

MONTANA STATE UNIVERSITY-NORTHERN

BRAND

GUIDELINES

DECEMBER 15, 2017

TABLE OF CONTENTS

BRANDING GUIDELINES OVERVIEW	1.0
TEXT ELEMENTS	2.0
GRAPHIC ELEMENTS	3.0
BRANDING APPLICATIONS	4.0
REQUEST FOR EXEMPTION	5.0
ATHLETIC INDICIA	6.0
REGISTERED STUDENT ORGANIZATIONS	7.0

1.0 BRAND GUIDELINES OVERVIEW

The Montana State University-Northern brand guidelines consist of the wordmark, symbols, logos, and signatures as well as branded fonts and color palettes. These guidelines apply to use of the MSU-Northern name and logo in print, electronic, or video communications.

The marketing committee has prepared and distributed this document to strengthen MSU-Northern's credibility and build a cohesive visual identity. To maximize the benefit of this brand guide, it must be used in a consistent fashion over time. The signatures, type fonts, and marks described in this brand guide are the only authorized marks to be used in university communications.

The MSU-Northern name and logo is reserved for the exclusive use of the MSU-Northern community on university-related projects. Outside entities wishing to use the logo must apply for a license to create commercial products.

1.1 UNIVERSITY MISSION STATEMENT

MSU-Northern provides higher education to students for professional and technical careers through an institution dedicated to teaching and the pursuit of knowledge.

1.2 CORE VALUES

- Student Success
- Comprehensive Programs
- Partnerships

1.3 TAG LINE

Education that works

2.0 TEXT ELEMENTS

2.1 UNIVERSITY NAMING CONVENTIONS

The official university name is Montana State University-Northern. In any public article or literature, the first reference to the University must be Montana State University-Northern. On second reference, the university name can be shortened to MSU-Northern. No call-out is necessary in the first reference.

When necessary in short text or as a design element, MSU-Northern may be referred to as either MSUN or Northern. No other variations of the university name are approved. See below for a helpful table (please note spaces and dashes):

	Authorized University Names	Unauthorized University Names
Formal	Montana State University-Northern (preferred whenever possible)	Montana State University Northern, Montana State University – Northern, Montana State Northern, Montana State University-Havre, Montana State-Northern
	MSU-Northern	MSU Northern, MSU - Northern, MSU-Havre
Informal	MSUN	MSU-N, MSU N
	Northern (preferred for alumni/ historic uses)	Northern Montana College, Montana Northern, MSU

2.1.1 OUTREACH SITE NAMING CONVENTIONS

Outreach Site	Authorized University Names	Unauthorized University Names
Great Falls	Montana State University-Northern in Great Falls, MSU-Northern in Great Falls, (Informal only) Great Falls Site	Montana State University-Great Falls, Great Falls Campus
Lewistown	Montana State University-Northern in Lewistown, MSU-Northern in Lewistown (Informal only) Lewistown Site	Montana State University-Lewistown, Lewistown Campus

2.2 OTHER TEXT CONVENTIONS

For all official university marketing or text, the university recommends AP Style, with one exception and that is the consistent use of the Oxford (serial) comma.

2.3 FONTS

The following type-fonts are recommended (though not required) for MSU-Northern publications and promotional materials.

Business Suite Font: ITC Franklin Gothic

If Franklin Gothic is not available, Arial and Arial Black are preferred substitutes.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

Body font: Adobe Garamond Pro

Garamond is preferred over Times New Roman, a face typically identified as the computer “default,” although Times and its variations can be used if Garamond is not available.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.



The quick brown fox jumped over the lazy dog.

3.0 GRAPHIC ELEMENTS

3.1 MSU-NORTHERN SYMBOL

The symbol is an important part of MSU-Northern's history and tradition. It was designed in 1951 by Marion Brockman, wife of Northern President L.O. Brockmann. The horizontal lines in the center represented the Aurora Borealis. The three vertical lines symbolized the three major curricular functions of the college: liberal arts, teacher training, and vocational and technical studies. The vertical lines now represent our three colleges: the College of Education, Arts, and Sciences; the College of Health Sciences; and the College of Technical Sciences. This recognizable symbol represents MSU-Northern's past and future.

