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The University of Southern Mississippi’s Graphics Standards can be viewed online at [www.usm.edu/university-communications/graphic-standards](http://www.usm.edu/university-communications/graphic-standards). The Graphic Standards provide comprehensive instructions for adhering to the university’s brand. The School of Kinesiology’s guide serves as a supplement to the university’s standards.
Rationale
Each time we communicate, through visual and verbal methods, we make an impression that impacts the reputation of the School of Kinesiology. Achieving and maintaining a consistent visual presence helps our different audiences understand the values of the School of Kinesiology.

Our School’s graphic standards guide equips each individual and program to build and share our message. This guide ensures our messaging is consistent, helping to build a strong story that supports each program.

If you have any questions about the following information, please do not hesitate to ask for clarification.

Graphics Approval Basics
• Materials produced and distributed by our School needs to be approved by the Office of University Communications.
• Procurement Services requires recorded approval from the Office of University Communications for anything being printed and paid for with University funds.
Flyer Creation Checklist

- Design must include:
  - “School of Kinesiology” in text or word mark
  - Official University logo
  - AA/EOE/ADA/I
  - No copyrighted material.
    - For example, images and graphics copied from the Internet are protected under copyright law. Be original and get creative.

- Submit a draft file to kin@usm.edu
  - Allow 3-5 days for review process. You will be notified if the flyer is approved or if changes are necessary.
  - If you wish to post your flyer in the School of Kinesiology building, this must be indicated in your email.
STUDENT CLUB FLYERS

Flyer Posting Process

- Follow the steps found on page ##
- Once approved, you will be emailed a scanned and initialed copy of the flyer
- The approved flyer may be posted throughout the building.
  Please do not go crazy, use your discretion.
- Remove the flyer soon after it is no longer relevant

If you would like a flyer posted in the glass case by the Administrative Office, just ask. We are happy to share your message.
T-Shirt Checklist

- Design must include:
  - School of Kinesiology wordmark
    - This wordmark meets University Communications requirements for including “The University of Southern Mississippi” or “Southern Miss” on shirt designs.
  - No copyrighted material
    - For example, images and graphics copied from the Internet are protected under copyright law. Be original and get creative.
  - Obtain proof from T-shirt vendor
- Submit proof to kin@usm.edu
  - Allow 3-5 days for review process. You will be notified if the design is approved or if changes are necessary.
Each semester practicum shirts are ordered for courses with designated course fees. These shirts are ordered by the Administrative Office. T-shirt sizing and quantity should be submitted 2-4 weeks before the shirts are needed to allow time for production.
TEMPLATES & BRANDED MATERIALS

Please use the following materials when interacting with various individuals and groups on and off campus.

Available for Download (Click here for files)
- Kinesiology PowerPoint template
- Kinesiology poster presentation template
- Digital letterhead
- Kinesiology wordmark for club T-shirts
- College of Health logo

Available in the Administrative Office
- School of Kinesiology notecards
- Envelopes
- Letterhead
- KIN notepads, post-its and pens. If you are hosting an individual or group, you may request the use of these items.