

The Mascot

The Mascot graphic's river otter, rushing water and mountain range mirror the Shield design's stylistic rendition of waterfalls, mist and sky. Designed to accompany the Academic Logo or the college Logotype, the Mascot is available in a variety of configurations, all of which are covered in this guide. When the official college mascot is used, it must comply with Graphic Standards.



Using the Mascot: Configurations

The Mascot may be paired with the Academic Logo or with the Logotype, in those instances when The Shield should not/cannot appear with the Logotype. The Mascot should not appear with The Shield alone.

When appearing with the Academic Logo, the Mascot and the Shield should be the same height. The Mascot should always be placed to the left of the Shield, no matter which Academic Logo configuration is used. Pairing the mascot with the Academic Logo's horizontal configuration is preferred. When the Mascot is paired with the college Logotype, the vertical configuration is preferred.

Use the preferred configurations whenever possible. The Mascot and Academic Logo or Logotype configurations illustrated in this guide are the only acceptable configurations.

Vertical Logo Configuration



**GREAT FALLS
COLLEGE**
MONTANA STATE
UNIVERSITY

Horizontal Logo Configuration



**GREAT FALLS
COLLEGE**
MONTANA STATE
UNIVERSITY

Long Logo Configuration



GREAT FALLS COLLEGE
MONTANA STATE UNIVERSITY

Vertical Logotype Configuration



**GREAT FALLS
COLLEGE**
MONTANA STATE
UNIVERSITY

Horizontal Logotype Configuration



**GREAT FALLS
COLLEGE**
MONTANA STATE
UNIVERSITY

Long Logotype Configuration



GREAT FALLS COLLEGE
MONTANA STATE UNIVERSITY

Clear Space



The Mascot and Academic Logo 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.

Minimum Size

The Mascot has 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' in the Academic Logo is never smaller than typical 5-point type size.



Unacceptable Use

The Mascot should always be reproduced from official college artwork. It cannot be redrawn, modified or substituted in any way. While computer software has made it easy to modify graphics, please resist the temptation.