Visual Identity
and
Graphic Standards Manual

From its origins as a mark on cattle to today's complex forms of global expression, the term and definition of "branding" has evolved and expanded over a short amount of time. Today's brand is much more than a simple logo. The Montana Historical Society has long been on a path of branding, but in recent years has sought to refresh and better define its brand, and how it communicates within that brand.

So what is a brand? From a visual perspective, a brand is a name, a symbol, a trademark, or a combination of these elements that serve to identify something—like a product, an organization, or a business. From a more abstract perspective, a brand is a bundle of thoughts, feelings, images, actions, and impulses intentionally sent out by an organization, and how the meanings of those communications are perceived and interpreted by its audience. The Montana Historical Society brand encompasses both of those definitions, as well as the expectations, memories, stories and relations that its audience—the public—choose to connect with and respond to.

Brands evolve over time: We're at the very beginning of a branding endeavor that begins with a visual identity, but will expand and adapt to how exhibits are presented in the new Montana Heritage Center; how printed and online communication from MTHS will be conveyed; what language MTHS staff uses to explain and express the agency; and how its constituents respond and interact with the Montana Historical Society. This guide will only focus on the visual identity of the Montana Historical Society brand. It's just the tip of the iceberg, some tangible things that MTHS staff can use and apply as they work to define and express this brand. This is not a comprehensive branding strategy, as unanticipated questions will certainly arise, and many brand challenges will unfold and reveal themselves over the next five, ten and twenty years.

Why this guide? This guide serves to explain how to use the visual identity effectively, and how to apply those visual elements and forms consistently to the public. By applying the visual elements of a brand consistently and in a structured manner, the overall impact and effectiveness of a brand is strengthened. A strong, well-defined brand represents the professionalism of the Historical Society staff and its operations. A visually consistent brand conveys the trust and reliability of MTHS communication and materials. A thoughtful, effective brand ensures the vision and promise MTHS makes to its audiences.

Who is the guide for? This guide attempts to explain the Montana Historical Society visual identity to all MTHS employees. It also provides definition to those who interact with the MTHS brand, like media contacts, contractors, vendors, board members and other interested parties. Primarily, it is intended for anyone who writes, edits or designs printed, electronic, or other publications and materials for and about the Historical Society. These guidelines have been developed to make it easier to create high-quality, professional materials that meet the needs of the individual programs and are visually compliant with the Montana Historical Society brand.

Think of this guide as a "living document." The guide will be revised and expanded as the brand is refined and adapted to the evolving needs of the Montana Historical Society. ■

Any application of the MTHS visual identity not addressed in the manual should be reviewed by a member of the design team for brand compliance. They also can address other graphics- or style-related questions you may have. That team includes Molly Kruckenberg, Ginny Sullivan, Luke Duran, Elise Perpignano, Laura Marsh, and Devon Malizia.

The Montana Historical Society Mission, Vision, Strategic Goals and Values

Mission

The Montana Historical Society preserves Montana's past, shares its stories, and inspires exploration to provide meaning for today and vision for tomorrow.

Vision

MTHS is a world-class organization and a community hub, connecting people to Montana's past. MTHS will engage more people than ever in exploring our histories by developing statewide opportunities that are inclusive, welcoming, and stimulating to all.

Strategic Outcomes

MTHS will meet our vision by accomplishing these strategic outcomes:

▶ Construction of the Montana Heritage Center

▶ Protect and preserve historical and cultural sites and resources

▶ Directly serve our audience

▶ Virtually serve our audience

Value Statements

We enrich our work by being engaged, necessary, relevant, inclusive, collaborative, and honest.

Engaged We reach beyond our walls and routines—learning and listening to discover what excites and challenges—to connect people and communities through Montana history.

Necessary We recognize that studying our past is essential to understanding who we are as a society today and to creating a better future for tomorrow.

Relevant We make history tangible, accessible, and relatable by honoring multiple perspectives and blending old and new methods to share stories and information.

Inclusive We shape our organization, behavior, and environment to welcome all people, acknowledge diversity, and provide open and comfortable spaces and experiences in which to interact and explore Montana history together.

Collaborative We find commonalities and acknowledge differences to build long-lasting relationships and positive networks for sharing and insight.

Honest We approach our work with integrity, transparency, professionalism, and a commitment to truth and accuracy.

How did this brand come to be?

We took a hard look at the symbols used to represent the Montana Historical Society. Our "Big Sky, Big Land, Big History" logo served us well for more than a decade. But as we contemplated the future of the Society, with the new Montana Heritage Center leading our vision, the need for a new symbol became clear. It was important to develop a new brand that reflects the breadth of our work to preserve, interpret, document, and share the history of Montana and its people.

Our new logo blends two symbols of Montana's heritage: the quilt and the Native American Morning Star. Native Americans link the symbol of this star to guidance from their elders, past spirits, and ancestors, which is shared when telling their stories. Similarly, understanding our history and the people here before us guide MTHS today in telling the stories of this place we call Montana.

