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OVERVIEW
Each time we communicate, an impression is made on our audience. All communications components such as newsletters, brochures, advertisements, websites and other marketing and public relations materials impact the Southern Miss brand. Externally, our brand reflects our traditions, strengths and priorities. Internally, this identity conveys a sense of pride and commitment to a common mission.

A unified visual identity is vital to the clear and consistent representation of the Southern Miss brand. Our university graphic standards manual is the guide to applying our visual identity to the materials through which we communicate as a university.

Of course, no guide can cover all possible situations. If you have questions about the material included here, or suggestions on items to be included in future issues of this manual, please contact the Office of University Communications.

APPROVAL OF GRAPHICS
• Communications materials representing the university should be approved through the Office of University Communications.
• Approval from the Office of University Communications is required by Procurement Services in order to process payment for any printed materials, advertising or promotional items being paid for with university funds.
1. The university name should appear on all university communications materials, whether printed or digital. The name must appear on the front of all printed publications.

   The University of Southern Mississippi
   or
   Southern Miss

2. An official university logo should appear on every publication and advertisement paid for with university funds.

3. The general university logo (A) may not be altered in any way and must be high resolution (should not look fuzzy or distorted when printed or displayed).

4. The university executive seal (B) may not be used as a general logo. The seal is reserved for use on official university documents such as diplomas, transcripts, official records, legally binding documents, materials issued at the executive level and materials issued by the Office of the President.

5. The “eagle head” logo (C) is reserved for use by Athletics. Permission to use this logo for any other purpose, such as recruitment or game-day events, must be granted by the Department of Athletics at 601.266.5281.

6. The “attack eagle” logo (D) is reserved for use by student groups and Student Affairs.

7. The official Southern Miss colors are black and gold. See the Colors section of this manual for specifications.

8. The affirmative action disclaimer should appear on university publications, printed materials and advertisements. (AA/EOE/ADA)

9. Photos for printed materials must be high resolution (at least 300 dpi at actual size).

10. No copyrighted material should be used without permission including photos, graphics, logos and images from the Web. If you did not create it, then someone else may own the rights to it.

11. All communication materials and advertisements should be approved by the Office of University Communications before they are printed, displayed or distributed. Contact the Office of University Communications to obtain approval.

OFFICE OF UNIVERSITY COMMUNICATIONS
www.usm.edu/uc
universitycommunications@usm.edu
601.266.4491
WHICH LOGO DO I USE?

I AM DEVELOPING MATERIALS FOR

A CORE UNIT
Location UNIVERSITY LOGO
College
School
Department
Major
Program
Degree
Office UNIVERSITY LOGO
Event UNIQUE LOGO

A UNIT UNDER STUDENT AFFAIRS
Department within Student Affairs STUDENT AFFAIRS LOGO OR UNIVERSITY LOGO
Student Group STUDENT AFFAIRS LOGO OR UNIQUE LOGO OR UNIVERSITY LOGO

AN AFFILIATE UNIT
501c3 entity UNIQUE LOGO
Center/Institute
Auxiliary Enterprise/Retail Unit
Event
Athletics EAGLE HEAD LOGO

ADMINISTRATIVE PURPOSES
Official university documents EXECUTIVE SEAL
Office of the President
Executive-level materials

* SHOULD BE USED IN CONJUNCTION WITH UNIVERSITY LOGO

*Gulf Coast logo may be used instead of university logo when appropriate.
OFFICIAL LOGOS

UNIVERSITY LOGO
The general university logo is appropriate in most situations and can be used by any university entity. There is a horizontal, vertical and compact version of this logo that can be interchangeably used depending on the available space.

UNIVERSITY WORDMARK
Although use of the logo is preferred, in certain situations, it may be necessary to use the university wordmark instead of the logo because of available space.

You can obtain all versions of the official university logo and wordmark from the Office of University Communications at www.usm.edu/logos.

The University of Southern Mississippi reserves the right to review and monitor logo usage. All university logos are owned by The University of Southern Mississippi.

UNIVERSITY WORDMARK
OFFICIAL LOGOS

GULF COAST LOGO
An official logo has been created for the Gulf Coast. This logo may be used instead of the general university logo when appropriate.

