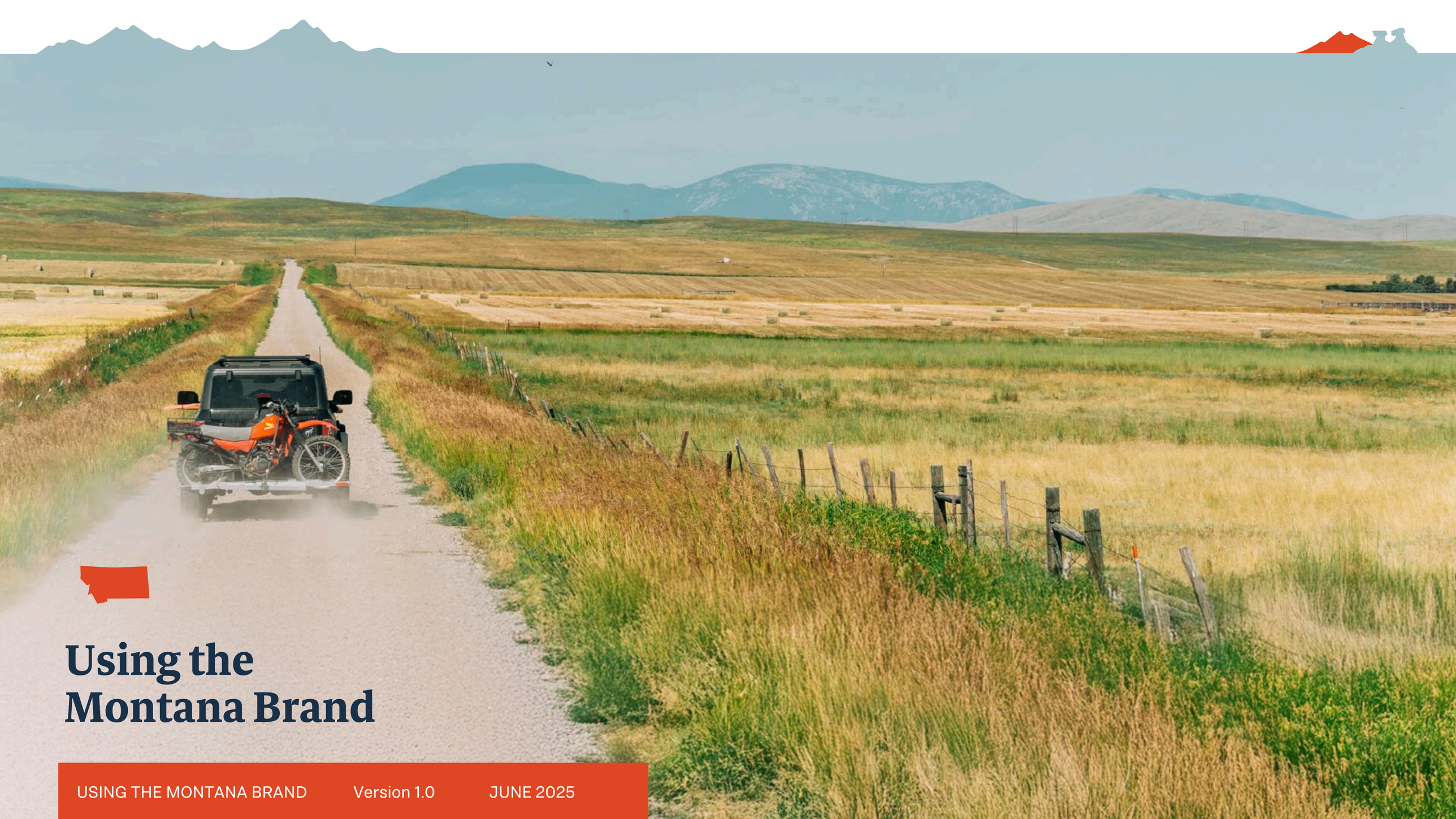


Using the Montana Brand

USING THE MONTANA BRAND Version 1.0 JUNE 2025



These are the three things we don’t mess with: the people, the place and the stories that make Montana what it is. They’re what set this place apart — the reason it feels different, stays with you and means more. That’s the foundation.

The people.
This isn’t a brand about a place you visit. It’s about the people who live it every day.

The place.
Montana isn’t something you pose in front of. It’s something you step into.

The stories.
A good Montana story isn’t just about what happened. It’s about what it meant.

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The Montana logo is built to be flexible while staying unmistakable. The primary wordmark carries the most weight, but alternate lockups allow the brand to adapt across formats and uses. Whether stacked, horizontal or icon-only, each variation is strong, simple and rooted in place.

Primary Logo

The mark is built to stand on its own. It’s bold and straightforward, reflecting the strength and character of the state it represents. No symbols, no shortcuts, just a name that carries weight.

MONTANA

Clear Space

When placing other elements near the logo, use X as a metric for determining space allowance. X is equal to the width of the N in Montana.