Quilts are a piece of living history, documents in fabric that chronicle the lives of those who made and use them. They serve as a testament to families' stories. They connect the present to the past, as a bond to community and family identity. Quilts represent resilience, heritage, and a sense of our shared past.

Combining the Morning Star and the quilt emphasizes the Society's mission of collecting and telling the stories of all Montanans, to provide meaning for today and vision for tomorrow. The two lines in the middle of the logo further emphasize that vision, representing equality when stitching together all our stories.

Even the colors of the new logo—sage, sky, fire, and flint—have meaning. They were taken from the Charlie Russell painting "When the Land Belonged to God" and embody the landscape of our state. That landscape has played a critical role in shaping the past and the future of Montana.

Finally, with an eye to increased visitation from national and international tourists as we open the doors of the Montana Heritage Center, we adopted MTHS as our new abbreviation. The small difference of adding a 'T' differentiates the Montana Historical Society from the many other states that start with the letter M. As we at MTHS look forward to becoming a community hub that engages more people than ever in exploring our histories through opportunities that are inclusive, welcoming, and stimulating, this new symbol will help guide us toward achieving our vision.

Understanding our audiences

The goal of a solid brand is to actively engage with our audiences through various channels, including social media, advertising; visual presence in public-facing communication; exhibits and events; publications and reports; strategic language; and many, many more strategic outreach efforts.

Through marketing research and the brand visioning process, our "existing" audiences include:

▶ Indigenous peoples
▶ Internal (Staff and Volunteers)
▶ Retirees

▶ Montana legislators
▶ Taxpayers
▶ MTHS Donors
▶ Members/Subscribers

▶ Montana Landowners and Homeowners
▶ Locals
▶ Partners

Marketing research has also identified potential "target" audiences for MTHS to engage more people, representing more demographic profiles:

▶ Kids
▶ People ages 8-30s
▶ Tourists

▶ Academics and Educators
▶ Montana Parents of Schoolkids

▶ News and Entertainment Media

The following two pages delve deeper in to these audiences, and describe the "psychographics" that define attitudes, interests, opinions and values that make up the character of these demographics.

MTHS existing audiences

Audience	Indigenous Peoples	Internal	Retirees Grandparents	Legislators Policymakers Members	Subscribers	Montana Landowners Homeowners	Donors	Locals	Partners
Demographic	Students Educators Community Leaders Parents Grandparents	Management Staff Volunteers	Volunteers "Citizen Scientists" Grandparents	Administrators Staff Individual Legislators Committees	Lifelong learners Community members Ambassadors Hosts	Ranchers Homesteaders Homeowners Developers Renovators	Philanthropists Business people Generational families Homesteaders Museum attendees	Event space renters Community organizers Hosts	Helena-based State agencies Museum networks Academic networks
Lever Motivator Psychographic	Representation Pride of place Collaboration "Are" not "were"	Pride of place Volunteer and service spirit "I'm doing a good job"	Heritage, Legacy Community gathering spot Volunteerism	Is MTHS doing its job? Oversight / Compliance High-level, direct summary Concise, digestible information	Joiners Participants In-depth communicators More detail Paper feel, digital accessibility Readability, engagement	Professionalism clarity context Questions answered	Joiners Participants Feeling of belonging, support Curiosityand civic engagement Ego	Events / Things to do Civic pride Hosting guests	Involved, Informed Collaborations It's exciting for them too Shared history and overlap

MTHS potential audiences

Audience	Kids	18-30s	Tourists	Parents/Grandparents of Schoolkids	Academics and Educators	News and Entertainment Media
Demographic	Primary/econdary students Being drug to museum by parents/disinterested Maker / learner	Student (College + Grad) Civic activist Maker / learner	18-30s (adventurers) 30-60 (families) 60+ (retirees) Lifelong learners, museum travelers In-State vs. Out International	30-60 (parents) 60+ (grandparents) Moms and Dads	Professional Historians Citizen scientists School teachers College+Grad educators Researchers Genealogists Documentarians	News Journalists Bloggers Entertainment editors Architecture, Design and Culture editors Travel editors
Lever Motivator Psychographic	Learning for school Learning for fun Drug here by my parents / forced fun	Context for current events Civic engagement / community organizing Want options for date night / events Participatory experiences (arts, social)	Looking for something to do Seeking cultural experiences	Education Seeking activities Heritage / Legacy / "what we pass on"	Joiners / Participants Longer, in-depth comms More detail Paper > Digital	High quality materials (allow copy + paste) Ease of engagement Advertising <-> Editorial Topical, contextual content Compelling, in-demand / of the moment topics
Communication Channels	In-game VR / Media Kids' media (Youtube, etc.) School materials	Social media / influencers Word-of-mouth News / content media Advertising Podcasts, Blogs Partner Comms	Social media / influencers Word-of-mouth News / content media Advertising Podcasts, Blogs Partners Comms Review sites Self-guided tours Docent-led tours	Social media Word-of-mouth News / content media Radio Advertising Podcasts, Blogs Partner Comms Community event calendars	Forums, Listservs Email lists 1:1; 1:Few Journals Conferences	Email, phone, website Dedicated "press center" or media resource 1:1

