

STUDENT ORGANIZATIONS

Identity Standards

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

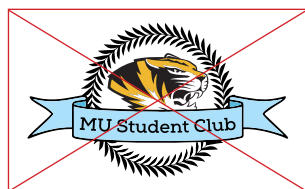
Student organizations are free to create their own logos and/or visual identity systems, but may not incorporate any of the university's protected marks (including, but not limited to, the stacked MU and tiger head) into new logos. Recognized Student Organizations may incorporate the university's name (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.

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).

QUESTIONS? EMAIL IDENTITY@MISSOURI.EDU

STUDENT ORGANIZATIONS

Identity Standards

MERCHANDISE & PROMOTIONAL ITEMS

Merchandise must be ordered from a licensed vendor, and must follow certain design guidelines, including the ‘Separate and Apart’ rule, which states that protected university marks and unit signatures must be kept separate and apart from any graphics (i.e. on a separate imprint area). Student organizations must use their official organization name. 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.

Student organization logos/marks

Event logos/graphics

Additional graphic elements

THESE ELEMENTS MUST BE KEPT SEPARATE AND APART FROM THESE ELEMENTS

Protected university marks*

Unit and university signatures

Student organizations may not use Mizzou Athletics athletic typefaces or the UM System seal on any materials.

Questions about your organization’s official name? Contact the Organization Resource Group (ORG) at studentorgs@missouri.edu.

QUESTIONS? EMAIL IDENTITY@MISSOURI.EDU