

MISSOURI VALLEY CONFERENCE *STYLE GUIDE*



STYLE GUIDE *INFORMATION*

To ensure a clear and consistent brand message, the Missouri Valley Conference is developing a Brand Standard Guide that will contain both a written and visual representation of the proper use of league and institutional marks.

In addition to outlining the proper usage (which includes customizing the Valley logo and ancillary logos with an institution's colors), the Brand Standard Guide will illustrate the proper size and placement of the Conference logo on all uniforms and the proper placement of Conference marks in arenas and outdoor venues.

Notably, the Conference logo shall appear on all uniforms for any MVC-sponsored sport. In no instances shall the logo be on the back of any apparel. When a manufacturer or specialty logo conflicts with required or recommended placement, alternate logo positioning may be acceptable with MVC approval.

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CONFERENCE BRANDING



PRIMARY LOGO



This logo should be used in all applications of the MVC primary logo on white or light colored backgrounds.



This logo should be used in all applications of the MVC primary logo on black or dark backgrounds.

SINGLE-COLOR LOGO



This is an acceptable presentation of the MVC single-color logo on white or light backgrounds.



This is an acceptable presentation of the MVC single-color logo on black or dark backgrounds.

COLOR PALETTE & NAMING

COLORS



MVC BLUE - PMS 288C

C	100
M	87
Y	27
K	13

R	0
G	57
B	118

DIGITAL
003976

MVC RED - PMS 186C

C	15
M	100
Y	91
K	5

R	200
G	16
B	46

DIGITAL
C8102E

NAMING

First reference: Missouri Valley Conference

Acceptable nicknames: The Valley, MVC

Do NOT use: MVC Conference, Mo Valley, MV Conference, Missouri Valley, Valley (when used without "the" in front)

MISCELLANEOUS LOGOS



This logo should be used when referencing or representing the Missouri Valley Conference Hall of Fame (white/light background only).



This logo should be used when referencing or representing the Missouri Valley Conference Hall of Fame (dark background only).



This logo should be used when referencing or representing The Valley on ESPN.

Versions of the logo featuring institutional colors can be found in the "Co-Branded Marks" section of the style guide.

CO-BRANDED MARKS



SCHOOL-SPECIFIC *BELMONT*



This is the acceptable version of the Belmont MVC logo on a white or light background.



This is the acceptable version of the Belmont MVC logo on a black or dark background.



PMS 186C

PMS 281



This logo can be used in place of the MVC-branded logo when referencing or representing The Valley on ESPN for Belmont.

[Click here to see more about Belmont](#)

SCHOOL-SPECIFIC *BRADLEY*



This is the acceptable version of the Bradley MVC logo on a white or light background.



This is the acceptable version of the Bradley MVC logo on a black or dark background.



This logo can be used in place of the MVC-branded logo when referencing or representing The Valley on ESPN for Bradley.

PMS 186C

SCHOOL-SPECIFIC *DRAKE*



This is the acceptable version of the Drake MVC logo on a white or light background.



This is the acceptable version of the Drake MVC logo on a black or dark background.



PMS 294

PMS Cool Gray 5



This logo can be used in place of the MVC-branded logo when referencing or representing The Valley on ESPN for Drake.

[Click here to see more about Drake](#)

SCHOOL-SPECIFIC *EVANSVILLE*



This is the acceptable version of the Evansville MVC logo on a white or light background.



This is the acceptable version of the Evansville MVC logo on a black or dark background.



PMS 2617C

PMS 174C



This logo can be used in place of the MVC-branded logo when referencing or representing The Valley on ESPN for Evansville.

[Click here to see more about Evansville](#)

SCHOOL-SPECIFIC *UIC*



This is the acceptable version of the UIC MVC logo on a white or light background.



This is the acceptable version of the UIC MVC logo on a black or dark background.



PMS 199C

PMS 2758C



PMS 298C



This logo can be used in place of the MVC-branded logo when referencing or representing The Valley on ESPN for UIC.

[Click here to see more about UIC](#)

SCHOOL-SPECIFIC *ILLINOIS STATE*



This is the acceptable version of the Illinois State MVC logo on a white or light background.



This is the acceptable version of the Illinois State MVC logo on a black or dark background.



This logo can be used in place of the MVC-branded logo when referencing or representing The Valley on ESPN for Illinois State.

PMS 186C

SCHOOL-SPECIFIC *INDIANA STATE*



This is the acceptable version of the Indiana State MVC logo on a white or light background.



This is the acceptable version of the Indiana State MVC logo on a black or dark background.



PMS 293C

PMS Cool Gray 2C



This logo can be used in place of the MVC-branded logo when referencing or representing The Valley on ESPN for Indiana State.

[Click here to see more about Indiana State](#)

SCHOOL-SPECIFIC *MISSOURI STATE*



This is the acceptable version of the Missouri State MVC logo on a white or light background.



This is the acceptable version of the Missouri State MVC logo on a black or dark background.



PMS 505C



This logo can be used in place of the MVC-branded logo when referencing or representing The Valley on ESPN for Missouri State.

[Click here to see more about Missouri State](#)

SCHOOL-SPECIFIC *MURRAY STATE*



This is the acceptable version of the Murray State MVC logo on a white or light background.



This is the acceptable version of the Murray State MVC logo on a black or dark background.



PMS 289C

PMS 123C



This logo can be used in place of the MVC-branded logo when referencing or representing The Valley on ESPN for Murray State.

[Click here to see more about Murray State](#)

SCHOOL-SPECIFIC *UNI*



This is the acceptable version of the UNI MVC logo on a white or light background.



This is the acceptable version of the UNI MVC logo on a black or dark background.



PMS 2607C, 2607U

PMS 7549C, 7549U



This logo can be used in place of the MVC-branded logo when referencing or representing The Valley on ESPN for UNI.

[Click here to see more about UNI](#)

SCHOOL-SPECIFIC *SOUTHERN ILLINOIS*



This is the acceptable version of the Southern Illinois MVC logo on a white or light background.



This is the acceptable version of the Southern Illinois MVC logo on a black or dark background.



This logo can be used in place of the MVC-branded logo when referencing or representing The Valley on ESPN for Southern Illinois.

PMS 209C

SCHOOL-SPECIFIC *VALPARAISO*



This is the acceptable version of the Valparaiso MVC logo on a white or light background.



This is the acceptable version of the Valparaiso MVC logo on a black or dark background.



PMS 469C

PMS 116C



This logo can be used in place of the MVC-branded logo when referencing or representing The Valley on ESPN for Valparaiso.

[Click here to see more about Valparaiso](#)

CHAMPIONSHIP MARKS



CHAMPIONSHIP MARKS *FALL*

FULL COLOR



TWO COLOR



GRAYSCALE



CHAMPIONSHIP MARKS *ARCH MADNESS*

PRIMARY



ON DARK



OTHER



ALL-BLACK



ALL-WHITE



PROHIBITED



In all applications of the Arch Madness logo, the State Farm® logo must accompany it.

OTHER

IT BEGINS[®]
HERE

IT BEGINS**HERE**[®]

The designed workmark for "It Begins Here[®]" can be used in applications where the Arch Madness logo is already present.

The phrase can also be used in plain text if preferred.

CHAMPIONSHIP MARKS *HOOPS IN THE HEARTLAND*

PRIMARY



ON DARK



SECONDARY



ALL-BLACK



ALL-WHITE



The wordmark or secondary logo can be used in places where the full logo does not fit or becomes unreadable due to size.



