

# UNIVERSITY MARKS QUICK GUIDE

Currently, adjustments to the SIUE brand are being made in ways that utilize existing marks while leaving room for future updates that will match our institutional growth and prominence.

The University red has been updated to Pantone Matching System® (PMS) 186. As the brand evolves, so too will the marks used on our communications. As you reorder printed items, the marks will be updated.

Use this quick guide for reference as you create new communications and merchandise\*. If you have any questions, please contact Heather Kniffel at [hkniffe@siue.edu](mailto:hkniffe@siue.edu) or Kris Crosby at [kcrosby@siue.edu](mailto:kcrosby@siue.edu).

## UNIVERSITY SIGNATURE LINE

For academic communications including College, Schools, enrollment management, etc., the signature line will be used while the brand is evolving. The name of the College, Schools and major units may be included as a main header, rather than below or above the signature line.



**SOUTHERN ILLINOIS UNIVERSITY  
EDWARDSVILLE**

## SIUE COUGARS SPIRIT MARK

Use to display school spirit. This mark may be used on Athletics communications, official SIUE social media profiles, merchandise (i.e. t-shirts and hats), as well as internal student communications for the MUC and student groups.



## ATHLETICS MARKS

Use on Athletic communications. They may also be used to display school spirit on merchandise.



### Primary Athletic Marks



### Secondary Athletic Marks



\* SIUE licensed vendors must be used to produce all merchandise.

Always use official files provided.  
Include clear space around each mark equal to it's height.  
Do not skew, separate elements or add other names underneath.

Visit our website for files and more information.