Graphic Identity Standards Guide

University of Missouri
We know Mizzou when we see it.

We know the historic Columns on Francis Quadrangle. We know the friendly face of Truman the Tiger. We know the symbols and the colors that shout “Mizzou” as loudly as a stadium cheer of “M-I-Z!”

The University of Missouri’s graphic identity is designed to convey a sense of the university’s mission, character and style. It represents the traditions and values of Missouri’s flagship university.

When used consistently and cohesively, MU’s official logo, colors, typefaces, photos, letterhead and other elements reinforce a distinctive university image and depict a strong, unified institution.

University communicators and external marketing consultants contracted by MU are required to follow the graphic identity in all communications.
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Our logo is the anchor of our visual identity.

Mizzou’s official logo — we call it the stacked MU — works in harmony with our name to graphically represent our university both on and off campus. It acts as a visual autograph and a symbol of pride.

Consistent, correct use of our logo allows individual entities that make up our university to benefit from the power and recognition of the overall MU brand, while simultaneously helping the university as a whole benefit from the reputation of its outstanding programs.

Our logo is, and always should be, the most consistent component in our communications.
MU Graphic Identity Standards — The Mizzou Logo

1.1 Logo Policy

There is only one institutional logo for the University of Missouri. We call it the stacked MU (see section 1.2). No other logo can be substituted for it.

In accordance with Section 5:100 in the MU Business Policy and Procedure Manual, the stacked MU logo should be used with the University of Missouri’s name to identify all publications. When combined with the wordmark (together referred to as the university signature; see section 1.3) these elements present a sense of the university’s character, mission and reputation.

All schools, colleges, departments, offices, centers, institutes, programs and other units of the university must use a standardized combination of the stacked MU logo, wordmark and unit and/or division name (together referred to as a unit signature; see section 1.4) to represent themselves. University units may not create their own logos.

The stacked MU logo, the university signature and unit signatures may never be altered, redrawn or distorted in any way. The original artwork must always be used. The Division of Marketing & Communications is the only source for an official unit signature.

Design issues influence the placement of the logo. Consult the university’s Graphic Identity Standards for guidelines on use in print and on the Web.

If you have questions about the appropriate use of the university’s logos and images in print or electronic media, please contact the Division of Marketing & Communications at identity@missouri.edu.

For information about the use of MU logos and images for products or by external groups, contact MU’s Office of Licensing & Trademarks at licensing@missouri.edu.
**MU Graphic Identity Standards — The Mizzou Logo**

### 1.2 Stacked MU Logo

The stacked MU logo consists of the letters MU stacked within a stylized shield. **Always use the original and approved art:** never alter any aspect of it or attempt to redraw or recreate it.

The stacked MU logo may be used unaccompanied by a university wordmark in communications when the target audience would immediately recognize it as representing MU. When in doubt about the recognizability of the mark among the target audience, use the complete university signature.

The black-and-gold stacked MU should be used whenever possible. The 1-color version should be used only in materials printed using a single ink (black).

**Outlined Logo**

An alternative version of the logo with a white outline around the shield is to be used when the logo appears on a background other than white. The white rule surrounding the stacked MU should be in proportion to the size of the logo and should never be smaller than 0.75 pt or 1 pixel.

**Clear Space**

To prevent crowding and preserve the integrity of the mark, a clear space equal to 1/3 of the width of the stacked MU must be maintained at all times. Other design elements, such as text or illustrations, should be placed outside the designated clear space. In addition, page trims and fold lines may not fall within the clear zone.

**Minimum Size**

The stacked MU logo should never appear smaller than 0.1875" wide when used in print materials or 24 pixels wide when used in digital formats.

*To request original artwork files, contact the Division of Marketing & Communications at identity@missouri.edu.*
1.3 | University of Missouri Signature

The university’s signature is a combination of the stacked MU logo and the official school wordmark, which is the name “University of Missouri.”

The signature is part of a coordinated visual identity that includes consistent use of the MU logo, colors and typefaces. It must be used in print and electronic communications as well as promotional materials, such as banners and stickers.

