SAN MARCOS UNIVERSITY HERONS BRANDING GUIDE

COLORS

PRIMARY	SECONDARY	TERTIARY
#253e60	#c7c6d8	#ecce6a

TYPOGRAPHY

MAIN FONT	SECONDARY FONT
HouseScript Semibold	PT Serif Bold
FIGHTING HERONS	First Name
SAN MARCOS	Last Name
OFFENSE	Number
DEFENSE	Position

LOGOS

PRIMARY LOGOS



SECONDARY LOGOS



TEXT LOGOS



TERTIARY LOGOS



UNIVERSITY INFORMATION

FULL NAME: SAN MARCOS UNIVERSITY

LOCATION: SAN MARCOS, TEXAS

ABBREVIATION: SMU

FOUNDED: 2025

MASCOT: FIGHTING HERONS

CONFERENCE: BIG 12

STUDENT POPULATION: 28,568

DIVISION: NCAA DIVISION 1