

Humanities MONTANA

BRAND GUIDELINES

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Keep your Brand Looking its Best

Now that we’ve completed your brand’s look and messaging, we want to ensure that it is presented consistently. These brand guidelines are meant to be a guide for how to correctly use the logo with visual examples.

Mission Statement

Humanities Montana serves communities through stories and conversation. We offer experiences that nurture imagination and ideas by speaking to Montanans’ diverse history, literature, and philosophy.

Vision Statement

To achieve our goal, Humanities Montana provides programs that tell our diverse stories, facilitates conversations about the most pressing issues, supports Montana’s cultural institutions through grants and partnerships, offers humanities such as history, literature, and philosophy to nurture memory, imagination, and ideas.

Welcoming

Inspiring

Collaborative

Fun



Humanities MONTANA

Humanities
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Minimum Size

The smallest the logo should be represented is 1.25" wide.

The Logo

The logo consists of a simple wordmark for simplicity and ease of understanding. No icon accompanies the wordmark. The typeface was chosen for it's legibility and round modern san-serif shapes. It is spaced and aligned to feel trustworthy and orderly.

These logos will help audiences identify the website, social media presence, ads, and other materials, and enhances the trustworthiness of the brand. It is essential to the success of the brand that the logo always be applied with care and respect in every application according to these guidelines.

Logo Color Usage

The color usage for Humanities Montana is fairly minimal. The logo should be placed over a complementary background where all logo elements are easily visible and legible (A, B, and C). Black and white versions of the logo can be used when placed over images, or when placed over a color where visibility needs to be improved (D).

A. **Humanities**
MONTANA

B. **Humanities**
MONTANA

C. **Humanities**
MONTANA



D. **Humanities**
MONTANA

Clear Space

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the logo from any competing graphic elements like other logos or content that may conflict with, overcrowd, or lessen the impact of the logo.

The minimum clear space is defined at the height of the M. This minimum space should be maintained as the logo is proportionally resized.



Photography Background

There are a couple ways the logo can be used on a photographic background. Each option should be exercised with care, making sure all the logo elements aren't obstructed by the image.

In most cases you can use a solid white logo on top of a background image.

Tips:

1. Avoid busy images with too much detail.
2. Applying a darker transparent overlay on an image helps make text more legible.
3. Images with shallow depths of field work best.



Partner Logo Usage

To be used in marketing materials created by grant awardees and where there is a desire for mutual affiliation.

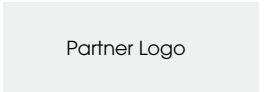
When the logos are placed horizontally, the line should be vertical. When the logos are placed vertically, the line should be horizontal.

Partner Clear Space

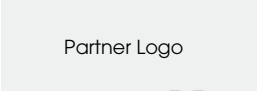
Ensure logo has proper clear space between elements by using the 'M' in the Montana wordmark.



