



University of Missouri

Current Revision Date: 08/01/24

Established: 1839

Location: Columbia, MO

Nickname: Tigers

Mascot Name: Truman

Conference: SEC

Verbiage

University of Missouri®
Missouri®
Missouri Tigers®
MU™
Tigers™
Mizzou®

Mizzou-rah™
Truman™
MIZZOU MADE™
MIZ™
ZOU™
The Zou™

Every True Son®

Missouri Gold

Black

White

PANTONE 124 C

CMYK: 0, 31, 98, 0 | RGB: 241, 184, 45

MADEIRA Rayon: 1624 | RA: 2463 | ISACORD: 0702

PANTONE Process Black C

CMYK: 35, 24, 24, 100 | RGB: 0, 0, 0

MADEIRA Rayon: Black | RA: Black

White

CMYK: 0, 0, 0, 0 | RGB: 255, 255, 255

MADEIRA Rayon: White | RA: White

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

Primary Athletics Mark

Secondary Mark



Also allowed in gold



Also allowed in white



Also allowed in gold



Also allowed in white

Secondary Mark - Headwear Only

Mascot Marks

Helmet Marks



Institutional Mark

Word Marks

Letter Mark

University Seal



ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (reviewed on a case-by-case basis).
- No alterations or overlaying graphics to seal permitted.
- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.

- University permits numbers on products for resale.
- Mascot caricatures permitted.
- Cross licensing with other marks may be permitted with an additional agreement.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.