



# BRAND GUIDE

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MISSOURI SOUTHERN  
STATE UNIVERSITY

REVISED 8.29.23

# Since 1937, Missouri Southern State University has provided educational opportunities

for Southwest Missouri and beyond. Missouri Southern evolved from a junior college to its role today as a comprehensive four-year, state-supported institution.

## TRADEMARKS AND LICENSING

The Missouri Southern State University wordmark, lion logo, seal and other University logos have value because they represent the traditions, reputation and identity of Missouri Southern. MSSU'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 wordmark, lion logo, lantern and seal. Guidelines for their use are detailed in this manual.

Follow the trademark licensing guidelines below any time you use an MSSU 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.
- Vendors should contact CLC - Learfield IMG College at 770-956-0520 or visit [clc.com/get-licensed](https://clc.com/get-licensed) 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.
- 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/university-relations-marketing](https://mssu.edu/university-relations-marketing).

# TABLE OF CONTENTS

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## BRAND

- 06 Brand Identity Elements
- 07 University Logos
- 13 Department Logos
- 16 Other Marks
- 18 Color Palette
- 19 Typography
- 20 Lion Likeness

## RESOURCES

- 23 Trademarks + Licensing
- 26 Stationery
- 27 Contact + Downloads



**BRAND**

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# BRAND IDENTITY ELEMENTS

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The elements below are used to create the core and expanded visual identity of Missouri Southern State University. Reference each section to learn more about proper usage and application in order to ensure the brand is applied consistently across all University materials.

- 1 UNIVERSITY LOGOS**  
How to use the official wordmark and lion logo of the University
- 2 DEPARTMENT LOGOS**  
How to properly utilize a sub-branded wordmark to represent the department
- 3 OTHER MARKS**  
When and how to use other University marks, including the seal and lantern
- 4 COLOR PALETTE**  
Color breakdowns of the primary University color palette
- 5 TYPOGRAPHY**  
The official University typefaces
- 6 LION LIKENESS**  
Approved lion likenesses for MSSU

BRAND | UNIVERSITY LOGOS

# 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 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.

It is a fully registered mark.

WORDMARK | STACKED

MISSOURI  
SOUTHERN  
STATE UNIVERSITY®

WORDMARK | HORIZONTAL

MISSOURI SOUTHERN  
STATE UNIVERSITY®

*The stacked wordmark should be the first choice when the University logo is used. When appropriate, it may be substituted with the horizontal wordmark.*

## USAGE

- The wordmark must be reproduced from high-resolution digital artwork.
- As a primary graphic identity for the University, the wordmark (or official department sub-branded wordmark) must appear on all external communications, including brochures, stationery, business cards and websites.
- The wordmark may not be reconstructed or altered in any way. This prohibition includes, but is not restricted to, type, the horizontal lines, outlines and embellishments. Do not create secondary logos, as this is confusing to audiences and dilutes our goal of creating a common, mutually reinforcing image.
- The wordmark may not be cut or cropped in any way.

## IMPROPER WORDMARK TREATMENT

- Do not configure the elements into a different logo.
- Do not crop or remove any part of the wordmark.
- Do not distort the wordmark.
- Do not tilt the wordmark in any direction.
- Do not alter the proportions of the wordmark.
- Do not attach a program-level identification to the wordmark or attempt to create your own unit or department logo.
- Do not duplicate any part of the wordmark to create a pattern.
- Do not recreate the type or substitute another typeface.
- Do not surround the wordmark with other competing shapes.

## COLOR OPTIONS

The wordmark may be displayed in four different options: green, black, gold and white.





## SIZE REQUIREMENTS

In order to ensure clear reproduction and legibility, the wordmark must not be used any smaller than the sizes shown. It is preferred that they be used larger than their minimum size whenever possible.



## SAFE ZONE REQUIREMENTS

Each wordmark 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



# LION LOGO

The official lion logo is a primary mark for all areas of the University. It is a fully registered mark.



## USAGE

- The lion logo must be reproduced from high-resolution digital artwork.
- The lion logo may not be reconstructed or altered in any way.
- When used by itself, the logo 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 and eye of the lion are white.
- The full-color lion logo must be outlined with a white stroke, no matter the color of the background it is placed on.

## COLOR OPTIONS

The lion logo may also be displayed in four different one-color options: green, black, gold and white.



## IMPROPER LION LOGO TREATMENT

- Do not add design elements of any kind to the lion logo.
- Do not stretch, rotate or modify the proportions of the logo.
- Do not place text over the lion logo. The logo may not be used as a watermark.
- Do not use the green or black one-color lion logos on a dark colored background. (Doing so may result in an x-ray effect - rendering the lion incorrect.)
- Do not use the gold or white one-color lion logos on a light colored background. (Doing so may result in an x-ray effect - rendering the lion incorrect.)