PMS 158C

PMS 299C

PMS - Process Black C @ 55%

CHAMPIONSHIP MARKS *WINTER*

FULL COLOR



TWO COLOR



GRAYSCALE



CHAMPIONSHIP MARKS *SPRING*

FULL COLOR



TWO COLOR



GRAYSCALE



CHAMPIONSHIP MARKS *SPRING*

FULL COLOR



TWO COLOR



GRAYSCALE



INSTITUTIONAL BRANDING



BELMONT *BRANDING*

COLORS



PMS: 186C

CMYK: 2, 100, 85, 6

RGB: 200, 16, 46

HEX: #C8102E

PMS: 281

CMYK: 100, 85, 5, 36

RGB: 0, 32, 91

HEX: #00205B

NAMING

First reference: Belmont

Acceptable nicknames: Bruins

Do NOT use: Lady Bruins

LOGOS

PRIMARY



SECONDARY



ONE-COLOR



WORDMARK



OTHER



Additional logo notes: If you need to place our logo on a dark background or need an all-white version of the logo, please contact Belmont.

BRADLEY *BRANDING*

COLORS



PMS: 186C

CMYK: 0, 100, 75, 4

RGB: 165, 0, 0

HEX: #A50000

LOGOS

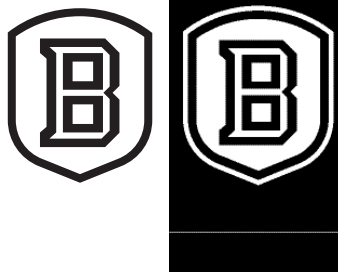
PRIMARY



ON-DARK BACKGROUND



ONE-COLOR



WORDMARK



OTHER (SEE BELOW)



NAMING

First reference: Bradley

Acceptable nicknames: Braves

Do NOT use: Refrain from using BU with two members using those initials

Additional logo notes: The white outline around the “B Shield” ALWAYS travels. When used on a dark background, if the white outline stands out, the version with the white text should be used. If the white outline is subtle, then the version with the red text should be used. When Bradley is already known to the viewer, i.e. a television broadcast featuring the Braves, the stand alone B-Shield logo without the underlying Bradley text is the preferred mark.

DRAKE *BRANDING*

COLORS



PMS: 294

CMYK: 100, 69, 7, 30

RGB: 27, 70, 119

PMS: Cool Gray 5

CMYK: 13, 9, 10, 27

RGB: 179, 179, 176

HEX: #B3B3B0

NAMING

First reference: Drake

Acceptable nicknames: Bulldogs, DU, Dogs

Do NOT use: Drake College

LOGOS

PRIMARY



SECONDARY



ONE-COLOR



WORDMARK



EVANSVILLE *BRANDING*

COLORS



PMS: 2617C

CMYK: 84, 100, 23, 21

RGB: 71, 10, 1904

HEX: #470A68

PMS: 144C

CMYK: 5, 53, 100, 0

RGB: 237, 139, 0

HEX: #ED8B00

NAMING

First reference: University of Evansville or Purple Aces

Acceptable nicknames: UE, Evansville, Aces

Do NOT use: Evansville University, EU

LOGOS

PRIMARY



SECONDARY



ONE-COLOR



WORDMARK



OTHER



UIC *BRANDING*

COLORS



PMS: 199C

CMYK: 0, 100, 79, 0

RGB: 213, 0, 50

HEX: #D50032

PMS: 2758C

CMYK: 100, 83, 0, 47

RGB: 0, 30, 98

HEX: #001E62

PMS: 298C

CMYK: 65, 3, 0, 0

RGB: 65, 182, 230

HEX: #41B6E6

NAMING

First reference: UIC

Acceptable nicknames: Flames,

Do NOT use: UI-Chicago, Illinois-Chicago, IC

LOGOS

PRIMARY



ON-DARK BACKGROUND



ONE-COLOR



WORDMARK



OTHER



ILLINOIS STATE *BRANDING*

COLORS



PMS: 186C

CMYK: 0, 100, 81, 4

RGB: 206, 20, 43

HEX: #CE142B

NAMING

First reference: Illinois State

Acceptable nicknames: ISU, Redbirds, 'Birds, ILS

Do NOT use: RedBirds, Red Birds, Fighting Reggies

LOGOS

PRIMARY



SECONDARY



ONE-COLOR (BLACK)



OTHER



Additional logo notes: In all applications, white stroke must be used all the way around every logo or wordmark.

INDIANA STATE *BRANDING*

COLORS



PMS: 293C

CMYK: 100, 87, 0, 0

RGB: 34, 78, 146

HEX: #224E92

PMS: Cool Gray 2C

CMYK: 17, 14, 15, 0

RGB: 206, 207, 206

HEX: #CECFCE

NAMING

First reference: Indiana State

Acceptable nicknames: Sycamores, ISU, Trees

Do NOT use:

LOGOS

PRIMARY



ONE-COLOR



WORDMARK



OTHER



MISSOURI STATE *BRANDING*

COLORS

PMS: 505C
CMYK: 0, 100, 65, 75
RGB: 94, 0, 9
HEX: #5E0009

LOGOS

PRIMARY



ON-DARK BACKGROUND



ONE-COLOR



WORDMARK

Missouri State

OTHER



NAMING

First reference: Missouri State

Acceptable nicknames: MSU, MOST, MoState, Bears, Lady Bears (WBB only)

Do NOT use: MOSU, MizzSt, Lady Bears for any sport other than women's basketball

MURRAY STATE *BRANDING*

COLORS

PMS: 289C

CMYK: 100, 90, 0, 70

RGB: 0, 33, 68

HEX: #002144

PMS: 123C

CMYK: 0, 24, 94, 0

RGB: 236, 172, 0

HEX: #ECAC00

NAMING

First reference: Murray State

Acceptable nicknames: Racers, MSU

Do NOT use: Lady Racers, Murray, MUR (use only on stat programs and scoreboards)

LOGOS

PRIMARY



SECONDARY



ONE-COLOR



WORDMARK

MURRAY STATE
ATHLETICS

OTHER



Additional logo notes: Do not use the Racers wordmark by itself.

UNI *STYLE GUIDE*

COLORS



PMS: 2607C, 2607U
CMYK: 79, 100, 0, 15
RGB: 80, 7, 120
HEX: #500778

PMS: 7549C, 7549U
CMYK: 0, 27, 100, 0
RGB: 255, 181, 0
HEX: #FFB500

LOGOS

PRIMARY



SECONDARY



ONE-COLOR (WHITE)



ONE-COLOR (BLACK)



WORDMARK



Additional logo notes: Avoid using gold on black.

NAMING

First reference: UNI

Acceptable nicknames: University of Northern Iowa, Panthers, Northern Iowa

Do NOT use: NIU, Northern Iowa University, Lady Panthers

SOUTHERN ILLINOIS *BRANDING*

COLORS



PMS: 209C

CMYK: 39, 91, 57, 37

RGB: 114, 37, 61

HEX: #72253D

PMS: 430C

CMYK: 55, 40, 37, 4

RGB: 124, 134, 141

HEX: #7C868D

NAMING

First reference: SIU, Salukis

Acceptable nicknames: Southern Illinois, Southern Illinois University

Do NOT use: SIUC, Southern Illinois University Carbondale

LOGOS

PRIMARY



SECONDARY



ONE-COLOR



WORDMARK



OTHER



Additional logo notes: Please use our secondary mark over our primary mark if the text “Southern Illinois”, “SIU”, or “Salukis” is mentioned.