The proportional relationship between the stacked MU logo and the wordmark may not be altered. The stacked MU logo must always appear to the left or centered above the wordmark. It may not appear to the right or centered below the wordmark.

The wordmark is composed in the typeface Janson Text. The spacing between the letters and between words has been adjusted for maximum effect and should not be altered.

Do not attempt to re-create any part of the signature, including the wordmark. Rather contact the Division of Marketing & Communications at identity@missouri.edu to request original artwork files.
Color Variations
When the MU signature is placed on a black or
dark-colored background, the wordmark should be white. When the signature is placed on a field of MU Gold (see section 3.1), the wordmark should be black. The stacked MU logo must always have a white outline when the signature is placed on a background other than white.

When the MU signature must be printed in one color, follow the same guidelines, using the 1-color version of the stacked MU logo.

Clear Space
Maintain a clear space equal to 1/3 of the width of the stacked MU logo around the entire signature. Other design elements, such as text or illustrations, should be placed outside the designated clear space. In addition, page trims and fold lines may not fall within the clear zone.

Minimum Size
The minimum size requirement for the stacked MU logo (.1875" wide) must always be preserved. The minimum width of the horizontal signature is 1.6035" in print or 204 pixels on the Web. The minimum width of the vertical signature is 1.3536" in print or 176 pixels on the Web.
All schools, colleges, offices, centers, institutes, programs and other units of the university with an academic, research or health care focus must use an approved unit signature as their logo. 

**University units may not create new logos.**

Unit signatures include:

- Stacked MU logo
- Official MU colors
- The name of the unit set in Janson Text, appearing to the left of or centered below the logo
- The words “University of Missouri” set in Janson Text below the name of the unit
- When necessary, the name of the unit’s parent division, placed between the unit name and “University of Missouri”

**Note:** Units are encouraged to avoid using a division identifier unless absolutely necessary to avoid confusion.

Units may use the horizontal and vertical versions of their signatures interchangeably.

Unit signatures have a carefully defined relationship among the logo, the unit and division names, and the university wordmark. **For this reason, do not attempt to re-create any part of a unit signature.** To obtain a unit signature, contact the Division of Marketing & Communications at identity@missouri.edu.

The guidelines regarding color variations, clear space and minimum size of the MU signature also apply to unit signatures (see section 1.2).
For maximum impact and overall consistency, it is important to protect the integrity of the logo. Always use original artwork obtained from the Division of Marketing & Communications (identity@missouri.edu).

Avoiding Logo Misuse

• The stacked MU logo must have a clear zone area around it equal to 1/3 the logo’s width to allow maximum legibility.
• Do not place elements near or on top of the logo.
• Do not use the MU logo as a watermark or print anything on top of the MU logo.
• Do not redraw the logo.
• Do not stretch or distort the logo.
• Do not alter approved colors.
• Do not combine the logo with other graphics or logos.
• Do not add animation or motion effects to the logo.

EXAMPLES OF INCORRECT LOGO USE

- Do not alter approved logo colors.
- Do not stretch or distort the logo.
- Do not remove logo elements.
- Do not redraw or change the logo letters.
- Do not add shadows, reflections or other effects to the logo.
- Do not reverse the colors of the logo.
- Do not reverse the logo. (Use the outlined version on a dark background.)
- Do not place elements on top of the logo or use it as a watermark.
- Do not combine the logo with other graphics or illustrations.
- Do not place the logo on a cluttered or busy background.
- Do not encase the logo in another shape.
Always use original university and unit signatures obtained from the Division of Marketing & Communications (identity@missouri.edu).

Avoiding Signature Misuse

- Signatures must have a clear zone area equal to 1/3 of the width of the stacked MU logo to allow maximum legibility.
- Do not alter the placement or size of the stacked MU in relation to the wordmark.
- Do not replace or re-create any elements of a signature.
- Do not combine the signature with other text or artwork.

EXAMPLES OF INCORRECT SIGNATURE USE

- Do not alter the placement or size of signature elements.
- Do not replace or re-create the wordmark.
- Do not tilt or rotate a signature.
- Do not alter the wordmark.
- Do not alter the format of a unit signature.
- Do not add graphic elements or effects to a signature.
- Do not replace the stacked MU logo.
- Do not combine a signature with other text or artwork.
Mizzou is a diverse place with a lot of history.

