

VISUAL IDENTITY REQUIREMENTS & BRAND GUIDELINES



SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE

BRAND GUIDE

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INTRODUCTION

Southern Illinois University Edwardsville (SIUE) is intentionally building its reputation locally, regionally, and nationally. Consistent and coordinated use of our wordmarks, logos, color palette and typography creates a unified visual identity that strengthens recognition and reinforces the SIUE brand.

These Visual Identity Requirements apply to all faculty, staff, students and external partners using SIUE wordmarks, logos or other official brand assets in university communications. Following these standards ensures consistency and accurately reflects the quality and professionalism of the University.

These guidelines will be reviewed and updated periodically. University Marketing and Communications (UMC) is responsible for interpreting and enforcing these requirements.

TRADEMARKS

SIUE wordmarks, logos, the University Seal and the names “Southern Illinois University Edwardsville” and “SIUE” are federally registered trademarks.

Unauthorized use of these marks may constitute trademark infringement. The University reserves the right to pursue legal action through the Office of General Counsel to protect its intellectual property.

RESPONSIBILITY

University Marketing and Communications (UMC) is responsible for developing, maintaining, interpreting and enforcing these Visual Identity Requirements on behalf of the University.

All individuals and departments using SIUE wordmarks, logos or other official brand assets are responsible for complying with these guidelines.

UMC reserves the right to update these requirements as needed.

APPROVALS

All communication materials representing SIUE must be reviewed and approved by University Marketing and Communications before publication or production, including but not limited to:

- Print materials
- Signage
- Advertising
- Digital communications
- Marketing materials

It is incumbent upon the requesting department to initiate the project request with at least 60 days notice through the University Marketing and Communications email inbox link (below). That allows the UMC team to begin the work order process, collaborate on the needs for the project and devise a timeline for delivery of the final product. If the project request is more urgent, the requestor is to contact UMC via email to the marketing inbox as soon as the project need is known. UMC is also responsible for creating, approving and monitoring all official SIUE wordmarks, logos, signature lines and the University Seal.

For approvals or assistance, contact:
marketing@siue.edu



**BRAND
FOUNDATION**

OUR BRAND

Southern Illinois University Edwardsville is a student-centered educational community dedicated to expanding knowledge, creating opportunity and preparing students to shape a changing world. Everything we create should reflect the quality, professionalism and impact of the SIUE experience.

OUR VALUES

The SIUE brand is rooted in five core values that guide how we teach, serve, lead and communicate.

CIVIC ENGAGEMENT

We embrace social, civic and political responsibility while fostering collaboration, partnership and sustainable practices that strengthen our communities and our world.

EXCELLENCE

We pursue excellence through learning, innovation, scholarship, creativity and public service. Our commitment to excellence shapes both the educational experience we provide and the way we present ourselves.

INCLUSIVENESS

We cultivate a welcoming and supportive environment that values diversity, respects differences and encourages a broad range of perspectives and experiences.

INTEGRITY

We uphold the highest standards of honesty, accountability, ethical behavior and responsible stewardship in all that we do.

WISDOM

We value lifelong learning, critical thinking and the thoughtful application of knowledge. We seek understanding, encourage curiosity and prepare students to make informed decisions in a complex and changing world.

BRAND PERSONALITY

The SIUE brand should feel:

- Confident
- Welcoming
- Professional
- Authentic
- Forward looking

We communicate with clarity and purpose while remaining approachable and student centered. Our communications should reflect a university that is ambitious and innovative while remaining grounded in service, opportunity and community.

VOICE AND TONE

SIUE communications should be:

- Clear
- Direct
- Human
- Optimistic

We strive to communicate in a way that is professional without being formal, accessible without being simplistic and confident without being boastful.

Our voice should feel genuine and conversational rather than bureaucratic, corporate or overly academic.

DESIGN PHILOSOPHY

The SIUE visual identity is built on clarity, consistency and purposeful design. Our communications should feel modern, sophisticated and accessible, using strong typography, authentic photography, thoughtful use of color and clear visual hierarchy.

We favor:

- Clean editorial layouts
- Meaningful white space
- Strong typography
- Authentic photography
- Intentional use of color
- Clear visual hierarchy

We avoid:

- Decorative flourishes
- Excessive visual effects
- Cluttered compositions
- Generic design solutions that weaken the distinctiveness of the SIUE brand

Every communication should feel unmistakably SIUE while maintaining flexibility across audiences, platforms and applications.



LOGOS & MARKS

UNIVERSITY SIGNATURE LINES

The University signature line is the primary visual identifier for Southern Illinois University Edwardsville and should be used consistently across all official University communications.

The University signature line must appear on communications of an academic or institutional wide nature, including but not limited to:

- Official University stationery
- Letterhead
- Envelopes
- Business cards
- Note cards
- Forms
- Recruitment materials
- Viewbooks
- Brochures
- Posters
- Annual reports
- Fact books
- Official University websites

The University signature line appears in red and black on a white background for official stationery. Red only or black only versions may be used where appropriate.

Always use official electronic artwork provided by University Marketing and Communications. Wordmarks and logos may be resized proportionally but must never be altered, redrawn, distorted or recreated.

SIUE UNIVERSITY SIGNATURE LINES

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE

SIUE SIGNATURE LINE LOCKUPS



SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE



SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE



SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE



SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE



SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE



SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE



SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE

COLLEGE, SCHOOL AND MAJOR UNIT SIGNATURE LINES LOCKUPS

Approved signature lines are available for colleges, schools and major administrative units.

These signature lines may be used on communications specific to those units, including:

- Newsletters
- Annual reports
- Event materials
- Recruitment materials
- Department specific communications

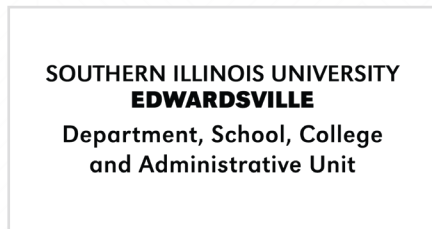
They should not replace the primary University signature line on communications intended for University-wide audiences. For academic communications, the name of the College, Schools and major units may be included as a main header, rather than below or above the signature line.

Departments and offices may not create or use their own logos, icons, seals or visual identities.

Instead, official signature lines should be paired with strong editorial design, photography and the approved SIUE color palette to establish distinction while maintaining a unified institutional identity.

Department and Office Names

Departments and offices may not place their names above, below or alongside the University signature line except through officially approved signature line lockups created by University Marketing and Communications.



SECONDARY LOGOS, ICONS, EMBLEMS AND UNOFFICIAL VISUAL IDENTITIES ARE NOT PERMITTED.

Permissions and Approval

All communication materials representing SIUE must be reviewed and approved by University Marketing and Communications before publication or production.

This includes, but is not limited to:

- Print materials
- Advertising
- Marketing materials
- Signage
- Digital communications
- Promotional items

All use of SIUE wordmarks, logos and the University Seal must also be approved by University Marketing and Communications prior to printing, publishing, distribution or display to the public.

The requesting department is required to initiate the project request with at least 60 days notice through the University Marketing and Communications email inbox link (below). That allows the UMC team to begin the work order process, collaborate on the needs for the project and devise a timeline for delivery of the final product or to approve permissions on brand usage. If the project request is more urgent, the requestor is to contact UMC via email to the marketing inbox as soon as the project need is known.

For approvals or assistance, contact:
marketing@siue.edu

Licensed Merchandise

Anyone producing merchandise or specialty items displaying:

- Southern Illinois University Edwardsville
- Official SIUE wordmarks
- Official SIUE logos
- The University Seal

Must be licensed through the Collegiate Licensing Company (CLC). Information about becoming a licensed vendor is available at: siue.edu/merchandise

Please see the SIUE Licensing and Brand Use for Merchandise Guidelines for more in depth information and guidance.

Digital Applications

Use official digital artwork for all electronic communications.

For websites:

- Place the University signature line in the upper left corner whenever possible.
- Follow University web standards for spacing and accessibility.

For digital graphics:

- Use vector artwork whenever possible.
- Raster artwork should maintain the same clear space requirements as printed materials.

Email headers, exterior campus signage and certain branded environments may not require an additional University signature line if SIUE branding is already inherent to the communication. University Marketing and Communications will determine when these exceptions apply.

Mascot Marks

No additional mascot illustrations or alternate cougar artwork may be created or used without approval from University Marketing and Communications.

SIUE SPIRIT/WORDMARKS

The SIUE wordmark is the University's most recognizable visual identifier and should be used consistently to strengthen brand recognition.

The stylized SIUE wordmark is typically used in conjunction with the official University signature line. It may only be used by itself when communicating with audiences that are already highly familiar with the University, such as internal campus audiences or approved Athletics applications.

Use only official artwork provided by University Marketing and Communications. Approved color combinations are below.

Do not recreate, modify or substitute the official artwork.