- Or -



- Or -

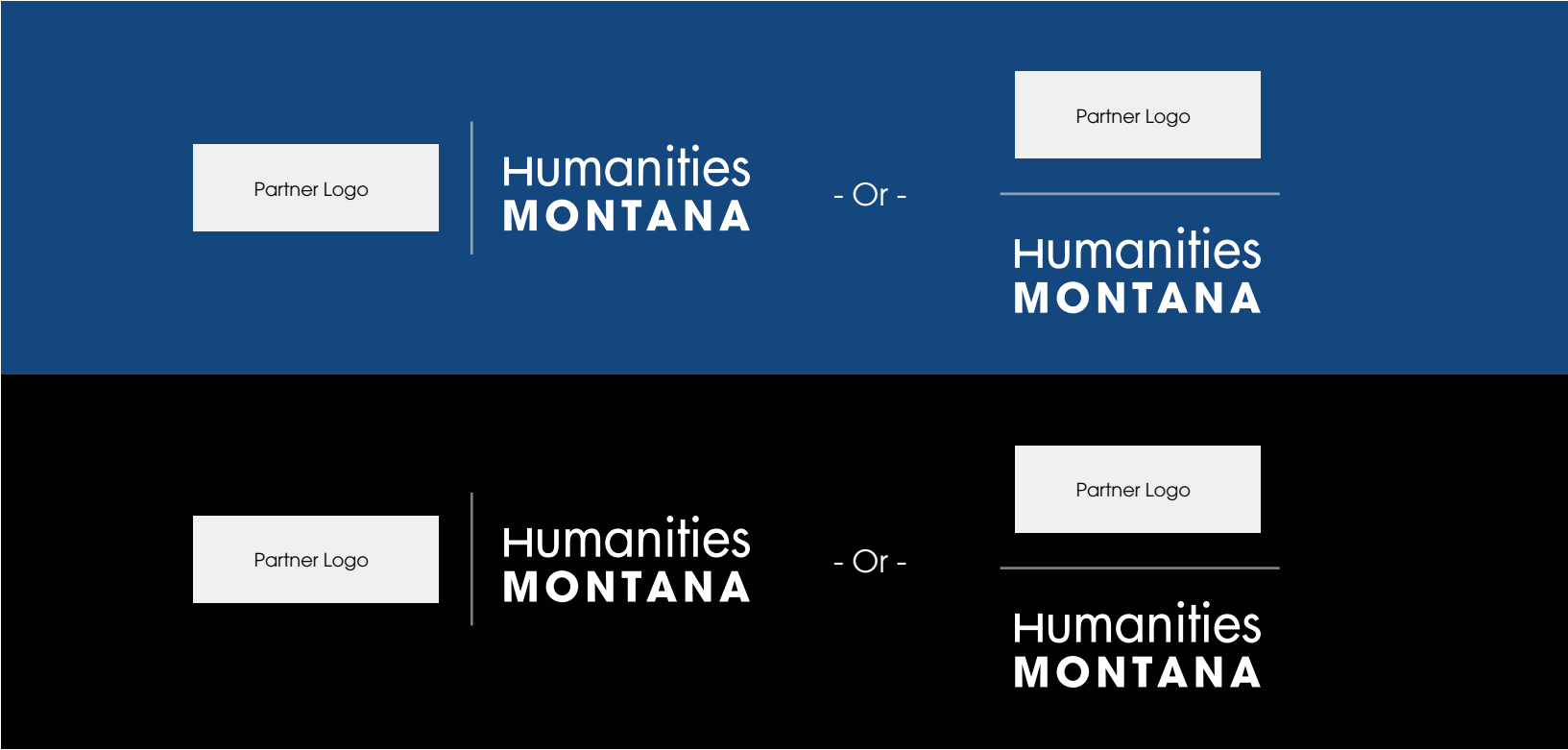


Partner Logo Usage Visual

Partner is prominent with Humanities Montana acknowledgment.

Humanities Montana logo colors available to be used in partner materials are the primary palette (blue and green), black, or white.