The MSU-Northern symbol is included in all official logos, the official seal of approval, and can be used on its own as a graphic element. There are two authorized versions of the MSU-Northern symbol: the academic symbol and the athletic symbol. The academic symbol includes outer circles and the athletic version includes just the rays. The academic symbol must be used whenever associated with any academic portion of the university.

Academic Symbol	Athletic Symbol
	
The academic symbol must be used whenever associated with any academic portion of the university.	The athletic seal cannot be used for any academic purpose. Please see section 6.0 for more on MSU-Northern athletic indicia.

3.1.1 AUTHORIZED ACADEMIC SYMBOL COLORS

The MSU-Northern Symbol can only be used in the following colors: ghosted, black, maroon, gold, or white. The “rays” and circle can either be transparent or white. See below for all authorized uses of the academic symbol:



3.1.2 UNAUTHORIZED ACADEMIC SYMBOL USAGE

The MSU-Northern symbol must retain its visual identity. The following guidelines help ensure that the symbol is recognizable and professional:



A. Do not distort the symbol in any way; ensure the outer circle is round. Always hold the shift key to resize, this will ensure proportions are maintained.



B. Do not use the symbol in an unauthorized color.



C. Ensure the quality of the image. Do not use pixelated, blurry, scanned, or low-resolution versions.



D. Do not crop the symbol in any way that makes the symbol difficult to recognize.



E. The three rays cannot be replaced with objects.

3.2 MSU-NORTHERN WORDMARK

The MSU-Northern wordmark is one of two pieces that compose the university logo. The wordmark was designed to focus on the word “Northern” in Montana State University-Northern in deference to the previous name of the university, Northern Montana College. In this way, the wordmark carries on the university’s heritage. In the wordmark, the words MONTANA STATE UNIVERSITY are in all caps in the font Formata. Directly under it is the word NORTHERN in all caps presented in the font Garamond Pro bold.

The wordmark can be used without the symbol in various settings where an official logo is not required, such as a PowerPoint or on merchandise. It cannot be used in place of a logo, such as on letterhead.

**MONTANA STATE UNIVERSITY
NORTHERN**

3.3 MSU-NORTHERN OFFICIAL LOGOS

MSU-Northern official logos are a combination of the symbol (see 3.1) and the wordmark (see 3.2). There are two authorized combinations of the symbol and the wordmark. Logos are only authorized as a solid one-color for both the symbol and the wordmark. The authorized colors are: maroon, black, white, and gold. All authorized versions of the logo are available from University Relations.

3.3.1 LOGO SIDE



3.3.2 LOGO TOP



3.3.3 RECOMMENDED LOGO USAGE

The following recommendations provide best practices for appropriate logo usage. If a design cannot follow these recommendations, please see University Relations for further guidance.

Minimum 1 inch width



Minimum size: in any version of the logo, the wordmark should be at least 1 inch wide. Contact University Relations when printing the logo in a small space, such as on a pencil, lapel pin, or book spine. They will be able to provide you with custom artwork.



Minimum spacing: Leave adequate clear space around the logo. Use the height of the “N” in “Northern” as a general guideline. Keep this space clear of any copy or images.

3.3.4 UNAUTHORIZED LOGO USAGE

The integrity of the MSU-Northern brand requires adherence to authorized logos. Unauthorized symbol uses presented in 3.1.2 also apply to university logos:

- A. Do not distort the shape.
- B. Do not use unauthorized colors.
- C. Ensure the quality of the image (not pixelated or blurry).
- D. Do not crop.
- E. Do not replace any element of the design with any other image or element.

In addition, the following uses are not authorized:



F. Logos do not include two colors. They must be only one-color throughout.



G. Replacing any letter "O" with the MSU-Northern symbol is not authorized.



H. Authorized logos are arranged in only two symbol and wordmark combinations: logo side and logo top. No sizing or placement alterations between the symbol and wordmark are authorized. University Relations will provide all authorized logos, please refrain from editing the logos in any way.



I. Do not distort the symbol in any way; ensure the outer circle is round. Always hold the shift key to resize, this will ensure proportions are maintained.

