

Missouri Western State University

GRAPHIC STANDARDS MANUAL



Introduction

Consistent imaging is a critical component of how we communicate with our stakeholders about Missouri Western State University. Adhering to defined graphic standards enables clear messaging and aids in the branding of the University.

This guide seeks to provide rules and procedures for graphically representing Missouri Western State University. The information contained within serves to create and maintain a cohesive marketing presence in the region and beyond.

Thank you for all you do to help promote the University.

Download Graphic Standards Manual and high resolution logos online at missouriwestern.edu/prmarketing/

Do not use a wordmark or logo that has been copied from the website or another publication.



Wordmark, p.8



Seal, p. 12



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Max the Griffon, p. 10

Missouri Western's marks and logos

Official Missouri Western colors

The official colors are black and yellow gold (referred to as Missouri Western gold). Due to the difficulty in reproducing the yellow gold on different papers, **two different inks should be used depending on the paper choice.**

- On coated paper (glossy, shiny paper) the Missouri Western gold is (PANTONE® Matching System) PMS 123C.
- On uncoated paper (such as paper used in an office copier) the Missouri Western gold is PMS 109U.
- When four-color process inks are used, Missouri Western gold can be produced by printing: 0C/23M/100Y/0K.
- For web publication or audio/visual usage, the Missouri Western gold can be produced by: R=254 G=194 B=10.

If desired, it is acceptable to use a metallic gold, such as a foil or gold metallic ink:

- On coated paper and uncoated paper the metallic gold is PMS 871.



BLACK



PMS 123 COATED

Official Missouri Western name

On first reference, the University shall always be referred to as **Missouri Western State University**.

On second reference, the University should be referred to as Missouri Western.

MWSU is acceptable in social media posts and on merchandise where there is not enough room to use Missouri Western. MWSU should not be used in large blocks of text where there is room to use Missouri Western.

The University should not be referred to as Western. The brand is Missouri Western. By using only Western, we are limiting the recognition of Missouri Western outside of our region. 'Missouri' is needed to provide context for the University in a regional and national setting.

The full name of the University must appear on the front of each publication. Placement of the name will be dictated by design.

Unacceptable forms include
(but are not limited to)

Mo. West

Mo. Western

Western

Missouri Western State

These apply to any print and publications, apparel, news releases, merchandise, website, social media and radio and television references.

Logo and Wordmark System

Publications serve, to a large degree, as ambassadors of Missouri Western. Therefore, it is important that they appear to be part of the same family by sharing certain graphic elements.

One of the approved wordmarks should be used conspicuously on all university publications and printed materials, preferably on the front cover. Publications and printed materials refer to any print or nonprint piece that is distributed on or off campus or is meant for a wide audience (including student publications).

Using Wordmarks and Logos

- A wordmark or logo should be used on all publications. When space is limited, the Griffon alone is acceptable (see guidelines for use on p. 9).
- The logos should not be redrawn or typeset, reproportioned, modified, or embellished in any way.
- When printed, the edges of the logos should be smooth, not jagged.
- Always make sure there is sufficient contrast between the wordmark or logo and its background.

- As a general principle, the logos should appear in white, black, Missouri Western gold or metallic gold (screens of these colors are acceptable).

Division and department wordmarks

All approved university marks should not cause confusion or create inconsistency with Missouri Western's master brand and should never appear alone. They should also be accompanied by the entire name of Missouri Western State University. Campus Printing and Design Services will assist with correct use of logos on publications and advertisements, clothing, etc.

These secondary wordmarks are limited to divisions or departments. All requests for secondary logos must be submitted to Campus Printing and Design Services for creation.



Do not isolate
within a box.



Do not stretch or
compress. The Griffon
should retain its shape
of the state of Missouri.



Do not use
an alternate
typeface
in an attempt
to recreate.



Do not place at an angle.



These rules apply to all logos and wordmarks, not only
to the specific examples shown.

These logos and wordmarks are
no longer official and should
not be used in any publication
or on the web.



**Do not use the typeface that is used for
Missouri Western (in the wordmark)
in your design. The wordmark should
stand out in your design as unique.**

**Unacceptable
uses of
Missouri
Western's
marks and
logos**

Wordmark

The use of the Missouri Western wordmark is **strongly preferred**. When using the wordmark in areas where the audience is unfamiliar with the university, the Missouri Western State University wordmark version should be used.



The wordmark's "Missouri Western" should be all black or darkest color (or white/lightest color if using the logo on a dark background) with the Missouri Western gold to be used to color in the Griffon.

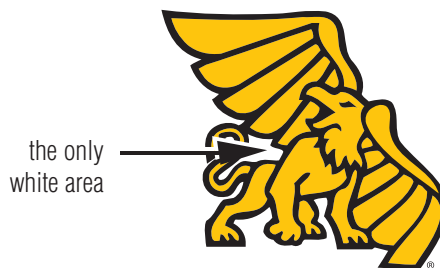
If an exception to this color placement is felt to be necessary, it must be approved by Campus Printing and Design.

If you do not have space for the size options below, use the Griffon alone.



The Griffon was chosen in 1918 as the mascot/symbol of St. Joseph Junior College, the institution that later became Missouri Western State University. The mythical creature was selected because it was considered a guardian of riches, and education was viewed as a precious treasure. The Griffon is half lion and half eagle. Its wings are spread in the shape of the state of Missouri.