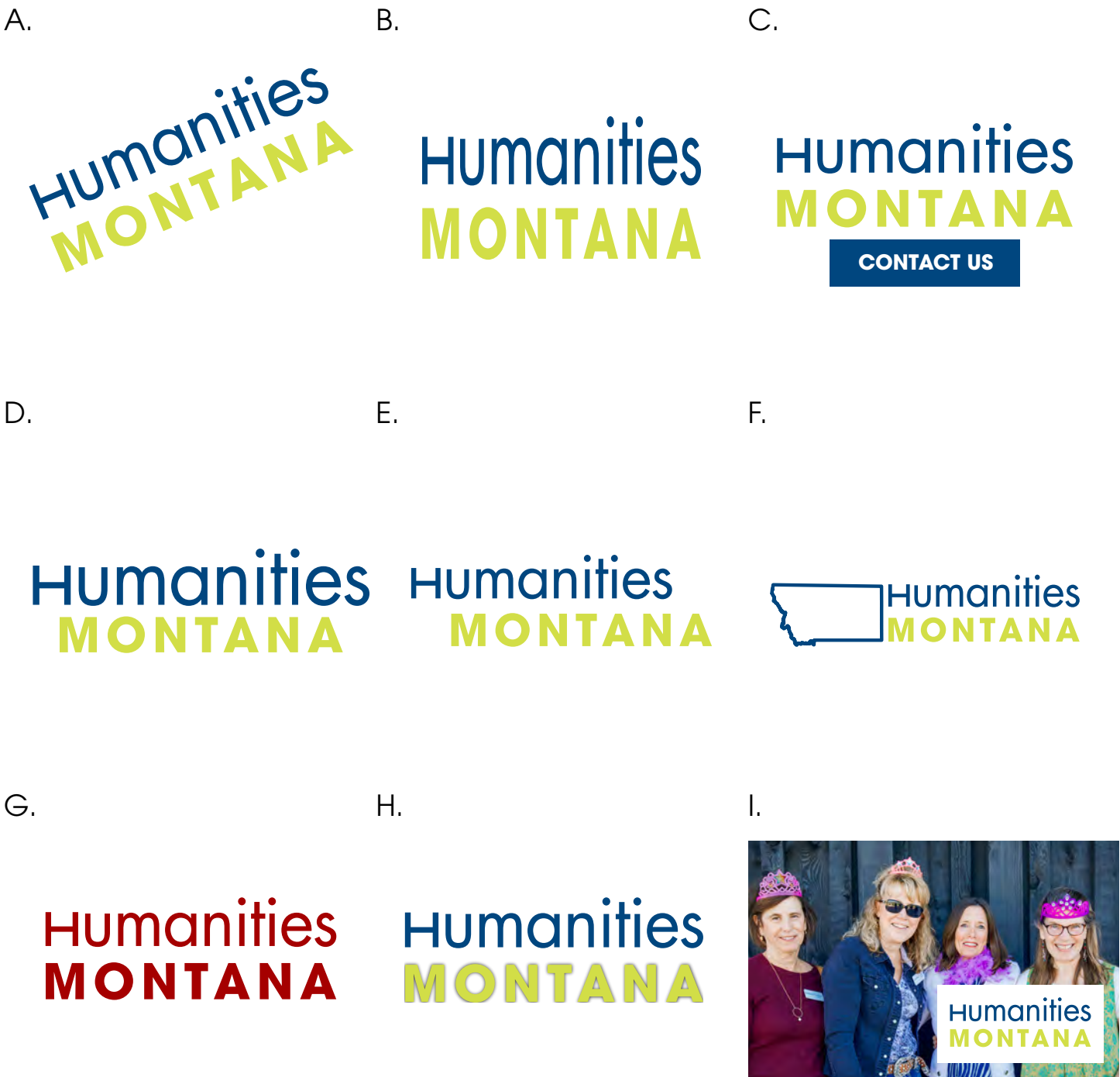
For best contrast, use the primary logo with a black line on white and bright backgrounds. On darker backgrounds, use the white version, with a white line.



Unacceptable Logo Usage

A few rules are necessary for maintaining your brands integrity. Do not compromise your brands look by rotating, skewing, or distorting in any way. This includes unnecessary and unattractive text decorations like drop shadows and outlines. Here are a few examples of how you logo should NOT be displayed.

- A. Don't rotate the logo.
- B. Don't squash or stretch the logo.
- C. Don't place elements in the logo's clear space.
- D. Don't resize any part of the logo.
- E. Don't rearrange parts or create variations that are not already provided.
- F. Don't add unofficial elements to the logo.
- G. Don't use off-brand colors.
- Reference the Color Usage section.
- H. Don't add drop shadows or other text styles.
- I. Don't contain the logo in a box when used on a background.



Typography

Typography is a powerful brand tool when used consistently. The typeface was selected for its highly legible with round modern san-serif shapes and should be used across all print and web applications.

ITC Avant Garde Gothic Pro is Humanities Montana’s primary font and should be used on all professionally designed materials.



Humanities
MONTANA

State council of National
Endowment for the Humanities.

Humanities Montana serves communities through stories and conversation. We offer experiences that nurture imagination and ideas by speaking to Montanans’ diverse history, literature, and philosophy.

Font Settings

Headings:

Title case.
Medium weight.
Default spacing.