# COMBO WORDMARK

The combo wordmark utilizes the University's Lion logo along with either the stacked or horizontal wordmark. It is a fully registered mark.

COMBO WORDMARK | **STACKED**



COMBO WORDMARK | **HORIZONTAL**



## USAGE

- The combo wordmark must be reproduced from high-resolution digital artwork.
- Two layout options are permitted when using the **stacked** combo wordmark - the lion logo may be shown to the left or on top of the Wordmark.
  - When shown to the left, the lion logo may only face right, toward the text.
  - When shown on top, the lion logo may only face to the left.
- One layout option is permitted when using the **horizontal** wordmark - the lion logo may be shown on top, facing left.

## COLOR OPTIONS

- Color specifications of the lion logo and wordmark apply to the corresponding pieces of the combo wordmark.
- The lion logo may be used in a full-color version with green, black, gold or white text.
- The lion logo may also be used in a one-color version with green, black, gold or white text.
  - When utilizing a one-color lion logo, the text color must be the same.



# SUB-BRANDED WORDMARK

Sub-branded wordmarks are a way of branding individual units within the University. Each unit's sub-brand is available in stacked and horizontal versions.

## SUB-BRANDED WORDMARK | STACKED

MISSOURI  
SOUTHERN  
STATE UNIVERSITY<sup>®</sup>  
UNIVERSITY RELATIONS  
& MARKETING

## WORDMARK | HORIZONTAL

MISSOURI SOUTHERN  
STATE UNIVERSITY<sup>®</sup>  
UNIVERSITY RELATIONS & MARKETING

## USAGE

- In order to ensure consistency across the University, all words must be spelled out completely and must not be abbreviated. However, the ampersand (&) must be used instead of the written "and".
- Color options (page 7) and size and safe zone requirements of the Wordmark (page 8) apply to all sub-branded wordmarks.
- The stacked sub-branded wordmark should be the first choice when the logo is used. When appropriate, it may be substituted with the horizontal version.

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

# ATHLETICS

The official Athletics logos are shown below. These include the horizontal and oval variations. Both variations are fully registered marks.



## USAGE

- The horizontal and oval logos are recommended for use by Athletics only, and must be outlined with a white stroke, no matter the color of the background it is placed on. Depending on the background, the copyright symbol may also need to be adjusted to be visible.
- The full-color logos must be outlined with a white stroke, no matter the color of the background it is placed on.

## OTHER ATHLETIC MARKS

The “MS” logo is primarily used for Missouri Southern baseball and softball. It is a fully registered mark.



## ATHLETICS SUB-BRANDS

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.



BRAND | OTHER MARKS

# UNIVERSITY SEAL

The official Missouri Southern State University seal is reserved for use by the Office of the President and on official University documents (such as diplomas, acceptance letters, etc.)

The new seal featuring the lantern was approved by the President's Council in 2013.



## USAGE

- The university seal is not to be used:
  - in marketing/promotional materials.
  - to identify individual departments, colleges or offices on campus.
  - as a design element on branded items such as tablecloths or other various giveaway items.

## COLOR OPTIONS

The seal may also be displayed in four different one-color options: green, black, gold and white.





# LANTERN LOGO

The official lantern logo is reserved for use by the Office of the President, Missouri Southern Foundation and Board of Governors.

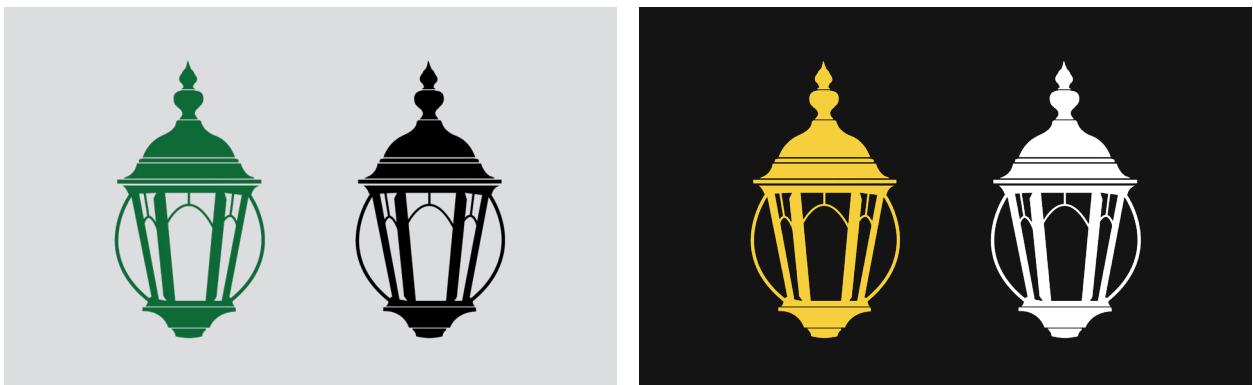


## USAGE

- The lantern logo is not to be used by other areas of the University unless otherwise approved by the office of University Relations & Marketing.
- The full-color lantern must be outlined with a white stroke, no matter the color of the background it is placed on.

