



BRAND GUIDE

MISSOURI SOUTHERN
STATE UNIVERSITY

REVISED 10-07-25

TRADEMARKS AND LICENSING

The Missouri Southern State University wordmark, lion logo, seal, and other university logos represent the traditions, reputation, and identity of MSSU. MSSU's rights to control its marks are governed by federal and state trademark laws. The university's key marks are registered with the U.S. Patent and Trademark Office.

Our trademarks are the images, words, and symbols that indicate that goods or services are associated with MSSU. Typically, a trademark that is not registered with the U.S. Patent and Trademark Office is indicated by the TM symbol and a registered mark is indicated by the ® symbol.

PROTECTING UNIVERSITY TRADEMARKS

Use only approved versions of the MSSU wordmark, lion logo, lantern, and seal. Guidelines for their use are detailed in this manual.

Follow the trademark licensing guidelines below any time you use an MSSU logo. Trademark licensing guidelines are subject to change. Check for updates in the online edition of this manual.

University logos may not be created by any office or department outside of University Relations and Marketing, and any proposed additions must be approved by that office.

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BRAND



VISUAL IDENTITY ELEMENTS

The visual elements below are used to create the core and expanded visual identity of MSSU. Reference each section to learn more about proper usage and application in order to ensure the brand is applied consistently across all university materials.

1 UNIVERSITY LOGOS

How to use the official wordmark and lion logo of the university

2 DEPARTMENT LOGOS

How to properly utilize a sub-branded wordmark to represent the department

3 OTHER UNIVERSITY MARKS

When and how to use other university marks, including the seal and lantern

4 COLOR PALETTE

Color breakdowns of the primary university color palette

5 TYPOGRAPHY

The official university typefaces

6 LION LIKENESS

Approved lion likenesses for MSSU

UNIVERSITY LOGOS

WORDMARK

The MSSU wordmark was designed to clearly identify the university's name and create a consistent branding element for the university.

The wordmark uses Trajan Pro bold, with the "M" in "Missouri" and the "N" in "Southern" and "University" replaced with Times New Roman. The wordmark is customized with specific spacing and outlines.

It is a fully registered mark.

WORDMARK | STACKED

MISSOURI
SOUTHERN
STATE UNIVERSITY®

WORDMARK | HORIZONTAL

MISSOURI SOUTHERN
— STATE UNIVERSITY —®

The stacked wordmark should be the first choice when the university logo is used. When appropriate, it may be substituted with the horizontal wordmark.

Usage

- The wordmark must be reproduced from high-resolution digital artwork.
- As a primary graphic identity for the university, the wordmark (or official department sub-branded wordmark) must appear on all external communications, including brochures, stationery, business cards, and websites.
- The wordmark may not be reconstructed or altered in any way. This prohibition includes, but is not restricted to, type, the horizontal lines, outlines, and embellishments. Do not create secondary logos, as this is confusing to audiences and dilutes our goal of creating a common, mutually reinforcing image.
- The wordmark may not be cut or cropped in any way.

Improper Wordmark Treatment

- Do not configure the elements into a different logo.
- Do not crop or remove any part of the wordmark.
- Do not distort the wordmark.
- Do not tilt the wordmark in any direction.
- Do not alter the proportions of the wordmark.
- Do not attach a program-level identification to the wordmark or attempt to create your own unit or department logo.
- Do not duplicate any part of the wordmark to create a pattern.
- Do not recreate the type or substitute another typeface.
- Do not surround the wordmark with other competing shapes.

Color Options

The wordmark may be displayed in four different options: green, black, gold, and white.



Size Requirements

In order to ensure clear reproduction and legibility, the wordmark must not be used any smaller than the sizes shown. It is preferred that they be used larger than their minimum size whenever possible.



Safe Zone Requirements

Each wordmark has an established "safe zone" intended to maintain the integrity of the logo and to avoid visual confusion.

No other type of graphic element (including folds, trims, or edges) should fall within the safe zone shown.

