As a Carnegie R1 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.

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.

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.

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

For questions, email mktgrequest@memphis.edu.

Positioning Statement
This is MEmphis.

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.

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
• Moves beyond simply stating the facts to reveal something more significant about the UofM — our mission

New 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.

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.

University Blue
PMS 287 C
C100 M72 Y0 K18

University Blue
R0 G48 B145
#003087

University Grey
PMS 423 C
C0 M0 Y0 K45

University Grey
R137 G141 B141
#898D8D

River Blue
PMS 7457 CP
C18 M0 Y5 K0

River Blue
R208 G230 B232
#D0E6E8

Alumni Mall Green
PMS 376 C
C54 M0 Y100 K0

Legacy Teal
R0 G175 B186
#00AFBA

Spirit Blue
PMS 2995 CP
C83 M1 Y0 K0

Spirit Blue
R0 G173 B230
#00ADE6

Central Green
PMS 345 C
C43 M0 Y41 K0

True Blue
PMS 2387 CP
C88 M56 Y0 K0

True Blue
R53 G105 B167
#3569A7

Rhythm Blue
PMS 295 CP
C100 M69 Y8 K54

Rhythm Blue
R31 G58 B96
#1F3A60
**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
- 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 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.