



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. The intent of this manual is to encourage visual consistency in the use of Helena College's name, not to make every publication look exactly the same. The guidelines apply to print, electronic and Web communications. Consistent and repetitive use of the visual images will unify and strengthen the College's identity and image.

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.

If you have printed materials, branded items, promotional products or advertising that you are considering producing, you must get approval from the Marketing Department PRIOR to final production. The request will be reviewed and returned with an approval or a reason for disapproval within three business days. Please plan accordingly.

If you have questions, please contact the Marketing Department at marketing@helenacollege.edu.

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