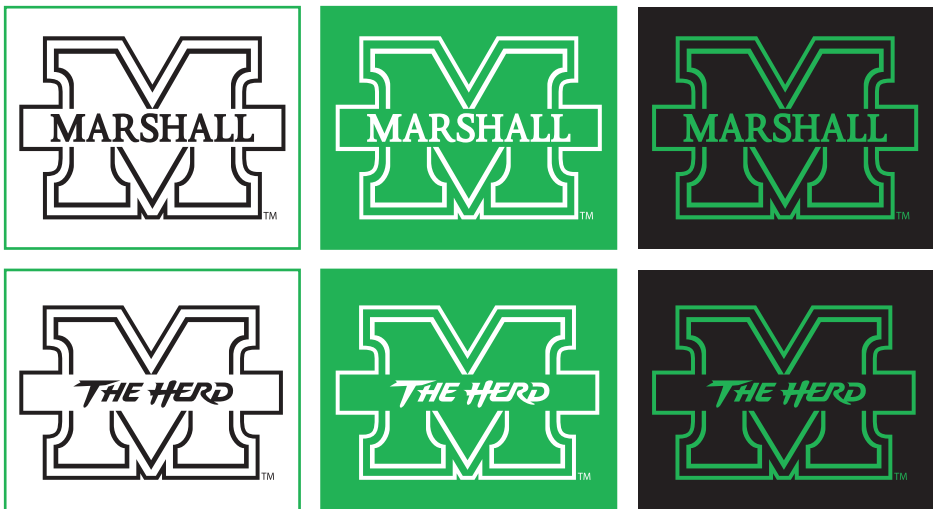
PRIMARY LOGOS | FULL COLOR

**The preferred Marshall logo is the three-color version using the specified Marshall green, black and white. No other colors may be used for the three-color logo. When using the logo on a solid background, a solid white line should be around the logo for maximum visibility.*



PRIMARY LOGOS | ONE COLOR OUTLINE

**In instances where color constraints are a factor, the outline logo version may be used.*



UNIT LOGOS

YOUR IDENTITY

The identity system of Marshall University is crafted with the aim of preserving unity. It guarantees that regardless of the campus, college, or unit initiating the communication, a strong and consistent branding is maintained throughout.

We realize that every Marshall University unit prefers its own branding. However, every unit is a part of the Marshall University brand. The Block M logo is to be used as the main identifier on all publications. Any exception requires approval by the Department of Marketing and Communications.

DO NOT COMBINE more than one unit logo on any publication. When more than one school, college or other campus unit is represented in a single piece, use the primary university logo and list the affiliated unit names.

Special event identifiers such as Homecoming or Alumni Weekend that are university-wide in nature, temporary, etc. are acceptable with approval by University Marketing and Communications. For additional information, contact brandservices@marshall.edu



DEPARTMENT/CENTER/OFFICE
XXXXXXXXXXXXXXXXXX
XXXXXXXXXXXX



DEPARTMENT/CENTER/OFFICE
XXXXXXXXXXXXXXXXXX
XXXXXXXXXXXX

MARGINS & SPACING

A consistent amount of clear space must be maintained around the Marshall University logos to ensure visibility and preserve the integrity of the mark. Adequate spacing should be provided between the logo and the edge of a page or document, as well as from other text and design elements.

MINIMUM SIZE SPECIFICATIONS

The Marshall University logo should not be reproduced smaller than 0.75 inches in width in any print application to ensure legibility.

For apparel and merchandise applications — particularly embroidery — the logo should not be reproduced smaller than 1 inch in width to maintain clarity and detail in the finished product.

MARGINS

As a general rule, the Marshall University logo — in any approved configuration — should not be placed closer than one-half the width or one-half the height of the logo from the top, bottom or side edges of a page.

Other text and graphic elements should not appear within the required clear space surrounding the logo. This minimum clear space is defined by the height of the Block M from the interior of the letterform to its outer edge. This area is referred to as the exclusion zone and must remain free of all other elements.