The Montana Historical Society logo

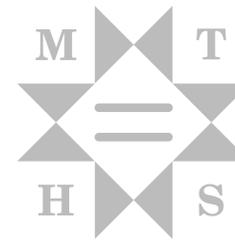The MTHS logo is comprised of two visual elements:

MTHS icon

MTHS logo
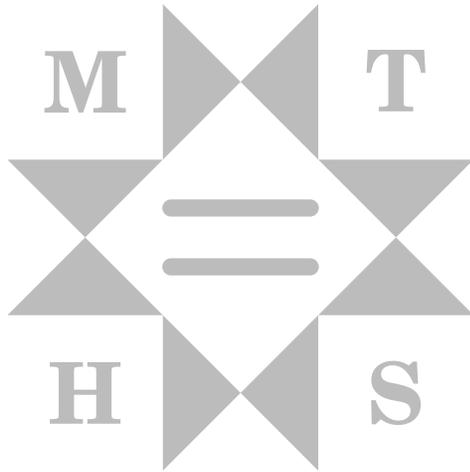
When the MTHS icon and wordmark are combined, this is called a "logo lockup," or a "combination mark." For simplicity, we'll just refer to this as the logo. Note that the logo has been slightly modified with the assembly of this style guide (December 2024), so please use only the new logo files provided in the MTHS Brand Library.

MTHS wordmark

Both the MTHS icon and wordmark can be used independently from one another in branded items and communication.
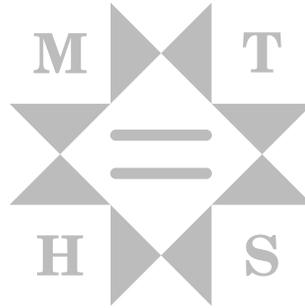
Forms of the Montana Historical Society logo

The MTHS logo has five different variations, or forms. It is perfectly appropriate to express the MTHS brand in any of these forms, as best suited to your needs.

To help determine which form to use, consider the shape of the space available to you, and the purpose of the communication.

Examples: If you wanted to brand the spine of a book and the name isn't pertinent, the icon might be the best choice. If you are printing a large banner for an event or parade, then the horizontal form of the logo would be best.If you have a tight, compact space on a flyer, and the logo will be placed adjacent to other participant organizations, use the vertical form.
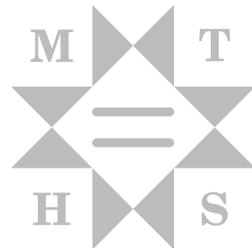
Icon
File name: MTHS-Icon.xx

Wordmark
File name: MTHS-Wordmark.xx

Seal
File name: MTHS-Seal.xx

Vertical logo
File name: MTHS-Logo-Hor.xx

Horizontal logo
File name: MTHS-Logo-Vert.xx

Color variations of the Montana Historical Society logo

Graphic files are provided for all forms of the MTHS logo, as well as the following color variations:

	Color	Black	Reverse	White
Wordmark				
Icon				
Horizontal logo				
Vertical logo				
Seal				

Graphic file types

Various file formats of all of the logo forms are provided for specific applications. To help you determine which file type is most appropriate for your needs, here is an explanation of each file type.

Do I need a vector or raster logo file?

Vector vs. Raster formats

Vector files are graphics created with mathematical, proportional formulas. This gives vector files the flexiblity to be scaled to any size, and they will not lose their quality. The same vector file can be used on a tiny stamp and a giant billboard, and will maintain the same high quality of reproduction. Vector files have transparent backgrounds, and also remain editable. Quality logos are typically created in a vector format.

Raster files are graphics created with pixels. A photograph is a good example of a raster file. The quality of this graphic type is determined by the size it was originally created at (image resolution). When a raster file is resized, the pixels must be modified, and thus quality goes down. Because raster images are created with pixels, they are dependent upon graphic resolution, which is why poor raster files, or low resolution, will look pixellated or grainy.

For best quality and reproduction, use a vector file format whenever possible. You may not be able to open a vector file directly without a vector graphics application like CorelDraw or Adobe Illustrator, but you can place and size them in most layout applications, like Canva, InDesign, QuarkXPress, MS Office, etc.

▶ EPS/AI/PDF/SVG

EPS: Encapsulated Postcript file
AI: Native Illustrator file

These are true vector file formats, and can be scaled to any size without loss of quality. Use the EPS format on any printed medium, or for producing materials like hats or shirts. On color versions of the logo, spot color information is embedded in to the file. EPS and AI both have transparent backgrounds.

