MONTANA DPHHS

**DEPARTMENT OF
PUBLIC HEALTH &
HUMAN SERVICES**

BRAND GUIDE

About the Department

The Department of Public Health and Human Services (DPHHS) is the largest state agency serving Montanans in their communities to improve health, safety, and well-being and to empower independence. The agency is led by Director Charlie Brereton.

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How to Use This Guide

At the Department of Public Health and Human Services, we understand the importance of a strong brand identity that:

• Resonates with its audiences;
• Reflects our core identity, values and personality;
• Makes a promise to our audiences (that we all deliver on);
• Sets us apart from other state agencies and private entities; and
• Pushes us to continuously improve – leaving room to grow, evolve and change over time.

We recognize that the DPHHS brand is more than just a logo or tagline. It is a reflection of our values and identity meant to resonate with our employees, customers and the public. By using our branded tools and materials in your own program, each of you can help us build the strong, cohesive, consistent and engaging brand that embodies who we are and what we do.

DPHHS is committed to providing the best possible services to all Montanans. A strong brand is important to build trust and establish recognition among all our audiences, both internal and external. The guidelines, tools, templates and information in this Brand Guide help put the branding tool in your hands so it can be brought to life and represented across all DPHHS.

Thank you for everything you do – and for helping bring the DPHHS brand to life every day!

DPHHS Logo Versions

Several versions of the DPHHS logo have been developed in order to be suitable for many uses. The two main logo arrangements with locked-up type are shown below, and should always be used as shown. A separate arrangement has been developed specifically for use on the letterhead only. The circle logo/symbol element may be used separately on its own.

Color Logo / Horizontal Format

Logo / Grayscale Version

Logo / Vertical Format

Logo / All Black Version

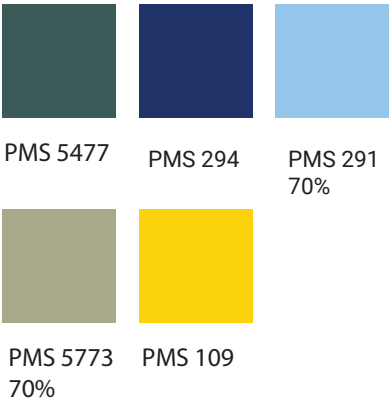**Logo / Reversed White Version**


Logo / Isolated Graphic Elements

Master Color Palette

The master color palette is used for our logo and is the central expression of our brand. It is important that DPHHS entities and all printed materials use these exact shades. The master colors and their exact builds are provided.

PMS 5477   PMS 294   PMS 291
                                   70%
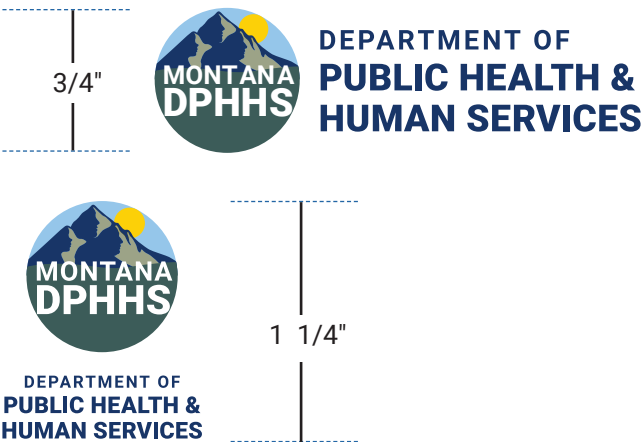
PMS 5773   PMS 109
70%

When using the grayscale version of the logo, the percentages of black ink to achieve the correct image reproduction are shown. The 1-color version should be used as 100% black.

BLACK =   BLACK =   BLACK =
27%   85%   100%
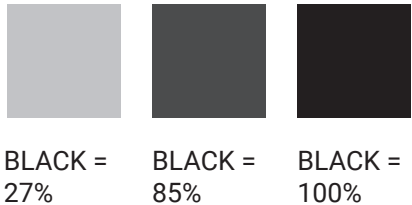
Visability and ADA Recommendations

Users with low vision and color blindness may have difficulty reading documents that do not present sufficient contrast and color difference between background and foreground elements.

