Montana
State Fund

Safety's just the start of the story.

Montana State Fund graphics standards

Graphics Standards

Basic guidelines
for consistent
identity use.

Logo

The Montana State Fund logo is the primary graphic representation of our company, our people, our culture and our brand proposition. It's a valuable corporate asset that should be used consistently and only in its approved forms.

Logo Colors

MSF's corporate color system retains a strong sense of the original blue color that has defined the brand from the beginning. Gray can be used as a secondary color palette. White can be used in reverse with the blue, gray and black.

MSF Logo Color
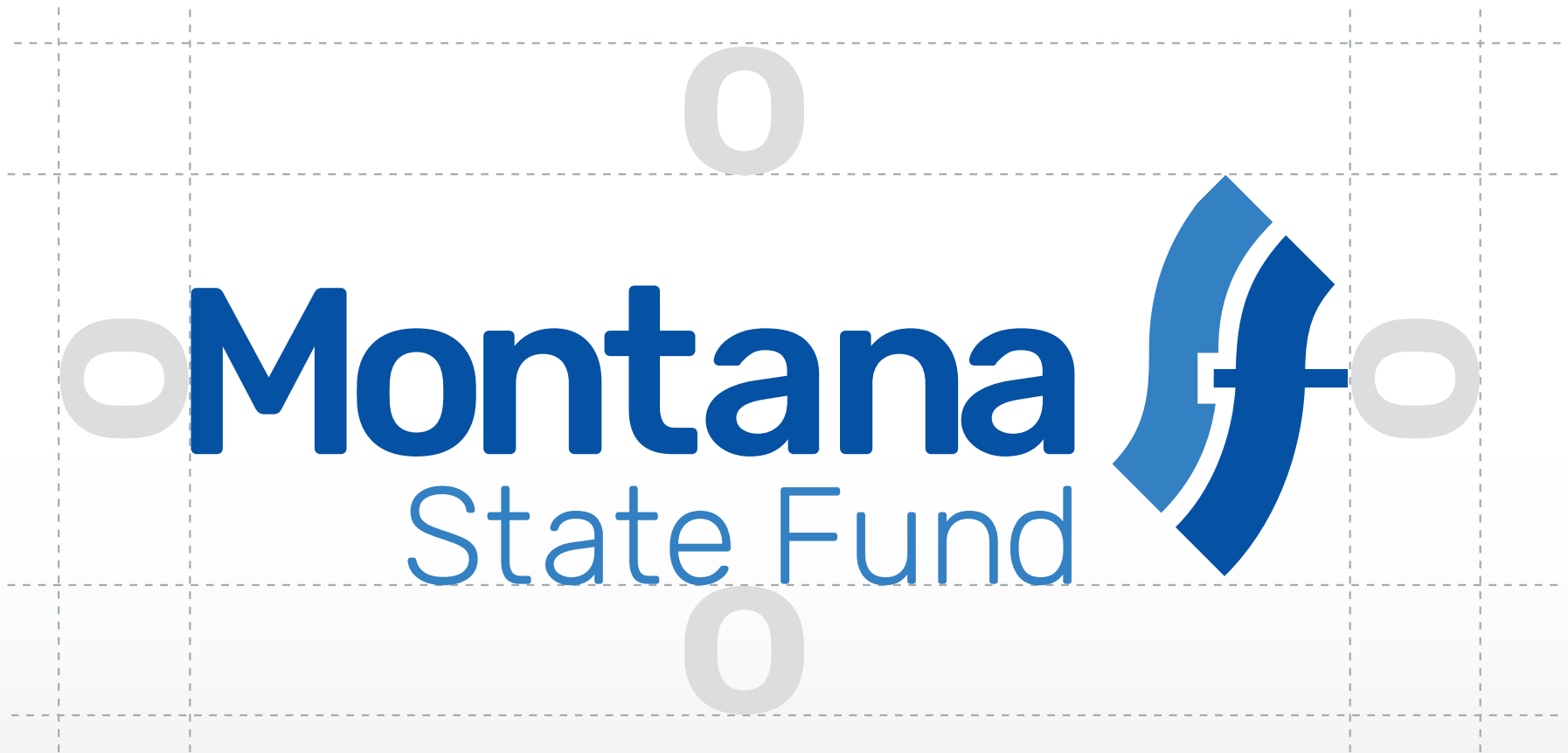
MSF Logo Black

MSF Logo GS

MSF Logo Reversed (White)

Logo Clear Space

To maintain the integrity of our mark, always allow clear space on all four sides of the MSF logo equal to or greater than the height of the logo's letter "o." Be sure to scale this clear space proportionately with the logo size.
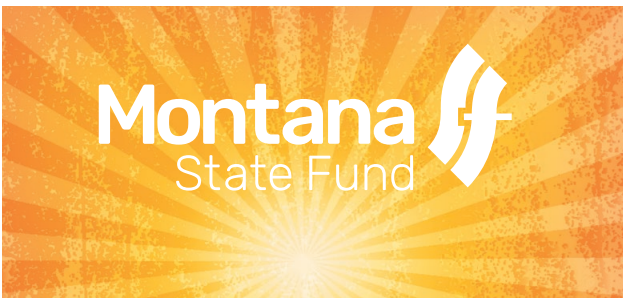
Proper Logo Usage

