



# Brand Style Guide





# BRAND Presentation

As a statewide organization working to strategically improve the health of Montanans, the brand for the Montana Healthcare Foundation emphasizes enrichment, growth, and positivity.

# Charitable Purpose

## THE KEY TO OUR IDENTITY

The Montana Healthcare Foundation makes strategic investments to improve the health and well-being of all Montanans. MHCF contributes to a measurably healthier state by supporting access to quality and affordable health services, conducting evidence-driven research and analysis, and addressing the upstream influences on health and illness.

**To improve the health and well-being of all Montanans**

**“When branding is done properly, the entire company will know who we are and what we are capable of becoming.”**





# Brand Messaging

MONTANA HEALTHCARE FOUNDATION





# Brand Essence

## THE HEART OF OUR BRAND

The brand essence is the simplest statement of who we are. It is also the ideal that energizes and gives life to our organization. Our brand essence is:

**A trusted partner**

# Brand Promise

## WHAT EVERYONE SHOULD EXPECT FROM US

Our brand promise is the thing that sets us apart as an organization and is something that we can promise to deliver in all of our interactions. We always live up to our promise, which is:

**To measurably impact the health of Montanans through making strategic investments**



# Brand Values

## WHAT DIFFERENTIATES OUR ORGANIZATION AND PROVIDES TEXTURE TO OUR CULTURE

Our brand values support and elaborate on our brand essence. They are an expression of who we are and what we strive to express. They are vital elements of our identity that define our daily behavior and help determine how we interact with others and each other. Our brand values are:

- Integrity
- Engagement
- Empathy
- Knowledge
- Innovation
- Impact
- Transparency

# Q-Factors

## THE REASONS WHY WE ARE LIKED, TRUSTED, AND BELIEVED

In order for our stakeholders to believe us, they first need to trust us. As in any interpersonal relationship, trust between an organization and its stakeholders must be earned. The way that we earn our stakeholder's trust is by practicing our q-factors. These factors influence whether or not people listen to us, collaborate with us, and utilize our resources. Our q-factors are:

- **We are friendly, approachable, and responsive**
- **We are a visible presence in the communities where we work**
- **We are supportive of our partners' approaches to solving the health problems they face**
- **We provide expertise and leadership when needed to solve challenging health problems**

# Brand Attributes

**THE IDEAS OR CONCEPTS ASSOCIATED WITH A BRAND BASED ON PERSONAL EXPERIENCE WITH THAT BRAND**

Brand attributes develop through the consistent actions we take when interacting with our stakeholders. These actions give rise to the impressions that people have about us. Through our repeated actions (supported by communications and public relations), stakeholder impressions solidify into our attributes. The attributes that we want to stick to us and that we want people to think of and tell others when they hear our name are:

- **I respect them**
- **I can trust them**
- **They are creative leaders**
- **They understood me**



# Visual Guide

MONTANA HEALTHCARE FOUNDATION



## LOGO DESIGN

A thoughtful, well-designed logo is more than an identifier. It is a reflection of who the brand is, what it stands for and what potential clients or customers can expect from the brand when they engage with it. A logo is also part of ensuring that a brand stands out from its competition, aids in brand recognition, and provides a unifying symbol under which a brand organization can flourish.



The Montana Healthcare Foundation's logo portrays enrichment, growth, and positivity. The design symbolizes the Bitterroot, Montana's State Flower. The interlocking petals symbolize the importance of connection and partnerships. The brand colors communicate warmth, a connection to the environment, and the variety of Montana's landscapes.

# PRIMARY LOGO STANDARDS

This horizontal logo should be used whenever possible for all communications, including advertising, brochures, collateral, internet, and multimedia. The combinations of process CMYK color and PMS color have been selected for consistency depending on the print or display medium. The iconic elements should never be separated, and color usage and scale should be as shown. No “seasonal” or alternative colors are to be used.



**4 Color Printing and Digital Design**

The 4 color version of the logo should always be used when possible.



**One Color GREEN - Shades Possible**

If the printed process allows for shades, use this version. Screens of the icon should be kept to 20%, 40%, 60% and 80%. The logo type should be 100%.



**One Color GREEN - No Shades Possible**

If the printed material must be a solid color, or the printing process cannot accommodate screens, use the solid version of the logo.



**WHITE REVERSED - Process CMYK Coloration**

If placed on a colored background the solid all white version of the logo should be used.



**One Color BLACK - Shades Possible**

If the printed process allows for shades, use this version. Screens of the icon should be kept to 20%, 40%, 60% and 80%. The logo type should be 100%.



