

This sheet is designed to give you concise, preliminary information about MSU's integrated marketing guidelines. This information is current as of September, 2005, and will be updated throughout Fall 2005. For the most current standards and graphics files, visit www.montana.edu/cpa/docs/brandletter.html or call MSU's Publications and Graphics Department at x2795.

MSU's guidelines and branding tools are being developed to complement MSU's five-year vision plan and to achieve key objectives for the university. Our identity and key messages are critical as we work to enhance the visibility and reputation of Montana State University.

MSU Key Strengths

These concepts are what set MSU apart from our competition. Use them as a guide for all communications, from outlines for speeches and presentations to checklists for publications and Web sites. These brand strengths offer a framework to develop coherent and consistent messages that continually reinforce the excellence at MSU. Use examples from your academic, research or service area to make an impact on your target audience. Or, for a searchable database of examples, go to www.montana.edu/cpa/poe

EXCEL

- MSU's scholars—both faculty and students—are nationally and internationally recognized

DISCOVER

- MSU engages in leading research

CONNECT

- MSU is well-known as a student-centered campus

CREATE

- MSU offers unparalleled opportunities for hands-on, active learning

EXPLORE

- MSU is located in a spectacular educational setting

SERVE

- One of MSU's primary missions is to serve and reach out to all Montanans.

Brand Promise (What we do best)
INTEGRATE LEARNING AND THE DISCOVERY OF KNOWLEDGE

Montana State University core logo



Colors: Spot colors are navy blue (Pantone 281) and gold (Pantone 124). When possible, reproduce the top part of the flame as a 50% tint of Pantone 124.



EXAMPLES OF BRAND EXTENSIONS



Brand Extensions are available for all academic colleges, MSU Extension, the MSU Libraries and the Montana Agricultural Experiment Station. Academic departments and research centers that are affiliated with a college or agency should use their college's brand extension; all other MSU units should use the core MSU logo.

Guidelines for MSU's brand, logo and name usage

- 1) Include the Montana State University name and MSU logo as a major element on all printed or electronic materials originating from the University campus or its distant site offices. Use only the official high-resolution graphics files available at: <http://www.montana.edu/cpa/graphics/uglogos.html> Do not use scanned or low-resolution versions of the logo.
- 2) Do not use the MSU logo mark without the wordmark "Montana State University." Use only the official Montana State University wordmark. Do not type it on your own. Whenever possible and appropriate, use the logo version that includes the "Mountains & Minds" tagline.
- 3) Maintain the integrity of the logo without embellishment or change. Do not break apart or remove individual pieces of the logo, such as using the block M or the flame by itself, or printing the official logo without the arc. When reducing or enlarging the logo, make certain to maintain the proportions. Only in rare instances should the logo be used smaller than one inch wide.
- 4) As a general rule, do not combine the Montana State University logo with other logos.
- 5) Do not create new logos for University-affiliated organizations, whether such logos are based on the University logo or are entirely new logos.
- 6) Use MSU's official colors in all instances: Pantone Matching System (PMS) 124 for gold, and PMS 281 for blue.
- 7) When referring to the University and its entities in written or verbal forms, use Montana State University (not Montana State University-Bozeman.) If you need to clarify the location of the university, use Montana State University at Bozeman, or Montana State University in Bozeman.
- 8) Do not print the logo on top of photographs or artwork so that it cannot be seen. Use the reverse image of the logo if the logo prints on a dark background. Use the grayscale version when printing in black or another single color. The preferred single color for MSU communications is navy blue PMS 281.
- 9) Do not rotate or skew the logo.
- 10) Do not wrap text around the logo.

All uses of the new MSU logo must be reviewed and approved by the Office of Communications and Public Affairs. See Resources section for individual contact information.

We acknowledge that there will be unique situations in which these rules will not apply. If so, please contact Suzi Taylor, Director of Publications and Graphics, at 994-2795 (taylor@montana.edu) or Julie Kipfer, Director of Marketing, at 994-5737 (jkipfer@montana.edu).