



Montana Historical Society Logo Use Guidelines for Partner Organizations

1. Introduction and Purpose

The Montana Historical Society (MTHS) is the guardian of Montana’s memory and is dedicated to preserving, educating, and connecting people to our state’s rich history. Our logo represents the authority, trustworthiness, and public mission of MTHS as the State of Montana’s official historical organization.

The Montana Historical Society may allow the use of its logo by partner organizations at its discretion and according to the relationship and technical use requirements set forth herein. These guidelines establish the terms and conditions under which partner organizations may use the Montana Historical Society logo in their communications and materials.

The use of the Montana Historical Society logo by a partner organization shall be permitted on a case-by-case basis and determined in part by a desire for mutual affiliation between MTHS and said organization. Other considerations shall be taken into account based on these guidelines and the partner organization’s formal written request.

The purpose of these guidelines is to:

- Protect the integrity and reputation of the Montana Historical Society brand
- Ensure consistent and appropriate use of the MTHS logo
- Maintain public trust in the Society's mission and authority
- Provide clear standards for partnership recognition

2. Partner Organization Eligibility Criteria

To be considered for logo use privileges, partner organizations must meet the following criteria:

2.1 Mission Alignment

- Organization's mission should align with MTHS's goals of preserving, educating, or connecting people to Montana history
- Activities should support historical and/or cultural education, preservation, or research
- Must demonstrate commitment to historical accuracy and scholarly standards

2.2 Organizational Standards

- Must be a legally recognized organization (nonprofit, educational institution, government agency, or established business)
- Must have a demonstrated track record of professional operations
- Must comply with all applicable federal, state, and local laws

2.3 Relationship Requirements

- Must have a formal partnership agreement, memorandum of understanding, or active collaborative relationship with MTHS
 - Collaborative relationship must be concrete, tangible, and either ongoing or tied to a specific initiative (see section 3.1)
- Must have received explicit written approval from a designated authorizer (MTHS Director, Program Manager, or Public Information Officer) for logo use
- Must agree to periodic review of logo use and partnership status

2.4 Reputation Standards

- Must maintain a positive public reputation consistent with MTHS values
- Must not engage in activities that could damage MTHS's reputation or public trust
- Must not have any conflicts of interest that would compromise MTHS's mission

3. Approved Uses of the MTHS Logo

3.1 General Permitted Uses

The MTHS logo may be used by approved partners for:

- Joint event materials and promotional items
- Co-branded educational materials and publications
- Partner organization websites (with specific placement guidelines)
- Grant applications and reports when MTHS is a collaborating organization
- Academic publications resulting from partnership activities

3.2 Specific Application Guidelines

- **Events:** Use on co-sponsored event materials, signage, and programs
- **Publications:** Include in joint research publications, educational materials, and reports
- **Digital Media:** Appropriate use on partner websites, social media (with approval), and electronic communications
- **Funding Applications:** Use when MTHS is a project partner or collaborator
- **Ad Swaps:** Use when advertisements are being traded between MTHS and another organization

4. Prohibited Uses

4.1 Strictly Forbidden Uses

- Commercial advertising or marketing that primarily benefits the partner organization
- Fundraising materials without explicit MTHS approval

- Political campaigns, partisan activities, or controversial causes
- Any use that implies MTHS endorsement of products, services, or viewpoints
- Modification, alteration, or recreation of the logo design
- Use as a watermark or background element

4.2 Misrepresentation Prohibitions

- Cannot use the logo to imply MTHS ownership, operation, or control of partner activities
- Cannot suggest MTHS financial support unless specifically authorized
- Cannot use the logo in ways that might confuse the public about the nature of the partnership

5. Technical Use Requirements

5.1 Logo Specifications

- Use only official MTHS logo files provided by the organization
- Maintain original proportions and colors
- Ensure minimum size requirements for legibility
- Provide adequate clear space around the logo (minimum 1/2 the height of the logo on all sides)

5.2 Co-branding Guidelines

- When used with partner logos, MTHS logo must be:
 - Appropriately sized relative to partner logo
 - Separated by clear space or dividing element
 - Positioned to maintain the dignity of both organizations
- Partner logos should not dominate or overshadow the MTHS logo

5.3 Quality Standards

- Logo must be reproduced clearly and professionally
- Color reproduction must match official specifications
- Logo must be legible at the size used
- Cannot be pixelated, distorted, or poorly reproduced

6. Approval Process

6.1 Initial Authorization

1. Submit formal request to MTHS Public Information Officer (email: mths@mt.gov)
2. Provide detailed description of intended use
3. Submit partnership documentation, agreement, or nature of relationship
4. Receive written approval from a designated authorizer (MTHS Director, Program Manager, or Public Information Officer) before any use

6.2 Review and Approval Requirements

- All materials featuring the MTHS logo must be submitted for review before publication or distribution
- Allow minimum 10 business days for review and approval
- Provide high-resolution proofs or drafts for assessment
- Obtain written approval from a designated authorizer (MTHS Director, Program Manager, or Public Information Officer) before final production

6.3 Ongoing Compliance

- Notify MTHS of any significant changes in organization status
- Comply with any requested modifications to logo use

7. Enforcement and Compliance

7.1 Monitoring

- MTHS reserves the right to monitor use of its logo
- Partners must provide samples of materials upon request

7.2 Violations and Consequences

- Unauthorized use will result in immediate cease and desist notification
- Serious violations may result in termination of partnership privileges
- Partners are responsible for correcting any misuse at their own expense

8. Duration and Termination

8.1 Term of Use

- Logo use privileges are granted for specific time periods or projects and may not exceed 5 years without express written permission
- Renewal required for continued use when term of use or 5-year period is expired
- Automatic termination upon expiration of partnership agreement

8.2 Termination Conditions

- Either party may terminate logo use privileges with 30 days written notice
- Immediate termination for material breach of guidelines

- Upon termination, all materials containing the logo must be withdrawn from use

9. Contact Information and Support

9.1 Primary Contact

Montana Historical Society Public Information Officer

- Address: PO Box 201201, Helena, MT, 59620
- Phone: 406-444-6843
- Email: mths@mt.gov

9.2 Logo Files and Resources

- Official logo files available upon approval
- Technical specifications provided with authorization
- Brand guidelines and templates available to approved partners

9.3 Questions and Support

- Contact MTHS Public Information Officer for all logo-related questions
- Allow 5-10 business days for responses to non-urgent inquiries

10. Acknowledgment and Agreement

By using the Montana Historical Society logo, partner organizations acknowledge that they have read, understood, and agree to comply with these guidelines. Organizations also acknowledge that:

- The MTHS logo is the intellectual property of the Montana Historical Society
- These guidelines may be updated periodically
- Continued use indicates ongoing agreement to current guidelines
- Violation of these guidelines may result in immediate termination of use privileges