3.3.5 RETIRED LOGOS

The following logos have been retired, all logos should be updated to match the logos in this document. Please note the fonts and placements of these retired logos. Clothing with these heritage logos are no longer official MSU-Northern items, but are acceptable spirit wear for games and Fridays on campus. Print items with these logos should be retired as soon as possible. Please inform University Relations of any retired logos still in use on campus or in any official campus communications, brochures, websites, letterhead, email signatures, etc. Departments may choose to use any remaining items with retired logos before purchasing new items.



3.4 OFFICIAL SEAL OF APPROVAL

The official MSU-Northern seal of approval is the combination of the wordmark, symbol, logo, and the tagline. Any literature that has been vetted and approved by the marketing committee as meeting MSU-Northern brand standards will bear this seal. The seal of approval must be used on the front page of all official documents. The full seal of approval logo must be located on the front cover of any MSU-Northern publication. The seal of approval logo must be legible in size and contrast with any background elements.



3.5 PHOTOGRAPHY

Photography in official MSU-Northern communications should reflect MSU-Northern core values: student success, comprehensive programs, and partnerships. Photos must be high quality and highlight MSU-Northern students, professors, staff, partners, or community engaged in learning and living. Photos of people interacting and engaging are always preferred to stock photos or staged-looking snapshots of individuals smiling at the camera. See below for sample photo styles highlighting MSU-Northern's core values and authentic style:



3.5 COLORS

The following suite of colors provide the template for all MSU-Northern branded designs. MSU-Northern's school colors are maroon and gold, and we recommend using these colors prominently on publications and other promotional materials.

SCHOOL COLORS

PRINT AND WEB GOLD	WEB MAROON	PRINT MAROON
INK = PANTONE 130 RGB = R=225 G=168 B=0 CMYK = C=4 M=36 Y=100 K=0 LAB COLOR = L=75 A=20 B=85 HEXADECIMAL = E1A800	RGB = R=114 G=35 B=37 HEXADECIMAL = 722325	INK = PANTONE 209 RGB = R=99 G=43 B=63 CMYK = C=39 M=90 Y=57 K=38 LAB COLOR = L=28 A=35 B=4 HEXADECIMAL = 63283F

SUPPLEMENTARY COLORS

LIGHTER GOLD HEX: FFCE42 R: 255 G: 206 B: 66	DARKER GOLD HEX: C38000 R: 195 G: 141 B: 0	LIGHTER MAROON HEX: 7F2729 R: 127 G: 39 B: 41	DARKER MAROON HEX: 4E1A1C R: 78 G: 26 B: 28
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4.0 BRANDING APPLICATIONS

4.1 BRAND EXTENSIONS

Brand extensions are logos designed to give colleges, departments, and programs customized logos that consist of the university symbol and wordmark, along with the name of an individual college, department, or program. Brand extensions are applied to official name tags, letterhead, mailings, and more.

Colleges, departments, and programs can request a brand extension logo from University Relations for use on print materials and electronic formats. Any deviation from the standard brand extension will need approval (see section 5.0 for more on a Request for Exemption).