For the stacked version, the spacing must not be less than 1/8 of the logo size. For the horizontal version, the spacing must not be less than 1/4 of the logo height.

1/8 width of logo



1/4 height of logo



LION LOGO

The official lion logo is a primary mark for all areas of the university.

It is a fully registered mark.



Usage

- The lion logo must be reproduced from high-resolution digital artwork.
- The lion logo may not be reconstructed or altered in any way.
- When used by itself, the logo typically faces to the left. However, it may be used facing to the right when necessitated by the design.
- When used in full-color, the teeth and eye of the lion are white.
- The full-color lion logo must be outlined with a white stroke, no matter the color of the background.

Color Options

The lion logo may also be displayed in four different one-color options: green, black, gold, and white.



Improper Lion Logo Treatment

- Do not add design elements of any kind to the lion logo.
- Do not stretch, rotate or modify the proportions of the logo.
- Do not place text over the lion logo. The logo may not be used as a watermark.
- Do not use the green or black one-color lion logos on a dark-colored background (doing so may result in an X-ray effect, rendering the lion incorrect).
- Do not use the gold or white one-color lion logos on a light-colored background (doing so may result in an X-ray effect, rendering the lion incorrect).

COMBO WORDMARK

The combo wordmark utilizes the university lion logo along with either the stacked or horizontal wordmark. It is a fully registered mark.

COMBO WORDMARK | STACKED



COMBO WORDMARK | HORIZONTAL



Usage

- The combo wordmark must be reproduced from high-resolution digital artwork.
- Two layout options are permitted when using the **stacked** combo wordmark—the lion logo may be shown to the left or on top of the wordmark.
 - When shown to the left, the lion logo may only face right, toward the text.
 - When shown on top, the lion logo may only face to the left.
- One layout option is permitted when using the **horizontal** wordmark—the lion logo may be shown on top, facing left.

Color Options

- Color specifications of the lion logo and wordmark apply to the corresponding pieces of the combo wordmark.
- The lion logo may be used in a full-color version with green, black, gold, or white text.
- The lion logo may also be used in a one-color version with green, black, gold, or white text.
 - When utilizing a one-color lion logo, the text color must be the same.



DEPARTMENT LOGOS

SUB-BRANDED WORDMARK

Sub-branded wordmarks are a way of branding individual units within the university. Each unit's sub-brand is available in stacked and horizontal versions.

SUB-BRANDED WORDMARK | STACKED



WORDMARK | HORIZONTAL



Usage

- In order to ensure consistency across the university, all words must be spelled out completely and must not be abbreviated. However, the ampersand (&) must be used instead of the written "and."
- Color options (page 19) and size and safe zone requirements of the wordmark (page 8) apply to all sub-branded wordmarks.
- The stacked sub-branded wordmark should be the first choice when the logo is used. When appropriate, it may be substituted with the horizontal version.

Note: All sub-branding must be created and provided by URM.

THE DEPARTMENT OF ATHLETICS LOGOS

The official Department of Athletics logos are shown below. These include the horizontal and oval variations. Both variations are fully registered marks.



Usage

- The horizontal and oval logos are recommended for use by the athletics department only and must be outlined with a white stroke, no matter the color of the background. The copyright symbol may also need to be adjusted for visibility depending on the background color (green or white are preferred).
- The full-color logos must be outlined with a white stroke, no matter the color of the background.

"MS" LOGO

The "MS" logo is a primary logo for baseball/softball (no use restrictions) and a secondary/tertiary logo for all other programs (usage limited to apparel and uniforms). It is a fully registered mark.



THE ATHLETICS DEPARTMENT SUB-BRANDS

Various sports programs may be sub-branded using the athletics department logos. These logos should be accompanied with a “TM” to show they are trademarked, as any deviation from the original copyrighted logo negates the copyright. A few examples are shown below:



OTHER UNIVERSITY MARKS

UNIVERSITY SEAL

The official MSSU seal is reserved for use by the Office of the President, Board of Governors, and on official university documents (diplomas, acceptance letters, etc.).