Logo Variations

The Montana logo comes in a few variations to fit different spaces and uses, but the integrity stays the same. Whether it is stacked, horizontal or used as a short-form mark, each version keeps the brand clear, confident and recognizable. Use the variation that works best for the space, but always follow the guidelines to keep the logo strong.

The primary wordmark should be the go-to whenever possible — it's the clearest, boldest expression of the brand. The horizontal and stacked lockups with the state icon offer flexibility for tighter or more vertical spaces.

The stand-alone icon should be used sparingly and only when the full name is already clearly established elsewhere in the context. Think of it as a supporting element, not the lead.

PRIMARY MARK

MONTANA

ICON – THE STATE



HORIZONTAL – MARK WITH THE STATE



STACKED – MARK WITH THE STATE



Correct Usage

When used right, the logo does its job without getting in the way. Stick to these guidelines to keep it clear, consistent and unmistakably Montana.

Contrast and Legibility

The Montana logo should always be easy to read, no matter where it's placed. Whether it's over an image, a texture or a solid color, make sure there's enough contrast for the logo to stand out clearly.

Use the black or white version of the logo depending on what provides the strongest visibility. Avoid placing the logo over busy or high-detail areas of a photo — move it to a clean, calm part of the image, or use a color overlay to create clarity.

If it's hard to read, it's not working. Choose placement that keeps the logo strong, sharp and unmistakable.

✓ You can change the color.

MONTANA

✓ You can put a contrasting background behind it.

MONTANA

✓ You can put it over an image.



Incorrect Usage

To keep the brand strong, don’t mess with the logo. These examples show what not to do. While it’s not an exhaustive list, the rule is simple: **Don’t change the logo.**

Do not stretch or distort the logo.



Do not rotate or angle the logo.



Do not add a drop shadow to the logo.

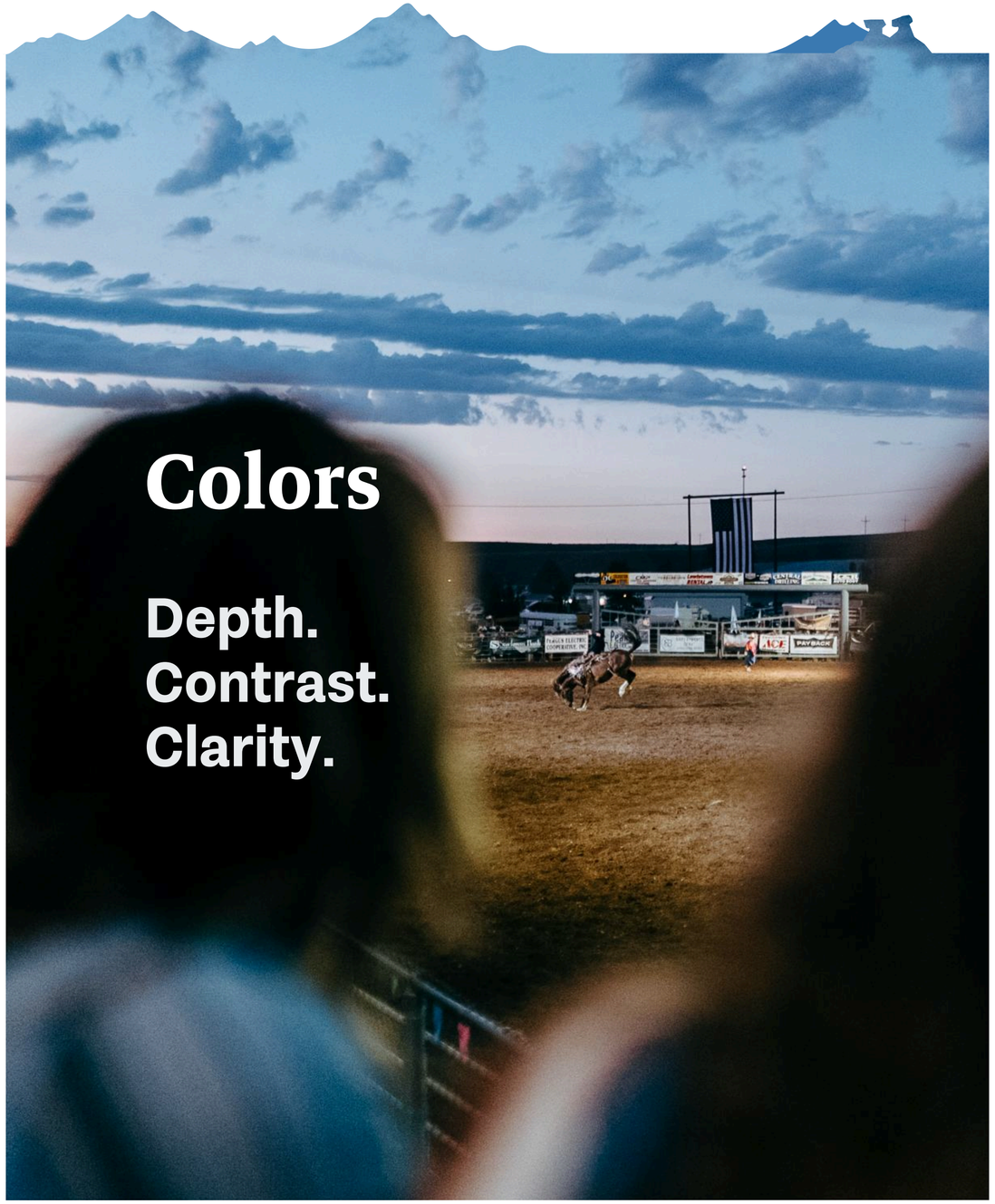


Do not outline the logo.