ALTERNATE SIUE SPIRIT/SECONDARY WORDMARKS LOCKUPS



COLLEGE, SCHOOL, AND MAJOR UNIT SPIRIT/WORDMARK LOCKUPS

The SIUE logo, featuring the letters "SIUE" in a stylized, bold, italicized font. The letters are red with a white outline and a black drop shadow.

DEPARTMENT, SCHOOL,
COLLEGE & ADMIN. UNIT

The SIUE logo, featuring the letters "SIUE" in a stylized, bold, italicized font. The letters are white with a red outline and a black drop shadow.

DEPARTMENT, SCHOOL,
COLLEGE & ADMIN. UNIT

The SIUE logo, featuring the letters "SIUE" in a stylized, bold, italicized font. The letters are white with a red outline and a black drop shadow.

DEPARTMENT, SCHOOL,
COLLEGE & ADMIN. UNIT

The SIUE logo, featuring the letters "SIUE" in a stylized, bold, italicized font. The letters are white with a red outline and a black drop shadow.

DEPARTMENT, SCHOOL,
COLLEGE & ADMIN. UNIT

The SIUE logo, featuring the letters "SIUE" in a stylized, bold, italicized font. The letters are black with a white outline and a black drop shadow.

DEPARTMENT, SCHOOL,
COLLEGE & ADMIN. UNIT

The SIUE logo, featuring the letters "SIUE" in a stylized, bold, italicized font. The letters are white with a red outline and a black drop shadow.

DEPARTMENT, SCHOOL,
COLLEGE & ADMIN. UNIT

The SIUE logo, featuring the letters "SIUE" in a stylized, bold, italicized font. The letters are red with a white outline and a black drop shadow.

DEPARTMENT, SCHOOL,
COLLEGE & ADMIN. UNIT

PRIMARY LOGOS

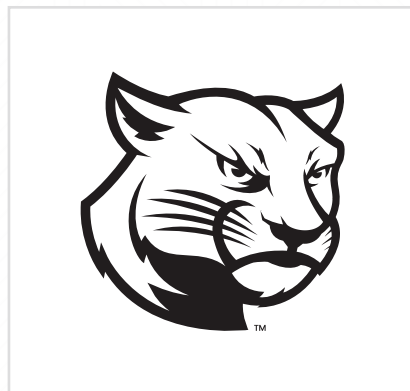
The official SIUE Athletics logos represent Cougar Athletics and are reserved for Athletics programs, teams and related communications.

Approved athletics marks include:

- Primary Cougar Head
- SIUE Cougar Head logo lockup
- SIUE Athletics lockups
- Approved sport specific marks

Use only artwork provided by University Marketing and Communications or SIUE Athletics.

Official university logos, wordmarks, athletic marks, illustrations, mascots, icons and other branded artwork must be obtained directly from University Marketing and Communications or SIUE Athletics. Do not recreate, modify, trace, download or copy artwork from websites, social media, printed materials or other unofficial sources. Using approved artwork ensures consistency, protects the integrity of the SIUE brand and helps maintain trademark compliance. If you cannot find the artwork you need, contact University Marketing and Communications for assistance.



PRIMARY LOGO LOCKUPS

Only approved lockups may be used.

Do not:

- Rearrange the elements
- Substitute fonts
- Change proportions
- Create new lockups
- Add department or program names

Club Sports

Club sports are student organizations, not NCAA Athletics programs and should be represented accordingly in university communications. Club sports may use the SIUE name and approved primary logo lockups but may not use or create logos that imply official varsity athletics affiliation. All apparel, uniforms, promotional materials and merchandise must follow SIUE brand standards and university licensing requirements. When possible, identify teams as “SIUE Club” followed by the sport (e.g., SIUE Club Hockey, SIUE Club Soccer) to clearly distinguish them from NCAA Athletics.



ALTERNATE LOGO LOCKUPS



ALTERNATE “COUGARS” WORDMARK



COUGARS



COUGARS



COUGARS



COUGARS



COUGARS



COUGARS



COUGARS

UNIVERSITY SEAL

The University seal is SIUE's most formal and historic symbol. It brings together:

- Monumental elm – symbolizing growth, strength and our natural surroundings
- Shurtleff College Administration Building cupola – where SIUE's first classes were held
- Architectural depiction of the Edwardsville campus
- Four stars – representing the Edwardsville campus, Alton School of Dental Medicine, East St. Louis Center and Belleville campus
- Cougar illustration
- Ribbon with founding year (1957)
- Shield unifying all elements

Together these elements express SIUE's heritage, natural beauty, architecture and community spirit. Because of this significance, the seal is primarily reserved for ceremonial, historical or commemorative uses.



Authorized Uses

• Certificates & Diplomas

Diplomas, covers, frames and other certificates.

• Ceremonial Communications

Commencement programs, invitations and other formal or historical communications.

• Awards

Medallions, plaques and other ceremonial or academic awards.

• Stationery

Official stationery for the Chancellor, Provost, Chancellor's Council and other select executive offices.

• Flags & Podiums

University flags, podiums for ceremonies, glass etchings, frosted doors and permanent name plates approved by University Marketing and Communications (UMC).

• Merchandise & Apparel

Limited, approved merchandise of a formal or commemorative nature (ties, scarves, jewelry).

Select casual apparel (such as hats, polos or sweatshirts) may also be considered when designed in a restrained, dignified style that supports the University's image.

These requests are reviewed on a case-by-case basis by UMC. All merchandise applications must be produced through The Cougar Store in coordination with UMC.

Prohibited Uses

- Informal or novelty merchandise (e.g., casual t-shirts, hoodies, mugs, stickers, keychains, promotional giveaways) should generally be avoided, with very limited exceptions as noted above under approved casual apparel.
- Departmental or student-organization merchandise.
- Common marketing/recruitment materials (flyers, posters, brochures, advertisements, websites).
- General University stationery (letterhead, envelopes, business cards, note cards).

Colors and Reproduction

• The seal is available in the following formats:

- **Full color** – detailed and complete for formal and ceremonial applications
- **Simplified full color** – less intricate, for smaller or less detailed applications
- **PMS 186 C** (official University red) – single-color version
- **White** – single-color version for dark backgrounds
- **Black** – single-color version for light backgrounds

• For special ceremonial purposes, the seal may be:

- Printed as a screen percentage
- Foil stamped in metallic silver or metallic gold (with UMC approval)
- Embossed in certain approved applications

Minimum Size

To maintain legibility and integrity of the University Seal, the seal should not be reproduced smaller than 1.125 inches (28.6 mm) in diameter in print materials and 108 pixels for digital materials.

Individual elements, typography, proportions or details of the seal may not be altered to improve reproduction at smaller sizes.

University Seal files are restricted to UMC and are not available for use or distribution outside of UMC. Materials requiring use of the seal should be coordinated with UMC for design, production and approval.

Requirements may vary depending on the medium, production method, materials and intended application. UMC may adjust these standards when necessary to ensure the seal is reproduced clearly and appropriately.

Clear Space & Background Usage

- Proper clear space should be at least equal to the height of the cougar illustration on all sides.
- This clear space recommendation may be relaxed for special applications provided legibility is maintained.
- The seal may be placed over photos, textures or patterns when necessary for design purposes. In these cases, use a contrasting or simplified version of the seal (single-color) so the details remain clear.
- Overlays on busier backgrounds are allowed, but designers should strive to keep the seal legible and distinct from surrounding elements.

Trademark and Legal Protection

- The University seal is a protected symbol of SIUE. While it is not necessary to display a ® symbol or a ™ symbol on formal documents such as diplomas, certificates or awards, the seal is legally protected as a trademark ™ and its use is restricted according to these guidelines.
- For merchandise, licensing or commercial use, a ™ must be displayed on items, tags, packaging or in small print to indicate the seal is a legally protected mark.
- All uses of the seal, whether on ceremonial items, merchandise or digital assets, must comply with UMC approval. The use of SIUE's trademarks requires formal approval (in the form of a license) from UMC or its licensing partner.

Administration & Permission

- All use of the University seal must be approved by UMC.
- Permission requests should be directed to marketing@siue.edu.
- The Cougar Store, located in the Morris University Center, manages official seal merchandise in collaboration with UMC.

TRADEMARK SYMBOL USAGE

SIUE wordmarks and logos, as well as the names “Southern Illinois University Edwardsville” and “SIUE” are federally registered trademarks. The ® symbol is used with federally registered marks, while the ™ symbol may be used with other protected marks that are not federally registered.

Always use official artwork provided by University Marketing and Communications and do not manually alter the ® or ™ symbol.

