**PRIMARY MARKS**

<table>
<thead>
<tr>
<th>1</th>
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<tbody>
<tr>
<td><img src="image1" alt="Cats Logo" /></td>
<td><img src="image2" alt="Bobcats Logo" /></td>
</tr>
</tbody>
</table>

**SECONDARY MARK**

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<tbody>
<tr>
<td><img src="image3" alt="Montana State University Bobcats Logo" /></td>
<td><img src="image4" alt="Montana State University Cats Logo" /></td>
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</tbody>
</table>

**WORD MARK**

<table>
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<tbody>
<tr>
<td><img src="image5" alt="Cats Logo" /></td>
<td><img src="image6" alt="Bobcats Logo" /></td>
</tr>
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</table>

**COLOR INFORMATION**

You must use the approved University colors or the "PANTONE" colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current edition of the PANTONE color publications. "PANTONE" is a registered trademark of PANTONE, Inc.

<table>
<thead>
<tr>
<th>SCHOOL COLORS</th>
<th>PANTONE COLORS</th>
<th>THREAD COLORS</th>
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<tbody>
<tr>
<td>BLUE</td>
<td>PANTONE 281</td>
<td>MADEIRA 1242</td>
</tr>
<tr>
<td>GOLD</td>
<td>PANTONE 124</td>
<td>MADEIRA 1172</td>
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<tr>
<td>SPIRIT GOLD</td>
<td>PANTONE 465</td>
<td>MADEIRA 1255</td>
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<tr>
<td>LIGHT GOLD</td>
<td>PANTONE 134</td>
<td>MADEIRA 1270</td>
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<tr>
<td>WHITE</td>
<td>WHITE</td>
<td>WHITE</td>
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</tbody>
</table>

**VERBIAGE**

- **Montana State University™**
- **Montana State™**
- **MSU™**
- **Bobcats™**
- **Cats™**

**GENERAL INFORMATION**

- **Mountains & Minds™**
- **Champ™**
- **LOCATION: BOZEMAN, MT**
- **MASCOT: BOBCATS**
- **MASCOT NICKNAME: CHAMP**
- **ESTABLISHED DATE: 1893**
- **CONFERENCE: BIG SKY**

**HELMET MARK**

- **INSTITUTIONAL MARKS**

For dark backgrounds change blue to white.

**YOUTH MARKS**

- **SCHOOL SEAL**

For dark backgrounds change blue to white.

**ADDITIONAL PERTINENT INFORMATION**

- University seal permitted on products for resale:
  - Yes
  - No
  - Restrictions
- Alterations to seal permitted:
  - Yes
  - No
  - Restrictions
- Overlaying / intersecting graphics permitted with seal:
  - Yes
  - No
  - Restrictions
- University licenses consumables:
  - Yes
  - No
  - Restrictions
- University licenses health & beauty products:
  - Yes
  - No
  - Restrictions
- University permits numbers on products for resale:
  - Yes
  - No
  - Restrictions
- Mascot caricatures permitted:
  - Yes
  - No
  - Restrictions
- Cross licensing with other marks permitted:
  - Yes
  - No
  - Restrictions
- NO USE of current player’s name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations:
  - Yes
  - No
  - Restrictions
- NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks:
  - Yes
  - No
  - Restrictions

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