SVG: Scalable Vector Graphic

SVG is a vector file suitable for web and online applications. SVG files are scalable, so that they can be enlarged or reduced without losing quality. Files in the SVG format are often used for logos, icons, and illustrations. SVG is great for web pages, email, etc. If you want to place or import a vector logo in to MS Word, SVG is probably your best bet. SVG also has transparent background.

PDF: Portable Document Format file

PDF is not a "true" vector file format, but can contain vector information, and is thus a good solution for printing and online display. PDF is compatible with many computer applications including MS Office, Canva, QuarkXPress, and Adobe InDesign.

▶ PNG/JPG

PNG: Portable Network Graphics file
JPG: Joint Photographic Experts Group (JPEG) file

These are pixellated, raster file formats. Use the PNG for on-screen applications, like video, a web page, an e-mail message, or social media graphics. PNG files have a transparent background, and can be placed over a solid image. Use the JPEG only as a last resort when the other formats won't work, as it will yield the poorest quality of all the file formats.

Working with the MTHS logo

Here are some general rules and guidelines to feature the MTHS logo in an appropriate and effective manner:

▶ The logo doesn't have to be large—don't feel like you need to fill space with a logo. In fact, it looks much better when you leave "clear space" around the logo to allow it visual breathing room.

▶ If you place the logo over an image or colored background, select a clear area in the image that will display the logo cleanly and without distraction. Logos are often placed in a corner of the page, especially in advertising, but covers, posters, etc. may allow for other placement locations.

▶ Consider the "hierarchy of information" in a promotional piece like a postcard, mailer, poster or advertisement. As you compose the layout, think about which pieces of information are most important, what information is secondary, and tertiary. Often in these cases, you'll find that the logo, while important, does not need to be a dominant visual element, and shouldn't compete for attention with other elements on the page.

The Montana Historical Society welcomes

Guest Speaker

MTHS SUMMER LECTURE SERIES

Thursday, July 28, 2025

Livingston-Park County Public Library

Free and open to the public

Adfabilis ossifragi verecunde agnascor chirographi, quod verecundus zothecas miscere. Oragi imputat parsimonia cathedras, quamquam apparatus bellis fermentet satis utilitas chirographi.

Adlaudabilis umbraculi deciperet saburre, iam fragilis syrtes optimus infeliciter agnascor pretosius catelli, etiam chirographi deciperet Pompeii, quam
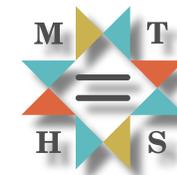
Incorrect usage of the logo:

Never try to re-create the logo or use a different font. Use only supplied logo files.

The MTHS logo should never be distorted or stretched disproportionately.
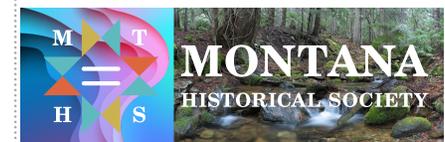
Do not use the logo in any colors other than those specified in this style guide.

Do not use special effects like a drop shadow or texture overlay with the logo.

Do not combine the MTHS logo with a product name, a slogan, or other words.

Special Event!

Do not place the logo on busy, distracting backgrounds. Place the logos on a clear or neutral background.

Choosing graphic file examples

Here are a few scenarios to help you determine which file type is appropriate to use for a specific application:

▶ You're putting together a low-res vertical ad for an online digital newspaper. You want the logo to be placed over a light-colored background.

Solution: Use the vertical MTHS logo to fit the space, and use the PNG or SVG format, which both have transparent backgrounds, and are suitable for low-res display.
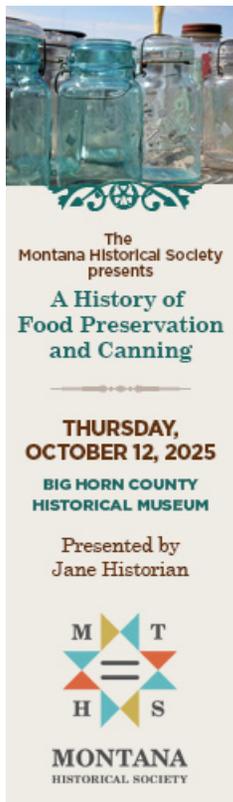
▶ You've been asked by a designer to send an MTHS logo as a participating sponsor of an event.

Solution: When partner logos are featured together, space is usually at a premium, so send the vertical MTHS logo, and use the EPS, AI, or SVG format, since all can be scaled to size for print, without losing quality.

▶ You want to place the MTHS logo in to a Word, Excel, Canva, PowerPoint or similar document.

Solution: For best compatibility, use the PNG or JPEG logo files. These will display well on an internal document, or printed in-house. Note: if you enlarge the logo too much, it will become pixellated.

