UNIVERSITY OF MEMPHIS

BRAND GUIDELINES

UPDATED AUG. 2026

THE UNIVERSITY OF MEMPHIS

What's New?

- *Change to lockup system* *pg. 41*
- *Clarification of Branding on Promotional Items* *pg. 61*

About the University of Memphis Brand

At the University of Memphis, “Lead On” isn’t just a lyric from our alma mater, it’s a powerful call to action. Rooted in more than a century of tradition, it reflects the spirit of our institution, the strength of our community and the vitality of the city we proudly call home.

Since 1912, the UofM has fostered an environment where scholars, leaders and changemakers thrive. Our brand reflects this legacy and our vision for the future. It embodies our commitment to innovation, opportunity, and impact, empowering the next generation to Lead On with purpose, passion and lasting influence.

These guidelines ensure that every expression of the University of Memphis brand reflects our identity and vision, uniting our voice, visual identity and story across all touchpoints.

For assistance with any questions or concerns about the brand, please email marketing@memphis.edu.

LEAD ON, O ALMA MATER
THY SONS TO HIGHER WAYS
GIVE LIGHT AND TRUTH UNTO THEM
FOR ALL THEIR COMING DAYS.
TO THEE WE’LL GIVE ALL HONOR
OUR HOPES ABIDE IN THEE
FOR THOU, O ALMA MATER
HAST MADE US EVER FREE.

BRAND POSITION

This is the strategic space we occupy in the minds of consumers relative to competitors.

The University of Memphis empowers future leaders and innovators through accessible, real-world education rooted in academic excellence and community connection. As a nationally emerging public research institution, we drive innovation that prepares students to transform tomorrow — locally and globally.

WHO WE SERVE:

We serve all students.

Any student who wants to learn, grow and make meaningful change.

OUR UNIQUE OFFERINGS:

Accessible, real-world education.

Connecting academic rigor with hands-on, community-rooted experiences.

WHY IT MATTERS:

Prepare students to transform tomorrow.

Students graduate ready to lead in their careers, communities and the world.

HOW WE STAND APART:

Globally emerging research and deep community connection.

We offer a rare combination of innovative research and deep community engagement.

BRAND PROMISE

Successful Outcomes that Impact the World

MISSION

To produce well-rounded, successful graduates and cutting-edge research that enriches and advances our ever-changing society.

VISION

To become a nationally recognized public research university.

VALUE PROPOSITION

Specific benefits and value we offer.

We provide a high-quality, accessible education focused on experience, innovation and lifelong success.

OUR COMMITMENT

A Successful Outcome for Every Student

At the University of Memphis, we put students first. Creating successful outcomes for every student is our top priority and it's one that requires commitment from every corner of campus. Each of us plays an important role in shaping student success.

It is a lofty and challenging expectation, but one that we strive to achieve every day. After all, students are the reason we are here. When we work together and act intentionally, the results will have a positive impact on our present and future Tigers.

BRAND POSITIONING

Internal guide capturing the brand's essence for all branding and marketing efforts.

Powered by the spirit of our legendary city, the University of Memphis drives transformative change — fueling ambition, empowering innovation and shaping a future of enduring impact for our community and the world.

BRAND PILLARS

Pillar 1: Empower

We don't just prepare students for the future. We equip them to lead it.
Through hands-on learning, cutting-edge research, and direct industry access, our graduates enter the world confident, capable and ready to make immediate impact.

We remove barriers, expand access and fuel the confidence students need to succeed in college, career and life.

HOW IT CONNECTS:

- **Students:** Benefit from accessible pathways, hands-on learning and a supportive environment that meets them where they are and takes them where they want to go.
- **Faculty:** Mentor and uplift students through meaningful instruction, inclusive teaching and student-first practices.
- **Community:** Collaborate to create access to education, scholarship opportunities and career pipelines.

BRAND PILLARS

Pillar 2: Inspire

We challenge conventional thinking and inspire bold ideas.

At the University of Memphis, imagination isn't abstract. It's actionable. Our culture of innovation fuels discovery, entrepreneurship and solutions that shape a better world.

We spark curiosity and inspire bold thinking through research, creativity and real-world discovery. To inspire is to push boundaries from groundbreaking research to real-world exploration cultivate ideas that drive action, invention and progress.

HOW IT CONNECTS:

- **Students:** Engage in research, entrepreneurship, creative exploration and experiential learning that prepares them to lead and innovate.
- **Faculty:** Advance scholarship, solve critical problems and serve as catalysts for new knowledge and emerging thought.
- **Community:** Tap into a hub of innovation and collaborate on impactful projects that improve lives locally and globally.

Pillar 3: Connect

We turn connections into catalysts.

Rooted in Memphis and plugged into a global network, we unite students with mentors, industries and communities to build relationships that unlock opportunity and expand impact.

We build strong, meaningful relationships with each other, our city and the world to create lasting impact.

The connections made here will take you everywhere. We connect people, ideas and resources to move forward together.

HOW IT CONNECTS:

- **Students**: Students learn through hands-on collaboration, service and immersive experiences that bridge the classroom and the community.
- **Faculty:** Foster interdisciplinary partnerships and community collaboration that expand research impact and create meaningful opportunities for students.
- **Community:** Partners collaborate with the University to co-create solutions, share expertise and drive progress locally and globally.

VERSITY OF MEMPHIS
NED R. McWHERTER LIBRARY

BRAND PERSONALITY

VOICE

Our personality and how we sound to our audience.

EMPOWERING
Uplifting, confident and student-centered

PURPOSEFUL
Clear, direct and mission-driven

GROUNDED
Authentic, relatable and never overly polished

FORWARD-THINKING
Optimistic and future-oriented

WELCOMING
Respectful, inclusive and accessible to all

FEEL

How we want people to feel when they interact with us.

REAL
Authentic, no pretense

EMPOWERING
“I can do this here”

ENERGETIC
Ready for the moment

WELCOMING
Open and inviting

DETERMINED
Purpose in every word

Writing for the Brand

Messaging Guide

Our messaging is designed to communicate the University of Memphis story with clarity, consistency and impact. It highlights what sets us apart from other institutions and ensures that every message, whether written, spoken or shared, reflects a unified voice.

Personality Archetypes

The University archetypes define the tone, attitude and emotional style of our brand. These archetypes align with the University's brand pillars, Empower, Inspire and Connect, serving as personality filters to determine the voice, pacing and emotional tone of every message, from recruitment to alumni engagement.

1. The Empowered

Equipped, confident and success-centered

Equipped, capable, and eager, we turn challenges into opportunities and ideas into action. At the University of Memphis, we champion student success and personal growth, building confidence, celebrating every win, and empowering individuals to lead with purpose and impact.

- **Recruitment Messaging:** Inspire prospective students by showcasing success stories, outcomes and opportunities. Tone should feel motivating, affirming and aspirational.

  Example: "Memphis is more than a place — it's your starting line. It is where your voice matters and your ideas shape the future."

- **Alumni Relations:** Celebrate alumni accomplishments and reinforce pride in being part of the Tiger community. Tone should feel nostalgic, connecting and proud.

  Example: "Once a Tiger, always a Tiger. Your success powers our momentum and inspires the next generation to dream bigger."

- **Athletics and Spirit:** Use confident, bold language that fuels school pride and a sense of belonging. Tone should feel boastful, belonging and energizing.

  Example: "Tiger pride unites us, drives us and pushes every member of our community to achieve greatness."

2. The Visionary

Forward-thinking, limitless and aspirational

Optimistic and future-oriented, we embrace bold ideas and limitless possibility. We champion out-of-the-box thinking, foster collaboration and welcome new perspectives, ensuring everyone can contribute to shaping the University and creating a better society.

- **Research and Innovation:** Highlight groundbreaking work and its future impact, connecting Memphis research to global solutions.

  Example: "From Memphis to the world, our research is driving innovation and shaping a brighter tomorrow."

- **Community Engagement:** We create programs and solutions that strengthen communities and expand opportunity, turning shared ideas into meaningful progress.

  Example: "Innovation happens when we work together across disciplines, neighborhoods and continents."

- **Institutional Campaigns:** Position UofM as a dynamic, future-oriented public research university that welcomes change-makers and leads with bold ideas.

  Example: "When you want to change the world, you come to the University of Memphis."

3. The Guide

Purposeful, grounded and authentic

Approachable, clear and supportive, we meet people where they are and guide them toward practical solutions, growth and meaningful opportunities, helping everyone contribute to the University's mission and make a positive impact.

- **Student Services:** Communicate with clarity, approachability and directness to help students navigate processes, resources and opportunities.

  Example: "Need help with financial aid? Our team is here to guide you every step of the way."

- **Academic Programs:** Position the UofM as an accessible, trusted institution where students receive hands-on, high-quality education.

  Example: "Our programs combine expert instruction with hands-on experience to prepare you for real-world success."

- **Internal Communications:** Use a clear, supportive voice that strengthens community and trust across campus.

  Example: "Stay informed and connected. Here's everything you need to know about upcoming events and opportunities."

BRAND ATTRIBUTES

Brand attributes are the supporting qualities and characteristics that bring our brand pillars to life, adding personality and detail to the brand's essence

Driven

- **What it means:** We approach every endeavor with confidence, curiosity and determination. We are unafraid to challenge conventions or take risks that lead to progress. Being boldly driven means we act with purpose and conviction, inspiring others to do the same.
- **How it shows up:** Through assertive and aspirational messaging, our language conveys momentum and possibility and calls to action that invite engagement, leadership and growth. Every expression of our brand demonstrates forward movement, optimism and the courage to lead change.

Rooted

- **What it means:** Grounded in the spirit of our city, we draw strength from our community's history, culture and perseverance. Our resilience comes from knowing where we come from, transforming challenges into opportunities and setbacks into stories of progress.
- **How it shows up:** Through storytelling that celebrates perseverance, pride and transformation, we highlight the strength of our people, the depth of our roots and the power of rising together. Our voice reflects determination, authenticity and an enduring connection to place and purpose.

