

Great Falls College Montana State University **Graphic Standards**



**GREAT FALLS
COLLEGE**

**MONTANA STATE
UNIVERSITY**

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Why are graphic standards important?

This manual provides guidelines to help ensure consistent application of the Great Falls College Montana State University brand. Projecting a unified visual identity involves more than simply creating and implementing a logo. Graphic standards provide a sound and flexible structure for using logos, color and typography. By consistently following these graphic standards, Great Falls College Montana State University's established visual identity will remain recognized the way the community expects to view it. Failure to properly use these elements reduces the ability to communicate with the institution's many audiences and diminishes the brand's value.

The Great Falls College Montana State University brand

The success of an institution is closely related to the way it's perceived by those who serve it: students, families, alumni, supporters and the general public. Presenting a positive and consistent image is a critical element of a comprehensive marketing and communications plan. When departments create their own graphic devices, they unintentionally damage the college's marketing efforts by projecting an image of an institution that lacks a clear identity and sense of purpose. Conversely, consistency in style, usage and representation builds an image of an institution that is focused, intentional and forward-looking.

The public will notice when an establishment is visually consistent with their brand. When each component of the college contributes to this consistency and style, everyone benefits, and the college receives increased recognition, prestige, and awareness.

Please use these guidelines to assist in the preparation of all communications materials.

Benefits of branding:

- Greater awareness and understanding of the college, its mission, and values
- Differentiation from competing educational organizations
- Improved fundraising potential
- Enhanced ability to succeed in reaching target audiences
- Improved institutional credibility
- Memorability
- Improved life-relationships with target audiences

Establishing a quality, consistent and powerful multimedia brand is imperative to positioning Great Falls College Montana State University as a premier institution in Central Montana and beyond. Therefore, all college faculty, staff, students, and alumni must adhere to the following graphic standards for all academic logos used in and for college-affiliated material.

Vision

The vision of Great Falls College MSU is to strengthen communities through excellence, innovation, and collaboration.

Mission

The mission of Great Falls College MSU is to educate and inspire you.

Values

GFC MSU values Accountability – The college ensures decisions are data-informed and grounded in the best interest of students and their communities.

GFC MSU values Integrity – The college values civic responsibility, high academic standards, ethical practices, trust and the courage to act.

GFC MSU values Positivity – The college maintains a “can-do” attitude, striving to show students that they can do what they have set out to do.

GFC MSU values Respect – The college values differences and treats others with civility, encouraging open and honest communication.

GFC MSU values Responsiveness – The college recognizes and acts upon opportunities to be innovative, flexible, and adaptable to student and community needs.

GFC MSU values Transparency – The college is committed to participatory governance and has created an environment where academic, financial and administrative functions are conducted openly.

Tag Line

Where it all begins.

Core Themes

At Great Falls College Montana State University we live the community college experience through an open-access admissions policy, a comprehensive educational program, a focus on teaching and learning, and a philosophy of student-centeredness. We strive to attain our Mission through the Core themes and Goals of:

Workforce Development: Prepare students to meet current and emerging workforce needs.

Transfer Preparation: Prepare students to transfer to an institution of higher education.

Academic Preparation: Prepare students for success in developmental education and college-level courses.

Community Development: Cultivate productive relationships through Lifelong Learning and community engagement.

College Learning Outcomes

The faculty and staff of Great Falls College MSU have deemed the following abilities to be central to the personal and professional success of all graduates:

1. Effective Communication
2. Technical Literacy
3. Engaged Citizenship
4. Workmanship
5. Critical Thinking

The Brand Components

The brand identity is comprised of several components that can be used in a variety of ways to ensure consistency across many mediums, while allowing for the maximum amount of flexibility in design, layout and visual communication. These pages will outline the components and describe their usage.

The Academic Logo

The logos are available in a variety of configurations, all of which are covered in this graphic standards. When the official college logo is used, it must comply with Graphic Standards.

The Academic Logo consists of two elements: **the Logotype**, which is the words 'Great Falls College' and 'Montana State University' set in its customized typeface, and **the Shield**, which consists of a stylized rendition of waterfalls, mist and sky. The Academic Logo serves to identify the college in all forms of communications, and it preserves the integrity of its reputation for academic quality, innovation, and leadership in education.