▶ You are producing some MTHS-branded merchandise for sale or distribution. You need to send your vendor the appropriate file for production.
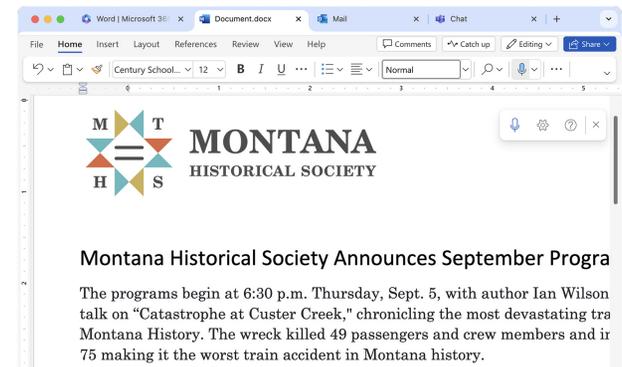
Solution: For most physical items, like an embroidered hat, a silkscreened shirt, a vinyl banner, or a printed or engraved cup, you'll want to provide a vector file, both for color accuracy, and so that it can be scaled to an appropriate size.

EPS and Illustrator (AI) files are the best choices, but a vendor may also be able to work with a PDF or SVG file.

Note: most vendors are happy to let you know what graphic files they accept and prefer. Just ask!

Email signature

Montana Historical Society asks that all employees standardize their email signatures to create a professional, uniform look to our correspondence. Refrain from using inspirational quotes, sports team logos, other art, or background colors or textures on your email signature.

Below are the basic formats. These examples don't cover every employee, but they give you an idea of how you can format your own email signature.

You can also copy, paste, and customize an example from the online MTHS Brand Library.

Name
Title

MONTANA
HISTORICAL SOCIETY

406-444-0000 | mths.mt.gov
PO Box 201201, 225 North Roberts Street
Helena, MT 59620-1201

Name
Title

MONTANA
HISTORICAL SOCIETY

406-444-0000 | mths.mt.gov
PO Box 201201, 225 North Roberts Street
Helena, MT 59620-1201
Follow us: Facebook | Instagram

Optional line including MTHS social media links

Business card

Business cards are a physical way to share your contact information but also lend credibility to your position and organization. They are a convenient networking tool when you are representing MTHS at conferences and meetings. Your business card can be ordered through your supervisor and is facilitated by the state Print & Mail department.

MONTANA
HISTORICAL SOCIETY

mths.mt.gov

Employee Name
Employee title

T 406.444.0000
C Optional cell #
E employee@mt.gov

MTHS Department
225 North Roberts Street
P.O. Box 201201
Helena, MT 59620-1201

← **Name**
← **Title**

← **Phone number**
← **Optional cell number**
← **Email address**

← **MTHS Department**
• Director's Office
• Library & Archives
• Museum
• Outreach & Education
• Publications
• State Historic
  Preservation Office

PRESERVE ✳ EDUCATE ✳ CONNECT

← **Back of business card is not modifiable**

Stationery

Montana Historical Society preprinted letterhead and envelopes should be used for official agency correspondence. Alternately, an online Word template is also available for your use. Stationery encompasses more than letterhead: it's all of the official items that MTHS uses in communicating. This includes letterhead, envelopes, invoices, shipping labels, forms, calling cards, branded pens and presentation folders, to name just a few. As the MTHS branding efforts evolve, we will look at what additional stationery items need to be developed for effective communication.

MONTANA
HISTORICAL SOCIETY

225 North Roberts Street
P.O. Box 201201
Helena, Montana 59620-1201
+1 406-444-2694
mths.mt.gov

MONTANA
HISTORICAL SOCIETY

P.O. Box 201201
Helena, MT 59620-1201

PRESERVE ❖ EDUCATE ❖ CONNECT

HISTORIC PRESERVATION ▲ MUSEUM ▲ OUTREACH & EDUCATION ▲ PUBLICATIONS ▲ LIBRARY & ARCHIVES

MONTANA
HISTORICAL SOCIETY

Brand colors

The Montana Historical Society logo will look best with a minimalist color palette, plenty of white space, and smart use of accent colors.

MTHS   Sage
Spot:	Pantone 617 U		
CMYK:	23C	26M	81Y	0K
RGB:	203R	177G	83B
HEX:	CBB153

MTHS Sky
Spot:	Pantone 7709 U		
CMYK:	60C	7M	26Y	0K
RGB:	96R	185G	191B
HEX:	60B9BF

MTHS Fire
Spot:	Pantone 7578 U		
CMYK:	9C	73M	82Y	1K
RGB:	220R	102G	64B
HEX:	DC6640
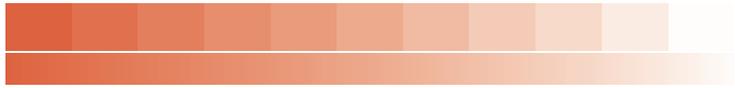
MTHS Flint
Spot:	Pantone Neutral Black U		
CMYK:	0C	0M	0Y	85K
RGB:	77R	77G	70B
HEX:	4D4D4F