Innovative

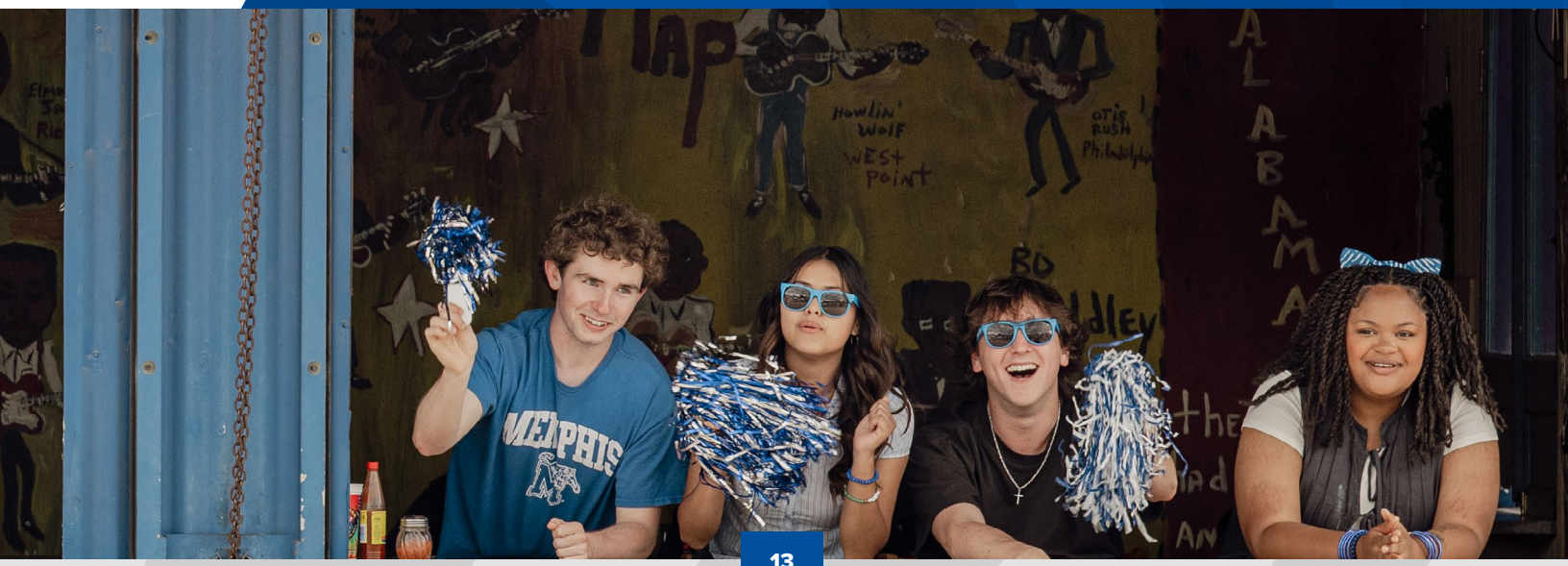
- **What it means:** We channel creativity and intellect into solutions that move the world forward. Innovation for us isn't just about creating something new, it's about purpose. We explore, question and design with intention, ensuring every idea contributes to meaningful progress and positive impact.
- **How it shows up:** Through forward-thinking headlines and purposeful storytelling, we write with optimism, curiosity and a drive to make a difference. Our communications reveal how innovation and purpose intersect to create measurable results.

Supportive

- **What it means:** We strive for excellence while uplifting those around us. Our ambition is not self-serving. It's rooted in care, mentorship and a belief that success is most meaningful when shared. We push boundaries and pursue greatness, always with empathy and a commitment to helping others rise with us.
- **How it shows up:** Through messaging that balances aspiration with humanity, we highlight stories of relationships, student-centered support and achievement fueled by community. Our tone is confident yet compassionate, showing that drive and care can coexist in everything we do.

Connected

- **What it means:** Our work begins and ends with people. We listen first, building relationships that inform and inspire everything we do. Grounded in the needs and strengths of our community, we create impact that is both immediate and lasting, and transforming ideas into action that serves the greater good.
- **How it shows up:** Through thoughtful writing that highlights both local and global impact, we showcase the network of people and ideas that drive meaningful change. Our stories demonstrate how we connect the dots, bringing people and ideas together to create real impact in the world.



KEY MESSAGES

KEY MESSAGES: WHERE ARCHETYPES AND ATTRIBUTES COME TOGETHER

Key messages are the expressed form of our archetypes and attributes. They turn personality (archetype) and identity (attributes) into actionable language that can be used across marketing materials.

When framing communications, think about how they can connect, educate, entertain and inspire our audiences. Whether it's a prospective student, current student, faculty, staff, alumni or our community, reflect on our brand attributes: Driven, Rooted, Innovative, Supportive and Connected, and how they can be tied into showcasing the Tiger spirit through storytelling.

LAYER	PURPOSE	EXAMPLE
Archetype	Defines tone and voice	**The Empowered:** Equipped, confident and success-centered
		+
Attribute	Defines the brand truth or value	**Driven:** We help students go further and achieve more.
		=
Key Message	Turns both into communication	***At the University of Memphis, drive isn't just encouraged it's expected. We give students the tools, confidence and connections to turn ambition into achievement.***

KEY MESSAGE FRAMEWORK

BRAND ATTRIBUTE	THE EMPOWERED	THE VISIONARY	THE GUIDE
DRIVEN	We turn ambition into action. "At Memphis, drive isn't just encouraged, it's expected. Every student is equipped to rise, lead and make their mark."	We see drive as the start of discovery. "Ambition fuels innovation and at the UofM, determination turns vision into progress."	Innovation made practical. "We turn ideas into impact, giving students the tools to apply learning to real-world challenges."
ROOTED	Proudly rooted in Memphis, powered by possibility. "This city shapes who we are — bold, resilient and ready for what's next."	From Memphis to the world. "What begins in Memphis shapes the world transforming local inspiration into global possibility."	Memphis roots to future success. "At Memphis, we give you the tools and foundation to turn your ambitions into achievement."
INNOVATIVE	We create what's next. "From classrooms to labs to start-ups, Memphis students lead change with creativity and confidence."	Innovation knows no limits. "We challenge convention, explore the unknown and shape ideas that redefine what's possible."	Innovation made practical. "We turn ideas into impact, giving students the tools to apply learning to real-world challenges."
SUPPORTIVE	Empowerment through connection. "No one does it alone here. Success is something we build together."	Collaboration drives change. "We bring people and ideas together to solve challenges and expand opportunity."	Guidance every step of the way. "We meet students where they are with the resources, mentorship and encouragement they need to succeed."
CONNECTED	Together, we move forward. "Tiger pride connects students, alumni and faculty in a shared pursuit of excellence."	Collaboration without boundaries. "Innovation happens when we work together across disciplines, neighborhoods and borders."	Community at the core. "We strengthen connections across campus and beyond, creating a network of belonging and shared purpose."

BRAND VOICE DIMENSIONS TABLE

Our voice expresses who we are, confident, authentic and forward-thinking.

Each brand archetype embodies a distinct personality that, when combined with our brand attributes, ensures our communication feels consistently Memphis.

VOICE DIMENSION	DEFINITION	THE EMPOWERED	THE VISIONARY	THE GUIDE
TONE	Emotional quality of our voice	Positive, bold, affirming	Optimistic, imaginative, future-oriented	Supportive, calm, reassuring
PURPOSE	The intent behind our communication	Motivate and empower action	Inspire vision and progress	Guide and inform with care
LANGUAGE STYLE	Word choice and rhythm	Strong verbs, confident phrasing (“lead,” “excel,” “achieve”)	Expansive and imaginative (“discover,” “reimagine,” “transform”)	Simple and direct (“learn,” “grow,” “support”)
PERSONALITY	The character behind the tone	Confident, proud, encouraging	Visionary, creative, open-minded	Approachable, steady, knowledgeable
CONNECTION TO ATTRIBUTE	Reflects brand traits in action	Driven and supportive	Innovative and connected	Rooted and supportive

VOICE IN ACTION CHART

SCENARIO	PRIMARY ARCHETYPE	TONE DIRECTION	EXAMPLE MESSAGING
UNDERGRADUATE RECRUITMENT	The Empowered	Bold, confident, motivational	“When you want to change the world, you come to Memphis.”
RESEARCH CAMPAIGNS	The Visionary	Aspirational, inspiring, global	“From Memphis to the world, innovation begins with bold ideas.”
STUDENT SERVICES	The Guide	Clear, helpful, caring	“We’re here to help you navigate your path, every step of the way.”
ALUMNI RELATIONS	The Empowered and The Guide	Proud, personal, connected	“Once a Tiger, always a Tiger. Your success moves Memphis forward.”
COMMUNITY ENGAGMENTS	The Visionary and The Guide	Collaborative, optimistic	“Together, we’re shaping the future of Memphis and beyond.”

EDITORIAL STYLE GUIDE

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

In writing and editing materials for publication, the University of Memphis relies primarily upon the Associated Press (AP) Stylebook. The AP Stylebook is the preferred editing reference for journalistic materials directed at general audiences. Consequently, it is widely used nationwide in the preparation of text for serial publications, newspapers and marketing materials.

The UofM Style Guidelines supplements the AP stylebook by offering guidance on a variety of University-specific exceptions. On some issues, in accordance with an academic culture, it differs from AP.

For questions not covered by either AP or the UofM Style Guidelines, please contact **masscomm@memphis.edu.**

A

ACADEMIC DEGREES

Avoid abbreviations. When abbreviations are necessary, do not use periods.

- BA, BS, BFA, MA, MS, MFA, MBA, PhD, DMA

Formal names of degrees are capitalized, per AP style; informal names are not.

- He earned a Bachelor of Science in statistics at the University of Memphis.

Do not capitalize specializations or majors within degrees.

- She earned a master's degree in economics

Use apostrophes when writing bachelor's and master's degrees but do not use 's with of constructions.

ACADEMIC HONORS

Do not italicize cum laude, magna cum laude, summa cum laude or with distinction.

ACRONYMS

Avoid acronyms on all University-owned marks

To avoid confusion, the full area's full name should be used on first mention and acronym on second mention.

