

University of Montana Brand Standard Administrative Policy and Procedure – Registered Student Organizations

Subject: Marketing Brand Standards for University of Montana Registered Student Organizations

I. PURPOSE

To ensure the institution can implement the most cohesive and streamlined marketing efforts, UM registered student organizations (RSOs) will adhere to brand standards for products and marketing assets, including policies and procedures. As a public-facing platform, UM's brand is crucial for visual identity and credibility. A well-defined and executed brand creates a consistent, enduring message of quality, stewardship, reliability, effectiveness and leadership. It contributes positively in both public and private support; aids our enrollment strategy (prospective and continuing students); assists in recruiting faculty and staff; and help send a clear message about our impact on Montana and elsewhere.

The University of Montana recognizes that RSOs may or may not have interest in utilizing University marks and logos or identifying their affiliation with UM. Regardless, RSOs are required to receive approval from the Office of Trademarks and Licensing for any designs used on promotional materials and/or manufactured product, and, any manufactured product featuring the RSO must still be ordered from a University-officially licensed vendor.

II. POLICY

- A. The brand equity for all university RSOs rest with their affiliation with UM. Sub-identities (including logos, wordmarks, typefaces and alternate design elements other than those officially approved) that deviate from the approved university RSO brand standards are prohibited.
- B. Modifications or distortions to UM logos, wordmarks or external marketing marks in any way are prohibited.
- C. No student organizations may use University of Montana or UM before their organization name as this may imply an official endorsement by or relationship with UM. More information on identification is available in subsequent sections.

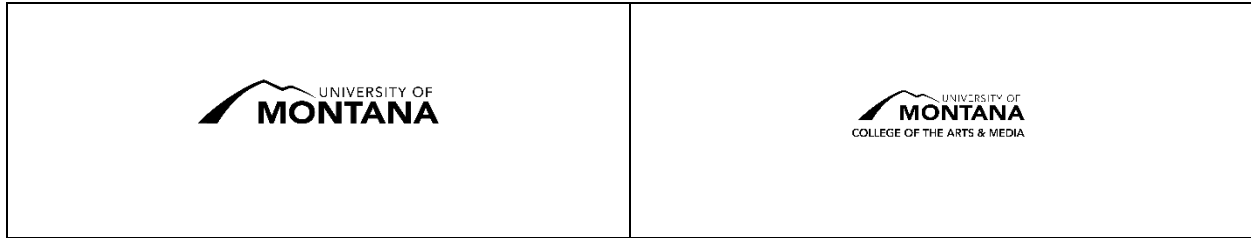
Marketing and Communications is responsible for identifying incorrect use of the logo(s) and will work with all RSOs to bring applications of the graphics into compliance. In addition, Marketing and Communications will stop production of any application that utilizes the university marks incorrectly.

III. VISUAL ELEMENTS

For clarity on requests for various visuals on product or marketing publications, examples have been provided below. RSO's do not have permission to use the University of Montana lock ups.

- A. **LOCKUP:** A lock-up is the final form of a logo with all of its elements locked in their relative positions.

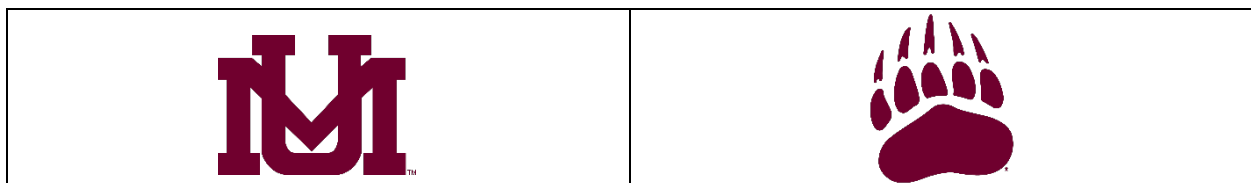
Note: RSOs are not permitted to use UM lockups.



- B. LOGO: UM logos serve to represent a given organization or company through a visual image that can be easily understood and recognized. A logo generally involves symbols, stylized text or both. RSOs may propose use of the following logo and word marks. Student organizations may not use any other UM trademark or logo unless authorized in writing by the Trademark Licensing office.
- a. Wordmarks:
 - i. UNIVERSITY OF MONTANA
 - ii. MONTANA
 - b. Logo marks
 - i. SNARLING BEAR



- C. ADDITIONAL MARKS: This category includes, but is not limited to, visual marks utilized solely to promote campus events, student clubs or university interests not heretofore described. For example – if a student club is seeking a club sweatshirt to wear in the Homecoming parade.
- a. The University may permit uses of the following:
 - i. INTERLOCKING UM
 - ii. PAW



Note: Stylized logos should be independent of other graphic or word marks, but can be complementary.

- D. If RSOs incorporate any university logo or word marks, requirements include featuring language consisting of "[RSO name] at the University of Montana" or "University of Montana student club" to denote university affiliation.
- E. RSOs may be permitted to omit university logo marks and instead use UM word marks such as "GRIZ", "UM," or "MONTANA", but must be in approved University brand colors. *Note that official Club Sports teams have their own set of [specific branding requirements](#).
- F. In order to use any UM word or logo marks, the RSO must be recognized by the Associated Students of the University of Montana (ASUM) or a university department/office.
- G. Product color choice is at the discretion of the RSO, unless University word or logo marks are being used in any manner. If university marks are used, specifications to product color include maroon, silver, grey, white and black.
- H. Font choice for products is at the discretion of the RSO. Suggested fonts include Baton, Covik Sans and Swear Text.

IV. CO-BRANDING

A small number of entities at the university operate under the auspices of, or in conjunction with, external entities, such as agencies of the federal government, and other University contracted partnerships such as multi-media rights partners. Those that do may be granted use of the external entity's logo in conjunction with the university logo but will be reviewed on a case-by-case request.

*Academic colleges, departments and programs strictly under UM purview are not eligible for secondary logos.

A. Co-branding Usage Guidelines

1. Approved co-branding may be employed only by those groups that meet requirements and have received approval from the Marketing and Communications Brand Standards Committee.
2. Approved co-branding may be used for marketing, communications and promotional purposes.
3. Approved co-branding may be used with or without an accompanying wordmark identifying the entity. The University may also require denotation of external entity affiliation such as "official partner of Grizzly Athletics" where co-branding is present.
4. Approved co-branding may be used on university business cards, letterhead or other items.
5. In all other aspects, co-branded logos follow the same usage guidelines as standard University logo signatures.

B. Co-branding Eligibility Requirements

To receive a co-branding exemption, the following eligibility requirements must be met:

1. Entity must have a contract or agreement with the university establishing it as a joint entity;
or
2. Entity must detail why the inclusion or use of a custom logo or mark will benefit its business objectives.
3. All co-branding partnerships must be approved by Marketing and Communications **prior** to publication of materials.

Notes: Exceptions to the above may be made on a case-by-case basis, but are not guaranteed and must be reviewed and approved by the Office of Trademarks and Licensing.

V. EXCEPTION REQUESTS

Requests for exceptions to this policy may be submitted to the Marketing and Communications Brand Standards Committee (email details to andy.chapman@mso.umt.edu) and will only be approved at the discretion of the vice president of Marketing and Communications, provided there is sufficient justification and need. Any RSO applying for an exception must make a compelling argument that goes beyond funding sources.

Responsible Division/Unit: Marketing and Communications

Source: None

Associated Regulations, Policies, and Forms: UM Brand Guidelines

Approved: 10/18/23