The type font used in the DPHHS is bold enough to not present a problem when reduced, but care should still be taken not to reproduce the logo too small to be read. The recommended minimum size should have the circle element no smaller then 3/4" on the horizontal version. The vertical version should appear no smaller than 1 1/4" high.

3/4"

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HUMAN SERVICES

1 1/4"

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PUBLIC HEALTH &
HUMAN SERVICES

These color combinations show what is approved and not approved as being "high contrast."

Text, images, and non-decorative graphics (bullets, dividers, etc.) must be visible when viewed in "high contrast" mode.

SAMPLE TEXT	SAMPLE TEXT	SAMPLE TEXT
Blue with white type ✔	Black with white type ✔	Green with white type ✔
SAMPLE TEXT	SAMPLE TEXT	SAMPLE TEXT
Blue with green type ✘	Black with blue type ✘	Green with blue type ✘
SAMPLE TEXT	SAMPLE TEXT	SAMPLE TEXT
Blue with black type ✘	Black with green type ✘	Green with black type ✘
SAMPLE TEXT	SAMPLE TEXT	SAMPLE TEXT
Blue with yellow type ✔	Black with yellow type ✔	Green with yellow type ✔
SAMPLE TEXT	SAMPLE TEXT	SAMPLE TEXT
Blue with lt. blue type ✔	Black with lt. blue type ✔	Green with lt. blue type ✔

Logo Type and Auxiliary Fonts

Typography is an integral part of our visual identity. To ensure that the brand grows and reaches its full potential, it is essential that all communications have a consistent look and appearance; this includes the font choice.

The type fonts used in our logotype are Roboto Black and Roboto Bold. Fonts should never be substituted with another font, nor distorted in any way.

Other weights in the Roboto type family may be used for stationery as needed on other print materials.

Roboto Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
0123456789

Roboto Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
0123456789

Roboto Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
0123456789

Roboto Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
0123456789

Roboto Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
0123456789

Roboto Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
0123456789

Roboto Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
0123456789

Roboto Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
0123456789

Using the DPHHS Symbol and Logo Type

The DPHHS logo was designed to function as a complete unit with or without the logo type (a), and to be used interchangeably in appropriate design situations. The logo type should never appear alone without its accompanying logo graphic. Version (a) is the primary version, either horizontal or vertical. The colors in the logo should appear as shown to the right, except in cases described on the following pages.

Incorrect Logo Usage

The DPHHS logo should never be distorted in size and shape, nor rotated as shown in the examples below (b). The logo type should never be used by itself without the logo graphic in either configuration (c). The logo type and graphic should never be substituted, rearranged, separated or altered, except as used on the provided letterhead template (d). The colors of the logo should never be altered (e). Do not use the logo on similar color backgrounds (f). Do not use low resolution versions of thelogo (i.e. low resolution JPEG files).(g)

(a)

(a)

(a)

(b)

(c)

(e)

(f)

(d)

(g)

Clear Space Around the Logo

To ensure the logo has consistent, optimal readability and prominence, an area of clear space should be maintained around the logo. Other text, logos, photos, and design elements should be clear of the space around the logo. Clear space can be measured by the height of the DPHHS type in the logo. (a)

(a)

Using the DPHHS Logo with Photos

When placing the logo on any type of colored or photo background, the color logo must be readable in its entirety, or the reversed white version should be used. (a)

Any version of the logo may be used over a solid-color background if the color does not impair the readability of the logo, (b)

When placing the logo on a photo, do not impair the readability of the logo by placing it on an extremely busy background. (c)

(a)

(b)

(a)

(c)

Types of Logo Files and Their Uses

There are several different types of logo files provided for your use. It is important that the correct file be used, as not all are alike. They will not reproduce correctly or clearly if the wrong type of file is provided to your vendor, used online, or incorporated into a document. Each type of file and its use is described below.