ADDRESSES

For all campus publications, give addresses for University of Memphis departments and offices as follows:

The University of Memphis
Office or department name
Office or department location
Memphis, TN 38152
901.678.XXXX
Email address
Website address (memphis.edu) - omitting the www.

The room number, building name, phone number and email address may be omitted as appropriate.

ADMINISTRATIVE DIVISIONS

- Development
- Division of Business and Finance
- Division of External Relations
- Division of International Affairs
- Division of Operations and Facilities
- Division of Student Academic Success
- Division of Student Affairs
- Division of University Advancement
- Enrollment Services
- Foundation
- Information Technology Services
- Division of Marketing and Communication
- Research and Innovation

ALUMNUS/ALUMNA; ALUMNI/ALUMNAE

- Use the form of “alumnus” that is appropriate to gender and number.
- alumna (female singular)
- alumnus (male singular)
- alumnae (female plural)
- alumni (male plural or mixed male and female plural)

When writing about UofM alumni in text, state which degree the subject earned (with major, if applicable) and the year in which the degree was granted.

- Smith earned a Bachelor of Arts in Anthropology in 2008, then enrolled in law school.
- Smith earned a BA in anthropology in 2008, then enrolled in law school.

In certain text formats (e.g., news briefs, alumni notes), the degree/year information may follow the subject’s name in parentheses.

- Kate Smith (BA anthropology ’08) was named president of the Tennessee Music Educators Association for 2025-26.

AMPERSAND

Avoid using the ampersand (&) and use “and” instead. The ampersand should be used only when spacing is an issue in design.

- The University of Memphis is a Carnegie R1 institution and is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC).

APOSTROPHE

Use a reverse apostrophe when referring to omitted figures. Please reference the AP Stylebook for a full list on the usage of the apostrophe.

- Class of ’65
- The ’90s

When writing about alumni of the University of Memphis, use a reverse apostrophe to indicate the year in which they graduated. Include degree type if possible.

- Luther McClellan (’62)
- Burton Weil (MBA ’66)

B

BLUE LINE

The Blue Line shuttle

BOARD OF TRUSTEES

The full name of the University’s governing board is capitalized as follows:

- The University of Memphis Board of Trustees

Short forms of the name are not capitalized:

- The board of trustees met Monday.
- The University’s board of trustees will meet Monday.

BULLET LISTS

It is best to use a complete sentence when introducing a bulleted list followed by a colon (:) to introduce the bullet points. Start a bulleted entry with a capital letter. Bulleted lists should carry no punctuation at the end, unless they are complete sentences.

The committee will evaluate the following:

- Registration
- Attendance
- No-shows

C

CAMPUS LOCATIONS

Use the names below when referring to specific locations. Avoid using “Main Campus.”

- University of Memphis Central Campus
- University of Memphis Lambuth Campus
- University of Memphis Park Avenue Campus
- University of Memphis Millington Center
- University of Memphis Chucalissa Campus
- University of Memphis Kimball Campus
- University of Memphis Downtown Law School
- University of Memphis Meeman Campus

CAPITALIZATION

Use sentence case for headlines, headings, subheadings, etc., particularly for web products, though designers have license to use the capitalization of their choice, as circumstances require.

CITIES

City should always be capitalized when writing City of Memphis, but city is lowercased when it stands alone.

- The University of Memphis is located in the City of Memphis.
- The University of Memphis has changed the city and our world in more ways than one.

CLASS YEARS

Alumni class years.

When referring to alumni for campus and alumni audiences, include their class year (or years, for alumni with multiple degrees from the UofM). The apostrophe should curl away from the class year, and multiple class years should be separated by commas.

- John Doe (’22)
- Jane Smith (’20, ’22)

The class year designation may include the degree, with or without a field. Ensure that the degree (and field, if included) is designated correctly. For example, the undergraduate nursing degree is BSN, not BS in nursing).

- John Doe (BS chemistry ’22)
- Jane Smith (BA ’20, MFA ’22)

For media releases and broad off-campus audiences, include degree information, class year, or both in body text:

- Doe graduated from UofM in 2022 with a Bachelor of Science in Chemistry.
- Smith completed both her Bachelor of Art and Bachelor of Fine Art at the University of Memphis.

Student class years.

- Use Class of XXXX as a quick way to include a class year for current students.
- Mike Doe (Class of 2028)

CLASSIFICATION, STUDENT

Do not capitalize freshman, sophomore, junior, senior, graduate, postgraduate, postdoctoral, non-degree or any similar designation unless it is part of a title, a headline or the official name of an organization.

Use freshman when writing of one first-year student, freshmen when writing of more than one. Use freshman as a modifier.

COLLEGES (SCHOOLS)

On first reference, use the full name of the University of Memphis followed by the name of the college or department.

- University of Memphis Cecil C. Humphreys School of Law
- University of Memphis College of Arts and Sciences
- University of Memphis College of Communication and Fine Arts
- University of Memphis College of Education
- University of Memphis College of Health Sciences
- University of Memphis College of Professional and Liberal Studies
- University of Memphis Fogelman College of Business and Economics
- University of Memphis Global
- University of Memphis Graduate School
- University of Memphis Helen Hardin Honors College
- University of Memphis Herff College of Engineering
- University of Memphis Kemmons Wilson School of Hospitality and Resort Management
- University of Memphis Loewenberg College of Nursing
- University of Memphis School of Communication Sciences and Disorders
- University of Memphis School of Public Health
- University of Memphis Crews School of Accountancy
- University of Memphis Rudi E. Scheidt School of Music
- University of Memphis School of Social Work
- University of Memphis School of Urban Affairs and Public Policy

On subsequent reference, use the name of the college or department.

- Cecil C. Humphreys School of Law
- College of Arts and Sciences
- College of Communication and Fine Arts
- College of Education
- College of Health Sciences
- College of Professional and Liberal Studies

COLLEGES (SCHOOLS) CONTINUED

- Fogelman College of Business and Economics
- Global
- Graduate School
- Helen Hardin Honors College
- Herff College of Engineering
- Kemmons Wilson School of Hospitality and Resort Management
- Loewenberg College of Nursing
- School of Communication Sciences and Disorders
- School of Public Health
- Crews School of Accountancy
- Rudi E. Scheidt School of Music
- School of Social Work
- School of Urban Affairs and Public Policy

When referencing just “college” or “department” without the full official name, use lowercase.

- The college offers several degree programs and certificates.

COMMAS IN A LIST

See Oxford Comma.

COURSE LOAD

Two words. Generally, refers to the number of course hours recommended or allowable each semester.

COURSE NUMBERS AND TITLES

When a course number and title are given together, give the alpha symbol and number followed directly by the title. There is no intervening punctuation, and do not abbreviate words in the title.

- ART 100 Drawing I
- EE 350 Electromechanics
- EN 398 Modernism I: The Cultural Context

COURSE NUMBERS AND TITLES CONTINUED

When a course title is given without the course number, you may uppercase the course title as long as it is the complete title.

Do not use alpha symbols when speaking generally of a department or program's courses or of an academic discipline.

- Incorrect: Students may count up to 18 hours in SOC, FR or PSC toward the major.
- Correct: Students may count up to 18 hours in sociology, French or political science toward the major.

When listing courses by number, repeat the alpha symbol with each number.

- Incorrect: The required courses include EN 101, 205, and 209 or 210.
- Correct: The required courses include EN 101, EN 205, and EN 209 or EN 210.

Any two distinct courses, no matter how closely linked, should be indicated by the word "and" instead of a colon.

Example: EN 101 and EN 102

COURSEWORK

One word. Generally, refers to the courses taken for degree credit.

CURRENCY

Never combine the symbol $ and the word dollars in the same context. The symbol replaces the word. Using both is redundant.

- Correct: $10
- Incorrect: $10 dollars

D

DASHES

See hyphens.

DATES

Abbreviate longer months as Jan., Feb., Aug., Sept., Oct., Nov. and Dec. All other months should always be completely spelled out.

Spell out months when they stand on their own without being followed by a date.

Do not use st, nd, rd or th for numbered dates.

It's NOT necessary to include the current year along with the date.

- Tuesday, Aug. 29
- May 15
- Jan. 12-Feb. 23
- April 2019, not April of 2019
- The fall semester begins on Aug. 29.
- The spring semester begins in January.

DEGREE PROGRAMS

See programs, academic.

DEGREES, ACADEMIC

See academic degrees.

DR., DOCTORATE AND DOCTORAL

Use “Dr.” when introducing an individual that holds a doctorate degree on first reference and on subsequent references use only the person’s last name.

- Dr. John Doe oversees all basic and applied research efforts for the University’s research enterprise. Doe leads strategic innovation priorities to help modernize the University’s academic research culture.

People who hold the JD, or juris doctor, are not called “Dr.” Those who hold the terminal degree in that field — the Doctor of Juridical Science or JSD — are.

Do not use “Dr.” before the name of a person who has received an honorary doctorate.

Doctoral is an adjective; doctorate is a noun. A doctorate or a doctoral degree, not a doctorate degree.

When listing UofM faculty members in a table, cite only the highest degree attained, plus any relevant professional designation.

- Jane Smith, PhD, RN
- Mary Jones, MAcc, CPA

Avoid the use of PhD in body copy as a synonym for doctorate.

In tables, PhD should be written without periods.

E

EMAIL

Always set off email addresses by italicizing or boldfacing.

Spell the word email with no hyphen.

EMERITI/ EMERITUS/EMERITA

Emerita refers to a woman, emeritus to a man, emeriti to a mixed group or to a group of either sex. Place emerita, emeritus or emeriti after the formal title:

- Jane Doe, professor emeritus of Music

Professor emeritus is a title awarded by the UofM. Retired faculty members who have not had this title awarded to them should be referred to as former or retired faculty, not emeriti.

EQUAL-OPPORTUNITY STATEMENTS

Equal Opportunity is the right of all persons to enter, study and advance in academic programs on the basis of merit, ability, and potential without regard to race, color, national origin, sex, sexual orientation, genetic information, disability or status as a veteran.