VALPARAISO *BRANDING*

COLORS



PMS: 469C

CMYK: 15, 60, 92, 70

RGB: 97, 51, 24

HEX: #613318

PMS: 116C

CMYK: 0, 12, 100, 0

RGB: 255, 204, 0

HEX: #FFCC00

NAMING

First reference: Valparaiso

Acceptable nicknames: Valpo, Beacons

Do NOT use: VU, Crusaders

LOGOS

PRIMARY



SECONDARY



ONE-COLOR



WORDMARK



OTHER



UNIFORM & APPAREL



UNIFORM & APPAREL *BASKETBALL*

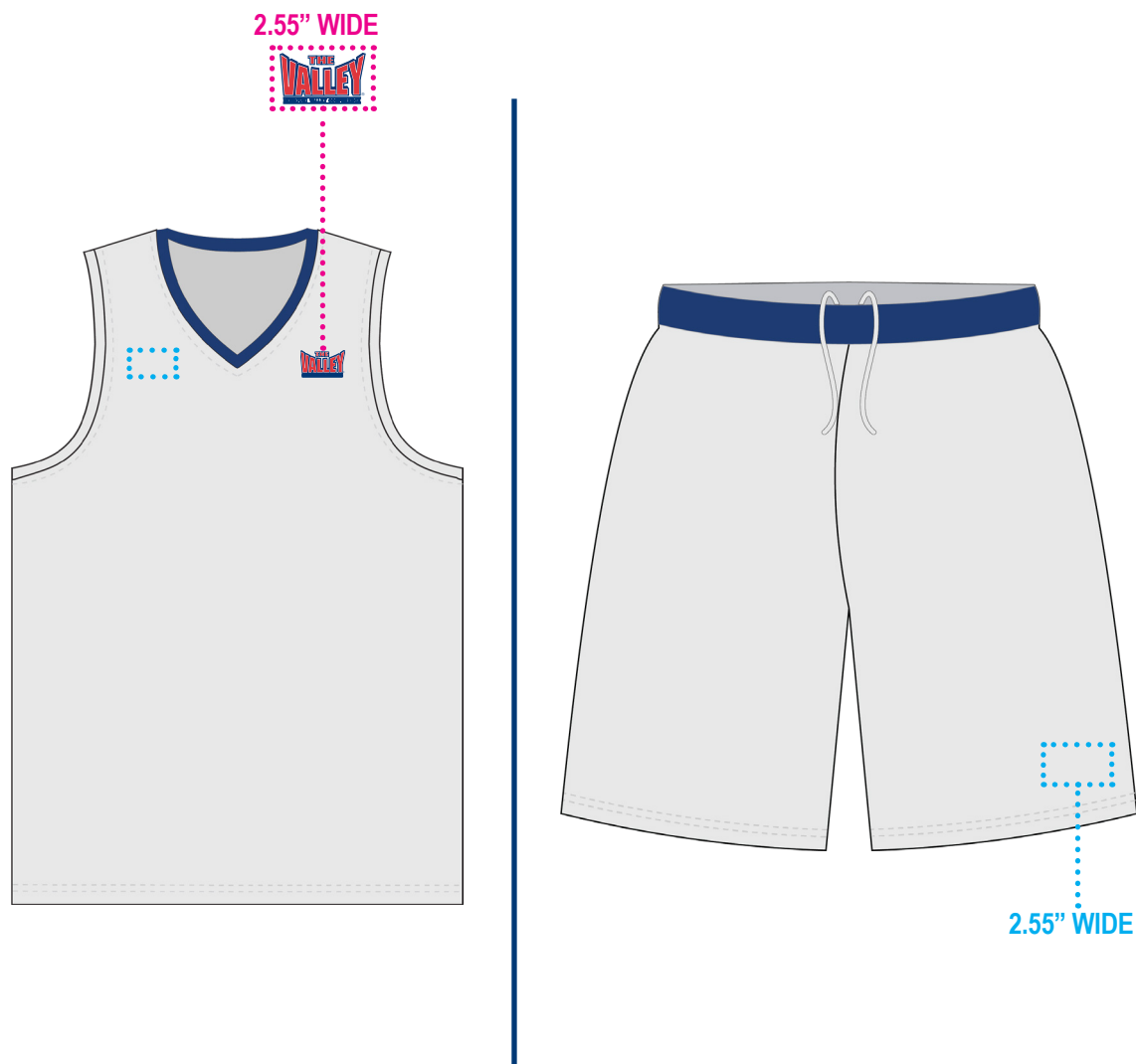
JERSEY

The preferred presentation of the MVC logo patch is 2.55" wide, positioned on the front left chest of the jersey (as worn), opposite of manufacturer logo and centered between the collar and sleeve seam.

SHORTS

In addition, it is encouraged to include the MVC logo patch on shorts. The preferred presentation of this is 2.55" wide, on the front panel of the left leg on the shorts (as worn).

**If an institution would like to use a color variation of the MVC logo that is not shown in this guide, please contact the league office for approval.*



UNIFORM & APPAREL *BASEBALL*

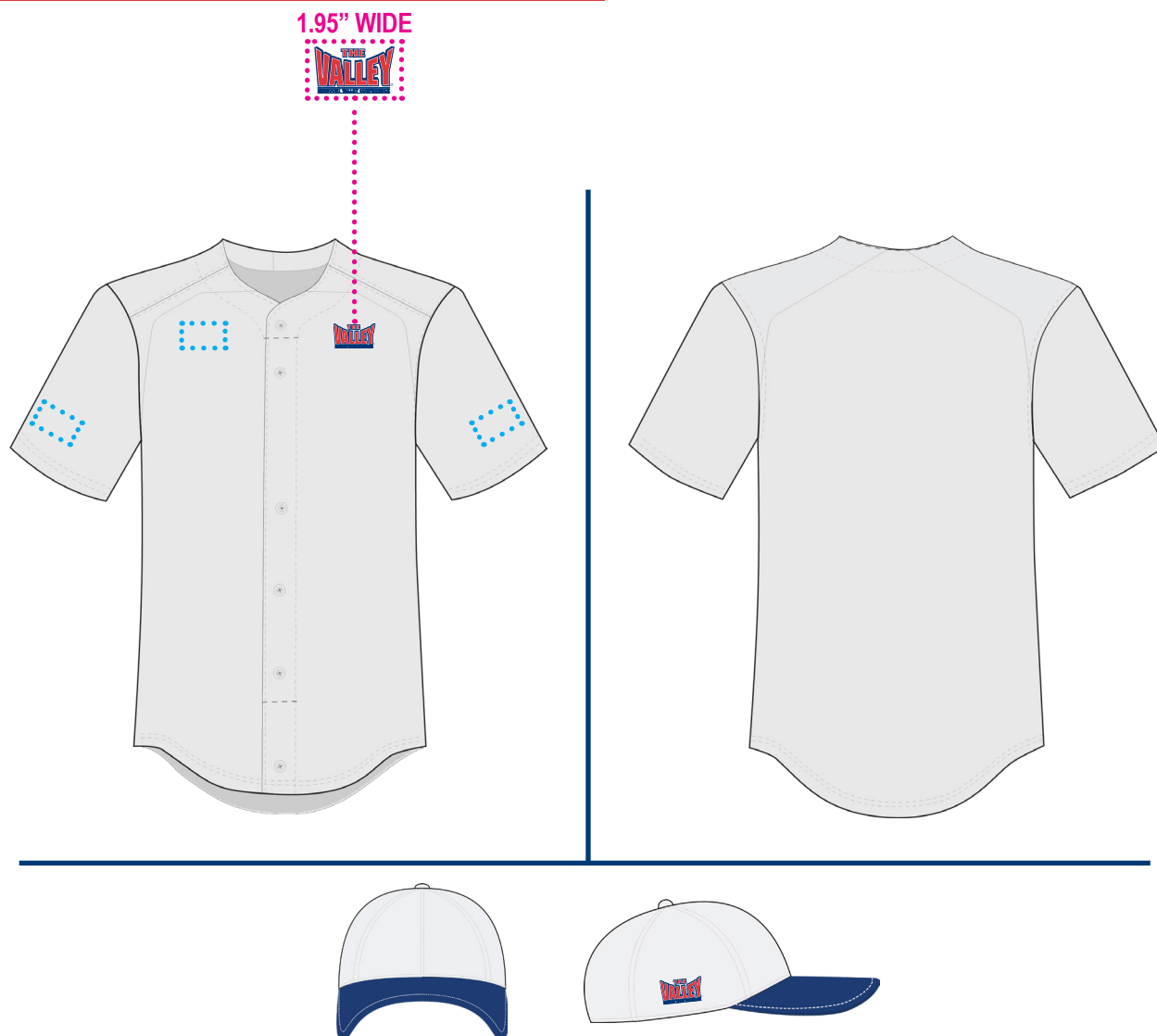
JERSEY

The preferred presentation of the MVC logo patch is 1.95" wide, positioned on the front left chest of the jersey (as worn), centered between the collar and sleeve seam.