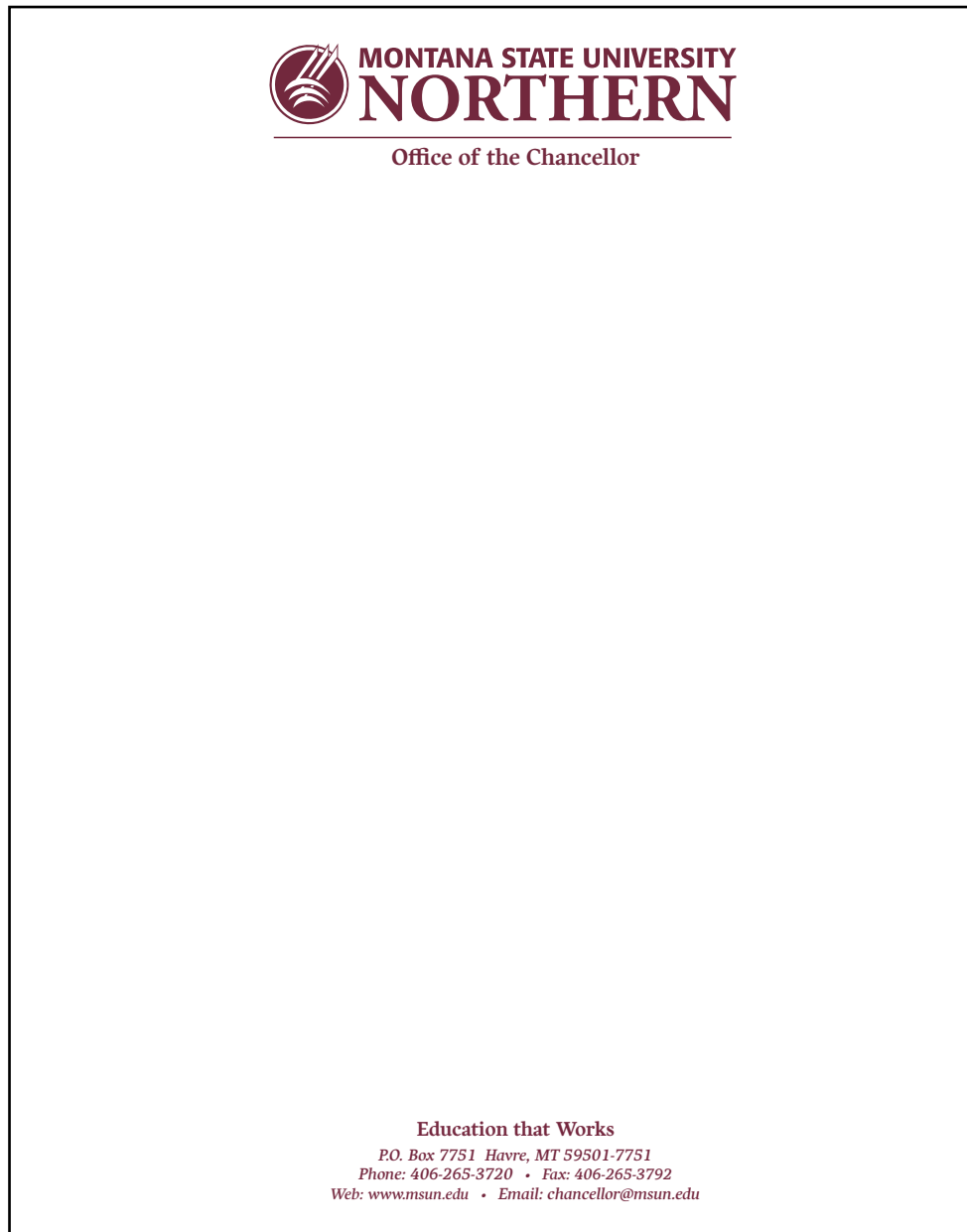
4.1.1 NAME TAGS

All requests for MSU-Northern name tags should be sent to the cashier in the MSU-Northern Business Services office. Requests must include the employee name, employee title, and brand extension. New name tags should be phased in as new name tags are needed, older versions can be retained.



4.1.2 LETTERHEAD

All requests for MSU-Northern letterhead should be sent to the cashier in the MSU-Northern Business Services office. All MSU-Northern letterhead is formatted as shown on the following page. Please use the remaining supply of letterhead before purchasing new updated letterhead. For an electronic only version of the letterhead contact University Relations.



4.1.3 ENVELOPES

All requests for MSU-Northern envelopes should be sent to the cashier in the MSU-Northern Business Services office. All MSU-Northern envelopes should be formatted as below. Please use the remaining supply of envelopes before purchasing new updated envelopes.

 MONTANA STATE UNIVERSITY
NORTHERN | Admissions &
PO Box 7751 Recruitment
Havre, MT 59501 (715124)
Return Service Requested

4.1.4 BUSINESS CARDS

All requests for MSU-Northern business cards should be sent to the cashier in the MSU-Northern Business Services office. All MSU-Northern business cards are formatted as below. To allow for flexibility, both bottom sections may have three lines to be used for: address, phone, fax, email, or website. Note there are two design options: one with a brand extension, and one with just a logo.

