licensed vendor training session
welcome!
why are we here?

• Build better relationships
• Education
• Help build the Mizzou brand and your business
Design guidelines for merchandise

(for internal campus orders)
### Order Categories

<table>
<thead>
<tr>
<th>Retail Orders</th>
<th>Internal Orders</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Campus units</td>
</tr>
<tr>
<td></td>
<td>Mizzou Athletics</td>
</tr>
<tr>
<td></td>
<td>MU Health Care</td>
</tr>
<tr>
<td></td>
<td>Student Organizations (including fraternities and sororities)</td>
</tr>
<tr>
<td></td>
<td>Campus units with exceptions</td>
</tr>
<tr>
<td></td>
<td>Club sports</td>
</tr>
</tbody>
</table>
definitions

UNIVERSITY SIGNATURE:
The standardized combination of the stacked MU logo and the university name, which may not be altered.
definitions

UNIT SIGNATURE:
All campus departments, schools, colleges and centers have a standardized combination of the stacked MU logo, their unit name and the university wordmark — collectively referred to as a unit signature — which functions as their logo, and is the only approved logo they may use.
SEPARATE AND APART:
The practice of keeping protected marks away from conflicting marks and/or names to preserve MU’s trademarks and uphold a clear visual identity system. University and unit signatures should be used whenever possible. Outside of these signatures, university/unit names must be kept separate and apart from any other graphics.

Only items with two or more distinct imprint areas can comply with the separate and apart rule.
marks for internal orders

INSTITUTIONAL MARK

SPIRIT MARK

MASCOT MARKS
design guidelines

• Only the stacked MU logo, the tiger head spirit mark and mascot marks will be approved for use on internal orders. The athletic logo and associated fonts are reserved for use by the Athletics department only and its approved sponsors.

• Use of an official unit signature (or merchandise mark) is highly recommended. When a unit signature is not used, unit names and/or any form of the university name must be kept separate and apart from other graphics.

• The marks cannot be altered, tampered with, modified, incorporated into other marks, or overprinted with other words or design elements.
design guidelines, cont.

- Use of a current student-athlete’s name on commercial merchandise is a violation of NCAA rules and may result in the student-athlete being declared ineligible. MU’s Compliance Office must approve any use of a student-athlete’s name, nickname, or picture.

- Designs cannot use trademarks from other entities or derivatives of those marks.

- The university’s name or logo may not be used to promote alcohol, tobacco or other drugs and cannot be associated with pornography or other forms of expression limited by law.

- The design of apparel and other promotional and internal goods must be specific to a unit and/or event. This limits commercial appeal and minimizes unfair competition with the retail market.
colors and typefaces

<table>
<thead>
<tr>
<th>School Color</th>
<th>Pantone Equivalent</th>
<th>Thread Equivalents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>PMS 124</td>
<td>Madeira 1025 / RA2212</td>
</tr>
<tr>
<td>Black</td>
<td>PMS Process Black</td>
<td>Black</td>
</tr>
<tr>
<td>White</td>
<td>White</td>
<td>White</td>
</tr>
<tr>
<td>Athletic Gold</td>
<td>PMS 1245</td>
<td>Madeira 1000 / RA2296</td>
</tr>
</tbody>
</table>

* Athletic Gold should only be used only on items using the athletic logo and associated fonts for use by the Athletics department and their approved sponsors.

**JANSON**

| Janson Roman | Janson Italic | Janson Bold |

**GOTHAM**

| Gotham Thin   | Gotham Book     | Gotham Black   |
| Gotham Thin Italic | Gotham Book Italic | Gotham Black Italic |
| Gotham Extra Light | Gotham Medium | Gotham Ultra |
| Gotham Extra Light Italic | Gotham Medium Italic | Gotham Ultra Italic |
| Gotham Light  | Gotham Bold     | Gotham Bold Italic |
| Gotham Light Italic | Gotham Bold Italic | Gotham Bold Italic |
The stacked MU logo may not be imprinted in any color variation that does not appear above. The university or unit name may only appear in gold if that is the only imprint color on the item. *This variation may only be used on darker gray items to preserve contrast.
The tiger head spirit mark and mascot marks may not be imprinted in any color variation that does not appear above.
The Athletics tiger head logo and wordmarks may not be imprinted in any color variation that does not appear above. Color variations shown apply to all wordmarks.
guidelines for merchandise

imprint don’ts

- Mizzou
- University of Missouri
- Office of Programs University of Missouri
- Mizzou Science
merchandise marks

- Alternate version of a unit signature with adjusted proportions

- Intended for small imprint sizes and embroidery, when a standard signature cannot be reproduced effectively. Not for large imprint areas.