MINIMUM SIZE SPECIFICATIONS | EXAMPLES



MINIMUM PRINT SIZE | 0.75"

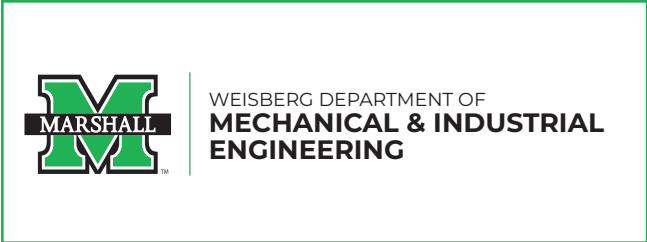


MINIMUM APPAREL SIZE | 1.00"

UNIT LOGO EXAMPLE | VERTICAL



UNIT LOGO EXAMPLE | HORIZONTAL



SECONDARY MARKS

UNIVERSITY WORDMARKS

University wordmarks are approved secondary identifiers used to represent Marshall University in a clear and consistent typographic format. These marks may be used in academic, administrative and promotional applications where a simplified or text-forward presentation is appropriate.

University wordmarks may not be altered, redrawn or combined with other graphic elements.

ATHLETIC WORDMARKS

Athletic wordmarks are secondary marks intended for athletics-related communications, spirit materials and licensed merchandise. These marks support the Marshall Athletics identity and should be used only in approved athletics contexts.

Athletic wordmarks may not be used in place of the university's primary logo for academic or administrative communications.

UNIVERSITY SEAL

The University Seal is a formal mark reserved for official use. The English and Latin version may be used only for select official documents such as commencement materials, diplomas, certificates and invitations.

The seal may not replace the Marshall University logo and may not be used for marketing, social media or student applications. It may appear only in black or Marshall Green (PMS 354), must not be altered or combined with other marks, and may not be reproduced smaller than 1¼ inches in diameter.

UNIVERSITY WORDMARK | VERTICAL

An approved secondary mark combining the Block M and Marshall University wordmark in a vertical format. Used when vertical space or layout constraints require a stacked configuration.



UNIVERSITY WORDMARK | HORIZONTAL

An approved secondary mark used for academic and administrative communications in wide or horizontal layouts. Provides clear identification of Marshall University.



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UNIVERSITY WORDMARK | OLD MAIN WORDMARK

An approved secondary mark variation used to highlight Marshall University's tradition and campus identity in select applications.



ATHLETIC WORDMARK | SCRIPT

An approved athletics wordmark used for clear, bold identification in sports-related communications and licensed merchandise. This script version also comes with an outline option.



ATHLETIC WORDMARK | BLOCK

An approved athletics wordmark used for clear, bold identification in sports-related communications and licensed merchandise.



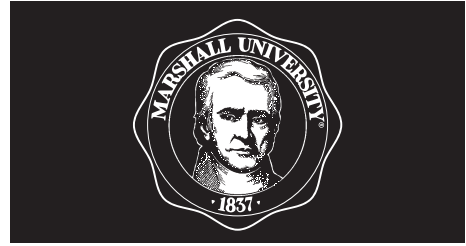
ATHLETIC WORDMARK | THE HERD

An approved athletics wordmark representing Marshall Athletics spirit and identity. Use is limited to athletics and licensed applications.



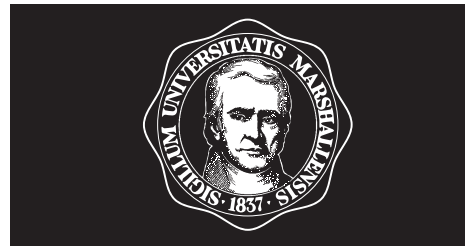
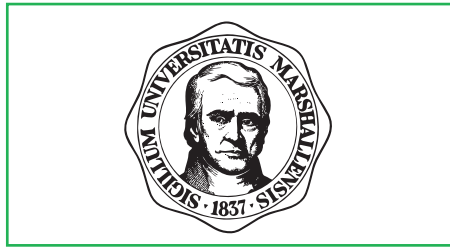
UNIVERSITY WORDMARK | SEAL - ENGLISH

A formal University mark used only for select official documents. May not replace the Marshall University logo.