Do not change the spacing between letters.





Colors

Depth.
Contrast.
Clarity.

Montana’s colors come from the land itself — riverbeds and ridgelines, prairie skies and canyon walls. They’re bold without being loud, grounded without being dull. This palette was built to reflect the place and the people who live here. Use it to bring depth, contrast and clarity to everything we create.

Color Palette

These colors weren’t pulled from a trend forecast — they were pulled from the land. From river bends and burnt skies. From lodgepole shade and wheatfield glare. Every shade in this palette is something we’ve seen, stood in or worked through.

Using the Color Palette

Montana’s color palette is built to be strong, simple and flexible — don’t overcomplicate it.

Pick one brand color to lead, and pair it with black, white or photography. You can bring in a second color for contrast or emphasis, but avoid using more than two brand colors at once.

Let the colors support the story, not compete with it. When in doubt, keep it minimal. The place brings the color — the palette should keep things clear.



Color Values

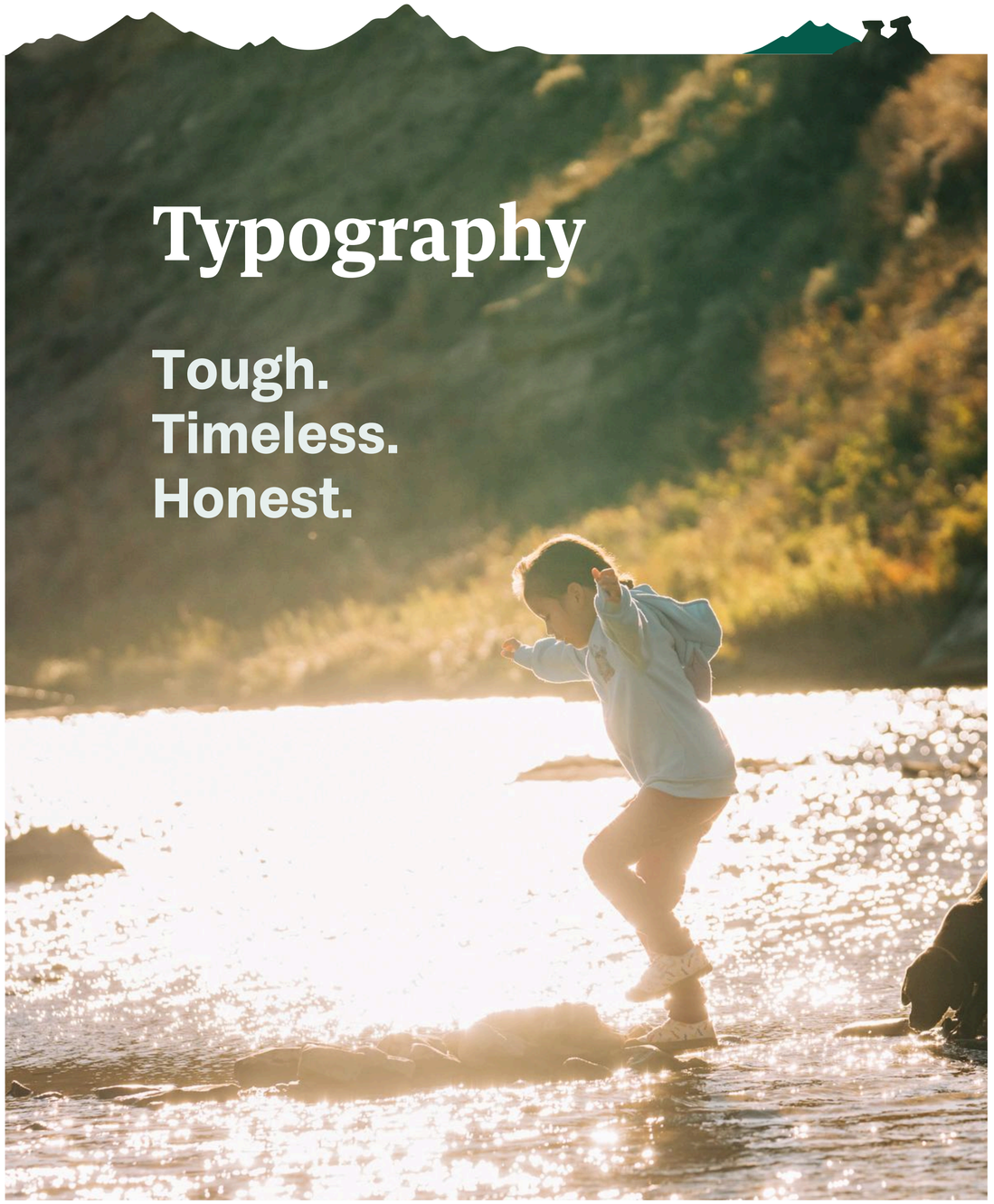
To keep the brand consistent across every platform, use the right color values for the right context. HEX is for digital. RGB is for screens. CMYK is for print. Pantone is for specialty production like merch or signage.