The Academic Logo represents all departments and offices. NO individual unit logos should be developed or used with college communications (Such as the Shield with the words Dental Clinic underneath, taking the place of the Logotype). The names of individual units should be presented typographically underneath or to the side of the entire Academic Logo to avoid developing competing logos or confusing the viewer.

Please contact Communications and Marketing for proper use of adding department names to the college's Academic Logo.



**GREAT FALLS
COLLEGE**

**MONTANA STATE
UNIVERSITY**

The Logotype

There may be instances where the Shield should not/cannot appear with the Logotype - and in those situations, it is important to still use the stylized treatment to remain consistent with the brand identity.

When using the Logotype, always retain the stroke line underneath or to the side of 'Great Falls College'. This is part of the brand identity and important to maintain it's use in every instance.

Horizontal Logotype with MSU Designation

Horizontal Logotype with MSU Designation

GREAT FALLS COLLEGE
MONTANA STATE UNIVERSITY

GREAT FALLS COLLEGE

**GREAT FALLS
COLLEGE**
MONTANA STATE
UNIVERSITY

**GREAT FALLS
COLLEGE**

Horizontal Logotype with MSU Acronym

GREAT FALLS COLLEGE | MSU

The Academic Signature

The Academic Signature is the graphic that appears at the “close” of your advertisements or other visual materials. It contains the contact information for the college, set in a standard way, at a standard proportion - and the type should not be altered, changed or substituted in any way.

The Academic Signature should always be placed at the bottom-most area of the design or a dvertisement. This serves as a “closing” visual for the composition, and when the overall design stands out as unique, the Academic Signature brings a small sense of branding to the layout without overpowering the message.

The Academic Signature is always set in Franklin Gothic typeface. Please refer to the examples below as usable orientations for the signature.

The size of the address line should be 1/2 the size of the cap height of ‘Great Falls College,’ the phone number/web address line should be scaled 15% larger than the address line to give the contact information more prominence and fill the space better.

GREAT | *Cap height* | 2100 16th Ave S Great
406.771.4300 | www.gf ^{=+15%}



GREAT FALLS COLLEGE
MONTANA STATE UNIVERSITY

2100 16th Ave S Great Falls, MT 59405
406.771.4300 | www.gfcmsu.edu



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Typography

Franklin Gothic, a sans-serif family of fonts has been selected as the Great Falls College Montana State University brand type family and should be used in all communication materials produced by the College and is the preferred font for design elements representing the college. Arial may also be used. To maintain the overall clean and sophisticated look of the brand, it is suggested that no more than three different type families be used in any one communication vehicle, which is to include the usage of Franklin Gothic.

DO NOT REPLICATE THE TYPEFACE IN THE LOGOTYPE PORTION OF THE LOGO.

The Great Falls College logotype is a customized visual identifier that should remain unique from other type treatments, headlines or copy, as to not dilute it's visual effectiveness or undermine the overall brand identity.

Franklin Gothic Type Family

Book	<i>Book Oblique (Italic)</i>
Demi	<i>Demi Oblique (Italic)</i>
Heavy	<i>Heavy Oblique (Italic)</i>
#2 Roman	
Condensed	
Extra Condensed	

Arial Type Family

Regular	<i>Italic</i>
Bold	<i>Bold Italic</i>

Guidelines

The Academic Logo forms the foundation upon which the graphic standards program is built. They should be used with all communications produced by the college. The following guidelines apply when using the Academic Logo and Signature:

- ***The Academic Logo should be applied to the front outside cover of printed materials in most instances.***
- ***When the Academic Logo is not applied to the front outside cover, it should be applied to the outside back cover of printed materials.***
- ***The Academic Logo always should be reproduced from official college artwork.***

Using the Academic Logo and Wordmark: Configurations

The preferred logo and wordmark is the vertical configuration. Use the preferred configuration whenever possible. In certain circumstances, it may be better to use the horizontal configuration. Use only the logo and wordmark configurations illustrated on the following pages. No other configurations are acceptable. Digital files are provided in one-color, three-color Spot/Pantone and four-color Process .eps, .pdf, .jpg and .ai formats in high resolution and/or vector format.

Vertical Configuration

**Horizontal Configuration**

**Long Configuration**



Clear space

The logo and wordmark should always be surrounded by a buffer area of clear space to separate it from text and other graphic elements, as well as the edge of the page. No other elements should infringe upon this space.

