This guide is intended as a reference for student clubs navigating the use of the Montana State University name and logos in relationship to their registered student organization’s activities. Clubs should familiarize themselves with applicable policies, noted in the links below.

**LOGO USE**  All uses of the logos **MUST** adhere to brand standards, meaning the logos may not be stretched, obscured, modified or combined with other logos. Appropriate presentation of the MSU and Bobcat logo on various background colors are shown below.

**CO-BRANDING**  Co-branding is defined as displaying the MSU or Bobcat logo adjacent to another organization’s logo. Co-branding with the MSU or Bobcat logo is not allowed.

**INTERNAL USE**  Registered student organizations have the ability to use the MSU name, Bobcat name and the MSU and/or Bobcat logo in conjunction with the internal promotion of their events and activities, such as posters and banners on campus.

**KEY UNIVERSITY POLICIES**

- **Use of University Name and Logos by Registered Student Organizations**
  www2.montana.edu/policy/use_of_university_name_and_logos.htm

- **Trademarks and Licensing Policy**
  www2.montana.edu/policy/Trademark%20and%20Licensing.htm

**CONTACT INFORMATION**

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**EXTERNAL LOGO USE GUIDELINES**

External use is defined as the presence of the university names and logos in competitive uniforms, jerseys, websites and social media. To allow for the external use of the MSU and Bobcat names and logos, the following guidelines apply.

**Uniforms/Jerseys**

- All uniform designs and color schemes **MUST** be submitted for review and approval prior to production.*
- The design **MUST** include the words “MSU (insert name of Sport) Club”
- Images and/or logos of external sponsors are **NOT** allowed to appear on uniforms or apparel with the MSU or Bobcat logo.

**Organization’s Website or Social Media Accounts**

Registered Student Organizations may use the name and logos of the University in connection with an organization’s official website and/or social media accounts subject to the following restrictions:

- The Web page and content generated by the social media account may **NOT** include language or images that are offensive or otherwise reflect inappropriately on MSU’s name and logos.
- The name, logos or marks may **NOT** be used in conjunction with commercial advertising.

**Sale of Merchandise**

Registered student organizations may sell merchandise to members outside of their group as long as the following guidelines are met:

1. All designs **MUST** be approved* in advance.
2. Items **MUST** be manufactured by a licensed vendor.