



BUSINESS POLICY AND PROCEDURE MANUAL	Date Issued: 9/98	Revision Date:	Page: 1 of 1
			Classification Code: 01-01
	Section: ADMINISTRATION		
Subject: INSTITUTIONAL IMAGES			

GENERAL STATEMENT OF POLICY

First impressions which people form of Southeast Missouri State University are highly important and often lasting. These impressions are created through printed materials, electronic images, and a myriad of other visual representation. It is vital, therefore, that the visual representations of the University project a positive, unified image. The implementation of a policy on visual images, along with related procedures, will help project a consistent image of the institution.

In a broad sense, this policy extends to include other forms of University identity, such as vehicles, signs, wearing apparel, and other applications of the University's name and symbols.

The Office of Marketing and University Relations shall be responsible for issuing and maintain the operating procedures necessary to implement this policy. These procedures shall be designed to provide guidance and to affirm academic freedom and intellectual creativity, while at the same time, protecting the interests of the University and all of its students, faculty, and staff. These procedures will ensure that institutional images follow high standards.



BUSINESS POLICY AND PROCEDURE MANUAL	Date Issued: 9/98	Revision Date:	Page: 1 of 3
	Section: ADMINISTRATION		Classification Code: OP 01-01
	Subject: INSTITUTIONAL IMAGES		

OPERATING PROCEDURES

The University’s official name is “Southeast Missouri State University.” When used in this manner, it must be spelled out with no abbreviations. Acceptable variations and conditions of use include "Southeast," "Southeast Missouri" and "Southeast Missouri State" in text reference in printed matter after the complete name has been established. These variations must never be used alone.

When referring to this University, the "U" should be capitalized. "SEMO," while not recommended in formal text, is an acceptable acronym as an affectionate nickname. When used, it must be without periods or spaces between the individual letters. The "Southeast" Logo in cursive print is an acceptable representation of the University. Because it does not contain the complete name of the University and may confuse the public, its use is limited to on campus.

There are no other acceptable variations to the University’s name and its uses.

Logo & Word Mark

LOGO



The University Logo and Word Mark are trademarks of Southeast Missouri State University and are protected from unauthorized use.

The official Logo is the primary component of the Southeast Missouri State University graphics identity system.

The Word Mark is a unique typographic signature displaying the full name of Southeast Missouri State University. When graphically appropriate, the distinctive type of "Southeast Missouri State University" may be used alone.

WORD MARK



The single most important element of a successful identity system is a unique symbol, creating a strong visual expression of the organization it signifies. The Logo, as illustrated, includes the traditional aspects of the University, conveyed by the use of the copper dome in existence since 1903, as well as the full and formal name of the University with the emphasis on "Southeast."

No other symbols are permitted.



BUSINESS POLICY AND PROCEDURE MANUAL	Date Issued: 9/98	Revision Date:	Page: 2 of 3
	Section: ADMINISTRATION		Classification Code: OP 01-01
	Subject: INSTITUTIONAL IMAGES		

Restrictions -

1. The distinctive Word Mark, "Southeast Missouri State University," may be used alone. The dome art, however, may not be used alone.
2. As a general guideline, the minimum size of the words "Missouri State University" as they appear in the Word Mark is 8 points.
3. Counterfeits or imitations may not be manufactured, used, displayed or sold.
4. The Logo and its variations are to be reproduced from authorized reproductions available from the Office of Public Services/Publications or from the Office of Printing and Duplicating. Computer generated Logos and Word Marks must be complete, proportional and precise. Poor digitized versions are not acceptable.
5. The Logo and Word Mark must not be redrawn, re-proportioned or modified or must be repeated to form an additional design symbol.
6. The Logo and Word Mark must never be distorted in any way, e.g., overprinting, abstracting or altering the official design.
7. The Logo and Word Mark must be printed in one color or the "reverse out" of one color. The Logo and its Word Mark may be embossed.
8. Under no circumstances should the University Logo or Word Mark or any of its parts be incorporated into any other logo.

Use -

The Logo should always be used on stationery and other official documents which represent the University before its public. Those charged with its display should be conscious of where and when it will be seen. As a general guideline the Logo must be printed in its entirety without modifications.

The Logo or Word Mark of the University should appear on all University materials, which include, but are not limited to, publications, advertisements, Web sites, vehicles and clothing as well as other visual images. Other than in text reference, the name "Southeast Missouri State University," as it appears in the official Logo, should appear prominently (i.e., on the front cover).



BUSINESS POLICY AND PROCEDURE MANUAL	Date Issued: 9/98	Revision Date:	Page: 3 of 3
			Classification Code: OP 01-01
	Section: ADMINISTRATION		
Subject: INSTITUTIONAL IMAGES			

Examples of Unacceptable Logo & Word Mark -

LOGO



WORD MARK

