Mission Statement

The University of Montana pursues academic excellence as demonstrated by the quality of curriculum and instruction, student performance, and faculty professional accomplishments. The University accomplishes this mission, in part, by providing unique educational experiences through the integration of the liberal arts, graduate study, and professional training with international and interdisciplinary emphases. The University also educates competent and humane professionals and informed, ethical, and engaged citizens of local and global communities; and provides basic and applied research, technology transfer, cultural outreach, and service benefiting the local community, region, State, nation and the world.

(Revised March 2011)
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>President’s Letter</td>
<td>2</td>
</tr>
<tr>
<td>Basic Visual Guidelines</td>
<td>3</td>
</tr>
<tr>
<td>Visual Consistency</td>
<td>3</td>
</tr>
<tr>
<td>University Colors</td>
<td>3</td>
</tr>
<tr>
<td>Paper</td>
<td>3</td>
</tr>
<tr>
<td>The University Logo</td>
<td>4</td>
</tr>
<tr>
<td>Unacceptable Use of Logos</td>
<td>5</td>
</tr>
<tr>
<td>Department Logos</td>
<td>5</td>
</tr>
<tr>
<td>Letterhead and Memos</td>
<td>6</td>
</tr>
<tr>
<td>Envelopes, Business Cards and Mail Labels</td>
<td>7</td>
</tr>
<tr>
<td>Additional Visual Identities with UM Logo</td>
<td>8</td>
</tr>
<tr>
<td>University Publications</td>
<td>9</td>
</tr>
<tr>
<td>Guidelines</td>
<td>9</td>
</tr>
<tr>
<td>Use of AA/EEO Statement</td>
<td>9</td>
</tr>
<tr>
<td>Additional Identities with the University Logo</td>
<td>10-11</td>
</tr>
<tr>
<td>Licensed-Approved Visual Symbols</td>
<td>12</td>
</tr>
<tr>
<td>Collegiate Licensing and Commercial Use of Logos</td>
<td>13</td>
</tr>
<tr>
<td>Collegiate Trademark Licensing Program</td>
<td>13</td>
</tr>
<tr>
<td>Commercial Use</td>
<td>13</td>
</tr>
<tr>
<td>Who is Responsible for the Program?</td>
<td>13</td>
</tr>
<tr>
<td>More Than a Label</td>
<td>13</td>
</tr>
<tr>
<td>Advertising and Promotions</td>
<td>14</td>
</tr>
<tr>
<td>Newspaper or Magazine Advertisements</td>
<td>14</td>
</tr>
<tr>
<td>Radio/TV/Video Credits</td>
<td>14</td>
</tr>
<tr>
<td>Exhibits and Displays</td>
<td>14</td>
</tr>
<tr>
<td>Vehicle Identification</td>
<td>14</td>
</tr>
<tr>
<td>Campus Signs</td>
<td>14</td>
</tr>
<tr>
<td>Electronic Communications</td>
<td>15</td>
</tr>
<tr>
<td>Web Pages</td>
<td>15</td>
</tr>
<tr>
<td>Fax Cover Letters</td>
<td>15</td>
</tr>
<tr>
<td>Downloadable logos</td>
<td>16</td>
</tr>
</tbody>
</table>
To The University of Montana Community:

Years ago, the campus community worked together to begin creating a consistent visual image of the University by using standardized logos, letterhead, business cards, envelopes and other printed materials. The updated Graphics Standards Manual will encourage the continuation of this process.

All of us in the University community share a deep and abiding pride in our University. We can and should communicate that pride with every contact we make by using printed, digital and Web materials that appropriately reflect the image of The University of Montana. A consistent visual message on printed and electronic materials, including stationery, publications and the Internet, helps us establish a cohesive identity.

Many separate entities make up the diverse and complex organization we know as the University. Yet none of these parts stands alone. We all share the responsibility to help build recognition and understanding of the University as a whole. I ask all who develop printed or electronic materials for the University to use this manual to establish and maintain a consistent visual image.

You play a vital role in conveying the University’s image. Thank you for your cooperation and assistance in helping us continue the process toward a consistent and coordinated public identity for the University. A unified image has increasing importance to the well-being of our campus.

Sincerely,

Royce C. Engstrom
President
Visual Consistency

The intent of this manual is to encourage visual consistency in the use of The University of Montana's name, not to make every publication look exactly the same. The guidelines apply to print, electronic and Web communications. Consistent and repetitive use of the visual images will unify and strengthen the University’s identity and image. UM Web design policy can be found at: http://www.umt.edu/it/policies/webstandards.aspx.

