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The University of Missouri Athletics brand is distinguished by a simple philosophy: To foster a premier championship athletics program. This concept creates a cohesive identity system that not only respects the traditions of the university, but also looks ahead to the promise of a great future.

The qualities and values of the Mizzou Athletics brand are expressed in the design of its brand identity. These guidelines allow strategic partners to properly work with the elements of the identity so that their application and presentation achieves a powerfully consistent effect. This manual provides simple ground rules. By following these guidelines in our communications, we contribute to the rising reputation of the Mizzou Athletics brand for excellence across the country and around the globe.

Presenting the Mizzou Athletics visual identity with consistency and quality is crucial in maintaining our competitive position as a leader. It is imperative to always use these guidelines when designing any materials for athletics. They will not constrain creativity, but ensure the full and beneficial impact of the athletics brand image.

PRIMARY—THE STATEMENT

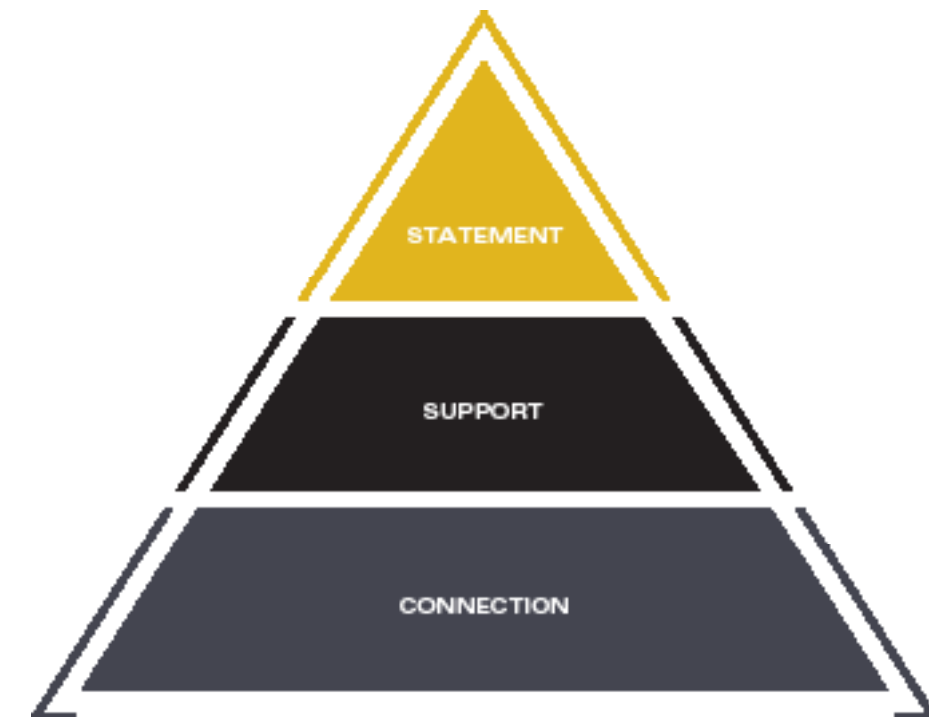
A consistent primary identity has been developed to accurately represent the university and confidently position it for the future. The identity is both timeless and strong. Reinforcement of the primary mark will build worldwide brand equity.

SECONDARY—THE SUPPORT

The secondary identity works closely in support of the primary identity to represent the school. It gives the identity flexibility while staying consistent with the primary look and feel.

TERTIARY—THE CONNECTION

The tertiary identity connects with specific programs and traditional mascots. These marks supply freshness to products when needed as well as representing specific aspects of the school.



Color is a fundamental component in establishing and communicating the Mizzou brand identity.

Used consistently in conjunction with the primary logo and wordmark, the colors of the Mizzou brand evoke immediate recognition and response.

The color wheel or color circle is the basic tool for combining colors.

The first circular color diagram was designed by Sir Isaac Newton in 1666.

Traditionally, there are a number of color combinations that are considered especially pleasing. These are called color harmonies or color chords and they consist of two or more colors with a fixed relation in the color wheel.







The colors we choose—as well as how those colors are combined with other design elements—work together to create a unique and compelling brand expression.

The more consistently we use color, the more powerful our brand will become. A consistent color palette allows for instant team identification. Correct use of color will enhance the impact of the athletics identity and differentiate the brand from competitors.

The official colors for Mizzou are black and gold, in keeping with the colors of the Bengal Tiger. Gold, Black, Anthracite and White are used for the foundation of the Mizzou Athletics color palette.

Use of tonal colors varies depending upon application. Prior approval is required.

