



Graphic Identity  
Standards Guide  
Supplement

**DESIGN  
GUIDELINES  
FOR  
MERCHANDISE**

# Introduction

## We communicate who we are through more than just paper.

Whatever you call them — merchandise, promotional items, swag — physical goods bearing the Mizzou name and image show the world who we are and what we stand for. By unifying all of these items under a consistent graphic identity system, we tell our story more effectively.

The University of Missouri's Licensing & Trademarks office monitors the use of MU marks, names and logos through a partnership with the Collegiate Licensing Company (CLC). The office manages more than 400 licensed vendors.

Mizzou requires that all individuals, organizations, departments and companies (internal and external) obtain approval from Licensing & Trademarks *before* producing any product displaying MU trademarks. The office must approve all activities related to trademarks, licenses and MU-branded merchandise.

**Only licensed vendors may produce items bearing Mizzou trademarks.** Find a complete list at [licensing.missouri.edu](http://licensing.missouri.edu).

Promotional items often come with extensive restrictions for imprint artwork, including small sizes and limited color choices. Use this document to guide your imprint design decisions. If you need assistance, consult with designers in the Division of Marketing & Communications by emailing [identity@missouri.edu](mailto:identity@missouri.edu).

### TABLE OF CONTENTS

- I Definitions
- II Licensed Goods Categories
- III Design Guidelines
- IV Official Colors & Typefaces
- V Imprinting Academic Marks
- VI Imprinting Secondary Marks
- VII Imprinting Athletics Marks
- VIII Merchandise Marks & Small Imprints
- IX Co-Branding
- X Artwork Approval Process

# I | Definitions

**Graphic Identity** refers to the names, logos, slogans, images or other identifying marks used by Mizzou, including registered trademarks.

Trademarked verbiage includes:

*University of Missouri* ®  
*Missouri* ®  
*MU*™  
*Missouri Tigers* ®

*Tigers*™  
*Mizzou* ®  
*Mizzou Tigers*™  
*Mizzou-rah*™

*Truman*™  
*The Zou*™

**Retail Goods** are purchased with personal funds in small quantities (usually one) for personal use in a retail environment such as the Mizzou Store or other retail outlets. Licensed vendors must pay royalties for the right to use university marks.

Because Mizzou depends on the revenue generated by these royalties, there is more flexibility regarding imprint artwork on retail goods than on promotional and internal goods (see below), so that these items will appeal to diverse audiences.

**Promotional and Internal Goods** are purchased in multi-unit quantities and are used to promote a university department, school or college, retail operation or event. Items may be used as giveaways, sold at fundraisers or intended for the department/organization's own use (e.g. team shirts).

**Separate and Apart** refers to the practice of keeping protected marks away from conflicting marks and/or names to preserve MU's trademarks and uphold a clear visual identity system. On promotional and internal goods, approved university and unit signatures should be used whenever possible. The name of the university, or a unit within the university, must be kept separate and apart from any other graphics.

Adherence to this rule requires that an item have two different imprint locations. For example, on a T-shirt, the front and sleeve are separate and apart; the right lapel and left lapel are not. On a padfolio, front cover and back cover are separate and apart; top of the front cover and bottom of the front cover are not. Items with only one imprint area (e.g. keychains, pens, etc.) may include a university or unit signature, but otherwise cannot include both a unit/university name and a graphic.

# || Licensed Goods Categories

Use the chart below to determine your available marks and imprint requirements; these are based on who originates the order and its intended use. If you are unsure, please contact [licensing@missouri.edu](mailto:licensing@missouri.edu).

## USAGE

		RETAIL	PROMOTIONAL/INTERNAL	FUNDRAISING/RESALE
ORDER ORIGINATOR	LICENSED VENDORS	<p><b>AVAILABLE MARKS:</b> All marks from standard CLC art sheet</p> <p><b>IMPRINT REQUIREMENTS:</b> Standard CLC restrictions</p>		
	ATHLETICS		<p><b>AVAILABLE MARKS:</b> Athletics tiger head, Athletics wordmarks/font, helmet marks</p> <p><b>IMPRINT REQUIREMENTS:</b> May not include campus marks (stacked MU logo, university seal)</p>	<p><b>AVAILABLE MARKS:</b> Athletics tiger head, Athletics wordmarks/font, helmet marks</p> <p><b>IMPRINT REQUIREMENTS:</b> May not include campus marks (stacked MU logo, university seal)</p>
	CAMPUS UNITS		<p><b>AVAILABLE MARKS:</b> Stacked MU logo, tiger head spirit mark, mascot mark (see section III)</p> <p><b>IMPRINT REQUIREMENTS:</b> May not include Athletics marks. Secondary graphics must be kept separate and apart from university and unit names. Design should be distinct/specific.</p>	<p><b>AVAILABLE MARKS:</b> Stacked MU logo, tiger head spirit mark, mascot mark (see section III)</p> <p><b>IMPRINT REQUIREMENTS:</b> May not include Athletics marks. Secondary graphics must be kept separate and apart from university and unit names. Design should be distinct/specific.</p>