Units involved in outreach and/or funded through the University and not legally autonomous must follow these guidelines. Sometimes situations may arise that aren’t covered in this manual. You can direct questions to University Relations at 243-2522 or Printing & Graphic Services at 243-2711.

• The University’s logo must be prominent on the front of ALL published materials.

• The University’s logo must be used in return addresses.

• THE LOGO CANNOT BE REDRAWN OR MODIFIED IN ANY WAY. See page 5 of this manual. Please go to http://www.umt.edu/printingandgraphics/umlogos.aspx for downloadable logos.

• The size of the logo should be directly proportional to the size of the piece on which it’s displayed. See samples throughout the manual.

• Leave a minimum of 3/16 inch space between the logo and text or illustrations in printed pieces.

Current University Colors

The current institutional colors are maroon and silver. Printing & Graphic Services uses maroon 208 (Pantone® Matching System PMS) and silver or gray. The silver color is achieved by using a 40 percent screen of black, Pantone 423, or Pantone 877 metallic silver.

<table>
<thead>
<tr>
<th>Pantone® 208 Maroon</th>
<th>40% Black (Gray)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maroon builds</td>
<td></td>
</tr>
<tr>
<td>C: 0</td>
<td>R: 150</td>
</tr>
<tr>
<td>R: 113</td>
<td>G: 149</td>
</tr>
<tr>
<td>M: 100</td>
<td>B: 148</td>
</tr>
<tr>
<td>Y: 40</td>
<td></td>
</tr>
<tr>
<td>K: 55</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Paper

All letterhead, envelopes and business cards are printed on white paper with maroon and black ink and are to be purchased through Printing & Graphic Services. Campus entities should print on recycled or recyclable papers whenever possible.
Logos

The University of Montana's logos are illustrated here. You have several choices depending on your needs.

This version is the most frequently used logo. It is a combination of The University of Montana wordmark and the graphic element. Make the logo at least 1½ inches wide.

Centered logo

Logo without the graphic element. Make the logo at least 1 inch wide.

Single-line logo. Make it at least 2 inches wide.

Stretched single-line logo.

The graphic element can be used alone only if the wordmark is elsewhere on the same page and the graphic element is altered dramatically in its appearance (i.e., screened watermark, different color, or at least 3 times the size it appears in the common logo.) Examples include the business card and the cover of this manual.

Official University seal. Refers to the hand holding the torch with Lux Et Veritas, The University of Montana and 1893 encircling the symbol. This is used for official purposes such as diplomas, awards, medallions, honorary certificates, degrees and documents. It cannot be used in place of the logo.

The University of Montana wordmark.
Do not alter the proportion of the design elements.  
(See exception under "graphic element" on page 4.)

Do not underline any part of the logo.

Do not modify or embellish the logo in any way. This includes computer manipulations or animations. You can download the approved logos at http://www.umt.edu/printingandgraphics/umlogos.aspx.

Do not use another typeface for the logo.

Do not combine the logo with the University seal.

The logo should always be straight, never angled.

Do not change the logos in any way.  
(See exception under "graphic element" on page 4.)

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**Department Logos and Brand Management on The University of Montana campus**

In order to present The University of Montana professionally, and to attract students, research partners and funding, it is essential to be consistent in the messages we send about The University of Montana.

To maintain a strong brand presence and consistency in the UM visual identity standards, all new department and UM program logos must be approved through the Office of the President and the Trademarks and Licensing Director Erika Palmer - erika.palmer@umontana.edu.

The Trademarks and Licensing director will have the oversight of all University advertising and promotional material, and has the delegation to require compliance with the style guide from all parts of the University. The Trademarks and Licensing director is the official ‘brand manager’ for The University of Montana and the final decisions about the use of logos and identity standards rest with this position.

The Trademarks and Licensing director works closely with UM Printing & Graphics design department and other designers to insure proper visual consistency, approved fonts, layouts, colors and graphics.

All new and previously designed logos for The University of Montana need to have proper approval from The University of Montana Trademarks and Licensing Director Erika Palmer - erika.palmer@umontana.edu. Logos may be submitted for approval by sending a brief letter from the department or program explaining how the logo will be used along with a printed version of the logo and the designer’s contact information.