.EPS (Vector File)
This type of file is made up of points. Vendors might ask for this type of file if they are embroidering, screen printing, making a vinyl decal, etc. (a)

.PDF
This file type can be imported into programs such as Microsoft Word and be scaled without losing quality. It is also suitable to supply to a printer or designer for any design or print work. (b)

.JPEG
This file type can be imported into most programs, *because it is flattened; it can't be enlarged beyond its original size without distortion.*

.PNG
This file type can be imported into most programs; it has a transparent background, meaning there will be no "white" behind the logo. *Because it is flattened, this logo cannot be enlarged beyond its original size without distortion.*

If the images are for digital or online, use JPEG or PNG

If the images are for print, use .EPS (Vector), .PDF (Vector)

If you want to supply a logo file to a printer or vendor, use a .PDF or .EPS

File Reproduction Quality

(a) .EPS Vector File

(b) .PDF File

(a) .JPG at 100%

(b) .JPG Enlarged & Distorted

(a) .PNG at 100%

(b) .PNG Enlarged & Distorted

DPHHS Business Cards

An example of the new business card is shown below. To order business cards, please use the current practice of ordering through Print and Mail at the Department of Administration. The new business card template is now on file there. For any additional questions, please contact the DPHHS Communications Office at 406-444-0936 or email jebelt@mt.gov.

DEPARTMENT OF
PUBLIC HEALTH &
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Bartholomew B. Bonneville III
Chief Communications Coordinator
Division

56789 Snapdragon St. Ste 6	Desk: 406.444.1234
PO Box 12345	Mobile: 406.444.1234
Stevensville, MT 59870-1234	
Bart.Bonneville@ mt.gov	Fax: 406.444.1234

DPHHS Business Envelope

The DPHHS Number 10 Envelope is available in both a color and black and white version. It should be used for all correspondence. No other version of the envelope is acceptable for departmental correspondence.

An envelope template in Microsoft Word incorporating the new identity is provided for use.
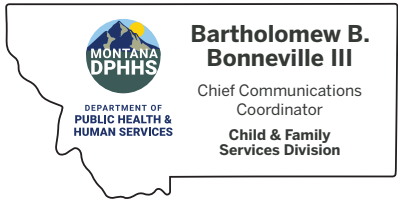
DPHHS Name Badges

A name badge is available to print using a standard Avery label blank. An example is shown below. To order a name badge, please reach out to the Director's Office by contacting Karen Cech at kacech@mt.gov

Name Badge – Peel Off Label Style

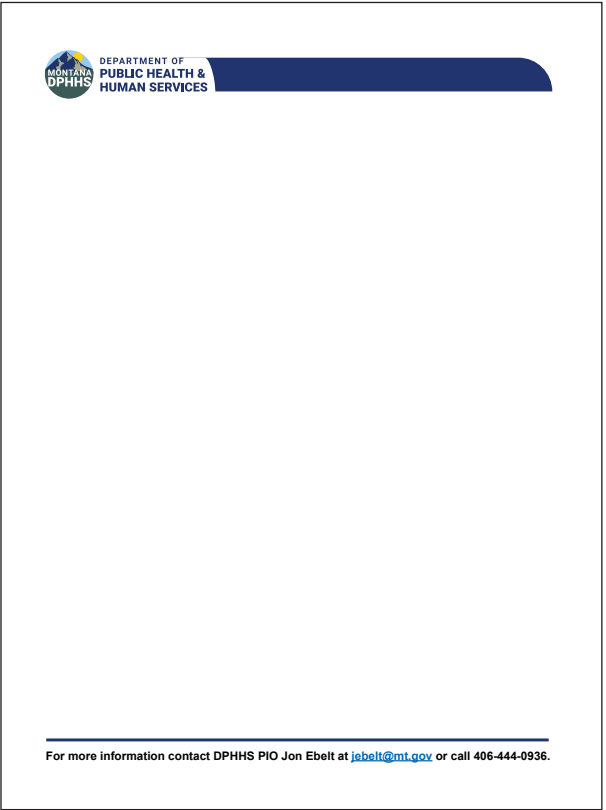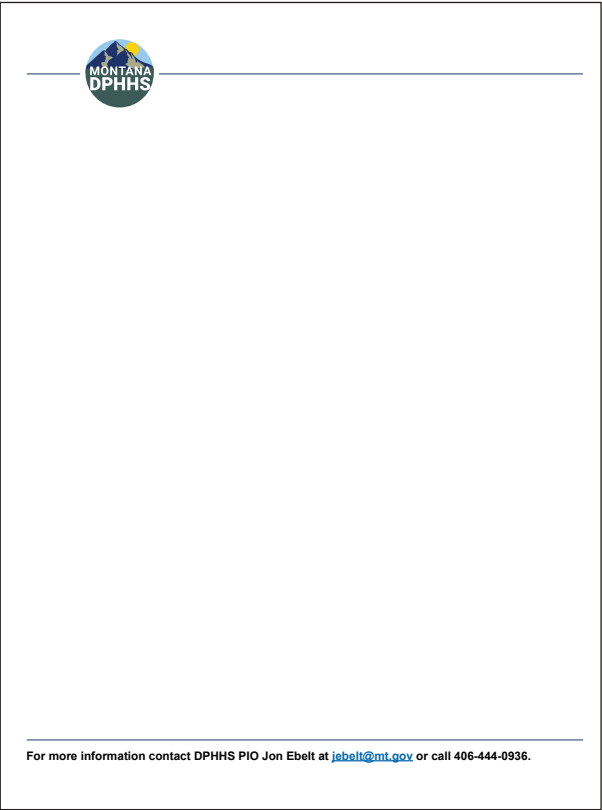**DEPARTMENT OF PUBLIC HEALTH & HUMAN SERVICES**