**One Color BLACK - No Shades Possible**

If the printed material must be a solid black color, or the printing process cannot accommodate screens, use this version of the logo.

## SECONDARY HORIZONTAL LOGO

Although the primary logo should be applied whenever possible, use this stacked version of the logo when the design doesn't allow for the standard horizontal format.



**MONTANA**  
HEALTHCARE  
FOUNDATION

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HEALTHCARE  
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# INCORRECT LOGO USAGE

The value and integrity of the Montana Healthcare Foundation logo and brand can become fragmented with incorrect usage. The below incorrect logo usage information applies to all logos.

			
<p><b>Distortion</b> The logo must not be stretched, or distorted in any other manner from the established proportions.</p>	<p><b>Illegible Size</b> All parts of the Logo should be legible at their final size application.</p>	<p><b>Low Resolution Reproduction</b> When printed, the logo should only be reproduced in high resolution to avoid pixelation and a blurred final appearance.</p>	<p><b>Additions and Effects</b> Drop shadows or any other effects to the logo must be avoided.</p>
			
<p><b>Crowding</b> A designated amount of white space (shown in this guide) is necessary to avoid crowding.</p>	<p><b>Busy Backgrounds</b> Distracting background graphics or photos should not be used behind the logo.</p>	<p><b>Improper Color Usage</b> Logo coloration must follow approved color variations (shown in this guide) that fall in line with the brand standards.</p>	<p><b>Typeface (Font) Changes</b> Font changes should never be implemented in the logo.</p>



## INDEPENDENTLY USING THE BUILDING BLOCKS OF THE LOGO

Although the primary complete logo should be applied whenever possible, using the flower icon of the logo independently can be done as long as you follow the approved colors and versions seen below.



# WHITE SPACE & PRIMARY COLOR PALETTE

- 1. Pantone (PMS):** Colors are only to be used when printed with a professional commercial printer or when the logo is used for media that requires “spot colors,” often used in business cards, notecards, and branded merchandise or “swag” like stickers, mugs, etc.
- 2. CMYK (Process):** Colors are to be used for all multi color “process” traditional printing needs, often used in full color prints such as advertisement, brochures, etc.
- 3. RGB and HEX#:** Colors are used in all digital media viewed on a device or screen of some kind, often used in websites, social media, digital displays, etc.



The logo has a required white space on all sides of half an inch.



**PMS Coloration**  
PMS 7491 C

**CMYK Coloration**  
C:54 M:32 Y:95 K:11

**RGB Coloration**  
R:124 G:136 B:60

**HEX** #7C883C



**PMS Coloration**  
PMS 659 C

**CMYK Coloration**  
C:58 M:27 Y:1 K:0

**RGB Coloration**  
R:106 G:160 B:211

**HEX** #6AA0D3



**PMS Coloration**  
PMS 158 C

**CMYK Coloration**  
C:8 M:65 Y:100 K:1

**RGB Coloration**  
R:224 G:117 B:37

**HEX** #E07525



**PMS Coloration**  
PMS 123 C

**CMYK Coloration**  
C:0 M:35 Y:85 K:0

**RGB Coloration**  
R:251 G:176 B:64

**HEX** #FBB040



**PMS Coloration**  
PMS Cool Grey 11 C

**CMYK Coloration**  
C:64 M:56 Y:53 K:28

**RGB Coloration**  
R:88 G:88 B:90

**HEX** #58585a

# EXPANDED COLOR PALETTE

The colors used in the Montana Healthcare foundation brand were carefully considered to communicate warmth and a connection to the environment.

## PRIMARY COLORS

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## ACCENT COLORS

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## SECONDARY HUES AND NEUTRAL COLORS



## WRITING STYLE

### Common Terms

- **health care** (not “healthcare”) • **nonprofit** (not “non-profit”) • **well-being** (not “wellbeing”)
- **work plan** (not “workplan”) • **pro forma** (not “pro-forma”) • **holistic** (not “wholistic”)
- **login** (as a noun “login,” “logon,” or “logoff”) • **log in** (as a verb “I log in to my computer”)
- **inpatient / outpatient** (not “in-patient” / “out-patient”)

### Capitalization

- Title Case for Headers, Event Names, Report Titles, and Press Releases
- Do not capitalize common nouns (any non-specific person, place, or thing)
- Capitalize proper nouns (a specific person, place, or thing)

### Writing Style

- Write in full sentences
- When possible, use the smaller/simpler word in your writing (i.e. “use” instead of “utilize”)
- Do not include leading www, http://, or https:// in a URL (i.e. visit our website at mthcf.org)
- In most instances, spell out one to nine; use numerals for 10 and above
- Use the symbol % instead of writing out the word “percent” in running text
- Spell out the first reference in all cases
- Do not precede an acronym with “the” (i.e. “MHCF” not “the MHCF”)

**TYPOGRAPHY**

**POPPINS**

**Poppins**

## FONT USAGE

The primary font to be used in relation to the Montana Healthcare Foundation brand is Poppins. It has been selected to reflect brand personality and ensure brand consistency.