UNIVERSITY WORDMARK | SEAL - LATIN

A formal University mark reserved exclusively for use by the Office of the President.



SPECIFIC USAGE

STATIONERY

Official Marshall University stationery — including business cards, letterhead and envelopes — provides a consistent and professional representation of the University. Standardized stationery ensures clear identification, brand consistency and alignment across all colleges, departments and units.

All stationery must use approved Marshall University logos, typefaces, colors and layouts as shown. Logos may not be altered, resized disproportionately or repositioned outside of the approved templates.

Stationery is intended for official University business only. Custom stationery for specific offices or units must be reviewed and approved by University Marketing and Communications prior to production.



DEPARTMENT/CENTER/OFFICE/COLLEGE
XXXXXXXXXXXX XXXXXXXXXXXX
XXXXXXXXXXXX

Office Address
Huntington, WV 25755
O | Office Phone Number
F | Office Fax Number
www.marshall.edu



Department, College,
Division or Office Name
Office Address
Huntington, WV 25755

Nonprofit
Organization
U.S. POSTAGE
PAID
Huntington Wv
Permit #206



NAME
Professional Title
Department / Division / Unit
Office Address
Huntington, WV 25701
O | Office Phone Number
E | Email Address
marshall.edu

**Official Marshall University stationery is intended for general University use only. Marshall Health and the Marshall University Foundation follow separate brand and stationery standards.*

EMAIL SIGNATURES

Email is the University's primary form of communication, both internally and externally. To ensure consistency and a unified visual identity, a standardized email signature should be used by Marshall University faculty and staff.

If you have questions on how to set up your email signature, please contact University Marketing and Communications at **brandservices@marshall.edu**

NAME
PROFESSIONAL TITLE
Department
Office Address (not req.)
O | Office Phone Number
F | Fax (not req.)
E | email@marshall.edu



NAME TAGS

Check with Marketing and Communications at **brandservices@marshall.edu** to order nametags through an approved vendor.

There are two configurations available, displayed below.