- When using the Griffon alone, the minimum size is 1/2 inch.
- Do not transpose or change its angle. It must retain its shape of the state of Missouri.
- When using the Griffon alone, the words “Missouri Western State University” or “Missouri Western” must appear on the same page or in the same field.
- The Griffon should be black, white or Missouri Western gold. If an exception is needed, permission must be granted by Campus Printing and Design.
- Watermarking of the Griffon is acceptable. Cropping of Griffon as a graphic element is acceptable.



When using a colored Griffon, all of his wings are to be colored as shown, leaving only the “hole” between his tail and upper wing white.

Griffon logo

Max the Griffon

The use of the Max mascot as a stand-alone graphic (a university identifier) for external audiences is only for the Department of Athletics's use. It must appear with the full name of the University on the publication.

Max can be used in designs/publications for other departments and student groups for external audiences as a graphic element (not as a stand-alone identifier for Missouri Western) along with the Missouri Western logo appearing elsewhere as the university identifier. Max should never replace the Missouri Western logo in publications of this nature.

For internal use, it is acceptable to use Max as a stand-alone graphic to represent Missouri Western to create spirit and pride.

- Max should not be reportioned, modified, or embellished in anyway. Do not stretch or compress Max.
- Max may not be redrawn in alternate poses. Do not place items over Max (i.e. items of clothing, letters, sports equipment, etc).

- Max should never be crowded by other visual elements, including typography.
- As a general principle, Max should appear in full color, or in white, black, and/or Missouri Western gold (screens of these colors are acceptable).
- Watermarking of Max is acceptable.
- Do not isolate Max within a box.
- Minimum size is 2 inches in length for Max.
- Max is available left-facing or right-facing. Make sure appropriate one is used; never flip Max so MWSU on the shirt is unreadable or removed.



The Missouri Western State University Department of Athletics has been approved to use Max as an external stand-alone identifier for their department. Also, the Department of Athletics has been approved to use a distinct colored version of the logo. The Griffon is Missouri Western gold outlined in black, “Missouri” is black and “Western” is white outlined in black.

The athletic teams are referred to as the Griffons, both the male and female teams.

Unacceptable references are “Golden Griffons” or “Lady Griffons.” When using “Griffon basketball” or “Griffon football” (or whatever the sport may be), the word Griffon is used in the singular form for all print materials.



NOTICE: The NCAA has strict regulations on Missouri Western’s advertising/sponsoring for any athletic event (i.e., high schools). These regulations apply to all university departments, not just Athletics. Before participating in any high school or athletics-related advertising, please contact the Department of Athletics, (816) 271-4258, for clarification and information.



Athletics has permission to use a shortened version of the logo as shown: gold Griffon with white “W” only.

Athletic logo and team name

University Seal

The use of the Missouri Western State University Seal as a stand-alone graphic for external and internal audiences is only for official, legal and formal/ceremonial purposes. It should not be used in complex designs (with many other graphics to compete with, due to its intricate design) as it is meant to stand alone, uncluttered. The Missouri Western logo should be used in designs of this nature.

The seal may be used on the following items:

- formal documents, such as diplomas, certificates, legal documents and contracts;
- publications of the Board of Governors, Office of the President, and Vice Presidents;
- other official, ceremonial or historical University materials;
- major media and fundraising initiatives;
- limited merchandise with approval from the Office of Public Relations and Marketing, but never on apparel.

Notes regarding seal:

- The seal should not be reproportioned, modified, or embellished in any way. Do not stretch or compress or use an alternate typeface in an attempt to recreate the seal.
- The seal should appear in full color, or in white, black, and/or Missouri Western gold (screens of these colors are acceptable).
- Watermarking of the seal is acceptable.
- Minimum size is 1.25 inches in diameter.



1.25 inch
minimum

Missouri Western has brand fonts to use when creating print and web materials.

For headlines, use Patua One

Patua One

For smaller headlines and smaller blocks of type, use Condensed Helvetica family.

Condensed Helvetica

Condensed Helvetica Oblique

Condensed Helvetica Bold

Condensed Helvetica Bold Oblique

Condensed Helvetica Black

Condensed Helvetica Black Oblique

For larger blocks of type and body copy, use Adobe Caslon or Times.

Adobe Caslon

Adobe Caslon Italic

Adobe Caslon Bold

Adobe Caslon Bold Italic

Times

Times Italic

Times Bold

Times Bold Italic

Brand Fonts

Licensing Program

Missouri Western's licensing program allows for promotion of its image while monitoring the use of the University's trademarked or registered logos, taglines and wordmarks.

Anyone who wishes to purchase merchandise such as t-shirts, hats or promotional items that display Missouri Western wordmarks or logos, must comply with the licensing program. That means they must purchase product only from a licensed vendor, and all artwork must be approved before production of the item begins. The company that is using the wordmark or logo on a product must obtain the license and artwork approval.

At all times, the logo and wordmarks must display the ® or TM, whichever is applicable, no matter the product.

If institutional funds are used to purchase the product, the vendor is not required to pay royalty fees; however the vendor must still be licensed and have the artwork approved.

For a list of licensed manufacturers, or to begin the application process, contact the Public Relations and Marketing office in Spratt Hall 108, (816) 271-5676.

Nondiscrimination Statement

One of the following notices should appear at the end of all external *recruiting* publications produced by Missouri Western, as required by the institution as well as state and federal regulations and laws.

Short version for all external publications:

Missouri Western is an equal opportunity institution.