Charlie Brereton
Director

DIRECTOR'S OFFICE

Fits Avery Label 5164

Name Badge – Montana State Shape

Bartholomew B. Bonneville III
Chief Communications Coordinator
Child & Family Services Division

DEPARTMENT OF **PUBLIC HEALTH & HUMAN SERVICES**

DPHHS Fact Sheets Templates

Microsoft Word templates incorporating the new DPHHS Logo and branding
have been developed for the Fact Sheets.

For more information contact DPHHS PIO Jon Ebelt at jebelt@mt.gov or call 406-444-0936.

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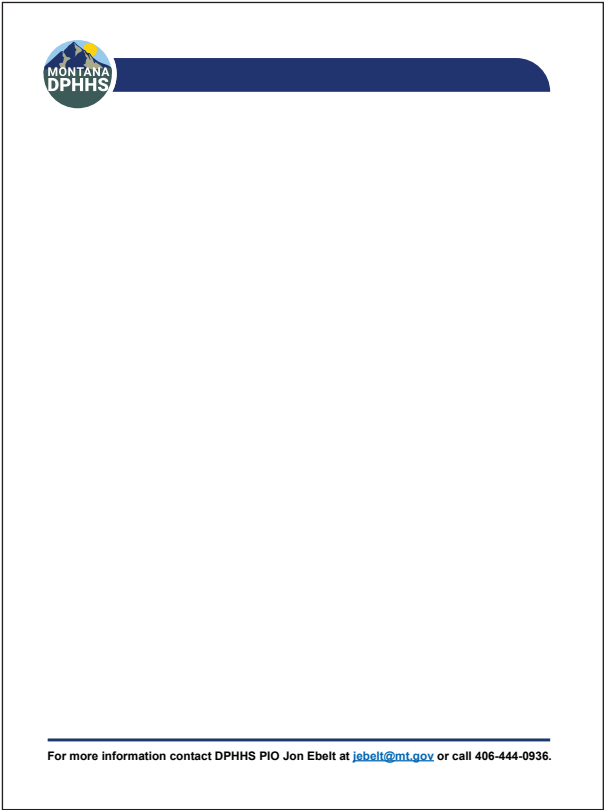
Powerpoint Presentations Template