Usage

- The university seal is not to be used:
 - in marketing/promotional materials.
 - to identify individual departments, colleges, or offices on campus.
 - as a design element on branded items such as tablecloths or other various giveaway items.

Color Options

The seal may also be displayed in four different one-color options: green, black, gold, and white.



LANTERN LOGO

The official lantern logo is reserved for use by the Office of the President, Missouri Southern Foundation, and Board of Governors.

Usage

- The lantern logo is not to be used by other areas of the university unless otherwise approved by URM.
- The full-color lantern must be outlined with a white stroke, no matter the color of the background it is placed on.



Color Options

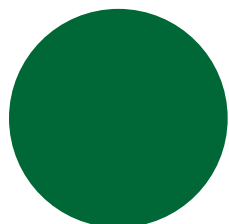
The lantern may also be displayed in four different one-color options: green, black, gold, and white.



BRAND | COLOR PALETTE

COLOR PALETTE

COLOR BREAKDOWNS

**GREEN****CMYK**

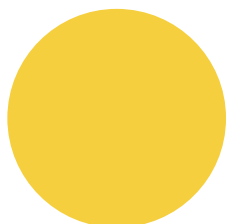
91
33
99
25

RGB

0
105
55

Hex #

006937

**GOLD****CMYK**

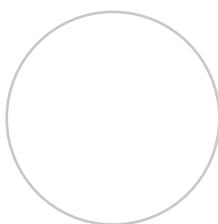
4
16
87
0

RGB

246
206
61

Hex #

f6ce3d

**WHITE****CMYK**

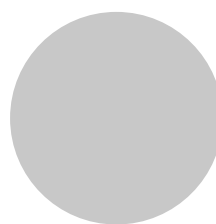
0
0
0
0

RGB

255
255
255

Hex #

ffffff

**GRAY****CMYK**

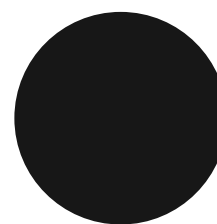
21
16
17
0

RGB

200
200
200

Hex #

c8c8c8

**BLACK****CMYK**

73
67
65
80

RGB

23
23
23

Hex #

171717

BRAND | TYPOGRAPHY

TYPOGRAPHY

The official university typefaces are MSSU Font, Avenir, and Avenir Next Condensed.

OFFICIAL UNIVERSITY FONTS FOR PRINT

MSSU Font (*This font must be used in all caps at all times*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

0123456789

BOLD

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789

0123456789

Light

Light Oblique

Book

Book Oblique

Oblique

Roman

Medium

Medium Oblique

Heavy

Heavy Oblique

Black

Black Oblique

Avenir Next Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789

0123456789

Ultra Light

Ultra Light Italic

Regular

Italic

Medium

Demi Bold

Demi Bold Italic

Bold

Bold Italic

Heavy

Heavy Italic

LION LIKENESS

Approved lion likenesses for MSSU (*in addition to the registered lion logo*)

ATHLETIC MASCOT

Roary is the athletic mascot of MSSU. Although the Lion has been the university's mascot for many decades, the identity and name of Roary became official in 2012 after a vote by the student body. Roary is a fixture at athletic, campus, and community events.



LION ICON

Dedicated in 2013, the Lion Icon is a bronze replica of a lion that stands outside Billingsly Student Center in what is known as the Lion Pride Plaza. The statue's images and illustrations are used in official marketing pieces. Its likeness is the intellectual property of MSSU.



CARTOON ROARY

In 2015, a new caricature of Roary the Lion was designed and approved. This caricature is used for branding for children, such as illustrated coloring books and birthday cards.



Note: *Lion likenesses other than the registered lion logo and those shown above are not permitted for university promotions.*



STYLE



BRAND PERSONALITY ELEMENTS

The communication elements below are used to create the core and expanded brand personality of MSSU. Reference each section to learn more about proper usage and application in order to ensure the brand is applied consistently across all university materials.

