TRADEMARKS AND LICENSING

The Missouri Southern State University wordmark, Lion Head logo, University Seal and other University logos have value because they represent the traditions, reputation and identity of the University. The University's rights to control its marks are governed by federal and state trademark laws. The University's key marks are registered with the U.S. Patent and Trademark Office.

Our trademarks are the images, words and symbols that indicate that goods or services are associated with Missouri Southern State University. Typically, a trademark that is not registered with the U.S. Patent and Trademark Office is indicated by the TM symbol and a registered mark is indicated by the ® symbol.

PROTECTING UNIVERSITY TRADEMARKS

Use only approved versions of the Missouri Southern State University wordmark, Lion Head and University Seal. Guidelines for their use are detailed in this manual.

Follow the trademark licensing guidelines below any time you use a University logo. Trademark licensing guidelines are subject to change. Check for updates in the online edition of this manual.

University logos may not be created by any office or department outside of University Relations & Marketing, and any proposed additions must be approved by that office.

TRADEMARK LICENSING GUIDELINES

- Only licensed vendors may use University logos on commercial products.
- Choose vendors licensed with the University's licensing company. Contact the University Relations & Marketing office for a list of licensed vendors.
- Vendors should contact Learfield IMG College at 770-799-3243 or visit applyclc.com to obtain a license application and to submit designs for approval. The licensing office will seek University Relations & Marketing approval for designs using University logos.
- All designs using University logos must include the appropriate trademark symbol (TM or ®).
- If using a non-licensed vendor is crucial, the vendor must receive written approval for one-time use of the logos from the University Relations & Marketing office.
- Offices and departments that do not follow the guidelines of the MSSU Brand Guide may be subject to refusal of payment for those products by the University.
- This document is subject to change. The most updated version will be available at mssu.edu/urm.
Greetings Fellow Lions,

When outlining the steps to developing a successful institution, one must take a look at the organization as a whole. Are we meeting the needs of our students? Are we staying connected to our alumni and donors? Are we marketing the university progressively and taking the necessary steps to brand ourselves with strength and consistency?

Our university wordmark, presidential seal, Lion Head and lantern logos and other university associated images help to define us and symbolize our commitment to our students. Our logos are representative of our reputation and, as such, must be utilized appropriately. It is vital that our brand identity be easily recognizable and serve to strengthen the community's perception of our organization.

There are a variety of ways we communicate with students and the public – from letterhead and business cards to print marketing materials and email notifications. Correct brand usage will allow us to “speak with one voice” when it comes to the visual representations for which we are known.

This official Brand Guide – compiled by the Division of Advancement with assistance from Athletics and Academic Affairs – sets out guidelines that will allow the campus to make consistent use of our brand imagery. This manual also provides guidance for our many licensed vendors, who partner with us to spread Missouri Southern’s brand throughout the Midwest and beyond.

I encourage you to review the manual and follow the guidelines set out within.

If you have any questions, contact the Office of University Relations & Marketing at 417-625-9399.

Thank you for your cooperation and partnership in demonstrating our Lion Pride!

Alan D. Marble, President
Missouri Southern State University
**THE WORDMARK**

The Missouri Southern State University wordmark was designed to clearly identify the University's name and to create a consistent branding element for the university.

The official logo is shown below, in both a stacked and horizontal format.

The wordmark uses Trajan Pro bold, with the “M” in “Missouri” and the “N” in “Southern” and “University” replaced with Times New Roman. The wordmark is customized with specific spacing and outlines.

**OFFICIAL WORDMARK | STACKED**

MISSOURI SOUTHERN STATE UNIVERSITY.

**OFFICIAL WORDMARK | HORIZONTAL**

MISSOURI SOUTHERN STATE UNIVERSITY.

The **COMBINATION LOGO** utilizes the school’s Lion Head logo or Lantern logo along with either the stacked or horizontal wordmarks. With the stacked wordmark, either logo can be shown to the left if design space is limited (Lion Head may only face right). When used with the horizontal wordmark, Lion Head is left facing only.

The Lion Head logo is an appropriate selection when desiring a more “spirited” logo that still needs name recognizability (for example, outside of the primary Missouri Southern recruitment territory). This is great for representing Athletics, Admissions, Alumni or any student organization.

The Lantern logo is an appropriate selection when representing academics.

**SUB-BRANDING UNITS**

The logo configurations shown here are capable of presenting different department, office, program and club names along with the wordmark. Sub-branded departments use the same font type as the wordmark (“MSSU FONT,” available from University Relations & Marketing).

The distance between the wordmark and the unit being sub-branded is equal to the height of “State University.” The sub-branded unit should be equal in font size to “State University.”

All sub-branding must be created by the office of University Relations & Marketing.

**MINIMUM SIZE**

In order to ensure clear reproduction and legibility, the logos must not be used any smaller than the sizes shown. It is preferred that they be used larger than their minimum size whenever possible.
Either wordmark (vertical or horizontal) can be used for address information. Address blocks should be set in "AVENIR BOOK" font.

