

Our Colors

Print Colors

These colors are to be used for pieces where the intended use is in a print capacity



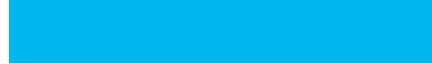



Primary

The primary palette is comprised of the traditional color scheme and reflects the historical brand family.

	
University Blue PMS 287 C C100 M72 Y0 K18	University Grey PMS 423 C C0 M0 Y0 K45

Secondary

The secondary palette includes approved complementary colors that can be used to add emphasis or designate categories within a piece. When used, they should only make up **10%** of the color used in the design.



		
True Blue PMS 2387 CP C88 M56 Y0 K0	Rhythm Blue PMS 295 CP C100 M69 Y8 K54	Spirit Blue PMS 2995 CP C83 M1 Y0 K0
		
River Blue PMS 7457 CP C18 M0 Y5 K0	Central Green PMS 345 C C43 M0 Y41 K0	Alumni Mall Green PMS 376 C C54 M0 Y100 K0

Digital Colors

These colors are to be used for pieces where the intended use is in a digital capacity.






Primary

The primary palette is comprised of the traditional color scheme and reflects the historical brand family.

	
University Blue R0 G48 B145 #003087	University Grey R137 G141 B141 #898D8D

Secondary

The secondary palette includes approved complementary colors that can be used to add emphasis or designate categories within a piece. When used, they should only make up **10%** of the color used in the design.

				
True Blue R53 G105 B167 #3569A7	Rhythm Blue R31 G58 B96 #1F3A60	River Blue R208 G230 B232 #D0E6E8	Spirit Blue R0 G173 B230 #00ADE6	Legacy Teal R0 G175 B186 #00AFBA

Bridge Campaign Style Guide

This sheet is intended for anyone producing marketing materials (print or digital) representing the University of Memphis for the 2024-25 academic year. It includes important elements that should be used when creating marketing materials. The brand is ever evolving, and our team is here to help you navigate it.

For questions, email mktgrequest@memphis.edu.

Positioning Statement

**THIS IS
MEMPHIS**

As a Carnegie RI institution, we continue to Ascend, and that starts with our people. Our top priority is to produce well-rounded, successful graduates and cutting edge research for the enrichment of our ever-changing society.

This is MEmphis.

Supporting Taglines

These should be used in addition to the positioning statement, not in place of it.

I SEE ME IN
MEMPHIS

**MEMPHIS
IS FOR ME**

**MAJOR
MEMPHIS**

Brand Messaging

We are one brand. We have one image and speak with one voice. This ensures that all printed and online communications are polished and professional.

Voice

By consistently putting forth a united image, we are bringing value, prominence and awareness to our University. In creating materials for the UofM, you'll want to make sure the message:

- Aligns with our positioning statement
- Leads with a benefit
- Sounds like something a person with our brand's personality traits would say
- Sounds even better when read out loud
- Is appropriate for the intended audience
- Conveys the relevant aspects of our personality
- Gets to the point without burying the key message
- Uses headlines to express our voice, instead of merely labeling the content
- Moves beyond simply stating the facts to reveal something more significant about the UofM – our mission

Narrative

Like the hardworking, vibrant city we live in, we're accessible yet diverse – with hands-on opportunities that meet the needs of a wide variety of students.

The UofM offers everything found at a traditional university, while remaining pragmatic, flexible and real, with the culture, soul and authenticity that define Memphis at the forefront.

Personality

Our brand is much more than a logo. It's our image.

It represents what we value:

- Action
- Collaboration
- Curiosity
- Inclusivity
- Hard work
- Innovation

And explains who we are:

- Confident
- Outgoing
- Supportive
- Optimistic
- Unapologetic
- Driven

— Typography —

Obviously Family

Display messages or headlines

Tigers

Thin | *Thin Italic*
Light | *Light Italic*
Regular | *Italic*
Medium | *Medium Italic*
Semibold | *Semibold Italic*
Bold | *Bold Italic*
Black | *Black Italic*
Super | *Super Italic*

Proxima Nova Family

Body copy or message text. Heavier versions for headlines and subheads.

Tigers

Thin | *Thin Italic*
Light | *Light Italic*
Regular | *Italic*
Semibold | *Semibold Italic*
Bold | *Bold Italic*
Extrabold | *Extrabold Italic*
Black | *Black Italic*

Proxima Nova Condensed Family

Primarily for captions and call-outs.

Tigers

Condensed Thin | *Thin Italic*
Condensed Light | *Light Italic*
Condensed Regular | *Italic*
Condensed Semibold | *Semibold Italic*
Condensed Bold | *Bold Italic*
Condensed Extrabold | *Extrabold Italic*
Condensed Black | *Black Italic*

— Photography —

Photography Examples

Photography should always be the most prominent design element in any piece. It's important the people depicted feel natural, unscripted and appear in full color when possible.



— Logo Clearances —

To create maximum impact, UofM logos require specific clear space around all sides, free of imagery, graphics, folds or other elements.



— Samples —

Brand Examples

The following brand examples illustrate combinations of how to appropriately use the style guide elements.