HATS

In addition, it is encouraged to include the MVC logo patch on hats/visors. The preferred presentation of this is on the right-side panel of the hat (as worn).

**If an institution would like to use a color variation of the MVC logo that is not shown in this guide, please contact the league office for approval.*



UNIFORM & APPAREL *SOFTBALL*

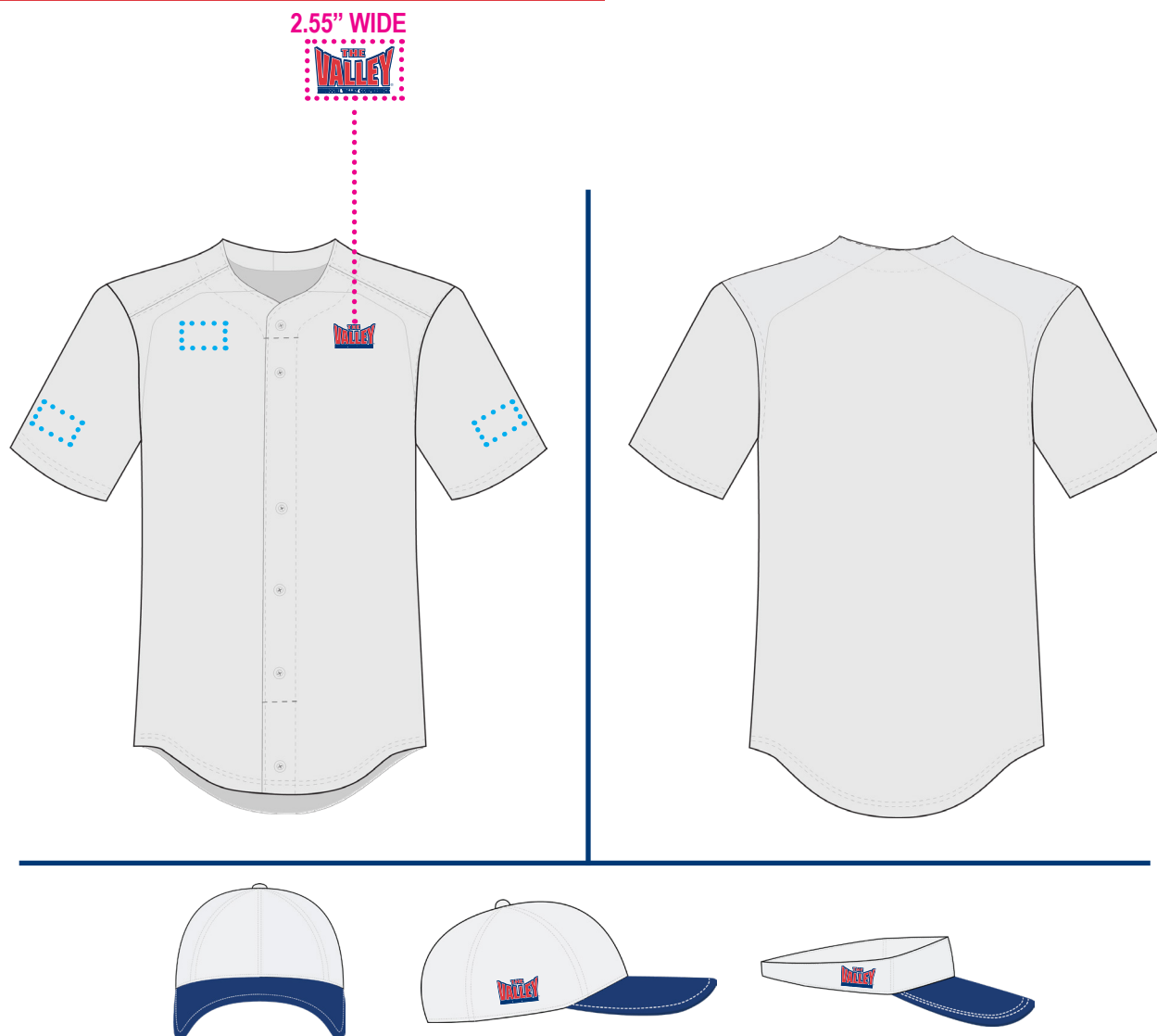
JERSEY

The preferred presentation of the MVC logo patch is 2.55" wide, positioned on the front left chest of the jersey (as worn), centered between the collar and sleeve seam.

HATS/VISORS

In addition, it is encouraged to include the MVC logo patch on hats/visors. The preferred presentation of this is on the right-side panel of the hat (as worn).

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UNIFORM & APPAREL

CROSS COUNTRY/TRACK & FIELD

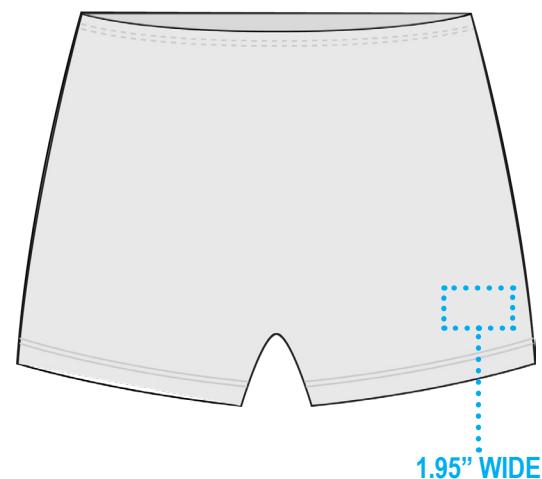
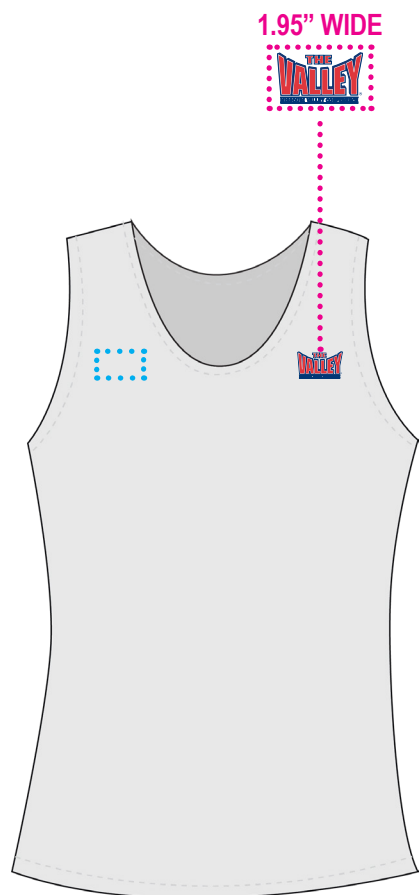
JERSEY

The preferred presentation of the MVC logo patch is 1.95" wide, positioned on the front left chest of the jersey (as worn).

SHORTS

In addition, it is encouraged to include the MVC logo patch on shorts. The preferred presentation of this is no more than 2.25 square inches, on the front panel of the left leg on the shorts (as worn).