Equal Employment Opportunity is the right of all persons to work and to advance on the basis of merit, ability, and potential without regard to race, color, national origin, sex, sexual orientation, genetic information, religion, disability, age or status as a veteran.

View current **Equal Opportunity Statements>**

G

GO TIGERS GO!

The official cheer of the UofM. A comma does not appear in the phrase.

H

HELEN HARDIN HONORS COLLEGE

Honors College on second reference.

HYPHENS

There are three common dashes of differing lengths used in formatted copy: em dash (—), en dash (–) and hyphen (-).

Em dash: Use the em dash (—) in most print publications and online where appropriate to denote an abrupt change in thought or to set off an element added for emphasis, explanation or digression. Use the em dash like a comma, a colon or parenthesis. The em dash should be typeset with one space before and after the dash.

- His start-up company uses medical-grade honey — a major breakthrough in the biomedical world — to create membranes for tissue regeneration far superior to anything currently in use.

En dash: AP style does not traditionally use the en dash (–).

Hyphen: The hyphen (-) is traditionally used to form compound words, express a range and indicate units of measurement. For this use, the hyphen should be typeset without any spaces.

- part-time student, on-campus housing, long-term commitment
- 5-mile run
- how-to-guide
- 5-9:30 PM
- The library will be open from 5-9:30 p.m.

I

In-state, out-of-state

Acceptable, but consider whether Tennessee resident and nonresident.

L

LISTS (OXFORD COMMA)

- See Oxford Comma

LIVING LEARNING COMMUNITIES/ LIVING LEARNING COMPLEX

The Living Learning Complex, LLC on second reference, is the residence hall that houses Living Learning Communities.

- Uppercase names of university Living Learning Communities, specific and general. “Living Learning” is unhyphenated in all cases.
- Emerging Leaders Housing
- Engineer Housing
- Kemmons Wilson School LLC
- First Scholars LLC

LIVING LEARNING COMMUNITIES/ LIVING LEARNING COMPLEX CONTINUED

- Helen Hardin Honors Housing
- Music Scholars Housing
- ROTC Housing
- Theatre and Dance Scholars Housing
- Sorority Housing
- To apply to live in one of the university's Living Learning Communities, students must file an on-campus housing application and contract.

M

MAGNA CUM LAUDE

See academic honors.

MAJOR, MINOR

Avoid overusing major in place of student majoring in.

MAXINE A. SMITH UNIVERSITY CENTER

The Maxine A. Smith University Center is the proper name of the facility.

myMemphis

N

NUMBERED LISTS

It is best to use a complete sentence when introducing a bulleted list followed by a colon (:) to introduce the bullet points. Start a bulleted entry with a capital letter. Bulleted lists should carry no punctuation at the end, unless they are complete sentences.

The committee will evaluate the following:

1. Registration
2. Attendance

NUMBERS

Use AP style and spell out numbers one through nine, numbers 10 and above are written using numerals. Spell out numbers when beginning a sentence.

- A total of 55 students attended the event.
- There were nine students defending their dissertations.
- Thirty students registered for the class.

When referring to two separate calendar years, omit the second set of numbers if both fall within the same century.

- 1995-98
- 2025-26

O

OFF CAMPUS, OFF-CAMPUS, ON CAMPUS, ON-CAMPUS

Standard hyphenation rules apply.

OFFICE

Capitalize office only when it is part of an official name.

ORDINALS

Spell out ordinals below 10; use figures for 10 and above.

- She was the fourth person to complete all the questions.
- They recently celebrated their 45th anniversary.

Do not use ordinals after figures in dates.

- June 10 (Not: June 10th)

Do not use superscript in ordinals.

- 21st century (Not: 21st century)

ORIENTATION

Do not capitalize when used in a general sense or on second reference. Capitalize only when part of the name of an event or program. The official name of orientation for undergraduates is New Student Orientation. NSO may be used on second reference.

OXFORD COMMA (Lists)

The UofM does not use the Oxford comma. Use commas for separation in a list.

Do not use a comma before the conjunction at the end of a list unless it is needed to clarify understanding.

- The R. Brad Martin Student Wellness Center's fitness classes include Pilates, spin, yoga and kickboxing.

The Cecil C. Humphreys Law School uses the Oxford comma when appropriate to maintain alignment with academic and industry standards.

P

PHONE NUMBERS

Use periods when formatting phone numbers.

- 901.678.1234

POUNCER

The official mascot of the University of Memphis.

PROGRAMS, ACADEMIC

In general, do not capitalize the names of academic programs. Capitalize names of programs in headings, subheadings, titles of works and tables of contents, as needed.

Avoid using program in place of major or department. Program often implies a separate administration or faculty.

When describing a student's activities, it may be best to use department, major or degree program rather than simply program.

- MFA program in creative writing
- The doctoral program in mathematics

R

R. BRAD MARTIN STUDENT WELLNESS CENTER

Wellness Center on second reference.

Residence Life/ Housing and Residence Life

- Shirley C. Raines Centennial Place
- Living Learning Complex
- Rawls Hall
- Smith Hall
- South Hall
- Carpenter Complex
- Park Avenue Apartments and Townhomes
- Graduate/ Student Family
- Victory Park
- Carney-Johnston at Lambuth

Room Numbers and Names

Drop the word room from addresses.

- Our office is in 308 Administration Building.

Capitalize room and similar words when part of a proper or well-known name:

- the River Room

If a room number includes a letter, put one hyphen between the letter and number. In those rare instances where there are two or more letters in a room number, use a hyphen only between the first letter or group of letters and the adjacent number.

- 308-B Administration Building

S

SEASONS

When referring to a season that describes climate conditions/weather, use AP style and use lowercase.

- spring, summer, fall and winter

When referring to a season as an academic semester use caps.

- Summer 2025, Fall 2026 and Spring 2027

SEMESTER

Do not capitalize the common names of semesters, terms, academic sessions or periods (e.g., fall semester, registration, orientation, schedule pickup). If a semester or term is followed by a specific year, use capitalization (e.g., Fall Semester 2003). The special Interim term should be capitalized.

SIMMONS BANK LIBERTY STADIUM

The home playing field for the football team

STATES

State should always be capitalized when writing State of Tennessee, but state is lowercased when it stands alone.

Consult the AP Style Guide for abbreviations of state names.

United States should be abbreviated as U.S.

SYMBOLS

Use separator bars (|) in place of a colon to divide items in a list or in a design. Note that the separator bar should not be used in sentences.

- Sept. 21-25 | 7-8 PM

T

Times

When used in a list or if it stands alone, capitalize AM and PM.

- Monday to Friday | 7 AM-11 PM
- Saturday | 9 AM-11 PM

Use AP style when used in a sentence. Lowercase a.m. and p.m. and add periods.

- The seminar will take place from 10 a.m-2 p.m.

Always spell out noon instead of using 12 p.m.

- Noon – 1:30 PM

Only use a.m. or p.m. once if times occur in the same part of the day.

Only utilize the a.m. or p.m. (AM or PM in lists) once if the time occurs at the same part of the day. Drop the "00."

- 6-8 PM
- 6 AM-8 PM
- The open house takes place from 6-8 p.m.

A hyphen is used to separate times. For this use, hyphens should be typeset closed.

TITLES OF PEOPLE

When used in a sentence, titles should be capitalized when preceding a name and lowercase when it comes after the name. On second reference, proceed the name with the title in capital letters followed by the individual's last name. Avoid using titles without the individual's last name.

- University of Memphis President Bill Hardgrave began his tenure on April 1, 2022.
- Bill Hardgrave, University of Memphis president, began his tenure on April 1, 2022.
- The town hall will be led by President Hardgrave.

Do not use courtesy titles such as Mr., Miss or Mrs.

TITLES OF PEOPLE CONTINUED

Capitalize titles when they appear in a list or on a program.

- Steve Jobs, CEO
- Marie Curie, Professor of General Physics

Abbreviate political titles.

- Gov. Bill Lee
- Sen. Lamar Alexander

Use “Dr.” when introducing an individual that holds a doctorate degree on first reference and on subsequent references use only the person’s last name.

- Dr. John Doe oversees all basic and applied research efforts for the University’s research enterprise. Doe leads the strategic innovation priorities to help modernize the University’s academic research culture.

TITLES OF WORK

Italicize magazine and journal names, which is an exception to the AP Stylebook.

TYPE FORMATTING

Between sentences, use only one space after the period, question mark and exclamation point.

U

UNIVERSITY OF MEMPHIS, THE

When referring to the University of Memphis in a national external publication, such as a magazine article or paid advertisement, always spell out the full name. Do not abbreviate to UofM. Do not capitalize “T” in the.

For other uses, spell out University of Memphis on the first reference and abbreviate to UofM on subsequent references within the same text.

- The University of Memphis is proud to welcome its incoming freshman class. The first day of classes for the UofM Fall 2025 semester will begin Aug. 25.

UNIVERSITY OF MEMPHIS, THE CONTINUED

Capitalize “U” in University when it stands alone only when referring to the University of Memphis as an entity.

- The University graduated its largest doctoral class during the Spring 2025 commencement.
- The University of Memphis is a top-tier research university.

UofM is an acceptable short form or second reference for the University of Memphis, noun and adjective forms. Never use U of M.

W

WEB ADDRESSES

Use consistent typography for URLs throughout a publication or family of publications (e.g., always bold, always in a different typeface, or always in a specific color).

Do not underline URLs; underlining may obscure the underscore characters in a URL.

Do not include “http://” or “www.” in URLs.

- memphis.edu

WORK-STUDY STUDENT

A student generally employed in a Federal Work-Study (FWS) program, focusing on professionalism, academic priority and specific job-related standards.

Visual Identity

A cohesive, University-wide visual identity elevates the presence and impact of every college, school, division and program, while reinforcing the overall strength and recognition of the University of Memphis brand.

Our visual identity program goes beyond logos — it encompasses the full spectrum of design elements that shape how our community is seen and remembered. From typography and color palettes to imagery, layout and tone, these elements work together to create a consistent and compelling brand experience across all platforms and materials.