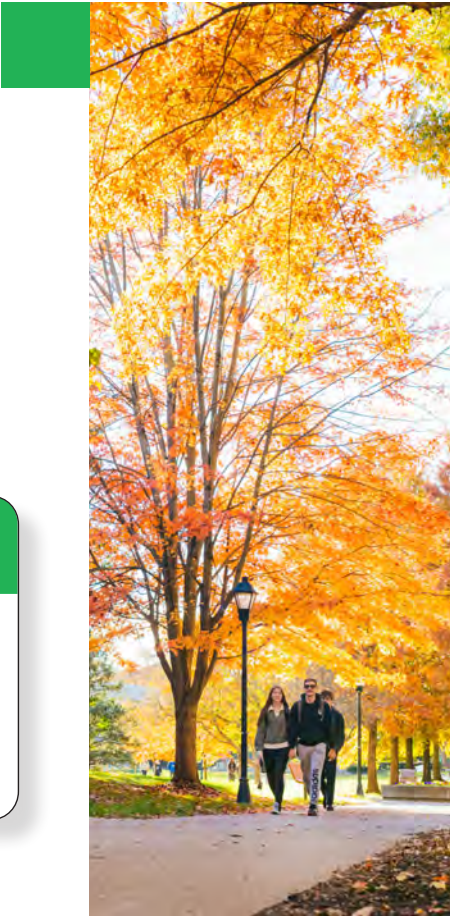
**FIRST
LAST NAME**

PROFESSIONAL TITLE
Department, College, Unit



**FIRST
LAST NAME**

PROFESSIONAL TITLE
Department, College, Unit



DESIGN ELEMENTS

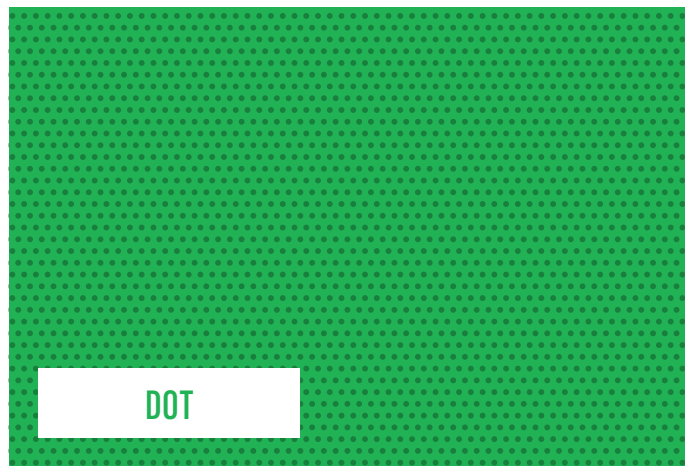
PATTERNS & TEXTURES

Patterns and textures are essential components of the visual identity. They add depth, movement and character to brand applications while reinforcing the University's story and personality. The approved patterns and textures include Topo, Speckled and Dot.

Conceptually, these elements reflect a balance of structure and expression. The Topo pattern conveys direction, exploration and connection through its layered, continuous lines, symbolizing progress and the interconnected nature of the University community. The Dot pattern brings structure and rhythm through repetition, creating a sense of stability and consistency. The Speckled texture introduces energy and variation, representing creativity, experimentation and the organic process of discovery.

Scale plays an important role in the effective use of patterns and textures. Larger-scale applications can create emphasis and visual interest, while excessive enlargement may reduce clarity. Smaller-scale use can introduce visual noise or compete with typography and imagery. Patterns and textures should support the layout without overpowering primary content.

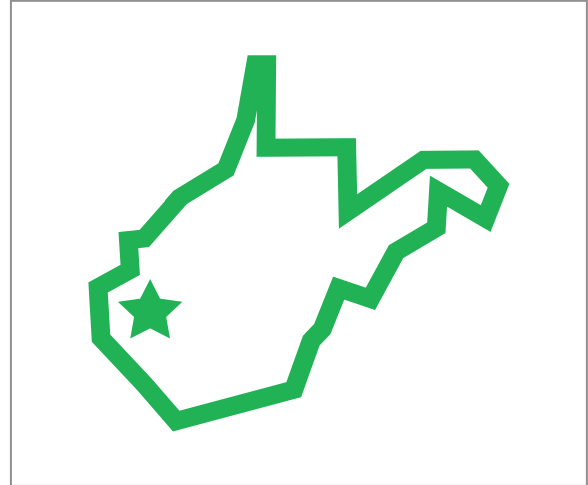
Color variation may be used to create different effects, but contrast should remain controlled to ensure legibility. Typography placed over patterns or textures must remain clear and readable at all times.



STATE OF WEST VIRGINIA

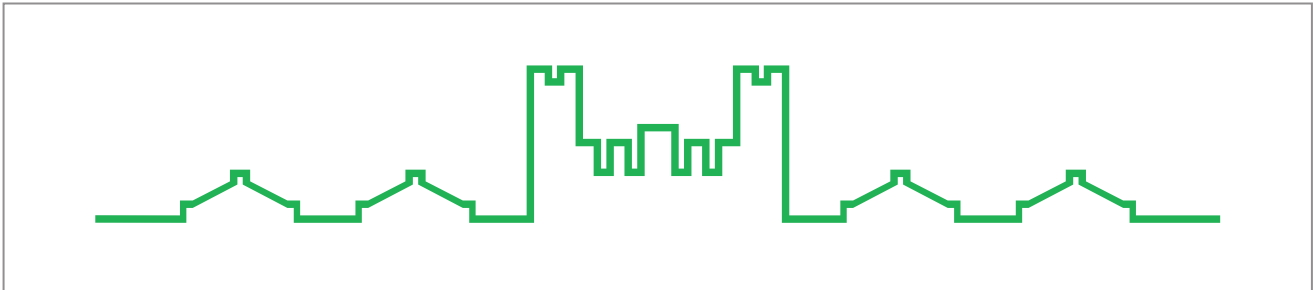
The State of West Virginia graphic is an approved supporting visual element used to highlight Marshall University's location and connection to the state. This graphic may be used in promotional, editorial and environmental applications where geographic context is appropriate.