The letter for logo approval and printed logo should be addressed to Office of the President - Attention: Trademarks and Licensing director. Please allow adequate time for approval as this process takes some time to complete.
University Letterhead and Internal Memos

Letterhead (not actual size)

The University of Montana

Name of Department
Building
The University of Montana
Missoula, Montana 59812-0000
Phone: (406) 243-0000
Fax: (406) 243-0000
E-mail: xxxxxx@umontana.edu
Web site: www.xxxxx.xxxxx

Half Sheet Letterhead (not actual size)

The University of Montana

Name of Department
Building
The University of Montana
Missoula, Montana 59812-0000
Phone: (406) 243-0000
Fax: (406) 243-0000

Intra-campus Memorandum (not actual size)

Intra-campus  Memorandum (not actual size)

Intra-campus MEMORANDUM

Half-sheet Memorandum (not actual size)

The University of Montana

Memorandum

To: 
From: 
Date: 
Subj: 

Please accept for:
- Action
- Comment
- Information

University letterhead, envelopes, memo forms and business cards are standardized. Printing & Graphic Services prints thousands of them at one time. The maroon color is pre-printed which saves time and money. When you place an order with Printing & Graphics, black ink is added (laser printer compatible) with your information. Because projecting a consistent graphic image is important, letterhead, envelopes and business cards are to be purchased through Printing & Graphic Services and are not to be printed on department or personal printers. Letterhead is printed on a 25 percent cotton recycled white paper. The logo is placed in the upper left corner of the page. Letterhead may be ordered in a full sheet (8½” x 11”) or half sheet (5½” x 8½”). Generic letterhead is not available.

Information in the upper right corner, flush right, includes the department or school, University address, office telephone number, fax number, email address and Web address if appropriate. Individual names cannot be used on full-sheet letterhead, but may be used on half-sheet letterhead.

Use of secondary logos is addressed on page 8.
Envelopes

For other postal regulations, call Campus Mail Services at 243-2272.

Business Cards

To ensure consistency of the University identity, a standardized format is used for business cards. Four-color business cards are pre-printed at Printing & Graphics with the logo and screened graphic element on a white-coated card stock. Employee information is printed in black. This example indicates the actual size of the card. Name, official University title, unit name, college or division, the University office address, campus telephone number, fax number, email and Web address print on the card. The back side of the card may be used, at additional cost, for more information or for repeating the same information in a second language. Use of the University business card to promote private enterprise is not permitted. Only University employees may have cards. Business cards are to be purchased through Printing & Graphic Services and are not to be printed on department or personal printers. Use of additional or secondary logos is addressed on page 8.

Mail Labels

Mail labels can be purchased from Printing & Graphic Services.
Use of Additional Visual Identities with UM Logo

Letterhead and Envelopes

If you prefer to add your entity’s visual identity to the University’s letterhead, Printing & Graphic Services will print logo in black ink on the bottom left, center or right of the letterhead. **For visual consistency, additional colors are not permitted.**

For envelopes, Printing & Graphics will place logo on the lower left corner. This complies with postal regulations that nothing can be printed in the lower right corner.

**Because projecting a consistent graphic image is important, letterhead, envelopes and business cards are to be purchased through Printing & Graphic Services and are not to be printed on department or personal printers.**

Business Cards

Most individuals will have the official business card with the format shown on page 7. If business cards require a secondary logo, Printing & Graphics will place it on the lower right corner in black ink.

To ensure consistency of the University identity, a standardized format is used for business cards. Four-color business cards are pre-printed at Printing & Graphics with the logo and screened graphic element on a white-coated card stock. Employee information is printed in black.

Because projecting a consistent graphic image is important, letterhead, envelopes and business cards are to be purchased through Printing & Graphic Services and are not to be printed on department or personal printers.
Guidelines
The quality of the University’s publications and websites reflects the quality of the institution. It’s important that all University publications appear to be part of the same family. This doesn’t mean that every piece looks alike. It does mean that a common element (logo), theme or colors ties together all our pieces.

Because of the need for editorial quality and consistency, it is suggested that ALL printed publications be reviewed and edited by the office of University Relations. Please allow adequate time for review as this process takes time to complete. Call 243-2522 for more information.

If the publication (academic brochure, newsletter, marketing/promotional material) is operated by UM, the University logo must appear somewhere on the front cover.

All publications with a return address must feature the University logo as part of the return address.

For magazines and scholarly journals sponsored by the University, a credit must be printed under the flag that says either “A publication of The University of Montana” or “The University of Montana.” For publications involving multiple University campuses, credit must be given to The University of Montana.