Trademark symbols should be retained on:

- Licensed merchandise and retail products
- Apparel and promotional products
- Products manufactured by outside vendors
- Packaging and items offered for sale
- Other commercial or licensing applications

Trademark symbols may be omitted from routine University communications, including:

- Websites and social media
- Presentations and email communications
- Publications, brochures, flyers and posters
- Digital signage
- Internal communications, forms and documents
- Applications where the symbol would not reproduce legibly



CLEARSPACE

To ensure visual impact of our wordmarks and logos, appropriate clearspace must be equal on all sides. Where “X” is equal to the height of the signature line wordmark, there must be at least equal distance “X” between the outside edge of the marks and any other page element, including the edge of the page. For the secondary wordmarks, logo and logo lockups, where “X” is equal to the height of the lockups, there must be at least half the distance of “X” between the outside edge of the logo and any other page element, including the edge of the page.

UNIVERSITY SIGNATURE LINE WORDMARKS

The minimum clearspace surrounding the signature line is equal to the height of the signature line wordmark.

No text, graphics or page edges may enter this area.



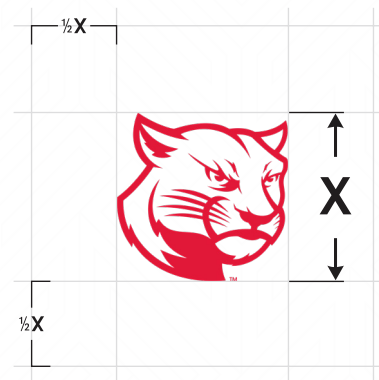
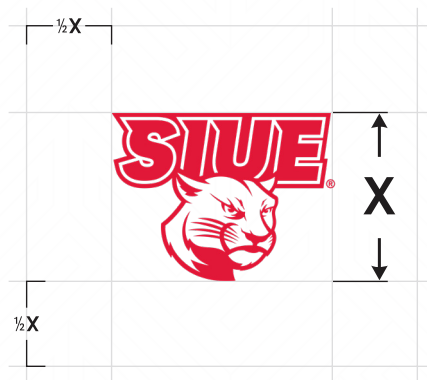
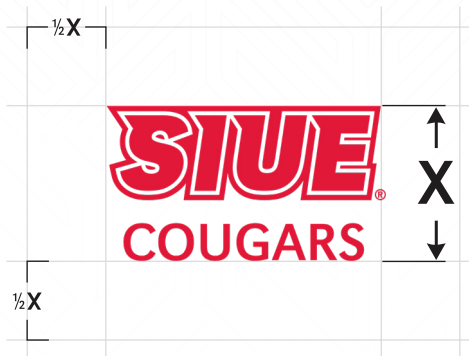
PRIMARY LOGOS AND SECONDARY WORDMARKS

The minimum clearspace surrounding secondary logos and approved lockups is equal to one half the height of the logo.

Maintain this clearspace on all sides whenever possible.

Minimum Size

Always reproduce SIUE marks at a size that maintains legibility.





LOGO
RESTRICTIONS

INCORRECT USAGE

To protect the integrity of the SIUE brand, official logos and wordmarks may not be altered in any way. In addition to the examples to the right, never treat the logos and marks in any of the following ways:

Never:

- Attempt to recreate or redraw any part of the logos or marks.
- Do not combine the logos and marks with other text.
- Do not add text, taglines or graphic elements to the logos and marks.
- Create new logos using official artwork
- Modify typography
- Replace approved fonts
- Crop logos
- Generate or modify logos using artificial intelligence (AI) or other automated design tools
- Add decorative elements
- Place logos inside unapproved shapes

Always use official electronic artwork supplied by University Marketing and Communications.



DON'T Set the logo or marks in unapproved colors.



DON'T Rotate or angle the logo or marks.



DON'T Sacrifice legibility or place wrong color combo logos or marks on wrong background color.



DON'T Compress or skew the logo or marks.



DON'T Superimpose or put anything behind the logo or mark.

APPROVED EXCEPTIONS

Certain University affiliated organizations have historically approved visual identities because of their legal, operational or organizational relationship with SIUE.

These include:

- SIUE Athletics
- School of Dental Medicine (Approved by UMC in Spring 2026)
- SIUE Foundation
- University Park
- National Corn to Ethanol Research Center (NCERC)
- The STEM Center at SIUE
- Environmental Resources Training Center (ERTC)
- Alumni Association
- Student Government
- Campus Activities Board (CAB)
- CODES
- John Martinson Honors Program
- East St. Louis Charter High School
- The Wedge
- Previously approved student organization identities

These organizations may use their approved visual identities while also incorporating the official University signature line where appropriate. Placement of the University signature line should be determined in consultation with University Marketing and Communications.

Recognized Student Organizations

Recognized Student Organizations (RSOs) may develop their own logos and visual identities. RSO logos must incorporate SIUE Red (PMS 186 C) but may use additional colors to create a distinctive identity from other student organizations.

The University signature line must appear on RSO communications and promotional materials, either with the RSO logo or elsewhere on the piece, such as in a footer. Required clear space must be maintained.

Materials must also include:

“[Organization Name] is a registered student organization at Southern Illinois University Edwardsville.”

RSO identities may not imply official University department status or incorporate, modify or recreate official SIUE logos, wordmarks, athletic marks or other protected University artwork without approval. Certain established student organizations with previously approved identities may be exempt from these requirements. Exceptions are determined by University Marketing and Communications.

RESPONSIBILITY TO COMPLY

To strengthen enforcement of its branding standards, the university requires that all use of SIUE wordmarks and logos comply with the Visual Identity Requirements, which establish standards for appropriate use of protected marks and the review and approval process for branded materials. Before creating or purchasing any materials featuring the SIUE logo, wordmark or other branded elements, divisions and campus organizations must work with the Office of University Marketing and Communications to ensure compliance.

Effective immediately, divisions will be assessed a \$10,000 fine for each instance of unauthorized or improperly displayed SIUE wordmarks or logos, applying to all branded materials—including apparel, promotional items, signage, websites, social media, print publications and presentations produced on behalf of SIUE. Funds collected from assessments will be used to support student travel for URCA and may be made available for any SIUE student presenting their work at regional or national conferences.

This action reflects the importance of protecting one of the university’s most valuable institutional assets and ensuring accountability for policy compliance. After three years of transition, every unit and campus organization using SIUE’s protected marks is expected to consistently follow the university’s approved brand standards.



UNIVERSITY
COLORS

PRIMARY COLOR PALETTE

Color is one of the strongest visual identifiers of the SIUE brand. Consistent use of the official University color palette strengthens recognition and reinforces our identity across print, digital, environmental and promotional materials.

To utilize SIUE red in interactive design, it should be considered as an accent color for elements like calls to action and to support other visual elements. Gradients using SIUE red should always go to a darker color.

Color Usage

The SIUE color palette should support communication, not overpower it.

In most applications:

- White should provide openness and breathing room.
- Black should establish readability and hierarchy.
- SIUE Red should create emphasis and brand recognition.
- Gold, Tan and Gray should be used as supporting accents.

Avoid creating layouts that rely on excessive amounts of red.

Accessibility - Color

All color combinations must meet WCAG AA accessibility requirements. Never rely on color alone to communicate meaning. Ensure sufficient contrast between text and backgrounds.

Digital Color Usage

For websites and digital communications:

- Use SIUE Red primarily for calls to action and important interactive elements.
- Avoid using large areas of bright red as backgrounds.
- Gradients should transition from SIUE Red to a darker shade rather than a lighter tint.
- Maintain sufficient contrast for accessibility.

PMS 186 C

CMYK
C=0
M=100
Y=80
K=5

RGB
R=229
G=24
B=45

HSB
H=352
S=89
B=89

HEX #e5182d

SIUE Red should be the dominant accent color in most communications and should be used intentionally rather than excessively.

PMS 465

CMYK
C=20
M=32
Y=58
K=0

RGB
R=185
G=151
B=91

HSB
H=38
S=50
B=72

HEX #b9975b

Primarily used when representing Eddie the Cougar and other approved mascot applications.

PMS 427

CMYK
C=15
M=11
Y=11
K=0

RGB
R=205
G=208
B=207

HSB
H=160
S=1
B=82

HEX #cdd0cf

Use for secondary information, backgrounds, rules and supporting graphics.