① VOICE

How to properly write in a way that reflects how the university wants to be perceived

② TONE

How to properly adapt a message to the intended audience and goal

③ CAPITALIZATION, NAMES, TITLES

Rules for proper usage

④ SPELLING

Rules for proper usage

⑤ PUNCTUATION AND ABBREVIATIONS

Rules for proper usage

⑥ AI BEST PRACTICES

Guidelines for artificial intelligence usage in university messaging

VOICE

Our voice reflects how we as MSSU want to be perceived: engaging, inclusive, trustworthy, and empowering. Each piece of writing should exhibit these values and drive our brand forward.

ENGAGING

We strive for compelling stories that draw the attention of our audience. Writing should captivate our readers, immersing them into the piece and inviting them to be a part of the story.

INCLUSIVE

As we beckon our readers, we should also make sure our language includes them:

- Use active voice: Speak directly and energetically. Include action, emotion, and enthusiasm without overselling—these details pull readers into the narrative, taking them on a journey.
 - Now, Kennedy is less than two years from retirement but is still giving the job his all, even occasionally working with his son, who is in the Special Investigations Unit. He is proud of his work, but what he takes pride in most are his loved ones.
 - We launched a new research initiative (instead of: A new research initiative was launched).
- Write from first person point of view—use “we,” “our,” and “us” for inclusivity, inviting the audience to be a part of the story.
 - We are the largest 3D printing center for precision health in Missouri (instead of: It’s the largest 3D printing center for precision health in Missouri).

TRUSTWORTHY

Our words and stories must exhibit honesty and sincerity.

EMPOWERING

We tell the stories of students, faculty, staff, and stakeholders who have walked the halls of MSSU.

TONE

Each form of writing will adopt a different tone depending on the piece's message. Consider the goal of the message you intend to share. Are you announcing a new faculty member or program? The writing's tone would likely be positive and exciting. Are you developing a brochure on disability services? The tone may be informative and respectful. Ensure context is considered while writing.

We do have some guidelines we recommend consulting as you write:

COLLECTIVE LANGUAGE

- Avoid phrasing that implies separation or distance. Always choose words that bring people together and emphasize community and shared achievement.
- We are happy to introduce and welcome MSSU's new Director of Choral Activities Dr. Derrick Bready who will be joining us very soon.

CLEAR AND APPROACHABLE

Use straightforward language. Avoid jargon and overly fancy words.

CLARITY

Make every sentence easy to understand on the first read. Avoid unnecessary complexity.

CAPITALIZATION, NAMES, TITLES

IN REFERENCE TO THE UNIVERSITY

Write “Missouri Southern State University” upon first reference in official communications. For subsequent mentions, use either “MSSU” or “Missouri Southern”, and only one of these terms for clarity and consistency.

- Since 1937, Missouri Southern State University has provided educational opportunities for Southwest Missouri and beyond. MSSU has evolved from an outstanding junior college to its role today as a comprehensive four-year, state-supported institution.

For more than 75 years, MSSU has developed outstanding, state and nationally accredited programs that prepare our students for the competitive and changing 21st century society.

Note: In official writing, refrain from referencing the university as “Southern” or “MOSO.”

UNIT NAMES

For colleges, capitalize the first reference and lowercase upon second reference if not using the proper noun.

- **College of Arts and Sciences**; the college
 - The College of Arts and Sciences is proud to announce new faculty members.
 - The college is introducing two new faculty members.

- **Department of Kinesiology**; the department
 - The Department of Kinesiology is hosting the annual Rod Anderson Sports and Recreation Management Symposium.
 - The department is thrilled to host the event.
- **Leggett & Platt Athletic Center**; Leggett & Platt; the facility; the arena
 - The game will take place in Leggett & Platt Athletic Center.
 - Leggett & Platt seats up to 4,000 people.
 - The facility was dedicated in 1999.
 - The arena hosts sporting events and graduation ceremonies for several area high schools.

TITLES

A job title is lowercase when following a name.

