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 Golden Eagle logo (C) is reserved for use by Athletics. Permission to use this logo for any other purpose must be granted by the Department of Athletics.

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/I)

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

You can obtain all versions of the official university logo 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.
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.

ATHLETICS LOGO
The Golden Eagle logo is reserved for use by Athletics only. Permission to use this logo for any other purpose must be granted by the Department of Athletics.
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, Golden Eagle logo 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 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.
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.

See the diagrams to the right.

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.

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.

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.
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 Golden Eagle 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.
PROMOTIONAL ITEMS

Table cover
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

UNIVERSITY COLORS

BLACK
Web - #000000
Print Media/Promotional Items - 100% Black/K100

GOLD
Web - #FFAB00 or #FFD046
Print Media/Promotional Items - C0 M19 Y89 K0, 123 C, 123 CP, 115 UP, 115 U

Pantone Matching System® Formulation for gold ink (when using professional design software)

Spot Color Ink, Coated Paper - 123 C
Process Color Ink, Coated Paper - 123 CP
Process Color Ink, Uncoated Paper - 115 UP
Spot Color Ink, Uncoated Paper - 115 U
STATIONERY

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.
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 quas, 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 dui, pulvinar sagittis dapibus suspendisse laborum fusce est, etiam dictumst rutrum phasellus iste dui, et bibendum lobortis vel consequat. 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 facilisi odio adipiscing, vivamus viverra eleifend ante, nunc est sed.

Sincerely,

John Doe
Professor
CERTIFICATES

The format shown here should be used as a guide when writing content for certificates.

Note: Because the university logo appears at the top of the pre-printed certificate shell, the university name should not appear in the first line of the certificate text.

Blank certificate shells with the university logo printed at the top are available for purchase at Copy Services.

For certificate presentation, blank black folders and white folders with the university logo on the front are also available for purchase.

SAMPLE CERTIFICATE

Office of Leadership and Student Involvement

presents the

Outstanding Student Organization of the Year Award

to the

Society of Physics Students

in recognition of outstanding service

May 12, 2017

Jane Doe, Director

John Doe, Assistant Director

COPY SERVICES

IMAGE CENTER

Thad Cochran Center, Ground Floor
copycenter@usm.edu
601.266.5310
UNIVERSITY VEHICLES

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