



University of Missouri

Current Revision Date: 08/17/18

Established: 1839

Location: Columbia, MO

Mascot: Tigers

Mascot Name: Truman

Conference: SEC

Verbiage

University of Missouri[®]
Missouri[®]
Missouri Tigers[®]
MU[™]
Tigers[™]
Mizzou[®]
Mizzou-rah[™]

Truman[™]
MIZZOU MADE[™]
MIZ[™]
ZOU[™]
The Zou[™]
Every True Son[®]

Missouri Gold

Black

White

PANTONE 124 C
MADEIRA: 1624
RA: 2463

PANTONE Process Black C
MADEIRA: Black
RA: Black

White
MADEIRA: White
RA: White

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Primary Athletics Mark



1



2

Mascot Marks



13



14



15



16

Secondary Mark

Secondary Mark - Headwear Only



3



4



5



6

Institutional Mark



17



18



19



20

Helmet Marks

Alternate Helmet Marks



7



8



9



10



11



12

University Seal



21



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23

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 licenses health and beauty products
- 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