Missouri Western State University

Brand Guide

MoWEST

Introduction

Purpose

Consistent branding is essential to showcasing who we are to students, staff, stakeholders and the community. By following established writing and visual guidelines, we ensure that University materials and communications are clear, cohesive and reflective of our identity.

This guide outlines standards and best practices for representing MoWest across all forms of communication. It is designed to help create a unified and recognizable presence in our region and beyond.

Thank you for helping uphold the University's reputation.

Questions

All marketing, advertising, promotional items, branding pieces and other materials are required to adhere to these guidelines.

If you have any questions about the guidelines found here, contact Marketing and Communications at **marketing@missouriwestern.edu**.

Access

Print-quality, high-resolution data files of the University wordmarks and logos can be obtained from Campus Printing and Design Services. Do not use a wordmark or logo that has been copied from the website or another publication.

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MoWEST

Name Usage

Primary Usage

For years, students, alumni and community members have affectionately referred to Missouri Western State University as MoWest. Recognizing the value of its familiarity, approachability, and distinct character, the University adopted MoWest for official branding purposes in 2025.

MoWest is the primary way we should refer to the University.

Using MoWest

When communicating to internal and external audiences, use MoWest.

This includes:

- Marketing materials
- Campus communications
- Community outreach
- Promotional items
- Routine correspondence
- Website content

MoWest must always appear with:

- Capital M
- Capital W
- No space between Mo and West
- No period and no hyphen

Using Missouri Western State University

Reserve Missouri Western State University for situations requiring the highest level of formality.

This includes:

- Diplomas and certificates
- Legal documents
- Obituaries
- Formal academic publications
- Official governmental communications

In instances where clarity is essential on first reference, like some news items, press releases or journal articles, Missouri Western State University can be used on first reference. MoWest should be used in subsequent references.

Using Other Forms

The only other acceptable name variation is MWSU.

MWSU is acceptable in select circumstances, like merchandise, where style or space dictates MoWest cannot be used. If it is possible to use MoWest, that form should always be considered first. MWSU should not be used in large blocks of text where there is room to use MoWest. MWSU and MoWest should not appear on the same piece.

Unacceptable forms include, but are not limited to:

- Mo. Western
- Western
- Missouri Western
- Missouri Western State

Primary Marks

The **MoWest Logo**, **MoWest Centered Logo**, and **MoWest Wordmark** are the primary logos to be used in almost all university marketing and communications.

There are three approved variations to suit a variety of layout implementations. For example, the MoWest Centered Logo often pairs best with other centered content. Logos with the Griffon should be prioritized in layouts where the Griffon doesn't appear elsewhere.

MoWest Logo

MoWest Centered Logo

MoWest Wordmark

Unit Lockups

All university divisions or departments must use an official **MoWest Department/Division Lockup**. No other marks or alternate versions may be created and used as a logo to represent a university entity.

All requests for MoWest unit lockups must be submitted to Marketing and Communications.

Language such as 'Department of', 'Office of' and 'Program' will not be included in a unit lockup but may be used in copy to reference the unit.

Department/Division Lockup

Secondary Marks

The **Stacked MoWest Logo** and **MoWest Lettermark** are secondary marks that should only be used in layouts with unique needs or space constraints. These marks should never be used as a primary introduction to the brand.

All usage of secondary marks must be submitted to and approved by Marketing and Communications.

Stacked MoWest Logo

MoWest Lettermark

Formal Marks

The full name **MWSU Logo** and **MWSU Horizontal Logo** may only be used for situations requiring the highest level of formality. Review the **Name Usage** section of this document to determine if a formal mark is appropriate.

All usage of formal marks must be submitted to and approved by Marketing and Communications.

MWSU Logo

MWSU Horizontal Logo

Limited-Use Marks

The **Max Mascot** and **University Seal** are limited-use marks that should only be used sparingly and in specific scenarios.

All usage of limited-use marks must be submitted to and approved by Marketing and Communications.

Max Mascot

The Max Mascot is intended for use only as a secondary spirit mark for apparel and merchandise.


University Seal

The use of the University Seal is reserved for official, legal and formal/ceremonial purposes.

Clear Space and Minimum Size

When using a MoWest logo, it is important that the area surrounding the logo remains free of any text or imagery so that nothing competes with the logo for the viewer's attention.

The minimum clear space for MoWest logos is defined as the height/width of the "o" in the logo being used.
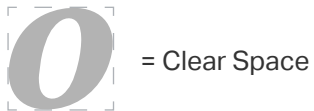
To ensure the integrity of the marks, logos must always display at or above the minimum size on all print and digital communications.

0.5 IN
OR
200 PX

O = Clear Space

Color Variations

Use a full-color logo on all materials, both print and digital. A standard-color logo should be used on light or white backgrounds, and a reversed logo should be used on dark backgrounds. Never alter the color of the wordmark or griffon.

One-color logos are available and should primarily be used when the entire material will be printed in a single color.

Misuse

To ensure that all university-branded materials reflect our identity,
please avoid the following common examples of incorrect logo usage.

Do not stretch

Do not stack the Griffon and the wordmark

Do not adjust fill color

Do not rotate

Do not adjust opacity

Do not adjust sizes within lockup

Do not use alternate typeface

Do not add any elements to logo

Do not use retired brand marks

Griffon

The **Griffon** alone is not an official university logo but may be used as a graphic element. A standard MoWest logo must also appear on any materials with limited exceptions. Any exceptions need to be approved by Marketing and Communications.

The Griffon can be watermarked or cropped as a background element but should never be reversed or unfilled. Do not change it's angle.

Colorways

BG Graphic

The griffon fill should always be lighter than the background.

Minimum Size

0.5 IN
OR
200 PX

Misuse

Do not rotate | Do not stretch | Do not flip

Color

Guidelines

Color

Black and gold have long been MoWest's identifying colors. Griffon Gold and Griffon Black should comprise the majority of color usage in all university communications.

Due to the difficulty in reproducing the yellow gold on different papers, two different inks should be used depending on the paper choice.

- On coated paper (glossy, shiny paper), Griffon Gold is (PANTONE ® Matching System) PMS 123C.

- On uncoated paper (such as paper used in an office copier), Griffon Gold is PMS 109U.

The Secondary Colors may only be used as an accent to the primary palette. They may not be used in place of Griffon Gold and/or Griffon Black.

GRIFFON BLACK
PMS Black
R 0 G 0 B 0
Hex #000000

GRIFFON BLACK 50%
PMS Black 50%
R 51 G 51 B 51
Hex #333333

GRIFFON BLACK 20%
PMS Black 20%
R 224 G 224 B 224
Hex #E0E0E0

GRIFFON GOLD
PMS 123C / 109U
C 0 M 23 Y 100 K 0
R 255 G 199 B 0
Hex #FFC700

GRIFFON GOLD 50%
PMS 123C / 109U 50%
R 255 G 237 B 175
Hex #FFEDAF

GRIFFON GOLD 20%
PMS 123C 20% / 109U 20%
R 255 G 248 B 223
Hex #FFF8DF

Primary Colors

Kelley Commons Sky
PMS 631C
R 84 G 175 B 203
Hex #54AFCB

Fall Leaves
PMS 159C
R 217 G 114 B 69
Hex #D97245

Centennial Silver
PMS 429C
R 174 G 178 B 183
Hex #AEB2B7

Secondary Colors

Typography

Guidelines

MoWest

Typography

MoWest's brand fonts are the **Aktiv Grotesk** and **Aktiv Grotesk Condensed** families. Our web-safe alternative is **Oswald**.

The MoWest brand fonts can be accessed from Adobe Fonts through the Creative Cloud desktop application. Oswald can be found on Google Fonts.

WEB SAFE ALTERNATIVE

Aa
Oswald

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Aa
Aktiv Grotesk

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Aa
Aktiv Grotesk Condensed

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Voice and Tone

Guidelines

Voice and Tone

Clear

Keep it simple. Write in a way that readers can quickly understand.

Casual

Be conversational, but stay professional. Imagine you're speaking directly to students, families or future Griffons.

Cool

All copy should reflect the voice of someone students would want to be (aspirational) or want to be around (friendly).

When possible, keep writing short. Brevity shows confidence and increases connection.

UNIVERSITY STYLE GUIDE

For more detailed copy guidelines, please refer to the University Style Guide at missouriwestern.edu/brand/university-style-guide.

The University Style Guide is intended to help MoWest faculty and staff prepare copy for publications and resolve basic questions about style.

Any remaining questions should be addressed using the Associated Press Stylebook, MoWest's primary reference for all communications.