OTHER OFFICIAL LOGOS
Horizontal and vertical versions of the official logo have been created for each college, University Libraries and the Graduate School. Any of these logos may be used instead of the general university logo when appropriate.

You can obtain all versions of the official university logo and wordmark from the Office of University Communications at www.usm.edu/logos.

The University of Southern Mississippi reserves the right to review and monitor logo usage. All university logos are owned by The University of Southern Mississippi.

EXAMPLES OF OTHER OFFICIAL LOGOS
OFFICIAL LOGOS

THE ATTACK EAGLE
The “attack eagle” logo is reserved for use by student groups and Student Affairs. Units within Student Affairs should use one of the attack eagle logo templates shown here or the general university logo.

STUDENT GROUPS
Student-led organizations on campus may create a unique logo for their group with approval from University Communications, or they may use one of the attack eagle logo templates shown here.

EXECUTIVE SEAL
The university executive seal may not be used as a general logo. The seal is reserved for use on official university documents such as diplomas, transcripts, official records, legally binding documents, materials issued at the executive level and materials issued by the Office of the President.

ATHLETIC LOGO
The “eagle head” logo is reserved for use by Athletics only. Permission to use this logo for any other purpose, such as recruitment or game-day events, must be granted by the Department of Athletics at 601.266.5281.

501c3 LOGOS
501c3 entities (shown here) are permitted to have their own unique logos.
The university marks and verbiage shown on this page are registered with the United States Patent and Trademark Office. The university has an obligation to monitor the usage of these marks and verbiage to ensure their integrity and maintain exclusive control over them.

Use of the university logo, seal, “eagle head” or other marks for commercial purposes requires permission or licensure from The University of Southern Mississippi. Requests for such use should be directed to the trademark licensing office at 601.266.5281.

The university is in the process of registering the name and image of the Friendship Oak, located on the Gulf Park campus in Long Beach. The name and image will be used on a limited basis and permission for this use must be granted by the Gulf Coast Office of University Communications at 228.865.4573.

The colors shown here may not accurately match the Pantone Matching System® colors designated for these marks. Official color usage guidelines can be found in the Colors section of this manual.
Shown on this page are obsolete university logos. These logos were used in the past to represent the university but should no longer be used.

*There may also be other obsolete logos in existence that are not shown here.*
LOGO USAGE GUIDELINES

PROTECTED SPACE

LOGO
There should be a safe space—a minimum of one-third the width of the dome icon on all sides of the logo. No visual matter (other than a background image) should violate the protected space.

WORDMARK
There should be a safe space—at least as large as the height of the M on all sides of the wordmark.

See the diagrams to the right.

MINIMUM REPRODUCTION SIZE

LOGO
For horizontal versions of the logo, the dome icon should be at least .5” tall. For compact and vertical versions of the logo, the dome icon should be at least .58” tall.

WORDMARK
The entire wordmark should be at least .35” tall for the compact version and at least .2” tall for the horizontal version.

See the examples to the right.

Permission to use the logo or wordmark at any size smaller than described here may be granted by the Office of University Communications.

OTHER FORMS OF THE LOGO
The university logo is available in reversed and one-color formats. The reversed logo is used on dark backgrounds while the one color format is mainly used when printing in black ink only.
LOGO USAGE GUIDELINES

LOGO APPEARANCE
The appearance of the official university logo must never be altered.

- Do not recreate or redraw the logo.
- Do not change the scale of any elements.
- Do not change the colors of the dome icon or text.

The logo should never be digitally scanned or taken from a Web page and placed on a print piece. Electronic files of the logo are available from the Office of University Communications at www.usm.edu/logos.

*The dome icon may only be used alone in a few specific situations. At this time, these instances are limited to use on overall university social media accounts and the university app.
PROMOTIONAL ITEMS

All university promotional items (pens, pencils, T-shirts, bags, cups, etc.) must be imprinted with the university name, either in the form of the official logo or typeset.

The University of Southern Mississippi
or
Southern Miss

Either version of the university name shown above is acceptable, and it must be typed in upper and lower or all uppercase letters.

The eagle and dome renderings shown in the Official Logos section of this manual are the only ones approved for use on university promotional items. No new eagle or dome artwork should be created without prior approval from University Communications.

The “eagle head” logo is reserved for use by Athletics, and permission for use must be granted by the Department of Athletics.

