PHILOSOPHY
The University of Missouri Athletics brand is distinguished by a simple philosophy: To foster a premier championship athletics program. This concept creates a cohesive identity system that not only respects the university traditions, but also looks ahead to the promise of a great future.

GOAL
To cultivate a leading athletics program by developing a strong, timeless and consistent athletics identity system that reflects the unique characteristics of the University of Missouri while continuing to advance a program that promotes academic integrity, social responsibility and competitive excellence.

ABOUT OUR IDENTITY
With the publication of these brand guidelines, we introduce the new Mizzou Athletics identity. Comprised of a custom typeface, including a complete numeral set and a refined color palette, this new brand identity is being introduced to underscore the Athletics Department’s commitment to a strategic direction that is anchored to athletic and academic excellence.

**MIZZOU** ATHLETICS EMBODIES THE FOLLOWING ATTRIBUTES
RESPECT  
INTEGRITY  
GRATITUDE  
HUMILITY  
TOGETHER

**WIN IT RIGHT**
RESPECT ◆ INTEGRITY ◆ GRATITUDE ◆ HUMILITY ◆ TOGETHER
CONCEPT
The qualities and values of the Mizzou Athletics brand are expressed in the design of its brand identity. These guidelines allow strategic partners to properly work with the elements of the identity so that their application and presentation achieves a powerfully consistent effect. This manual provides simple ground rules. By following these guidelines in our communications, we contribute to the rising reputation of the Mizzou Athletics brand for excellence across the country and around the globe.

Presenting the Mizzou Athletics visual identity with consistency and quality is crucial in maintaining our competitive position as a leader. It is imperative to always use these guidelines when designing any materials for athletics. They will not constrain creativity, but ensure the full and beneficial impact of the athletics brand image.

PRIMARY - THE STATEMENT
A consistent primary identity has been developed to accurately represent the university and confidently position it for the future. The identity is both timeless and strong. Reinforcement of the primary mark will build worldwide brand equity.

SECONDARY - THE SUPPORT
The secondary identity works closely in support of the primary identity to represent the school. It gives the identity flexibility while staying consistent with the primary look and feel.

TERTIARY - THE CONNECTION
The tertiary identity connects with specific programs and tradition. These marks supply freshness to products when needed as well as representing specific aspects of the school.
### Mizzou Primary Colors

The effective use of color is one of the most powerful tools to establish and communicate our brand identity. Color must be used consistently in combination with the identity package in order for the brand to evoke immediate recognition and response.

Color is one of the most vital components in creating a brand identity. The purpose of a brand identity system is to communicate a brand’s values and encode those values so deeply within a viewer’s memory that when the person sees the brand’s visual aspects, the values are immediately retrievable. To gain the most impact from a visual system, it is imperative to use instantly recognizable shapes and colors.

<table>
<thead>
<tr>
<th>Color</th>
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<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
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<td></td>
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PRIMARY LOGO - TIGER HEAD

Soon after Missouri's first football team was formed in 1890, the athletics committee adopted the nickname “tiger” in official recognition of a group of local militia called “the Missouri tigers” who defended Columbia from guerrillas during the Civil War.

The Tiger Head logo is the primary representation of the brand and is used as the main identifying device for athletics. The logo is bold and iconic. It is an instantly recognizable symbol representing Mizzou Athletics. Reinforcement of the primary identity will build equity in the brand.

Our love of Tigers has led to the creation of Mizzou Tigers for Tigers, the first organization of its kind that fights for the preservation of endangered wild tigers around the world.

- Do not alter the orientation of the Primary Mark.
- Use good judgment to ensure legibility. A mark that is too small doesn’t serve any communicative function.
- It is very important that designers or desktop publishers do not attempt to construct the logo themselves.
- Do not reproduce the logo by scanning a previously printed version. Such “second-generation” art will degrade the quality of the image and may alter the scale of the various elements.

PRIMARY LOGO - CORRECT USAGE

Whenever possible, the full 3-color logo is preferred. There are three options to use depending on the background color on which it is being placed. If using a background color not shown below, use the version of the logo that provides the most contrast with the background color. Note: The logo can only appear as specified in these guidelines. This is important in ensuring the desired consistency in the way the logotype is used, which promotes effective recognition.

IF YOU ARE NOT ABLE TO USE FULL - COLOR, YOU MAY USE ANY OF THE ONE-COLOR VERSIONS SHOWN ABOVE
PRIMARY LOGO - TIGER HEAD - INCORRECT USAGE
The logo can only appear as specified in these guidelines. This is important in ensuring the desired consistency in the way the logotype is used, which promotes effective recognition.