# ||| | Design Guidelines

## **GUIDELINES FOR PROMOTIONAL, INTERNAL, FUNDRAISING AND RESALE GOODS**

- Only the stacked MU logo, the tiger head spirit mark and mascot marks will be approved for use. The athletic logo and associated fonts are reserved for use by the Athletics department only and its approved sponsors.
- Use of an official unit signature (or merchandise mark, see section VIII) is highly recommended. When a unit signature is not used, unit names and/or any form of the university name must be kept separate and apart from other graphics.
- The marks cannot be altered, tampered with, modified, incorporated into other marks, or overprinted with other words or design elements.
- Use of a current student-athlete's name on commercial merchandise is a violation of NCAA rules and may result in the student-athlete being declared ineligible. MU's Compliance Office must approve any use of a student-athlete's name, nickname, or picture.
- Designs cannot use trademarks from other entities or derivatives of those marks.
- The university's name or logo may not be used to promote alcohol, tobacco or other drugs and cannot be associated with pornography or other forms of expression limited by law.
- The design of apparel and other promotional and internal goods must be specific to a unit and/or event. This limits commercial appeal and minimizes unfair competition with the retail market. For example, a generic T-shirt with the tiger head spirit mark and the university's name is readily available in stores, and thus, may not be created as a promotional or internal good. Items with an imprint area that is too small to allow for specificity are an exception, but may be subject to royalties.

*\*All university and unit signatures are available for download at [missouri.box.com/identity](https://missouri.box.com/identity). If you need assistance accessing the files, please email [identity@missouri.edu](mailto:identity@missouri.edu).*



INSTITUTIONAL MARK



Mizzou



University of Missouri

UNIVERSITY SIGNATURE EXAMPLES\*



Admissions  
University of Missouri



College of  
Veterinary Medicine  
University of Missouri

UNIT SIGNATURE EXAMPLES\*



SPIRIT MARK



MASCOT MARKS

# IV | Official Colors and Typefaces

Consistent colors and typefaces are an important part of Mizzou's visual identity. When production limitations prevent the use of exact color values, care should be taken to choose the best possible alternative.

## PROMOTIONAL & INTERNAL GOODS COLOR PALETTE

School Color	Pantone Equivalent	Thread Equivalents
Gold	PMS 124	Madeira 1025 / RA2212
Black	PMS Process Black	Black
White	White	White
Athletic Gold	PMS 1245	Madeira 1000 / RA2296

*\*Athletic Gold should only be used only on items using the athletic logo and associated fonts for use by the Athletics department and their approved sponsors.*

## OFFICIAL TYPEFACES

### JANSON

Janson Roman  
*Janson Italic*

**Janson Bold**  
***Janson Bold Italic***

### GOTHAM

Gotham Thin  
*Gotham Thin Italic*  
Gotham Extra Light  
*Gotham Extra Light Italic*  
Gotham Light  
*Gotham Light Italic*

Gotham Book  
*Gotham Book Italic*  
**Gotham Medium**  
***Gotham Medium Italic***  
**Gotham Bold**  
***Gotham Bold Italic***

**Gotham Black**  
***Gotham Black Italic***  
**Gotham Ultra**  
***Gotham Ultra Italic***

# V | Imprinting Academic Marks









Use the chart below to determine imprint colors for university and unit signatures.

	PREFERRED 2-COLOR MARK	ALTERNATE 1-COLOR MARKS		
BACKGROUND/ITEM COLOR	 Mizzou	 Mizzou	 Mizzou	
	 Mizzou	 Mizzou	 Mizzou	
	 Mizzou	 Mizzou	 Mizzou	
	*  Mizzou	 Mizzou	 Mizzou	
	<i>Item colors other than white, black, gold or gray (blue is used as an example)</i>			
	 Mizzou <small>(3-color imprint)</small>	 Mizzou	 Mizzou	

The stacked MU logo may not be imprinted in any color variation that does not appear above.  
 The university or unit name may only appear in gold if that is the only imprint color on the item.  
 \*This variation may only be used on darker gray items to preserve contrast.

# VI | Imprinting Secondary Marks

Use the chart below to determine imprint colors for secondary graphics.

	PREFERRED 2- OR 3-COLOR MARKS	ALTERNATE 1- OR 2-COLOR MARKS
		
BACKGROUND/ITEM COLOR		
		
	<p><i>3-color imprint on item colors other than white, black or gold (blue is used as an example)</i></p>	<p><i>2- or 1-color imprints on item colors other than white, black or gold (blue is used as an example)</i></p>
		

The tiger head spirit mark and mascot marks may not be imprinted in any color variation that does not appear above.



# VII | Imprinting Athletic Marks

Use the chart below to determine imprint colors for athletic marks. *Reminder:* the athletic logo and associated fonts are reserved for the Athletics department and its approved sponsors.

	PRIMARY MARKS	ALTERNATE 1-COLOR MARKS	TONAL MARKS
			
BACKGROUND/ITEM COLOR			
			
			

The Athletics tiger head logo and wordmarks may not be imprinted in any color variation that does not appear above. Color variations shown apply to all wordmarks.

