

McMurry University Identity Guidelines



Introduction

McMurry University strives to present a clear and consistent image to the public that will embody its mission and values. It is our goal that through consistency, McMurry's logo and publications will represent the University with distinction and uphold its high reputation. To achieve this standard of excellence, the McMurry University Identity Guidelines were compiled to assist those using McMurry logos, colors and templates. Your participation in properly communicating our message and image is very important to our continued success.

Marketing and Communications (Marketing) is responsible for facilitating compliance with the guidelines set forth in this document.

If you have questions or need help with any of the guidelines or files mentioned in this documents, please contact:

McMurry University
Marketing and Communications
1 McMurry University #938
Abilene, Texas 79697

marketing@mcm.edu
325-793-4609

Official McMurry Logos

The primary McMurry logo should be used on **ALL** University publications except in special cases where alternate logos are more appropriate. Alternate logos should be reviewed and approved by Marketing.

Logo Permissions

Please adhere to the following guidelines when using the primary McMurry logo. Contact Marketing for the proper color and sized logo.

The McMurry logo can only be printed in either maroon, black and white or single color of maroon, black or white.

Contact Marketing for the correct version of the logo that you need.



The McMurry Logos cannot be manipulated in anyway. No alterations, additions or abbreviations can be made to the logo, including stretching any elements vertically or horizontally, placing text or graphics on top of the logo, and adding shadows, lighting effects or anything else that would violate the integrity of the logos.

Exception: The official logo may be watermarked in order to place text on top of it for special purposes, such as for use as the background of a note card, powerpoint, or logo. To do so, use the black and white version with a transparency of 50% or below. All watermarked logos used with text overlays must be approved by Marketing.

McMurry University has trademarked the McMurry logos.

Logo Use and Distribution

The logo may be used for promotional items, as long as the design is approved by the Marketing. The logo is available in black and white and color in JPEG/PNG format. Approval must be secured from Marketing for logo distribution to any outside entities.

To obtain other files types please contact Marketing.

The McMurry logo with the department name under it should be used as the primary element for official McMurry departments. To get your official logo, please contact Marketing.



Horizontal Logo-Secondary Logo

The Horizontal logos below have also been approved as a secondary McMurry logo. Please adhere to the following guidelines when using the Block logo.

The Horizontal logos can only be used in maroon and white, black and white or white. The logo cannot be manipulated in any way.



Special Events Logos

From time to time, special logos may be developed for fundraising or other special purposes. Contact Marketing for assistance or approval.

Athletics Logo

There are certain variations to the War Hawks logo that have been reserved for use by our sports teams only. These may be obtained by contacting Marketing or Sports Information.

War Hawks logos may be used for print and promotional items, as long as the design is approved by Marketing or Sports Information. Approval must be secured for logo distribution to any outside entities. The logo cannot be manipulated in any way.



Mascot Name Specifications

Please adhere to the following guidelines when using the War Hawks name:

War Hawks may only be used as two words. There are no exceptions to this rule. Please refrain from bunching the words together like: “WarHawks” or “Warhawks.”

War Hawks may not be abbreviated. We are not the “Hawks.” You must use both words at all times.

Our school, athletic programs and other university groups and organizations may be referred to only as “McMurry” or the “War Hawks.” No alternate nicknames for the War Hawks may be used, including Warbirds, ‘Birds, Hawks, etc.

This includes athletic teams. Both men’s and women’s athletic teams will be known as “War Hawks” only. Refrain from using “Lady War Hawks,” “Lady Hawks” or anything that would differentiate our female and male teams, since the nickname “War Hawks” is not gender-specific.

Official Seal

McMurry uses one official copyrighted seal. The official seal's use is reserved for presidential documents or documents of institutional and legal importance. The documents include diplomas, certificates, flags and official transcripts.

Use of the official seal is not permitted without written authorization from Marketing. A copy of the seal will be provided after approval is authorized.