The state graphic is not a logo and may not be used in place of any official Marshall University mark. It may not be altered.



OLD MAIN OUTLINE

The Old Main outline is an approved supporting graphic element that represents Marshall University's campus and heritage. It may be used in institutional, editorial and storytelling applications to reinforce a sense of place and tradition.



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****The Old Main outline is not a logo and may not be used in place of any official Marshall University mark. It must be used as provided and may not be altered.***

**GO
GREEN!**

PRIMARY PALETTE

The signature colors can be utilized extensively, both for large areas of color and as accent colors throughout our brand materials.

Our supporting palette complements our primary palette of Marshall green, black and white by providing additional range to the brand experience. When using one of the colors, remember that Marshall green (PMS 354) should always be the dominant color in every piece.

PMS 354 C
80C 0M 92Y 0K
1R 178G 86B
HEX Value #01b256

OC 0M 0Y 100K
39R 37G 31B
HEX Value #27251f

0C 0M 0Y 0K
255R 255G 255B
HEX Value #ffffff

87C 36M 100Y 31K
20R 95G 31B
HEX Value #145f1f

23C 0M 29Y 0K
198R 227G 195B
HEX Value #c5e2c2

69C 64M 61Y 59K
51R 49G 50B
HEX Value #333132

21C 11M 9Y 23K
162R 170G 173B
HEX Value #a2aaad

TYPOGRAPHY

FONTS

Typography is a critical component of the Marshall University visual identity and is as important to brand recognition as the University's logos and marks. Consistent use of approved typefaces strengthens the University's identity across all communications and helps convey a tone that is confident, clear and approachable. Selected fonts are intended to provide flexibility across print and digital applications and should be used consistently to maintain visual cohesion. For information regarding font licensing or approved alternatives, contact University Marketing and Communications. External vendors or consultants are responsible for securing appropriate font licenses for their use.

TYPOGRAPHIC SUGGESTIONS

Each communication project may require its own typographic treatment based on audience, medium and message. Regardless of style, typography should remain legible, purposeful and aligned with the Marshall University brand.

The examples provided are intended as guidance and may be adapted as needed. For questions regarding typography or for design review, contact University Marketing and Communications.

MONTSERRAT

Montserrat is the primary typeface for Marshall University and is used across unit logos, headers and core brand applications. It provides a clean, modern foundation for the University's visual identity and should be used consistently to reinforce brand recognition. Montserrat may also be used for body copy when appropriate, with weight selection used to establish hierarchy and emphasis.

Thin
ExtraLight
Light
Regular
Medium
SemiBold
Bold
ExtraBold
Black



ACUMIN PRO

Acumin Pro is an approved body text typeface that offers a clean, contemporary alternative to Crimson. It is appropriate for informational and digital communications requiring a modern, highly readable, sans serif font. Acumin should be used consistently within a project.

Light
Regular
Bold
Black

CRIMSON PRO

Crimson Pro is an approved body text typeface used for long-form and editorial content. It brings a traditional, academic tone to University communications and is well suited for paragraphs, publications and reading-intensive materials where clarity and legibility are essential.

ExtraLight
Light
Regular
Medium
SemiBold
Bold
ExtraBold
Black

NEW SCIENCE

New Science is a display typeface used to add visual interest and personality. It is best suited for headlines, callouts and graphic accents and should be used sparingly to maintain impact. The extended option may be used to create additional emphasis or visual presence in select applications.

Thin
Light
Regular
Medium
SemiBold
Bold

NEW SCIENCE SERIF

New Science Serif is a display typeface used to add character and distinction while incorporating a more traditional, editorial tone. It is well suited for headlines, callouts and feature text where a refined yet expressive style is desired. New Science Serif should be used sparingly and is not intended for body copy or extended reading applications.

