1 - Communications materials and advertisements should be approved by the Office of University Communications before they are printed, displayed or distributed.

2 - The university name should appear on all communications materials, whether printed or digital, including promotional items. The name must appear on the front of all printed publications. In addition, the University Logo should appear on all communications materials and advertisements as space allows, excluding promotional items and social media ads.

3 - The official name of the university is The University of Southern Mississippi.

4 - The University Logo may not be altered in any way and must be high-resolution.

5 - The Golden Eagle Logo is not available for use on all communications materials. See the Golden Eagle Logo section of this document for details.

6 - The Executive Seal is not available for use as a general logo. Use of the Executive Seal is limited to official university documents such as diplomas, transcripts, official records, legal documents, and materials issued at the executive level.

7 - No copyrighted or trademarked material should be used without permission, including photos, graphics, logos and images from the Internet.

8 - Photos for printed materials should be high-resolution (at least 300dpi at actual size).

9 - The equal opportunity abbreviation, EOE/F/M/VETS/DISABILITY, should appear on printed communications materials and advertisements. The recommended font and size for this lettering is Arial 7 point.

10 - Student-led organizations may create individual logos for their groups. The University Logo is not required to be displayed on communications materials issued by student-led organizations. However, any materials displaying the University Logo must be approved through the Office of University Communications.
The University Logo should appear on all communications materials and advertisements, excluding promotional items and social media ads.

The University Logo may not be altered in any way and must be high-resolution. All versions of the University Logo can be obtained from the Office of University Communications website at usm.edu/logos.

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

Multiple logos representing the university should not be used on any communications materials. If it is necessary to reference multiple university units, these must be individually listed in text only.
The Golden Eagle Logo is not available for use on all communications materials. Beyond the Department of Athletics, use of this logo is limited to gameday-related promotions, promotional items for student recruitment purposes, and Student Affairs.

Permission to use this logo on any communications materials, advertisements, social media graphics or promotional items must be granted by both Southern Miss Athletics and the Office of University Communications.
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.
LOGO USAGE GUIDELINES

PROTECTED SPACE
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.

MINIMUM REPRODUCTION SIZE
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.

Permission to use the logo 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.
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 usm.edu/uc.
For the purposes of this document, promotional items are defined as usable products or "giveaways" that are intended to advertise or promote either the university as a whole or a specific university unit, academic area, program, initiative or event. Common examples of promotional items include pens, pencils, T-shirts, cups and beverage tumblers. Traditional printed materials such as posters, brochures and booklets are not considered promotional items.

Artwork must be approved by UC before promotional items are produced. Artwork for review should be emailed to universitycommunications@usm.edu.

All promotional items paid for with university funds must be imprinted with the university name (The University of Southern Mississippi, Southern Miss or USM). The University Logo is not required to appear on promotional items.

**Academic units ordering promotional items for student recruitment purposes must select colors, fonts and layout options that are similar to the examples shown on this page and the following page.**

Refer to the Ordering Promotional Items tip sheet provided at the back of this document for a detailed explanation of the steps to follow when ordering promotional items.
Additional examples of promotional items are shown on this page.
UNIVERSITY 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

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
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 usm.edu/stationery.
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 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, hae 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
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.

COPY SERVICES
IMAGE CENTER
Thad Cochran Center, Ground Floor
copycenter@usm.edu
601.266.5310

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
For consistency with other university visual communications, all university vehicles having a new logo applied should use the University Logo.
Select a vendor. Be prepared to discuss the following items with your vendor.
- What item you would like to order and the quantity needed
- The imprint size and color options for this item
- What artwork or text you want imprinted on your item
- Pricing
- Production time

Have your artwork prepared.
- In most cases, the vendor can design the artwork for your item. Be sure to reference the guidelines set forth in University Graphic Standards when working with your vendor to develop artwork.
- If you need assistance from UC in preparing your artwork, visit usm.edu/uc to start your project. Note that you will still be responsible for facilitating your own order and communicating with the vendor of your choice.

Receive approval from UC. All promotional items require approval from the Office of University Communications prior to being produced.
- If your vendor created the artwork, the vendor will provide you with a digital proof. Email this proof to universitycommunications@usm.edu for approval.
- If UC created the artwork, your item will automatically be approved, but you will still need the official approval email from UC to provide to Procurement Services. Email the artwork that you received from the designer at UC to universitycommunications@usm.edu for official approval.

Place your order. Be sure to follow all policies and procedures set forth by Procurement Services.

Promotional items are defined as usable products or “giveaways” that are intended to advertise or promote either the university as a whole or a specific university unit, academic area, program, initiative or event. Common examples of promotional items include pens, pencils, T-shirts, cups and beverage tumblers. Traditional printed materials such as posters, brochures and booklets are not considered promotional items.

Refer to the University Graphic Standards document for detailed information on artwork guidelines for promotional items.