BLACK

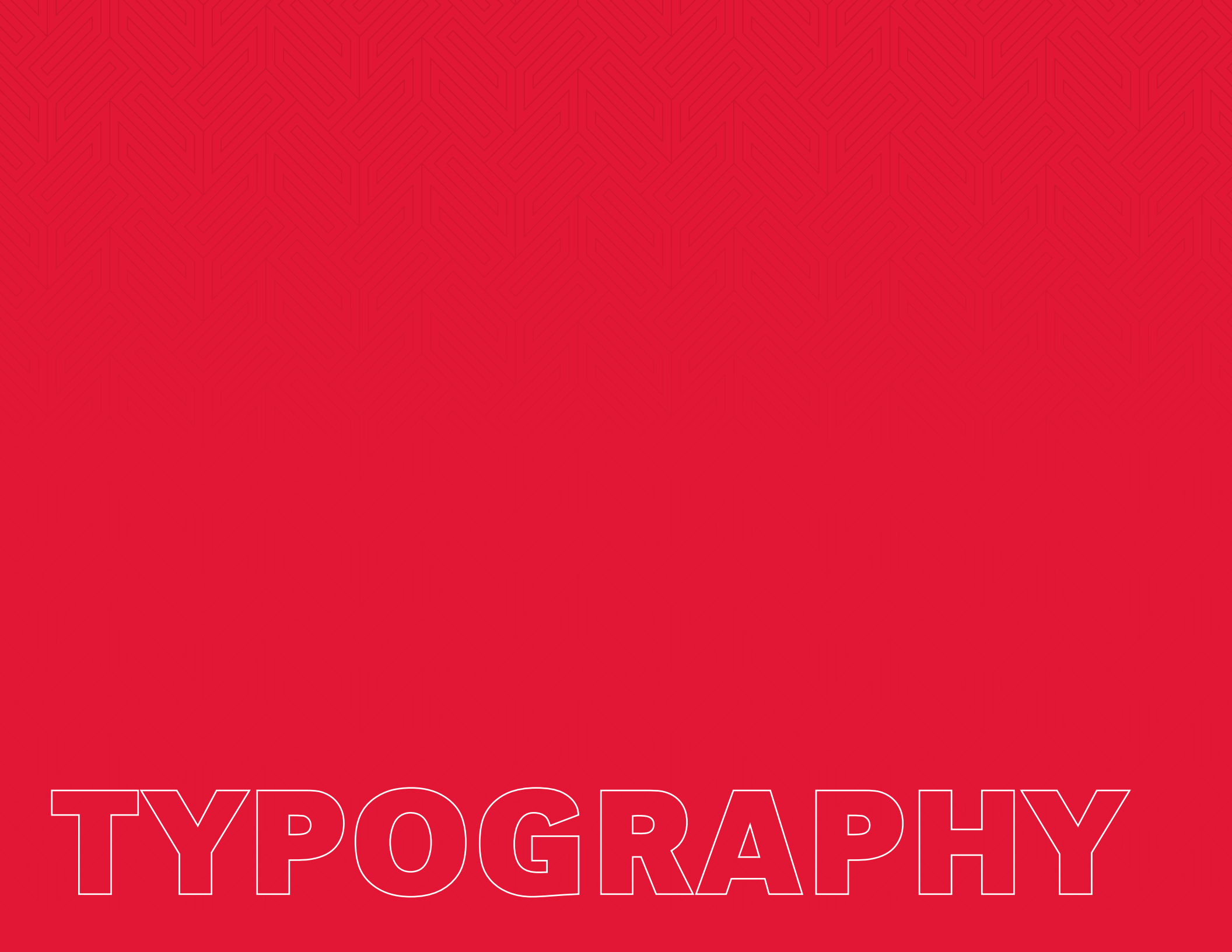
CMYK
C=0
M=0
Y=0
K=100

RGB
R=0
G=0
B=0

HSB
H=0
S=0
B=0

HEX #000000

Used for typography, contrast, and emphasis.



TYPOGRAPHY

FONTS

Typography is one of the primary components of the SIUE visual identity. Consistent typography improves readability, strengthens brand recognition and creates a unified experience across print and digital communications. Our communications use seven different typefaces that work together to bring our brand’s stories to life. Each font reflects our personality and helps strengthen our identity. All fonts are suitable for use in print and digital applications. Fonts in digital designs have to translate to different machines and resolutions. For rasterized graphics for signs, email headers, website graphics, etc., the type will follow the standard university print guidelines. Live content such as webpages need to rely on system fonts. Fonts should have a focus on accessibility and readability. A contrast ratio should be considered for all designs to meet WCAG AA 2.2 guidelines. Size and type color over backgrounds must be considered for readability.

*Only approved brand fonts are permitted in marketing and communications materials.

PRIMARY TYPEFACES

URW Grotesk

URW Grotesk (URWGroteskTextLig and URWGroteskT) is typically used for headings and small amounts of text. URWGroteskTextLig can be used for main body copy.

Ideal for:

- | | | | | |
|-------------|-----------------|-------------|--------------------------|-----------|
| • Headlines | • Facts/Ranking | • Body text | • Navigation | • Signage |
| • Callouts | • Subheads | • Captions | • Environmental graphics | |

URWGroteskT Italic

URWGroteskT Regular

URWGroteskT Bold

URWGroteskT Bold Italic

URWGroteskTextLig Regular

URWGroteskTextLig Oblique

For internal publications when URW Grotesk is not available, it is acceptable to use Arial. Typically, 10-point type with 13-point leading should be used on large areas of text.

ITC Slimbach Book

ITC Slimbach Book can also be used for main body copy. ITC Slimbach Book, Book Italic, Medium, Medium Italic, Bold, Bold Italic may be used for headings.

Ideal for:

- | | | |
|------------|-------------|--------------------------|
| • Subheads | • Body text | • Editorial publications |
| • Callouts | • Captions | |

ITC Slimbach Book

ITC Slimbach Book Italic

ITC Slimbach Medium

ITC Slimbach Medium Italic

ITC Slimbach Bold

ITC Slimbach Bold Italic

ITC Slimbach Black

ITC Slimbach Black Italic

For internal publications when ITC Slimbach is not available, it is acceptable to use Times. Typically, 10-point type with 13-point leading should be used on large areas of text.

WEB/DIGITAL AND SECONDARY TYPEFACES

Because licensed fonts are not always available in digital environments, approved alternatives may be used.

Source Sans and Source Serif*

Source Sans and Source Serif are secondary fonts in digital and print when URW Grotesk is not available for use.

Ideal for:

- Headers
- Subheads
- Body text

Source Sans Extra Light
Source Sans Light
Source Sans Regular
Source Sans Semibold

Source Sans Bold
Source Sans Black
Source Serif Extra Light
Source Serif Light

Source Serif Regular
Source Serif Semibold
Source Serif Bold
Source Serif Black

*Source Sans and Source Serif are both found on Google fonts and is not a required font to use. It is at the discretion of individual units whether they choose to use it. As trends change, UMC may recommend a replacement to serve a similar purpose.

For presentations, Canva, and Microsoft Office documents when either Source Sans, Source Serif or URW Grotesk are not available, it is acceptable to use Arial. Typically, 10-point type with 13-point leading should be used on large areas of text.

SPECIALIZED TYPEFACES

Amnesty Script

Amnesty Script is a limited specialized font. This font should be used sparingly to add personal and creative accents to the design. When combined with URW Grotesk, Amnesty can create a great contrast. Use it to highlight meaningful words in headlines. Amnesty should only be used at large font sizes so that it remains readable. It should never be used as body text or in all caps.

Amnesty Script requires a user license that can be purchased at creativefabrica.com for a fee. Use of Amnesty is not required, and it is at the discretion of individual units whether they choose to invest in it. As trends change, UMC may recommend a replacement to serve a similar purpose.

Limited use, ideal for:

- Minimal words in headlines
- Text over an image
- Undergraduate communications

Amnesty Script Regular

Note: Relying on default optical and metrics kerning is not recommended for this font. Due to its expressive nature, Amnesty Script needs custom kerning to ensure that all its letters connect seamlessly.

La Paloma Script

La Paloma Script is another limited specialized font. Like Bickham Script and Amnesty Script, this font should also be used sparingly and used with the same guidelines. La Paloma also requires a user license that can be purchased at fikryalstudio.com for a fee.

Limited use, ideal for:

- Minimal words in headlines
- Text over an image
- Undergraduate communications

La Paloma Script

Note: Relying on default optical and metrics kerning is not recommended for this font. Due to its expressive nature, La Paloma Script needs custom kerning to ensure that all its letters connect seamlessly.

Bickham Script Regular

Bickham Script Regular is a limited formal font that should be used sparingly on materials created for formal events. Some usage examples for this font include formal dress events, commencement and holiday cards. This font should not be used with a shadow behind it or in all caps. It should not be used for significant small blocks of text.

Bickham Script can be found on Adobe fonts and is not a required font to use. It is at the discretion of individual units whether they choose to use it. As trends change, UMC may recommend a replacement to serve a similar purpose.

Limited use, ideal for:

- Formal communications
- Invitations
- Titles/Main text
- Emphasis on one or two important words in a title/headline

Bickham Script Regular

Note: Relying on default optical and metrics kerning is not recommended for this font. Due to its expressive nature, Bickham Script needs custom kerning to ensure that all its letters connect seamlessly.

TYPE HIERARCHY

Use typography consistently to establish clear visual hierarchy.

Recommended sizing:

Elements	Size
H1	2.75 rem
H2	1.6 rem
H3	1.5 rem
H4	1.25 rem
H5	1.125 rem
Body	1 rem

READABILITY

Typography should always prioritize readability.