# VIII | Merchandise Marks & Small Imprints

A merchandise mark is an alternate version of a unit signature that may be used on internal and promotional goods with restrictive imprint requirements. The proportional relationship between the stacked MU logo and the unit name is adjusted, and the university wordmark is removed. Unit names may also be simplified as appropriate. These marks are intended for use only when a standard unit signature cannot be reproduced effectively due to size or application restrictions (e.g. embroidery).

To avoid confusion and misuse, merchandise marks are not provided to campus units. Licensed vendors who feel that a merchandise mark is necessary should submit a request, including item imprint specifications, to [identity@missouri.edu](mailto:identity@missouri.edu). Licensed vendors may not alter unit signature artwork — only original files provided by the Division of Marketing & Communications are acceptable for use.

## STANDARD UNIT SIGNATURE



## ALTERNATE MERCHANDISE MARK



Some items have extra small imprint areas that will not accommodate either a standard unit signature or a merchandise mark (e.g. writing pens, lapel pins, USB drives, etc.) The stacked MU logo may be used without text on these items, but royalties may apply to internal and promotional goods. Alternatively, the university or unit name may be used without the stacked MU logo.

# IX | Co-Branding

When it is necessary to use Mizzou trademarks on a product that also includes other logos and/or trademarks, follow the guidelines below to ensure our brand is protected.

## **MERCHANDISE PROMOTING A CAMPUS EVENT OR PROGRAM (ATHLETIC)**

- Event graphics may only incorporate athletic marks as approved by CLC and the Licensing & Trademarks office.
- Academic marks (the stacked MU logo, spirit marks, the university seal) may not be used.
- Whenever possible, full-color marks should be used. When imprint colors are limited, the marks may appear in solid white, black, gold or gray. The athletic mark may not be imprinted in a color that does not appear in section VI of this guide.
- Mizzou marks should be kept separate from and appear larger than any other sponsor logos.

## **MERCHANDISE PROMOTING A CAMPUS EVENT OR PROGRAM (NON-ATHLETIC)**

- Mizzou logos and trademarks must be kept separate from any event graphics.
- A stacked MU logo, a university signature or a unit signature should be used. Athletic logos, spirit marks and mascot marks may not be used as a sponsor logo.
- Whenever possible, full-color marks should be used. When imprint colors are limited, the marks may appear in solid white, black or gray. Mizzou marks may not be imprinted in colors that do not appear in section VII of this guide.
- Mizzou marks should be kept separate from and appear larger than any other sponsor logos.
- When multiple campus units require recognition, a university signature should be used as the logo and individual units should be recognized in text.

## **MERCHANDISE PROMOTING AN OFF-CAMPUS EVENT OR PROGRAM THAT MIZZOU IS SPONSORING**

- Mizzou logos and trademarks must be kept separate from the event logo or graphic. Only marks appropriate for the sponsoring unit may be used (e.g. if an academic unit is the sponsor, an academic mark must be used, not the athletic logo or a spirit mark).
- Whenever possible, full-color marks should be used. When imprint colors are limited, the marks may appear in solid white, black or gray. Mizzou marks may not be imprinted in colors that do not appear in sections VI-VIII of this guide.
- Clear space must be maintained when grouping Mizzou marks with other sponsor logos.

# X | Artwork Approval Process

All individuals, organizations, departments and companies, internal and external, must obtain approval before producing any product that will display Mizzou trademarks. All activities related to trademarks, licenses and MU-branded merchandise must be approved by Licensing & Trademarks. **Only licensed vendors may produce items bearing Mizzou trademarks.**

Follow the steps below when ordering branded goods:

## Find a licensed vendor

Mizzou has many licensed vendors nationwide with numerous in-state and locally licensed companies. Find the complete list at [licensing.missouri.edu](https://licensing.missouri.edu) (click on Student Org./Campus Dept. Requests).

If you cannot find a vendor offering the desired product, call Licensing & Trademarks for assistance at 882-7256 or email [licensing@missouri.edu](mailto:licensing@missouri.edu).

## Develop artwork

Take desired artwork to a licensed vendor, or ask the vendor to assist with design. Be sure to follow the design guidelines outlined in this guide, as well as general university identity standards (available at [identity.missouri.edu](https://identity.missouri.edu)).

Licensed vendors may request merchandise marks for promotional and internal goods by emailing [identity@missouri.edu](mailto:identity@missouri.edu). If approved, files will be sent directly to the licensed vendor.

## Submit applicable forms through your licensed vendor

The licensed vendor will fill out a product request form and art approval on your behalf and submit them to Licensing & Trademarks for approval, along with your proposed design.

If there are questions concerning the design, contact Licensing & Trademarks at 882-7256 or email [licensing@missouri.edu](mailto:licensing@missouri.edu).

## Proceed with production or tweak artwork as needed

After the art approval is submitted by the licensed vendor, Licensing & Trademarks will review, and either approve as-is or work through the licensed vendor to specify necessary adjustments that must be made before the item can be approved for production.

[licensing.missouri.edu](http://licensing.missouri.edu)