



Missouri State High School Activities Association

1 N. Keene Street, Columbia, MO 65201 • P.O. Box 1328, Columbia, MO 65205

Phone (573) 875-4880 • email@mshsaa.org

• www.mshsaa.org •

Dr. Jennifer Rukstad, Executive Director

Stacy Schroeder, Senior Associate Executive Director **Craig Long, Chief Operations/Financial Officer**

Toni Hill, Assoc. Exec. Dir. James Melton, Assoc. Exec. Dir. Daryl Bradley, Asst. Exec. Dir. Doug Fessler, Asst. Exec. Dir. Lou Mazzocco, Asst. Exec. Dir. Marty M. Marsh, Asst. Exec. Dir.
Jennifer Bethmann, Coor. of Digital Media Stacey Slaughter, Coor. for Accounting Stephanie Turner, Coor. of Sports & Activities Andrew Kauffman, Communications Dir.

Missouri State High School Activities Association (MSHSAA) Media Kit

Logo Usage: Unauthorized use of the MSHSAA logo is strictly prohibited. This includes, but is not limited to, use on websites, promotional materials, merchandise, or any other medium without prior written consent from MSHSAA. Media and member schools are welcome to use our logo as long as the following guidelines are followed.

These guidelines will help ensure that our logo is used consistently and appropriately by outside sources. If you have any questions, please reach out to communications@mshsaa.org.

- **No Alterations:** The logo should not be altered in any way, including color, proportions or design elements.
- **MSHSAA Color Palette:** Use the logo in its original colors. See color palette below.
- **Background Colors:** The logo should be used on backgrounds that offer sufficient contrast. Avoid using the logo on busy or patterned backgrounds.
- **Solid Backgrounds:** Preferably, place the logo on a solid background for maximum visibility.
- **No Distortion:** Do not stretch, compress, rotate or otherwise distort the logo.
- **No Special Effects:** Avoid using shadows, gradients or other special effects on the logo.
- **Linking Back:** When using the logo on a website, it should link back to the official MSHSAA website.
- **Approval Needed:** Any use of the logo that is not explicitly covered by these guidelines requires prior written approval from MSHSAA.

You can download our logo in multiple formats below:

- [JPG](#)
- [PNG](#)
- [PSD](#)
- [AI](#)
- [PDF](#)

Color Palette:

- Primary Colors:
 - Red CMYK: 0, 95, 70, 8
 - Blue CMYK: 97, 74, 2, 0
 - Red Hex: #eb0a44
 - Blue Hex: #0055a5
- Secondary Colors: White and Black

“MSHSAA promotes the value of participation, sportsmanship, team play and personal excellence to develop citizens who make positive contributions to their community and support the democratic principles of our state and nation.”