Guidelines include:

- Use sufficient contrast between text and background.
- Maintain comfortable line spacing.
- Avoid excessive font sizes or decorative typography.
- Limit the number of typefaces used in a single piece.
- Establish clear hierarchy through size, weight and spacing.

For large areas of printed body copy, approximately 10-point type with 13-point leading is recommended.

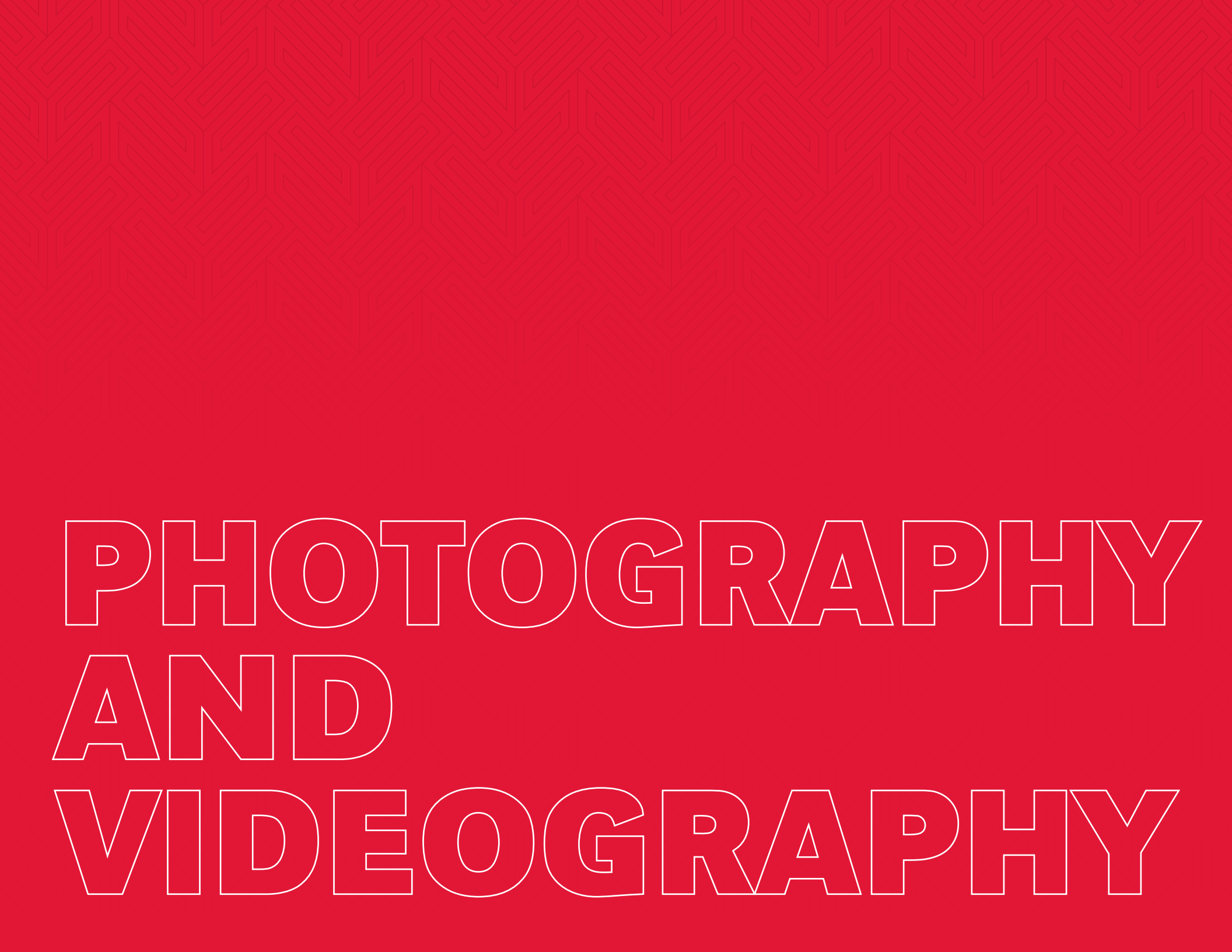
ACCESSIBILITY - TYPOGRAPHY

Typography should meet WCAG AA accessibility standards whenever possible.

Consider:

- Color contrast
- Font size
- Line spacing
- Responsive scaling
- Legibility across devices

Typography should always communicate clearly before it communicates style.



PHOTOGRAPHY AND VIDEOGRAPHY

Photography and videography are among the University's most powerful storytelling tools. Visual content should accurately represent the SIUE experience through authentic people, meaningful moments and high quality production.

Whenever possible, use original SIUE photography and video featuring our students, faculty, staff, alumni, campus and events. Visual content should feel natural, engaging and documentary in style rather than overly staged or promotional.

We favor:

- Authentic moments and genuine interactions
- Diverse people, perspectives and experiences
- High quality photography and video
- Strong composition, natural lighting and visual storytelling
- Images and video that reflect the academic, research, residential and campus experience
- Natural editing that preserves realism
- Video that feels cinematic, purposeful and engaging

Avoid:

- Generic stock imagery when authentic SIUE content is available
- Overly staged or artificial scenes
- Excessive filters, effects or heavy retouching
- Misleading edits or manipulated content
- Visuals that do not accurately represent the University

AI GENERATED PHOTOGRAPHY AND VIDEO

Artificial intelligence must not be used to create realistic people representing SIUE students, faculty, staff, alumni or visitors.

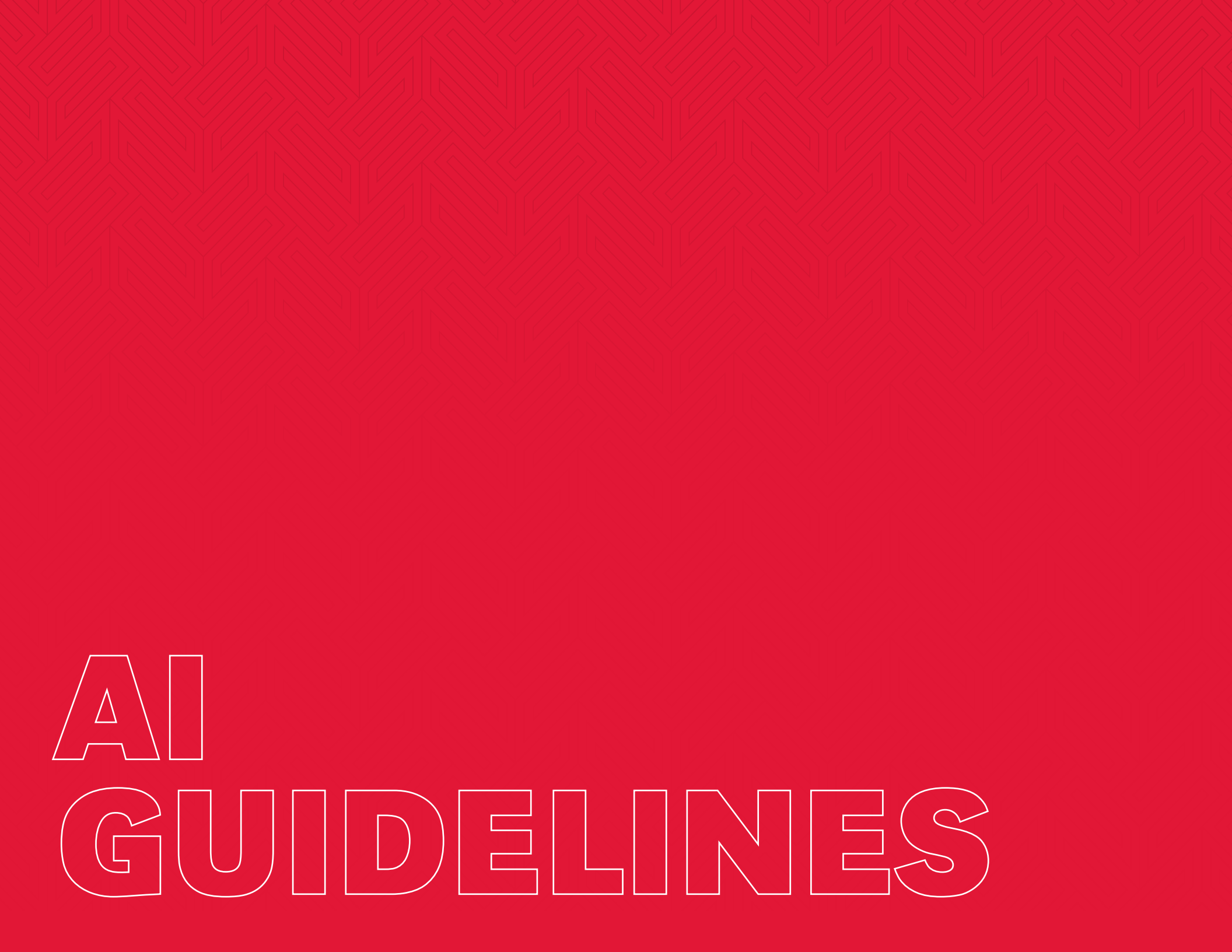
Official university communications should feature authentic photography and videography whenever people are depicted. AI generated people or performances can misrepresent the university experience, create unrealistic expectations and diminish the authenticity and credibility of SIUE communications.