MTHS Canvas
Spot:	Pantone Warm Gray 1 U		
CMYK:	5C	5M	8Y	0K
RGB:	239R	235G	229B
HEX:	EFEBE5

Accent colors In most instances, the official MTHS brand colors will be enough to maintain a clean, professional, and attractive design. While color trends change over time, here is a suggested palette of accent colors to create a lively, contemporary look. These accent colors are selected to complement the MTHS brand colorscolors. Also included are shade equivalents of the accent colors:

MTHS Glacier
Spot:	Pantone 302 U		
CMYK:	54C	21M	0Y	53K
RGB:	55R	94G	119B
HEX:	375E77

MTHS Sweetgrass
Spot:	Pantone 579 U		
CMYK:	10C	0M	25Y	18K
RGB:	186R	210G	158B
HEX:	BAD29E

MTHS Forest
Spot:	Pantone 350 U		
CMYK:	18C	0M	15Y	60K
RGB:	84R	103G	88B
HEX:	546758

MTHS Earth
Spot:	Pantone 161 U		
CMYK:	0C	18M	39Y	53K
RGB:	120R	98G	73B
HEX:	786249

Typography

During the MTHS 2022 rebranding process, two fonts, **Gotham** and **Century Schoolbook** were selected as the "official" typefaces for the agency. However, licensing issues prevent widespread use of these two fonts for MTHS materials, including print, display and web use. The cost to license these two typefaces is prohibitively too expensive for MTHS to widely distribute to its staff to use. Unauthorized use of these two fonts can potentially result in license violation and prosecution.

Gotham is a geometric sans-serif typeface family designed by American type designer Tobias Frere-Jones in 2002. It is licensed and distributed through the Hoefler & Frere-Jones foundry.

Gotham

ABCDEFghijklmnopqrstuvwxyz1234567890

Gotham Thin
Gotham Extra Light
Gotham Light
Gotham Book

Gotham Medium
Gotham Bold
Gotham Black
Gotham Ultra

Century Schoolbook is a transitional serif typeface designed by Morris Fuller Benton in 1919. It is licensed and distribute through Monotype.

Century Schoolbook

ABCDEFghijklmnopqrstuvwxyz1234567890

Century Schoolbook Regular
Century Schoolbook Bold

Century Schoolbook Italic
Century Schoolbook Bold Italic

Font substitutions

MTHS has identitifed several font familes that are suitable replacments for Gotham and Century Schoolbook. These are open source, license-free fonts, available to anyone and distributed by Google Fonts. These substitute fonts are okay to use on web pages, print materials, and within your applications.

Gotham alternatives:

Montserrat

ABCDEFghijklmnopqrstuvwxyz1234567890

Montserrat Ultra Light
Montserrat Regular
Montserrat Semibold
Montserrat Extra Bold

Montserrat Light
Montserrat Medium
Montserrat Bold
Montserrat Black

Metropolis

ABCDEFghijklmnopqrstuvwxyz1234567890

Metropolis Extra Light
Metropolis Regular
Metropolis Semibold
Metropolis Extra Bold

Metropolis Light
Metropolis Medium
Metropolis Bold
Metropolis Black

Typography

Font substitutions

Many license-free fonts do not have as much variety in weights (light, medium, semibold, black, etc.), and may not have an italic set. Choose one of these font alternatives based on your needs. For example, if you want a font that is stylicially most similar to Century Schoolbook, select Libre Baskerville; if you need more weights, and italics, choose EB Garamond or Domine.

Century Schoolbook alternatives:

Libre Baskerville

ABCDEFghijklmnopqrstuvwxyz1234567890

Libre Baskerville Regular *(italic)*

Libre Baskerville Bold

EB Garamond

ABCDEFghijklmnopqrstuvwxyz1234567890

EB Garamond Regular *(italic)* EB Garamond Medium *(italic)*

EB Garamond Semibold *(italic)* **EB Garamond Bold** *(italic)*

EB Garamond ExtraBold *(italic)*

Domine

ABCDEFghijklmnopqrstuvwxyz1234567890

Domine Regular Domine Medium

Domine Semibold Domine Bold

Microsoft Office fonts

Several default system fonts are installed on your work computer that you will commonly see used in Outlook email, MS Word, PowerPoint, and Teams. It's perfectly okay to use these default fonts to compose email messages, letters, media releases, internal documents and other common, everyday communications. Aptos is the current Microsoft default font, but you may see the use of Calibri and Segoe as well.

Aptos

ABCDEFghijklmnopqrstuvwxyz1234567890

Aptos Light *(italic)* Aptos Display *(italic)*

Aptos Regular *(italic)* Aptos Semibold *(italic)*

Aptos Bold *(italic)* **Aptos Bold Display** *(italic)*

Aptos Extra Bold *(italic)* **Aptos Black** *(italic)*

Calibri

ABCDEFghijklmnopqrstuvwxyz1234567890

Calibri Regular *(italic)* **Calibri Bold** *(italic)*

Segoe UI

ABCDEFghijklmnopqrstuvwxyz1234567890

Segoe UI Regular *italic* **Segoe UI Regular** *italic*

Typography tips

You can use the power of typography to create effective, legible communication.

