

MISSOURI SOUTHERN STATE UNIVERSITY POLICY TEMPLATE					
Policy #:	01-0001				
Name of Policy:	University Brand Policy				
Date of Last Revision:		Initial Date of Approval:		Initial Effective Date:	
Policy Owner	<i>University Relations and Marketing Department</i>				
Policy/Chapter Sections	<i>[See sections 1.0 – 5.0 below, with examples]</i>				
Date of Next Review:					

## 1.0 PURPOSE

The purpose of the policy is to enhance and protect Missouri Southern State University's reputation by establishing and promoting correct and consistent use of the university's brand guidelines, including visual identity and, specifically, Missouri Southern State University graphical marks across all forms of communication executed by any unit of the university, any registered student organization, or any independent contractor/vendor partner of the institution.

## 2.0 SCOPE

This University policy governs the use of all Missouri Southern State University graphical marks and applies to all University administration, faculty, staff, and students, and all such parties are expected to abide by the procedural guidelines outlined herein.

### 3.0 POLICY

#### Definition

The following definitions apply to this policy:

- a. “Unit” means a college, department, center, or other similar administrative unit.
- b. “Source Identifier” means anything capable of conveying meaning that identifies the source of a good or service.
- c. “Trademark” is a symbol, word, or words legally registered or established by use as representing a company or product.
- d. “Visual identity” means anything capable of conveying meaning that identifies the source of a good or service.
- e. “Stylized wordmark” means a word or phrase presented in a specific, consistently used typeface that is used as an identifier of source.
- f. “MSSU wordmark” means a stylized wordmark that is used by Missouri Southern State University to identify itself and is cataloged in the [Brand Guide](#).
- g. “MSSU logos” means the following:
  1. the terms “Missouri Southern State University” in stylized all capital letters displayed in green, black, gold, and white customized with specific spacing and outlines.
  2. the official lion logo that is a registered trademark, displayed in green, black, gold, and white, both alone or combined with the MSSU wordmark; and
  3. additional logos approved by the University Brand Committee and listed in the Brand Guide
- h. “MSSU official color palette” means the colors green, gold, black, white, light gray, and dark gray precise values listed in the Brand Guide.
- i. “MSSU graphical marks” means the stylized wordmarks, logos, symbols, and colors that visually identify Missouri Southern State University.
- j. “Third party” means a person, vendor, or entity external to the university.
- k. “Registered student organization” means a student organization at the university which has met all the obligations set forth in governing the creation of a student organization with the Campus Activities Board through the Director of Student Activities.
- l. “Communication” means information disseminated by any unit of the university, registered student organization, independent contract, or third party utilizing any medium that has the capacity to include MSSU graphical marks in its presentation. Examples include all printed communications such as flyers, brochures, pamphlets, and posters; digital communications such as e-newsletters, PowerPoint presentation, web site, social media accounts, and apps; and short or long video communication.

#### The Brand Guide and University Brand Committee

- a. The Brand Guide is the official register for all approved MSSU graphical marks and the definitive resource for the correct use of graphical marks and other brand-related matters.
- b. All units of the university, registered student organizations, and independent contractors are required to comply with all elements of the Brand Guide when using Missouri Southern State University graphical marks. The purpose of this requirement is to ensure clear, cohesive, and consistent use of visual identifiers for the university.
- c. The University Brand Committee is chaired by a representative from the University Relations and Marketing Department and includes representation from Trademark Licensing, Admissions, Academic Affairs, University Development, Athletics, and Human Resources. The University Brand Committee’s primary responsibilities include, but are not limited to:
  1. ensure alignment of the university brand with the strategic direction and values;
  2. recommend changes to the university brand to the Associate Vice President of Admissions and Enrollment for review and approval by the President’s Cabinet;
  3. approve graphical marks to be included in the University Brand Guide as recommended by the University Relations and Marketing Department.
  4. approve updates to the University Brand Guide as recommended by the University Relations and

Marketing Department.

5. determine and decide on any requested exceptions to the University Brand Guide as recommended by the University Relations and Marketing Department.
  6. recommend action to rectify breaches of the University Brand Policy or to address disputes that don't rise to a level involving legal action.
- d. The University Relations and Marketing Department is responsible for the day-to-day management of the University Brand Policy. These responsibilities include but are not limited to:
1. create, maintain, and update all tools, information, and guidelines necessary for all MSSU employees, registered student organizations, and University third parties to correctly use the resources in full compliance with the University Brand Guide;
  2. share expertise and provide direction to all MSSU employees, registered student organizations, and University third parties attempting to correctly use the standard. Graphical source identifier in full compliance with the University Brand Guide;
  3. guide the development of new graphical marks that comply with the University Brand Policy for use in specific campaigns or university relations activities;
  4. recommend updates to the University Brand Guide to the University Brand Committee
  5. recommend use of the MSSU graphical marks at variance with the University Brand Guide to the University Brand Committee; and,
  6. in conjunction with legal counsel and the MSSU registered marks licensed through The Collegiate Licensing Company (CLC), maintain a record of all third-party applications for use of MSSU graphical marks and relevant approvals.