The stacked MU is our primary logo and should always be given prominence, but it isn't the only symbol that represents our university. Each of these symbols has a specific role and function, and care must be taken to ensure that they are used in appropriate contexts.

Because of the breadth and diversity of life and work at Mizzou, there are many cases that require special consideration regarding logo use, and not all such instances are covered in this guide. Follow these guidelines when they clearly apply to your situation, and when in doubt, contact the Division of Marketing & Communications at identity@missouri.edu for assistance.
2.1 | Alternative Mizzou Signatures

In select circumstances when the use of the “Mizzou” nickname is preferable to using “University of Missouri,” the alternative signatures shown here may be used. Usage is limited to central campus divisions and must always be approved by the Division of Marketing & Communications.

The Mizzou variation may not be used for academic or operational unit signatures.

When using Alternative Mizzou Signature ‘B,’ the words “University of Missouri” must be present elsewhere on the page/video/presentation.

Do not attempt to re-create any part of the alternative signatures, including the wordmark. Rather, contact the Division of Marketing & Communications at identity@missouri.edu to request permission to use these marks.

The guidelines regarding color variations, clear space and minimum size of the MU signature also apply to the alternative Mizzou signatures (see section 1.2).
The Tiger Head Spirit Mark

The tiger head is a familiar and recognizable icon with a large presence on the Mizzou campus and on apparel and other promotional items.

The stand-alone tiger head (not encased in an oval) is considered a secondary spirit mark that may be appropriate for communications in which academics, research, health care and extension are not the primary focus. It is different from the Mizzou Athletics logo (see section 2.3).

All MU academic units, research centers and other related Mizzou entities must use an official unit signature with the stacked MU logo.

The tiger head spirit mark may be used as a graphic/illustrative element — in the same manner as a photo or illustration — but not as a substitution for the stacked MU logo and/or university signature. The tiger head should play a supporting role, rather than being the dominant image.

The Division of Marketing & Communications must approve all use of the tiger head spirit mark.
Athletics Marks

The Mizzou Athletics mark features the tiger head in an oval. This mark is appropriate only for use in athletics communication or promotions or as a graphic element to accompany editorial coverage of athletics-related news and events. These usage guidelines also apply to Mizzou Athletics’ custom typeface and the wordmarks that accompany the tiger head.

The tiger head mark is controlled under a licensing program administered by the Collegiate Licensing Co. (CLC). Any use of this mark requires written approval from CLC or MU’s Office of Licensing & Trademarks (licensing@missouri.edu).

For media or other publication requests, contact Mizzou Athletics at 573-882-6501.
Tiger Head Do’s and Don’ts

**Do:**
- Always request permission to use the tiger head spirit mark by contacting the Division of Marketing & Communications at identity@missouri.edu.
- Give appropriate visual weight to the spirit mark in relation to the university logo and/or signature. It is a secondary graphic element and should not be the primary focus.
- Make sure to use the correct version of the tiger head. The stand-alone tiger head (not encased in an oval) is the spirit mark and may be used by campus units as approved by Marketing & Communications. The tiger head within an oval is the Mizzou Athletics mark and may be used only in athletics communications.
- Think about the audience when using the spirit mark. The tiger head makes sense for student-facing communications but not for those with a research focus, for example.
- Contact the Office of Licensing & Trademarks at licensing@missouri.edu for permission to use the tiger head spirit mark on products for resale or giveaway.

**Don’t:**
- Use the tiger head in place of the stacked MU logo (e.g. in a unit signature).
- Use the athletics mark without express consent from Mizzou Athletics (it may be used only on athletics-related materials).
- Use unlicensed vendors to reproduce the tiger head mark. Visit licensing.missouri.edu to see a full list of approved vendors.
- Create any form of alternative stationery featuring the tiger head mark. Always use official MU stationery (see section 5).
Truman is a part of Mizzou tradition and is a popular graphic element for many university publications. Illustrations of Truman in various poses are available from the Division of Marketing & Communications (identity@missouri.edu).

