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: www.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.

**ABOUT LICENSING**

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**GRAPHIC IDENTITY**

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

Trademarked verbiage includes:

- **University of Missouri** ©
- **Missouri Tigers** ™
- **MU** ™
- **Missouri Tigers-rah™**
- **Tigers™**
- **Truman™**
- **Mizzou™**
- **The Zou™**
- **Mizzou Tigers™**

See page ## 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 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.

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.

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

This helps brand the product and tie your department to the University. The University Signature, Unit Signature, or Unit Signature Merch Mark should be separate from any design elements and should have its own imprint area. Unit Signatures and Merch Marks must be provided to licensed vendors by identity@missouri.edu.

EXAMPLE UNIT SIGNATURES

TIGER SPIRIT MARK

EXAMPLE MERCH MARK

University wordmarks and unit names

You may use University wordmarks and unit names in designs as long as proper registration and trademark symbols are used.

- University of Missouri ®
- Missouri ®
- MU™
- Missouri Tigers ®
- Tigers™
- Mizzou ®
- Mizzou Tigers™
- Mizzou-rah™
- Truman™
- The Zou™

Your Unit Signature or Unit Signature Merch Mark must be printed in a separate imprint area, such as the left or right chest, sleeve or back yoke of the t-shirt.

Tiger Marks (Tiger Spirit Mark & Athletic Tiger)

The Tiger Spirit Mark and the Athletic Tiger logo are available to use on promotional material. Do not alter either mark. Your Unit Signature or Unit Signature Merch Mark must be printed in a separate imprint area, such as the left or right chest, sleeve or back yoke of the t-shirt.
APPAREL DESIGN EXAMPLES
APPAREL DESIGN EXAMPLES
PRODUCT DESIGN STANDARDS

Small 1-imprint area items

Pens and other small imprint area items may not have a custom design. **You should use a University signature, Unit Signature, or Merch Mark.** Unit Signatures and Merch Marks must be provided to licensed vendors by identity@missouri.edu.

**EXAMPLE UNIT SIGNATURES**

- College of Veterinary Medicine (University of Missouri)
- College of Veterinary Medicine (University of Missouri)

**EXAMPLE MERCH MARK**

- Veterinary Medicine
- Veterinary Medicine

Large 1-imprint area and 2-imprint area items

You may use University wordmarks and unit names in designs as long as proper registration and trademark symbols are used.

- University of Missouri ®
- Missouri ®
- MUT™
- Missouri Tigers ®
- Tigers™
- Mizzou ®
- Mizzou Tigers™
- Mizzou-rah™
- Truman™
- The Zou™

Your Unit Signature or Unit Signature Merch Mark must be printed in a separate imprint area.

The Tiger Spirit Mark and the Athletic Tiger logo are available to use on promotional material. Do not alter either mark. Your Unit Signature or Unit Signature Merch Mark must be printed in a separate imprint area, such as the left or right chest, sleeve or back yoke of the t-shirt.

**TIGER SPIRIT MARK**

**ATHLETIC TIGER LOGO**
PRODUCT DESIGN EXAMPLES
MIZZOU COLORS

MU GOLD

PMS: 124
RGB: 241,184,45
HEX: #F1B82D
Coated Paper CMYK: 0/31/98/0
Uncoated Paper CMYK: 0/19/100/0

BLACK

CMYK: 35/24/24/100
RGB: 0,0,0
HEX: #000000
When a single ink is available, you can produce black by printing 100K.

METALLIC GOLD

PMS: 10123C

Note to designers and printers:
The recommended CMYK, RGB and HEX values for MU Gold vary from those recommended by Pantone®. Many software programs use Pantone’s color specifications, so it is necessary to create these formulas within a document rather than relying upon the program’s built-in conversion from spot color to process color.
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 gold if that is the only imprint color on the item.

Preferred 2 Color Mark

Mizzou  Mizzou  Mizzou  Mizzou

(3-color imprint)

Alternate 1 Color Marks

Mizzou  Mizzou  Mizzou  Mizzou

Mizzou  Mizzou  Mizzou  Mizzou
LOGO INTEGRITY

Preferred 2 or 3 Color Marks

Alternate 1 Color Marks
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. 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