



Brand Style

CHEAT SHEET

Who We are & What We Do

The Montana Healthcare Foundation (MTHF) is a 501(c)3 private foundation that makes strategic investments to improve health in Montana.

Brand Values

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

Logos



Colors



MTHF Green
HEX# 7c883c



MTHF Blue
HEX# 6aa0d3



MTHF Orange
HEX# e07525



MTHF Yellow
HEX# fbb040



MTHF Grey
HEX# 58585a

Fonts

Our brand font is Poppins - use this font whenever it is available. If using Microsoft Office, use **Century Gothic** instead as it is close to the Poppins aesthetic and available on Microsoft Office.

This is an example of Poppins font in bold and regular.
Use a 10/14 "line-height" ratio.

This is an example of Century Gothic font in bold and regular.
Use a 10/14 "line-height" ratio.