- Dr. Dean Van Galen, president of MSSU, is excited to welcome new students to campus.
- Dr. Katie Kilmer, department chair of Biology and Environmental Health, teaches several courses at MSSU.
- Dr. Beverly Block, professor emerita of Business Administration, used to teach in the business department.

The job title is uppercase when preceding a name.

- MSSU President Dr. Dean Van Galen is excited to welcome new students to campus.
- President Dean Van Galen looks forward to the fall semester.
- Department Chair of Biology and Environmental Health Dr. Katie Kilmer teaches several courses at MSSU.

- Dr. Katie Kilmer teaches several courses at MSSU.
- Professor Emeritus Dr. Beverly Block used to teach in the business department.

ACADEMIC YEAR AND CLASS STANDING

Lowercase in all references.

freshman, sophomore year; a freshman, a sophomore

- I am a freshman this semester.
- I will start my sophomore year this fall.
- We will see an influx of freshmen this semester.

Capitalize when referring to a specific semester.

- Fall 2025 semester
- MSSU's new agriculture business program will begin the Fall 2025 semester.
- Our Missouri 3D Printing Center for Precision Health launched in the Spring 2025 semester.

ACADEMIC DEGREES

Lowercase when spelling out the general degree and always use an apostrophe with a bachelor's degree and master's degree.

- She earned her bachelor's degree last May.
- She is pursuing a master's degree this fall.

Exceptions are associate degree and doctoral degree. In academic degree abbreviations, do not use periods.

- She earned her associate degree in accounting before pursuing her bachelor's in marketing.
- I earned my doctoral degree in economics last year.
- I earned my PhD in economics last year.

MAJORS, MINORS, CONCENTRATIONS, AND PROGRAMS

Majors are uppercase if paired with the formal name of the degree and lowercase if not. Minors are also lowercase unless they are a proper noun.

- She holds a Bachelor of Arts in Biology and a minor in Spanish.
- She holds a bachelor's in biology and a minor in Spanish.
- He is pursuing a Bachelor of Science in Criminal Justice and a minor in marketing.
- He is pursuing his bachelor's in criminal justice and a minor in marketing.

WEBSITE ADDRESSES AND ELECTRONIC SOURCES

When referring to the university's main website, use a vanity URL, a shortened version of the full URL. "www." can be left off the full address.

- mssu.edu
- To fill out a project request form, please visit URM's webpage at mssu.edu/university-relations-marketing/resources.php

EXTERNAL AND INTERNAL LINKING

External links (or outbound links) are hyperlinks directing readers towards a source outside the original page.

- General admission is \$25, and VIP tickets are \$50. Tickets are available here: <https://justatastemo.vinesos.com/mssu-ireland-semester-presents-a-taste-of-ireland/>

Internal links are to point to a specific area within the same webpage.

- To read MSSU's Social Media Policy, click here: mssu.edu/Policy/Social-Media-Policy.pdf
- Email addresses with the first letter in the address are to be lowercase.
 - doe-j@mssu.edu

COMPASS DIRECTIONS AND REGIONS

Lowercase directions when they are not proper nouns but capitalize in reference to a proper name or region.

- southwest Missouri
- Missouri Southern

SPELLING

The university uses American spelling in official communications unless indicated by MSSU style guidelines. Consult **merriam-webster.com** for spelling and grammar.

- advisor, not adviser
- catalog, not catalogue
- canceled, not cancelled
- coursework, not course work
- healthcare, not health care (MSSU style)
- full-time and part-time are hyphenated when used as adjectives but are separate words when following a noun.
- Emerita/emeritae; emeritus/emeriti
 - This is an honorary title, often granted to a retired professor, and the honoree is permitted to continue using the previous title.
 - Emerita is the feminine single version of emeritus, and emeritae is the plural form.
 - **As a title:** Professor Emerita Beverly Block used to teach business courses at MSSU.
 - **As a noun:** The university celebrated several emeritae and their notable careers.
 - The same concept applies to the male singular and plural forms emeritus and emeriti
 - **As a title:** Professor Emeritus Mel Mosher taught at MSSU for many years.
 - **As a noun:** Emeriti will be honored at a ceremony next week.