Please use the remaining supply of business cards before purchasing new updated business cards.

<div> MONTANA STATE UNIVERSITY NORTHERN</div> <div>Department Name</div> <div>FirstName LastName <i>Full Job Title Here</i></div> <div>P.O. Box 7751 130 13th Street West (OPTIONAL) Cowan XXX Havre, MT 59501</div> <div>Tel: 406.123.4567 Fax: 406.123.4567 lindsay.brown7@msun.edu www.msun.edu</div>	<div>MISSION STATEMENT: <i>MSU-Northern provides higher education to students for professional and technical careers through an institution dedicated to teaching and the pursuit of knowledge.</i></div>
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<div> MONTANA STATE UNIVERSITY NORTHERN</div> <div>FirstName LastName <i>Full Job Title Here</i></div> <div>P.O. Box 7751 130 13th Street West (OPTIONAL) Cowan XXX Havre, MT 59501</div> <div>Tel: 406.123.4567 Fax: 406.123.4567 lindsay.brown7@msun.edu www.msun.edu</div>	<div>MISSION STATEMENT: <i>MSU-Northern provides higher education to students for professional and technical careers through an institution dedicated to teaching and the pursuit of knowledge.</i></div>
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4.2 BROCHURE TEMPLATES

Any MSU-Northern brand extension, sports team, or affiliated entity that wishes to produce its own brochure or publication for external use may request a template from University Relations. These templates comply with all the branding guidelines; therefore, the provided brochure templates are the preferred method for brochure design. The templates provide flexibility in text and photos, while standardizing other brand and text elements. **Any** deviations from these templates require an exemption (see 5.0).

4.3 SOCIAL MEDIA

Any MSU-Northern brand extension, sports team, club, or affiliated entity may create its own social media presence on Facebook, Twitter, SnapChat, LinkedIn, or any other platform. The profile photo must be an authorized symbol or logo. Authorized profile photos are available from University Relations.

4.4 POWERPOINT TEMPLATES

Any MSU-Northern brand extension, sports team, employee, or affiliated entity may use branded PowerPoint template for external use. Templates are available by request from University Relations. Templates comply with all the branding guidelines; therefore, the provided templates are the preferred method for PowerPoint design.

MSU-Northern branded PowerPoint templates are available in two formats: 16:9 and 4:3. Both templates include a title page and three options for body pages. The templates were designed so users could select one body page style and duplicate that slide through their presentation. Users are requested to use suggestions from Fonts (2.3). Any deviations from official PowerPoint templates requires an exemption (see 5.0).

4.5 VIDEO SLUGS

Any MSU-Northern brand extension, sports team, employee, or affiliated entity that wishes to use a branded video for external use must submit the video to University Relations. Approved videos will have official MSU-Northern branding added to the video.

4.6 MERCHANDISE

Vendors, extensions, groups or individuals wishing to produce merchandise bearing the university name, the Lights or Skylights name, MSU-Northern logo or MSU-Northern athletic inidicia must contact University Relations for up-to-date merchandising information.

4.7 EMAIL SIGNATURES

When communicating via email, the MSU-Northern brand is reflected with a professional signature file:

- The signature block should include name, title, Montana State University-Northern, campus address, phone number and website URL if applicable.
- Use a web friendly, sans serif font in black.
- Do not add background graphics or any quotes.
- For external communications an alternate electronic signature may include an authorized MSU-Northern logo. An email-sized logo for email signatures is available for download at msun.edu/templates.

Example:

Name
Title
Montana State University-Northern
Department/Office/Program
Havre, MT 59501
406-265-XXXX
msun.edu/webpage
(not necessary to repeat email address in signature file)

4.8 CAMPUS APPLICATIONS

The MSU-Northern brand is reflected in the physical appearance of campus, including signage, paint, and furniture.

4.8.1 INTERIOR AND EXTERIOR SIGNAGE

Current interior and exterior signage include heritage and retired logos (e.g. the welded Northern Montana College seal outside of Cowan Hall). These heritage signs are grandfathered in to the current Brand Guidelines, but new signage must be approved by University Relations to assure branding, spelling, and clarity.

