

THE NEW ARGO LOOK

The new visual identity of Argo athletics is meant to connect the old with the new. Since the University of Providence was first founding in 1932 as the College of Great Falls, the school has undergone multiple name changes, moved its campus, and been both a commuter school and an on-campus based institution. In all that time, one thing has stayed the same – we have always been Argos.

For those that attended and/or followed the Argos in the 2000s and 2010s, the new logos will look familiar. While the new color scheme matches the new visual identity of the University of Providence and both the Argo Helmet and the Argo Primary have been modified and honed, the logos still maintain their overall look from the University of Great Falls era.

The helmet is more pointed at the edges and uses white strokes instead of black to separate the different sections, giving the sharper, cleaner feel. In the primary, the letters have been spread out with one stroke eliminated from the previous design to create more visual space and a less busy design. The lettering “University of Providence” has been included above the “ARGOS” wordmark in a typeface that matches the new university logo.

For access and use of these logos please contact the University of Providence’s Office of Marketing and Communications or Argo Athletics’ Sports Information Director.

Primary Logo



3-color logo for light backgrounds



3-color logo for dark backgrounds



1-color and black & white logo options

Argo Helmet



3-color logo

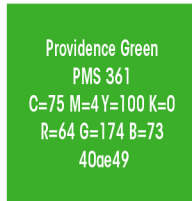
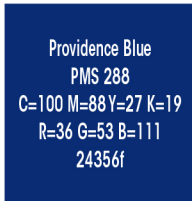


1-color and black & white logo options

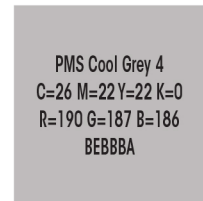
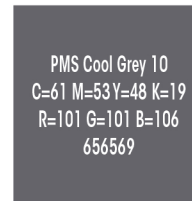
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Approved Colors

Primary Colors



Accent Colors



Unacceptable Variations

The Argo logo should not be modified in any way. The following unacceptable variations of the logo are not meant to be a complete list, but rather a sampling, of what is prohibited.

Parts of the logo should never be separated or rearranged.



The logo should never be enclosed within a shape that suggests it is part of the logo.



The logo should never be stretched.



The logo should never be condensed.



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Unacceptable Variations Cont.

The Argo logo should not be modified in any way. The following unacceptable variations of the logo are not meant to be a complete list, but rather a sampling, of what is prohibited.

An extra stroke should never be applied to the logo.



The colors in the logo should never be changed.



No gradient or any other effects should be applied to the logo.



The logo should never be slanted.