## COLOR OPTIONS

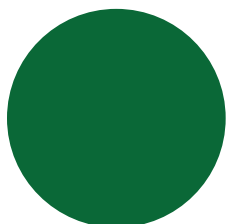
The lantern may also be displayed in four different one-color options: green, black, gold and white.



BRAND | COLOR PALETTE

# COLOR PALETTE

## COLOR BREAKDOWNS

**GREEN****CMYK**

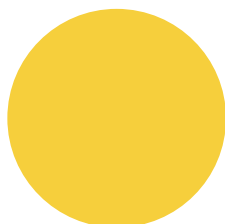
91, 33, 99, 25

**RGB**

0, 105, 55

**Hex #**

006937

**GOLD****CMYK**

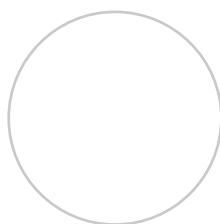
4, 16, 87, 0

**RGB**

246, 206, 61

**Hex #**

f6ce3d

**WHITE****CMYK**

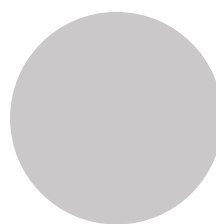
0, 0, 0, 0

**RGB**

255, 255, 255

**Hex #**

ffffff

**LIGHT GRAY****CMYK**

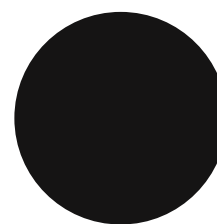
21, 16, 17, 0

**RGB**

200, 200, 200

**Hex #**

c8c8c8

**DARK GRAY****CMYK**

73, 67, 65, 80

**RGB**

23, 23, 23

**Hex #**

171717

BRAND | TYPOGRAPHY

# TYPOGRAPHY

The official University typefaces are MSSU-Font, Avenir and Avenir Next Condensed.

## OFFICIAL UNIVERISTY FONTS FOR PRINT

**MSSU-Font** (*This font must be used in all caps*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789  
 0123456789

**BOLD**

**Avenir**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz0123456789  
 0123456789

Light	<i>Oblique</i>	<b>Heavy</b>
<i>Light Oblique</i>	Roman	<b>Heavy Oblique</b>
Book	Medium	<b>Black</b>
<i>Book Oblique</i>	<i>Medium Oblique</i>	<b>Black Oblique</b>

**Avenir Next Condensed**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz0123456789  
 0123456789

Ultra Light	Medium	<b><i>Bold Italic</i></b>
<i>Ultra Light Italic</i>	<b>Demi Bold</b>	<b>Heavy</b>
Regular	<b><i>Demi Bold Italic</i></b>	<b><i>Heavy Italic</i></b>
<i>Italic</i>	<b>Bold</b>	

# LION LIKENESS

Approved lion likenesses for MSSU (*in addition to the registered lion logo*)

## ATHLETIC MASCOT

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.



## 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.



## CARTOON ROARY

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 and birthday cards.



***Lion likenesses other than the above are not permitted for University promotions.***



# RESOURCES



# RESOURCES OVERVIEW

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The University Relations & Marketing office's webpage, [mssu.edu/university-relations-marketing](https://mssu.edu/university-relations-marketing), offers a range of creative resources. See below for what is available.

## 7 STATIONERY

Where to order and request business cards, name badges and more

## 8 TRADEMARKS AND LICENSING

MSSU's trademarked phrases

## 9 CONTACT + DOWNLOAD

Where to go to get what you need

# BUSINESS CARDS + NAME BADGES

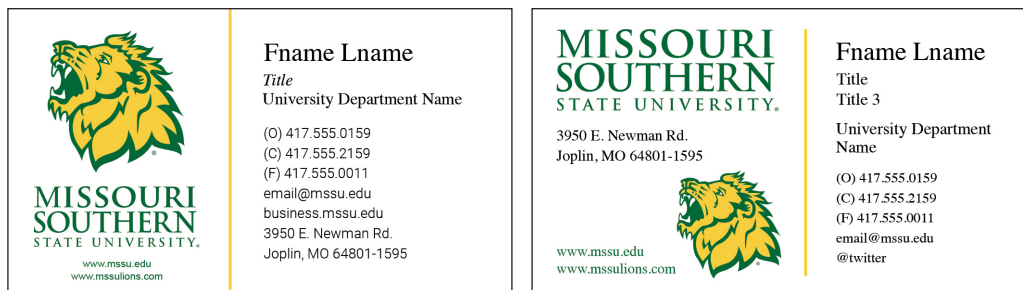
Missouri Southern State University uses Pittcraft Printing as its official stationery provider. Branded items including business cards, name badges, note cards and more can be individualized and ordered through Pittcraft's MSSU Lion Store at [pittcraft.com/company\\_store](https://pittcraft.com/company_store).