When our communications share a unified visual language, they build immediate recognition and trust, linking every message back to the University. At the same time, our brand standards are designed to be flexible, allowing each unit to express its unique character while remaining aligned with the broader institutional identity.

To maintain brand integrity, all official University of Memphis marks, including wordmarks and logos, must include the appropriate registration symbol.

UNIVERSITY LOCKUP

UNIVERSITY OF MEMPHIS LOCKUP

The University of Memphis lockup combines two core elements: the wordmark and the Leaping Tiger logo. Together, they represent our commitment to student success, academic excellence, athletic pride and the bold spirit of a leading public research university. The University of Memphis lockup is the official identity of the University and must not be altered in any way, including the addition of extra wording or graphic elements.

WORDMARK

The University of Memphis wordmark is a secondary mark of the University of Memphis. The standalone wordmark may only be used with approval from the Division of Marketing and Communications.

LEAPING TIGER LOGO

The Leaping Tiger logo is a secondary mark of the University of Memphis. The Leaping Tiger must be accompanied by the wordmark.

The standalone Leaping Tiger logo is reserved for use by Department of Athletics and the Division of Marketing and Communications. The standalone mark may only be used with approval from the Division of Marketing and Communications.

All applications of the Leaping Tiger must include the appropriate registration mark.

LOCKUP SYSTEM

The University lockup system allows for individual recognition while adhering to the brand established in the primary system.

University campus locations, colleges, schools, academic departments, research and external-facing institutes and centers, and cultural or community engagement units receive official lockups to strengthen recognition and visibility. Lockups ensure large external- and academic-facing areas are clearly connected to the University of Memphis brand, while also highlighting their unique role within the institution.

THE UNIVERSITY OF MEMPHIS®

Department of Art and Design

THE UNIVERSITY OF MEMPHIS® | Department of Art and Design

Academic degrees and programs, University-wide initiatives, school-specific programs, department-specific initiatives, divisions, services, functional groups, locations, media produced by University staff or students, platforms or tools, student clubs and affinity groups, alumni or athletic clubs and affinity groups, and giving clubs or societies should reach out to **marketing@memphis.edu** for assistance.

These areas should support and reinforce the overarching University of Memphis brand or their parent unit's identity, ensuring alignment with the University's visual and messaging standards.

ACADEMIC SEAL

The University of Memphis Academic Seal and Mace and Laurels Lockup may only be used on official documents such as transcripts, major reports and research covers, diplomas, contracts, formal invitations and engraved note cards.

ACADEMIC SEAL

MACE AND LAURELS LOCK UP

COLOR VARIATIONS

Lockups are available in the following color variations. They may not appear in any color other than what is listed below.

FULL COLOR (4C)

The full color lockup is the preferred treatment in all usages. One-color lockups should only be used when restricted by printing limitations.

- Standard Full Color
- Full Color, white text

ONE-COLOR LOCKUPS

You may sometimes be limited to a one-color imprint on merchandise, due to budget constraints or product limitations. One-color logos may only be reproduced in Mynders Gray or Memphis Blue on merchandise as follows:

- Memphis Blue imprint on a white, gray, silver, or clear background
- Mynders Gray imprint on a blue background

TWO-COLOR LOCKUPS

When printing on blue, gray or white items, a two-color logo may be used to reduce the number of inks while maintaining brand integrity. The color pairings should be applied as follows:

Blue Item:
Use Memphis Gray and White, removing the blue from the logo to allow the item color to show through.

Gray Item:
Use Memphis Blue and White, removing the gray from the logo to allow the item color to show through.

White Item:
Use Memphis Blue and Memphis Gray, removing the white from the logo to allow the item color to show through.

ONE AND TWO-COLOR VARIATIONS

While the full color version is the preferred treatment, there are instances with promotional items where a one or two-color version may be needed. One-color versions are available in Memphis Blue and Mynders Gray. Two-color version are available only for print on blue, gray or white backgrounds. All uses must adhere to ADA guidelines. Two-color logos can be requested by emailing marketing@memphis.edu.

The chart below illustrates the proper colorway for the University logos.

MEMPHIS BLUE

Memphis Blue looks best on light backgrounds

MYNDERS GRAY

Mynders Gray looks best on darker backgrounds

CLEAR SPACE AND MINIMUM SIZE

Clear space is necessary to provide breathing room around the logo. This space, equivalent to at least the height or width of the Leaping Tiger must be kept clear of any other design element.

Shown here are examples of how the lock up system should be used in relation to other objects on the page. To prevent competing elements that might take away from the strong brand associated with these systems.

To ensure legibility, the height of the Leaping Tiger must not appear smaller than the following dimensions.

PRINT: .75 inches tall

DIGITAL: 54 px tall

For small scale promotional items with imprint areas under 0.75 inches, please email marketing@memphis.edu to obtain approved alternate artwork.

VERTICAL

HORIZONTAL

APPROPRIATION

The University of Memphis wordmark, leaping tiger, lock up and academic seal, cannot be incorporated into unique graphics.

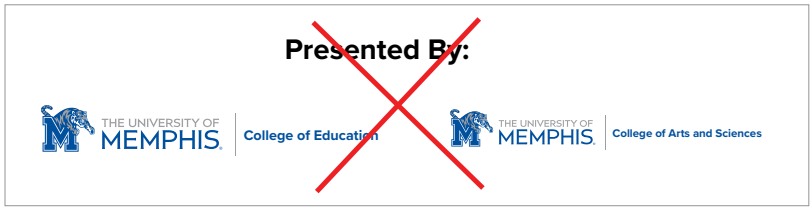
The Leaping Tiger M cannot be used as a substitute for the letter M. Nor can it be included as a graphic element within a design logo or lock up.

MULTIPLE LOGOS

Do not use more than one university logo or lockup in the same design space, such as the same page of print or t-shirt. Do not combine multiple names into one lockup.

If you need to identify more than one university entity equally on a communication, use the university logo, and list multiple units as part of the content or within the design.

INCORRECT USAGE:



CORRECT USAGE:

CUSTOM LOGOS

Custom logos are prohibited as they work against the University's visual identity.

Creation of a custom logo will be considered under the following circumstances:

- When an external grant or partnership requires a unique logo and/or results in the formation of a unit (i.e., a center or institute)
- For special university-sponsored events
- For special university-wide initiatives

If there is a need for your unit to produce a unique logo, you must contact the Division of Marketing and Communications at **marketing@memphis.edu** to discuss your needs.

All existing custom logos, are subject to ongoing review and approval.

IMPROPER USAGE

DO NOT
use the logo as art element

DO NOT
change colors of the logo

DO NOT
flip direction of the logo

Our licensing policy aligns with the U.S. Code on "Respect for the Flag" (Title 4, Chapter 1, Section 8), which prohibits placing any mark, insignia, letter, word, figure, design, picture, or drawing on the flag, as well as using it for advertising purposes in any manner.

IMPROPER USAGE EXAMPLES

DO NOT rotate the logo. *When used as a design element (not as a mark) do not rotate more than 10°.

DO NOT alter the colors of the logo in any way; use only approved color variations.

DO NOT add additional outlines to the logo.

DO NOT add additional elements to the logo.

DO NOT distort, skew, stretch or warp the logo.

DO NOT add overlay words on the logo or use logo in place of the letter “M” in type.

DO NOT crop the logo.

DO NOT blur, weather, distress, bevel or emboss the logo.

TYPOGRAPHY

Typography is an effective tool that adds visual tone to complement your message and helps it stand out. The University's brand fonts reflect our personality and help reinforce our identity. All fonts are available on **Adobe Fonts** through your UofM credentials, and are suitable for use in print and digital applications.

PRIMARY TYPEFACE

PROXIMA NOVA FAMILY

Proxima Nova is the University of Memphis' primary typeface. It is a clean and modern sans-serif font that offers strong readability and flexibility across applications. Proxima Nova works well for display copy and body text, making it the preferred choice for most University communications.

Proxima Nova should be used for the majority of typography needs, including headlines, subheads, body copy, captions, and callouts. Its consistent appearance reinforces our visual identity across both print and digital formats.

Thin: Go Tigers Go! | *Go Tigers Go!*
Light: Go Tigers Go! | *Go Tigers Go!*
Regular: Go Tigers Go! | *Go Tigers Go!*
Medium: Go Tigers Go! | *Go Tigers Go!*
Semibold: Go Tigers Go! | *Go Tigers Go!*
Bold: Go Tigers Go! | *Go Tigers Go!*
Extrabold: Go Tigers Go! | *Go Tigers Go!*
Black: Go Tigers Go! | *Go Tigers Go!*

SCRIPT TYPEFACE

Relation Two

Relation Two is a script display font that may be used to create emphasis, mood, or tone. Like Proxima Sera, it should only be used for type larger than 14 points and is limited to headlines or graphic elements. It should be applied sparingly and tastefully, never in body text, and should not be paired with Proxima Sera.

Regular: Go Tigers Go! / Go Tigers Go!
Bold: Go Tigers Go! / Go Tigers Go!

LONGFORM TYPEFACE

PROXIMA NOVA CONDENSED FAMILY

Proxima Nova Condensed (also referred to as Proxima Nova Narrow) is approved for use in long-form print publications where higher word density and space efficiency are required — such as magazines, annual reports, research publications, and multi-page brochures.

It may be used for body copy only in these long-form formats to improve readability and layout efficiency.

Thin: Go Tigers Go! | *Go Tigers Go!*
Light: Go Tigers Go! | *Go Tigers Go!*
Regular: Go Tigers Go! | *Go Tigers Go!*
Medium: Go Tigers Go! | *Go Tigers Go!*
Semibold: Go Tigers Go! | *Go Tigers Go!*
Bold: Go Tigers Go! | *Go Tigers Go!*
Extrabold: Go Tigers Go! | *Go Tigers Go!*
Black: Go Tigers Go! | *Go Tigers Go!*

DISPLAY TYPEFACE

Proxima Sera Family

Proxima Sera is a serif display font intended to create mood or set tone in design. Best suited for type larger than 14 points, it should be used only for headlines or graphic treatments. Proxima Sera should never be used for body text.

