













Logos

Providing an electronic version of a logo seems like a simple task, but there are 12 versions of the COE logo! You can find them on the COE website at the URLs listed with the corresponding logos. These are in the png file format, which is the friendliest for Microsoft Office software. If you need a different format, don't hesitate to let me know!

black and white positive	 http://www.coe.montana.edu/graphics/ms-vert-black-pos.png	 http://www.coe.montana.edu/graphics/ms-horiz-black-pos.png
black and white reverse	 http://www.coe.montana.edu/graphics/ms-vert-black-reverse.png	 http://www.coe.montana.edu/graphics/ms-horiz-black-reverse.png
grayscale positive	 http://www.coe.montana.edu/graphics/ms-vert-gray-pos.png	 http://www.coe.montana.edu/graphics/ms-horiz-gray-pos.png
grayscale reverse	 http://www.coe.montana.edu/graphics/ms-vert-gray-reverse.png (image has a transparent, not black, background)	 http://www.coe.montana.edu/graphics/ms-horiz-gray-reverse.png (image has a transparent, not black, background)
color positive	 http://www.coe.montana.edu/graphics/ms-vert-color-pos.png	 http://www.coe.montana.edu/graphics/ms-horiz-color-pos.png
color reverse	 http://www.coe.montana.edu/graphics/ms-vert-color-reverse.png (image has a transparent, not blue, background)	 http://www.coe.montana.edu/graphics/ms-horiz-color-reverse.png (image has a transparent, not blue, background)

Getting Media Attention

Key points:

- To increase the probability that you will get news coverage, frame your pitch so it is consistent with MSU's brand.

In the past, having an interesting story to tell was enough to warrant having an MSU News reporter write a feature article. The News Service is understaffed and because resources of all types are scarce, it's not only smart, but also necessary, to increase our efficiency in all that we do. Also, having clear goals for branding and integrated marketing means that feature articles are a valuable tool for supporting MSU's marketing efforts. Following are guidelines from Tracy Ellig, Director of the MSU News Service, for identifying newsworthy items:

1. Have you been awarded a significant grant, award, or achieved a breakthrough in research?
2. Do you know a student who has won an award, made a significant contribution to research, or have a particularly interesting "life story" to tell? [Tracy noted that it's unnecessary for a student to be the most successful student academically. A high GPA isn't the only way that students can distinguish themselves. On the other hand, a student who is at risk for flunking out probably needs academic assistance more than media attention.]
3. The gold standard is a story that includes a student's participation in research that is either funded by a company or that has a commercial application.

If you have a story idea or a piece of news, you're welcome to contact MSU News Service directly, but it's best if you also let me know because we work closely together. Even if MSU News Service does not write a feature article, I may still have a place for it on the COE website, in a newsletter, or in promotional materials.

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Getting your share of the spotlight in MSU's Points of Excellence

To see what you get by being included in MSU's Points of Excellence, view the online version at this link: <http://www.montana.edu/cpa/poe/learning.php> or look at the print version in [PDF](#) format.

If I can help in any way, don't hesitate to contact me:

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