

REGISTERED STUDENT ORGANIZATIONS' GUIDE TO USE OF MONTANA STATE UNIVERSITY NAME & LOGOS

This guide is intended as a reference for student clubs navigating the use of the Montana State University name and logos in relationship to their registered student organization's activities. Clubs should familiarize themselves with applicable policies, noted in the links below.

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 MSU and Bobcat logo on various background colors are shown below.



In **ALL** situations, use the **Bobcat logo as intended, without alteration or change.**



Do **NOT** stretch, obscure, or otherwise change the logo.

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 and Bobcat names and logos, the following guidelines apply.

Uniforms/Jerseys

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

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

Sale of Merchandise

Registered student organizations may sell merchandise to members outside of their group as long as the following guidelines are met:

- All designs **MUST** be approved* in advance.
- Items **MUST** be manufactured by a licensed vendor.

CO-BRANDING Co-branding is defined as displaying the MSU or Bobcat logo adjacent to another organization's logo. Co-branding with the MSU or Bobcat logo is not allowed.

INTERNAL USE Registered student organizations have the ability to use the MSU name, Bobcat name and the MSU and/or Bobcat logo in conjunction with the internal promotion of their events and activities, such as posters and banners on campus.

KEY UNIVERSITY POLICIES

Use of University Name and Logos by Registered Student Organizations

www2.montana.edu/policy/use_of_university_name_and_logos.htm

Trademarks and Licensing Policy

www2.montana.edu/policy/Trademark%20and%20Licensing.htm

* CONTACT INFORMATION

Julie Kipfer, Director of Marketing/Licensing Director
Montana State University, Office of University Communications
jkifer@montana.edu · 406-994-5737

Registered Club Sports

Request Permission to Use “MSU” or “Bobcat” in your Club Name

Minimum criteria to request use of name:

- Club Sport must be currently registered with the MSU Office of Student Engagement and meet all criteria for being a registered student organization before pursuing this option.
- Must be a registered Club Sport for two CONSECUTIVE years.
- Club Sport must be actively competing at a national or regional level.
- Club Sports are the only organizations allowed to use the Bobcat logo.

Create a letter stating:

- Why your club wishes to use the “MSU” or “Bobcat” name? Please describe your club activities thoroughly.
- Outline how utilizing the “MSU” or “Bobcat” name will benefit your club (sponsorships, competition, etc.).
- In what way(s) do you plan to use the name? Jerseys, website, transportation, advertising and promotions, etc?
- Please list the names, titles and/or roles of any and all coaches, trainers, or advisors working or associated with your group.
- Provide: Names of all club leaders, their mailing addresses, email addresses, as well and the website address of any club webpages and/or facebook page addresses.

Note: This letter must come from club leadership AND be co-signed by club advisor.

Address and send the letter to (email attachment is fine):

Spencer Sorensen
Manager of Club Sports, Intramurals, Camps and Lifeguards
Hosaeus Fitness Center room 116
Bozeman, MT 59717

Questions?

Please contact Spencer Sorensen with any questions: 406-994-6313 or spencer.sorensen@montana.edu

Review

After the letter is received, it will be reviewed by the Division of Student Success and approved or denied by the Dean of Students. Your club will be notified with an official letter stating if you are allowed to use the “MSU” or “Bobcat” name as part of your club name. This is an annual review process so you will be required to attend a logo-use training in the Fall as part of the review.

Appeal Process

If your student organization is denied use of the “MSU” or “Bobcat” name, an appeal may be sent to the VP of Student Success.