## NAME BADGE | LAYOUT

*MSSU's name badges utilize a magnetic closure.*



## BUSINESS CARD | LAYOUT OPTIONS

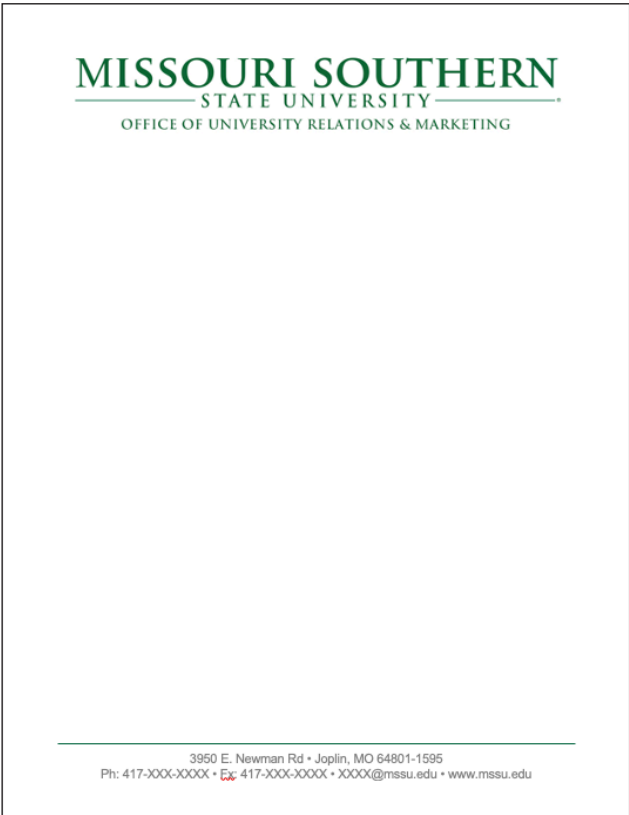


While items such as notecards, envelopes and folders that are available in the Lion Store are permitted to be purchased from outside vendors, **business cards and name badges must be ordered through the Lion Store to maintain consistency across the University.**

# ELECTRONIC LETTERHEAD

University and unit specific letterhead can be provided by the office of University Relations & Marketing.

## ELECTRONIC LETTERHEAD | EXAMPLE



University Relations & Marketing will provide the unit specific artwork laid out in a Microsoft Word document. It is the responsibility of the unit to input their specific information into the footer.



# POWERPOINT TEMPLATES

There are a number of Missouri Southern branded Microsoft PowerPoint templates available for use by the campus community.

## POWERPOINT TEMPLATE | EXAMPLES

### *Print-friendly*



### *Presentation-friendly*



Visit URM's webpage, [mssu.edu/university-relations-marketing](http://mssu.edu/university-relations-marketing), or email [McMain-C@mssu.edu](mailto:McMain-C@mssu.edu) to download/request these templates.

# TRADEMARKED PHRASING

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.

## FULLY REGISTERED

- Missouri Southern ®
- MSSU ®
- MOSO ®
- Southern Stampede ® (*for use by Missouri Southern Cross Country only*)
- Fine Arts Radio International ® (*for use by Missouri Southern KXMS Radio only*)

## TRADEMARKED

- Missouri Southern State University™
- Missouri Southern Lions™
- MSSU Lions™
- Southern™
- Lions™

## RELATED RESOURCES

### Approved Vendors

View the list of MSSU's licensed vendors.

Email: [McMain-C@mssu.edu](mailto:McMain-C@mssu.edu)

### Become a Licensee

[clc.com/get-licensed](http://clc.com/get-licensed)

RESOURCES | CONTACT + DOWNLOAD

# CONTACT

Ask questions regarding the University's brand and creative assets.

Email: [McMain-C@mssu.edu](mailto:McMain-C@mssu.edu)

# DOWNLOAD

Gain fast and convenient access to an array of official University creative assets for communication and marketing projects.

View and download at [mssu.edu/university-relations-marketing](https://mssu.edu/university-relations-marketing)



# THANK YOU!

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**Missouri Southern State University**

**University Relations & Marketing**

3950 E. Newman Road | Joplin, MO 64801

[mssu.edu/university-relations-marketing](https://mssu.edu/university-relations-marketing)

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Artwork may not be used in any way without prior written permission.*