- Alumna/alumnae; alumnus/alumni; alum/alums
- Alumna and alumnae are the feminine singular and plural forms of female graduates.
 - Chloe McMain is an alumna of MSSU.
 - Nearly 50 alumnae were celebrated at the annual celebration of women's athletics.
- Commonly used as the gender-neutral singular and plural form of multiple graduates, alumnus and alumni can also be used to refer to male graduates.
 - Alex is an alumnus.
 - We expect 50 alumni to join.
- Alum and alums are alternative forms of singular and plural forms for graduates.
 - He is an alum, and so is she.
 - They are alums.

Note: For consistency, default to alumnus and alumni in all official communications.

NUMBERS

Spell out numbers under 10.

Exceptions are percentages, grade point averages, semester hours, and dates.

Spell out numbers at the beginning of a sentence or reword the sentence to avoid spelling out large numbers.

ORDINAL NUMBERS

Spell out ordinal numbers in text.

- First
- Second
- Twelfth

However, nd, rd, st, and th can be used in reference to floors and street names.

- HR is located on the 2nd floor of Hearn Hall.
- The building is on East 7th Street.

Note: *Do not use superscripts for ordinals.*

Avoid ordinal numbers when referring to months and dates.

- On December 13, new graduates celebrated commencement.

Use a comma when expressing large numbers with exceptions of years, temperatures, and test scores.

- 1,100
- 10,000

Place an apostrophe before the graduation year of a class or an alumnus.

- Class of '37
- There are archives memorializing the Class of '37.
- Melissa Thompson-Holt, '11, serves as director of alumni and donor relations.

Note: *Be sure the apostrophe is facing away from the year.*

DECIMALS AND FRACTIONS

Express decimals and fractions in figures. Occasionally, a fraction may be spelled out.

- 1.45
- $\frac{3}{4}$

Note: The system may change the fraction to its own formatting. If this occurs, you may keep the changed formatting.

- I only read two-thirds of “Pride and Prejudice.”

TIME

Express figures a.m. and p.m. lowercase with periods.

- Summer hours are from 7 a.m. to 5 p.m.
- The event lasts from 8 to 10 p.m.
- Prioritize readability and comprehension.
- Office hours will be from 3:00 until 4:30 p.m.

Note: Figures a.m. and p.m. include periods and are always lowercase.

CENTURIES AND DECADES

Spell out centuries under 10.

- The ninth century
- The 16th century

When using numerals for decades, do not use an apostrophe. These figures are not possessive.

- 1960s or '60s, not 1960's or 60's

TELEPHONE NUMBERS

Include a hyphen after the area code.

- 866-818-6778

NUMBERS IN ATHLETICS

Follow the typical numeral rules AP style establishes (spell out numbers under 10, using figures for numbers 10 and above, etc.). AP style recommends “using figures whenever preceding a unit of measure or points, as well as for team records or game numbers.”

Verify the correct use of numerals for each sport.

- First place; second quarter; the 6-5 tight end, a 3-pointer with 0.2 seconds left; the 6-foot-5 player.

See the guidelines on fractions and decimals when writing.

PUNCTUATION AND ABBREVIATIONS

MSSU consults the current AP Stylebook for grammar and **merriam-webster.com** for spelling.

OXFORD (OR SERIAL) COMMAS

Use a comma before “and” or “or” in a series. Although AP style omits the serial comma, MSSU prefers to use it for clarity.

- The Lion’s Den includes Pizza Hut, Central Grill Co., Lion’s Den Subs, and Roasterie Coffee Company.

COMMAS IN NAMES

Do not include a comma before Jr., Sr., II, etc.

- We have a collection featuring artwork by Frank Moses Forbey Jr. in the MSSU Archives and Special Collections.

COMMAS IN DATES

Dates should be offset by a comma.