Whenever possible, use the Montana State Fund logo in conjunction with images that communicate the brand pillars.
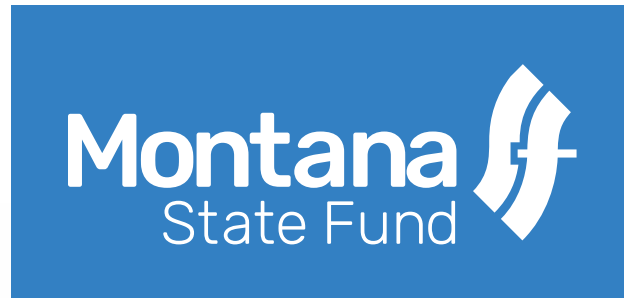

Choose images and positioning that allow sufficient contrast between photo and logo. Use white logo on dark backgrounds.

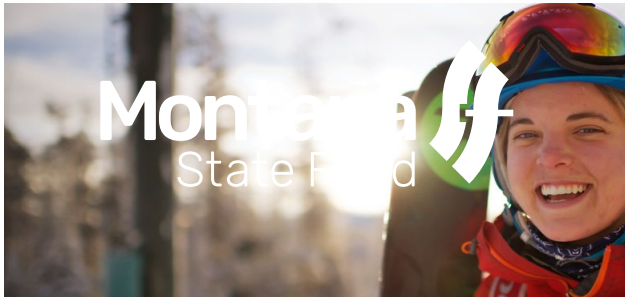Use white logo on primary brand colors.

Use white logo on medium backgrounds.

Use black or full color logo on light backgrounds.

Improper Logo Usage

Do not use white logo on light backgrounds.

Do not use logo on busy backgrounds.

Do not use color or black logo on dark backgrounds.

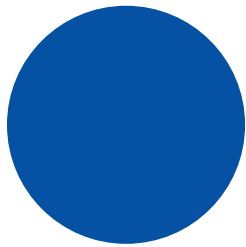Do not alter the proportion of the logo.

Do not use scanned, pixelated or low-resolution versions of the logo.

Lorem ipsum dolor sit amet, conse tetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volupat sed diamelit, sed diam nonummy nibh euismod tincidunt

Do not place the logo over or behind text, or use it as a watermark.

Color Palette

MSF blues and gray are the primary colors for the MSF brand. A palette of secondary colors can be used to support the primary blue and gray. The blues in the palette can be used alone or together. Green and orange should be considered accent colors and used judiciously in conjunction with the primary colors only. Examples of appropriate uses include web rollover states and highlighting in PowerPoints.
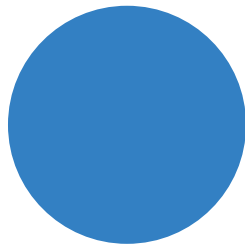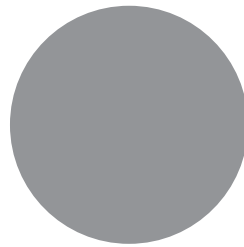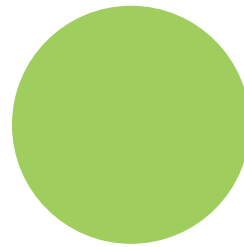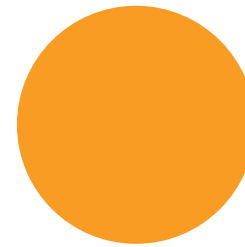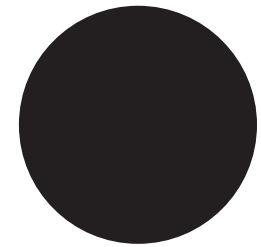
CMYK 100-77-0-0	**CMYK** 78-43-0-0	**CMYK** 0-0-0-50	**CMYK** 41-0-82-0	**CMYK** 0-45-97-0	**CMYK** 0-0-0-100
RGB 53-59-144	**RGB** 75-118-184	**RGB** 141-141-141	**RGB** 146-204-80	**RGB** 239-160-0	**RGB** 0-0-0
Pantone 2736 C	**Pantone** 2727 C	**Pantone** 50% Black	**Pantone** 367 C	**Pantone** 1375 C	**Pantone** 100% Black
Hex 353b90	**Hex** 4b76b8	**Hex** 8d8d8d	**Hex** 92cc50	**Hex** efa000	**Hex** 000000

Brand Typeface: Rubik

The Rubik font family is the primary MSF font for printed pieces and many digitally rendered elements. Rubik Regular, Italic, Light and Light Italic should be used for subheads, body copy, and more content-heavy situations. For headlines and copy situations that require more emphasis, use Rubik Bold. Rubik Medium, Medium Italic and Bold Italic are also appropriate for use.

Rubik is a free Google font available at https://fonts.google.com/specimen/Rubik?selection.family=Rubik.

Rubik Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Rubik Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Rubik Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Rubik Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Secondary Typeface: Calibri

The Calibri font family is the MSF font for PowerPoint presentations and for the email signature. It is a Microsoft font, universally available and will display without default. Calibri Regular and Italic should be used for subheads, body copy, and more content-heavy situations. For headlines and copy situations that require more emphasis, use Calibri Bold and Bold Italic.

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Montana
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