



U PROVIDENCE UNVEILS NEW LOGO, COLORS, BRAND

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GREAT FALLS, MONTANA – The University of Providence (formerly the University of Great Falls) officially unveiled its new logo, colors, and athletic logo in a ceremony led by University of Providence President Tony Aretz. Aretz was joined by City of Great Falls Mayor Robert Kelly and Great Falls-Billings Catholic Diocese Bishop Michael Warfel, along with university trustees and officials of the Providence St. Joseph Health (PSJH) system.

Aretz spoke about the university's new bold vision, working in tandem with Providence St. Joseph Health, the city, local community, Catholic Diocese, and business partners to create a new organization that serves future students both on the Great Falls campus and throughout the western states, through the PSJH system. He also emphasized how this change brings the university back to its roots, founded by the Sisters of Providence and Ursuline Sisters in 1932.

Joel Gilbertson, University of Providence trustee and senior vice president of community partnerships and external affairs for Providence Health and Services, reinforced Aretz's message, noting how a new School of Health Professions would respond to the workforce pipeline needs of the system.

Student body president Colton Johns, a senior UP student from Deer Lodge, Montana, assisted Aretz in presenting the new brand by unveiling a new sign before university and community members, while Bishop Warfel provided a blessing for the future of the University of Providence. Mayor Kelly offered congratulatory remarks, and Owen Robinson, UP trustee, greeted the crowd and thanked the community for their support of the new institution.

Concurrent with the brand launch, Aretz noted that the university is launching a new website this week. In addition, the Argo athletic logo and colors have been modified to reflect the university's new visual identity, and the Argo athletic website is being redesigned. Students will see the new look at the McLaughlin Center gymnasium when it reopens this fall for the first volleyball game of the season on September 8.

Several new logo variations for the University of Providence and Argo Athletics follow, shown in the new colors and in black.

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