

# Identity Standards: Student Organizations

Student organizations, including fraternities and sororities, are a vital part of Mizzou’s brand ecosystem. Here’s how to showcase the diverse interests and identities of our student body, while operating within the graphic identity standards of the university:

## LOGOS & MARKS

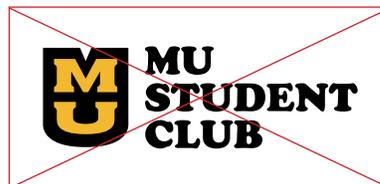
Student organizations are free to create their own logos and/or visual identity systems, but may not incorporate any of the university’s protected marks (including, but not limited to, the stacked MU and tiger head) into new logos. Recognized Student Organizations may incorporate the university’s name (e.g. “University of Missouri,” “Mizzou,” “MU,” etc.) into their logo only when it is part of their official organization name.

Student chapters of national organizations may, of course, use the logo of the parent organization, and should make sure to follow corresponding identity standards. Student organizations creating their own logo should take care to avoid copyright infringement by not using or imitating existing logos or artwork of other brands and organizations.

Student organizations do not receive unit signatures (the standardized combination of the stacked MU logo, the words “University of Missouri” and a unit name) of their own, but may use an official unit signature of a sponsoring department in their materials, as long as identity standards are upheld.



**DO:** Create unique marks. ✓ Use your official organization name. ✓ Use any colors you’d like, including MU gold. ✓



**DON'T:** Use the university’s protected marks. ✗ Infringe upon existing trademarks. ✗

## COLORS

Student organizations may use any colors they choose. When gold is part of the chosen color palette, it is preferable to use official MU gold instead of an alternate shade. Color formulas for MU gold can be found at [identity.missouri.edu](http://identity.missouri.edu).

## STATIONERY

Mizzou student organizations are not permitted to use the University of Missouri stationery system. Stationery for student organizations may not include any of the university’s protected marks (including, but not limited to, the stacked MU, tiger head, and UM System seal).

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## MERCHANDISE & PROMOTIONAL ITEMS

Student groups and organizations are subject to the same licensing policies as the rest of the university. Merchandise must be ordered from a licensed vendor, and must follow certain design guidelines, including the 'Separate and Apart' rule, which states that the name of the university, or a unit within the university, must be kept separate and apart from any graphics (i.e. on a separate imprint area). The only exception to the Separate and Apart rule for student organizations is that the university's name may appear on the same imprint area as a graphic element, **only when used as part of the official name of the Recognized Student Organization**. Student organizations may not append any of the university's wordmarks to their own logos.

A list of licensed vendors, instructions for the ordering process, and complete design guidelines for merchandise and promotional items are available at [licensing.missouri.edu](http://licensing.missouri.edu).

Student organization logos/marks

Event logos/graphics

Additional graphic elements

THESE ELEMENTS MUST BE KEPT **SEPARATE AND APART** FROM THESE ELEMENTS

Protected university marks\*

Forms of the university's name\*\*

Unit and university signatures

\* Student organizations may not use Mizzou Athletics marks (including the oval tiger head and athletic typeface) or the UM System seal on any materials.

\*\* Unless a form of the university's name is part of a Recognized Student Organization's official name (e.g. "Sustain Mizzou"). Questions about your organization's official name? Contact the Organization Resource Group (ORG) at [studentorgs@missouri.edu](mailto:studentorgs@missouri.edu).