Official McMurry Logos- PRIMARY

The primary McM logo should be used on ALL University publications except for in special cases where alternate logos are more appropriate. Alternate logos and War Hawks logos will be addressed on following pages.

Logo Permissions

Please adhere to the following guidelines when using the primary McM logos:

These logos can be found in the Logos section on McMurry Net. See Page 15.

McM Logo- Primary Logo #1

A) The McM logo can only be printed in either maroon and white or black and white.

B) The McM logo cannot be manipulated in any way.

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 logo.

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 used with text overlays must be approved by University Marketing.

C) Trademark Use

McMurry has trademarked the McM logo. Please use the “TM” logo at the bottom right-hand corner of the logo as provided above.
Logo Use and Distribution
The primary logos may be used for promotional items, as long as the design is approved by the Marketing Office. The logo is available in black and white and color in JPEG. Approval must be secured from Marketing for logo distribution to any outside entities. To obtain other file types please contact Le’ann Ardoyno 325.793.4614.

Development of Other Logos Using the McM Logo
The McM logo should be used as the primary element for official McMurry departments, all academics and offices, as seen at right. To change the word beneath the logo to fit your needs, please contact Le’ann Ardoyno at (325)-793-4614

Horizontal Logo- Primary Logo #2

The Block and Horizontal logos below have also been approved as a primary McM logo. These logos can be found in the Logos section on McMurry Net. See Page 15.

Please adhere to the following guidelines when using the Block logo:

A) The Horizontal logos can only be printed in either maroon and white or black and white.

B) The logos may be inverted.

C) The logos cannot be manipulated in any way.
Mascot Name Specifications

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

A) War Hawks is Two Words

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.”

B) Abbreviation of War Hawks

War Hawks may not be abbreviated. We are not the “Hawks.” You must use both words when referring to our mascot.

C) Alternate Nicknames

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 Tagline

McMurry’s Official Tagline is “Cultivating Leadership Excellence and Virtue...Every Student, Every Day.” The tagline can be found in the Logos section of McMurry Net. See Page 15.

Cultivating Leadership, Excellence and Virtue...
EVERY STUDENT, EVERY DAY

Official McMurry Colors and Fonts

Official 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
- For 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. These fonts can be found in the Font section of McMurry Net. See page 15.

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. These fonts can be found in the Font section of McMurry Net. See page 15.
Email Signature

Email Signature Standards
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 (Red:152 Green: 0 Blue:46). Only use one type of font in the email.

Example:

Minimum number of lines: 5
Jane Doe, Department Manager (required)
Department Name (required)
McMurry University (required)
325-793-4900 (required)
janedoe@mcm.edu | www.mcm.edu (required)

Maximum number of lines: 7 plus a graphic
Jane Doe, Department Manager (required)
Department Name (required)
McMurry University (required)
#1 McMurry University | Box 938 | Abilene, TX 79697 (optional)
325-793-4900 | 325-665-1234 (optional)
janedoe@mcm.edu | www.mcm.edu (required)
Follow us: facebook.com/mcmurryuniversity | twitter.com/mcmuniv (optional)
• 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.

• Signature on every reply & forward: When continuing a conversation via email, there’s no need to include the signature in every response. If you wish to include it, please use the Reply signature example listed above.

• Font size and type: Use either Calibri, Arial, Minion Pro Regular, Myriad Pro Regular, 11 point, black type except the name of the university which should be bold in maroon (Red:152 Green: 0 Blue:46). Only use one type of font in the email. These fonts can be found in the Font section of McMurry Net. See page 15.

• Background Color: 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, MBA. Alumni – McMurry is proud of its alumni, so McMurry graduates are welcome to add their grad year directly after their names in the email signature. For example: Jane Doe ’90

• 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.