**Always use original and approved art; do not alter it or attempt to redraw or re-create it.** Requests for custom Truman illustrations should be directed to the Division of Marketing & Communications.

Photographs of Truman are available for download and purchase at identity.missouri.edu.

To use Truman on products for resale or giveaway, contact MU's Office of Licensing & Trademarks at licensing@missouri.edu.
As explained in the MU Business Policy and Procedure Manual, the distinctive and historic official seal of the University of Missouri is the only symbol of the University of Missouri System. The official seal is used by administrative offices of the UM System and UM Board of Curators. The seal is also used by MU for some official recognitions as authorized by the chancellor.

To request permission to use the seal, contact UM System University Relations at 573-884-1409.
At Mizzou we show our true colors.

We’ve bled black and gold for more than a century, drawing our colors from our fierce mascot, the Bengal tiger.

When combined with the official logo, typefaces and other graphic elements, Mizzou’s official colors help to create an instantly recognizable graphic identity, conveying the style and traditions of the university.
MU Graphic Identity Standards — Color

3.1 | Official MU Colors

The official colors, black and MU Gold, can be printed or approximated in several ways, depending on the medium.

Color consistency is a very important aspect of maintaining Mizzou’s graphic identity. In many cases, colors reproduce differently on coated and uncoated papers. On uncoated paper, the Pantone® version of MU Gold (124) often looks muddy and orange, so PMS 7406 should be used as a substitute.

Please consult your print vendor and/or the Division of Marketing & Communications at identity@missouri.edu for advice related to matching MU Gold on specific projects.

**Metallic Gold**

In certain instances when a more formal feel is preferred and budget allows, the use of metallic ink may be appropriate. Pantone® 10123C (a premium metallic) is preferred, but 871C is acceptable when 10123C is unavailable. When using metallic foils, the closest available match to MU Gold should be selected.

**Athletics Color Palette**

Mizzou Athletics uses an alternative version of gold (called Gold Dart), based on their unique needs for equipment and licensed apparel. Gold Dart may be used only in Athletics applications.

**MU GOLD**

| PMS: 124 |
| CMYK: 0C/25M/90Y/5K |
| RGB: 241,184,45 |
| HEX: #F1B82D |

**BLACK**

| CMYK (RICH BLACK): 60C/50M/40Y/100K |
| RGB: 0,0,0 |
| HEX: #000000 |

When a single ink is available, you can produce black by printing 100K.

**Note to designers and printers:**
The recommended CMYK, RGB and HEX values for MU Gold vary from those recommended by Pantone®. Many software programs (including Adobe Creative Suite) use Pantone’s color specifications, so it is necessary to create these formulas within a document rather than relying upon the program’s built-in conversion from spot color to process color.

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**METALLIC GOLD**

| PMS 10123C |

**ATHLETICS COLOR PALETTE**

| Gold Dart |
| Black |
| Anthracite |
3.2 | Secondary Color Palette

Black and gold are an integral part of the university’s brand. Mizzou is black and gold. At the same time, marketing communications can be made more effective and compelling with an expanded palette of supporting colors.

Our secondary palette is designed to complement Mizzou black and gold and allow them to stand out, while providing flexibility in design layouts. Supporting colors should be used as accents. Tints of each may be used when necessary to extend the number of colors, for example, in charts, graphs and diagrams.

Keep the following guidelines in mind when using the secondary color palette:

• All pieces should include black and gold as the predominate colors.
• Our secondary colors provide variability, but please exercise restraint. Limit the number of secondary colors used in a single piece so they do not create an environment in which MU is not recognizable.
• Be mindful of color combinations that represent other universities.

Note to designers and printers: The recommended CMYK, RGB and HEX values for these colors vary from those recommended by Pantone®. Many software programs (including Adobe Creative Suite) use Pantone’s color specifications, so it is necessary to create these formulas within a document rather than relying upon the program’s built-in conversion from spot color to process color.
Elegant typography is an essential component of Mizzou’s visual identity.

Fonts are powerful brand tools that influence how others see us. When used thoughtfully, typography helps us communicate in a strong, clear voice. Our official typefaces were chosen for their versatility and flexibility.

