



BRAND GUIDELINES

of the University of Montana Western

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LOGO

The Montana Western brand represents our values and reputation. Every visual encounter we have with people should reinforce our brand. These design and messaging guidelines will help you ensure all brand expressions look, feel and sound Montana Western.

Staying true to this identity and communicating consistently across all Montana Western visuals makes it easier to build trust and forge an authentic connection with our audience, creating a more valuable brand.

Institutional, athletics and department logos can be accessed [here](#).

CLEAR SPACE

Give the logos room to breathe. Any Montana Western Logo should have ample clear space around the logo. Do not place other graphics or typography in the minimum clear space area, except for trademark designations when appropriate.

PRIMARY LOGO - W SYMBOL + WORDMARK



STACKED LOGO - W SYMBOL + WORDMARK



W SYMBOL



LOGO COLOR APPLICATIONS

The logotype should always contrast with the background. Use the appropriate color version of the logo to ensure legibility and optimum reproduction quality in all printing processes and digital needs.



MONOCHROME
PURE BLACK



MONOCHROME - INVERTED
PURE WHITE



FULL COLOR
BULLDOG RED & PURE BLACK



MONOCHROME - INVERTED
PURE WHITE

UNIVERSITY SEAL

The Academic seal is for use in official documents and academic settings such as transcripts, major report and research covers, diplomas, contracts, formal invitations and engraved notecards. Additional applications may be considered through the Communications Department.

FULL COLOR SEAL



TWO COLOR SEAL

DEPARTMENT LOGOS

Our department logos (colleges, schools, departments, centers, institutes and administrative units) feature Montana Western's wordmark logos and the department name. Department logos are available in both horizontal and stacked configurations. Use the listed configuration that best fits the space available on the composition.

The downloadable logo packets include color options and applications for print/web/vendors. For questions or special accommodations please contact the Communications department.

Download your academics department logo [here](#).

The Communications Department builds and stores all department logos. To request a new logo for a unit (colleges, schools, departments, centers, institutes and administrative units), please contact the Communications Department.

Request a department logo [here](#).

DEPARTMENT LOGO W SYMBOL



DEPARTMENT LOGO HORIZONTAL

UMW HEALTH & HUMAN PERFORMANCE
THE UNIVERSITY *of* MONTANA WESTERN

ATHLETICS & SECONDARY LOGOS

PRIMARY MASCOT - BULLDOG HEAD



TERTIARY MASCOT



PRIMARY WORDMARK



The primary athletic logos are to be used by the Montana Western Athletic Department and licensed suppliers. The primary Wordmark includes variations for individual sports and departments and can be downloaded [here](#).

Additional information regarding these symbols may be obtained by contacting communications@umwestern.edu or athletics@umwestern.edu.

WORDMARKS



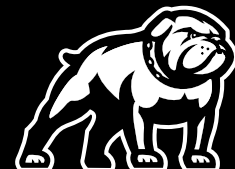
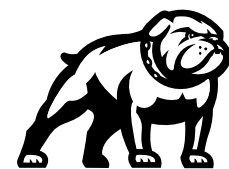
W SYMBOL



PRIMARY MASCOT - BULLDOG HEAD



SECONDARY MASCOT - STANDING BULLDOG



TERTIARY MASCOT



COLOR

PRIMARY COLOR

CYMK 14/97/90/4
RGB 203/44/48
HEX #cb2c30
PMS 711 C

SECONDARY COLOR

CYMK 18/14/15/2
RGB 202/202/201
HEX #515251
PMS Col Grey 3 C

SECONDARY COLOR

CYMK 65/57/56/34
RGB 81/82/81
HEX #cacac9
PMS Cool Gray 11C

SECONDARY COLOR

CYMK 0/0/0/100
RGB 30/30/30
HEX #1e1e1e
PMS Process Black C

TYPOGRAPHY

MUSEO SANS
REGULAR

AaBbCc
AaBbCc
AaBbCc
AaBbCc
AaBbCc
AaBbCc

MUSEO SANS
ITALIC

AaBbCc
AaBbCc
AaBbCc
AaBbCc
AaBbCc

MUSEO SANS DISPLAY BLACK

THE ART OF TYPOGRAPHY

MUSEO SANS 900

Typographic hierarchy conveys relative importance and guides the reader through a communications piece. Hierarchy uses different in font weight (light, regular, semibold, bold), size, letter spacing and case.

MUSEO SANS 300

Typography plays a major role in a company's identity. Through alphabetical letters, a company's personality and values are conveyed. For these reasons, a company may choose to create their own typeface. In opposition, a company may use a recognizable typeface that they believe carries established perceptions which they want to portray. Either way, a company's typeface is used for documentation and promotional purposes and in some cases, applied to a company's logo.

The Museo Sans fontset can be downloaded [**here.**](#)

BEST PRACTICES

Montana Western logos are registered trademarks and cannot be altered in any way. They should be used as powerful symbols of consistency. Don't distort, modify or remove elements of logos. The following are some examples of incorrect usage, applied to all Montana Western logos.

⊗ DO NOT...



CROP



CHANGE THE TYPEFACE



STRETCH, SKEW OR WARP



CHANGE COLORS



APPLY DROP SHADOWS OR EFFECTS



USE LOW RESOLUTION



USE LOW CONTRAST



REVERSE THE DIRECTION



ALTER THE DESIGN

The following logos and identity are retired and should not be used at any time.
Certain legacy logos may be permitted by alumni groups with approval from the
Communications Department.

DO NOT...

USE THE FOLLOWING IDENTITY

The
University
of Montana
Western

The University
of Montana Western

The University of Montana Western

The University of Montana
Western 



Bulldogs



RETIRED COLORS



UMW BRAND GUIDELINES