The address block text should be set with center alignment, following the text orientation of the original logo.

For both versions of the wordmark, the address block is positioned a distance below the logo equal to the height of “State University,” represented by “X.” The text height of the address block is 80% of the height of “State University” as shown. The address should always be centered and in upper and lower case, as shown.

Either logo can be incorporated as illustrated on page 6.

SAFE ZONES

Each logo has an established “safe zone” intended to maintain the integrity of the logo and to avoid visual confusion.

No other type of graphic element (including folds, trims or edges) should fall within the safe zone shown.

For the stacked version, the spacing must not be less than 1/8 of the logo size. For the horizontal version, the spacing must not be less than 1/4 of the logo height.

1/8 width of logo

1/4 height of logo
The following fonts are compatible with the official wordmark and are recommended when seeking a secondary font for purposes such as addresses and sub-branding. When using a secondary font for these purposes, italics should not be used.

Sub-branding is created using “MSSU FONT” (a custom font created by mixing some elements of both Trajan Pro and Times New Roman, available from University Relations & Marketing). Mailing addresses use “AVENIR BOOK.”

MSSU FONT:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Trajan Pro (bold):
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Avenir Book (or any variance of Avenir):
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Times New Roman:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

The official Lion Head, while considered to be primarily an athletics logo, is also used by the Offices of Admissions and Alumni Relations, as well as Campus Life.

The Lion Head logo is not used to promote the academic division of the University when advertising to an outside audience, unless otherwise approved by the office of University Relations & Marketing.

The Lion Head logo typically faces to the left; however, it may be used facing to the right when necessitated by the design.

The official Lantern is used as an academic symbol.

The Lantern logo is not used to promote the athletic division of the University, Campus Life, or the Offices of Admissions or Alumni Relations when advertising to an outside audience, unless otherwise approved by the office of University Relations & Marketing.

The Lantern logo must be outlined with white when used on a dark background to help it stand out.
The Lion Head may be used as a one-color version. However, reversing out the colors of the logo renders the image incorrect.

An easy way to remember this is the face, mane and outline of the lion should always be a LIGHTER color (such as white or gold) than the mouth fill. A dark-color lion, such as green or black, should not be used on a light background.

When used as a one-color, the lion face should never be green (shown green below only to illustrate reverse effect), black or red.

Acceptable Lion Head Variations

The Lion Head may also be depicted with the American flag inside the face. The use of this variation is reserved for the department of Athletics and University marketing materials for patriotic holidays (i.e., Independence Day).

The Lion Head may only face right with the stars on the left side of the logo. (This logo is not registered.)

Permission to use this logo will be granted on a case-by-case basis by the Office of University Relations & Marketing.

Athletic Logos

The official athletics logos are shown below. These include the Lion Head, the Lion Head horizontal logo, and the Lion Head oval logo. All three of these logo variations are fully registered and should be used with the encircled “R” rather than the “TM.”

The horizontal and oval logos are recommended for use by athletics only, and must be outlined with white when used on a dark background to help them stand out (see example). Depending on the background, the copyright symbol may also need to be adjusted to be visible.

The “MS” logo is primarily used for Missouri Southern baseball and softball, and is also fully registered.

The text “MSSU Lions” used inside the horizontal and oval versions of the logo should not be changed or modified. The font style used for “MSSU” is “ADDCITYBOY” all caps. The font style for “Lions” is “EUROSTYLE EXTENDED BOLD 2” all caps. Both fonts are available from University Relations & Marketing.
ATHLETIC SUB-BRANDING

Various sports programs may be sub-branded using the athletics logos. These logos should be accompanied with a “TM” to show they are trademarked, as any deviation from the original copyrighted logo negates the copyright. A few examples are shown below. See page 12 for required font of sub-brand.

OFFICIAL COLORS

The official colors for Missouri Southern State University are:

GREEN:
Pantone 349 C
CMYK Equivalent: 90c 12m 95y 40k
Hex Equivalent: #004000

GOLD:
Pantone 129 C
CMYK Equivalent: 0c 11m 78y 0k
Hex Equivalent: #FFF5CC

Support colors including white, black and gray are also acceptable for use. For more information, see pages 16 and 17.
ACCEPTABLE USES ON DARK BACKGROUNDS

Shown here are the acceptable background color versions for one-color logo use on DARK-color backgrounds. These should never be used on backgrounds that are light, or overly complex, without the approval of the office of University Relations & Marketing.

Non-university color backgrounds must be approved by University Relations & Marketing.

ACCEPTABLE USES ON LIGHT BACKGROUNDS

Shown here are the acceptable background color versions for one-color logo use on LIGHT-color backgrounds. These support colors should never be used on backgrounds that are dark, or overly complex, without the approval of the office of University Relations & Marketing.