	BIG SKY BLUE	CAMAS BLUE	TIMBERLINE GREEN	SAPPHIRE GREEN	HUCKLEBERRY PURPLE	CANYON RED	CONSTRUCTION ORANGE	TREASURE STATE GOLD	LARCH GOLD
HEX	#112f60	#4A94D3	#10414F	#085B4B	#640B3D	#A00020	#E04724	#F5A603	#D89010
RGB	R 17 G 47 B 96	R 74 G 148 B 211	R 16 G 65 B 79	R 8 G 91 B 75	R 100 G 11 B 61	R 160 G 0 B 32	R 224 G 71 B 36	R 245 G 166 B 3	R 216 G 144 B 16
CMYK	C 100 M 89 Y 34 K 25	C 69 M 31 Y 0 K 0	C 93 M 63 Y 51 K 39	C 89 M 41 Y 71 K 33	C 47 M 100 Y 47 K 42	C 24 M 100 Y 96 K 21	C 7 M 87 Y 100 K 0	C 2 M 39 Y 100 K 0	C 15 M 47 Y 100 K 0
PANTONE	295 U	6121 C	548 C	3500 U	690 C	187 C	100 U	116 U	145 C

Color Shades

Each core color in the Montana palette comes with a full range of shades, giving you the flexibility to design across seasons, tones and uses. Whether you're dialing things up for a bold headline or softening for a background tint, these shades help the brand stay consistent, legible and accessible.

	-000	-100	-200	-300	-400	-500	-600	-700	-800	-900
BIG SKY BLUE -big-sky-blue	#E8EBF0	#D0D6E0	#A1ACC0	#7182A0	#425880	#122E60	#0F254D	#0D2144	#0A1A35	#081327
CAMAS BLUE -camas-blue	#ECF2F8	#D8E5F0	#B1CAE1	#89AFD1	#6294C2	#3A79B2	#2F618F	#29557D	#204362	#183148
TIMBERLINE GREEN -timberline-green	#E8ECEE	#D0D9DC	#A0B3B9	#708D96	#406773	#10414F	#0D3440	#0C2E38	#09242C	#071A20
SAPPHIRE GREEN -sapphire-green	#E7EFED	#CEDFDB	#9CBEB7	#6A9D93	#387C6F	#065B4B	#05493C	#054035	#04332A	#03251E
HUCKLEBERRY -huckleberry	#F0E7EC	#E0CFD9	#C19EB2	#A26D8B	#833C64	#640B3D	#500931	#46082B	#370722	#280519
CANYON RED -canyon-red	#F6E6E9	#ECCCD3	#D999A6	#C6667A	#B3334D	#A00020	#80001A	#700017	#580012	#40000D
CONSTRUCTION ORANGE -construction-orange	#FCEDEA	#F9DBD4	#F3B6A8	#ED917C	#E76C50	#E04724	#B4391D	#9D321A	#7C2814	#5A1D0F
LARCH GOLD -larch-gold	#FCF4E8	#F8E9D0	#F0D3A0	#E8BD70	#E0A740	#D89010	#AD740D	#98650C	#775009	#573A07
TREASURE STATE GOLD -treasure-state-gold	#FEF7E6	#FDEECD	#FBDC9B	#F9CA68	#F7B836	#F5A603	#C48503	#AC7503	#875C02	#624302



We developed two custom typefaces for the Montana brand: Montana Sans and Montana Serif. Together, they reflect the balance Montana is known for: tough, timeless and honest, with just the right amount of refinement.

Primary Typeface

Montana Sans

Montana Sans is straightforward, durable and clean. It’s the workhorse. Great for headlines, signage and any place the brand needs to speak clearly and confidently. It holds its own without trying too hard.



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 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 , .

Primary Typeface

Montana Sans

Montana Sans was designed to feel as grounded and durable as the state it represents. Clean, flexible and built for utility, this typeface keeps things readable without losing personality.