- The fall commencement will take place on December 13, 2025.

COMMAS IN CITIES, STATES, OR COUNTRIES

Precede and follow the name of a city and state with commas.

- MSSU is located in Joplin, Missouri, in the heart of the Four State area.

Note: The terms “Four State” and “Four States” will be capitalized because they are commonly recognized and accepted expressions in the Joplin area.

QUOTATIONS AND PUNCTUATION

Generally, italics are not used in AP style. In official university communications, titles, quotes, etc. should be placed inside of quotation marks.

Items needed in quotation marks:

- poems and short stories
- article titles
- song titles
- television and radio programs
- pamphlets
- book titles
- works of art
- periodicals
- newspaper titles
- movie titles
- operas and other longer musical compositions

Question marks and exclamation points should be placed outside of quotation marks if they are not included in the title and inside if they are.

- “Moulin Rouge!” will be the next spring theatre production.
- Who are the main characters in “Stranger Things”?

AMPERSAND

Use an ampersand (&) when it is a part of an official title. Academic and department titles generally do not use the ampersand unless needed to save space for business cards, etc.

- Dr. Lisa Toms serves as the provost and vice president for Academic Affairs.
- Leggett & Platt Athletic Center (official title)
- University Relations and Marketing (academic title)

DEGREE AND MAJOR FORMAT

Degrees and majors should follow this formatting: Name of alum, year of first degree earned at MSSU, year of second degree at MSSU if applicable.

- Amber Cure, '11, is MSSU's social media and web coordinator.
- Brian Smith, '10, '25, works at EaglePicher Technologies.

Incorporate their degree within the story.

Only list degrees earned at MSSU.

AI BEST PRACTICES

As artificial intelligence (AI) positions itself in higher education, we at MSSU believe we should address its use in accordance with our brand. Generative AI in regard to text should be used with caution, and while we do not prohibit its utilization, we are currently establishing AI best practices, specifically for social media posts, through the following guidelines:

- Draft a social media caption first independently.
- Use AI to spellcheck and to enhance the tone. OpenSource AI is available through your MSSU Microsoft Outlook account.
- Review for bias.
 - Due to the systems Generative AI learn from, responses may contain bias, so please review each output before posting.
- Review any use of emojis and quotation marks.
 - Using emojis in a text caption copied directly from AI can be a quick indicator that this text content is inauthentic and not specifically curated for your respective social media audience.
- Proofread AI responses for proper grammar and spelling.
 - *Note: Please proofread your writing independent of AI before and after using the software in the event typos or grammatical errors are made.*
- Avoid inserting any confidential information into the AI service that is in accordance with the **University Data Standards and Integrity Policy**.



RESOURCES

RESOURCES OVERVIEW

URM's webpage, mssu.edu/university-relations-marketing, offers a range of creative resources. See below for what is available.

1 PRINT AND DIGITAL STATIONERY

Where to order/request business cards, name badge, and digital resources

2 TRADEMARKS AND LICENSING

MSSU's trademarked phrases

3 CONTACT AND DOWNLOAD

Where to go to get what you need

PRINT AND DIGITAL STATIONERY

BUSINESS CARDS AND NAME BADGES

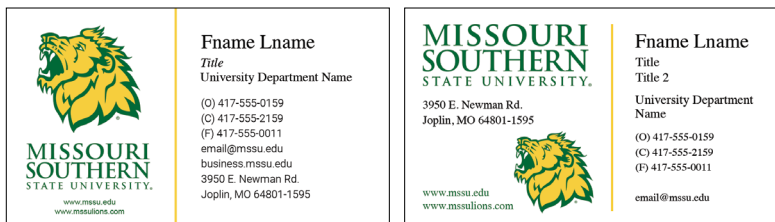
MSSU uses Pittcraft Printing as its official stationery provider. Branded items including business cards, name badges, note cards and more can be individualized and ordered through Pittcraft's MSSU Lion Store at pittcraft.com.

