

Southern Illinois University Edwardsville

Wordmark and Logo Requirements

Introduction

Southern Illinois University Edwardsville (SIUE) is intentionally building reputation locally, regionally, and nationally. These Wordmark and Logo Requirements apply to all parties requesting permission to use SIUE wordmarks and logos, including SIUE faculty, staff, and students for all internal and external communication. Wordmarks and logos are the visual representation of SIUE's brand of *Excellence*. These requirements must be followed to maintain visual consistency and an accurate reflection of the SIUE brand. These Wordmark and Logo Requirements will be revised and re-issued periodically. The Chancellor's Council has designated SIUE Marketing and Communications as responsible for interpretation and enforcement of these requirements.

Trademarks

SIUE wordmarks and logos are registered with the U.S. Patent and Trademark Office. SIUE may commence legal proceedings through the Office of General Counsel for trademark infringement to prevent unauthorized use of its trademarks.

Responsibility

Overall responsibility for developing and maintaining these Wordmark and Logo Requirements lies with Marketing and Communications as approved through Chancellor's Council. All parties using SIUE wordmarks and logos are responsible for adhering to this policy. Marketing and Communications reserves the right to make changes and alterations to these requirements as necessary.

Permissions: All parties must gain consent to use the SIUE wordmarks and logos through the SIUE Marketing and Communications Department. Marketing and Communications will approve the usage, initial setup of wordmarks and logos, and monitor usage. SIUE wordmarks and logos are available online at www.siu.edu/marketingandcommunications. Anyone producing specialty items or merchandising for sale using SIUE wordmarks or logos must be approved as a licensee through Strategic Marketing Affiliates (SMA). Interested parties should visit www.smaworks.com.

All wordmarks and logos are not to be changed, manipulated, or modified in any way. They may be resized proportionately.

University Wordmark

SIUE communications (everything except specialty items and clothing) should carry the University wordmark. To maintain consistency, the **preferred** version on most brochures is a white wordmark against a PMS (Pantone Matching System®) 485 red background.



The University wordmark must appear consistently on all communications of an institutional, University-wide nature. These include:

- Official University stationery items (letterhead, envelopes, and business cards)
- Forms
- Admissions materials such as advertising, view books, posters, brochures
- University annual reports, fact books
- Web sites

The wordmark appears in red and black against a white background only on University stationery items. The black or red University wordmark may be used on internal memos.

Stylized Wordmark

For creative communications, in some cases, the stylized wordmark consisting of the letters SIUE may be used in addition to the University wordmark.

The **preferred** color is white or black for the “SIU” and PMS 485 red for the “e.”





If the publication is white these SIUE options should be used.

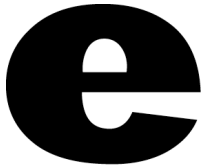
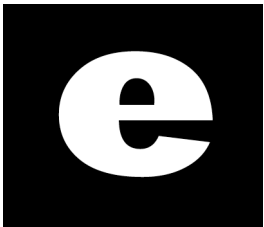


If the publication is black these SIUE options should be used.



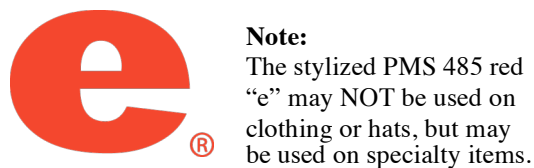
If the publication is red these SIUE options should be used.

In some cases, to be approved by Marketing and Communications, the stylized “e” may be used alone. The only approved color is black, white, or PMS 485 red.



Specialty Items and Clothing

For **specialty items and clothing**, the trademarks must be used at all times. Only the trademarks as shown below are approved. No other form of expressing “SIUE” is approved. Any party producing merchandise for sale bearing the SIUE trademarks must be licensed through SMA.



Note:
The stylized PMS 485 red “e” may NOT be used on clothing or hats, but may be used on specialty items.