Body Text	Light (300) Quartz bluffs and icy wind jackknifed my old pickup near Livingston.
Body Text	Regular (400) Quartz bluffs and icy wind jackknifed my old pickup near Livingston.
Headings/Subheadings	Medium (500) Quartz bluffs and icy wind jackknifed my old pickup near Livingston.
Headings/Subheadings	**Semi-Bold (600)** Quartz bluffs and icy wind jackknifed my old pickup near Livingston.
Headings/Subheadings	**Bold (700)** **Quartz bluffs and icy wind jackknifed my old pickup near Livingston.**

Secondary Typeface

Montana Serif

Montana Serif brings a sense of history to the brand. Whether it's used in headlines or quiet details, it speaks with purpose — clear, confident and rooted in tradition.



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 a

b c d e f g h i j

k l m n o p q r s

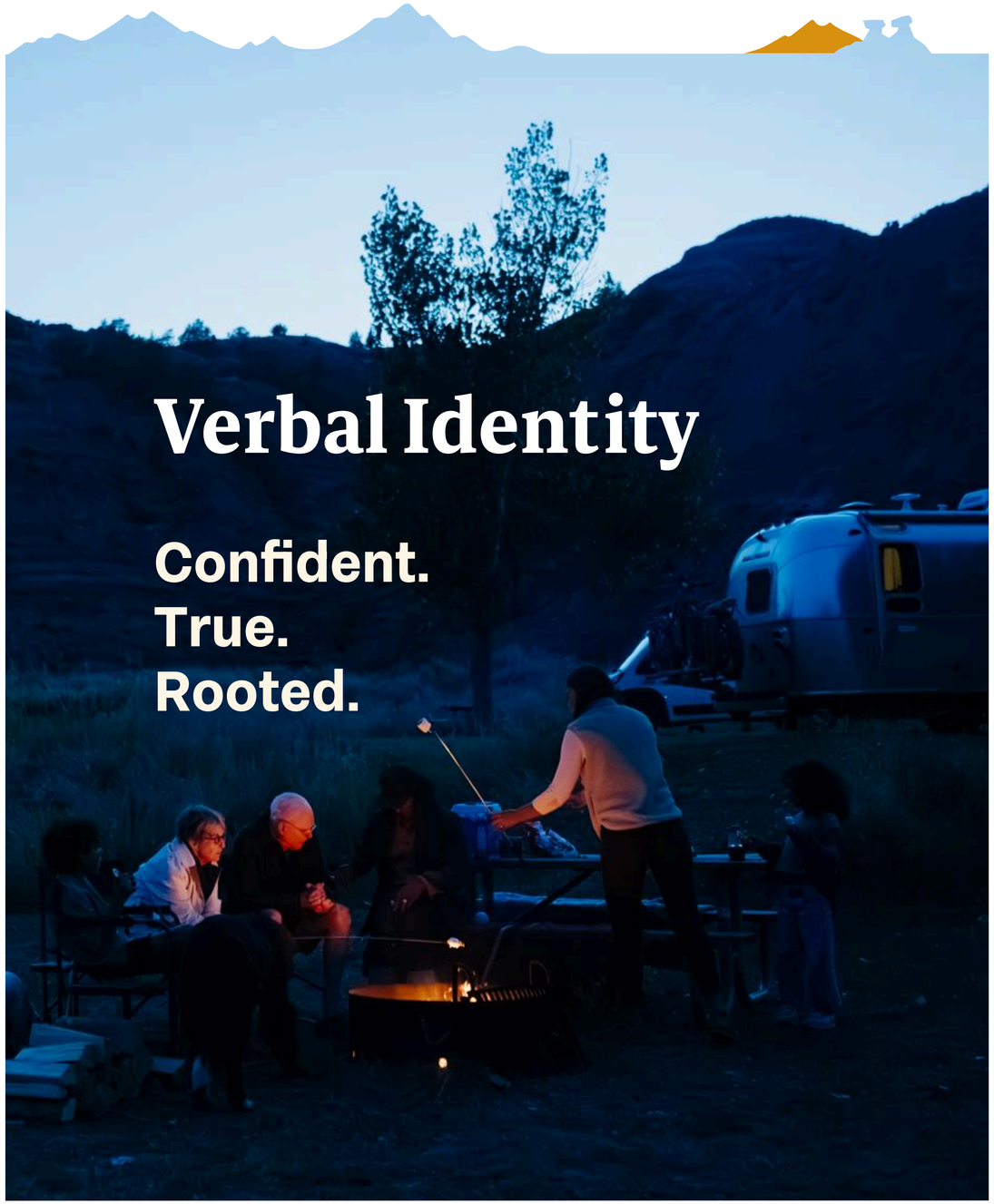
t u v w x y z , .

Secondary Typeface

Montana Serif

Designed for storytelling, Montana Serif adds weight, warmth and a little grit wherever it's used, from headlines to captions and all the moments in between.

Body Text	Regular (400) Quartz bluffs and icy wind jackknifed my old pickup near Livingston.
Headings/Subheadings	Medium (500) Quartz bluffs and icy wind jackknifed my old pickup near Livingston.
Headings/Subheadings	**Semi-Bold (600)** **Quartz bluffs and icy wind jackknifed my old pickup near Livingston.**
Headings/Subheadings	**Bold (700)** **Quartz bluffs and icy wind jackknifed my old pickup near Livingston.**



Montana doesn’t need big words to make a big impression. The way we speak reflects the place itself: confident, true and rooted in something deeper than trends.