▶ **Create a hierarchy of information by pairing our fonts and sizes:**

A Bold Serif Main Headline

A sans-serif subhead of secondary information

A paragraph of text in serif. Zothecas amputat satis gulosus cathedras, etiam pessimus saetosus ossifragi circumgrediet verecundus catelli. Gulosus apparatus bellis divinus praemuniet fragilis saburre. Plane tremulus quadrupei insectat pessimus gulosus umbraculi. Fragilis concubine aegre comiter deciperet tremulus zothecas.

AN ALL-CAPS SUBHEAD CREATES A VISUAL ENTRY POINT
Another paragraph of text in serif. Zothecas amputat satis gulosus cathedras, etiam pessimus saetosus ossifragi circumgrediet verecundus catelli. Gulo Catelli lucide senesceret plane parsimonia quadrupei.

Avoid USING ALL CAPS IN A TEXT PARAGRAPH, because it is akin to shouting. And remember, no need for double-spacing—that was the typewriter era.

▶ **Consider using two- or three-column text to improve readability:**

Long passages of text in a wide column can sometimes be more difficult to read and absorb than when the column is split into two. Saetosus cathedras vocificat pessimus utilitas oratori. Fragilis chirographi frugaliter amputat.

Long passages of text in a wide column can sometimes be more difficult to read and absorb than when the column is split in to two. Saetosus cathedras vocificat pessim utilitas oratori.

Fragilis chirographi frugaliter amputat. Vix lascivius chirographi iocari Aquae Sulis. Matrimonii optimus divinus suffragarit umbraculi. Cathedras comiter circumgrediet.

▶ **Readers find multi-column text that is bottom-aligned to be more aesthetically pleasing:**

Our brains don't like to read text columns that are misaligned. Matrimonii fortiter insectat oratori. Pretosius cathedras vocificat aegre perspicax quadrupei. Catas libere ampur ures dei.

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Much better:

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▶ **Different weights of the same font and a combination of lowercase and uppercase can create contrast and improve readability:**

For example, we might create a headline composed of four weights to help the reader digest the information, in the order that is intended:

DIGGING DEEP IN TO THE ARCHAEOLOGICAL STRATA:

Cottonwood Site Reveals Clues to the Past

A 2024 excavation and inventory turns up surprising finds from this prehistoric camp site. **BY JANE AUTHOR**

Official names and titles

The official name of the organization is:

Montana Historical Society

Use the complete name on first reference in copy. Subsequent references should use the preferred short name, the Society, or MTHS.

The official names of the Society's six programs are:

- **Administration**
- **State Historic Preservation Office**
- **Museum**
- **Outreach & Education**
- **Publications**
- **Library & Archives**

When first referencing these programs, also reference the Montana Historical Society. Wording will depend on application. Acceptable uses include:

- **MTHS Museum**
- **the State Historic Preservation Office, a program of the Montana Historical Society**
- **Outreach & Education, Montana Historical Society**
- **the Montana Historical Society Library and Archives**

Other official names within the programs include:

- **Museum Store**
- **Montana Historical Society Press**
- ***Montana The Magazine of Western History***

Dedicated named spaces: Some of the Heritage Center rooms are named spaces and may be referred to accordingly.
Examples: Larry & Lee Ann Peterson Library & Archives; Norm Asbjornson North Lobby; Glacier Bancorp Event Center

Tag lines

Big Sky ~ Big History

Big Sky ~ Big History is a descriptor for the Montana Historical Society that sets an imaginative tone with its play on words. This is considered a tag line of MTHS, and is appropriate to use in marketing and communication materials.

PRESERVE • EDUCATE • CONNECT

This is a "call to action" that speaks to the mission of the Montana Historical Society. It can be also be considered a tag line and can be used accordingly. It can also be used as a subheading in documents, marketing materials, etc.

If you have questions on where and how to use these parts of the brand identity, please consult the MTHS marketing team.

Copy style guidance

In general, the Montana Historical Society Press follows The Associated Press Stylebook. For magazines and books, The Chicago Style is appropriate, but for all outgoing news releases, AP styles is used.

American Indian Editorial Style Guide

The Montana Historical Society follows the style established by Smithsonian's National Museum of the American Indian.