Primary logo has an incorrect contrast from the background to the one color logo

Gold Tiger Head on white background  Gold Tiger Head on black background  White Tiger Head on gold background
SECONDARY LOGO - MIZZOU WORDMARK

Mizzou is the University of Missouri’s nickname and is pronounced muh-Zoo. The word Mizzou is an example of clipping. That means a longer word, Missouri, becomes shortened (or clipped) to Mizzou, which is similar but shorter. We’re not sure who first used the word Mizzou, but we do know it originated in a campus cheer that used the phrase “Mizzou, rah, rah” and was published in the Missouri Alumni Quarterly (now called MIZZou) as early as 1905. The name stuck and now is commonly used interchangeably among students, alumni and the residents of Columbia.

- Use good judgment to ensure legibility. A mark that is too small doesn’t serve any communicative function.

- The recommended minimum size for printing wordmarks on all materials is .25” in cap-height. The cap height is the distance from the top of the capital letter to its bottom.

- Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be instances where the Mizzou marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens and pencils, cd spine labels). Contact MU Licensing & Trademarks for guidance.

- A specified clear space ensures the integrity and impact of the Mizzou identity. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail.

- It is very important that designers or desktop publishers do not attempt to construct the logo themselves.

- Do not reproduce the logo by scanning a previously printed version. Such “second-generation” art will degrade the image’s quality of the image and may alter the scale of the various elements.

The wordmarks are bold graphic treatments creating a clear, consistent and visually memorable identity. The representation of the words Mizzou, Tigers and the block “M” become visual symbols of the Mizzou Athletics organization. These custom wordmarks incorporate unique design elements in the body of the letterforms as well as bold serifs to create a powerful look that distinguishes the University’s wordmarks from other schools. The wordmarks have been specially designed and cannot be created by typesetting the wording.
SECONDARY LOGO - TIGERS WORDMARK

The wordmarks are bold graphic treatments creating a clear, consistent and visually memorable identity. The representation of the words Mizzou, Tigers and the block “M” become visual symbols of the Mizzou Athletics organization. These custom wordmarks incorporate unique design elements in the body of the letterforms as well as bold serifs to create a powerful look that distinguishes the University’s wordmarks from other schools. The wordmarks have been specially designed and cannot be created by typesetting the wording.

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- The recommended minimum size for printing wordmarks on all materials is .25” in cap-height. The cap height is the distance from the top of the capital letter to its bottom.

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- Do not reproduce the logo by scanning a previously printed version. Such “second-generation” art will degrade the image’s quality and may alter the scale of the various elements.
SECONDARY LOGO - THE BLOCK “M”
TERIARTY IDENTITY - SPORT SPECIFIC
Sport-specific wordmarks supply freshness and uniqueness to products when needed while representing specific University athletics programs. Sport-specific wordmarks unify athletics and promote consistency across the brand by sharing a common visual language and hierarchy.

Each sport benefits from identification as part of Mizzou Athletics. Furthermore, the system communicates the diversity of the athletics program while building the core brand.
TERTIARY LOGOS - **INCORRECT USAGE**

**SHOW ME LOGO**

Show Me logo has an incorrect contrast from the background to the one color logo.

**SHOW ME WORDMARK**

Show Me wordmark has an incorrect contrast from the background to the one color logo.
TIGER SCHOLARSHIP FUND
The mission of the TSF is to provide financial resources to maximize the impact of the overall Mizzou student-athlete experience and to uphold the Department of Athletics’ core values of Respect, Integrity, Gratitude, Humility and Together.

18,039 LOGO
Our mission is to increase TSF membership to 18,039 total members in order to provide our student-athletes with scholarships as well as provide the necessary resources to compete at the highest level in the SEC. This campaign not only grows our financial support for our student-athletes but also grows the overall Mizzou Athletics and TSF brand.

MIZZOU LETTERWINNERS CLUB
Established in 1911 by Chester Brewer, the Mizzou Letterwinners Club was created with the aim of connecting former student-athletes to each other and the University. Over 100 years later, our club has evolved (including a more inclusive name change in 2016), but our focus has remained centered on the same principles as in 1911—to provide a community for our varsity student-athletes throughout their journey at Mizzou and into their lives once they leave the University.
BRANDING ELEMENTS

MIZZOU DIAMONDS

TIGER STRIPES
The stripes on the tiger are unique to each animal, much in the same way that fingerprints are to humans. A custom tiger print has been developed to enrich the overall identity package.

The tiger print is an additional opportunity to unify athletics and promote consistency across the brand by sharing a common visual language. Each sport benefits from identification as part of Mizzou Athletics. Furthermore, the system communicates the diversity of the athletics program while building equity in the core brand.

STRIPE
A custom athletics typeface has been designed with unique letter parts that are carried throughout the alphabet. These unique characteristics form a distinctive, readily identifiable typeface. The letterforms are bold and athletic, infused with speed. The serifs are sleek and powerful drawing inspiration from the ear of the tiger.

Consistent use will enhance the overall identity, promote consistency across athletics and build equity in the athletics brand. There is no lowercase version. Do not try to “make” a lowercase version. Not intended for large bodies of copy; use of this font should be limited to no more than one sentence.