AI generated imagery or video may be appropriate for conceptual illustrations, abstract graphics, textures, backgrounds, animations or other nonhuman visual elements when approved by University Marketing and Communications.

Not permitted:

- AI generated students, faculty, staff, alumni or visitors
- AI generated group photos or event photography
- AI generated campus scenes presented as authentic
- AI generated presenters, speakers or interviews
- AI generated video portraying university people or activities
- AI generated imagery or video used in place of authentic photography or videography when depicting the SIUE experience

All official photography and videography should accurately represent the University, its community and the experiences we provide.



AI GUIDELINES

AI GENERATED BRAND ASSETS AND LAYOUTS

Artificial intelligence can be a valuable tool during the creative process, particularly for brainstorming, concept exploration, copy generation and early ideation. However, AI generated logos, marks, mascots, layouts and other visual assets should not be used as final deliverables for any SIUE communications.

AI design tools often produce work that lacks the refinement, originality, typography, composition, accessibility and strategic thinking expected of the SIUE brand. AI generated logos and visual identities may also present legal, trademark and ownership concerns and are not suitable as official university brand assets.

Appropriate Uses

- Brainstorming and creative exploration
- Mood boards and concept development
- Copy ideation and refinement
- Internal mockups and rough visual concepts

Not Permitted

- AI generated layouts as final design deliverables
- AI generated logos, wordmarks, signature lines, seals, mascots, icons or other institutional brand assets
- AI generated graphics used in place of approved SIUE design assets
- AI generated designs that do not meet SIUE brand, accessibility or quality standards

All official SIUE communications must be professionally designed and follow the SIUE Brand Guide. Official logos, marks, mascots and other brand assets must be provided or approved by University Marketing and Communications.



**SOCIAL
MEDIA**

SOCIAL MEDIA OVERVIEW

Social media is an extension of the SIUE brand. Every official University account should communicate with a consistent voice, maintain a professional appearance and support the University’s mission and reputation.

University Marketing and Communications oversees the University’s social media strategy and policies for official institutional accounts.

ACCOUNT REGISTRATION

All official SIUE social media accounts must be registered with University Marketing and Communications.

To register an account, complete the Social Media Account Registration Form.

Each official account must have at least two administrators at all times:

- Primary account manager
- Secondary account manager
- Content accuracy
- Brand compliance
- Accessibility
- Security
- Regular account maintenance

Account managers are responsible for:

BEFORE CREATING AN ACCOUNT

Before launching a new social media account, consider whether a new account is necessary.

Ask yourself:

- What is the purpose of this account?
- Who is the intended audience?
- Can this audience be reached through an existing SIUE account?
- How does this account support University goals?
- Do you have the staff and resources to maintain it consistently?

Creating an account is a long term commitment.

IDENTIFYING YOUR AUDIENCE

Understanding your audience helps determine the most effective platform, messaging and content strategy.

Typical audiences include:

Audience	Primary Platforms
Current Students	Instagram, TikTok
Prospective Students	Instagram, TikTok
Alumni	Facebook, LinkedIn
Parents	Facebook
Community	Facebook, X

Tailor messaging, visuals, and tone to match the needs of each audience.

POSTING BEST PRACTICES

Focus on quality over quantity.

Create content that is:

- Useful
- Relevant
- Timely
- Authentic
- Engaging

Maintain a consistent posting schedule rather than posting excessively.

RECOMMENDED POSTING TIMES

While audiences vary, the following windows generally perform well:

Platform	Recommended Time
Instagram	3:00 – 6:00 p.m.
Facebook	3:00 – 6:00 p.m.
LinkedIn	9:00 a.m. – 4:00 p.m.
X	3:00 – 6:00 p.m.
TikTok	3:00 – 6:00 p.m.

Monitor your own analytics and adjust posting schedules accordingly.

BRAND CONSISTENCY

University Marketing and Communications provides approved Canva templates for common social media formats. These templates are designed to ensure a consistent visual identity across the University.

Avoid modifying:

- Logo placement
- Typography
- Color palette
- Overall layout structure

Templates may be customized with approved photography and messaging.

NAMING ACCOUNTS

Account names should be:

- Simple
- Consistent
- Easy to search
- Clearly connected to SIUE

Avoid abbreviations or unofficial names whenever possible.

MENTIONS

Tag University accounts whenever appropriate to increase visibility and strengthen connections across campus. On X, tagging accounts in images rather than captions can improve readability and conserve character count.

ACCESSIBILITY – SOCIAL MEDIA

Social media content should be accessible to all audiences.

Best practices include:

- Use paragraph breaks.
- Avoid large blocks of text.
- Include captions on videos.
- Provide alternative text for images whenever possible.
- Maintain sufficient color contrast.
- Avoid placing excessive text inside graphics.

HASHTAGS

Use hashtags strategically.

Recommendations:

- Limit posts to one or two hashtags.
- Incorporate hashtags naturally into the caption.
- Use CamelCase for accessibility.

Common University hashtags include:

- #SIUE
- #SIUEEdwardsville
- #RollCougs
- #SIUEHomecoming
- #AlwaysACougar

Departments may also use approved branded hashtags when appropriate.

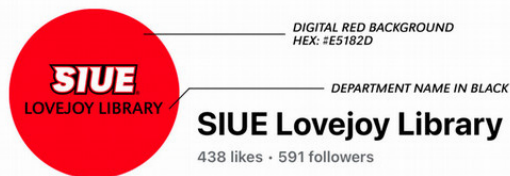
PROFILE IMAGES

Official University accounts should use approved SIUE branding.

Recommended profile images include:

- Official department signature line
- Approved SIUE spirit mark
- Approved Athletics marks (Athletics only)

Avoid creating custom logos or profile graphics.



Use the department's official SIUE spirit/word mark as your profile image, set against a red background.

COVER IMAGES

Cover images should feature:

- Campus photography
- Department photography
- Approved University imagery
- Team or event photography

Use authentic SIUE photography whenever possible.



SIUE Alumni Association

5K likes • 5.5K followers

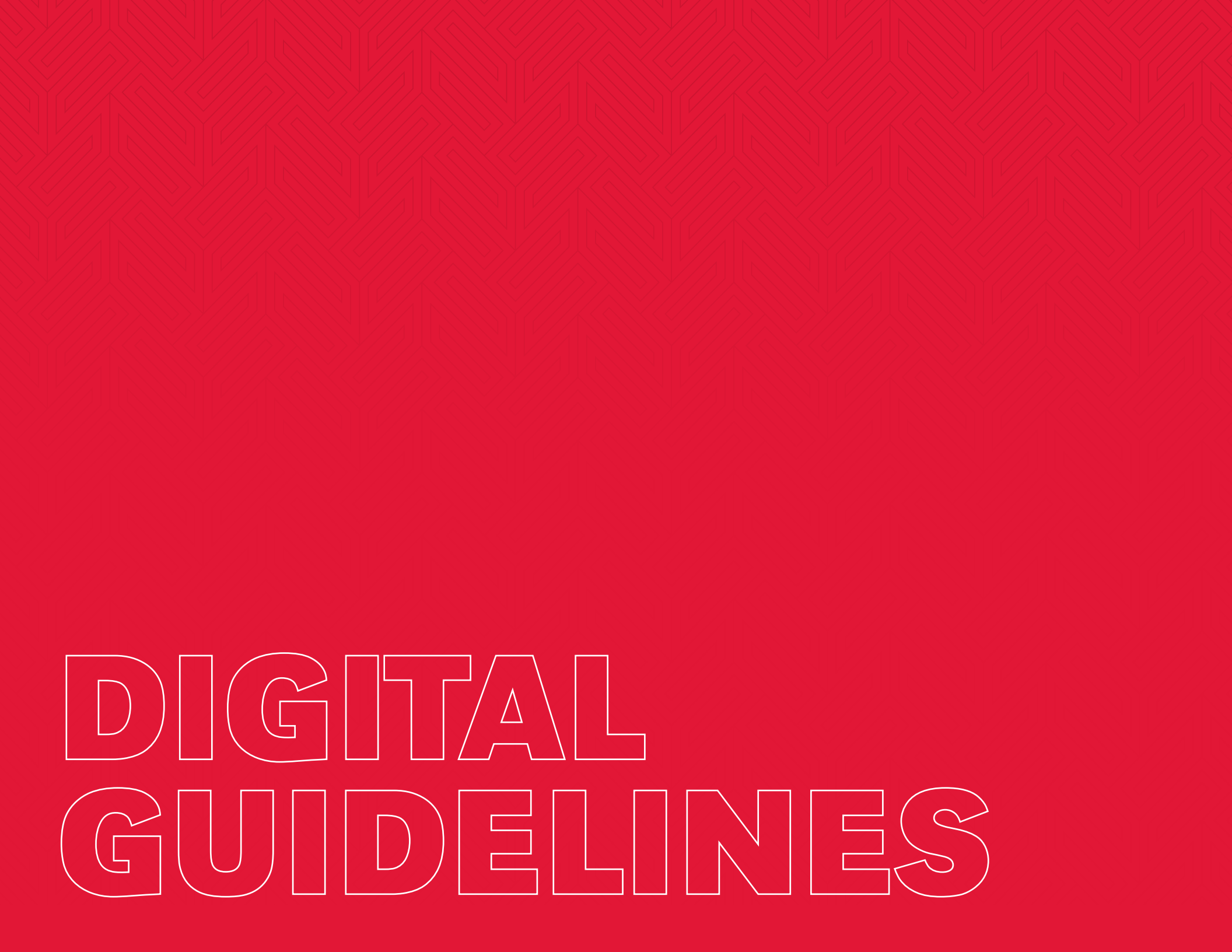
Contact us Following Search

Use a building photo of your department's location or a team photo as your profile header image.