A Powerpoint template has been developed with Title, Secondary, and Break pages incorporating the new DPHHS Logo and branding.
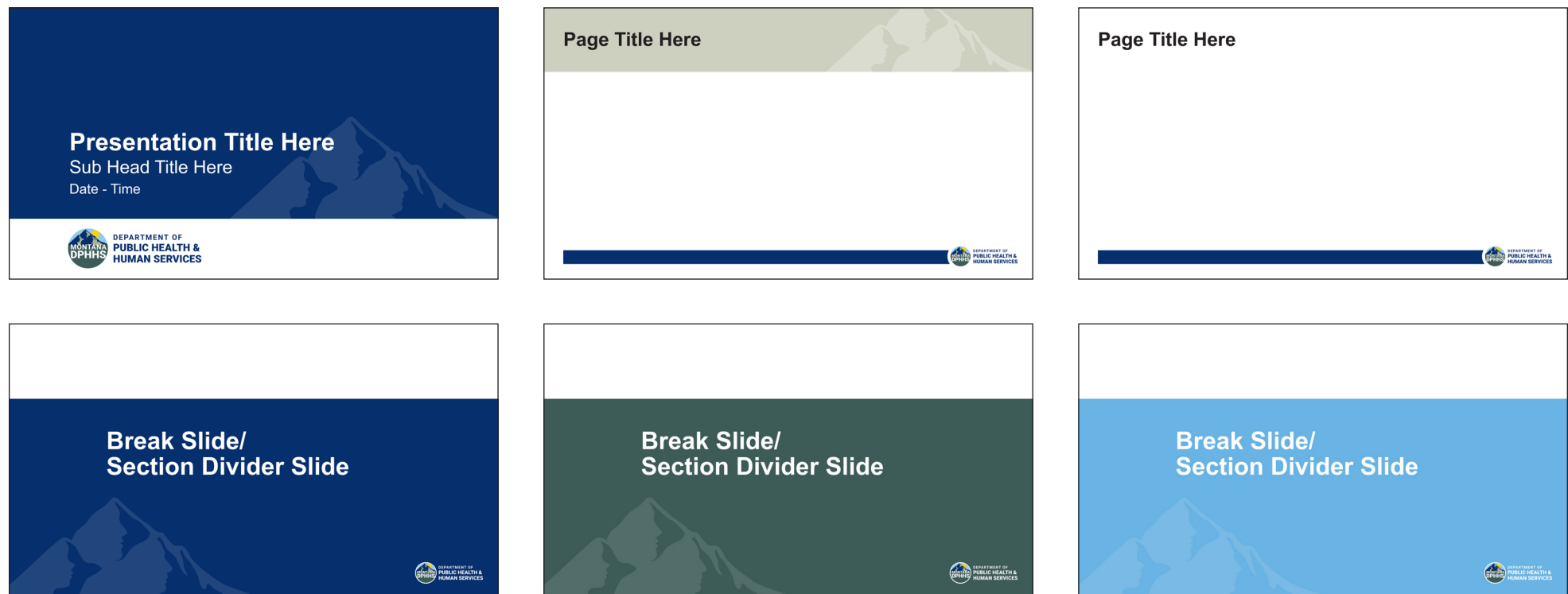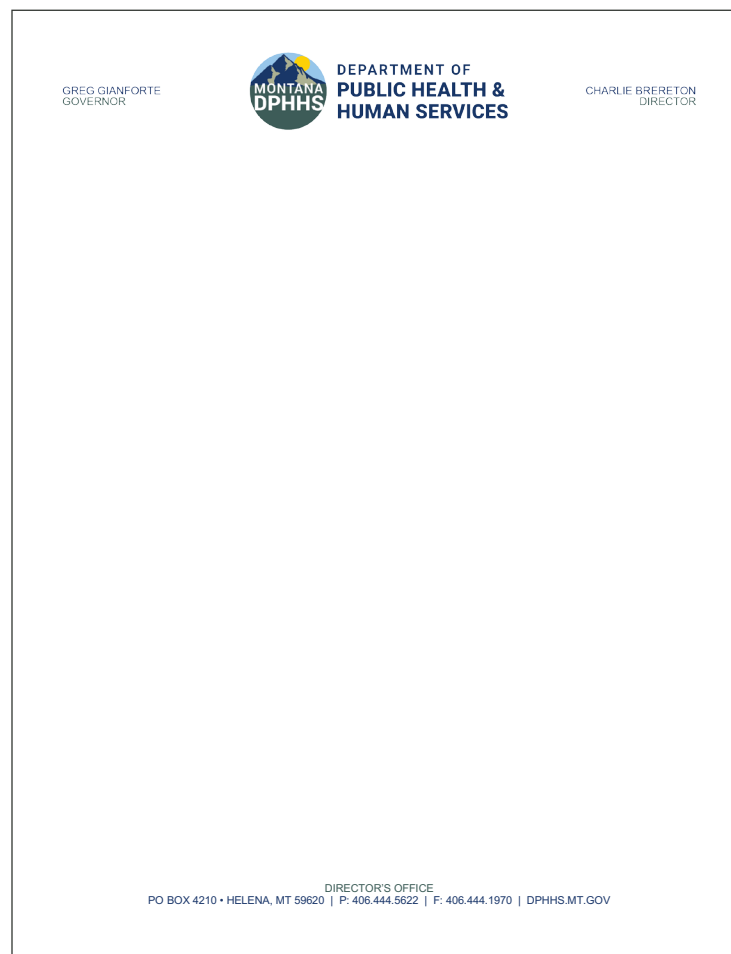
DPHHS Letterhead

The DPHHS letterhead is shown to the right. It should be used for all correspondence. No other version of the letterhead is acceptable for departmental correspondence.