No copyrighted material should be used without permission.

All artwork must be approved by the Office of University Communications before being printed on promotional items. Email artwork for approval to universitycommunications@usm.edu.
The examples on this page show the correct usage of the official university logos.

Ex. 1 shows how a college logo might be used on a brochure for a department within that college.

Ex. 2 shows the general university logo in use on the front of a newsletter.

Ex. 3 shows how the reversed university logo (with white lettering) can be used on a dark background.
The university brand architecture provides a framework for a cohesive and consistent visual identity while also acknowledging the individualism and various audiences of university units.

Refer to the *Which Logo Do I Use?* section of this manual for specific guidelines.

**CORE BRAND**

Core university units are central to our mission of teaching, research and service. Those units within the core brand must use the official university logo and may not develop their own unique logos.

**EXAMPLE OF UNITS IN THE CORE BRAND:**
- Colleges
- University Libraries
- Graduate School
- Departments
- Majors
- Programs
- Degrees
- Offices
- Locations

**AFFILIATES**

Affiliate units have distinctive personalities and missions. They bring something of value to the core brand because of their varying products or services. While their identity is embedded in that of the university, their audiences are not exclusively the same. They may also have partnerships with external organizations that require special considerations.

Affiliates may use a unique logo, but the university name should be included on all communications materials.

**EXAMPLES OF AFFILIATES:**
- Centers
- Institutes
- Alumni Association
- Athletics
- Research Foundation
- The Accelerator
- Mississippi Polymer Institute
Core university units are central to our mission of teaching, research and service. Those units within the core brand must use the official university logo and may not develop their own unique logos. The proliferation of individual unit logos dilutes the university’s image and confuses our audiences.

Individual units are encouraged to develop their own visual identities by using color, graphics and other design elements to establish continuity among communications. The Office of University Communications staffs professional graphic designers who can assist units in establishing their own visual identities. All graphic design services are provided free of charge.
Affiliate units have distinctive personalities and missions. They bring something of value to the core brand because of their varying products or services. While their identity is embedded in that of the university, their audiences are not exclusively the same. They may also have partnerships with external organizations that require special consideration.

Affiliates may use a unique logo, but the university name should be included on all communications materials. In many cases, unique logos must be used in conjunction with the official university logo. Refer to the Which Logo Do I Use? section of this manual for specific guidelines.

Affiliates are not required to use a unique logo, and in many cases, their identity and connection to the university will be reinforced by not doing so.
PRINT MATERIALS
University communications materials are not required to use a specific font. However, the Adobe Caslon and Futura families of fonts are the two recommended for use in print communications. Substitute fonts are Goudy Old Style, Times New Roman and Arial.

WEB USAGE
The Georgia and Lucida Grande families of fonts are the two recommended for use on the Web.

WEB
Georgia
Lucida Grande
Georgia
Lucida Grande
Lucida Sans
COLORS

OFFICIAL COLORS
The official Southern Miss colors are black and gold, chosen in 1912.

PRINT MEDIA AND PROMOTIONAL ITEMS
Black - 100% Black
Gold - The Pantone® values for gold are 123 C, 123 CP, 115 UP and 115 U. The CMYK values are 0% Cyan, 19% Magenta, 89% Yellow and 0% Black.

WEB
Black - #000000
Gold - #FFAB00 or #FFD046

EXPANDED COLOR PALETTE
In addition to the official colors, an expanded color palette of optional colors has been created. These colors have been chosen because they compliment black and gold and are not meant to replace the official colors. Use of these colors is not required.
It is expected that all university business will be conducted on official university letterhead. Individual units may not create their own stationery or identification materials apart from the university system.

Shown on this page is the official university stationery. It should only be printed from approved templates and follow the guidelines set forth in this manual.

Pre-printed letterhead, envelopes and business cards can be ordered through Copy Services at www.usm.edu/stationery.

See the Letterhead section for more details about letterhead templates.
It is expected that all university business will be conducted on official university letterhead. Individual units may not create their own stationery or identification materials apart from the university system.

Shown on this page is the official Gulf Coast stationery. It should only be printed from approved templates and follow the guidelines set forth in this manual.

Pre-printed letterhead, envelopes and business cards can be ordered through Copy Services at www.usm.edu/stationery.