When setting type, leading "line height" should maintain a 10 / 14 ratio requirement.

**Headlines: Poppins Semibold**

# American Indian Health

**Subheads: Poppins Semibold**

## Helping Montanans Like You

**Body Copy: Poppins Regular**

The Montana Healthcare Foundation makes strategic investments to improve the health and well-being of all Montanans. MHCF contributes to a measurably healthier state by supporting access to quality and affordable health services, conducting evidence-driven research and analysis, and addressing the upstream influences on health and illness.

**EYEBORWS / PRE-HEADER: Poppins Bold (All caps + orange)**

**BOZEMAN, MONTANA**

# ICONOGRAPHY



## CHARITABLE PROGRAMMING

**DIRECT PROGRAMS** -AND- **GRANT PROGRAMS**

-  **Leadership**
-  **Capacity Building**
-  **Convening**
-  **Technical Assistance**
-  **Research**
-  **Grant Initiatives**
-  **Responsive Grants**

# PRIORITY AREAS



**American Indian Health**



**Behavioral Health**



**School-Based Health Initiative**



**Public Health**



**Medicaid and Health Policy**



**Housing is Health Care**

## PHOTOGRAPHY

We use photography that accurately and positively portrays people living and thriving in Montana. Through the photos we use, we try to convey the breadth of Montana scenery and the diversity of people living in the state. We prefer candid photos that are bright and colorful. The photos we use are positive and do not negatively portray any person or area of the state.

## ACCENT IMAGES

Photographs of people and landscapes can stand alone or have a colored box layered over the top with a blending effect.

