
 SOUTHEAST MISSOURI STATE UNIVERSITY · 1873	BUSINESS POLICY AND PROCEDURE MANUAL	Date Issued: 09/98	Revision Date:	Page: 1 of 1
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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 University Communications and Marketing 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.

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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.

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

SOUTHEAST MISSOURI STATE UNIVERSITY LOGO


PRIMARY LOGO CONFIGURATION

The University logo is a trademark of Southeast Missouri State University and is protected from unauthorized use. The official logo is the primary component of the Southeast Missouri State University graphics identity system.



The logo consists of three elements: the dome, the Southeast Missouri State University name, and the year Southeast was founded. The primary configuration of the logo should be used unless space or layout concerns require one of the alternate configurations. The preferred width is 2.5".

Logo colors are Southeast red/black, Southeast red, black, and white. One-color versions of the logo should be used sparingly or if printing restrictions require it.

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ALTERNATE LOGO CONFIGURATIONS



Centered Dome and Type Configuration

This version should be used in layouts in which the graphic design elements align along a central axis.



Left-Positioned Dome

This version should be used for applications in which the area for the logo is restricted vertically. The suggested width is 3.25”.




Sub-Brand Lockups

Official sub-brand lockups exist for regional campuses, colleges, and schools. Each official sub-brand should use only its approved version of the lockup. A sub-brand logo should only be used when all the content in the respective piece correlates to that campus or school.

Restrictions

1. Maintain ample clear space around the logo. Photos, text, and graphic elements should never be placed within an area the height of the letter “M” in Missouri from any part of the logo.
2. The logo and its variations are to be reproduced from authorized art available from the Office of University Communications and Marketing. Logos must be complete, proportional and precise. Poor digitized versions are not acceptable.
3. A small-scale version of the logo should be used for applications in which detail of the logo may be lost in the reproduction process.
4. The colors of the logo may not be changed.
5. Counterfeits or imitations may not be manufactured, used, displayed or sold.
6. The logo must not be distorted in any way, e.g., overprinting, abstracting or altering the official design.
7. The University logo or any of its parts may not be incorporated into any other logo.

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Use

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

The logo should appear on all University materials, which include, but are not limited to, publications, advertisements, websites, 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.