- Must be requested by the vendor via email to identity@missouri.edu

- Marks will be provided directly to the vendor
custom imprint setups

• If a customer asks to add a group identifier to a unit signature or merchandise mark (i.e. “Ambassador,” “Staff Council,” etc.) please email identity@missouri.edu to request a custom setup (include dimensions and item/imprint colors).

• Marks will be provided directly to the vendor and may not be shared with the customer.
small imprint sizes

When neither a unit signature or a merchandise mark will work:

- The stacked MU logo may be used without text, but royalties may apply
- Unit names may be used without a graphic
student organizations

• Student organizations CAN create/use their own logos (they do not receive unit signatures).

• Student org logos may not incorporate marks from the art sheet.

• Orgs may use a unit signature of a sponsoring unit, but it must be on a separate imprint area.

• Forms of the university’s name (i.e. “Mizzou,” “MU,” “University of Missouri”) can only be incorporated into a student org logo when one is part of the organization’s officially registered name (in OrgSync).

• Review flyer in Vendor Tool Box
LICENSED VENDOR TOOL BOX:
licensing.missouri.edu/toolbox
When a customer would like to use a university mark on merchandise, please fill out the Product Request Form with information regarding the requested order and submit to Licensing and Trademarks for approval.

We will respond with any changes, questions and/or royalty information.

This form can be found on licensing.missouri.edu in the licensed vendor tool box.
process
• As a licensed vendor, **you** are responsible for paying a royalty to the university in exchange for having the right to produce university marks. Royalties are not the customer’s responsibility.

• The only exemption to royalties is for internal, university consumption. If the merchandise is for resale, including fundraisers, royalties must be paid.

• Assume that royalties will be applied and include in the cost given to the customer.
As imprint artwork is being developed, please reference:

- **Graphic Identity Standards**
- **Design Guidelines for Merchandise (PDF supplement)**
- **Design Guidelines for Student Organizations (flyer)**

- Links in the licensed vendor tool box.

- University and unit signatures can be accessed at box.missouri.com/identity.
process

• Sign up for a (free) personal Box account at app.box.com/signup/n/personal

• Request access to the university’s Box folder of signatures by emailing identity@missouri.edu with the email address you used to sign up.
process

• Submit final art design through MyCLC for approval.

• Art submitted to CLC **must show the artwork/imprint in context** (e.g. how and where imprints will appear on the specific item). Submissions that don’t will be disapproved.

• If changes to the artwork are necessary, a revised proof must be submitted to CLC (use the “Re-Approval” button). Items should not be put into production until the exact artwork has been marked “approved” in CLC.
response times

• Please give us as much notice as possible.
  If meeting a customer’s deadline requires something from us (merch marks, custom setup, etc.) please check with us before committing to a turnaround time.

• Art approvals in CLC: 1-2 days

• Merch marks and custom imprint setups: 1-2 days
  (same day turnaround is unlikely)
helpful tools

WEBSITES
• licensing.missouri.edu (licensed vendor tool box)
• identity.missouri.edu

EMAILS
• licensing@missouri.edu
• identity@missouri.edu
• identity@health.missouri.edu
• blackwellt@missouri.edu
• derbovens@missouri.edu

UNIVERSITY & UNIT SIGNATURES
• box.missouri.com/identity
internal item examples
Incorrect unit signature

Unit names cannot be combined with other graphics.
Correct unit signature

Text only, no additional graphics combined with unit name
The tiger head cannot be combined with any form of a university or unit name.

Unit names cannot be combined with other graphics.
Correct unit signature

Tiger head spirit mark without unit name

Appropriate clear space between unit signature and additional text
The university’s name may not be made into new logos.*
No protected marks or wording incorporated into event graphic

Correct format for multiple campus sponsors
Incorrect unit signature

Unit names may not appear on the same imprint area as other graphic elements.
Correct way to reverse stacked MU

Incorrect way to reverse stacked MU

Correct
Tiger head spirit mark without unit name

Unit names cannot be combined with other graphics.

Correct unit signature

Incorrect unit signature
questions?