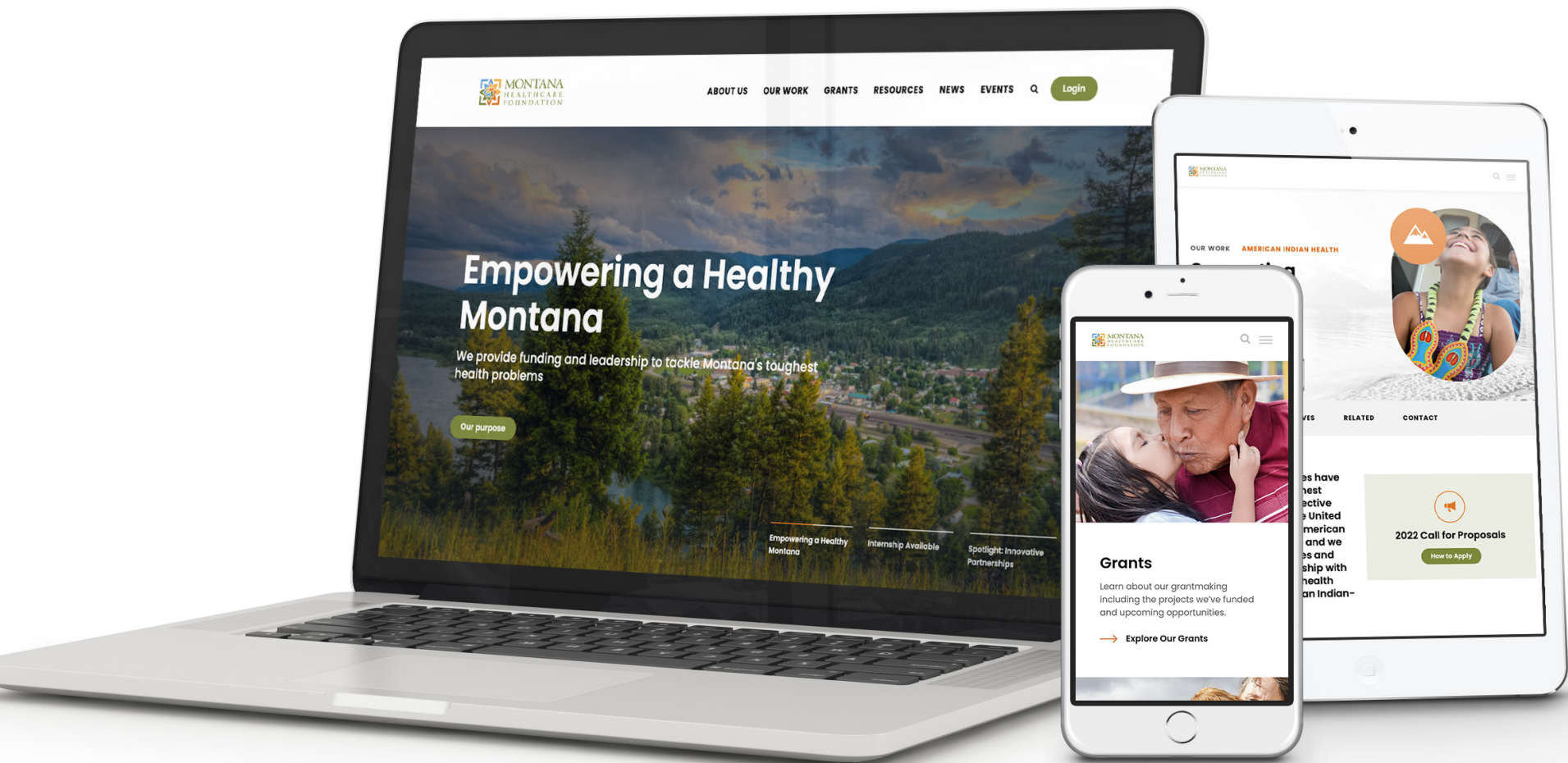






## WEBSITE

Our website is our most valuable communications asset for sharing our work with the public. The site provides a library of information on our priority areas, funding opportunities, grantees, resources, upcoming events, and news. While housing a large amount of data, the site organizes and displays the content through an intuitive, easy to navigate design. The site is built on a Wordpress platform and utilizes vibrant colors, photos, and icons to display its content.





AT A GLANCE

INITIATIVES

RELATED

CONTACT

INITIATIVES

The initiatives we developed as part of our work in behavioral health include:

Integrated Behavioral Health

The Meadowlark Initiative

Helping pregnant and postpartum women improve mental and emotional health

Behavioral Health Continuum of Care

RELATED

NEWS

RESOURCES

EVENTS

MacBook Air



APPLICATIONS





# PUBLICATIONS



## Public Health

**GOAL**  
TO STRENGTHEN MONTANA'S PUBLIC HEALTH SYSTEM BY SUPPORTING LOCAL AND TRIBAL HEALTH DEPARTMENTS TO DELIVER ESSENTIAL SERVICES FOR THE COMMUNITIES THEY SERVE.

County and tribal public health departments work diligently and often behind the scenes to protect and improve health by implementing immunization programs, ensuring safe food and water, tracking down the source of disease outbreaks, and leading community efforts to identify and solve their most challenging health problems. Despite the critical roles they play, many of Montana's health departments must operate on a shoe-string budget and have little time or funding to build stronger programs.

Our first-ever grant, issued in 2014, provided **\$1.3 million** to the Montana Department of Public Health and Human Services to strengthen local and tribal public health agencies by supporting governance training, community health assessments, strategic planning, and program development. The grant enabled the state to provide funding and extensive technical support to local health departments around the state, contributed to new partnerships between health departments, hospitals, and other community organizations; and allowed communities to take concrete steps to strengthen their services.

IN OUR FIRST FIVE YEARS, WE CONTRIBUTED TO NEW PARTNERSHIPS BETWEEN HEALTH DEPARTMENTS,



THE MONTANA HEALTHCARE FOUNDATION'S

## FIRST 5 YEARS



REVIEW  
WORK TO-DATE



# American Indian Health

## SUPPORTING TRIBALLY-LED SOLUTIONS:

We build our strategy and programs through enduring partnerships with tribes, urban Indian health centers, and Native-led organizations.



NIHCF FOCUS AREAS

Our work in American Indian health centers pages, we have already on partnerships and the inc Peck, made during our first bo health system problems in Amer and they won't be cured overnight, the partnerships we have built and th

## THROUGH PARTNERSHIPS IN THE PAST FIVE



Awarded **49** grants and **\$2,578,301** in grant dollars.



Provided technical assistance and leadership support to every tribe and urban Indian health center in Montana.



Convened or supported **25** statewide events.

