



CENTENNIAL

PRIMARY LOGO *Guidelines*

This is the official primary logo for the Southern Miss Centennial Celebration. We recommend that the Centennial primary logo be used with print material referencing the 100-year anniversary celebration at The University of Southern Mississippi.

REPRODUCTION STANDARDS

The color version should be used whenever possible, or in black and white if a single-color version is necessary. No other color variation is allowed. The logo should never be redrawn or altered in any manner. The logo should not be digitally scanned and placed into a design; rather, an electronic (computer) version should be used. For JPEG, PDF or EPS versions, please contact the Centennial Celebration office at 601.266.4095.

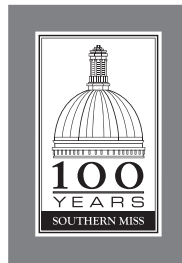
Official Colors

Black and PMS 123 (CMYK formula for PMS 123: C-0, M-24, Y-94, K-0)

Color logo usage on white and dark backgrounds:



Black and white logo usage on white and dark backgrounds:



Clear Space

There should be a clear space—a minimum of 1/4 of the width of the logo on all sides. Any visual matter violating this space would interfere with the legibility of the design.



Minimum size
5/8 inch width,
as shown here



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www.usm.edu/centennial

Proper Trademark Usage

The Centennial logo is a proprietary design of The University of Southern Mississippi. For more information regarding proper trademark usage or additional information, please contact the Centennial Celebration office at 601.266.4095.



THE UNIVERSITY OF SOUTHERN MISSISSIPPI

CENTENNIAL

SECONDARY LOGO *Guidelines*

FOR INTERNAL UNIVERSITY USE ONLY

This is the official secondary logo for the Southern Miss Centennial Celebration. The secondary logo can be used **ONLY** by internal members of the University community and must be used in conjunction with The University of Southern Mississippi name. We recommend that the Centennial secondary logo be used with print material referencing the 100-year anniversary celebration.

REPRODUCTION STANDARDS

The color version should be used whenever possible, or in black and white if a single-color version is necessary. No other color variation is allowed. The logo should never be redrawn or altered in any manner. The logo should not be digitally scanned and placed into a design; rather, an electronic (computer) version should be used. For JPEG, PDF or EPS versions, please contact the Centennial Celebration office at 601.266.4095.

Official Colors

Black and **Pantone 123** (CMYK formula for PMS 123: C-0, M-24, Y-94, K-0)

Color logo usage on white and dark backgrounds:



Black and white logo usage on white and dark backgrounds:



Clear Space

There should be a clear space—a minimum of 1/4 of the width of the logo on all sides. Any visual matter violating this space would interfere with the legibility of the design.



Minimum size
5/8 inch width,
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