Beginning in fall 2017, all university communications in print, on websites and email, must display the anniversary identity.

Business Suite

Newsletters and Invitations

Website

Email Communications

Social Media

FOR MORE INFORMATION, PLEASE CONTACT:
Executive Vice President for Academic Affairs and Provost
406-994-4371 • convocation@montana.edu

BOOK COVER COURTESY OF PENGUIN RANDOM HOUSE.

Robert L. Mokwa
Presentation by
Bryan Stevenson
欢迎 from President Waded Cruzado and ASMSU President.

Thursday, August 24, 7:30 pm, doors open at 6:30 pm.

In preparation for Montana State University’s 2017 Convocation, all incoming students will read Just Mercy. Parents are invited to read and discuss the book with their student.

MSU Convocation
August 24, 2017 • 7:30 pm

WHO
WHAT
WHEN
WHERE

Celebrate Your SUMMER READING

MSU Beginning
125TH ANNIVERSARY

UNIVERSITY IDENTITY

The identity clearly showcases the anniversary year, the Montana State University name and the theme “In the People’s Interest.” The package is designed to pair with existing communications in print and digital formats.

Core Logo

Brand Extension and Unit Logos

Color Palette

As shown above, the 125 Anniversary identity should always appear in MSU Blue and Gold. When placed on a dark background, please use white and MSU Gold.

University Communications
Julie Kipfer, Director of Marketing and Creative Services · 406-994-5737 · jkipfer@montana.edu