PREFACE

Morgan State University has a rich tradition when it comes to symbols—Holmes Hall, the clock tower, the Morgan Bear, and many others. However, many of our symbols had remained unchanged for many years. In addition, as new symbols appeared through the years, there was no uniformity in Morgan-related artwork or in the standards for its use. As a result, a committee was formed to review Morgan’s artwork and to work together with a graphic design firm to develop a graphic identity program for the University.

The committee was composed of a variety of representatives from campus areas of interests, including students, academic, alumni, administrative, public relations, computing, etc. all with a slightly different perspective on Morgan’s artwork and its uses. The graphic identity committee approached its task with much excitement and enthusiasm. Its task was to evaluate all of the University’s current symbols and determine ways in which the University’s artwork could be improved. The committee also explored new artwork concepts. After numerous meetings and dozens of artwork samples, the committee unanimously agreed to the artwork you will see in this booklet.

Please review the specifications and guidelines for all Morgan State University symbols and marks in this booklet. The marks contained in this booklet are the only marks which are authorized for use by official university offices. Effective immediately, all new orders for University stationery, envelopes, and other media that bear Morgan marks are to use the new marks. However, existing inventories of stationery, envelopes, etc. should not be discarded and should be used until they are exhausted through June 30, 2002. We invite you to join us as we incorporate the new look to Morgan State University in all areas communication.

Sincerely,

Earl S. Richardson
President

OFFICIAL COLORS

Primary Colors

Color is one of the most important elements of the Morgan State University identity system. The colors on the right are the official colors for Morgan State. Morgan State logos should not be reproduced in any other colors. If these colors are not available, the logos should be printed in all black or reversed in white (whichever offers the best contrast).**

Morgan Blue
in lieu of which use *Pantone® 288
Process Equivalent:100C–65M–30K

Morgan Orange
in lieu of which use Pantone 1655
Process Equivalent:65M–87Y

Secondary Colors

In addition to the official school colors shown above, the Morgan State identity system utilizes brown and gold as important support colors. Brown is used as the color of the bear and gold is used as an additional outline color.

Morgan Brown
in lieu of which use Pantone 728
Process Equivalent:18M–43Y–11K

Morgan Gold
in lieu of which use Pantone 136
Process Equivalent:27M–79Y

Support Colors

In addition to the colors shown above, the Morgan State identity system utilizes black and white as important support colors. Black and white help to add contrast to Morgan Blue and Morgan Orange. When the official colors are not available, most Morgan State logos and art may be printed in all black or reversed in all white (whichever offers the best contrast).**

Black

White

*Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide 1000.

**See individual artwork guidelines.
UNIVERSITY LOGOS

All Black

Morgan State University
Growing the Future
Leading the World

2-Color
Morgan Blue
Morgan Orange

Alternate Versions
Each of the alternate logo versions at right can be used in the all-black and
all-Morgan Blue variations as shown above.

All artwork and variations are available in Macintosh and IBM digital file format.

Note. Use tower (below) without type only as a support image—not as primary identity.

The MSU identity can be customized for a specific school as shown below. Use
only these two versions of the logo when adding custom text.

School name type size is equal to 1/3
height of “Morgan State University” type

Spacing between all lines of text is equal (x)

School name type size is equal to 1/2
height of “State University” type

Spacing between all lines of text is equal (x)

Font: Weiss Bold, all caps
Justified to width of logo
**Secondary Marks**

The Morgan State University athletic identity program has many secondary marks available as options to the primary logo shown above. All of the secondary marks shown on the right can also be used in all black and all Morgan Blue. They can also be used as shown without the Morgan Gold outline.

All artwork and variations are available in Macintosh and IBM digital file format.

Note: All athletic logos which have a banner below them may be customized with copy other than "Bears". (For a list of approved banner wording, contact the athletic department. For instructions on how to customize the banner logos for a specific sport or activity, see the file "ReadMe.pdf" in the "BlankBanner" folders on the Morgan State logo CD.)
**University Logos**

It is important that the Morgan State University logos always have maximum contrast with their background. For light backgrounds, always use either all-black, all-Morgan Blue, or the two-color version. For dark backgrounds, always use the all-white version. When using the University logos on complex or distracting backgrounds, they should be placed within a solid, single color shape (e.g., a box or a bar) to avoid confusion. Be sure that the shape does not intrude upon the logo’s safe zone. (See page 6.)

- **All Blue** on light backgrounds
- **All White** on simple dark backgrounds
- **Two color** on light backgrounds

**Complex backgrounds:** always keep logo inside a solid shape no smaller than safe zone (see page 6)

---

**Athletic Logos**

Frequently it may be desirable to place the athletic identity logos on a field of color. As shown in the examples on the right, all artwork has been created with a built-in outline shape that allows it to work clearly on any background. For this reason there is no need to reverse athletic logos out of dark backgrounds (athletic logos using bear images should never be reversed).

- **One color** applications of the logo on different backgrounds.
- **Three color** applications of the logo on different backgrounds.
- **Four color** applications of the logo on different backgrounds.

**Examples** of other athletic logos on complex backgrounds.
Unacceptable Use of Logos

So that Morgan State University can maintain the design integrity of its identity logos and maximize each logo’s effectiveness as an identifier, it is mandatory that all logos be applied as indicated in this manual without modification.

The logos are not to be altered in any way. Shown on the right are unacceptable uses of the Morgan State logos.

Minimum Size

Each of the Morgan State University logos has a minimum allowable size. In order to ensure clear reproduction and legibility, the logos may not be used any smaller than the sizes shown to the right.
SAFE ZONES / MINIMUM SIZE

Safe Zones
Each of the Morgan State logos has an established safe zone. This safe zone is intended to maintain the logo's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown.