Non-university color backgrounds must be approved by University Relations & Marketing.
To maintain the design integrity of Missouri Southern’s wordmark and logos, and to maximize their effectiveness as identifiers, it is imperative that they not be altered in any way without written permission from the office of University Relations & Marketing. Shown here are a variety of examples of unacceptable variations using the wordmark. All rules of acceptability apply to each logo.

**UNACCEPTABLE LOGO VARIATIONS**

The university wordmark cannot be colored in a way that is different than previously stated. All lettering of the university wordmark is to remain as designed, without changes to leading or spacing.

The university wordmark is not to be angled or flipped. Design elements cannot be added to the university wordmark.

The university wordmark must always be displayed in correct proportion. No “squishing.”

The university wordmark is a non-italic entity and must always be reflected as such.

No wording can be placed on top of the logo. No wording can be placed on top of the logo. No wording can be placed on top of the logo. No wording can be placed on top of the logo.

**MISSOURI SOUTHERN STATE UNIVERSITY**

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This rule also applies to the Lion Head logo and each of its variations.

**MISSOURI SOUTHERN STATE UNIVERSITY**

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The wording in the university wordmark cannot be rearranged.

The university wordmark can never be used to promote parties, or gatherings that might put the university in a questionable light.

Design elements cannot be added to the Lion Head logo.

The Lion Head logo cannot be colored in a way that is different than previously stated unless otherwise approved by the office of University Relations & Marketing.

The Lion Head logo must always be displayed in correct proportion. No “stretching” or “rotating.”

The Lion Head logo cannot be used as a design element where text or other elements are covering its face.
USE OF REAL LIONS

The University does not use real lions in its external branding or marketing. Instead, use of the Lion Head logo (or other approved marks) is encouraged.

THE UNIVERSITY SEAL

The official Missouri Southern State University seal is reserved for use on official documents such as degrees, and by the Office of the President. It is not to be used to identify other individual departments, schools or offices, or as a design element on branding items like tablecloths, or other various giveaway items without written consent of the Office of University Relations & Marketing.

The new seal featuring a lantern was approved by the President's Council in 2013.
The logos listed below are shown only to reflect history of the brand. They are not to be used on any merchandise or material going forward without written permission from the Office of University Relations & Marketing.

**LOGO HISTORY**

The following phrases representing the University have been trademarked or fully registered and require proper notation when used on clothing and/or merchandise, unless otherwise approved by the Office of University Relations & Marketing.

**TRADEMARKED PHRASING**

- Missouri Southern ®
- MSSU ®
- MOSO ®
- Missouri Southern State University™
- Missouri Southern Lions™
- MSSU Lions™
- Southern™
- Lions™
- Southern Stampede ®
  (for use by Missouri Southern Cross Country only)
- Fine Arts Radio International ®
  (for use by Missouri Southern KXMS Radio only)
Roary the Lion

Roary is the athletic mascot of Missouri Southern State University. Although the Lion has been the university’s mascot for many decades, the identity and name of Roary became official in 2012 after a vote by the student body. Roary is a fixture at athletic, campus and community events.

The Lion Icon

Dedicated in 2013, the Lion Icon is a bronze replica of a lion that stands outside Billingsly Student Center in what is known as the Lion Pride Plaza. The statue’s images and illustrations are used in official marketing pieces. Its likeness is the intellectual property of Missouri Southern State University.

Approved Caricatures

In 2015, a new caricature of Roary the Lion was designed and approved. This caricature is used for Missouri Southern branding for children, such as illustrated coloring books, birthday cards and Roary's Cub Club.

Lion caricatures other than the above are not allowed for University promotions.

UNIVERSITY VEHICLES

Official university vehicles owned and operated by the institution (including Physical Plant and University Police vehicles) should be branded with the wordmark logo as shown below. In some cases, the Lion Head logo may be used. When using the wordmark, sub-branding may also be appropriate.
Missouri Southern State University uses Pittcraft Printing as its official stationary provider. Branded items including letterhead (with or without logos), envelopes (with or without logos), business cards (featuring choice of Lion Head or Lantern), thank you notes, folders, name tags, etc. can be individualized and ordered through the Pittcraft online ordering portal (www.pittcraft.com).

Offices and departments are encouraged not to print these items on office printers, as it can diminish the quality of the ink and the printing process, as well as disturb margins.

For more information on ordering university stationary, contact the Office of University Relations & Marketing or visit www.pittcraft.com.
For additional information regarding the use of Missouri Southern State University trademarks, please contact:

Missouri Southern State University
University Relations & Marketing
3950 E. Newman Road | Joplin, MO 64801
417-625-9787 | www.mssu.edu/urm

To obtain a license for use of Missouri Southern State University branding for commercial purposes, please contact:

Learfield IMG College
770-799-3243 | apply.clc.com

All art shown in this manual is the property of Missouri Southern State University. Artwork may not be used in any way without prior written permission.