**If an institution would like to use a color variation of the MVC logo that is not shown in this guide, please contact the league office for approval.*



UNIFORM & APPAREL *GOLF*

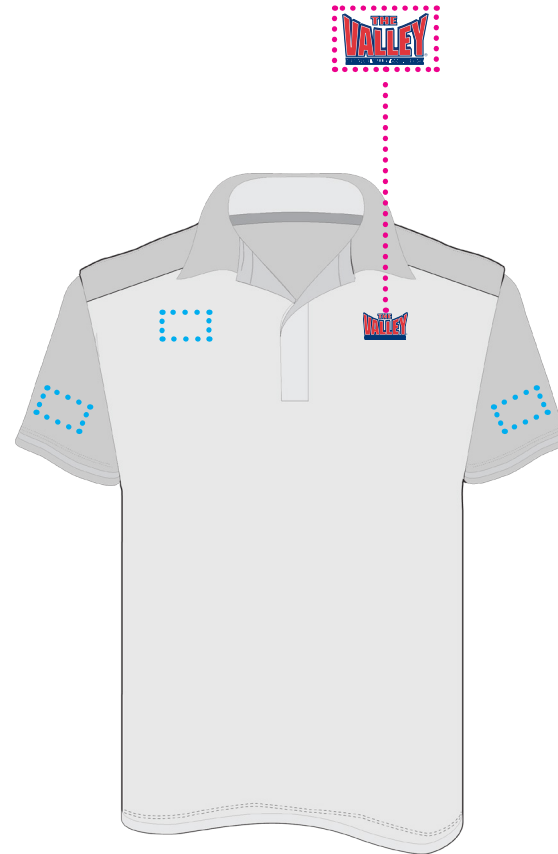
POLO

The preferred presentation of the MVC logo patch is positioned on the front left chest of the polo (as worn), centered between the collar and sleeve seam.

HATS/VISORS

In addition, it is encouraged to include the MVC logo patch on hats/visors. The preferred presentation of this is on the right-side panel of the hat (as worn).

**If an institution would like to use a color variation of the MVC logo that is not shown in this guide, please contact the league office for approval.*



UNIFORM & APPAREL *SOCCER*

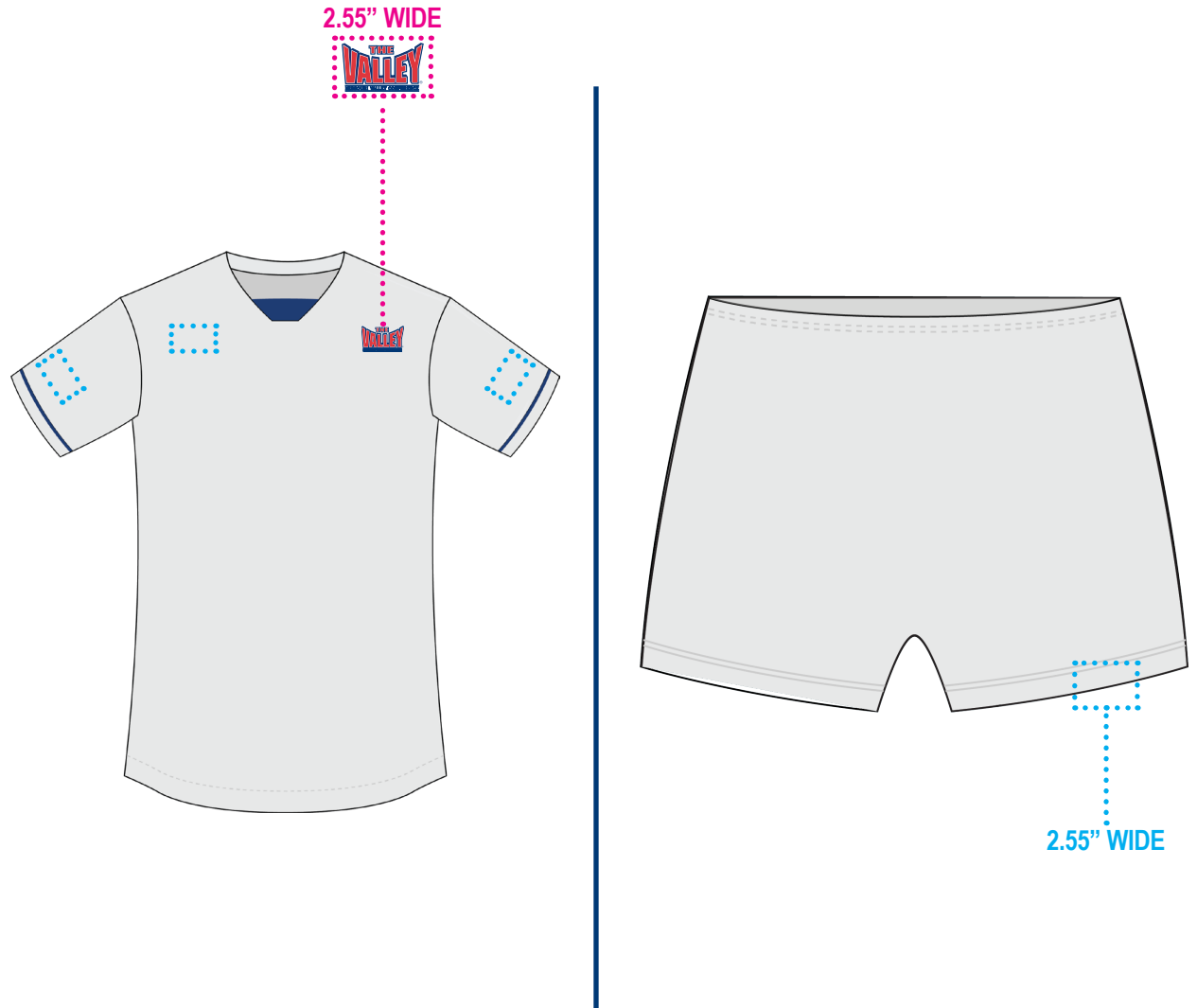
JERSEY

The preferred presentation of the MVC logo patch is 2.55" wide, positioned on the front left chest of the jersey (as worn), opposite of manufacturer logo and centered between the collar and sleeve seam.

SHORTS

In addition, it is encouraged to include the MVC logo patch on shorts. The preferred presentation of this is 2.55" wide, on the front panel of the left leg on the shorts (as worn).

**If an institution would like to use a color variation of the MVC logo that is not shown in this guide, please contact the league office for approval.*



UNIFORM & APPAREL *SWIMMING & DIVING*

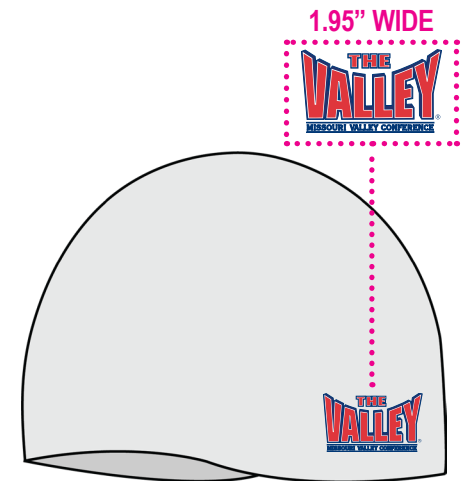
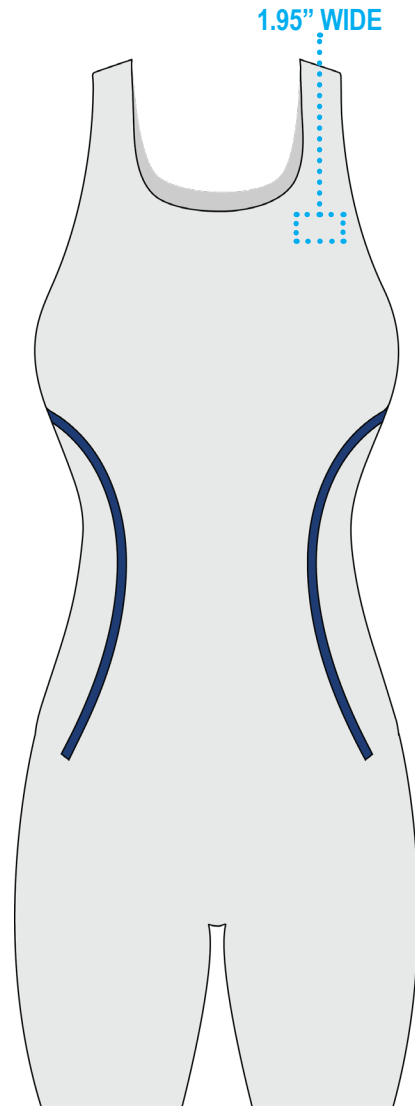
CAPS

The preferred presentation of the MVC logo is 1.95" wide, positioned on the front panel of the left side of the cap (as worn).