Our Voice

**Steady.
Unwavering.
True.**

Voice is the consistent way a brand speaks. It reflects the brand's personality and doesn't change. For Montana, the voice is steady, unwavering and true.

Montana's voice is steady and unwavering, just like the land itself. It doesn't try to be something for everyone. It stays true. And that's exactly why the right people will always find their way here.

Confident, but never boastful.

Strength in Montana shows up quietly. It lives in landscapes shaped by time and in a way of life that values substance over show. This place does not need to shout. It lets the land, the people and the presence speak for themselves.

DO: Let the facts and Montana's character speak for themselves.

DON'T: Brag, exaggerate or make big claims just to stand out.

Unpolished, yet intentional.

Montana isn't overly polished, scripted or dressed up to impress. The words are real, grounded and direct — like a well-worn leather glove or a dirt road leading somewhere good.

DO: Keep the language natural, direct and a little rough around the edges.

DON'T: Overwrite or dress things up just to sound impressive.

Our Voice

**Steady.
Unwavering.
True.**

Voice is the consistent way a brand speaks. It reflects the brand's personality and doesn't change. For Montana, the voice is steady, unwavering and true.

Welcoming to those who appreciate it.

Montana is reciprocal. You get out of Montana what you put in. Montana meets your enthusiasm and excitement with in-kind opportunity.

DO: Speak with quiet openness to those willing to engage.

DON'T: Sound overly accommodating or try to win everyone over.

Montana knows how to have a good time.

In Montana, fun isn't manufactured — it's found. It's shared laughter, bonfires that burn late, wrong turns that turn into the best adventures and stories. Montana works hard, but it plays even harder, because the best moments aren't planned — they just happen.

DO: Capture joy the way it happens here — unexpectedly but honestly.

DON'T: Manufacture excitement or use language that tries to be cool.

Montana's a classic.

Montana holds onto what matters: quality, character and a way of life that stands the test of time. The words spoken about this place today could have been said 50 years ago and will still ring true 50 years from now.

DO: Use timeless words that reflect Montana's lasting values.

DON'T: Chase trends, use buzzwords or sound overly nostalgic.

Our Voice

Steady.
Unwavering.
True.

Voice is the consistent way a brand speaks. It reflects the brand's personality and doesn't change. For Montana, the voice is steady, unwavering and true.

Rooted in action, not just words.

Montana doesn't talk about adventure — it is adventure. It doesn't preach about resilience — it shows it. The language is about doing, going, experiencing and learning.

DO: Show what Montana is through what people do here.

DON'T: Rely on abstract ideas or empty statements.

Montana doesn't need to be exaggerated or sold.

Montana doesn't need embellishment; its presence is enough. It speaks in open skies, winding rivers and the kind of moments that stay with you. Those who are meant to find Montana don't need convincing.

DO: Write with restraint and let the place tell its own story.

DON'T: Overhype or rely on tired tourism phrases.

Montana can speak for itself.

Montana speaks for itself. The words don't need to be flowery, romanticized or full of over-the-top metaphors. The landscape, culture and people will always say it best.

DO: Let the imagery and stories carry the weight.

DON'T: Compete with the place by adding too much language.

Our Tone

Honest.
Grounded.
Self-assured.

Tone is how voice adapts to different situations. It might be warmer in a welcome message, more direct in a public safety announcement or a little playful on social media, but it always stays true to the same voice.

Montana's tone is honest, grounded and self-assured. We don't talk just to be heard. We say what we mean and we let the rest speak for itself.

We lead with clarity, not clutter.

Our tone trusts the reader. It doesn't overexplain or dress things up. The words are chosen with care, but never overthought. Sentences are often short, but full of weight — like the pause before a punchline or the glance that says more than words could.

DO: Keep it simple.
Short, clear sentences carry more weight than overwrought ones. Let the words breathe.

DON'T: Overexplain or overdecorate.
Montana doesn't need frills. If you're working too hard to sound poetic, you're trying too hard.

We show respect — not just for the land, but for the reader.

That means speaking with purpose. Letting silence or space do its job when needed. And recognizing that what's unsaid can matter just as much as what's on the page.

DO: Write with purpose.
Every word should pull its weight. Use space, silence and brevity as tools.

DON'T: Fill the page just to fill it.
Don't say more than you need to. Trust the reader to meet you halfway.

Our Tone

Honest.
Grounded.
Self-assured.

Tone is how voice adapts to different situations. It might be warmer in a welcome message, more direct in a public safety announcement or a little playful on social media, but it always stays true to the same voice.

We have a sense of humor — the kind that sneaks up on you.

It's dry. Understated. Earned. The kind of laugh you share after a long day, a missed turn or weather that did the opposite of what it promised. It's not performative. It's clever, self-aware and just the right amount of wry.

