



Montana State

Current Revision Date: 10/03/22

Established: 1893

Location: Bozeman, MT

Mascot: Bobcats

Mascot Name: Champ

Conference: Big Sky

Verbiage

Montana State University®
Montana State®
Montana State Bobcats™
MSU®
Bobcats™

Cats™
Mountains & Minds™
Champ™
Gold Rush™

Blue

Gold

Spirit Gold

Light Gold (Institutional Only)

Black

White

PANTONE 281 C
MADEIRA: 1242 RA: 2609

PANTONE 124 C
MADEIRA: 1172 RA: 2556

PANTONE 465 C
MADEIRA: 1255 RA: 2476

PANTONE 134 C
MADEIRA: 1270 RA: 2732

PANTONE Process Black C
MADEIRA: Black RA: Black

White
MADEIRA: White RA: White

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

Primary Marks



Secondary Marks



NOTE: The marks of Montana State are controlled under a licensing program administered by IMG College Licensing. Any use of these marks will require written approval from IMG College Licensing.



Montana State

Current Revision Date: 01/23/19

Word Marks

MONTANA STATE BOBCATS™

MONTANA STATE BOBCATS™

MONTANA STATE®

MONTANA STATE®

MONTANA STATE BOBCATS™

MONTANA STATE BOBCATS™

MONTANA STATE BOBCATS™

MONTANA STATE BOBCATS™

BOBCATS™

BOBCATS™

Sport Specific Marks

Youth Marks

Helmet Marks

ATHLETICS™

ATHLETICS™

BASKETBALL™

BASKETBALL™

CROSS COUNTRY™

CROSS COUNTRY™

FOOTBALL™

FOOTBALL™

GOLF™

GOLF™

SKIING™

SKIING™

TENNIS™

TENNIS™

TRACK & FIELD™

TRACK & FIELD™

VOLLEYBALL™

VOLLEYBALL™



Institutional Marks



ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale.
- No alterations or overlaying graphics to seal permitted.
- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures not permitted.

- Cross licensing with other marks may be permitted with an additional agreement.
- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.

NOTE: The marks of Montana State are controlled under a licensing program administered by IMG College Licensing. Any use of these marks will require written approval from IMG College Licensing.