

***SOUTHERN MISS***  
***STUDENT GOVERNMENT ASSOCIATION***  
***GRAPHIC STANDARDS***

***UPDATED SUMMER 2021***



***STUDENT GOVERNMENT ASSOCIATION  
GENERAL LOGO  
BLACK TRIM***





***STUDENT GOVERNMENT ASSOCIATION  
GENERAL LOGO  
WHITE TRIM***



***STUDENT GOVERNMENT ASSOCIATION  
GENERAL LOGO  
GOLD***

***STUDENT GOVERNMENT ASSOCIATION  
OFFICIAL SEAL  
BLACK TRIM***



# ***QUICK POINTS***

***1 - COMMUNICATIONS MATERIALS AND ADVERTISEMENTS SHOULD BE APPROVED BY THE VICE PRESIDENT OF COMMUNICATIONS BEFORE THEY ARE PRINTED, DISPLAYED OR DISTRIBUTED. ALL PRINTED MATERIALS MUST FOLLOW ALL UNIVERSITY GRAPHIC STANDARDS AND APPROVAL.***

***2- THE OFFICIAL NAME OF THE ORGANIZATION IS STUDENT GOVERNMENT ASSOCIATION OR SGA.***

***3- THE SGA LOGO MAY NOT BE ALTERED IN ANY WAY AND MUST BE HIGH-RESOLUTION.***

***4- THE OFFICIAL SEAL IS NOT AVAILABLE FOR USE ON ALL COMMUNICATIONS MATERIALS.***

***5- THE EXECUTIVE SEAL IS NOT AVAILABLE FOR USE AS A GENERAL LOGO. USE OF THE EXECUTIVE SEAL IS LIMITED TO OFFICIAL UNIVERSITY DOCUMENTS, OFFICIAL RECORDS, LEGAL DOCUMENTS, AND MATERIALS ISSUED AT THE EXECUTIVE LEVEL AT THE PRESIDENT'S DISCRETION.***

***6- NO COPYRIGHTED OR TRADEMARKED MATERIAL SHOULD BE USED WITHOUT PERMISSION, INCLUDING PHOTOS, GRAPHICS, LOGOS AND IMAGES FROM THE INTERNET.***

***7- PHOTOS FOR PRINTED MATERIALS SHOULD BE HIGH-RESOLUTION (AT LEAST 300DPI AT ACTUAL SIZE).***

***8- NY MATERIALS DISPLAYING THE UNIVERSITY LOGO MUST BE APPROVED THROUGH THE OFFICE OF UNIVERSITY COMMUNICATIONS.***

# ***LOGO USAGE GUIDELINES***

## ***LOGO APPEARANCE***

***THE APPEARANCE OF THE ORGANIZATION LOGO AND SEAL MUST NEVER BE ALTERED.***

- DO NOT RECREATE OR REDRAW THE LOGO.***
- DO NOT CHANGE THE SCALE OF ANY ELEMENTS.***
- DO NOT CHANGE THE COLORS OF THE LOGO, SEAL OR TEXT.***

***THE LOGO SHOULD NEVER BE DIGITALLY SCANNED OR TAKEN FROM A WEB PAGE AND PLACED ON A PRINT PIECE.  
ELECTRONIC FILES OF THE LOGO ARE AVAILABLE FROM THE VICE PRESIDENT OF COMMUNICATIONS AT [SGA@USM.EDU](mailto:SGA@USM.EDU).***