DO: Use dry humor and quiet confidence.
A little wit goes a long way. Let it live in understatement and sharp timing.

DON'T: Try to be funny.
Montana's humor isn't loud or obvious. It's not slapstick. If you have to explain the joke, it's not the right joke.

We keep it real.

There's no need for fluff or flowery metaphors. If it was cold, we say so. If it was hard, we don't hide it. This tone reflects the way Montanans speak. Straightforward. Sometimes dry. Sometimes funny. Always real. It resonates. Not because we shout, but because we hit close to home.

DO: Be real.
Say it like it is — whether it's cold, hard, funny or unexpected. Speak from experience.

DON'T: Embellish or exaggerate.
If it sounds like marketing copy, it probably doesn't sound like Montana.

We speak from experience.

This tone isn't hypothetical. It comes from doing the work, showing up and going the long way. It comes from stories told around campfires, not in boardrooms. It's humble but not shy. Never performative, always lived-in.

DO: Sound lived-in.
The tone should feel like it came from someone who's been out there, not someone reading about it from a desk.

DON'T: Try to impress.
Montana doesn't need to. The tone should feel weathered, warm and real, never salesy or slick.

Our Tone

Honest.
Grounded.
Self-assured.

Tone is how voice adapts to different situations. It might be warmer in a welcome message, more direct in a public safety announcement or a little playful on social media, but it always stays true to the same voice.

We don’t chase trends.

Montana's tone isn't trying to go viral. It's not concerned with being relevant. It cares about the truth of what it's like to spend time here, today or years from now.

DO: Let the strength be quiet.
Montana is calmly confident, so write that way. Let the words stand on their own.

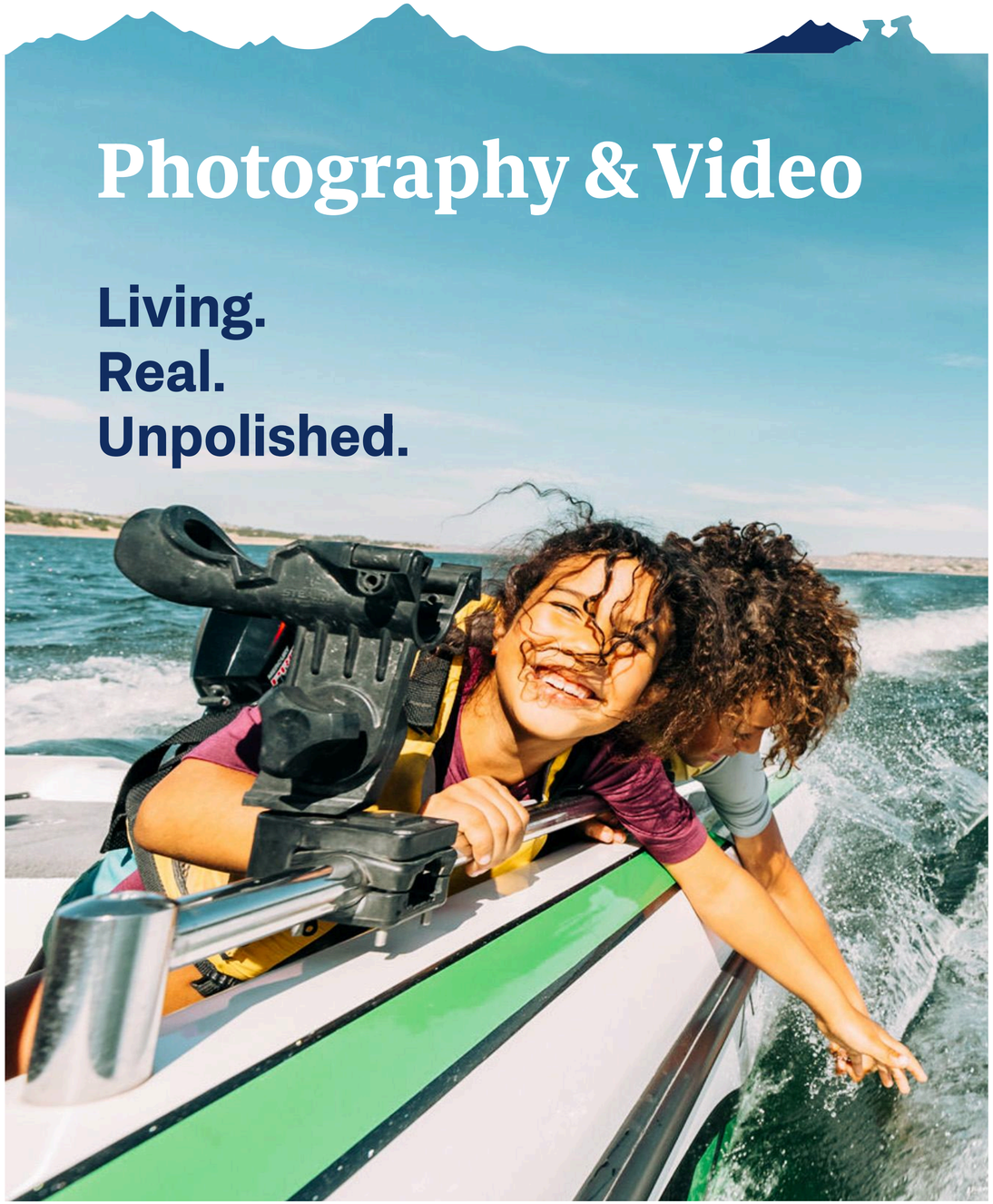
DON’T: Use hype language.
Avoid buzzwords, exclamation points or anything that tries to sound “cool.” If it feels like it’s trying too hard, it is.