Sub-Headings:

Title case, or
Uppercase depending
on number of
subheadings for
structure.
Medium or bold
weight depending
on number of
subheadings for
structure.
Default spacing.

Body Text:

Regular case.
Book weight.
Default spacing.

ITC Avant Garde Gothic Pro

Humanities Montana serves communities through stories and conversation. We offer experiences that nurture imagination and ideas by speaking to Montanans’ diverse history, literature, and philosophy.

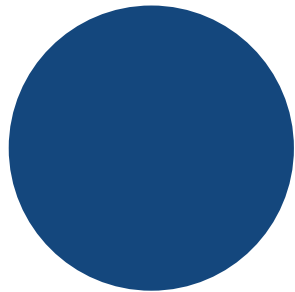
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

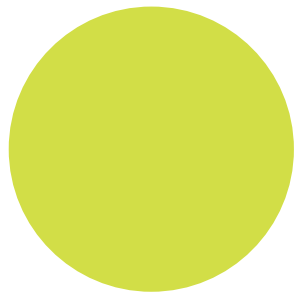
Primary Color Palette

Color is an integral part of brand identity. Consistent use of the color palette will not only reinforce the cohesiveness of the brand, but color also serves a psychological purpose by communicating a certain feeling to your audience. Tints and shades of these colors is ok.

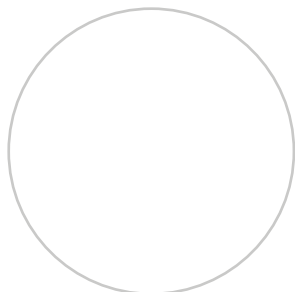
Color psychology suggests both blue and green are associated with feeling peace and tranquility. Blue tones are associated with trust, dependability, and orderly. Green tones are associated with harmony, growth, and renewal. All of these are feelings people should have about Humanities Montana brand and services.



BLUE
CMYK: 100, 80, 25, 9
RGB: 0, 70, 127
HEX: #00467F



GREEN
CMYK: 22, 0, 88, 0
RGB: 210, 222, 71
HEX: #D2DE47



WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

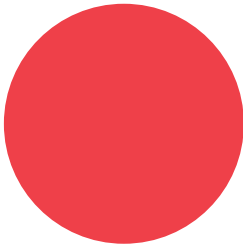
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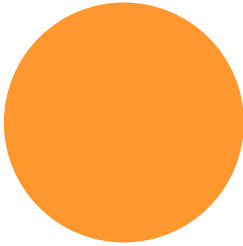
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Secondary Accent Color Palette

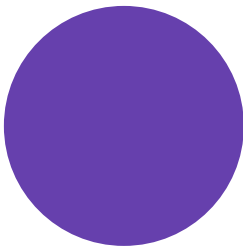
Color psychology suggests use of magenta promotes compassion, kindness, and cooperation. Orange represents warmth and approachability. Purple is associated with wisdom and resourcefulness.



