



# Mississippi State Athletic Department Visual Standards and Guidelines



The Mississippi State University Department of Athletics, along with the University, has adopted a new visual identity program. Below are guidelines for usage of the Mississippi State University Athletic marks and logos. The marks and logos below will replace all previous marks associated with Mississippi State athletics.

## Primary Logo Marks



Secondary Option



Primary Mark



Alternative Option



## Secondary Logo Marks



Primary Bulldog Mark



Secondary Bulldog



Alternative Option



Alternative Option



## Athletic Wordmark



 Pantone 505 C

 Pantone 428 C

 Pantone Black