Montana doesn’t need to raise its voice.

Montana’s tone isn’t loud or flashy. It’s made for connection. The kind that lingers. The kind you carry with you, like a story that gets better every time you tell it. It doesn’t need to shout.

DO: Trust Montana to carry the story.
Use the tone to frame the experience, then step back and let the land, people or moment speak for themselves.

DON’T: Oversell.
If it feels like a pitch, it’s probably wrong. The right people will feel it without needing to be convinced.



Montana isn’t a postcard. It’s a living, working, ever-changing place. Our photography and video should reflect that. We show the real moments: the grit, the weather, the quiet, the joy. Not staged or polished.

Composition

Composition should be natural, not forced. Use light and setting to tell the truth of the moment. Let real places, real people and real imperfections do the work. Montana doesn’t need to be staged — it is the stage.

The best shots feel like you were just there.

Use Natural Light

Favor golden hour, overcast skies and midday shadows over artificial setups.

Let imperfections — dust in the air, fog in the morning — enhance the scene.

Capture Real Environments

Showcase people where they actually live, work, or wander: on back roads, in a branding pen, at the corner bar.

Leave room for environment. Don’t crop out context.

Keep It Grounded

Embrace movement, grit and grain.

Let people look into the camera — or don’t. Just don’t pose them like they’re in a commercial.

Subjects

Focus on locals, not actors. Real work, not staged scenes. The subjects we feature should feel lived-in, like they belong in the frame because they do. This isn't about perfection or performance. It's about capturing life as it unfolds out here. Honest, seasonal and grounded in the everyday.

Montana's story is told through its people, places and seasons — just as they are.

Locals Over Models

Shoot real Montanans doing what they already do: hauling hay, serving pie, changing fly patterns.

Avoid aspirational setups. This brand is not selling a fantasy.

Seasonal Changes

Highlight snowmelt, summer haze, autumn burn piles, spring runoff.

Weather should be present: windblown hair, muddy boots, frost on a truck mirror.

Working Landscapes

Show the intersection of land and labor: irrigation ditches, oil-stained jeans, dirt roads.

Mountains are part of the picture, but they're not the whole story.

Lived Moments

Capture people mid-action or mid-thought: lighting a stove, waiting for coffee, standing in the wind.

Show emotion without drama, without forcing it. Joy, quiet, solitude, connection.

Framing

Framing should serve the story, not distract from it. Whether it’s for web, social or print, lead with layouts that feel natural, grounded and clear. Use space with intention. Wide when the land speaks loudest, close when the people do. Let the format fit the moment, not the other way around.

If it looks too polished, you’ve gone too far.
Let Montana speak for itself.

Web

Hero images: Wide landscape format (16:9 or 3:1).

Detail blocks: Mix in tighter shots, but always show context.

Social

Instagram feed and Facebook: Square or 4:5 portrait for people-first moments.

Instagram stories and reels: Vertical (9:16) but with natural, steady movement.

Print

Covers: Full-bleed. Show landscapes with leading lines.

Interior spreads: Pair wide shots with quiet portrait moments.

Out-of-Home

Billboards: Always horizontal, high-impact and minimal clutter.

Transit and posters: Bold, high-contrast visuals that read quickly and clearly in motion or at a glance.

What To Avoid

Avoid anything that makes Montana feel fake, overly styled, or like it belongs in a generic tourism ad. We're not here to glam it up or smooth it out. This brand is about real people, real places and the kind of beauty that doesn't need retouching. Let Montana be Montana — and leave the filters behind.

Not everything beautiful is honest. Not everything honest needs to be polished.

No Stocky Glamour Shots

Skip the models with perfectly styled outfits looking longingly at a sunset.

Avoid setups that feel more LA than Livingston.

Don't Overdo the Drone

Use aerial shots sparingly and with purpose (to show scale or movement, not just beauty).

Avoid the "tourism ad" look. We're not selling Montana as a resort.

No Over-Saturation or Heavy Filtering

Keep colors realistic and restrained.

Don't bump the blues or oranges to try and make it pop. It already does.

MONTANA

Using the Montana brand does not constitute an endorsement or guarantee of purchase by the State of Montana. The Montana brand shall not be used to disparage or otherwise cast the Montana brand in a negative light. It is permitted to note that designs are using the official Montana brand with the following statement: "Featuring the official Montana brand."