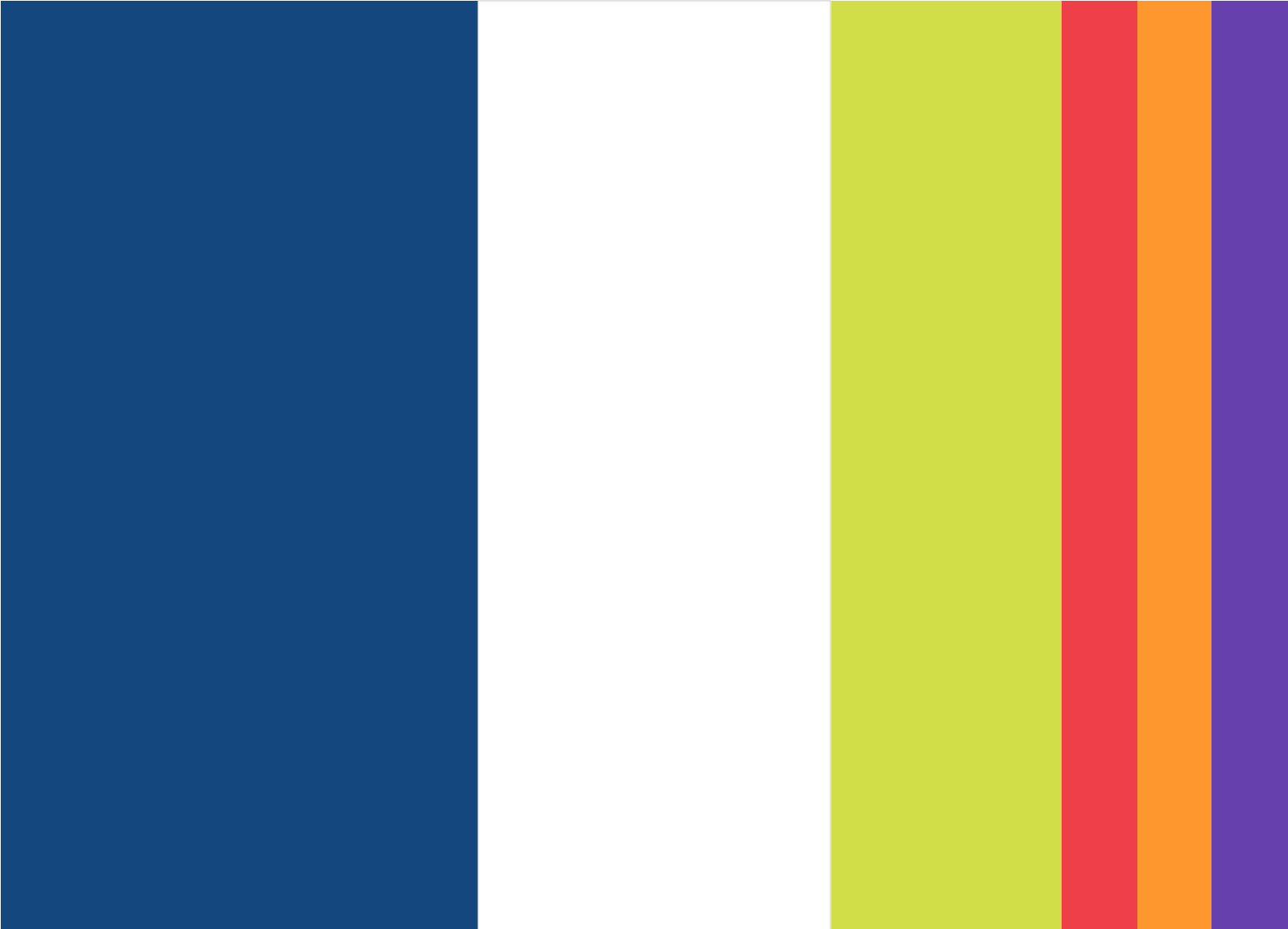
MAGENTA
CMYK: 0, 90, 71, 0
RGB: 239, 64, 73
HEX: #ef4049



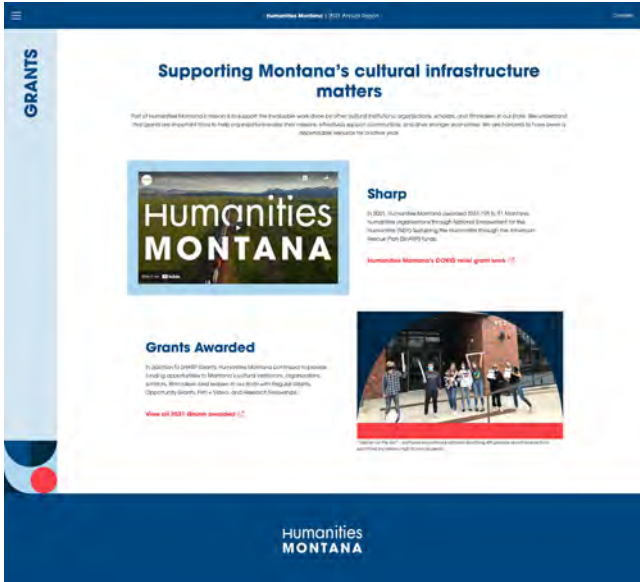
ORANGE
CMYK: 0, 49, 89, 0
RGB: 255, 151, 47
HEX: #ff972f



PURPLE
CMYK: 72, 85, 0, 0
RGB: 102, 64, 173
HEX: #6640ad



Secondary Accent Color Development Material Examples:



Color Proportions

This is the general rule for color usage. Blue should be used more than any other color in the palette. Green is the primary accent color and is used in all major marketing materials.