Thin
Light
Regular
Medium
SemiBold
Bold

BISON

Bison is a bold display typeface intended for high-impact messaging, promotions and large-format applications. It should be reserved for short phrases or emphasis and not used for extended text.

LIGHT
REGULAR
DEMIBOLD
BOLD

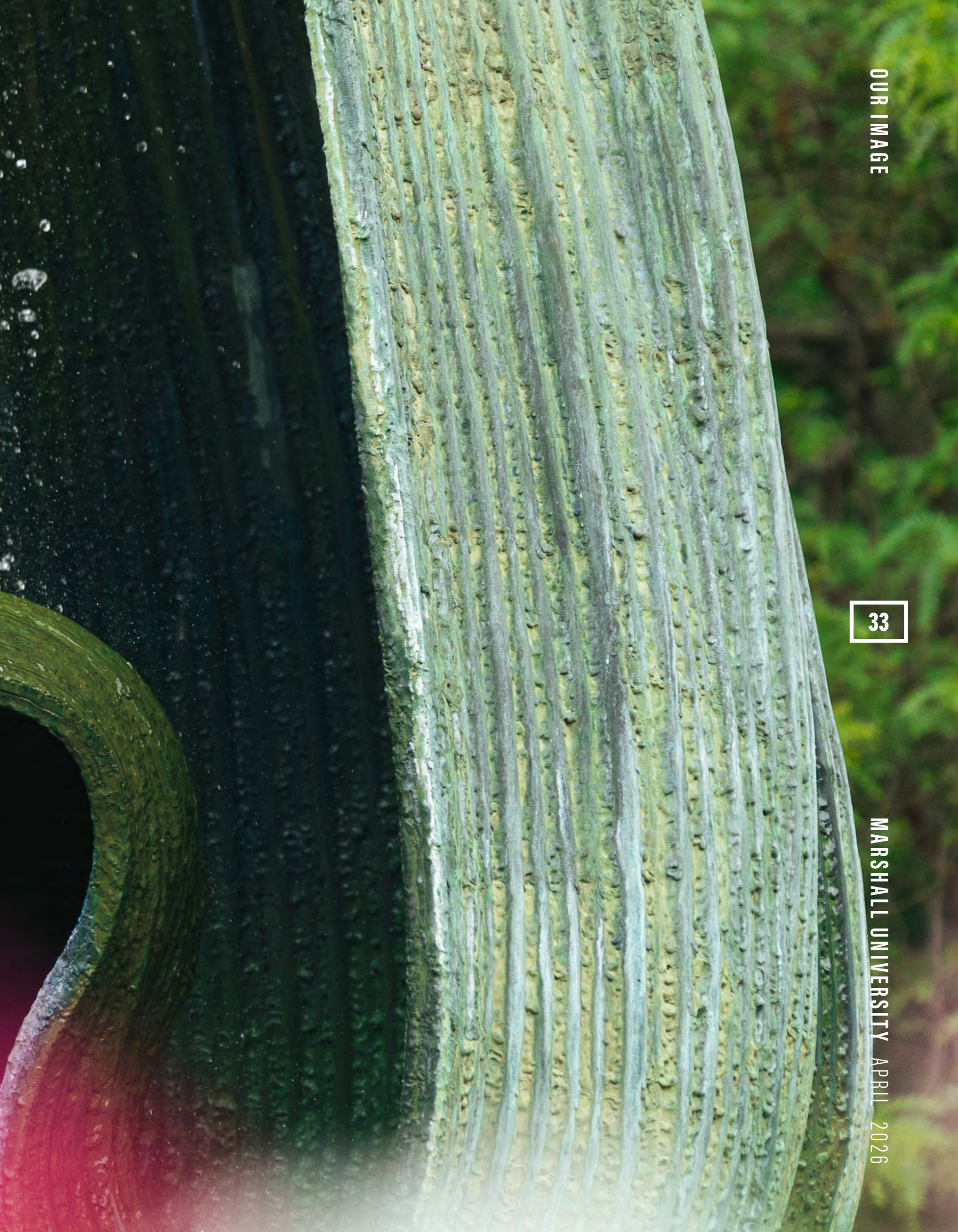
NO DEBATE

No Debate is a script display typeface used to convey energy and expression in promotional materials. It should be applied sparingly and limited to short phrases or accent use.