Official McMurry Colors

McMurry University's official school colors are maroon and white. It is acceptable to use other colors besides maroon and white as accent colors. However, maroon and white should be the dominant colors represented.

Official Maroon

PMS (Pantone Matching System): 202

CMYK, or four-color process: 0, 100, 61, 43

RGB: 152, 0, 46

Web: #98002E

Official Fonts

McMurry University's official school fonts are Minion Pro (serif) and Myriad Pro (sans serif). Body text should use either of the above fonts.

Accent Fonts

In addition to the two official university fonts, you may use other fonts as accents. The War Hawks logos use the accent font Zeroes.

Official Correspondence

The correct ways to write a McMurry address is:

McMurry University

1 McMurry University #Your box number

Abilene, Texas 79697

Or

McMurry University

Department Name

1 McMurry University #Your box number

Abilene, Texas 79697

Business Cards

The official McMurry Business Card is to be used by all McMurry employees, except for those in the Athletics Department, who should use the Athletics Business Card. Please call the Print Shop at 325-793-4663 to order official nametags and business cards.

Letterhead

The official McMurry letterhead and academic schools' letterheads can be printed in bulk or used as a template. Contact the Print Shop at 325-793-4663 or Marketing for a Microsoft Word template.

Email Signature

As one of the most frequently used forms of communication, email messages should serve as a reflection of the institution. Because of the wide variety of formats used by faculty and staff, the University has adopted a standardized signature format to help email signatures reinforce the University's brand identity, as well as convey important contact information. A standard, consistent, and clean email signature will present a more professional appearance for the University.

The McMurry University email signatures should include your name, job title, department name, the name of the university, your phone number, email address and website. This information, along with all text in the email should be in either Calibri, Arial, Minion Pro Regular, Myriad Pro Regular, 11 point, black type except the name of the university in the signature, which should be bold in maroon. Only use one type of font in the email.

Example:

Minimum number of lines of text five.

Your Name, Department Title (required)

Department Name (required)

McMurry University (required)

(o) 325-793-4900 (required) | (c) 123-123-1234

McM.edu (required)



Maximum number of lines six.

Your Name, Department Title (required)

Department Name (required)

McMurry University (required)

#1 McMurry University | # 938 | Abilene, TX 79697 (optional)

(o) 325-793-4900 | © 325-665-1234 (optional)

McM.edu | [Facebook](#) | [Twitter](#)



Remember less is more: Email signatures should not be longer than six lines. Go wider rather than longer, and use pipes (|) to separate components. Use a space between content and pipes. The pipe key is located above the enter key on a standard keyboard.

Logos

Contact Marketing for a copy of the logo for your email signature. If you are part of McMurry Athletics and would like to use an approved team logo, please contact Marketing or Sports Information.

Quotes

Quotes should not be used in a University email signature.

FAX Numbers

Industry trends indicate that FAX is slipping in popularity as a mean of communication, so it's no longer necessary to list it.

Background Colors

Please refrain from using watermarked, colored, or photographic backgrounds in your emails. Backgrounds often make your correspondence difficult to read and do not render appropriately in every email program. White is the only admissible background color for McMurry University emails.

Professional licenses or certifications

Feel free to add professional designations or certification directly after your name. For example: John Doe, FAIA or Jane Doe, M.B.A.

Alumni

McMurry is proud of its alumni, so McMurry graduates are welcome to add their graduation year directly after their names in the email signature.

Your Name '00

Committees

While these are very important, the email signature is not the best location to communicate that information.

Confidentiality Clause

If it is a necessary part of your business operations to work with confidential information, the confidentiality clause can be included at the bottom of the signature.

Social Media

If you would like to include social media links, there should not be more than two. Usually it's Facebook and Twitter. Do not include images, only the links.

Logos

Logos can be supplied by Marketing contact them at marketing@mcm.edu or 325-793-4606.