The minimum clear space needed is specified relative to the height of the words 'GREAT FALLS' in the wordmark. For example, if the cap height of 'GREAT FALLS' is .5 inches, the required clear space surrounding the logo and wordmark is .5 inches.

GREAT 



Minimum size

The logo and wordmark have been designed for a variety of sizes. However, it should never be reproduced so small it becomes illegible or unnoticeable. It should also never be printed smaller than the sizes shown below. A good rule is to ensure that 'MONTANA STATE UNIVERSITY' is never smaller than typical 5-point type size.

THIS IS 5-POINT TYPE



Color specifications

Whenever possible, reproduce the Great Falls College Montana State University logo and wordmark in four-color process. However, when this isn't desirable, black-only or 3-color spot/Pantone is acceptable. **The official colors are Pantone 281 (Dark Blue), Pantone 307 (Medium Blue) and Pantone 124 (Yellow/Gold).** On a dark background, reproduce the logo and wordmark in white.

The logo and wordmark should be reproduced so that it is easily seen and recognized. Always place the logo and wordmark on a solid, contrasting background. Do not place it on a busy or complicated background.

Use only the color combinations illustrated on the following pages. No other colors or configurations are acceptable for the logo and wordmark. Consistent use of the official brand colors is critical to building brand consistency and awareness in the marketplace. Digital files of spot and process color are provided.

Spot/Pantone Color:

Dark Blue = *Pantone 281*
Medium Blue = *Pantone 307*
Yellow/Gold = *Pantone 124*

CMYK/4-Color Process:

Pantone 281 = *C: 100 M: 91 Y: 32 K: 34*
Pantone 307 = *C: 100 M: 50 Y: 19 K: 2*
Pantone 124 = *C: 7 M: 35 Y: 100 K: 0*

Web Safe Color:

Pantone 281 = *001F5B*
Pantone 307 = *0069A6*
Pantone 124 = *EDAA00*

Working with the Colors

- Use the brand colors only according to the formulas provided in this Graphic Standards manual.
- For printed documents, never rely on the output produced by a desktop color printer or by the appearance of colors on a computer monitor for true color accuracy.
- Lighting conditions in offices in addition to printer and monitor calibration typically do not match the Pantone Matching System colors used by offset printers.

Configurations - Vertical

4-color Process

File Name:
LOGO_VERT_4COLOR



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**MONTANA STATE
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3-color Spot/Pantone

File Name:
LOGO_VERT_3COLOR



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**MONTANA STATE
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1-color

File Name:
LOGO_VERT_1COLOR



**GREAT FALLS
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**MONTANA STATE
UNIVERSITY**

1-color Reverse

File Name:
LOGO_VERT_REV



Configurations - Horizontal

4-color Process

File Name:
LOGO_HORZ_4COLOR



**GREAT FALLS
COLLEGE**

**MONTANA STATE
UNIVERSITY**

2-color Spot/Pantone

File Name:
LOGO_HORZ_3COLOR



**GREAT FALLS
COLLEGE**

**MONTANA STATE
UNIVERSITY**

1-color

File Name:
LOGO_HORZ_1COLOR



**GREAT FALLS
COLLEGE**

**MONTANA STATE
UNIVERSITY**

1-color Reverse

File Name:
LOGO_HORZ_REV



**GREAT FALLS
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**MONTANA STATE
UNIVERSITY**

Configurations - Long

4-color Process

File Name:
LOGO_LONG_4COLOR



GREAT FALLS COLLEGE

MONTANA STATE UNIVERSITY

2-color Spot/Pantone

File Name:
LOGO_LONG_3COLOR



GREAT FALLS COLLEGE

MONTANA STATE UNIVERSITY

1-color

File Name:
LOGO_LONG_1COLOR



GREAT FALLS COLLEGE

MONTANA STATE UNIVERSITY

1-color Reverse

File Name:
LOGO_LONG_REV



GREAT FALLS COLLEGE

MONTANA STATE UNIVERSITY

Configurations - Vertical Logotype with MSU Designation

**GREAT FALLS
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**MONTANA STATE
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4-color Process