University Color

The official University color is PMS 485 red. As a major identity of the University, this color is to appear on all print and electronic publications. The hexadecimal #FF0000 red is the online equivalent to our university red.

Web Usage

For Web sites, the University wordmark should be displayed in the top left corner of every web page. The University wordmark will link back to the SIUE's home page at www.siu.edu.

College and School-level Wordmarks

To build awareness at the college, school, or major unit level, the name of the college, school or major unit is to appear beneath the wordmark on all communications for specific communication such as newsletters (usually any communication NOT noted on Page 1 as being University-wide in nature). Distance and proportion guidelines are shown below.

Examples

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE
COLLEGE OF ARTS & SCIENCES

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE
SCHOOL OF BUSINESS

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE
EAST ST. LOUIS CENTER

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE
SCHOOL OF EDUCATION

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE
SCHOOL OF ENGINEERING

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE
GRADUATE SCHOOL

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE
SCHOOL OF NURSING

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE
SCHOOL OF PHARMACY

Proportion Guidelines:
The bottom of the college or school name to the graphic horizontal line is equal to the height of the "D" in Edwardsville.

The University wordmark should not be manipulated or stretched out of the approved configurations.

Design

A high degree of design consistency should be maintained at the institution level (SIUE) and at the college, school and major unit level. Within each college and school, programs and departments will follow the standard established for the respective college, school, or major unit.

Fonts

Graphic standards are maintained for each type of publication to ensure overall consistency. These standards are:

- a. University wordmark in the upper left corner or upper centered.
- b. Standard graphic template for each type of publication.
- c. Unified system of type fonts:
 - Academic Affairs: Headings and text, Slimbach line of fonts
 - Administration: Headings and text, Slimbach
 - College of Arts and Sciences: Headings and text, Slimbach
 - School of Business: Headings, Helvetica Compressed; text, Slimbach
 - School of Dental Medicine: Headings and text, Slimbach
 - East St. Louis Center: Headings and text, Slimbach
 - School of Education: Headings and text, Slimbach
 - School of Engineering: Headings, Helvetica Compressed; text, Slimbach
 - Foundation: Headings and text, Slimbach
 - Graduate School: Headings and text, Slimbach
 - School of Nursing: Headings and text, Slimbach
 - School of Pharmacy: Headings, Helvetica Compressed; text, Slimbach
 - Student Affairs: Headings and text, Slimbach

Slimbach*	Helvetica
Slimbach-Black	Helvetica- Compressed
Slimbach- Black Italic	Helvetica- Neue
Slimbach- Bold	Helvetica-Ultra Compressed
<i>Slimbach- Bold Italic</i>	
<i>Slimbach- Book Italic</i>	
Slimbach- Medium	
<i>Slimbach- Medium Italic</i>	

*If you are working on a PC platform Slimbach may not be available. Times New Roman may be substituted for Slimbach if necessary.

University Cougar Logos and Design Elements

The following University Cougar logos are available in several color variations. Permission for use must be granted by Marketing and Communications.



The approved colors for any apparel, including t-shirts, sweatshirts, and any other wearable items bearing the SIUE Cougars athletic logo and/or design elements should match PMS 485 red, white or black (unless approved by Marketing and Communications).

Club Sports

Club Sports must use the approved “e” Club Sport logo. Each Club Sport will have its own customized logo bearing its name.



Exceptions

No other wordmark or logos are approved with the exception of logos for the following (due to their structural and legal relationship with SIUE):

- Athletics, School of Dental Medicine, Foundation and all associated logos, University Park, National Corn-to-Ethanol Research Center, Alumni Association, Student Government, CAB, and recognized student organizations.

Due to their relationship with the University, communications from the above areas are also to carry the University wordmark. However, placement of the University wordmark is flexible and dependent on the design.

Questions?

Call Marketing and Communications at 618-650-3650 or e-mail: mcadmin1@siue.edu