## HIGHLIGHT: Emphasis on Sustainable Funding and Business Strategies

Over decades, chronic under-funding of the Indian Health Service (IHS) has led to inadequate health care and prevention programs in Indian country and dependence on unstable, short-term grant funding to address long-standing, serious health problems. Consequently, our tribal partners advised us to find ways to avoid replicating the problems created by short-term grant funding. We learned that the complex rules and processes for billing are a barrier that often prevents our partners from being reimbursed for the services they provide. Consequently, we decided to provide grants and technical assistance to help tribal and urban Indian health centers develop stable revenue streams. In turn, this will facilitate the development of stable, effective, tribally-le health services. **Our early experience highlights the promise of this strategy.**

Continued on next page >>

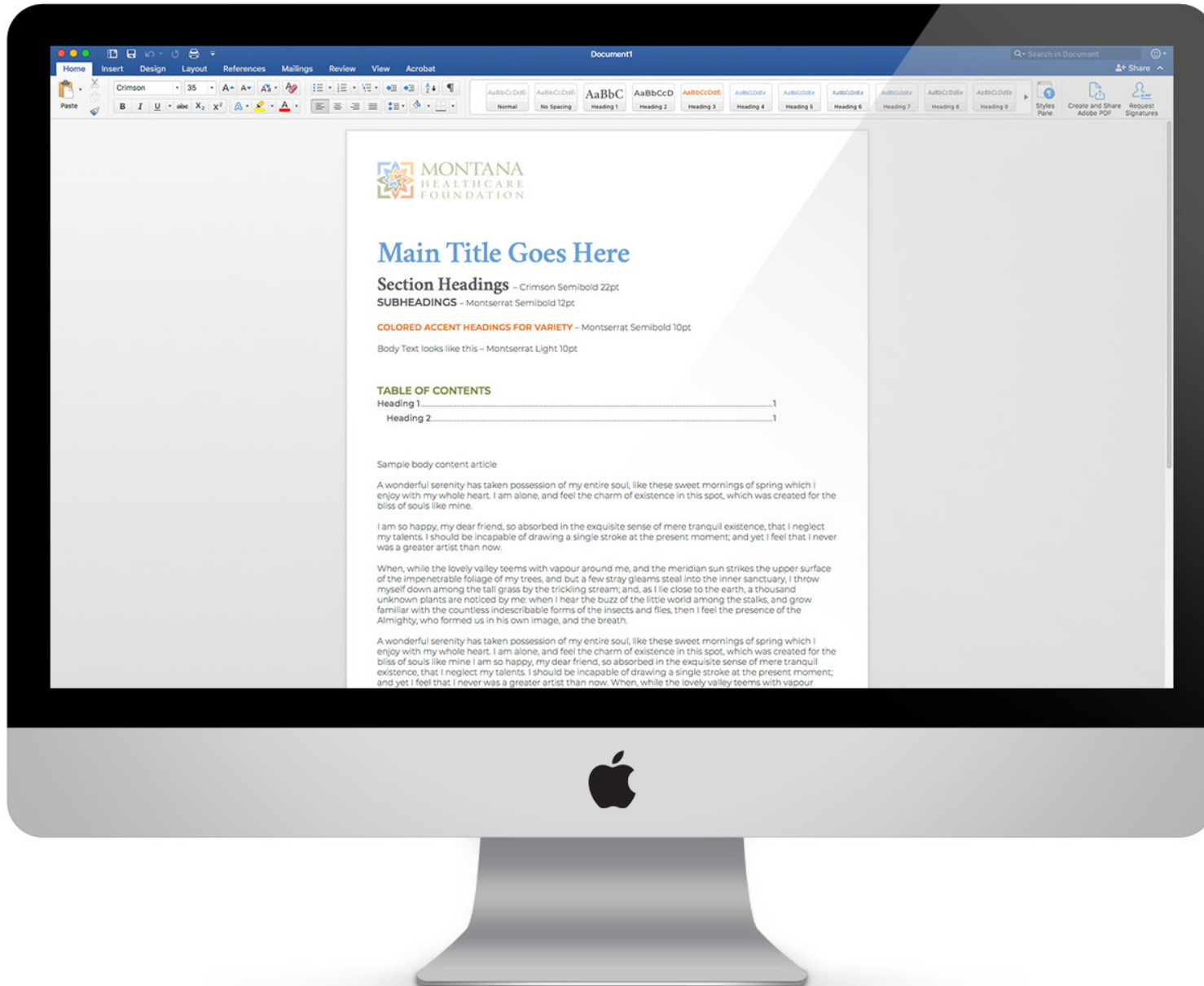


Helping tribes and urban Indian health centers in federal program

FIRST 5 YEARS: OVER



# WORD DOCUMENT TEMPLATE





# POWERPOINT TEMPLATE



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BOZEMAN, MONTANA 59715**

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MTHCF.ORG



**MONTANA  
HEALTHCARE  
FOUNDATION**