4.8.2 INTERIOR PAINT

Authorized branding colors for interior paint colors are available through University Relations and the Physical Plant.

4.8.3 UNIVERSITY VEHICLES

Branding for university vehicles will be addressed on a case-by-case basis. Please bring any vehicle branding requests to University Relations.

5.0 REQUEST FOR EXEMPTION

No document can anticipate all the circumstances that may arise from the use of a consistent university signature. Therefore, it is necessary to adopt a procedure for exception requests. Though it is expected these requests will be rare, each request will be considered by the MSU-Northern University Relations Director and a committee representing campus stakeholders.

Requests for exceptions to the Branding Guidelines must be first discussed with the MSU-Northern University Relations Director. Most issues and concerns can be resolved at that level. A formal request for an exception must be addressed in writing to the MSU-Northern University Relations Director.

6.0 ATHLETIC INDICIA

Lights *Lights* *Lights*
Lights *Lights* *Lights*

Skylights *Skylights* *Skylights*
Skylights *Skylights* *Skylights*

MSU-NORTHERN MSU-NORTHERN



6.1 ATHLETIC N

The athletic N is only authorized in the following color combinations. The athletic N without the outer stroke is no longer authorized by MSU-Northern. The gold N with a maroon stroke is the primary brand N, and should be used whenever appropriate.



7.0 REGISTERED STUDENT ORGANIZATIONS'

BRANDING GUIDELINES

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 logo and symbol on are shown below in maroon and black, white and gold options are also available (see Graphic Elements 3.0 for more about logos).



INTERNAL USE

Registered student organizations have the ability to use the MSU-Northern name, Lights/Skylights name, and logos in conjunction with the internal promotion of their events and activities, such as posters and banners on campus.

IN ALL SITUATIONS, **USE LOGOS AS INTENDED,** WITHOUT ALTERATION OR CHANGE. **DO NOT** STRETCH, OBSCURE, OR OTHERWISE CHANGE THE LOGO.

CO-BRANDING

Co-branding is defined as displaying the MSU-Northern or Lights/Skylights logos adjacent to another organization's logo. Co-branding with the MSU-Northern logo or symbol is not allowed.

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-Northern and Lights/Skylights names and logos, the following guidelines apply.

CLUB UNIFORMS/JERSEYS

- All uniform designs and color schemes must be submitted for review and approval prior to production.*
- The design must include the words "MSUN (insert name of Sport) Club"
- Images and/or logos of external sponsors are not allowed to appear on uniforms or apparel with the MSUN logo or symbol.

CLUB MERCHANDISE SALES

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.

CLUB 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 webpage and content generated by the social media account may not include language or images that are offensive or otherwise reflect inappropriately on MSU-Northern's name and logos.
- The name, logos, or marks may not be used in conjunction with commercial advertising.

***CONTACT INFORMATION**

JIM POTTER, UNIVERSITY RELATIONS DIRECTOR
406-265-3727
POTTERJ@MSUN.EDU

HELPFUL TIPS: PRINTING

Use the following suggestions to determine the best method for printing a branded publication. Use proper judgement; the following are only general suggestions.

WHEN TO USE OFF-CAMPUS PROFESSIONAL PRINTING SERVICES

- Large quantities (over 200 pieces)
- High quality production items including: booklets, manuals, postcards, brochures, programs, posters, books, forms, hang tags, table tents, schedule cards, media guides, phone directories, pocket folders, or banners
- Any items needing finishing services
- Send business cards, letterhead and envelope printing requests to MSU-Northern's Business Services Department

WHEN TO USE MSU-NORTHERN'S MEDIA REPROGRAPHICS FOR PRINTING SERVICES

- Medium quantities (20-200 pieces)
- Quick production requests
- Digital full color production
- Variable data and merge mails
- Large format poster printing and finishing
- Booklets, tape and coil binding, stitching, drilling, and folding

WHEN TO PRINT ON OFFICE PRINTER IN DEPARTMENT

- Small quantities (Up to 20 pieces)
- Labels for envelopes
- Any paperwork or printing needed for internal office use only
- Black toner production