NAME BADGE | LAYOUT

MSSU's name badges utilize a magnetic closure.



BUSINESS CARD | LAYOUT OPTIONS



While items such as notecards, envelopes, and folders that are available in the Lion Store are permitted to be purchased from outside vendors, business cards and name badges must be ordered through the Lion Store to maintain consistency across the university.

Reference the **Contact** section on page 48 for more information.

ELECTRONIC LETTERHEAD

University and unit specific electronic letterhead is available through URM. URM will provide a Microsoft Word document with the unit specific artwork—it is the responsibility of the unit to input their individual contact information into the footer.

Reference the **Contact** section on page 48 for more information.

POWERPOINT TEMPLATES

There are a number of MSSU-branded Microsoft PowerPoint templates available for use by the campus community.

Reference the **Download** section on page 48 for more information.

UNIVERSITY OUTLOOK SIGNATURE GUIDELINES

An MSSU employee's Outlook signature must include the following:

- First and last name *Chloe McMain*
- Job title *Director of Creative Services and Branding*
- Phone number *417-625-9787*
- Email *mcmmain-c@mssu.edu*
- Office hours *In office: M-Th: 8 a.m. - 5 p.m. | Remote: F: 8 a.m. - 5 p.m.*
- Full university name *Missouri Southern State University*

Note: *Style guidelines previously noted apply to content in signature.*

TRADEMARKS AND LICENSING

TRADEMARKS

The following phrases representing the university have been trademarked or fully registered and require proper notation when used on clothing and/or merchandise, unless otherwise approved by URM.

Registered®

- Missouri Southern
- MSSU
- MOSO
- Southern Stampede (*for use by Missouri Southern Cross Country only*)
- Fine Arts Radio International (*for use by Missouri Southern KXMS Radio only*)

Trademarked™

- Missouri Southern State University
- Missouri Southern Lions
- MSSU Lions
- Southern
- Lions

LICENSING

- Only licensed vendors may use university logos on commercial products.
- Choose vendors licensed with the university's licensing company.
- Vendors should contact CLC - Learfield IMG College at 770-956-0520 or visit **clc.com/get-licensed** to obtain a license application and to submit designs for approval. The licensing office will seek URM approval for designs using university logos.
- If using a non-licensed vendor is crucial, the vendor must receive written approval for one-time use of the logos from URM.
- To view the list of MSSU's licensed vendors, reference the **Contact** section on page 48.
- Offices and departments that do not follow the guidelines of the MSSU Brand Guide may be subject to refusal of payment for those products by the university.

BOILERPLATE

WHEN AND WHY IT SHOULD BE USED

The MSSU boilerplate is a standard block of copy that represents the university and can be used across various communication materials including press releases, marketing collateral, and website content.

Using this pre-approved copy maintains accuracy and consistency in brand messaging and university information across all communication platforms.

MSSU BOILERPLATE

Founded in 1937, Missouri Southern State University has provided educational opportunities for Southwest Missouri and beyond. The university serves nearly 4,300 students in more than 140 academic programs and boasts outstanding NCAA Division II athletics programs. The university's mission is to educate and graduate knowledgeable, responsible, successful global citizens. For nearly 90 years, MSSU has developed exceptional state and nationally accredited programs that prepare their students for the competitive and changing 21st century society.

CONTACT AND DOWNLOAD

CONTACT

Visual Identity Elements

For questions regarding the university's visual brand, creative assets, stationery, trademarks, and licensing, email Chloe McMain at mcmain-c@mssu.edu.

Brand Personality Elements

For questions regarding the university's written brand, email Olivia Ryckman at ryckman-o@mssu.edu.

DOWNLOAD

Gain fast and convenient access to an array of official university creative assets for communication and marketing projects.

View and download at mssu.edu/university-relations-marketing



THANK YOU!

Missouri Southern State University

University Relations and Marketing

3950 E. Newman Road | Joplin, MO 64801

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This document is subject to change.

The most updated version will be available at mssu.edu/university-relations-marketing.