

PRIMARY MARKS



Preferred Version



Note: Mustang must always run to the right.

VERBIAGE

Southern Methodist University™
 SMU®
 SMU Mustangs™
 The Boulevard at SMU
 Pony Up
 Go Red
 Go Blue
 Go Stangs

GENERAL INFORMATION

Location: Dallas, TX
Mascot: Mustangs
Mascot Nickname: Peruna
Established: 1911
Conference: Conference USA
Nickname: Ponies

Phrases such as “Dallas” and “Founded 1911. Opened 1915” are key messages.

COLOR INFORMATION

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COLORS	PANTONE®	HTML	RGB	THREAD	PROCESS
Red	186	c60c30	R:198 G:12 B:48	Madeira 1147 or RA 2263	C:0% M:100% Y:75% K:4%
Blue	286	0039a6	R:0 G:57 B:166	Madeira 1076 or RA 2436	C:100% M:72% Y:0% K:0%
Black	Process Black				

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SECONDARY MARKS



WORDMARKS



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FOOTBALL HELMET



BOULEVARD MARK



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INSTITUTIONAL MARKS



Preferred Version



Note: Institutional font is Galliard.

UNIVERSITY SEAL



Note: University Seal can only be used for Graduation Product.

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