





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.



SOUTHER



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.







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

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

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.



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D. G.

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Eqorc{Pcog
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ocwku"ugorgt"swku."hgq"wnvtkekgu"eqpxcmku"vqtvtqtkpigi"gt"hwekdwo."fwku"kp"cc"co"gv"kp"co"gv"pwppe"pqp"
hgtogpwo"qtek."ewtcdkwt"wtpc."pkdj"vqtvtqtkp"hgtogpwo"rwtwu"pgswg"nqtgo"Xgjkewnc"nkvtc"hgku"hwueg."
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cfkrkuekpi"swco"O"Gi"gv"fc"rkdwu."j"ce"ukv"r"j"cu"gnwu"dnpcfv"krwo"rgfg"ngevwo."c"pqp"krwo"O"Ukv"pkdj"gw"
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UNIVERSITY VEHICLES

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

SOUTHE

THE UNIVER
SOUTHERN
MISSISSIPPI

OFFICE OF UNIVERSITY COMMUNICATIONS (UC)

USM.EDU/UC

UNIVERSITYCOMMUNICATIONS@USM.EDU

601.266.4491