SWIMSUITS

In addition, it is encouraged to include the MVC logo patch on swimsuits. The preferred presentation of this is 1.95" wide, on the front left chest of the swimsuit (as worn), opposite of manufacturer logo.

**If an institution would like to use a color variation of the MVC logo that is not shown in this guide, please contact the league office for approval.*



UNIFORM & APPAREL *TENNIS*

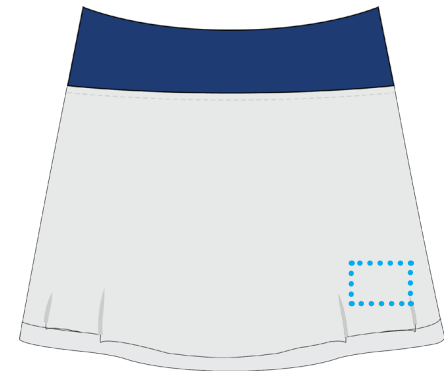
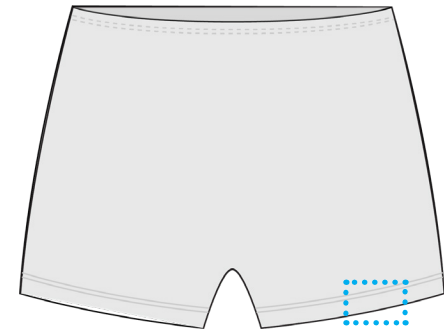
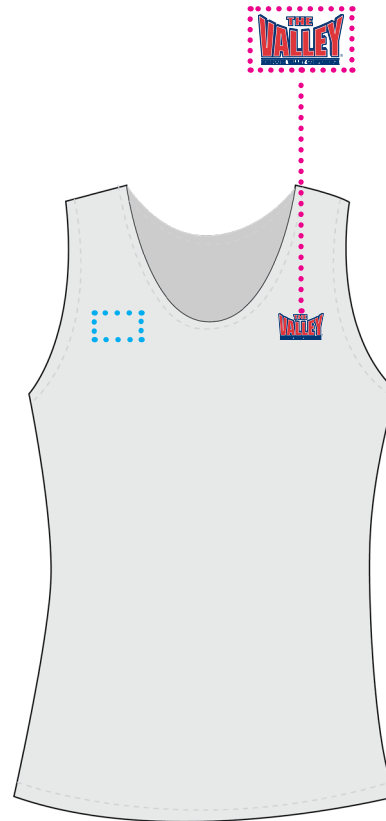
JERSEY

The preferred presentation of the MVC logo patch is positioned on the front left chest of the jersey (as worn), opposite of manufacturer logo and centered between the collar and sleeve seam.

SHORTS/SKIRTS

In addition, it is encouraged to include the MVC logo patch on shorts/skirts. The preferred presentation of this is on the front panel of the left leg on the shorts (as worn).

**If an institution would like to use a color variation of the MVC logo that is not shown in this guide, please contact the league office for approval.*



UNIFORM & APPAREL VOLLEYBALL

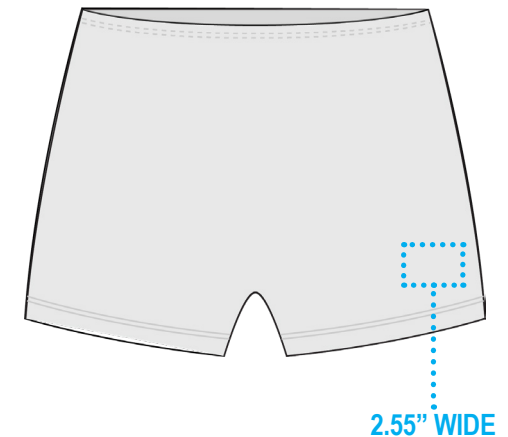
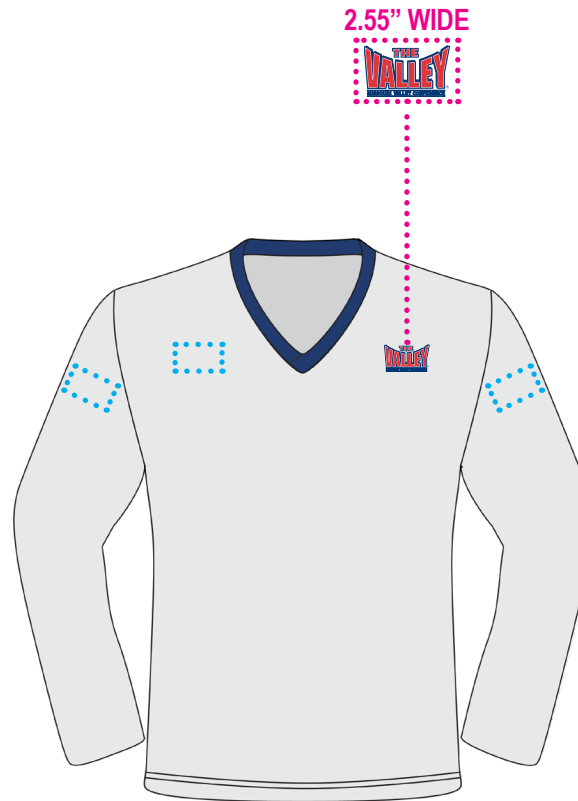
JERSEY

The preferred presentation of the MVC logo patch is 2.55" wide, positioned on the front left chest of the jersey (as worn), opposite of manufacturer logo and centered between the collar and sleeve seam. This applies to all jerseys, regardless of sleeve length.

SHORTS

In addition, it is encouraged to include the MVC logo patch on shorts. The preferred presentation of this is on the front panel of the left leg on the shorts (as worn).

**If an institution would like to use a color variation of the MVC logo that is not shown in this guide, please contact the league office for approval.*