### **Missouri Southern State University Logos and Stylized Wordmarks**

- a. MSSU logos and stylized wordmarks are essential to the identity of MSSU and, as such, it is required that all MSSU employees, registered student organizations, and third parties comply with all elements of the University Brand Guide when using MSSU graphical marks.
- b. All MSSU employees, registered student organizations, and third parties are responsible for ensuring that use of MSSU graphical marks is consistent with the University Brand Guide. Unit leaders are responsible for the activities of their units; e.g. deans are responsible for the activities of their college, directors are responsible for the activities of their departments.
- c. All communications and items produced for sale or promotional distribution by units of the university must contain a MSSU logo or stylized wordmark approved by the University Brand Committee and as prescribed in the University Brand Guide.
- d. Units of the university and registered student organizations creating items for sale or promotional distribution must comply with all university licensing policies and procedures, including the use of an official licensed vendor.
- e. No variations of MSSU logos or stylized wordmarks may be used without prior written approval by the University Brand Committee.
- f. All signage and graphics artwork bearing Missouri Southern State University branding—whether intended for on-campus or off-campus use—must receive prior approval from the University Relations and Marketing Department before production. This ensures consistency with the university's brand identity and messaging standards. Departments, organizations, and external partners must submit all proposed designs for review and authorization to maintain the integrity and quality of MSSU's visual communications.
- g. MSSU employees and registered student groups, when acting in fulfillment of the mission of the university, are required to use a MSSU logo or stylized wordmark for identification purposes when communicating formally on behalf of the university.

### **Uses of MSSU Marks by Third Parties**

- a. The University Relations and Marketing Department may authorize a third party's use of the MSSU graphical mark on condition that the authorization is submitted through The Collegiate Licensing Company (CLC) and the third party complies with 1) the requirements of the Brand Guide, and 2) the approved terms and conditions of use as outlined in the CLC submission. Under no circumstances may a third party use an MSSU logo or wordmark as an identifier of itself.
- b. The University Relations and Marketing Department, in conjunction with The Collegiate Licensing Company (CLC), will maintain a record of all applications for use of MSSU graphical marks and relevant approvals.
- c. The University Relations and Marketing Department, in conjunction with The Collegiate Licensing Company (CLC), is responsible for providing direction to President's Cabinet regarding when to take legal action for unauthorized use of MSSU graphical marks.
- d. Any third-party use of MSSU logos or wordmarks by companies not operating through The Collegiate Licensing Company (CLC)—including but not limited to Amazon and other online vendors—must receive prior approval from the University Relations and Marketing Department. This requirement ensures compliance with MSSU's Brand Guide and maintains the quality and integrity of the university's visual identity.

### **Co-branding and Corporate Logos**

The University Relations and Marketing Department may approve co-branding a university logo with one or more third party logos for a shared function or activity such as:

- a. Acknowledgements, sponsorships, and promotions (e.g. in advertising where the university is one of several sponsors or supporters of an activity).
- b. Memberships (e.g., where the university is a member of a professional association).
- c. Approved collaborations, partnerships, or joint ventures between the university and another entity.

### **Alternative Graphical Marks**

- a. The University Brand Committee may approve a logo or stylized wordmark that does not contain an MSSU logo or stylized wordmark, or the MSSU name. Examples of this may include but are not limited to:
  1. Joint venture: where the university entered into a partnership agreement establishing distinct or separate legal entity for which, by agreement of the parties, the agreement expressly approves creating a distinct corporate logo; and,
  2. Controlled entity of the university: where the functions or activities of the entity are entirely separate from those of the university (i.e. it does not provide education or research services, or does not provide services to the university), or where the use of a distinct brand would improve the capacity of the entity to market its product(s) or service(s) in a competitive market.
- b. When the university proposes to enter into a joint venture agreement requiring creation of a distinct corporate logo, the need for distinct logo must be approved by the University Relations and Marketing Department on behalf of the University Brand Committee prior to entering into the joint venture agreement.

### **Exceptions and Changes to the Brand Policy and Brand Guide**

- a. Request for exceptions to the University Brand Policy or the University Brand Guide are to be submitted to the University Relations and Marketing Department, via the contact information within the Brand Guide, which will review the request and make a recommendation to the University Brand Committee.
- b. Requests for changes to the University Brand Policy or the University Brand Guide are to be submitted to the University Relations and Marketing Department, which will review the request and make a recommendation to the University Brand Committee.

- c. Appeals of a denied request for an exception or change to the University Brand Policy or the University Brand Guide should be submitted in writing to the chair of the University Brand Committee, who will lead a review of the appeal and will make a recommendation to the Associate Vice President of Admissions and Enrollment. After receiving the recommendation, the Associate Vice President of Admissions and Enrollment will decide whether to permit the exception or change.

### **Noncompliance and Violations**

If violations or noncompliance with this policy are identified, units must work with the University Relations and Marketing Department to bring communications into compliance with the policy, which may include redesign of print and/or electronic materials.

### **Editorial Style**

The University Brand Guide includes editorial style best practices that establish standards for clear and consistent writing for a variety of audiences. Units of the university must follow these guidelines, for marketing materials and public information projects that include but are not limited to news stories, feature articles, social media captions, and the like.

## **4.0 HISTORY**

No known history of policy found in the Policy Library. This policy may be revised, edited, changed, or removed at any time with or without notice to applicable individuals.

## **5.0 RELATED DOCUMENTS**

[MSSU Official Brand Guide](#)  
[University Relations and Marketing Resources](#)  
[The Collegiate Licensing Company \(CLC\)](#)