To promote effective recognition in the market, the Mizzou bold display typeface has limited use. Approval from Athletics is required on all uses of the custom display typeface.
The secondary sans-serif typeface univers was selected to complement the primary typeface and directly tie back to the University’s identity. Univers is part of a family that covers a range of weights, providing great versatility and legibility in print and electronic applications. It may be used as headline and body copy for Athletics Department marketing materials and support verbiage (i.e., specific sport marks, event tickets, brochures, etc.).

Univers is one of a group of neo-grotesque sans-serif typefaces. It is a realist sans-serif typeface designed by Adrian Frutiger in 1954. Univers is known for its clear lines and legibility at great distances. Different weights and variations within the type family are designated by the use of numbers rather than names. Frutiger envisioned a large family with multiple widths and weights that maintained a unified design idiom.
INCORRECT LOGOS
The logos below are retired or unofficial and should never be used in any capacity without committee approval.

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X X X X

X X X X

X X X X

X X X X

X X X X

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X X X X

X X X X
MIZZOU ATHLETICS BRAND COMMITTEE

The Brand Committee for Mizzou Athletics will guide the use of our logos and colors for our teams, departments and facilities to ensure our proper use across our departments to and maintain a consistent look.

COMMITTEE MEMBERS:

<table>
<thead>
<tr>
<th>NAME</th>
<th>EMAIL</th>
<th>PHONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAY LUKIS</td>
<td><a href="mailto:luksisj@missouri.edu">luksisj@missouri.edu</a></td>
<td>(573) 882-9805</td>
</tr>
<tr>
<td>EXECUTIVE ASSOCIATE ATHLETIC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DIRECTOR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MARKETING AND REVENUE GENERATION</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NICK JOOS</td>
<td><a href="mailto:joosn@missouri.edu">joosn@missouri.edu</a></td>
<td>(573) 289-1451</td>
</tr>
<tr>
<td>DEPUTY ATHLETICS DIRECTOR</td>
<td></td>
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<tr>
<td>STRATEGIC COMMUNICATIONS</td>
<td></td>
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<tr>
<td>ALI FISHER</td>
<td><a href="mailto:fisheraj@missouri.edu">fisheraj@missouri.edu</a></td>
<td>(573) 884-2437</td>
</tr>
<tr>
<td>ASSISTANT ATHLETIC DIRECTOR</td>
<td></td>
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<tr>
<td>OF CREATIVE SERVICES</td>
<td></td>
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<tr>
<td>MIKE KUROWSKI</td>
<td><a href="mailto:kurowskim@missouri.edu">kurowskim@missouri.edu</a></td>
<td>(573) 882-2065</td>
</tr>
<tr>
<td>DIRECTOR OF ATHLETIC</td>
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<tr>
<td>EQUIPMENT OPERATIONS</td>
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<tr>
<td>SONJA DERBOVEN</td>
<td><a href="mailto:derbovens@missouri.edu">derbovens@missouri.edu</a></td>
<td>(573) 882-7256</td>
</tr>
<tr>
<td>LICENSING DIRECTOR</td>
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</tbody>
</table>

All requests for logo and branding initiatives from internal entities (teams, departments, etc.) must request approval through the brand committee. Uniform requests should come from the sport’s designated equipment manager. Request/approval process:

TEAM APPAREL AND GEAR
Includes: Uniforms, luggage and tags, rings, camp apparel and gear, alumni and team gifts, hats and helmets, autograph balls.
1. All requests are submitted to Jay Luksis for review.
   Jay will distribute to appropriate committee members to review.
2. Jay will respond with approval or any concerns within 2-3 business days.

PLACING AN ORDER FOR MERCHANDISING USING UNIVERSITY OF MISSOURI LOGOS
Please use an approved licensed vendor. A list of vendors can be found at:
licensing.missouri.edu/licensed-vendors-for-campus-use-2/

OFFICE SUPPLIES AND EMAIL SIGNATURES (STATIONARY, LETTERS, LETTERHEAD, ETC.)
1. Office Supplies
   Marketing will review with each department in June 2019 and note what needs to be corrected.
   Old stationary to be used until each department runs out before ordering new stationary.
   Any new items after August 1 will need to be reviewed by the marketing office (Jay Luksis).
2. Email Signatures
   Marketing will provide a template if you want to use a branded email signature.
   Images as signatures will be required to change to the template format to assure readability.

FACILITY GRAPHIC PROJECTS
1. All requests are submitted to Jay Luksis for review.
   Jay will distribute to appropriate committee members for review.
2. Requests need to include budget amount and funding source.
   Projects that have an approved funding source will receive priority in the design process.
   Projects that do not have an approved funding source will be handled in a timely manner as funded projects move forward.

IF YOU HAVE A QUESTION, ASK BEFORE YOU ACT!