Shown on this page is the new Director's Office letterhead. **Division-specific letterhead will be made available to division administrators for use within each division in the coming weeks.**

The type fonts used in our logotype are Roboto Black and Roboto Bold. Fonts should never be substituted with another font, nor distorted in any way. Other weights in the Roboto type family may be used for stationery as needed on other print materials.

When typing on the Letterhead, for example, please use the ROBOTO FONT. This is the DPHHS brand font, and it is available on all state computers for use.

GREG GIANFORTE
GOVERNOR

DEPARTMENT OF
PUBLIC HEALTH &
HUMAN SERVICES

CHARLIE BRERETON
DIRECTOR

DIRECTOR'S OFFICE
PO BOX 4210 • HELENA, MT 59620 | P: 406.444.5622 | F: 406.444.1970 | DPHHS.MT.GOV

DPHHS Email Signatures

DPHHS now requires staff to follow agency guidelines regarding email signature blocks. The new email signature template is under development and will be part of Phase 3. Coming soon!

Stacy Campbell, M.Ed.
Bureau Chief
Chronic Disease Prevention and Health Promotion
PO Box 202951 | 1400 Broadway | Helena MT 59620-2951
Desk: 406.444.3385 | Mobile: 406.444.3385 | Fax: 406.444.7465
stcampbell@mt.gov

Legislative Presentation Template

A Microsoft Word template for Legislative Presentations is being developed incorporating the new DPHHS Logo and branding and will be available soon.

DEPARTMENT OF PUBLIC HEALTH AND HUMAN SERVICES
Greg Gianforte, Governor | Charles T. Brereton, Director

PRESENTATION TO THE 2023 HEALTH AND HUMAN SERVICES
JOINT APPROPRIATION SUBCOMMITTEE

Division

(Economic Security Services OR Medicaid and Health Services
OR Director's Office as appropriate)
Department of Public Health and Human Services

THE FOLLOWING TOPICS ARE COVERED IN THIS REPORT:

- Overview
- Summary of Major Functions
- Highlights and Accomplishments during the 2023 Biennium
- Efficiencies and Cost Savings
- Funding and FTE Information
- Change Packages

SECTION TITLE (CAPS)

SECTION TOPIC WITH BULLETS (CAPS)

Here is an example of the body text.

- Bulleted lists
- Use this format
  - Here is a sub

SECTION TOPIC WITH SUBTOPIC

Here is an example of the body text.

Section Subtopic (Sentence Case)
Here is some text that goes with the subtopic.

EMPHASIS TEXT (CAPS)

Sample pull quote/text box:

> [Grab your reader's attention with a great quote from the document or use this space to emphasize a key point. To place this text box anywhere on the page, just drag it.]
>
> *[Cite your source here.]*

Sample photo with caption:

Figure 1 – Pinwheels for prevention. Photo credit:

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FUNDING AND FTE INFORMATION

Disability Employment Transitions	FY 2021 Budget	FY 2022 Request	FY 2023 Request
FTE	134.07	134.07	134.07
Personal Services	$9,307,508	$9,482,696	$9,569,794
Operating Expenses	$4,965,084	$4,963,368	$4,964,008
Benefits & Claims	$15,202,000	$15,202,000	$15,202,000
Transfers	$25,000	$25,000	$25,000
TOTAL COSTS	**$29,499,592**	**$29,673,064**	**$29,760,802**

	FY 2021 Budget	FY 2022 Request	FY 2023 Request
General Fund	$6,093,902	$6,042,818	$6,113,229
State Special	$1,320,155	$1,349,471	$1,349,716
Federal Funds	$22,085,535	$22,280,775	$22,297,857
TOTAL FUNDS	**$29,499,592**	**$29,673,064**	**$29,760,802**

Sales

• 1st Qtr • 2nd Qtr • 3rd Qtr • 4th Qtr

Sample bar chart:

DIVISION NAME | 2023 LEGISLATIVE SESSION   3