University of Missouri
Current Revision Date: 08/17/18

Established: 1839  
Mascot Name: Truman  
Conference: SEC  
Location: Columbia, MO  
Mascot: Tigers  

Missouri Gold  
PANTONE 124 C  
MADEIRA: 1624  
RA: 2463  

Black  
PANTONE Process Black C  
MADEIRA: Black  
RA: Black  

White  
MADEIRA: White  
RA: White  

Approved University colors or the "PANTONE®" colors listed on this page must be used. The colors on this page are not intended to match PANTONE® color standards. For PANTONE® color standards, refer to the current editions of the "PANTONE®" color publications. **PANTONE® is a registered trademark of PANTONE, Inc.

Primary Athletics Mark

Secondary Mark

Secondary Mark - Headwear Only

Helmet Marks

Alternate Helmet Marks

Mascot Marks

Institutional Mark

University Seal

Helmet Stripes: Dark - PMS 124, Light - PMS 124 at 80%

ADDITIONAL PERTINENT INFORMATION

• University seal permitted on products for resale (reviewed on a case-by-case basis)
• No alterations or overlaying graphics to seal permitted
• University licenses consumables (must have expiration date on packaging)
• University permits numbers on products for resale
• Mascot caricatures permitted
• Cross licensing with other marks may be permitted with an additional agreement

• No use of current players’ name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations
• No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks

NOTE: The marks of University of Missouri are controlled under a licensing program administered by IMG College Licensing. Any use of these marks will require written approval from IMG College Licensing.