Thin: Go Tigers Go! | *Go Tigers Go!*
Light: Go Tigers Go! | *Go Tigers Go!*
Regular: Go Tigers Go! | *Go Tigers Go!*
Medium: Go Tigers Go! | *Go Tigers Go!*
Semibold: Go Tigers Go! | *Go Tigers Go!*
Bold: Go Tigers Go! | *Go Tigers Go!*
Extrabold: Go Tigers Go! | *Go Tigers Go!*
Black: Go Tigers Go! | *Go Tigers Go!*

TYPOGRAPHY

WEB AND MICROSOFT TYPEFACE

Montserrat is used as the primary typeface for university websites. If Proxima is not available, Arial is the alternate for Microsoft applications such as Outlook or PowerPoint.

Montserrat

Arial

DISPLAY AND HEADLINE USE — EXCEPTION CASES

While Proxima Nova should remain the preferred and default choice for all display and headline applications, there are limited situations where Proxima Nova Condensed and Proxima Sera may be used for display copy, including:

- Editorial layouts that require a bold, high-impact typographic look
- Dense headline environments where space is limited
- Designs where condensed typography improves hierarchy or visual balance

When using Proxima Nova Condensed for headlines or display copy, ensure that:

- Its use is intentional and purposeful, not simply stylistic
- It does not compromise accessibility or readability
- It aligns with the overall tone of the University of Memphis brand

Proxima Nova Condensed should never replace Proxima Nova as the standard display typeface and should be treated as a supporting option — not the norm.

EXAMPLE

COLORS

PRIMARY COLORS

The University of Memphis' school colors, blue and gray, were chosen by students in 1912 to symbolize the nation's reunification after the Civil War, reflecting a spirit of unity and togetherness. Today, this blue-and-gray palette remains one of the most recognizable elements of the University's visual identity.

The primary colors should always be used as the anchor for the palette. The secondary colors should be used to complement information while providing balanced flexibility. Adding white space while limiting secondary colors helps in striking a more formal tone.

MEMPHIS BLUE

PMS: 2945 C
CMYK: 100 75 0 5
HEX: #00498F
RGB: 0 73 143

MEMPHIS GRAY

PMS: 422 C
CMYK: 0 0 0 45
HEX: #9C9EA1
RGB: 156 158 161

SECONDARY COLORS

The secondary color palette was carefully selected to complement and support our primary brand colors while providing flexibility for design needs.

The colors should be used sparingly and must not exceed 25% of the total color palette of any design. The colors should complement the design and are best utilized when needed for variety such as infographics, charts and icons for long-form printed marketing collateral.

The secondary colors should never be used in large fields or to supplement the primary blue and gray. Brand integrity is key. Improper usage of the secondary colors does not follow brand standards and properly represents the UofM.

BRISTER BLUE

PMS: 534 C
CMYK: 100 70 5 45
HEX: #193059
RGB: 25 48 89

MYNDERS GRAY

PMS: 427 C
CMYK: 10 7 6 0
HEX: #E2E4E6
RGB: 226 228 230

COLOR HIERARCHY

Memphis Blue is our preferred color and should lead all designs.

Together, Memphis Blue and Memphis Gray (our primary colors) should make up approximately 75% of the overall color usage in a design.

Secondary colors, Mynders Gray and Brister Blue, should be used to complement the primary palette and should not exceed 25% of the total color usage.

ADA COMPLIANCE

Make sure your text is easy to read and meets contrast ratio standards. Color combinations for text display must meet a contrast ration of at least 4.5:1 in order to be compliant with the Americans with Disabilities Act. We recommend using a contrast checker to ensure your design meets compliance.

A checker can be found at **webaim.org/resources/contrastchecker**.

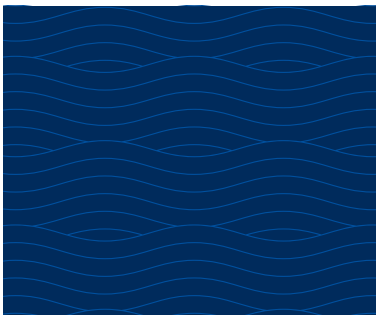
BRAND PATTERNS

Patterns can create dynamic and engaging visuals that add depth to design layouts. Use patterns as background texture or graphics. You are not required to use the entire pattern; it can be cropped to fit a specific area of a design.

TIGER STRIPES

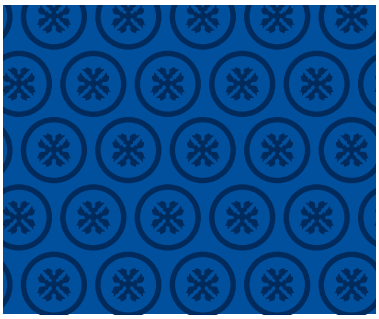
Bold and unmistakable, the tiger stripes run deep — the very soul of our community. Since the day 'The Tiger' became our proud mascot in 1939, these stripes have whispered of unity, roared with strength and stood resilient through time, a living symbol of our unshakable spirit.

Our primary pattern, Tiger Stripes, embodies school pride and the University's bold, energetic spirit. Its dynamic, recognizable motif is suitable for a wide range of applications, including print, digital, merchandise and promotional materials, helping to reinforce the University's visual identity across all touchpoints.



RIVER WAVES

River Waves draws inspiration from Memphis' unique geography along the Mississippi River, reflecting movement, flow and the city's vibrant energy. This pattern is ideal for communications and materials that emphasize connection, community engagement and the University's local roots, creating a subtle, sophisticated backdrop without overpowering other design elements.



FLORA FOUNDATION

Flora Foundation is inspired by the intricate tilework of the Administration Building, originally built in 1912. This pattern lends itself to applications that celebrate heritage, tradition and architectural beauty. It works well in formal communications, event invitations and special recognition materials, adding a historic and elegant dimension to the University's visual identity.

BRAND PATTERN GUIDELINES

Design Considerations:

- Use patterns only in approved shades of Memphis Blue, Memphis Gray, Mynders Gray and Brister Blue.
- Do not change or alter brand patterns in any way. Maintain patterns in their original orientation to ensure clarity and recognition.
- Opacity must remain above 40% unless used with copy (see below)

Brister Blue
Tiger Stripes on
Memphis Blue
background at 40%

Mynders Gray
Tiger Stripes on
Memphis Gray
background at 40%

Memphis Blue
Tiger Stripes on
Brister Blue
background at 40%

Memphis Gray
Tiger Stripes on
Mynders Gray
background at 40%

When Tiger Waves is used behind copy/text, the pattern opacity should be set to 40% or less.

Brister Blue
River Waves on
Memphis Blue
background at 70%

Mynders Gray
River Waves on
Memphis Gray
background at 70%

Memphis Blue
River Waves on
Brister Blue
background at 70%

Memphis Gray
River Waves on
Mynders Gray
background at 70%

When River Waves is used behind copy/text, the pattern opacity should be set to 70% or less.

Brister Blue
Flora Foundation on
Memphis Blue
background at 20%

Mynders Gray
Flora Foundation on
Memphis Gray
background at 20%

Memphis Blue
Flora Foundation on
Brister Blue
background at 20%

Memphis Gray
Flora Foundation on
Mynders Gray
background at 20%

When Flora Foundation is used behind copy/text, the pattern opacity should be set to 25% or less.

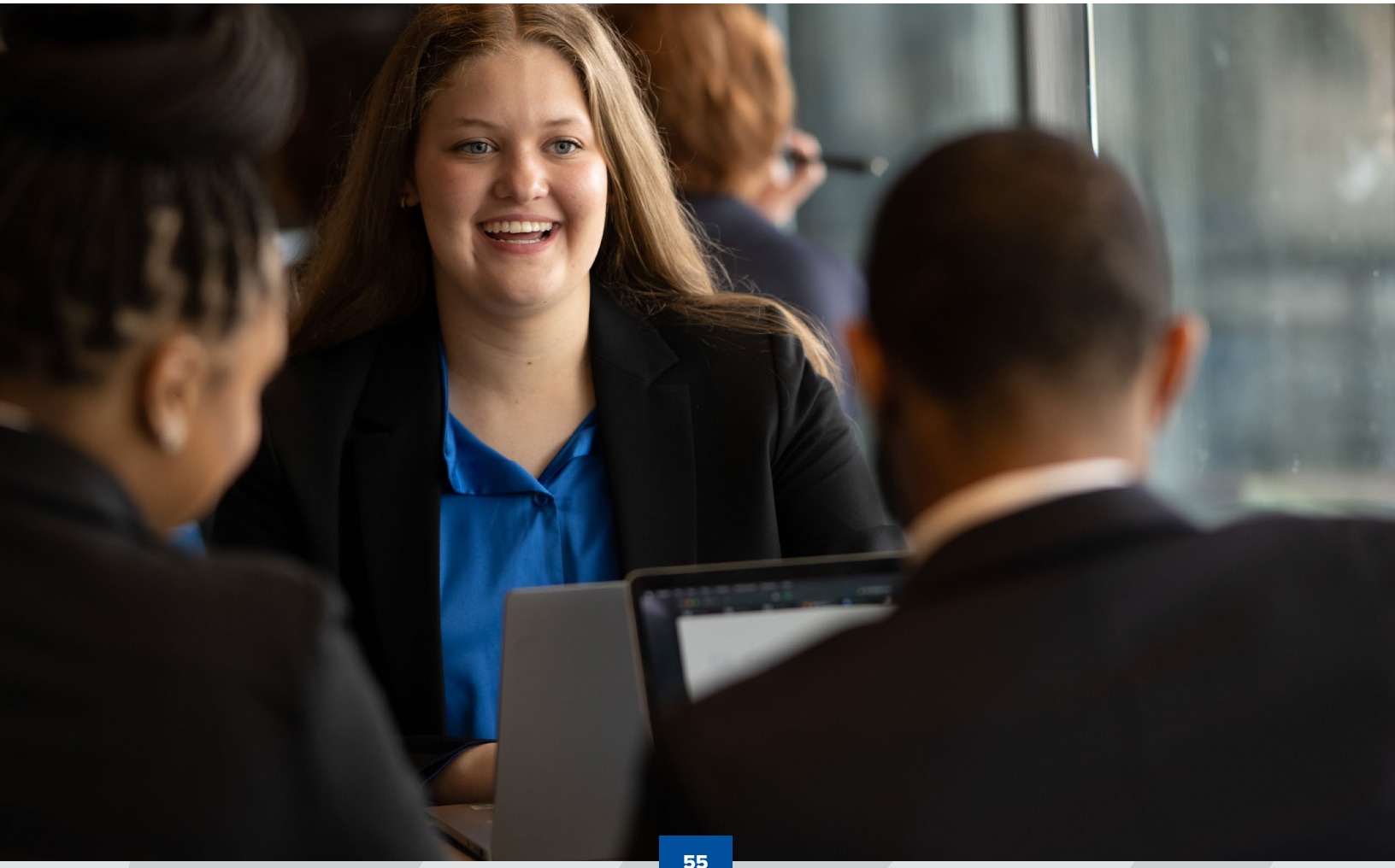
This pattern works best for formal applications.