WE REQUIRE ALL UNIVERSITY-AFFILIATED ACCOUNTS TO FOLLOW SIUE'S SOCIAL MEDIA BRAND STANDARDS:

Questions?

Contact socialmedia@siue.edu.



DIGITAL GUIDELINES

DIGITAL GUIDELINES OVERVIEW

Digital communications share many of the same visual standards as print but must also account for accessibility, responsiveness and platform specific requirements.

All digital communications should comply with current WCAG AA accessibility standards.

EMAIL HEADERS AND WEB GRAPHICS

Recommended dimensions:

Hero Images

- 1200 × 675 px (flexible height)

Preferred file formats:

- JPG

Email Best Practices

- Use one primary call to action per section.
- Optimize images for fast loading.

Supporting Images

- 600 × 338 px (flexible height)

- PNG

- Always include alt text for meaningful images.
- Use transparent PNG logos whenever possible.

- GIF

- Ensure the first frame of animated graphics contains essential information.

ICONS

Use approved icons from the Font Awesome library for digital applications.

Whenever possible:

- Use SVG files.
- Maintain consistent icon styling.
- Avoid mixing icon sets.

THIRD PARTY APPLICATIONS

All third party platforms that use SIUE branding should be reviewed by University Marketing and Communications before implementation.

This helps ensure consistent branding and user experience.

WEBSITE DEVELOPMENT

Website projects should follow a user centered design process:

- Empathize
- Define
- Ideate
- Prototype
- Test

Accessibility and usability should guide every design decision.

WEB TYPOGRAPHY

Preferred font stack:

- Source Sans Pro
- Arial
- Helvetica
- sans-serif

ACCESSIBILITY - WEB

For websites and digital communications:

- Use headings in logical order (H1–H6).
- Left align body copy.
- Limit line length for readability.
- Avoid single word headings when possible.
- Maintain strong contrast ratios.
- Underline hyperlinks.
- Test pages on desktop and mobile devices.



PUBLICATIONS

PUBLICATIONS OVERVIEW

All SIUE publications should reflect the University's visual identity through consistent use of approved typography, colors, photography and graphic elements. University Marketing and Communications provides templates and design support to ensure publications maintain a unified institutional appearance.

PUBLICATION TEMPLATES

Official templates are available for a variety of print and digital communications, including:

- Brochures
- Viewbooks
- Reports
- Newsletters
- Flyers
- Posters
- Presentation templates

For access to templates or assistance with publication design, contact: marketing@siue.edu

SUSTAINABILITY

SIUE is committed to environmentally responsible printing practices whenever possible.

When appropriate:

- Use FSC certified paper stocks.
- Work with environmentally responsible print vendors.
- Print only the quantities needed.
- Consider digital alternatives when appropriate.

Additional information is available at: fsc.org

PRINTED BY STATEMENT

In accordance with the Illinois Procurement Code, professionally printed publications funded by state accounts must include the following information:

Printed by authority of the State of Illinois

- Print date
- Quantity printed
- Project number (when applicable)

Items that typically do not require this statement include:

- Note cards
- Desktop printed materials
- Color copier prints
- Publications funded through non state accounts

This requirement generally applies to publications with more than minimal content.

Questions regarding the printed by statement should be directed to University Marketing and Communications.

SIUE BRANDED FOOTERS

Registered groups and organizations may use an approved SIUE branded footer to clearly establish their University affiliation. When an approved SIUE branded footer is used, the primary content area of the communication may use colors, photography, graphics and other design elements that reflect the organization's unique identity and are not limited to the SIUE color palette.

The organization's approved logo may also be used within the primary content area. The design should remain visually distinct from the SIUE branded footer and should not imply that the organization's logo is an official University mark.

Approved footer templates may incorporate SIUE colors, graphic elements and official University marks. These templates will be provided by University Marketing and Communications through Canva and should not be altered beyond the editable elements provided in the template.

The footer serves as the consistent SIUE brand element, allowing organizations greater flexibility in the remainder of the design while clearly identifying their affiliation with the University.



STATIONERY

OFFICIAL STATIONERY SYSTEM

Official University stationery reinforces the SIUE brand through consistent typography, color and logo usage.

All official stationery must be ordered through University Marketing and Communications.

Approved stationery includes:

- Letterhead
- Business cards
- Envelopes
- Note cards

BUSINESS CARDS

Official SIUE business cards are available for:

- University employees
- Colleges and schools
- Athletics
- School of Dental Medicine
- Other approved University units

Business cards should only use approved templates and official University branding.

LETTERHEAD

Official letterhead includes:

- Approved University signature line
- Official typography
- Approved contact information
- Standardized layout

Departments may not create custom letterhead designs.

ENVELOPES

Official envelopes follow the University's approved stationery system and should not be modified.

EMAIL SIGNATURES

University email signatures should follow the official SIUE format.

Recommended information includes:

- Name
- Title
- Department
- Southern Illinois University Edwardsville
- Phone number
- Email address
- Office location (optional)
- University website (optional)

Do not add:

- Decorative graphics
- Custom logos
- Inspirational quotes
- Personal slogans
- Background colors

Instructions and approved email signature templates are available at:

<https://kb.siue.edu/131901>

Letterhead - 8.5" x 11"

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE

Notecard Envelope - 5.75" x 4.375"

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE

Department Name
Building, Room 1234, Box 5678
Edwardsville, IL 62026-1151

Envelope - 9.5" x 4.125"

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE

Department Name
Building, Room 1234, Box 5678
Edwardsville, IL 62026-1151

Business Card - 3.5" x 2"

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE

First Last Name
Title/Position
Title/Position

e name@siue.edu
t 618.650.0000
f 618.650.0000
w siue.edu
Campus Box 1151
Edwardsville, IL 62026-1151

Department Name
t 618.650.1234 w siue.edu
a Building, Room 1234, Box 5678, Edwardsville, IL 62026-1151

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE

Athletics Business Card - 3.5" x 2"



**SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE**

First Last Name
Title/Position
Title/Position

e name@siue.edu
t 618.650.0000
f 618.650.0000
w siue.edu
Campus Box 1129
Edwardsville, IL 62026-1129

@siuecougars
@SIUECougars
siuecougars.com

Department Name
t 618.650.1234 w siue.edu
a Building, Room 1234, Box 5678, Edwardsville, IL 62026-1151

Notecard - 5.5" x 4.25"



APPAREL & MERCHANDISE GUIDELINES

QUICK GUIDE FOR APPAREL, PROMOTIONAL ITEMS AND GIVEAWAYS

SIUE's name, logos, marks, mascot, seal, wordmarks and visual identity are protected university assets. Any item that uses SIUE branding should follow university brand standards and be reviewed before production.

This applies to apparel, giveaways, promotional products, uniforms, event items, awards, merchandise for sale and any item that could be distributed on or off campus.

GENERAL GUIDELINES

All branded merchandise should:

- Use approved SIUE logos, marks, signatures or wordmarks.
- Be produced by a licensed vendor.
- Be submitted for review before production.
- Use official university colors whenever practical. Exceptions for event specific designs, retail merchandise or recognized co-branded partnerships may be approved during the review process.
- Maintain proper logo proportions, clear space and legibility.
- Represent the university in a professional and appropriate way.
- Avoid creating confusion about what is an official SIUE logo, mascot, seal or university symbol.
- Use the correct approved mark for the audience, purpose and item type.

CUSTOM ILLUSTRATIONS AND NOVELTY ARTWORK

Custom illustrations may be used on merchandise when they are clearly decorative, themed or promotional in nature. This includes animals, characters, objects or scenes shown wearing or displaying approved SIUE branding.