Just like the other elements of our graphic identity — the MU logo, color palette and supporting graphic elements — our typefaces, used consistently, help support the overall Mizzou brand.
The official MU typefaces are Janson (serif) and Gotham (sans-serif*). These typefaces were selected for their elegance, simplicity and breadth of use. Use of the official MU typefaces is strongly encouraged. Consistent, campuswide use of these typefaces strengthens the brand and promotes unity. Mizzou designers should use Janson and Gotham in all print communications (see section 4.2 for guidelines for typography on the Web).

Guidelines

In general, when using the two main typefaces together, use Janson for body copy and Gotham for subheads, blurbs, sidebars and other typographic accents. Gotham also is useful for type that appears in a color other than black.

- Set large blocks of type no more than 1 1/2 lowercase alphabets wide. When using a reverse — putting light-colored type on a dark background — make sure the type is easily legible. Contrast sizes when using two styles.
- Separate paragraphs with additional line spacing.
- In general, use 9- or 10-point type for large areas of text. The suggested leading for setting the text in MU publications is three points above the type size (example: 9 on 12). When designing, try to use no more than three or four type sizes in the same document. To accommodate different levels of emphasis in the text or in headlines, use different weights or italics in the approved type families.

*Gotham replaced Univers as MU’s official sans-serif typeface in April 2015. Please discontinue all use of Univers.

When Janson is unavailable, Times New Roman (a serif font issued with most desktop computer systems) may be substituted in internal publications only.

When Gotham is unavailable, Helvetica (a sans-serif font issued with most desktop computer systems) may be substituted in internal publications only.
4.2 | Web Typefaces

Web Typefaces

When creating for the Web, designers should use the Web versions of the typefaces Janson (serif) and Proxima Nova (sans-serif). Proxima Nova was chosen as the Web-only alternative to Gotham because it can be self-hosted, which increases site performance and efficiency.

Please note that a Web version of Gotham is available and is acceptable to use in place of Proxima Nova, but the two should not be used together.

Guidelines

In general, when using the two main typefaces together on the Web, use Proxima Nova for body copy and Janson for display copy and other typographic accents.

- Avoid using light text on dark backgrounds for the body of your website.
- The suggested font size for body copy is 16 or 18 pixels.

JANSON

<table>
<thead>
<tr>
<th>Font</th>
</tr>
</thead>
<tbody>
<tr>
<td>Janson Roman</td>
</tr>
<tr>
<td>Janson Italic</td>
</tr>
<tr>
<td>Janson Bold</td>
</tr>
<tr>
<td>Janson Bold Italic</td>
</tr>
</tbody>
</table>

Web font stacks should use Times New Roman and/or Times as backups for Janson.

PROXIMA NOVA

<table>
<thead>
<tr>
<th>Font</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proxima Nova Thin</td>
</tr>
<tr>
<td>Proxima Nova Thin Italic</td>
</tr>
<tr>
<td>Proxima Nova Light</td>
</tr>
<tr>
<td>Proxima Nova Light Italic</td>
</tr>
<tr>
<td>Proxima Nova Regular</td>
</tr>
<tr>
<td>Proxima Nova Regular Italic</td>
</tr>
<tr>
<td>Proxima Nova Semibold</td>
</tr>
<tr>
<td>Proxima Nova Semibold Italic</td>
</tr>
<tr>
<td>Proxima Nova Bold</td>
</tr>
<tr>
<td>Proxima Nova Bold Italic</td>
</tr>
<tr>
<td>Proxima Nova Extrabold</td>
</tr>
<tr>
<td>Proxima Nova Extrabold Italic</td>
</tr>
<tr>
<td>Proxima Nova Black</td>
</tr>
<tr>
<td>Proxima Nova Black Italic</td>
</tr>
</tbody>
</table>

Web font stacks should use Helvetica and/or Arial as backups for Proxima Nova.
Mizzou stationery is part of our coordinated visual identity.

The stationery system includes consistent use of the MU logo, colors and fonts. As one of the most widely used pieces of our graphic identity system, it provides a chance to communicate the Mizzou brand to our diverse audiences.

