



Minnesota State University Moorhead

Current Revision Date: 02/18/25

Established: 1887 **Location:** Moorhead, Minnesota **Mascot:** Dragons
Mascot Name: Scorch **Conference:** NSIC

Verbiage

MSU Moorhead™ MSUM Dragons™
Minnesota State Moorhead™ MSUM™
Minnesota State University Moorhead™ Dragons™
Moorhead State University™
MSU Moorhead Dragons™

Red 1	Grey 1	Grey 2	Grey 3	Black
PANTONE 186 C C: 1 M: 100 Y: 85 K: 6 HTML: C8102E MADEIRA: 1839 RA: 1147	PANTONE 404 C C: 20 M: 25 Y: 30 K: 59 HTML: 776E64 MADEIRA: 1664 RA: 1239	PANTONE 400 C C: 6 M: 7 Y: 13 K: 16 HTML: C4BFB6 MADEIRA: 1912 RA: 1087	PANTONE Cool Grey 9 C C: 55 M: 47 Y: 44 K: 11 HTML: 78777A	PANTONE Process Black C C: 0 M: 0 Y: 0 K: 100 MADEIRA: Black RA: Black

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

Institutional Marks



Primary Athletic Marks



Note: • Red backgrounds cannot be used with a mark that has a red flame
• The stroke has been removed from the flame

Secondary Athletic Marks



Note: • Red backgrounds cannot be used with a mark that has a red flame
• The stroke has been removed from the flame

ADDITIONAL PERTINENT INFORMATION

- University seal not permitted on products for resale
- No alterations or overlaying graphics to seal permitted
- University licenses consumables (must have expiration date on packaging)
- University licenses health and beauty products

- University permits numbers on products for resale
- Mascot caricatures permitted
- Cross licensing with other marks may be permitted with an additional agreement
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks

IDENTITY MATRIX



	Horizontal Logo	Vertical Logo	Symbol	Symbol with Department	Official Seal	Dragon Symbol	Athletics Logo	Old Logo
Business Cards	•	•	•		•			
Letterheads								
Standard	•	•	•					
Executive	•	•	•					
Envelopes	•	•						
Signage	•	•	•					
Vehicular Signage	•	•	•					
Marketing Materials								
Brochures	•	•	•	•		•		
Posters	•	•	•	•		•		
Advertisements	•	•	•	•		•		
Flyers	•	•	•	•		•		
Folders	•	•	•	•		•		
News Releases	•	•	•	•		•		
Internal Materials								
Routing Slips	•	•	•			•		
Fax Sheets	•	•	•			•		
Websites	•	•	•				•	
PowerPoints	•	•	•			•		
Merchandise								
Clothing	•	•	•	•		•		
Gift Items	•	•	•	•		•		
Athletics								
Uniforms						•		
Promotional Gifts						•	•	
Ceremonial								
Note Cards/Invites	•	•	•		•			
Diplomas					•			