For example, a bear illustration wearing a shirt with the SIUE logo may be used on a bag, mug or other giveaway item, as long as the bear is understood as part of the artwork and not as a new SIUE mascot, logo or official university symbol.

Illustrations may show animals, characters or objects wearing or displaying approved SIUE marks, provided the artwork is decorative or theme-based and does not create or imply a new official mascot, logo or unit identity.

Some animals, objects, characters or themes may not align with the university's brand, values or intended message. University Marketing and Communications reserves the right to make final determinations regarding their appropriateness.

These uses are generally acceptable when:

- The approved SIUE mark is used correctly and remains intact.
- The correct approved mark is used for the item type and audience.
- The custom illustration is used as supporting artwork, not as a replacement for an official SIUE mark.
- The illustration does not become a standalone logo or recurring identity for a department, office, program or initiative.
- The design does not imply that a themed animal, character or object is an official SIUE mascot unless it is clearly intended to represent Eddie or the SIUE cougar.
- The artwork is appropriate for the university and the intended audience.
- The artwork does not feature animals, characters or themes that carry a negative reputation on campus or conflict with the university's message.

"EDDIE" INSPIRED MERCHANDISE AND STUFFED ANIMALS

Stuffed animals, plush items and novelty products may resemble Eddie or use cougar-themed design elements when they are intended to represent SIUE school spirit or mascot-related merchandise.

These items are generally acceptable when:

- The character is clearly intended to represent Eddie, the SIUE cougar or general SIUE spirit.
- The design is reasonably consistent with Eddie's overall look, coloring, personality and spirit.
- Approved SIUE branding is used correctly on apparel, tags or accessories.
- The item does not introduce a completely different animal, mascot or character that could be confused as a new SIUE mascot.
- The item is appropriate for the university and the intended audience.

A plush cougar or stuffed animal wearing SIUE apparel does not need to match Eddie exactly, but it should be close enough that it supports the existing mascot identity rather than suggesting a separate mascot.

RETRO AND VINTAGE COUGAR MARKS

Approved historic Cougar marks may be used on apparel and merchandise to celebrate SIUE's history, tradition and school spirit.

To avoid confusion with SIUE's current brand identity, **only the three retired Cougar marks below should be used as official retro marks.** Retro merchandise should only use the three approved marks from earlier periods (1970-1999) of the University's history that are clearly recognizable as vintage or historic. The "Circa Date" must be present on the retro mark.

Retro Cougar marks are generally appropriate for apparel, retail merchandise, alumni items, anniversary or commemorative merchandise and other spirit-related products. They should not be used as current institutional or athletics logos.

Only approved artwork may be used. Historic marks may not be redrawn, altered or recreated and all merchandise must follow the University's standard licensing and approval process.



RESTRICTIONS

Merchandise should not:

- Alter, redraw, stretch, distort, recolor or rearrange official SIUE logos, marks, mascot artwork or the university seal.
- Create a new official logo, mascot, badge, patch or emblem for a department, office, program or initiative.
- Use custom artwork in a way that could be mistaken for a new official SIUE mark, mascot or unit logo.
- Introduce a mascot-like character that competes with or replaces Eddie or the SIUE cougar.
- Feature animals, characters or themes that have a negative reputation on campus or conflict with the university's image, such as geese.
- Use the university seal for general merchandise without approval.
- Combine SIUE marks with outside logos in a way that suggests an unauthorized partnership, sponsorship or endorsement.
- Include offensive, inappropriate, discriminatory, vulgar or misleading content.
- Use trademarked phrases, artwork or imagery owned by another organization without permission.
- Feature sexually suggestive, risqué, excessively revealing, or otherwise inappropriate imagery, language, or themes that are inconsistent with the university's educational mission or public image.
- Include imagery, slogans or designs that could reasonably be viewed as sexually explicit, profane or otherwise unsuitable for a broad university audience.
- Go into production before brand/licensing approval is complete.

EXCEPTIONS AND SPECIAL USES

Some uses may be considered on a case-by-case basis:

- Student organizations: May have more flexibility, but designs still require review and cannot imply they are an official university unit unless approved.
- Event-specific graphics: May use custom artwork for a short-term event, as long as it does not function as a primary university logo.
- Themed merchandise: May include decorative illustrations, novelty characters or objects displaying SIUE branding, as long as they are not presented as official university mascots or marks and do not carry negative campus associations.
- University seal: Reserved for formal, ceremonial or official institutional use and requires approval.
- Co-branded items: Must be reviewed to confirm proper relationship, hierarchy and permissions.

USAGE EXAMPLES

Generally Acceptable

Event T-shirt

Approved SIUE mark paired with event-specific artwork or text, as long as the artwork does not become a new logo.

Promotional giveaway

Approved SIUE mark on a pen, notebook, mug, tote bag, lanyard or similar item, using the appropriate mark for the audience and purpose.

Illustrated merchandise

A bear, dog, robot, object or other themed illustration wearing a shirt with an approved SIUE mark, used on a bag, mug, sticker or giveaway item.

Stuffed animal or novelty item

A stuffed animal or novelty product that includes an approved SIUE logo on apparel, a tag or an accessory.

Challenge coin or commemorative item

Approved SIUE mark on one side with custom event or commemorative artwork on the other, provided the artwork does not become a new department logo.

NOT APPROVED

Department shield or badge

A custom emblem for a department that looks like an official logo.

Competing mascot

A mascot-like character that does not resemble Eddie or the SIUE cougar and could be mistaken for a new SIUE mascot.

Negative campus association

A goose or other animal, character or theme with a negative reputation on campus used as a featured promotional symbol.

Logo mashup

SIUE logo combined with another organization's logo without proper approval or hierarchy.

Redrawn seal

A simplified, altered or recreated version of the university seal.

Unapproved T-shirt art

Artwork that uses SIUE colors, names or marks but has not been reviewed before printing.

BEFORE YOU ORDER

Before sending a project to a vendor, confirm:

- The vendor is licensed or approved to produce SIUE-branded merchandise.
- The design uses approved SIUE marks correctly.
- Custom artwork is decorative, theme-based or promotional, not a new logo.
- Mascot-inspired merchandise supports Eddie or the SIUE cougar identity and does not suggest a separate mascot.
- The design avoids animals, characters or themes with negative campus associations.
- The design has been reviewed by University Marketing and Communications.
- Any athletics, seal, co-branding or special-use request has been approved.
- The final proof has been reviewed before production.

TRADEMARKS AND MERCHANDISE LICENSING

The Southern Illinois University Edwardsville name and its colors, symbols and logos communicate a proud heritage and future promise. The SIUE trademark licensing program promotes school spirit and pride by ensuring quality SIUE trademarked goods are available in the marketplace. It also protects the SIUE brand by ensuring consistency and compliance with trademark policy. ***siue.edu/policies/5f3.shtml***

REVIEW AND APPROVAL

Send merchandise concepts, vendor proofs or questions to:

Noah Diorio - CLC Manager, Partnerships

(717) 599-4092

noah.diorio@CLC.com

University Marketing and Communications

marketing@siue.edu

siue.edu/marketing-and-communications

Anyone producing specialty items or merchandise using SIUE wordmarks, logos, or the Southern Illinois University Edwardsville and SIUE names must be approved as a licensee through Learfield Licensing Partners, and obtain the official trademarks through their website. Learfield Licensing Partners is SIUE's exclusive agent for trademark licensing purposes and is authorized to license manufacturers meeting SIUE qualifications. SIUE will not issue licenses directly.

Interested parties should visit ***siue.edu/merchandise/index.shtml*** for more information.

APPROVED RETAIL APPAREL AND MERCHANDISE MARKS

NOTE: The trademark and registered symbols are an integral part of the logo on all your pieces. When enlarging any of the logos for print, product, or banner applications, the circle-R and trademark symbols should stay proportionate to the mark. This may require a manual adjustment.

APPROVED VERBIAGE: SOUTHERN ILLINOIS UNIVERSITY EDWARDSVILLE®

SIUE Signature Line Wordmarks and Lockups

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE

Department, School, College
and Administrative Unit

DEPARTMENT, SCHOOL,
COLLEGE & ADMIN. UNIT

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE



SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE

SIUE Wordmarks and Lockups



DEPARTMENT, SCHOOL,
COLLEGE & ADMIN. UNIT

Primary and Secondary Logos and Lockups



ATHLETICS



ATHLETICS



Alternate Marks and Lockups



SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE



UNIVERSITY MARKETING AND COMMUNICATIONS

CONTACT INFORMATION

marketing@siue.edu
(618) 650-3600
35 Circle Drive
Vadalabene Center
Edwardsville, IL 62026

Questions?

University Marketing and Communications is responsible for the interpretation, implementation and approval of the SIUE Visual Identity Requirements.

For questions regarding branding, logo usage, publications, merchandise, photography, digital communications or design standards, contact:

marketing@siue.edu
(618) 650-3600

**SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE**