

GUIDE TO MARKS ON MERCHANDISE FOR STUDENT ORGANIZATIONS

Student organizations can purchase promotional items and merchandise using approved and licensed vendors. They can also use the below spirit and institutional marks unaltered and showing the appropriate ™ and ®.



The **BULLY & BELLE MARKS** may be used as is or customized with alternate clothing and props for Student Organizations and other Institutional Units outside of Athletics. Use of these marks is encouraged over the creation of alternate illustrations of the live mascot or the use of unapproved bulldog silhouettes. Any altered illustrated version of these upright, dressed bully marks must be reviewed and approved by the Office of Public Affairs prior to use.



Note: The marks of Mississippi State University are controlled under a licensing program administered by Affinity Licensing. Any use of these marks will require written approval from Affinity.

VERBIAGE/PHRASES - REQUIRE ®

- Mississippi State University ®
- Mississippi State ®
- Hail State ®
- #HailState ®
- The Dude ®

VERBIAGE/PHRASES - REQUIRES ™

- MSU ™
- Bulldog ™
- Bulldogs ™
- Dawg ™
- Dawgs ™
- Bully ™
- State ™
- This is Our State ™
- Maroon Friday ™
- True Maroon ™
- The Hump ™
- Hump ™
- Davis Wade Stadium ™
- DWS ™
- Polk Dement Stadium ™
- Dudy Noble Field ™
- DNF ™
- Left Field Lounge ™
- LFL ™
- Left Field Lofts ™
- Maroon Friday ™
- More Cowbell ™
- Praise the Lord and Go Dawgs ™
- PTLGD ™
- The Junction ™
- Junction ™
- True Maroon ™
- Fight Song excerpts receive a ™

TRADEMARKS REQUIRE ™

- Stand Alone Cowbell (image)
- Bulldog Silhouette (image)
- University Signature (image)
- College Vault - Walking Bully (image)
- College Vault - Swinging Bully (image)
- College Vault - Flying M (image)
- College Vault - Flag Bully (image)
- Script State (image)
- Stand Alone MS State Shape with Star (image)
- FAMILY with MState with Banner (image)
- ALUMNI with MState with Banner (image)
- Stacked MS–Baseball 1985 Mark (image)

FEDERALLY REGISTERED MARKS REQUIRE ®

- MState with Banner (image)
- Paw Print (image)
- Baseball stacked MS (image)
- University Wordmark (image)
- University Seal (image)
- M over S–Baseball Mark (image)
- M over S–Baseball Thin Mark - caps only (image)

SPECIAL REQUIREMENTS

The Egg Bowl trophy logo and verbiage is restricted to select licensees and requires a TM (will be registered jointly with Ole Miss and therefore requires approval of Ole Miss Licensing).

Omaha, and references to as well as SuperDawgs can only be used by NCAA licensees and must include the CWS logo

NOT ALLOWED TO USE These logos and marks are restricted and/or for retail.



MAROON AND WHITE (ALMA MATER)

In the heart of Mississippi,
 Made by none but God's own hands,
 Stately in her nat'ral splendor
 Our Alma Mater proudly stands;
 Mississippi State we love you,
 Fondest mem'ries cling to thee,
 Life shall bear thy spirit ever,
 Loyal friends we'll always be.

Chorus:
 Maroon and White! Maroon and White!
 Of thee with joy we sing;
 Thy colors bright our souls delight,
 With praise our voices ring.

HAIL STATE (FIGHT SONG)

Hail dear ol' State!
 Fight for that victory today.
 Hit that line and tote that ball,
 Cross the goal before you fall!
 And then we'll yell, yell, yell, yell!
 For dear ol' State we'll yell like H-E-L-L!
 Fight for Mis-sis-sip-pi State,
 Win that game today!

STUDENT ORGANIZATIONS

Student organizations have two categories, sponsored and registered.

Sponsored student organizations may have logos that use the secondary signature set-up, or use spirit marks with typography including the words "Mississippi State University" and/or "MSU" in combination with the organization's name. Any sponsored student organization that includes spirit marks in their logo must receive approval from the offices of Public Affairs and General Counsel.

Sponsored Example:



Registered student organizations may have logos that use spirit marks and can use the name of the organization along with "at Mississippi State University" or "at MSU." They are not allowed to use the secondary signature set-up as their organization's logo. Any student organization that includes spirit marks in their logo must receive approval from the offices of Public Affairs and General Counsel.

Registered Example:



NOTE: Neither sponsored nor registered student organizations may use alternate graphics similar to MSU's official spirit marks (alternate bulldogs, variations of paw prints, or other illustrations of cowbells) in their organization's logo.

The use of spirit marks on promotional materials is allowed for all student organizations, provided they use licensed vendors. All merchandise that includes the name of the University and/or logos and spirit marks of the University must be ordered from licensed vendors – NO EXCEPTIONS. This requirement applies whether the merchandise is sold or given away. The Office of General Counsel should be contacted to confirm that the vendor is licensed.

Student organizations for which the university also has an NCAA team or is considered a club sport must include the text "Club" in their logo designs.

Student organizations must abide by the guidelines found on cowbellconnect.msstate.edu.

Student organizations that create a website are required to obtain their domain and webspace from ITS and must use the university template.