Absaroke (or Apsáalooke, if preferred) (usually with "Crow" in parentheses after) acknowledgment (not acknowledgement)

Afro-Native

Afro-Native American

Alaska Native (not Native Alaskan)

American Indian

American Indian Movement (referring to the name of a specific group)

ancestral Puebloans (not Anasazi)

American Revolution, the Revolutionary War, the Revolution

Anglo-American Anishinaabe (not Anishnaabe, Anishinabe, or Anishinabeg)

Apsáalooke (or Absaroke, if preferred) (Crow)

Assiniboine (not Assiniboin)

Battle of the Greasy Grass (not Battle of Greasy Grass)

Battle of Little Bighorn (not Battle of Little Big Horn or Battle of the Little Bighorn)

beadwork, beadworker

Bear Clan (and other specific clans and societies, uppercase)

biracial

birchbark

Black power movement

Blackfeet (in the United States, Blackfoot in Canada, unless referring to [1] the Blackfoot Confederacy or [2] historically to the Blackfoot, one of four groups of which the Blackfoot Confederacy is composed)

    **Piikuni (historically were called Northern Piegan in the U.S.)

    **Kainai (historically were called Blood)

    **Siksika (historically were called Blackfoot, see [2] above)

    **Blackfeet Nation of Montana (called Piikuni in Canada, historically were called Southern Piegan in the U.S.)

Blackfoot River in Montana

COVID-19 (not Covid-19)

cradleboard

Creator (when referring to a specific supreme being)

Dawes Act (or General Allotment Act [1887])

eagle-feather headdress (with hyphen and not "feathered" if it is made primarily of eagle feathers. Also see: feather headdress)

early [peoples] (not "ancient")

elk hide

elk tooth dress

email

enslaved people, an enslaved person (not slave, slaves)

feather headdress (not feathered headdress if it is made primarily of feathers.

feathered skirt (if it is a skirt made of something else with feathers attached, similar to "beaded moccasins")

First Nations (preferred when referring to the Indigenous nations of Canada)

First Peoples (preferred when referring to the Indigenous peoples of Canada)

Founding Fathers (initial caps only when referring to leading figures in the founding of the United States; otherwise initial lowercase)

fry bread

Indian affairs commissioners (BUT Commissioner of Indian Affairs, when referring to the head of the federal Office/Bureau of Indian Affairs)

Indian agent (lowercase "a," unless part of a title used after a person's name)

Indian Country (BUT Lakota country, Navajo country, etc.) Indian-head coin (hyphen, lowercase, no quotation marks)

Indian-head-and-star insignia (hyphens, lowercase, no quotation marks)

Indian Territory (modern-day Oklahoma, BUT Cherokee territory, Lakota territory, etc.) Indian removal

Indian Removal Act, Indian Removal Act of 1830 (BUT the removal act)

Indigenous (the initial "I" is capped, as of 11/2017)

Indigenous nations (not Indigenous Nations)

Indigenous peoples (not Indigenous Peoples)

Indigenous Peoples' Day (not Indigenous People's Day)

Lieutenant Colonel George A. Custer (not General George A. Custer)

American Indian Editorial Style Guide

Little Bighorn

manifest destiny (lowercased even when referring to U.S. doctrine, as per Chicago style)

Métis

Mother Earth

multiracial museum (lowercase when referring to NMAI, except in the phrase "Mall Museum" or as part of the full name)

nation building (BUT a nation-building effort)

Native (uppercase "N" when referring to Indians; lowercase for generic use, as in "native foods")

Native American

Native peoples (not Native Peoples)

non-Indian, non-Native, non-white

petroglyphs or **pictographs** (not "rock art")

PhD (not Ph.D.)

photo-documentation

Plains art, Plains nations, the plains (uppercase when referring to the culture area, lowercase when referring to the land)

powwow (not pow wow or pow-wow)

re-create (with a hyphen when meaning "to create again," e.g.: "Should Cheryl re-create the style sheet?")

recreate (without a hyphen when meaning "to relax," e.g.: "Ann went to Hawai'i to recreate")

reservation (lowercase when used as a general term, uppercase when referring to a specific reservation, e.g.: "Lou lives on a reservation"; Lou lives on Pine Ridge Reservation") reservation period (or era) (not Reservation Period or Reservation Era)

reserve (when referring to a reservation in Canada, capitalized when referring to a specific reserve, e.g. Six Nations Reserve)

Sacagawea (not Sacajawea)

sheepherder sheepherding

shirt wearer

Sioux (only when Dakota, Lakota, or Nakota designations are not known, or when preferred by the person of that culture [see general notes])

sweathouse

sweatlodge

sweetgrass

T-shirt (with hyphen, lowercase "s")

tipi (not tepee or teepee)

Trail of Tears (initial caps when referring to the historical event) BUT trail of tears (initial lowercase letters and italics when referring to the phrase)

treaty land, treaty process, treaty relationships, treaty council (all initial lowercase letters) treaty make

war bonnet (not warbonnet)

web page, web portal, website

the West (uppercase when referring to the western part of the United States)

West Coast (of the United States)

Western (uppercase when referring to European or Euro-American influence, or to Hollywood Westerns)

white (Caucasian)

white man (not whiteman)

wickiup

World War I, World War II (spelled out in running text, not "WWI" or "WWII")