



MONTANA
STATE UNIVERSITY

EXTENSION



Color Palette & Typography

<http://www.montana.edu/brandtoolkit/>

 **4-H Green: CMYK (100,0,90,0)**

Please be sure you are using the correct 4-H Green and the official 4-H clover when developing 4-H web and print materials.

MSU color palette

Try to use the MSU color palette with 4-H GREEN when developing web and print materials to aid in the co-branding process.

Typography		Color Palette				
PMS 281 C 100 / M 85 Y 5 / K 36	PMS 124 C 0 / M 30 Y 100 / K 0	MSU's primary color fonts are blue and gold, and we recommend using them in publications and promotional materials, particularly those that are targeted to MSU core audiences. Audiences, especially in the state of Montana, instantly recognize blue and gold as representing MSU.				
Extended Color Palette						
Athletic Gold C 9 / M 29 Y 66 / K 24	C 0 / M 80 Y 85 / K 0	C 28 / M 3 Y 85 / K 0	C 70 / M 25 Y 0 / K 0	C 5 / M 0 Y 70 / K 0	Rich Black C 40 / M 40 Y 30 / K 100	C 100 / M 90 Y 80 / K 20
C 58 / M 64 Y 63 / K 48	C 85 / M 100 Y 75 / K 0	C 50 / M 45 Y 40 / K 10	C 4 / M 2 Y 9 / K 0			
The extended palette consists of additional recommended colors that complement the university's blue and gold, while providing for a sophisticated color scheme. These colors are meant to be used in four-color process publications and follow the CMYK (Cyan, Magenta, Yellow, Black) naming convention.						

Typography

The following type fonts are recommended for all printed materials. These fonts were chosen to complement the MSU logo and wordmark font. There are two classic fonts, one serif and one sans serif that can be used for both headlines and body text. A third font is a display font to be used for headlines only.

ITC Franklin Gothic Std OTF

Sans-serif - communicates a clean, modern impression; available in a wide range of weights. The main font use for the MSU business suite (letterhead, envelopes, business cards) publications and promotional materials. Arial narrow is used as a substitute in the electronic template version of the letterhead. Recommended for headlines and body text.

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&

Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&

Adobe Garamond Pro OTF

Serif - communicates a sophisticated, classical impression. Recommended primarily for body text, especially in correspondence and copy.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&

Caecilia LT Std OTF (*pronounced Ka-silia*)

Slab serif display font - communicates a strong impression with a collegiate look with echoes of MSU's wordmark font; use Bold and Heavy weights. Recommended for headlines only.

55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&

75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&

85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&