Regular



OUR IMAGE



OUR IMAGE

PHOTOGRAPHY & VIDEOGRAPHY

High-quality photography and videography play a vital role in Marshall University's visual identity. Images and videos should reflect the University's personality and spirit while authentically representing campus life, academics, athletics and the broader Marshall community.

Visual content should feel genuine, engaging and purposeful. Photography and video should capture real moments and interactions, emphasizing diversity, creativity and the experiences that define Marshall University. Whenever possible, imagery should feel natural and candid rather than staged.

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For assistance with photography or videography needs, including the creation of new visual assets, contact University Marketing and Communications. Authorized photography is available through the official photo gallery at **muphotos.marshall.edu** and may be used for University marketing and communications purposes only. All images are copyright protected and may not be used for personal or non-University purposes.

VIDEO

The use of color, typography and branding standards outlined in this guide must also be applied to promotional video content. Videos should adhere to the same visual and editorial standards as print and digital communications.

All video produced on behalf of Marshall University — whether internally or by third-party vendors — must follow established brand guidelines. Marks may not be altered or treated in a way that compromises brand integrity. Visual effects, animations or overlays that distort logos or colors are not permitted.

PHOTOGRAPHY

Photography is a powerful storytelling tool across all Marshall University communications, from web and social media to print and environmental applications. Images should be clear, well-lit and professionally composed, with an emphasis on authentic moments and human connection.

When photographing students, faculty, staff or visitors, proper permissions must be obtained as required. If photography or videography occurs outside standard University activities or does not meet established guidelines, a model release may be required. For guidance on releases, contact University Marketing and Communications.

FILE RESOLUTION & USAGE

Printed images must meet appropriate resolution standards to ensure high-quality reproduction. Images intended for print should not be pulled from web sources, as they are not optimized for print output. Visual assets should be selected and sized appropriately based on their final application.





OUR BRAND & AI GUIDELINES

Marshall University embraces emerging technologies — including artificial intelligence — as tools that can expand our reach, sharpen our thinking and help us move faster. Used well, AI can support our work and help more people change their lives through education. At the same time, Marshall's creative work must remain human-led. When representing the university, AI may be used as a partner for brainstorming, exploration and early drafts — not as the creative engine. Final decisions, storytelling and brand expression belong to the people who know Marshall best and are accountable to our audiences, our students and our mission.

PRACTICAL USE GUIDANCE

APPROPRIATE USES

- Brainstorming concepts, headlines and campaign angles
- Drafting early versions of official copy (then revising for accuracy, tone and brand)
- Summarizing long notes into outlines or options (with human review)
- Generating mood boards, style directions or creative explorations that inspire original work

USES THAT REQUIRE EXTRA CAUTION

- Any claims involving facts, rankings, statistics, dates, policies or outcomes must be verified with trusted sources before publication.
- Any AI-assisted content intended for external audiences must be reviewed for: brand alignment, accessibility, inclusivity and legal/ethical risk.

NOT PERMITTED

- Images portraying “fake” people or events presented as real, or anything that could reasonably mislead an audience
- Using AI to imitate a recognizable style or to recreate copyrighted/trademarked materials
- Altering images in ways that change the meaning of a moment (e.g., adding/removing significant elements, changing settings or modifying a person's permanent features)

TRANSPARENCY AND CREDIT

Marshall values trust. When AI meaningfully contributes to a visual or written asset, we should be prepared to disclose that contribution when appropriate — especially in campaign contexts where attribution is standard practice. If an image is AI-generated, it should be labeled in a simple, audience-friendly way (e.g., “AI-generated image created by Marshall University”).



AI-INSPIRED DESIGN

AI can help generate ideas and explore design directions, but it isn't an approved method for creating final assets used to represent the university.

Below are examples comparing an approved design and an AI-generated version that is fine for inspiration, but not for official use.