*File Name:
LOGOTYPE_MSU_HORZ_4COLOR*

**GREAT FALLS
COLLEGE**

**MONTANA STATE
UNIVERSITY**

2-color Spot/Pantone

*File Name:
LOGOTYPE_MSU_HORZ_2COLOR*

**GREAT FALLS
COLLEGE**

**MONTANA STATE
UNIVERSITY**

1-color

*File Name:
LOGOTYPE_MSU_HORZ_1COLOR*

**GREAT FALLS
COLLEGE**

**MONTANA STATE
UNIVERSITY**

1-color Reverse

*File Name:
LOGOTYPE_MSU_HORZ_REV*

Configurations - Vertical Logotype

**GREAT FALLS
COLLEGE**

4-color Process

*File Name:
LOGOTYPE_HORZ_4COLOR*

**GREAT FALLS
COLLEGE**

2-color Spot/Pantone

*File Name:
LOGOTYPE_HORZ_2COLOR*

**GREAT FALLS
COLLEGE**

1-color

*File Name:
LOGOTYPE_HORZ_1COLOR*

**GREAT FALLS
COLLEGE**

1-color Reverse

*File Name:
LOGOTYPE_HORZ_REV*

Configurations - Horizontal Logotype with MSU Designation

4-color Process

File Name:

LOGOTYPE_MSU_HORZ_4COLOR

GREAT FALLS COLLEGE

MONTANA STATE UNIVERSITY

2-color Spot/Pantone

File Name:

LOGOTYPE_MSU_HORZ_2COLOR

GREAT FALLS COLLEGE

MONTANA STATE UNIVERSITY

1-color

File Name:

LOGOTYPE_MSU_HORZ_1COLOR

GREAT FALLS COLLEGE

MONTANA STATE UNIVERSITY

1-color Reverse

File Name:

LOGOTYPE_MSU_HORZ_REV

GREAT FALLS COLLEGE

MONTANA STATE UNIVERSITY

Configurations - Horizontal Logotype

4-color Process

File Name:

LOGOTYPE_HORZ_4COLOR

GREAT FALLS COLLEGE

2-color Spot/Pantone

File Name:

LOGOTYPE_HORZ_2COLOR

GREAT FALLS COLLEGE

1-color

File Name:

LOGOTYPE_HORZ_1COLOR

GREAT FALLS COLLEGE

1-color Reverse

File Name:

LOGOTYPE_HORZ_REV

GREAT FALLS COLLEGE

Configurations - Long Logotype with MSU Designation

4-color Process

File Name:

LOGOTYPE_MSU_LONG_4COLOR

GREAT FALLS COLLEGE | MSU

2-color Spot/Pantone

File Name:

LOGOTYPE_MSU_LONG_2COLOR

GREAT FALLS COLLEGE | MSU

1-color

File Name:

LOGOTYPE_MSU_LONG_1COLOR

GREAT FALLS COLLEGE | MSU

1-color Reverse

File Name:

LOGOTYPE_MSU_LONG_REV

GREAT FALLS COLLEGE | MSU

Unacceptable use

The logo and wordmark are uniquely rendered. They cannot be redrawn, modified or substituted in any way. While computer software has made it easy to modify graphics, please resist the temptation.

A consistently applied system of identification creates a distinctive visual profile. Any changes undermine the goal and can, over time, defeat the entire purpose of the identity and graphic standards.

These examples illustrate some of the ways the logo and wordmark can be impaired by incorrect use:



**GREAT FALLS
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**GREAT FALLS
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UNACCEPTABLE:
*Logo and wordmark
rearranged or
re-proportioned.*



**GREAT FALLS
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UNIVERSITY

UNACCEPTABLE:
*Wordmark elements
enlarged separately.*



**GREAT FALLS
COLLEGE**
MONTANA STATE
UNIVERSITY



**GREAT FALLS
COLLEGE**
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UNACCEPTABLE:
*Using non-standard color or
omitting the logo from the
wordmark.*



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**GREAT FALLS
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UNACCEPTABLE:
*Stretching, expanding or
compressing the logo in a
non-proportional way.*

For more information

We want to make it easy to follow the graphic standards outlined in this manual. By consistently following these graphic standards, Great Falls College Montana State University's visual identity will maintain its established expectations of viewers, and continue to increase the value of its brand in the minds of audiences.

For any questions about use, format or digital files, contact:

**Great Falls College Montana State University
Webmaster/Graphic Designer**

406-771-4409 (direct line)
information@gfcmsu.edu