PHOTOGRAPHY AND VIDEOGRAPHY

Communicating our brand through visual storytelling requires imagery that reflects who we are and what we stand for. University of Memphis brand photography and videography is authentic, energetic and purpose-driven, capturing real moments with real people. Whether it's a glimpse into student life, faculty innovation or community impact, our photos convey the spirit of Memphis with clarity and emotion.

Strategic use of Memphis Blue pops, natural lighting and compelling composition ensures our imagery stands out while staying true to our identity.

- **Authentic Moments:** Photos should appear natural, never overly posed or resemble stock images. Aim to capture genuine emotion, expression, and movement to convey real moments.
- **Emotionally Resonant:** Focus on expressions of curiosity, confidence, focus, collaboration and joy. Images should feel personal, human and aspirational.
- **Crisp and Vibrant:** Use natural or soft lighting with strong contrast and clarity. Color should reflect the UofM brand palette with pops of Memphis blue in clothing or objects.
- **Immersive and Contextual:** Subjects should be captured in real, dynamic environments — labs, studios, classrooms, city streets, stands showing action, not overly posed.



DIGITAL ASSET MANAGEMENT SYSTEM (PHOTOSHELTER)

Photoshelter houses the University's collection of images and video depicting academic and campus life. The account is managed by the Division of Marketing and Communications. All images are the property of the University of Memphis and may only be used for direct University business. The images are available for use by faculty and staff for presentations, website, digital needs, flyers and more.

This resource is available for university faculty and staff to access via UID SSO and comes with improved functionality that includes:

- A robust template library for self-service collateral creation, including recruitment and event collateral, letterhead, research posters.
- Advanced search and filtering options.
- AI integrations.
- Faculty and staff headshots.

Once logged in, photos can be downloaded from accessible galleries. Some images and galleries have restricted use. For access to a gallery a request can be sent to **marketing@memphis.edu.**

DOWNLOADING

To download an image, click the download button in the bottom right of the screen. If you already have permission, you'll be allowed to download the image.

- Choose 'Original file' or the 'JPEG - original size' if you plan to use the photo for a print project.
- Choose one of the smaller JPEG options if you're using it digitally.

If you don't have access to download a photo, a pop-up window will appear. Click 'contact us' and you'll be prompted to fill out a request form. Please include how you plan to use the photo in the notes. Once the download is approved, you'll be sent a link to download the photo(s).

Users that have access to download from a gallery can choose to download multiple photos at a time by clicking the download icon from the gallery view. A pop-up window will appear giving you the option to select the photos you want to download.

Crediting on University Images

If an external group such as a news outlet is using an image(s) from the PhotoShelter gallery, crediting the photo is required.

Credit can be attributed as: University of Memphis

AI GUIDELINES

The use of AI tools to create or alter images is not permitted for any university communications, marketing or promotional materials. This includes, but is not limited to, images depicting, representing or implying the likeness of University of Memphis students, faculty, staff or campus life.

All imagery must be original, authentic and produced through approved photography, videography or illustration methods to ensure accuracy, integrity and alignment with our brand.

STUDENT ORGANIZATIONS AND CLUBS

Student Organizations are the heartbeat of the college experience and provide valuable engagement opportunities for students, faculty, staff and community members.

Registered Student Organizations

Registered Student Organizations (RSOs) are defined as those registered with the Office of Student Leadership and Involvement. They are run by students and endorsed by the University or one of its schools or programs. RSOs can use the UofM in name, but cannot use University logos or trademarks without the written approval of the Division of Marketing and Communications.

e.g. The University of Memphis Student Government Association

Non-Registered Student Organizations

Non-registered student organizations are not sanctioned by the University or one of its schools or programs. Non-registered student groups cannot use the University's name or trademarks in any way.

CLUB SPORTS

Club sports are registered student organizations that compete in athletic contests against other university clubs' teams, both regionally and nationally, but are not recognized by the National Collegiate Athletic Association (NCAA). Brand guidelines must be followed to differentiate club sport teams from those athletic teams affiliated with the UofM Department of Athletics.

"University of Memphis Club" or "Memphis Club" must appear before the sport club (e.g. Memphis Club Rugby).

The Club Sports seal must be used in addition to the Leaping Tiger mark on all jerseys and printed materials.

MEMPHIS CLUB SPORT + MEMPHIS CLUB RUGBY

MEMPHIS CLUB SPORT + MEMPHIS CLUB LACROSSE

UNIVERSITY TEMPLATES

Email Signatures

This easy-to-use form helps faculty, staff and students create a standard email signature including contact details and the appropriate academic seal or university logo.

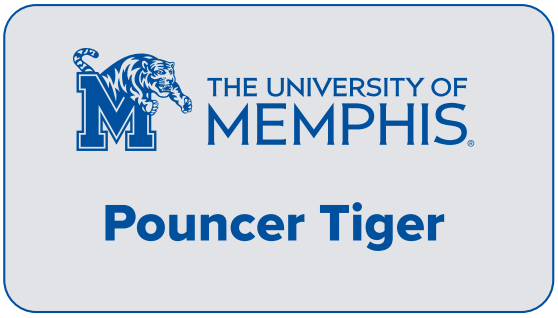
memphis.edu/emailsignatures

Business Cards and Name Tags

Business cards and name tags are available for ordering at Tiger Copy & Graphics, tigercopygraphics@memphis.edu.

BUSINESS CARD

NAME TAG



University Templates

University templates are available in **PhotoShelter,** the University's digital asset management system. PhotoShelter houses a comprehensive library of brand-approved templates for self-service collateral creation, including recruitment materials, event collateral, letterhead and research posters.

Faculty and staff can easily customize these "fill-in-the-blank" templates with their own information. Final files may be saved as JPEG or PDF for use across print and digital applications.

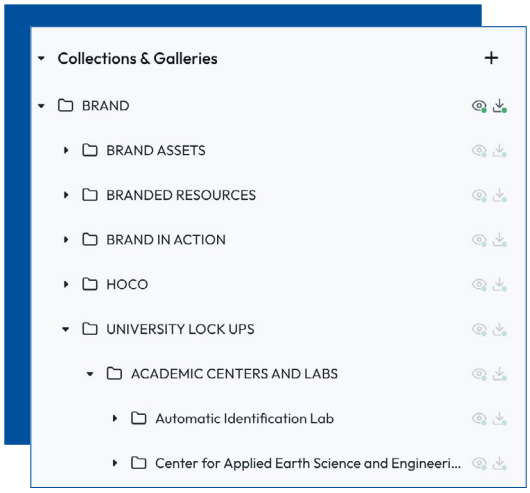
This resource is available for University faculty and staff via UID SSO. Students do not have access to PhotoShelter.

Folder Structure

The assets are organized into category folders, parent folders and subfolders.

Files in PhotoShelter will include a description as well as keywords, both of which are searchable.

Browse gallery files by clicking through the menu on the left side of the screen. Search the gallery by clicking search top navigation entering search terms in the search box. You can search for terms and refine results by file type, orientation, date and more.



TRADEMARK LICENSING

The University of Memphis trademark licensing program protects the proper use of the University's names, logos, slogans, insignias and mascots.

All merchandise featuring a University trademark must be produced through an officially licensed vendor under contract with the University. Merchandise refers to any item created for promotional giveaway or resale. This licensed vendor policy does not apply to printed communications such as notepads, posters, brochures or booklets.

LICENSED TRADEMARKS

Logos and Graphics:

- Leaping Tiger
- University Word Mark
- Athletics Memphis
- Pouncer
- Leaping Tiger Head
- University Seal
- Memphis State logos

Verbiage:

- University of Memphis
- Go Tigers Go
- Memphis Tigers
- Memphis State

Reserved for faculty use

SPECIAL USE TRADEMARKS

Email marketing@memphis.edu for approval.

TRADEMARK LICENSING

TRADEMARK REQUESTS

If your division, college or school is interested in having content trademarked, please follow these steps:

- Submit a request for trademark consideration to **logo@memphis.edu**
- Please include a jpeg of your mark, explain how it is used, provide a description of the mark and provide an example of where it has been used
- Request is reviewed and feedback will be provided by the Chief Marketing and Communications Officer or designee
- Request is sent to the Office of Legal Counsel for review
- The Office of Legal Counsel will examine the request to determine feasibility
- If feasible, paperwork for a State trademark is filed
- Certificate of State trademark is received
- A confirmation email and notice of Federal Trademark filing is sent to the contact
- Federal trademark process begins (approximately 6 months)
- Confirmation email confirming the Federal trademark concludes the process

PROMOTIONAL ITEMS

Promotional items are a great way to share our University with a wider audience. It is also an opportunity to proudly showcase the University of Memphis by using the correct colors, logos and working with officially licensed vendors.

The University of Memphis licenses its brand to over 225 consumer product companies, which manufacture and market everything from apparel and headwear to golf balls and barbecue equipment. Since 1993, the UofM's licensing agent, The Collegiate Licensing Company (CLC) has helped manage the UofM's licensing program and assists in handling applications and contracts for standard, local and internal licensees.

