

# MIZZOU

## TRADEMARK LICENSING GUIDE

**for Apparel and Promotional Products**



University of Missouri

# ABOUT LICENSING

The University of Missouri's Licensing & Trademarks office monitors the use of MU trademarks through a partnership with the IMG College Licensing Company. The office manages more than 400 licensed vendors.

Mizzou requires approval be obtained from Licensing & Trademarks *before* producing any product displaying MU trademarks. **Only licensed vendors may produce items bearing Mizzou trademarks. A list of approved vendors can be found at: [licensing.missouri.edu](http://licensing.missouri.edu).**

Promotional items often have restrictions for imprint artwork, including small sizes and limited color choices. Please use this document as a reference in making your imprint decisions. If you need assistance, consult the Office of Licensing & Trademarks by emailing [licensing@missouri.edu](mailto:licensing@missouri.edu).

## GRAPHIC IDENTITY

Refers to the names, logos, slogans, images or other identifying marks used by Mizzou, including registered trademarks.

Trademarked verbiage includes:

<i>University of Missouri</i> ®	<i>Missouri Tigers</i> ®	<i>Mizzou-rah</i> ™
<i>Missouri</i> ®	<i>Tigers</i> ™	<i>Truman</i> ™
<i>Missouri</i> ®	<i>Mizzou</i> ®	<i>The Zou</i> ™
<i>MU</i> ™	<i>Mizzou Tigers</i> ™	

See page 11 for Trademarked logos.

## RETAIL GOODS

Are purchased with personal funds in small quantities (usually one) for personal use in a retail environment such as the Mizzou Store or other retail outlets. Licensed vendors must pay royalties for the right to use university marks.

Because Mizzou depends on the revenue generated by these royalties, there is more flexibility regarding imprint artwork on retail goods than on promotional and internal goods.

## PROMOTIONAL & INTERNAL GOODS

Are purchased in multi-unit quantities and are used to promote a university department, school or college, retail operation or event. Items may be used as giveaways, sold at fundraisers or intended for the department/organization's own use (e.g. team shirts).

## LOGO INTEGRITY

Refers to 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. On promotional and internal goods, approved university and unit signatures should be used whenever possible.

# ORDERING MIZZOU BRANDED PRODUCTS

Individuals, organizations, departments and companies, internal and external, must obtain approval before producing any product that will display Mizzou trademarks. All activities related to trademarks, licenses and MU-branded merchandise must be approved by Licensing & Trademarks.

**Only licensed vendors may produce items bearing Mizzou trademarks.**

## **1 Choose a licensed vendor.**

Visit [licensing.missouri.edu](http://licensing.missouri.edu) for a complete list of available vendors. If you cannot find a vendor offering the desired product, call Licensing & Trademarks for assistance at 882-7256 or email [licensing@missouri.edu](mailto:licensing@missouri.edu).

## **2 Develop artwork.**

Take your artwork to a licensed vendor, or work with your vendor to create your design. Please refer to this guide for design requirements.

## **3 Licensed vendor submits forms for approval.**

Your licensed vendor will fill out a Product Request Form and submit art for approval on your behalf to Licensing & Trademarks.

If there are any questions concerning the design, contact Licensing & Trademarks at 882-7256 or email [licensing@missouri.edu](mailto:licensing@missouri.edu).

## **4 Proceed with production.**

After art is approved by Licensing & Trademarks, your licensed vendor may proceed with production of your apparel or promotional items.

# APPAREL DESIGN STANDARDS

## All items must include University or Unit Signature

Custom designs may be created as long as an appropriate University Signature, Unit Signature or Merch Mark is included in a separate imprint area on the apparel item. These logos must also be separate from sponsors' names and logos.

Unit Signatures are available from: [missouri.box.com/v/identity](https://missouri.box.com/v/identity).

Licensed vendors can request Merch Marks by emailing [identity@missouri.edu](mailto:identity@missouri.edu).

## Tiger Marks (Tiger Spirit Mark & Athletic Tiger)

Tiger Marks are available for use. Do not alter either mark. Your Unit Signature or approved Merch Mark must be printed in a separate imprint area.

**TIGER SPIRIT MARK**



**ATHLETIC TIGER LOGO**



## Custom Design Guidelines

The stacked MU, Tiger Marks and Truman the Tiger mascot mark are approved for use.

Use of an official Unit Signature or approved Merch Mark is required.

Logos cannot be altered, tampered with, modified, incorporated into other marks, or overprinted with other words or design elements.

Use of a current student athlete's name or image on commercial merchandise is a violation of NCAA rules and may result in the student athlete being declared ineligible. Any use must be approved by the MU Compliance Office.

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

Do not use the university's name or logo in connection with promotion of alcohol, tobacco or other drugs or in connection with pornography or other forms of expression limited by law.

The design of apparel must be specific to the School/College/Dept. and/or event in order to limit commercial appeal and minimize the cannibalism of the retail market.

# APPAREL DESIGN STANDARDS

## Polo Guidelines - Embroidery

The use of text in the same imprint area as a tiger head is not allowed. Polo examples below show the use of a Merch Mark for embroidery. Licensed vendors can request Merch Marks by emailing [identity@missouri.edu](mailto:identity@missouri.edu).