The safe zone on the top and sides of all University logos is equal to the size of an element within the logo identified in the examples as "A". The safe zone below the logo is 1 1/2 times the height of A. A few examples of the University logos are shown on the right.

The safe zone for the Morgan State athletic logos is equal to the size of an element within the logo identified in the examples as "B", "C", "D", or "E". See the examples at right for each Athletic logo's specific safe zone.

Minimum Size
Each of the Morgan State Athletic logos has a minimum allowable size. In order to ensure clear reproduction and legibility, the logos may not be used any smaller than the sizes shown to the right.
The Morgan State University formal stationery is only to be used by units that are approved for use by the President. It can be used with or without the bold personalized name and title (see bottom of example page at right). The formal letterhead and envelope print in PMS 871 (metallic gold) on Fox River Circa Script 24# Mansion White Wove Writing. The tower watermark on the letterhead is printed in a 15% screen of PMS 871. The formal business card prints in PMS 871 on Fox River Select Cover 80# Mansion White Wove. These pieces can also be printed with black ink on white stocks when necessary. Note: The paper is laser and ink jet compatible and 50% recycled (30% post consumer). Fonts on letterhead are Weiss and Weiss Extra Bold, 10pt/11pt. Fonts on envelope and business cards are the same except 8pt/9pt.

All Morgan State University items must be ordered through the University’s preferred vendor and must adhere to the identity guidelines. (For vendor names and ordering information, please contact the Office of Procurement.)

Letters and memos should employ a one-inch left margin and a one-inch right margin. Start letters flush with and one-half inch below the “Office of the President” line at the top. Letters and memos should employ block style, with flush left, ragged right margins, single-spaced paragraphs with double spacing between paragraphs.

Business envelopes for general, large mailings not including a letter may be printed on white wove stock to reduce costs. However, business envelopes being used with letterhead must be on matching stock.
CONSUMER STATIONERY

The Morgan State University consumer stationery makes use of the one-line horizontal consumer mark and is to be used by all persons or departments that are not approved to use the formal university stationery and are not the Department of Athletics. The consumer letterhead and envelope print in Morgan Blue and Morgan Orange on Fox River Circa Script 24# Wove Writing (Mansion White or Bright White). The tower watermark on the letterhead is printed in a 15% screen of Morgan Blue. The consumer business card prints in Morgan Blue and Morgan Orange on Fox River Select Cover 80# Wove (Mansion White or Bright White). These pieces can also be printed with all black or all Morgan Blue ink. No custom or personalized stationery is permissible. The paper is laser and ink jet compatible and 50% recycled (30% post consumer). Fonts on letterhead are Weiss and Weiss Extra Bold, 10pt/11pt. Fonts on envelope and business cards are the same except 8pt/9pt.

All Morgan State University items must be ordered through the University’s preferred vendor and must adhere to the identity guidelines. (For vendor names and ordering information, please contact the Office of Procurement.)

Letters and memos should employ a one-inch left margin and a one-inch right margin. Start letters flush with and one-half inch below the “Academic Affairs” line at the top. Letters and memos should employ block style, with flush left, ragged right margins, single-spaced paragraphs with double spacing between paragraphs.

Business envelopes for general, large mailings not including a letter may be printed on white wove stock to reduce costs. However, business envelopes being used with letterhead must be on matching stock.
The Morgan State University athletic stationery makes use of the athletics primary logotype and is to be used by all persons in the Department of Athletics. The athletics letterhead and envelope print in Morgan Blue, Morgan Orange, Morgan Brown, and Morgan Gold (4-color version) on Fox River Circa Script 24# Bright White Wove Writing. The bear head watermark on the letterhead is printed in a 15% screen of Morgan Blue. The athletics business card prints in the same four Morgan colors on Fox River Select Cover 80# Bright White Wove. These pieces can also be printed using all black, all Morgan Blue, 3 color or 5 color versions of the logo. The athletics stationery can be customized for each sport by changing the type in the banner of the logo. This is the only way the stationery should be customized. The paper is laser and ink jet compatible and 50% recycled (30% post consumer). Fonts on letterhead are Futura Book and Futura Bold, 9pt/12pt. Fonts on envelope and business cards are the same except 7.5pt/8.5pt.

All Morgan State University items must be ordered through the University’s preferred vendor and must adhere to the identity guidelines. (For vendor names and ordering information, please contact the Office of Procurement.)

Letters and memos should employ a one-inch left margin and a one-inch right margin. Letters should begin one-half inch below the athletic logo at the top. Letters and memos should employ block style, with flush left, ragged right margins, single-spaced paragraphs with double spacing between paragraphs.
NOTECARDS/ENVELOPES

Personal Notecards and Envelopes

The Morgan State University stationery system includes personal notecards and matching envelopes. The cards are available for all three identities and print on Fox River Select Cover 80# Wove (Mansion White or Bright White). The envelopes are Fox River Circa Script 24# Wove Writing (Mansion White or Bright White). Note: The Morgan State University formal stationery is only to be used by units that are approved for use by the President. A similar version that replaces the metallic gold ink with black ink can be used as an alternate to the 2-color consumer notecard.

All Morgan State University items must be ordered through the University’s preferred vendor and must adhere to the identity guidelines. (For vendor names and ordering information, please contact the Office of Procurement.)

Oversize Envelopes

The Morgan State University stationery system includes oversized envelopes. The oversized envelopes are available with the consumer and athletic identities and may be ordered in the same logo color options as the #10 envelopes. (Formal identity not available.) The stock is 24# white wove. All Morgan State University items must be ordered through the University’s preferred vendor and must adhere to the identity guidelines. (For vendor names and ordering information, please contact the Office of Procurement.)