PRIMARY COLORS

	Process Black	C:000 M:000 Y:000 K:100	R:044 G:042 B:041	#2C2A29
	Pantone 1245	C:006 M:035 Y:099 K:018	R:198 G:146 B:020	#C69214
	White	C:000 M:000 Y:000 K:000	R:255 G:255 B:255	#FFFFFF
	Pantone 447	C:050 M:030 Y:040 K:090	R:055 G:058 B:054	#373A36

TONAL ACCENT COLORS

	Pantone 1255	C:009 M:035 Y:098 K:030	R:173 G:132 B:031	#AD841F
	Pantone CG2	C:005 M:003 Y:005 K:011	R:208 G:208 B:206	#D0D0CE

Typography is a powerful tool within our identity system that unites athletics. Typography plays an important role in communicating an overall tone. Careful use of typography reinforces our personality and ensures clarity and harmony in all athletics communications. To aid in creating a consistent look for a wide variety of athletics related communications, two typefaces are included in the identity manual.

A custom athletics typeface has been designed with unique letter parts that are carried throughout the alphabet. These unique characteristics form a distinctive, readily identifiable typeface. The letterforms are bold and athletic, infused with speed. The serifs are sleek and powerful drawing inspiration from the ear of the tiger.

Consistent use will enhance the overall identity, promote consistency across athletics and build equity in the athletics brand. There is no lowercase version. Do not try to “make” a lowercase version. Not intended for large bodies of copy; use of this font should be limited to no more than one sentence.

To promote effective recognition in the market, the Mizzou bold display typeface has limited use. Approval from athletics is required on all uses of the custom display typeface.

***A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9***

***A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9***

The secondary sans-serif typeface Univers was selected to complement the primary typeface and directly tie back to the university’s identity. Univers is part of a family that offers a range of weights, providing great versatility and legibility in print and electronic applications. It may be used as headline and body copy for athletics department marketing materials and support verbiage (i.e., specific sport marks, event tickets, brochures, etc.).

Univers is one of a group of neo-grotesque sans-serif typefaces. It is a realist sans-serif typeface designed by Adrian Frutiger in 1954. Univers is known for its clear lines and legibility at great distances. Different weights and variations within the type family are designated by the use of numbers rather than names. Frutiger envisioned a large family with multiple widths and weights that maintained a unified design idiom.

Only variations of the font shown here may be used. Do not use outline, shadow versions, etc.

Univers —55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Univers —75 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Univers —53 Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Univers —63 Bold Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Soon after Missouri's first football team was formed in 1890, the athletics committee adopted the nickname "Tiger" in official recognition of a group of local militia called "The Missouri Tigers" who defended Columbia from guerillas during the Civil War.

The Tiger Head logo is the primary representation of the brand and is used as the main identifying device for athletics. The logo is bold and iconic. It is an instantly recognizable symbol representing Mizzou Athletics. Reinforcement of the primary identity will build equity in the brand.

Our love of tigers has led to the creation of Mizzou Tigers for Tigers, the first organization of its kind that fights for the preservation of endangered wild tigers around the world.



Protected Area

The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the 'X'.