All apparel and promotional items must be produced by a licensed vendor and include the University of Memphis name. Whenever possible, the official UofM lockup should be used as the preferred representation of the University name.

View Licensed Vendor List >

If you have questions about becoming a licensed vendor or need approval to create items featuring University of Memphis trademarks, logos, graphics or wording, please email your request to **logo@memphis.edu**.

ENVIRONMENTAL BRANDING

Campus spaces should reflect and reinforce the University of Memphis brand. Incorporate Memphis Blue and Memphis Gray, utilize graphic elements, or prominently display the University logo to craft inspiring environments that generate excitement and foster affinity. Environmental branding is an effective way to showcase our University while creating a cohesive, welcoming experience.

All logos and design assets must be used in accordance with brand guidelines.

Ensure building and brand standards are met for your project. Renovation or installation efforts require approval from Campus Planning and Design. The Division of Marketing and Communications can provide consultation along the way for any brand implementation questions.

Please coordinate any painting with Campus Planning and Design for paint colors.

EVENT BRANDING

Whether you're hosting a campus event or representing the university off campus, it's important to create a cohesive experience that leverages the University brand.

EVENT CONSORTIUM

The Event Consortium Reserve was created to help manage the brand and support event experiences through an inventory of event items. This collection is managed by the Division of Marketing and Communications Events and Special Projects.

A team of skilled event specialists are available to consult with groups to help plan their events and partner with groups for major events.

The Event Consortium Reserve allows University groups to check-out event décor at no cost helping to maintain the brand and reduce financial impact.

If you have questions or need additional assistance, contact **events@memphis.edu.**

MEDIA GUIDELINES

SOCIAL MEDIA GUIDELINES

The social media guidelines are meant to help followers of University of Memphis social media platforms easily recognize that your account is officially associated with the university.

Social Media Handbook - Review the UofM Social Media policies and best practices for students, faculty, staff and departmental accounts.

Establishing a University-sponsored account

Administrative offices, academic colleges, schools, departments and research units wishing to establish a University-sponsored social media account should contact the Division of Marketing and Communications to begin the registration and recognition process. Account username, URL and bio must be approved and a brief orientation with the social media manager must be completed. Login information (username and password) will be kept on file. Facebook pages will be created or moved under the main UofM Meta Business Portfolio. Upon approval, channels will be added to the **UofM Social Media Directory.**

- Use a vanity email rather than an employee email (e.g. social@memphis.edu).
- Start the account handle with “uofm” (in most cases).
- Use searchable language in the bio; spell out acronyms.
- Use same handle (e.g. @uofmemphis) across channels when possible.
- Edit Facebook URL to include your handle (e.g. facebook.com/uofmemphis).

Maintenance of accounts

The user may create the new account subject to the terms of this policy and any requirements imposed as a condition of approval. We will periodically review approved sites and reserve the right to revoke or limit approval at any time at our discretion.

Channels that have been inactive for more than one year and/or posted fewer than six times within an academic year will be evaluated and submitted for deletion.

Visual Guidelines

Avatars and profile pictures.
Profile and cover images should be consistent across your unit’s social media channels. Colleges, schools, departments and other non-college units should use the Leaping Tiger on a blue background. Areas can also choose to use an actual photo (non-stock or AI-generated) that best represents their area.

Additional tips:

- Use a unit-specific photo or the official University of Memphis avatar.
- Unique graphics created for time-limited events, campaigns, programs or retail products/services located on campus can also be used.
- Avoid adding text to profile pictures; it is often too small to be seen on a mobile device.
- Don't include the name of your college or unit — these are listed on your profile and next to every post you publish.

Cover or channel header images.
Photos work best for header images because they resize differently on desktop and mobile; text and graphics can get cut off or covered depending on the device used to access your channel.

FILMING AND PHOTOGRAPHY ON CAMPUS

FILMING OR PHOTOGRAPHY ON CAMPUS

Approval to film or photograph on University of Memphis property is required for internal and external parties. Please complete **this form** and email **marketing@memphis.edu** a minimum of 10 days before the requested filming date.

You will be contacted within two business days of receipt. Completion of this form does not guarantee approval of the use of University property for filming or photography.

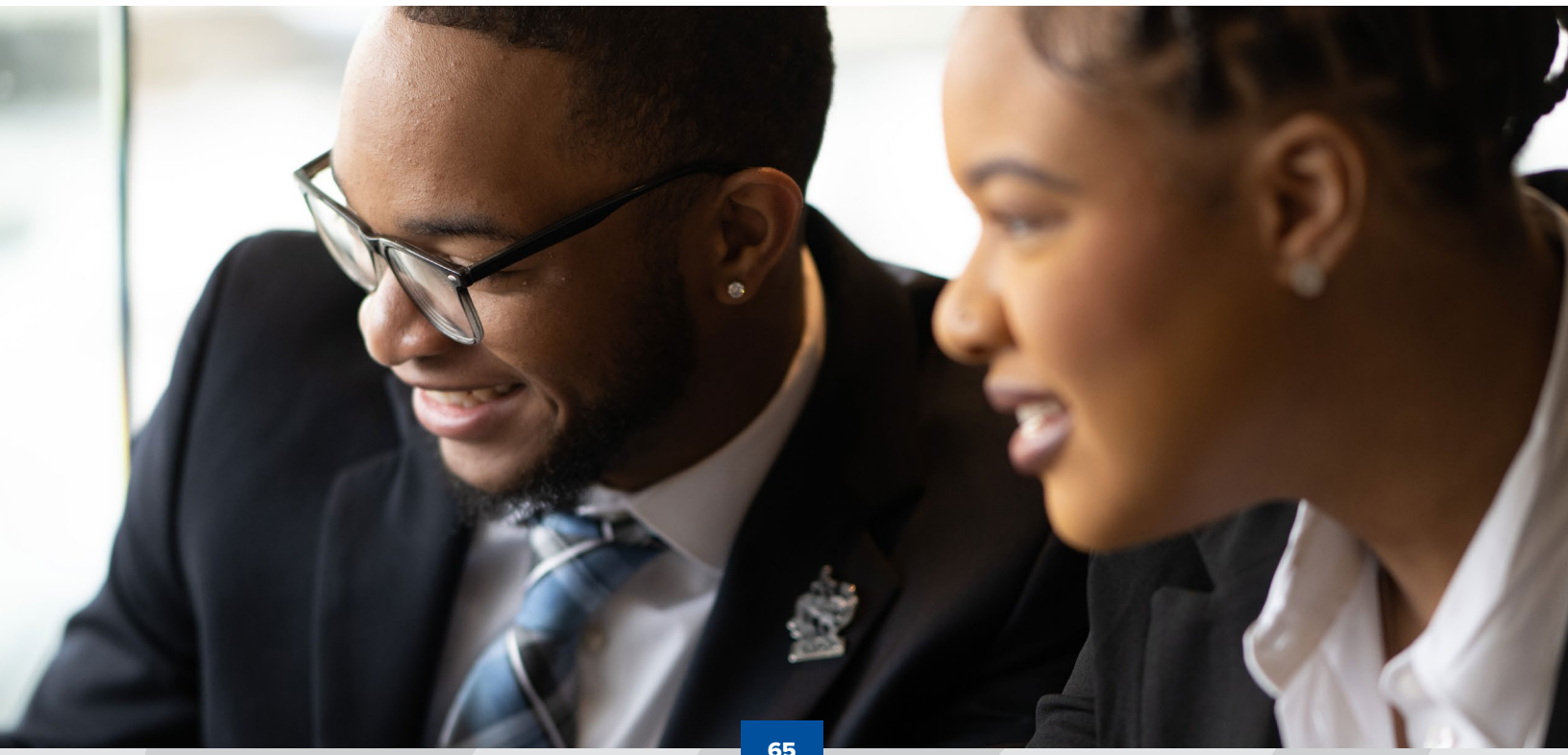
PHOTO/VIDEO RELEASE FORM

If you are taking photos or videos at a public event, a model release form is generally not required. If you are staging photos or a video for a project, it is a good idea to have your models sign this **Photo/Video Release form** you can keep on file.

VIDEO AND PHOTOGRAPHY REQUESTS

The Division of Marketing and Communication receives many requests for video or photography. Each request is carefully evaluated to ensure alignment with the University's strategic plan.

We maintain a list of photographers and videographers that are familiar with our brand that we may recommend for your needs that cannot be met by the division.



PODCAST GUIDELINES

Podcasts are a great tool to share content with listeners around the world. With that in mind, University of Memphis podcast producers should ensure that their programs are high quality, relevant and represent the University well. Before launching a podcast for a UofM department, program or affiliated organization, please review the guidelines below and complete the form to request approval from the Department of Marketing and Communications.

PODCAST GUIDELINES

- Podcasts associated with the University of Memphis cannot be used in a manner that violates the law, for political campaigning, personal private gain or activities that are not approved by the University. The University reserves the right to require the removal of any file(s) that violate any University policies and procedures.
- UofM podcast producers should ensure that their podcasts are high quality, on brand and represent the University well.
- Podcast content should be limited to that which furthers the University's mission and goals.
- You are responsible for maintaining the confidentiality of sensitive information and for adhering to all University of Memphis rules, regulations, policies and procedures regarding security and confidentiality, including Family Educational Rights and Privacy Act (FERPA).
- Your division leadership (i.e., Chair/Dean/Vice President, etc.) must provide approval for the production of the podcast via signature on the request form.
- Final approval will be granted by the Chief Marketing and Communications Officer and the Office of the Provost.
- Guest speakers must sign a UofM media release form. UofM requires authorization and release forms when students, faculty, staff and/or others are photographed or recorded in an individual or small-group setting for the purpose of media, marketing or development. The approved form is available online **here**. Modification of the form is not permitted except by authorized parties. Your department must keep the signed form/s on file, for a minimum period of 5 years.
- Ensure that all necessary rights and permissions have been obtained for the material you include in your podcast. You will need to seek permission and/or cite sources as appropriate. Ensure you have the rights to any music featured in your podcast.
- You must adhere to all ADA compliance standards related to podcasts.
- Submit **Podcast Request For Permission Form.**

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MEMPHIS®