### EXAMPLE UNIT SIGNATURES

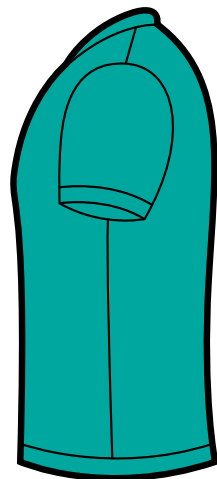
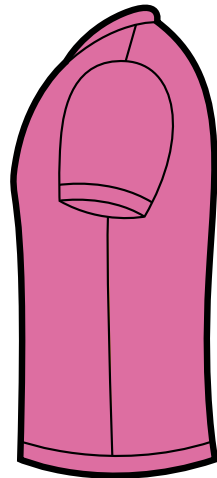


### EXAMPLE MERCH MARK



# APPAREL DESIGN STANDARDS

## T-Shirt Guidelines



# NON-APPAREL DESIGN STANDARDS

## Merchandise Marks & Small Imprints

A merchandise mark is an alternate version of a unit signature, for use on internal and promotional goods with restrictive imprint requirements. The proportional relationship between the stacked MU logo and the unit name is adjusted, and the university wordmark is removed.

Unit names may also be simplified as appropriate. These marks are intended for use only when a standard unit signature cannot be reproduced effectively due to size or application restrictions.

To avoid confusion and misuse, merchandise marks are not provided to campus units. Licensees who feel that a merchandise mark is necessary should submit a request, including item imprint specifications, to [identity@missouri.edu](mailto:identity@missouri.edu). Licensees may not alter unit signature artwork – only original files provided by the Division of Marketing & Communications are acceptable for use.

Some items have extra-small imprint areas that will not accommodate either a standard unit signature or a merchandise mark (e.g. writing pens, lapel pins, USB drives, etc.). The stacked MU may be used without text on these items, but royalties may apply to internal and promotional goods. Alternatively, the university or unit name may be used without the stacked MU logo.

Unit Signatures are available from: [missouri.box.com/v/identity](https://missouri.box.com/v/identity).

Licensed vendors can request Merch Marks by emailing [identity@missouri.edu](mailto:identity@missouri.edu).

### EXAMPLE UNIT SIGNATURES



### EXAMPLE MERCH MARK



# PRODUCT DESIGN EXAMPLES





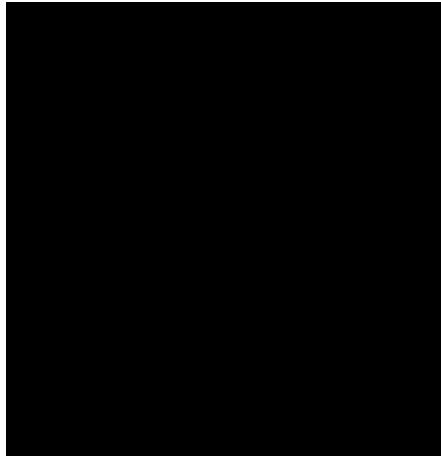
# MIZZOU COLORS

## MU GOLD



**PMS:** 124 C  
**CMYK:** 0/31/98/0  
**RGB:** 241,184,45  
**HEX:** #F1B82D

## BLACK



**CMYK:** 60/50/40/100  
**RGB:** 0,0,0  
**HEX:** #000000

*When a single ink is available,  
you can produce black by  
printing 100K.*

## METALLIC GOLD



**PMS:** 10123C

# LOGO INTEGRITY

The stacked MU logo, unit signatures, or merch marks may only be imprinted in the color variation below. The university or unit name may only appear in the one-color alternatives if that is the only imprint color on the item.

## Preferred 2-Color Mark



## Alternate 1-Color Marks

When using a 1-color logo, the "MU" should always be lighter than the color of the shield. By examining the examples below, you can see when to use a solid shield or the shield outline.



**White backgrounds** = use the solid shield.

**Black backgrounds** = always use the shield outline.

**Gold and other colored backgrounds** are based off the imprint color. A white imprint will use the shield outline, a black imprint will use the solid shield.

# LOGO INTEGRITY

## Preferred 2 or 3 Color Marks



*or MU Gold imprint*



## Alternate 1 Color Marks



*or MU Gold imprint*



*or MU Gold imprint*



# CO-BRANDING MERCHANDISE

When it is necessary to use Mizzou trademarks on a product that also includes other logos and/or trademarks, follow the guidelines below to ensure our brand is protected.

## Campus event or program

- Mizzou logos and trademarks must be kept separate from any event graphics.
- A stacked MU logo, a university signature or a unit signature should be used on a separate imprint area. The Tiger Marks (Spirit Tiger Head and Athletic Tiger logo) and mascot marks may not be used as a sponsor logo.
- Whenever possible, full-color marks should be used. When imprint colors are limited, the marks may appear in solid white, black or gray. Mizzou marks must be imprinted in their approved color combinations.
- Mizzou marks must be larger than other sponsor logos unless dictated by sponsorship levels. There should also be plenty of clear space between the logos.
- When multiple campus units require recognition, a university signature should be used as the logo and individual units should be recognized in text.

## Off-campus event or program sponsored by Mizzou

- Mizzou logos and trademarks must be kept separate from the event logo or graphic. Only marks appropriate for the sponsoring unit may be used (e.g. if an academic unit is the sponsor, an academic mark must be used, not the athletic logo or a spirit mark).
- Whenever possible, full-color marks should be used. When imprint colors are limited, the marks may appear in solid white, black or gray. Mizzou marks must be imprinted in their approved color combinations.
- Clear space must be maintained when grouping Mizzou marks with other sponsor logos.

# licensing.missouri.edu

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