Maroon and black are used on official correspondence (letterhead, business cards, envelopes and memos), but different colors can be used on other publications. To avoid confusion with Montana State University, avoid using the combination of blue and gold.

For writing style guidelines, please refer to: www.umt.edu/urelations/info/style/default.aspx.

Printing & Graphic Services at The University of Montana is the campus resource for printing and publication services and maintains high quality, visual consistency and cost-effective services available to the University system. The campus facilities are equipped to handle a broad range of jobs, from the simplest short-run offset duplication to more complex projects. In order to accommodate all campuses, departments and individual customers’ needs, Printing & Graphic Services may procure off-campus services when necessary. Nonetheless, ALL printing requests must be submitted to Printing & Graphic Services, which has the “Right of First Refusal.”

The University of Montana and affiliated campuses must direct all requests for printing to UM Printing & Graphic Services on or accompanied by an Interdepartmental Order. The Customer Service section of Printing & Graphics will assist in planning the projects and arriving at suitable bids. In addition, if Printing & Graphics cannot handle the project, Customer Service will ensure proper audit trails and competitive bidding to obtain the best possible value for the customer and serve as the liaison between the customer and the producing vendor to assure that the bid specifications have been faithfully followed and delivery times maintained.

THE OFFICE OF BUSINESS SERVICES WILL CHARGE THE UNIT FOR SERVICES ATTAINED IN VIOLATION OF THIS POLICY.

For additional assistance, call Printing & Graphic Services at 243-2711 or email printing@umontana.edu.

Use of AA/EEO Statement
All of the University’s official stationery, letterhead, purchase orders, leases, contracts and catalogs must contain an equal opportunity statement in at least 6-point type, at the bottom of the document. Letterhead has An Equal Opportunity University printed at the bottom.

Example of Equal Opportunity statement in 8-point type:

The University of Montana provides equal opportunity in education, employment and participation in University activities without regard to race, color, religion, national origin, sex, age, marital or family status, disabilities or sexual orientation.
Samples of Additional Identities with the UM Logo

The University of Montana logo must be placed on the front cover as specified earlier. A secondary logo may be placed anywhere else on the front of the publication. Examples are shown here.
When appropriate, please credit photographers next to the photograph or at the end of the publication.
Licensed-Approved Visual Symbols

The Images are licensed through the Office of the President at The University of Montana. The University of Montana trademarks and logos are protected at the state and federal level. Use of any trademark must be approved by Erika Palmer, the University's licensing director. Erika can be reached at erika.palmer@umontana.edu or 406-243-2317. These symbols are meant to be stand-alone images and are not to be altered or combined with other logos or images unless approved by the licensing director.

**Grizzly**
These designs are used primarily by Intercollegiate Athletics and The Bookstore on uniforms, merchandise, apparel and printed material.

**Griz**
Script Griz is used primarily by Intercollegiate Athletics for marketing purposes.

**Bear Paw**
Two renditions of the bear paw, primarily for Athletics, are used on uniforms and merchandise.

**Griz Cub**
For younger Grizzlies and Cub Club members.

**Snarling Grizzly**
This 2001 logo was developed to target age groups middle school through college-aged students. 2001 Zypher Hat Corporation developed the snarling grizzly logo for the University.

**Interlocking UM**
This symbol is used primarily on University uniforms, merchandise, clothing and some printed materials.

**Monte**
The official UM Mascot and his likeness.
Collegiate Trademark Licensing Program
The traditions and spirit shared by UM students, alumni and supporters have created a demand for products that display the marks, symbols and insignia that are associated with the University. In response to this demand and with a strong belief in the need to positively promote while protecting its trademark rights, the University has created a Trademark Licensing Program. Through this program, UM protects and enhances its reputation by assuring that its trademarks appear only on quality products with minimal liabilities to both UM and purchasers of these products. By assuring that products are of high quality and in good taste, the University’s reputation is protected. In 2001, the University licensing program was given the Synergy Award as the best licensing program in America by the National Collegiate Licensing Association.

Commercial Use
The University’s name, in any word form, including the logo and approved visual symbols, is protected from commercial use without the University’s permission by federal trademark registration and is controlled through a carefully implemented licensing program as explained above. Permission may be granted to commercial entities that meet the University’s licensing requirements.

Who is responsible for the program?
Information about the licensing program—its requirements and obtaining permission to use the University’s marks—is available through Erika Palmer, licensing director, at 243-2317, (Office of the President) or erika.palmer@umontana.edu or from Jim Foley, University executive vice president, 243-2311, james.foley@umontana.edu. More information is available online at http://www.umt.edu/evp.

