



Application for exemption from MSU Graphic Identity Policy

In nearly all cases, the MSU logo must be used as outlined in the Graphic Identity Policy (www.montana.edu/graphicidpolicy).

However, the MSU graphic design review group will consider requests for exceptions to the policy. Please fill out this form in its entirety and return it to Julie Kipfer, Communications and Public Affairs, 416 Culbertson Hall. If possible, include a sample/prototype of the publication or piece in question. Download this form at www.montana.edu/logoexemption

Date _____

Name of organization _____

Address _____

Name and contact information of representative _____

Visual presentation(s) for which you seek exemption
(e.g., letterhead, brochure, poster, Web site, etc.) _____

Signature of academic dean or unit director _____

1. I wish to:

- combine the MSU logo with another(s) of equal graphic importance
- minimize the MSU logo relative to another logo
- drop the MSU altogether

2. Our organization is:

- separately incorporated with its own board of directors
- located on the MSU campus in Bozeman but involves other colleges or interests that would not be adequately represented by the MSU logo

3. Please check all the following reasons why you are applying for exemption.

(Use an additional sheet if necessary.)

- Using the logo as outlined in the Graphics Identity Policy will substantially inhibit my organization from achieving its communications goals.

EXPLAIN: _____

- Using the MSU logo as outlined in the Graphics Identity Policy would violate laws, contractual agreements or regulations imposed by an external agency.

EXPLAIN: _____

- Combining an external logo with the MSU logo would substantially enhance the communications capability of both groups.

EXPLAIN: _____

- The MSU logo cannot represent the interests of cooperating groups external to the campus.

EXPLAIN: _____