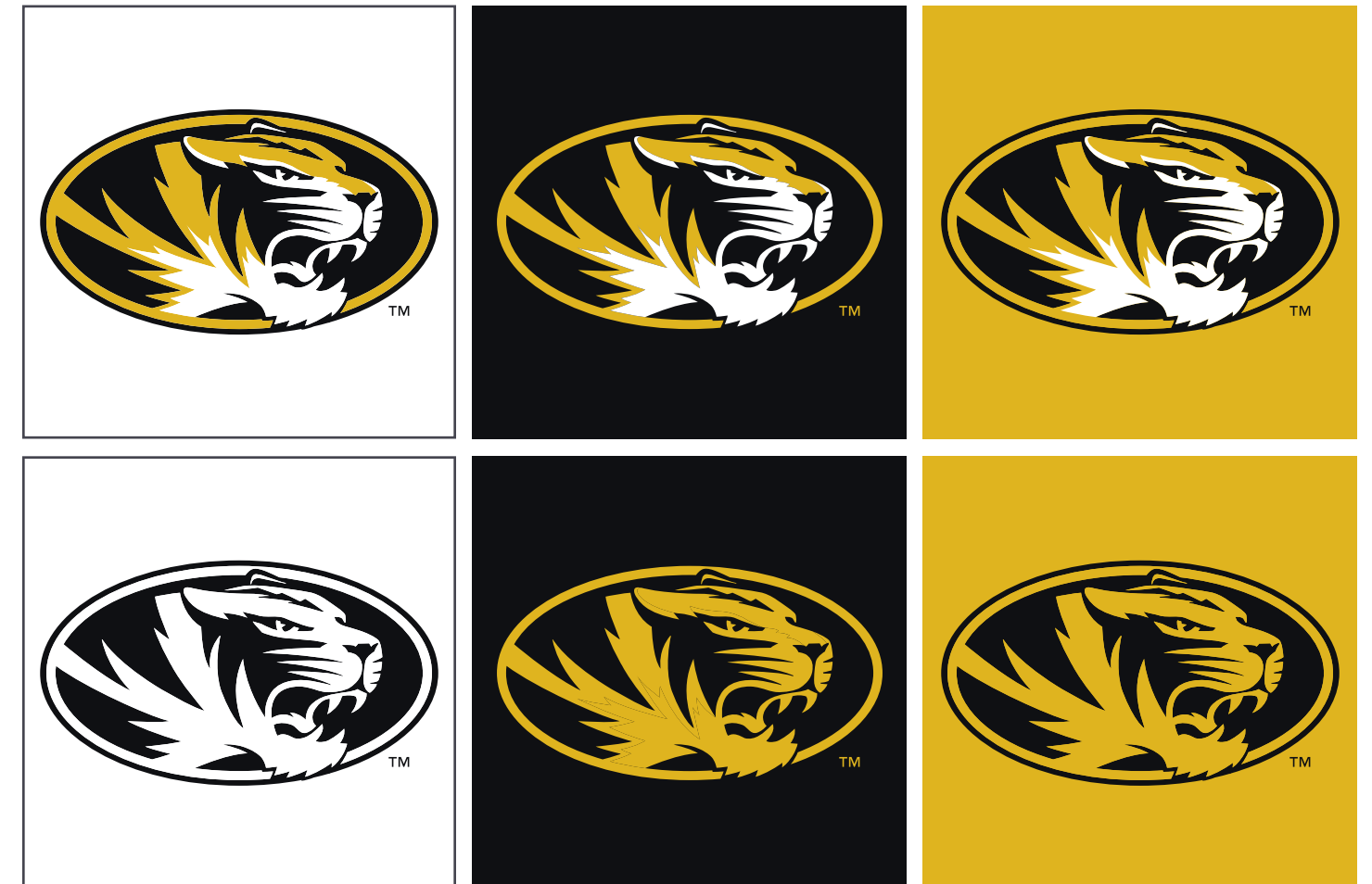
Do not alter the orientation of the Primary Mark.

Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function.

It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

Color Variation

The logo can be used in the following color variations:



The logo can only appear as specified in these guidelines. This is important in ensuring the desired consistency in the way the logotype is used, which promotes effective recognition.

The chart on the opposite page provides recommended use of the various marks regarding specific applications.

APPLICATION	TWO—COLOR SOLID	ONE—COLOR SOLID	ONE—COLOR REVERSE SOLID
4/c Printing	☒		
2/c Printing	☒	☒	
1/c Printing		☒	
Electronic Media (Web, PowerPoint)	☒		
Word Processing (Word)	☒	☒	
TV	☒		
Billboards, Signs, Posters	☒	☒	☒
Embroidery	☒	☒	
Silk Screen	☒	☒	☒
Embossing/Debossing		☒	
Etching/Engraving		☒	
Thermography	☒	☒	☒
Painting	☒	☒	
Monochrome		☒	
LCD Display	☒	☒	

Mizzou is the University of Missouri's nickname and is pronounced muh-ZOO. The word Mizzou is an example of clipping. That means a longer word, Missouri, becomes shortened (or clipped) to Mizzou, which is similar but shorter. We're not sure who first used the word Mizzou, but we know it originated in a campus cheer that used the phrase "Mizzou, Rah, Rah" and was published in the *Missouri Alumni Quarterly* (now called *MIZZOU*) as early as 1905. The name stuck and now is commonly used interchangeably among students, alumni and the residents of Columbia.

The wordmarks are bold graphic treatments creating a clear, consistent and visually memorable identity. The representation of the words Mizzou, Tigers and Missouri become visual symbols of the Mizzou Athletics organization. These custom wordmarks incorporate unique design elements in the body of the letterforms as well as bold serifs to create a powerful look that distinguishes the university's wordmarks from other schools. The wordmarks have been specially designed and cannot be created by typesetting the wording.

MIZZOU®

TIGERS™

MISSOURI®

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The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the 'X'.

Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25" in cap-height. The cap height is the distance from the top of the capital letter to its bottom.

Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where the Mizzou marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens and pencils, CD spine labels). Contact MU Licensing & Trademarks for guidance.

A specified clear space ensures the integrity and impact of the Mizzou identity. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail.