More than a label
All officially licensed University of Montana merchandise is labeled with an “Officially Licensed Collegiate Product” seal as displayed on this page. Products that don’t display this label have been produced without the University’s permission and are subject to penalty.

The “Officially Licensed Collegiate Products” label not only signifies that the merchandise has passed the standards set forth by the University, it signifies that a portion of the purchase is returned to the University. Revenue generated from the sale of licensed products helps assist University programs, making the University brand truly more than a label.
Newspaper or magazine advertisements
Size and placement of advertisements in print media are up to the discretion of the person placing the ad.

However, for display advertisements the ad should be at least two-column inches wide in order to accommodate the minimum size of the UM logo. Refer to page 4.

Radio/television/video advertisements or credits
The University should be identified as The University of Montana on first reference. Reference to the University as UM is only allowable in second or subsequent references. U of M is not acceptable.

Exhibits and displays
Exhibits and displays representing the University must prominently display the UM logo. Coordinate production of displays through Printing & Graphic Services (243-2711).

Vehicle identification
All UM vehicles should display the logo on the front and left door panels. The logo should be between 12 and 18 inches wide and be displayed in either black, white or maroon, depending on the vehicle color.

Campus Signs
Permanent campus signs are created through Facilities Services. Call 243-2788 for guidelines. Interior signs can be coordinated through Printing & Graphic Services.
Web Pages
Please be in touch with the University Web Committee before creating a University Website, or if you have any questions regarding a current University Web page. You can locate them at http://www.umt.edu/committees/uweb.aspx. When creating Web pages, it’s necessary to use the logos as specified in this manual. If you need authorized logos, please see the logo download page on the Printing & Graphic Services or University Relations websites. Refer to the UM Style Guide on the Web at www.umt.edu/urelations/info/style/default.aspx.

Also check the UM Web Standards/Policy at:

Fax Cover Letter
Consistent image is important on fax cover letters because they are sent all over the world. Use department letterhead to make an original as the logo and department information are at the top.

Name of Department
Building
The University of Montana
Missoula, Montana 59812-0000

Phone: (406) 243-0000
Fax: (406) 243-0000
E-mail: xxxxxx@umontana.edu
Web site: www.xxxxx.xxxxx

DATE:
FAX TO:
FROM:
Downloadable logos

UM logos for print are available to download from the website: http://www.umt.edu/printingandgraphics/umlogos.aspx.

You will encounter the following instructions and guidelines when visiting the above website.

The standard UM logos available for download are listed below.

UM Logo                                                 Wordmark                                               UM Centered Logo
Single-line Logo                                                                             Stretched Single-line Logo

Terms of Use
You must read and accept these Terms of Use in order to download and use the graphics from the Standard UM Logos website (http://www.umt.edu/printingandgraphics/umlogos.aspx).

The name “The University of Montana” and all related names, logos, seals, photographs, typography, symbols and other images referring to The University of Montana are the trademarked and copyrighted property of The University of Montana.

Prohibitions
These downloadable graphics are for official University use only. You may not transmit these graphics to any non-university party without express written permission from the Trademarks and Licensing director in the Office of the President of The University of Montana.

You agree not to use these graphics in the following manner:
• In any manner that is unlawful, threatening, harassing, defamatory, vulgar, invasive of another's privacy or racially, ethnically or otherwise objectionable;
• To impersonate any person or entity, falsely state or otherwise misrepresent your affiliation with a person or entity associated with The University of Montana;
• To violate any patent, trademark, trade secret, copyright or other proprietary rights of any party;
• To intentionally or unintentionally violate any applicable local, state, national or international law or University of Montana policy.

You may not use these graphics for commercial purposes, including but not limited to, placement on non-university websites, commercial print advertising and merchandise for promotional use and resale without express written permission from The University of Montana, Office of the President; Trademarks and Licensing director, 243-2317, erika.palmer@umontana.edu.

Except as expressly permitted within these terms, you agree not to alter, duplicate, create derivative works, distribute or provide others with these graphics, in whole or part. Any violation of these provisions may subject the user to civil and criminal liability, including fines and imprisonment.

On the Web page, click on the accept button to confirm your acceptance of the Terms, if you do not accept the Terms you will click on the Decline button to be redirected to the home page. Computer identification may be collected upon download.

The use of any logos downloaded must first be approved by the Office of the Executive Vice President. Call Erika Palmer at 243-2317 or email erika.palmer@umontana.edu.