Approved design



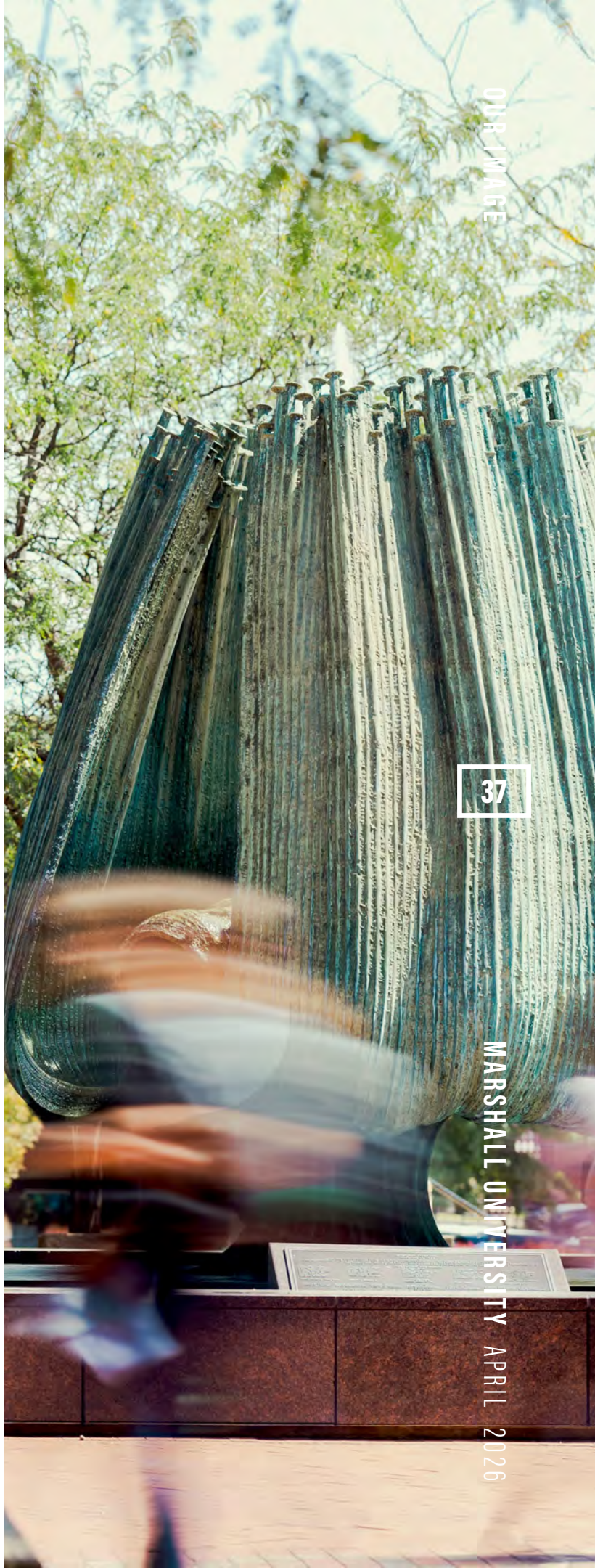
AI-generated version

USES THE WRONG SHADE OF GREEN



USES THE WRONG FONT

DISTORTS THE LOGO



LICENSING

MERCHANDISE

Every year, the Marshall University logo and Marshall University name are placed on a wide variety of merchandise — apparel, gift items and sporting goods — found around the world. Adherence to the University's identity program is extremely important to the Marshall brand.

Marshall University requires that businesses producing its merchandise be licensed. The licensing process, administered by the Collegiate Licensing Company, ensures that the Marshall University name and logo are used appropriately, and that merchandise is manufactured under a code of conduct designed to reinforce fair-labor practices and prohibit sweatshop conditions.

For specific information regarding the trademark licensing program, including obtaining a license, contact Rodney Kasey at kaseyr@marshall.edu.



**QUESTIONS?
CONTACT US.**

**MARKETING &
COMMUNICATIONS**

brandservices@marshall.edu