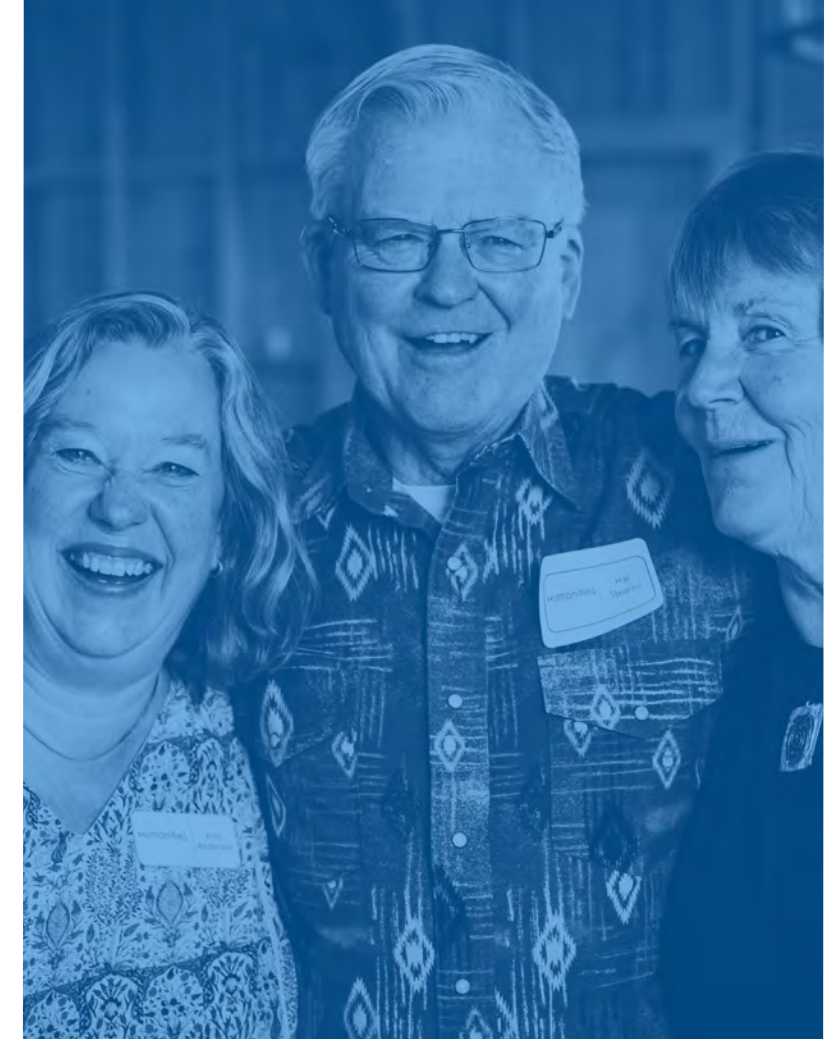
The secondary accent colors are meant to act as complements to the main color palette and used in development campaigns.

Photography Direction

Selecting the right photography is essential for brand messaging and visual story telling. Humanities Montana's photography should convey the brand's attributes of being *welcoming*, *inspiring*, *collaborative*, and *fun*.

Images should not be used of people that appear isolated, disinterested, bored, or intimidating.

Imagery that represents the areas served within Montana may be used if no image representing the program or audience exists. An example of this is the lower left image - giving the organization a sense of place that it is located in Montana.



Final Comments

If ever in doubt, just refer back to this guide or get ahold of info@humanitiesmontana.org with questions. These guidelines are fairly flexible and should allow for enough creative freedom to use the logos as you see fit while still making sure the brand looks its best across your materials.

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