MU stationery should be used by all MU units focused on academics or research, including schools, colleges, offices, programs, institutes and centers. Using properly branded stationery empowers all university units to speak with a unified voice and helps our audiences to quickly recognize official communications.
All stationery materials (letterhead, envelopes and business cards) must be preprinted on official paper approved for this purpose. Stationery materials may never be created using a nonapproved printer or recreated digitally, such as in a Microsoft Word® template.

The only exception to this rule is e-letterhead, which is available exclusively through MU Printing Services (see section 5.4 for more details).

University of Missouri Printing Services is the only authorized supplier of university stationery materials. Visit ps.missouri.edu to order.

Students

MU student organizations are not permitted to use the University of Missouri stationery system.

Individual students employed by or otherwise associated with a campus unit in an official capacity may order official business cards (see section 5.2 for more details).
5.2 | Business Cards

University of Missouri business cards are part of the Mizzou visual identity package. The design of the card indicates at a glance that the holder is affiliated with Mizzou.

- Cards are available in single-sided and double-sided formats. The double-sided format is appropriate for faculty and staff members who serve dual roles on campus.
- Cards are printed with text in black ink only.
- The person’s title should indicate his or her relationship to the university.
- The amount of contact information included is left up to the card holder. The minimum recommendation is to include a phone number, email address and website URL.
- No additional logos (including social media icons) may be added to business cards.

**Students**

Individual students employed by or otherwise associated with a campus unit in an official capacity may use official university business cards. A staff member from the sponsoring unit must place the order. Contact MU Printing Services at 573-882-7801 for more information.
MU Graphic Identity Standards — Stationery

5.3 | Letterhead

University of Missouri letterhead is available in print and electronic form. It is part of a coordinated visual identity and should be used by all MU units focused on academics or research, including schools, colleges, offices, programs, institutes and centers. Student organizations may not use MU letterhead.

Guidelines

• No additional logos (including social media icons) may be added to letterhead.

• It is university policy that personalized letterhead will not be printed. The policy minimizes waste and prevents redundancy; letterhead is automatically personalized with the sender’s signature. Personalized memo pads may be ordered from MU Printing Services.

• The preferred font for body copy is Janson, set in 10 or 11 point size. When Janson is unavailable, Palatino or Times New Roman are acceptable options.

• Units may choose how much contact information to include. The minimum recommendation is to include a phone number, email address and website URL. Contact information is limited to seven lines.

• Preprinted text is printed in black ink only.

A Microsoft Word® template, containing the appropriate formatting requirements for MU letterhead, is available for download at identity.missouri.edu.
Official University of Missouri electronic letterhead (e-letterhead) is available for use in Mizzou electronic correspondence. E-letterhead is intended for digital use only, including internal, fax, email and clinical correspondence. It is not a substitute for printed letterhead or hard-copy official university documents. **E-letterhead should never be printed using a desktop printer.**

E-letterhead is subject to the same university policies as printed letterhead (see section 5.3).

University of Missouri Printing Services is the only authorized supplier of university stationery, including e-letterhead. **Do not attempt to create e-letterhead yourself.** A small fee is charged to create e-letterhead templates for departments. Visit [ps.missouri.edu](http://ps.missouri.edu) to order.
Envelopes for official correspondence are available in multiple sizes from MU Printing Services.

- Custom envelopes may be designed for marketing communications and special events as long as the graphic identity standards in this guide are upheld.
- Envelopes are printed with text in black ink only.

Contact MU Printing Services at 573-882-7801 with questions or requests for special sizes.

**Available Sizes and Variations**

- No. 10 / No. 9 Envelope
  - Black and white; black and gold
  - Return Service Requested
  - Window
- 12x9 Booklet Envelope
The stacked MU logo may be used with a return address as long as the requirements regarding minimum size and clear space are upheld (see section 1.2).

**Guidelines**

- Always use the original stacked MU logo artwork obtained from the Division of Marketing & Communications.
- Whenever possible, an official MU typeface (either Janson or Gotham; see section 3.1) should be used for the return address. Use of italic type is discouraged.
- University or unit signatures may be used as part of a return address, but the rest of the text must be kept separate. Always maintain appropriate clear space around a signature (see section 1.3).
- Typeset text should not appear larger than the University of Missouri wordmark.
- It is also acceptable to typeset the entire name and address block.
- All text should appear to the right of the stacked MU logo. No lines of text should appear underneath the logo.
- Follow U.S. Postal Service regulations when determining overall size and placement of a return address.

