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 and 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 trademark licensing office. Contact the University Relations and Marketing office for a list of licensed vendors.

- Vendors should contact Learfield Licensing Partners at 317-669-0808 or visit learfieldlicensing.com to obtain a license application and to submit designs for approval. The licensing office will seek University Relations and Marketing approval for designs using University logos.

- All designs using University logos must include the trademark symbol (TM or ®).

- If using a non-licensed vendor, the vendor must receive written approval for one-time use of the logos from the University Relations and Marketing office.

- Offices and departments that do not follow the guidelines of the MSSU Institutional Identity Manual may be subject to refusal of payment for those products by the University.

- This document is subject to change. An updated version is available at mssu.edu/identity-manual.

All photography, video, graphic design and written content for Missouri Southern State University is the intellectual property of the institution. For permission to reproduce any of these items, contact the office of University Relations and Marketing at 417-625-9399.
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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?

The importance of Missouri Southern State University’s brand – that is, what our constituents believe to be true about us and what traits define who we are – cannot be understated. And, it is vital that our brand identity be easily recognizable and serve to strengthen the community’s perception of our organization.

Our university wordmark, presidential seal, Lion Head logo 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.

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 Institutional Identity Manual – compiled by the Division of Advancement with assistance from athletics and academics – 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 and 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 Missouri Southern State University wordmark was designed to create a consistent branding element for the university.

The official logo is shown below, in both a vertical 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.

The Missouri Southern Foundation uses a lantern as its primary logo. This new, stylized lantern can be paired with the wordmark for more formal university branding (such as for academics).

The Combination Logo utilizes the school’s Lion Head logo along with the vertical (stacked) wordmark. This logo is an appropriate selection when desiring a more “spirited” logo that still needs name recognizability. (For examples, outside of the primary Missouri Southern territory.)
The logo configurations shown here are capable of presenting different department, office and program names underneath the wordmark. Sub-branded departments use the same font type as the wordmark.

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

All sub-branding must be created by the office of University Relations and 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 Arial 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.

3950 East Newman Road
Joplin, MO 64801-1595

3950 East Newman Road • Joplin, MO 64801-1595
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.
The following fonts are compatible with the official wordmark and are recommended to be used 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 Trajan Pro bold (certain letters are customized to match the style of the wordmark - see page 5).

Mailing addresses use Arial Regular.

**TRAJAN PRO (BOLD):**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
```

**Arial Regular:**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
```

**Times New Roman:**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
```
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 or gold when used on a dark background.

The ‘MS’ logo is used only for Missouri Southern baseball, 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 AddCity-Boy all caps. The font style for “Lions” is Eurostyle Extended Bold 2.

When used by itself, the Lion Head typically faces to the left, however, it may be used facing to the right when necessitated by the design. When used in full color, the teeth of the lion are 30% of the gold color (mane).
Various sports programs may be sub-branded using the athletics logos. These logos should be accompanied with a ‘TM’ to show they are trademarked. A few examples are shown below.
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.

It 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 and Marketing.

When used in full color, the teeth of the lion are 30% of the gold color (mane).
The official Lion Head most often uses two colors, and may use three colors depending on the color of the background on which it is printed. When used in full color, the teeth of the lion are 30% of the gold color (mane).

As shown above, when the Lion Head is printed on a white or light colored background, it does not need a white outline. However, when it is printed on a darker background, the outline is required in order to separate the image from the dark background. The copyright symbol color must also be adjusted in order to be visible.
The Lion Head may also be used in a one-color version. However, reversing out the colors of the logo makes it unrecognizable.

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.

Acceptable

Not Acceptable
The official colors for Missouri Southern State University are:

**Green:**
Pantone 349 C  
CMYK Equivalent: 90c 33m 100y 26k  
RGB Equivalent: 2r 105g 55b  
Hex Equivalent: #004000

**Gold:**
Pantone 129 C  
CMYK Equivalent: 3c 17m 87y 0k  
RGB Equivalent: 247r 206g 60b  
Hex Equivalent: #FFF5CC

Support colors including white, black and gray are also acceptable for use.  
For more information, see pages 16 and 17.
Shown here are acceptable color versions for 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 and Marketing.

Non-university color backgrounds must be approved by University Relations and Marketing.
Shown here are the acceptable color versions of the wordmark lettering for 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 and Marketing.
To maintain the design integrity of the Missouri Southern State University wordmark and to maximize each logo’s effectiveness as an identifier, it is imperative that the wordmark not be altered in any way without written permission from the office of University Relations and Marketing.

Shown here are a variety of examples of unacceptable 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 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.

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

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 and Marketing.

The Lion Head logo must always be displayed in correct proportion. No “stretching.”
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 individual departments, or as a design element on branding items like tablecloths, or on other various giveaway items.

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

Missouri Southern State University™
Missouri Southern ®
MSSU ®
MOSO™
Missouri Southern Lions™
MSSU Lions™
Southern™
Lions™
Southern Stampede ®
(for use by Missouri Southern Cross Country only)
MOSO ®

Fine Arts Radio International ®
(for use by Missouri Southern KXMS Radio only)
Roary the Lion 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.

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.

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.
Official university vehicles owned and operated by the institution (including physical plant and campus police vehicles) should be branded with the wordmark logo as shown above. In some cases, the Lion Head logo may be used. When using the wordmark, sub-branding may also be appropriate.
Missouri Southern State University is contracted with Pittcraft Printing as its official stationary partner. Branded items including letterhead, envelopes, business cards, thank you notes, etc. can be individualized and ordered through the Pittcraft online ordering portal.

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 and Marketing or visit www.pittcraft.com.
For additional information regarding the use of Missouri Southern State University trademarks, please contact:

Missouri Southern State University
Relations and Marketing Department
3905 East Newman Road • Joplin, MO 64801
417-625-9399
www.mssu.edu/urm

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

Learfield Licensing Partners
8900 Keystone Crossing, Suite 605 • Indianapolis, IN 46240
317-669-0808 phone • 317-669-0810 fax
www.learfieldlicensing.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.