It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

Color Variation

The logo can be used in the following color variations:



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Color Variation

The logo can be used in the following color variations:



Sport-specific wordmarks supply freshness and uniqueness to products when needed as well as represent specific university athletics programs. Sport specific wordmarks unify athletics and promote consistency across the brand by sharing a common visual language and hierarchy.

Each sport benefits from identification as part of Mizzou Athletics. Furthermore, the system communicates the diversity of the athletics program while building the core brand.

Color Variation

The logo can be used in the following color variations:



The unique history of Mizzou continues with respect to our long-standing rivalries, both past and present, and future rivalries soon to be generated in the SEC. These rivalries have included Kansas, Iowa State and Nebraska. With its roots dating back to the Civil War, the rivalry with Kansas is the oldest college rivalry west of the Mississippi (1891-2011). It's no wonder that this rivalry gave birth to MU's Homecoming tradition.

The Homecoming tradition at Mizzou began in 1911, when football coach and Director of Athletics, Chester Brewer, invited alumni to "come home" to Columbia for the annual football game against the University of Kansas. Mizzou still boasts the largest student-run Homecoming in the nation. The annual event includes a parade, blood drive, talent competition, tailgate and much more.

MIZZOU
FOOTBALL

MIZZOU
BASEBALL

MIZZOU
BASKETBALL

MIZZOU
TRACK & FIELD

The stripes on the tiger are unique to each animal, much in the same way that fingerprints are to humans.

A custom tiger print has been developed to enrich the overall identity package.

The tiger print is an additional opportunity to unify athletics and promote consistency across the brand by sharing a common visual language. Each sport benefits from identification as part of Mizzou Athletics. Furthermore, the system communicates the diversity of the athletics program while building equity in the core brand.

The print has limited use, it can only appear as proposed in these guidelines. This is important in ensuring the desired consistency in the way the pattern is used, which promotes effective recognition in the market. Approval from athletics is required on all uses of the print.



The examples on the following pages illustrate some of the most common application errors. Adhering to these guidelines will ensure proper reproduction and application of the identity.

For reproduction, use only the digital artwork on the disc supplied.

[1]



[2]



[3]



[4]



[5]



[6]



[1] At no time should anything (other logos, type, etc.) be placed over the Primary Mark.

[2] All elements surrounding the Primary Mark must adhere to the prescribed distance requirements.

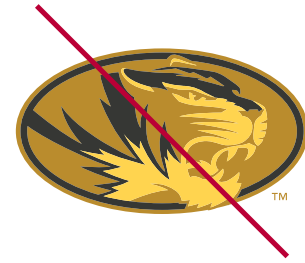
[3] The Primary Mark should not be used as a repeated element in closed patterns.

[4] All wordmarks or support type must be positioned below the Primary Mark and should adhere to the outlined proportions.

[5] The Primary Mark should not be modified, stretched or distorted in any way.

[6] The Primary Mark should not be inverted.

[7]



[8]



[9]



[10]

.25" **MIZZOU**

[13]



[14]



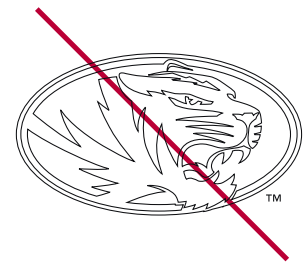
[15]



[16]



[11]



[12]



[17]



[18]



[7] The Primary Mark should not be used in any other color combinations other than those specifically called out in this identity manual. Some color variations are acceptable for consumer products, contact licensing for approval.

[8] The Primary Mark should not appear against any distracting textures or repeated patterns.

[9] The Primary Mark should not be outlined in any other way other than those specifically called out in this identity manual.*

[10] Wordmark Usage: The recommended minimum size for printing wordmarks on all materials is .25" in cap-height.

[11] The Primary Mark should not be used as an outline.

[12] Do not place the logo within another shaped background.

[13] Do not crop the Primary Mark in any way.

[14] Do not fill the Primary Mark with a gradient or pattern.

[15] Do not place the identity marks on busy photographic backgrounds.

[16] Do not add additional elements to the Primary Mark.

[17] Do not add italicize the wordmarks.

[18] Do not alter the orientation of the Primary Mark.

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The logos and wordmarks are registered marks of the University of Missouri and must include the ® or ™ designation whenever they are used.

Mizzou ®

Tigers ™

Missouri ®

Missouri Tigers ®

All content in this printed manual is also included on the supplied CD as master Adobe Illustrator files as well as individually as EPS files in Pantone, CMYK and RGB color spaces.

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Individuals, groups and organizations, both on and off campus, seeking to use the University of Missouri's indicia must have prior approval from Licensing & Trademarks.

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