**EXAMPLE RETURN ADDRESS SETUPS**

- University of Missouri
  - Office of Programs
  - 123 Jesse Hall
  - Columbia, MO 65211

- Office of Programs
  - University of Missouri
  - 123 Jesse Hall
  - Columbia, MO 65211

- University of Missouri
  - Office of Programs
  - 123 Jesse Hall
  - Columbia, MO 65211

**Need help or advice? Contact the Division of Marketing & Communications at identity@missouri.edu.**
We communicate who we are through more than just paper.

Everything we produce says something about Mizzou, from banners to bags, posters to Powerpoint presentations, signage to social media pages. Beyond disseminating information, these applications also contribute to MU’s institutional image. By unifying all of our materials under an immediately recognizable and consistent graphic identity system, we communicate more effectively, both internally and externally.
The policies governing use of University of Missouri logos and icons, as well as other copyrighted materials, apply to social media as much as to other communications media. Just as in print and on university websites, university units may not use unique logos on social media accounts. Remember that a university unit’s social media page also represents the University of Missouri as a whole.

**Guidelines**

- Units should use either the stacked MU logo or an appropriate photo as a profile picture.
- The stacked MU logo may not be combined with any text when used as a profile picture on social media.
- When selecting photos for use as profile or cover photos, make sure they are attractive, professional and appropriate.
- Adding text on top of images (e.g. taglines or slogans) violates the university’s and federal guidelines for Web accessibility standards and must be avoided.
- Use clear, high-quality images that work well within given dimensions. Avoid pixelated or blurry images or those that appear oddly cropped. For example, avoid use of strongly horizontal or vertical images as profile pictures, which are typically displayed as square icons.
- The tiger head spirit mark may not be used as a profile picture.

A standardized version of the stacked MU logo formatted for use as a social media profile picture can be downloaded at [identity.missouri.edu](http://identity.missouri.edu). If you choose to create your own, be sure to avoid the examples of logo misuse shown in section 1.5.
Multiple logos confuse readers. University of Missouri policy prohibits combining the MU logo with other logos.

When multiple campus units require recognition, a university signature should be used as the logo, and individual units should be recognized in text elsewhere on the piece. Always maintain appropriate clear space around the MU logo and signature.

**Event Sponsors**

In brochures and on websites, recognize sponsors by name, not by logo.

**Advertisements**

An exception to the policy prohibiting multiple logos may be granted for advertisements. For example, the university, or a unit within the university, may be one of several sponsors of a non-university event. An advertisement for the event may include logos for all sponsors. Always respect guidelines regarding clear space and minimum size (see section 1.2) when using MU logos and signatures in advertisements.

To request an exception to the logo policy for an advertisement or sponsorship, please contact the Division of Marketing & Communications at identity@missouri.edu.
6.3 Merchandise and Promotional Items

The University of Missouri’s Office of Licensing & Trademarks monitors commercial and external use of MU marks, names and logos. The office manages more than 300 licensees and products bearing MU’s trademarks. Mizzou requires that all individuals, organizations, departments and companies, internal and external, obtain prior approval before producing any product that will display MU 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.** Find a complete list of licensed vendors at licensing.missouri.edu.

Promotional items often come with extensive restrictions for imprint artwork, including small sizes and limited color choices. Designers in the Division of Marketing & Communications are always available to assist in making choices about appropriate imprint artwork.

**Guidelines**

- Always use original approved artwork provided by the Division of Marketing & Communications. Do not use unapproved logos.
- When official MU colors are not available, choose the closest available options.
- Alternative Mizzou signatures (see section 2.1) often work well on promotional items. Request permission for use by contacting the Division of Marketing & Communications at identity@missouri.edu.

Contact the Office of Licensing & Trademarks by phone (573-882-7256) or email (licensing@missouri.edu) with questions about merchandise and promotional items.