

CHARITABLE PURPOSE

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

BRAND VALUES

Brand values 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.

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

LOGO

The primary horizontal logo should be used whenever possible for all communications, including advertising, brochures, collateral, internet, and multimedia.

Alternatively, use the vertical stacked version of the logo when the design doesn't allow for the standard horizontal format.



PRIORITY AREA ICONS



American Indian Health



Behavioral Health



Public Health



Housing is Health Care



Medicaid and Health Policy



School-Based Health

PRIMARY COLORS

ACCENT COLORS



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

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) • **log in** (as a verb) • **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”)

FONT USAGE

The primary font to be used for the Montana Healthcare Foundation brand is Poppins. This font is for design use. For staff use and internal documents, please use Century Gothic. Century Gothic was chosen for staff use because it is very close to the Poppins aesthetic and widely available in Microsoft Office.

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.

Eyebrows / Pre-Header: Poppins Bold (all caps + orange)

BOZEMAN, MONTANA