VENUES & SIGNAGE

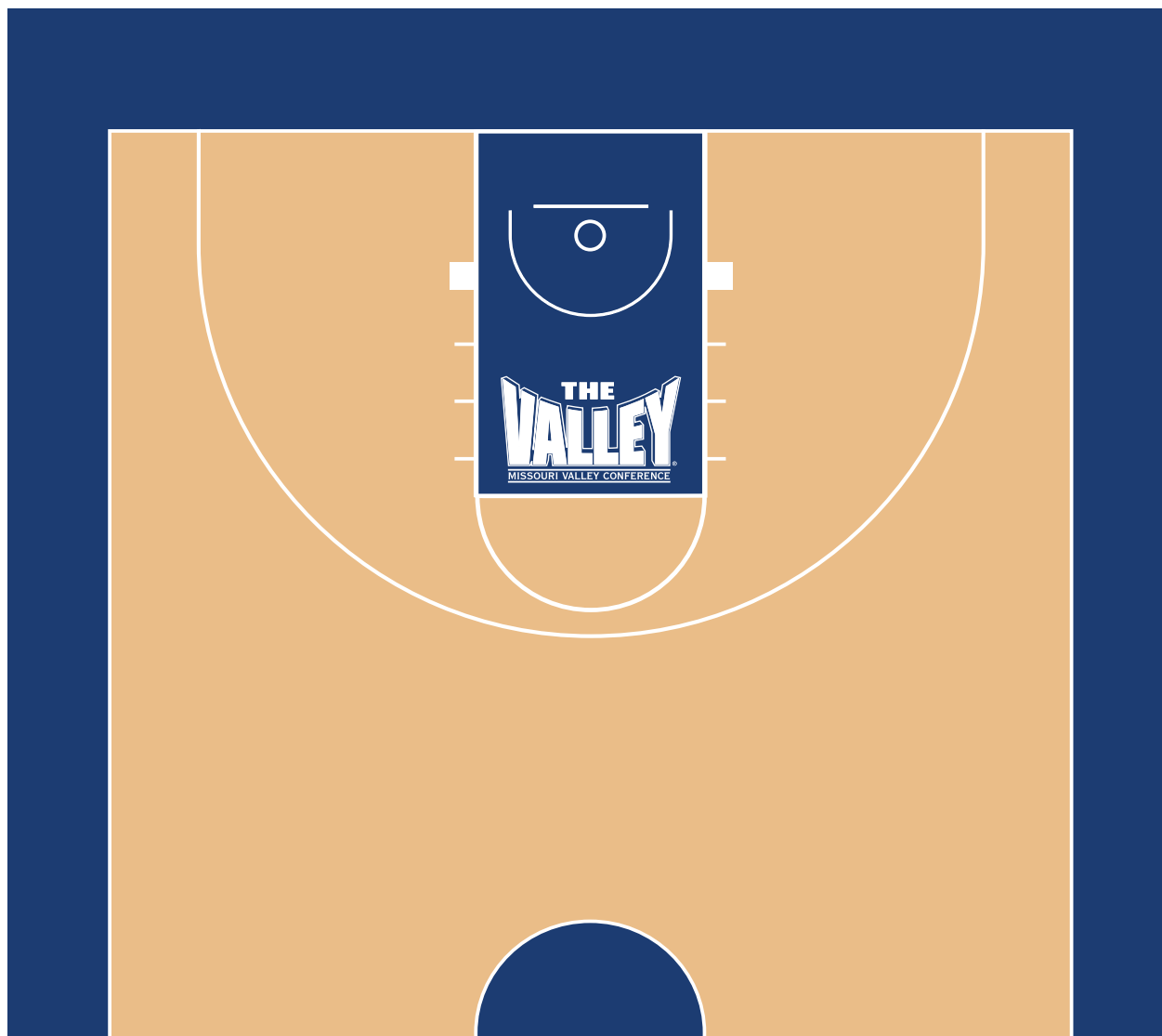


VENUE BRANDING *BASKETBALL*

BASKETBALL COURT

The MVC logo must be painted in two locations on each institution's basketball court, and may be done in the institution's colors. Both logos should be centered inside of the free throw lane facing center court.

Suggested sizing for logo placement within the free throw lane (as shown on the right) is 8' 0.59" wide by 4' 0" tall.



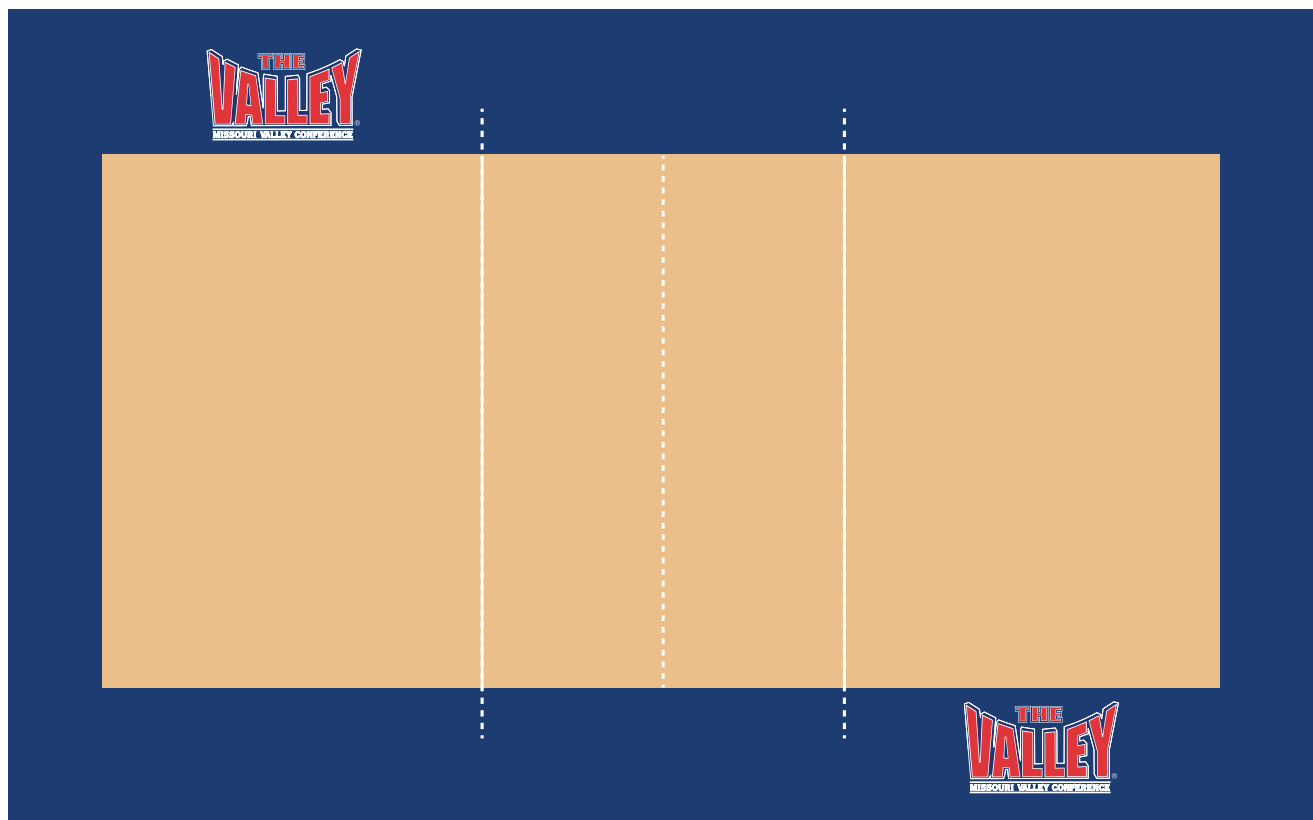
VENUE BRANDING *VOLLEYBALL*

VOLLEYBALL COURT

For institutions who do not compete in their basketball venues (with two visible league logos in the basketball lane), a minimum of two MVC logos must be visible, specifically for the appropriate TV angle for the respective volleyball-only venue.

The preferred location is on the outside perimeter of the volleyball court.

The logo may be done in the institution's colors.



