### DESIGN GUIDELINES

- Only the stacked MU, the tiger head spirit mark, mascot mark, and athletics logo are approved for use. The athletics fonts are reserved for use by the Athletics department only and their 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 any other graphic.
- The logos cannot be altered, tampered with, modified, incorporated into other marks, or overprinted with other words or design elements.
- Design cannot use trademarks from other entities or derivatives of those marks.
- 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. Any use of a student athlete's name, nickname, or picture must be approved by the MU Compliance Office.
- No use of the university's name or logo may be approved 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 and certain promotional products must be specific to the School/College/Dept. and/or event in order to limit commercial appeal and minimize the cannibalism of the existing retail market.