



SUBJECT: Governance and Organization

POLICY: 103.1 Graphic Identity and Branding

RELATED PROCEDURE: 103.1.1

EFFECTIVE: June 2013

REVISED:

REVIEWED: February 2022

Introduction and Purpose

Great Falls College MSU is characterized by many voices, many messages and a need to communicate with a growing body of potential students and other stakeholders.

We share the distinctive traits of our programs, departments and services while ensuring that our publications, web presence and presentations represent the college as a whole in a recognizable, professional way.

Policy

The Graphic Identity and Branding Policy 103.1 consists of two (2) parts:

1. **Graphic Standards Manual**

This manual ensures 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.

2. **Procedures and Resources**

The communications and marketing department oversees brand management, media relations, and communication and marketing strategies.

Related Forms/Manuals

Graphic Standards Manual