VENUE BRANDING *SOCCER*

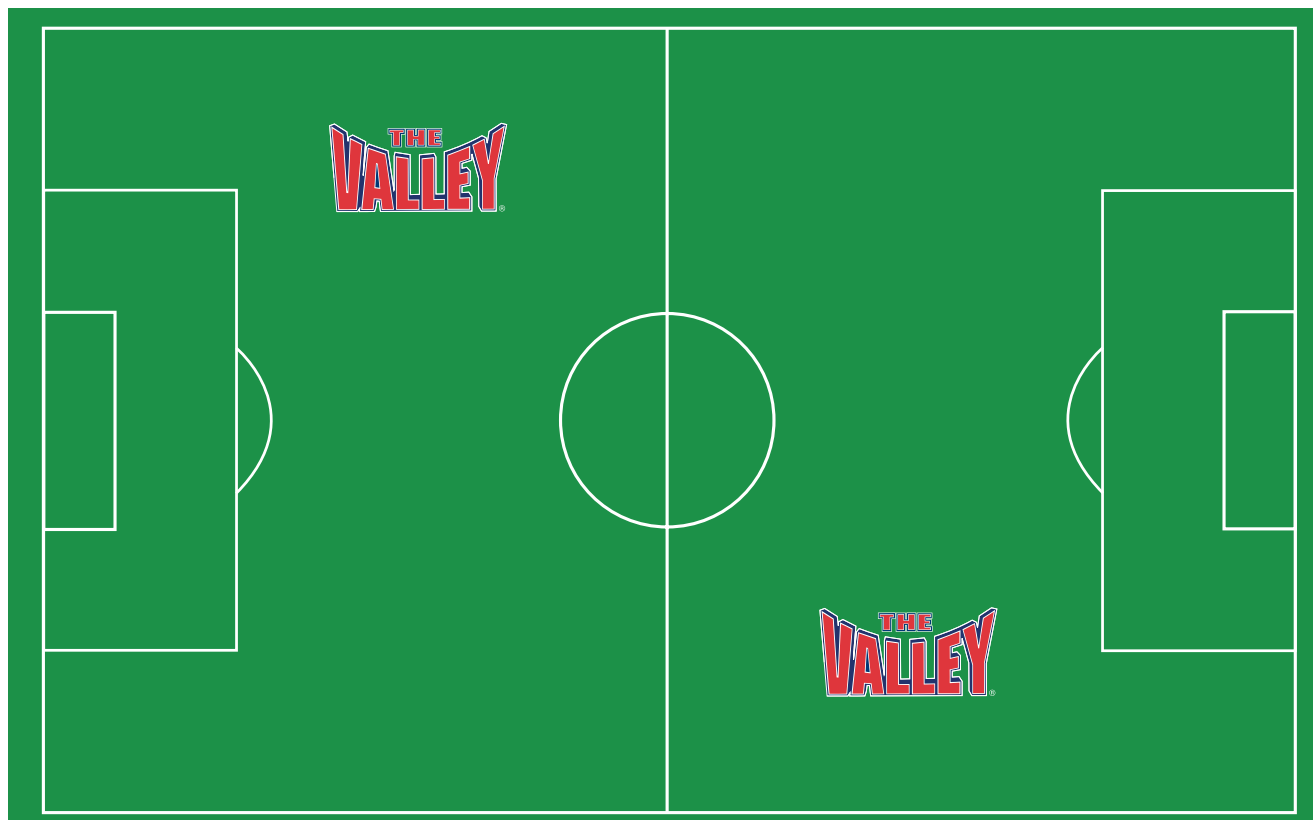
SOCCER FIELD

A minimum of two MVC logos should be visible, specifically for the appropriate TV angle for the respective stadium. The preference is that both locations are on the playing surface, as pictured in the image on the right. Two banners, visible on a TV broadcast, are also acceptable in lieu of two field stencils.

Field stencils are recommended with a consistent placement. Stencils are required for the championship, and the conference office will provide it to the host.

The logo may be done in the institution's colors.

For assistance with ordering field stencils, contact the league office.



VENUE BRANDING *BASEBALL/SOFTBALL*

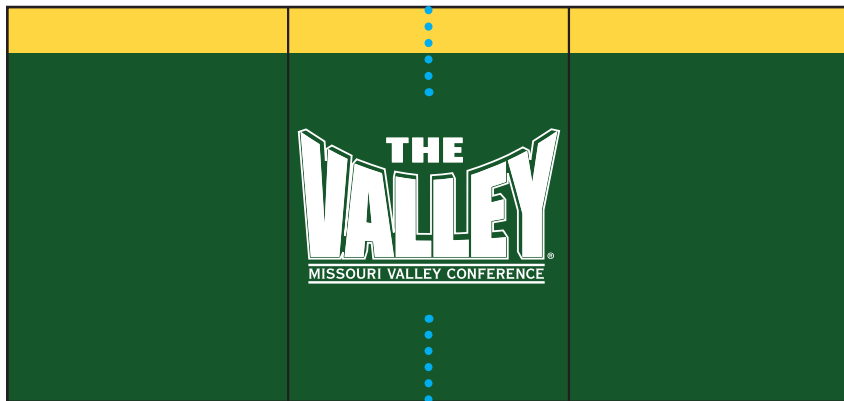
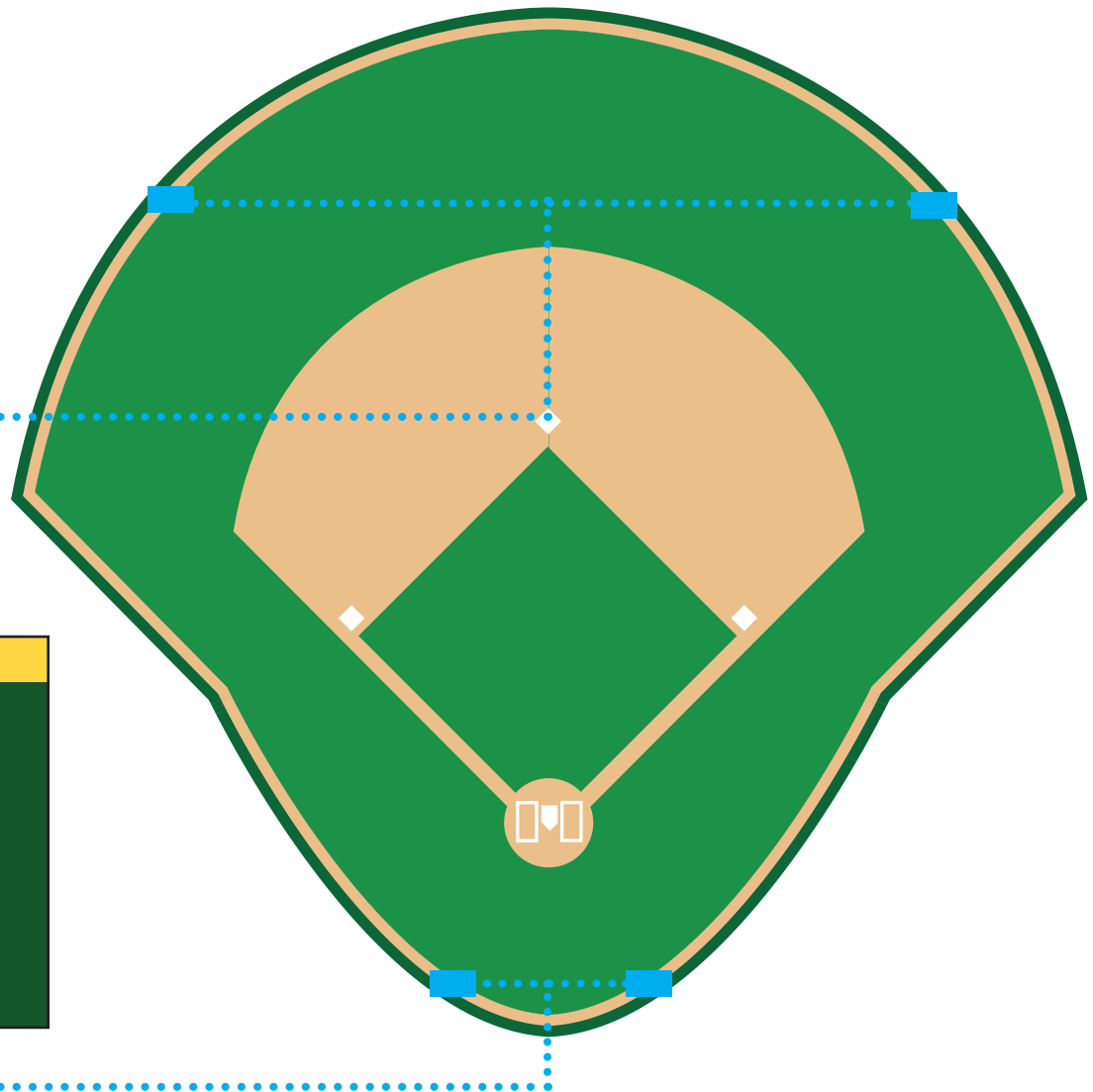
BASEBALL/SOFTBALL FIELD

At least one location on the wall behind home plate and at least one location on the outfield wall. Banners are acceptable for institutions who play in non-university owned stadiums.

Field stencils are recommended with a consistent placement. For university controlled stadiums, that placement is in center field. Stencils are required for the championship, and the conference office will provide it to the host.

The logo may be done in the institution's colors.

For assistance with ordering field stencils, contact the league office.



STYLE GUIDE *INFORMATION*

For more information about the items in this style guide, contact:

Mike Kern

Associate Commissioner

kern@mvc.org

314-444-4326

For a full library of logos in this style guide, please contact the MVC office.