

THE UNIVERSITY OF SOUTHERN MISSISSIPPI

# GRAPHIC STANDARDS

UPDATED SEPTEMBER 2020



THE UNIVERSITY OF  
SOUTHERN  
MISSISSIPPI®

# QUICK POINTS



UNIVERSITY LOGO



GOLDEN EAGLE LOGO



EXECUTIVE SEAL

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.

OFFICE OF  
UNIVERSITY COMMUNICATIONS (UC)  
USM.EDU/UC  
UNIVERSITYCOMMUNICATIONS@USM.EDU  
601.266.4491

# UNIVERSITY LOGO

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/uc](http://usm.edu/uc).

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.



HORIZONTAL



VERTICAL



COMPACT

## GOLDEN EAGLE LOGO

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.



## REGISTERED MARKS AND VERBIAGE

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 University of Southern Mississippi®  
Southern Miss Golden Eagles®  
Southern Miss®  
USM®  
Golden Eagles®

# OBSOLETE LOGOS

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 as official university logos.

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.

## PROTECTED SPACE



## MINIMUM REPRODUCTION SIZE



## REVERSED LOGO



## ONE-COLOR LOGO (BLACK)



# 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 [usm.edu/uc](http://usm.edu/uc).

**DO NOT USE THE DOME ICON ALONE  
(EXCEPT IN A FEW SPECIFIC SITUATIONS)**



**DO NOT DISTORT**



**DO NOT CREATE NEW LOGOS**



**DO NOT COPY FROM THE WEB OR SCAN**



**DO NOT PLACE ON A BACKGROUND  
WITHOUT SUFFICIENT CONTRAST**



**DO NOT VIOLATE THE PROTECTED SPACE**



**DO NOT USE AN OLD LOGO**



# PROMOTIONAL ITEMS

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](mailto: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 (e.g., Black and Gold Day) must select standardized colors, fonts and layout options similar to the examples shown on this page.**

**A Promotional Items Toolkit is available at [usm.edu/uc](http://usm.edu/uc).**

PEN



BACKPACK



STICKER/BUTTON



T-SHIRT



PENCIL



# DISPLAY ITEMS

Display items are defined as products used to identify an exhibit space representing the university or a specific university unit, academic area or program at a conference or recruitment event. Common examples of display items include tablecloths, banners, tabletop displays or tents.

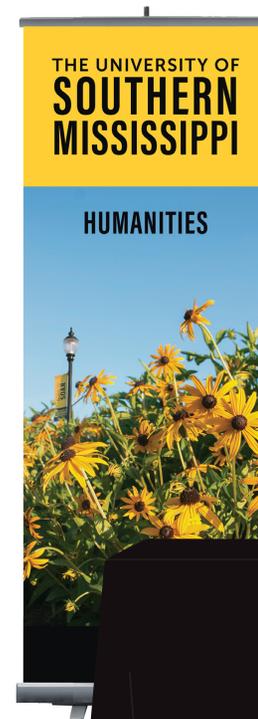
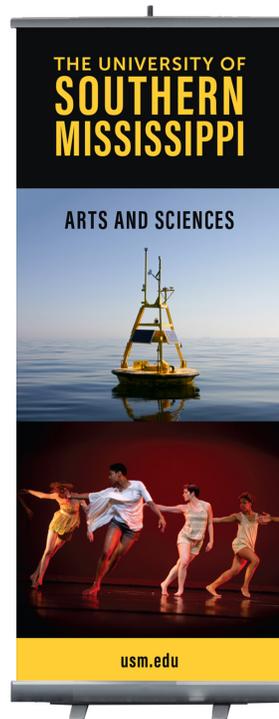
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BANNER



TABLETOP  
BANNER



TABLECLOTH

# 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



## BLACK

Web - #000000

Print Media/Promotional Items - 100% Black/K100



## GOLD

Web - #FFAB00 or #FFD046

Print Media/Promotional Items - CO 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

University business should be conducted using official university stationery. 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 at [usm.edu/uc](http://usm.edu/uc).



THE UNIVERSITY OF  
**SOUTHERN MISSISSIPPI**

SCHOOL OF MUSIC  
118 College Drive #5081 | Hattiesburg, MS 39406-0001  
Phone: 601.266.2543 | Fax: 601.266.3427 | [usm.edu/music](http://usm.edu/music)



THE UNIVERSITY OF  
**SOUTHERN MISSISSIPPI**

**John Doe**  
*Assistant Professor*  
*School of Music*

118 College Drive #5081  
Hattiesburg, MS 39406-0001  
[john.doe@usm.edu](mailto:john.doe@usm.edu)

P: 601.266.2543  
F: 601.266.3427  
[usm.edu/music](http://usm.edu/music)



THE UNIVERSITY OF  
**SOUTHERN MISSISSIPPI**

SCHOOL OF MUSIC  
118 College Drive #5081  
Hattiesburg, MS 39406-0001

Addressee Name  
Department or Company  
Post Office Box or Address  
City, State 00000-0000

# LETTERHEAD

Order pre-printed letterhead: [usm.edu/uc](http://usm.edu/uc)

Download a template: [usm.edu/uc](http://usm.edu/uc)

## PRINTED LETTERHEAD

Traditional, pre-printed letterhead can be ordered online. Templates to accompany this letterhead are also available for download.

1. Order the pre-printed letterhead.
2. Download the Microsoft Word pre-printed letterhead template.
3. Open the template and write the letter in the space provided.
4. Print the letter with your desktop printer on the pre-printed letterhead.

## ELECTRONIC LETTERHEAD

An electronic template of the letterhead is available to download and use for communications sent via email. The electronic letterhead template is not intended to replace official university letterhead and is for electronic (not printed) use only.

1. Download the Microsoft Word electronic letterhead template.
2. Open the template and fill in the appropriate content.
3. Save the file and send the letter electronically.

When working with either of the templates, the position of elements should not be moved.



THE UNIVERSITY OF  
**SOUTHERN MISSISSIPPI**

DEPARTMENT OF BIOLOGICAL SCIENCES

118 College Drive #5018 | Hattiesburg, MS 39406-0001

Phone: 601.266.4748 | Fax: 601.266.5797 | [biologicalsciences@usm.edu](mailto:biologicalsciences@usm.edu) | [usm.edu/biology](http://usm.edu/biology)

NAME OF COLLEGE, SCHOOL,  
DEPARTMENT, CENTER, OFFICE  
OR UNIT

1.25"

LEFT MARGIN

Date

Addressee Name  
Company Name  
Department  
123 Main Street  
Anywhere, USA 12345

A SERIF FONT SUCH AS TIMES NEW ROMAN IS  
SUGGESTED FOR USE IN LETTERS

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, dui 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 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 facilisis odio adipiscing, vivamus viverra eleifend ante, nunc est sed.

Sincerely,

John Doe  
Professor

.88"  
RIGHT MARGIN

# UNIVERSITY VEHICLES

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





THE UNIVERSITY OF  
**SOUTHERN**  
**MISSISSIPPI**®

OFFICE OF UNIVERSITY COMMUNICATIONS (UC)

USM.EDU/UC

UNIVERSITYCOMMUNICATIONS@USM.EDU

601.266.4491