MONTANA
HEALTHCARE
FOUNDATION
Brand
Style Guide
2024
MTHF.ORG

BRAND Presentation

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

Who We Are & What We Do

THE KEY TO OUR IDENTITY

The Montana Healthcare Foundation is a 501(c)3 private foundation that makes strategic investments to improve health in Montana. It provides funding, leadership, and expertise to help communities tackle Montana's most important health problems. It conducts policy analysis so that Montanans can be well-informed and engaged in decisions that impact their health. It prioritizes supporting the health and well-being of people and communities at increased risk for poor health outcomes because of income, geographic barriers, the availability and accessibility of health and social services, and health disparities.

To improve health in Montana

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 improve health in Montana by 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.

MONTANA HEALTHCARE FOUNDATION

Four Color Printing and Digital Design
The four color version of the logo should always be used when possible.

MONTANA HEALTHCARE FOUNDATION

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%.

MONTANA HEALTHCARE FOUNDATION

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.

MONTANA HEALTHCARE FOUNDATION

WHITE REVERSED - Process CMYK Coloration
If placed on a colored background the solid all white version of the logo should be used.

MONTANA HEALTHCARE FOUNDATION

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%.

MONTANA HEALTHCARE FOUNDATION

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.

Four Color Printing and Digital Design
The four color version of the logo should always be used when possible.

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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%.

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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.

Distortion
The logo must not be stretched, or distorted in any other manner from the established proportions.

Illegible Size
All parts of the Logo should be legible at their final size application.

Low Resolution Reproduction
When printed, the logo should only be reproduced in high resolution to avoid pixelation and a blurred final appearance.

Additions and Effects
Drop shadows or any other effects to the logo must be avoided.

Crowding
A designated amount of white space (shown in this guide) is necessary to avoid crowding.

Busy Backgrounds
Distracting background graphics or photos should not be used behind the logo.

Improper Color Usage
Logo coloration must follow approved color variations (shown in this guide) that fall in line with the brand standards.

Typeface (Font) Changes
Font changes should never be implemented in the logo.

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

ACCENT COLORS

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. "MTHF" not "the MTHF")

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 AREA EXAMPLES

American Indian Health

Behavioral Health

School-Based Health Initiative

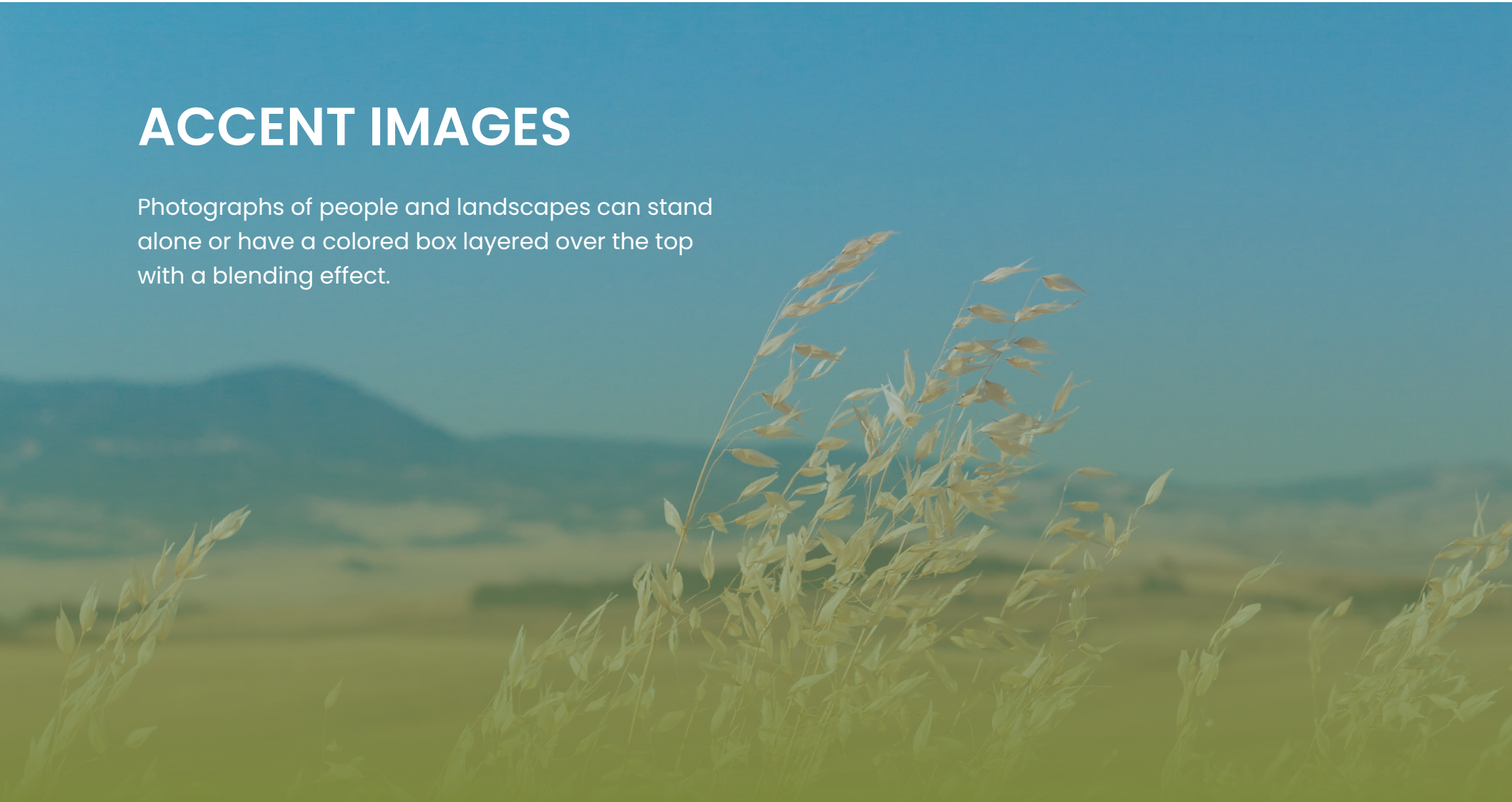
Public Health

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.

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