See the Letterhead section for more details about letterhead templates.
Dear Addressee,

Thank you for demonstrating your dedication to lorem ipsum dolor sit amet, orci suscipit suspendisse mattis semper quis, leo ultricies convallis tortor integer faucibus, duis in a at amet in amet. Nunc nunc non fermentum orci, curabitur urna, nibh tortor in fermentum purus neque lorem. Vehicula litora felis fusce, sem aliquet fermentum leo neque eros.

The University of Southern Mississippi is an important part sit id auctor nullam, in congue eros parturient, proin augue erat, a urna quisque pharetra, maecenas augue adipiscing magna. Quis aliquam mauris amet ridiculus sodales, wisi semper vitae turpis eros quasi, ea lorem non suspendisse, interdum etiam, non curabitur quis. Vitae nec blandit urna quia tortor aliquam, arcu dui est quisque tincidunt non et, vehicula curae justo dolor aliquam donec dui.

Once again, thank you for your demonstrated commitment to Southern Miss. Adipiscing eget metus amet adipiscing quam. Eget dapibus, hac sit phasellus blandit ipsum pede lectus, a non ipsum. Sit nibh eu adipiscing dolor tortor, nullam in viverra penatibus urna sed, eget sit. Ante lectus amet. Donec vestibulum sed aptent facilisis odio adipiscing, vivamus viverra eleifend ante, nunc est sed.

Sincerely,

John Doe
Professor
Dear Addressee,

Thank you for demonstrating your dedication to lorem ipsum dolor sit amet, orci suscipit suspendisse mattis semper quis, leo ultricies convallis tortor integer faucibus, duis in a at amet in amet. Nunc nunc non fermentum orci, curabitur urna, nibh tortor in fermentum purus neque lorem. Vehicula litora felis fusce, sem aliquet fermentum leo neque eros.

The University of Southern Mississippi is an important part sit id auctor nullam, in congue eros parturient, proin augue erat, a urna quisque pharetra, maecenas augue adipiscing magna. Quis aliquam mauris amet ridiculus sodales, wisi semper vitae turpis eros quasi, ea lorem non suspendisse, interdum etiam, non curabitur quis. Vitae nec blandit urna quia tortor aliquam, arcu dui est quisque tincidunt non et, vehicula curae justo dolor aliquam donec dui. Nullam eget elit enim molestiae et pellentesque. Mollis diam, porta lorem porta quis viverra, eros et sed nulla proin amet sodales. Mollis aenean, suspendisse dui purus nunc felis, maecenas non bibendum, ac error sed in augue mi elit. Vitae nec blandit urna quia tortor aliquam, arcu dui est quisque tincidunt non et, vehicula curae justo dolor aliquam donec dui. Tortor est ut id ipsum duis, pulvinar sagittis dapibus suspendisse laborum fusce est, etiam dictumst rutrum phasellus iste dui, et bibendum lobortis vel consectetur. Convallis vivamus nunc, et blandit mauris aliquam risus suspendisse, urna urna.

Once again, thank you for your demonstrated commitment to Southern Miss. Adipiscing eget metus amet adipiscing quam. Eget dapibus, hac sit phasellus blandit ipsum pede lectus, a non ipsum. Sit nibh eu adipiscing dolor tortor, nullam in viverra penatibus urna sed, eget sit. Ante lectus amet. Donec vestibulum sed aptent facilisis odio adipiscing, vivamus viverra eleifend ante, nunc est sed.

Sincerely,

John Doe
Assistant Dean
Office of Student Activities presents the Outstanding Student Organization of the Year Award to the Society of Physics Students.

14th Annual President and Advisors Dinner
December 6, 2010

Jane Doe, Director
John Doe, Assistant Director

CERTIFICATES

Certificates may be ordered from Southern Miss Copy Services.

For certificate presentation, white folders with the university logo printed on the front are available.

COPY SERVICES
Thad Cochran Center, Ground Floor
Hattiesburg
601.266.5310
Two PowerPoint templates are available to download and use for university presentations at www.usm.edu/uc.

These templates utilize the official logo, official colors and the recommended fonts for digital media.

These templates can be modified to suit your needs; however, be careful not to distort the university logo.
UNIVERSITY VEHICLES

For consistency with other university visual communications, all university vehicles having a new logo applied should use the general university logo.