



## BRAND STANDARDS

### OVERVIEW

**Refer to these standards often as content may change or be updated.**

This guide outlines the elements that, collectively, make up the Helena College brand identity. Following these guidelines will ensure consistent, professional-looking communications that make for a stronger Helena College brand.

Neglect and/or improper use of the brand identity elements contribute to erosion of the identity, creating confusion in the minds of prospective and current students and the wider public, and diminishes the hard-earned reputation of the institution.

# LOGO



Full Color



Grayscale



Black



White/Reverse



HC

## LOGO COLORS

**Color is the most immediately recognized visual aspect of a brand.**

Use CMYK for full color printing. Use PMS colors for 2-color printing and applications calling for a specific color match like silkscreen printing. Use RGB and HEX for digital content.



### Helena College Orange

PMS 1665  
 CMYK: 0c, 68m, 100y, 0k  
 RGB: 244r, 115g, 32b  
 HEX: #F37320



### Helena College Gray

PMS 431  
 CMYK: 12c, 0m, 0y, 60k  
 RGB: 110r, 120g, 129b  
 HEX: #6F7C83



### Helena College Silver

50% tint of PMS 431  
 CMYK: 8c, 0m, 0y, 30k  
 RGB: 170r, 179g, 186b  
 HEX: #ABB7BF



### Tints

Tints of Helena College Silver for backgrounds, headers, etc.

**ALWAYS** use official colors | **NEVER** substitute black for Helena College Gray  
**USE ORANGE SELECTIVELY** for emphasis and accent, not for image borders, not for body copy

## LOGO FONTS

**Fonts convey the "voice" of the organization. Consistent use means a consistent voice.**

The **Futura type family** is Helena College's primary typeface. If Futura is unavailable, use Arial.

**EXTRA BLACK CONDENSED:**  
**FOR MAJOR HEADLINES AND TITLES – USUALLY ALL CAPS, NEVER FOR TEXT**

MEDIUM CONDENSED: SUBHEADS, USUALLY ALL CAPS

Book and Light for most body copy

*Italic for select quotes, captions and proper indication of titles within text*

**Bold** as appropriate for select names or highlights within text

Light Condensed: use selectively for callouts, charts, tables, etc. Rarely for text, never for digital content.

# BEST PRACTICES

## NEVER

**Neglect and/or improper use of the brand identity elements** contribute to erosion of the identity, creating confusion in the minds of potential and current students and public, and diminishes the hard-earned reputation of the institution.



**NEVER** re-create, alter, or add to the approved logo or its elements in any way

**NEVER** distort the logo

**NEVER** use the star element separate from the approved logo or altered in any way

**NEVER** print the logo on a black background

**NEVER** position the colored logo over another color, pattern or photograph. Use the white/reverse logo in these instances.

## ALWAYS

**Proper and consistent use of the visual aspects of the brand** will help establish and promote the strategic vision and goals of Helena College. Please note, the font of the 'University of Montana' tagline has changed to a sans serif font. Make sure you are using the updated version.

**NEW logo**



**OLD logo**



**ALWAYS** use approved logo files. Where space is limited or a subtle watermark is needed, the 'HC' logo may be used.

**ALWAYS** use colors provided with the approved logo files only. Single color logos always print in grayscale, white/reverse or black.

**ALWAYS** contact the Director of Marketing for approved logo files and questions regarding use

**ALWAYS** ensure that internal/external documents such as poster, flyers, etc. that include the Helena College logo are approved by the Director of Marketing

# BEST PRACTICES

## HC NAME

**ALWAYS** include the Helena College logo on all materials intended for internal/external audiences

**ALWAYS** ensure that internal/external documents such as poster, flyers, etc. that include the Helena College logo are approved by the Director of Marketing

**ALWAYS** refer to the college as Helena College or Helena College University of Montana

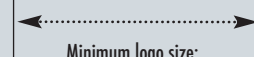
**ALWAYS** In documents, the first reference is always "Helena College University of Montana" and subsequent references are "Helena College."

**NEVER** refer to the institution as The Helena College or Helena College The University of Montana

**NEVER** refer to the college as Helena College UM

**NEVER** use the logo within text in place of spelling out "Helena College University of Montana"

The Helena College logo was developed to be an authentic expression of the personality of the College. Proper and consistent use of the logo will help establish and promote the strategic vision and goals of the College. Improper use of the logo contributes to an erosion of the identity and is a poor reflection on the College. Contact the Director of Marketing for approved logo files and questions regarding use.



Minimum logo size:  
Print: 1.3" wide  
Digital: 150 pixels wide

**ALWAYS** allow open space of at least one H-height around the logo as shown, **free of any text or visual elements**

# COMPLIMENTARY COLORS

**Complimentary Helena College Blue can be used in marketing materials for greater variety and contrast.**

Use CMYK for full color printing. Use PMS colors for 2-color printing and applications calling for a specific color match like silkscreen printing. Use RGB and HEX for digital content.



**Helena College  
Blue**

CMYK: 82, 59, 11, 0  
RGB: 61, 106, 164  
HEX: #3D6AA4



**Helena College  
Blue Medium**

CMYK: 66, 47, 9, 0  
RGB: 100, 126, 177  
HEX: #647EB1



**Helena College  
Blue Light**

CMYK: 33, 24, 4, 0  
RGB: 169, 179, 210  
HEX: #A9B3D2



**Helena College  
Blue Lightest**

CMYK: 16, 12, 2, 0  
RGB: 208, 213, 230  
HEX: #D0D5E6