



# CUTBANK

TRUE MONTANA

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## STYLE GUIDE





## Cut Bank, Montana

Nestled along Highway 2—just 30 minutes south of the Canadian border—is the 3,000-person town of Cut Bank, Montana. With beautiful parks, a top-notch school system, two grocery stores, shopping opportunities, recreational activities, and one stop light, Cut Bank serves as the hub for the Hi-Line and Glacier Country.

The resilience of this community is apparent. When oil and gas activity dwindled, the town held its own. Locals have a can-do attitude. They survive—and even thrive—in the extreme weather along Montana’s Hi-Line. Home ownership, career advancement, and educational opportunities abound. Cut Bank offers something for everyone, as well as an authentic Montana experience.

Less than 50 miles from the east entrance of Glacier National Park, Cut Bank residents know they are on the cusp of a major tourism opportunity. They have rallied to uncover the city’s Unique Value Propositions (UVPs) and develop a high-impact brand and tagline to distinguish and grow their community.

These guidelines were created in order to maintain the design integrity of the Cut Bank, Montana brand. It is to be used to facilitate best practices in implementing a consistent look across all materials distributed by Cut Bank. While we cannot address every “what if” in one document, we welcome your questions. Please reach out to Rebel River Creative at 406.702.1557 or email us at [info@rebelrivercreative.com](mailto:info@rebelrivercreative.com) for more information.

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## ***Brand Attributes***

Gateway to Glacier National Park

Industrious

Kind, caring people

Opportunities

River

Fishing access

Recreation

Shopping

Confidential

Artists

Gritty

Not fancy

Tight-knit

Good people

## ***Unique Value Proposition***

Cut Bank is an authentic, humble, hardworking, and gritty Montana community committed to providing a senior- and family-friendly environment for locals and an adventurous experience for visitors.



# Voice, Tone, Language

Voice, tone, and language choices are an extension of Cut Bank's personality. Copy should echo the brand values and messaging.

Refer to what Cut Bank is when writing copy for Cut Bank across platforms and media, reflecting on Cut Bank's characteristics and personality.

## Cut Bank is:

Welcoming  
Adventurous  
Gritty  
Down-to-earth

## Cut Bank is Not:

Bougie  
Pretentious  
Meek  
Refined



# Tagline

T R U E M O N T A N A



## Primary Logo

The Cut Bank primary logo is designed to immediately give the community a bold, friendly feeling. It encompasses a nod to Cut Bank Creek, nature, and outdoor adventures.

Emphasizing “Cut Bank” in large and bold type speaks to the daring, adventurous personality of the community. Inserting a representation of Cut Bank Creek between “Cut” and “Bank” also plays on the community’s inclusivity and oneness with nature.



CUTBANK

## Secondary Mark



## ***Logo Clear Space***

Clear space for the primary logo uses the “X” height of the Cut Bank type on the logo. The sample below shows the minimum space (Fig. 1.) The mark should be kept from images, graphics and text and from the edge of pages. This allows the logo to be readable without intrusion of other elements.

The collateral sample (Fig. 2) shows placement on a billboard format with the “x height” clear space showing the logo being used with space positioning from text, photography, and from the edge of the page.



Fig. 1



Fig. 2



CUT2BANK

## ***Improper Logo Usage***

To ensure proper consistency of the brand mark, please use these guidelines when using the logo for all marketing materials, including signs, advertising, and other promotions.



Do not change colors



Do not add drop shadow



Do not squeeze or expand



Do not tilt logo



Do not move text



Do not place 4-color logo on busy photos, intricate backgrounds, or frame with a shape.



# Acceptable Logo Colors

The following graphics represent the approved colors for logos. The palette for the Brand Mark is borrowed from brand colors from the Cut Bank color palette on page 17.

## Primary Logo

Full Color



Black and White



Grayscale



## Secondary Mark

Full Color



Black and White



Grayscale



## *Typography*

Font selection plays a pivotal role in brand identity, conveying the brand's personality, values, and message. It helps establish consistency across various marketing materials, ensuring a cohesive visual identity that resonates with the target audience. A well-chosen font can evoke emotions, enhance readability, and leave a lasting impression, ultimately contributing to brand recognition and differentiation in a competitive market.



**Primary Logo + Headline Font**

# HANOVER

Hanover as the primary font for a Cut Bank's branding offers compelling advantages owing to its bold, distinctive, and memorable characteristics that instantly capture attention and set the city apart. Hanover's striking visual presence and versatility empower the city to establish a strong and consistent brand image, fostering recognition, trust, and a lasting connection with both residents and visitors.

**Secondary Logo + Body Font:**

# Avenir Book

Avenir Book as a secondary and body font for Cut Bank's branding offers distinct advantages due to its clean, modern aesthetic. These attributes improve readability on signage, websites, printed materials, and more. Its versatility and legibility make it ideal for conveying information effectively while maintaining a contemporary and professional image, fostering a sense of trust and credibility among the city's residents and visitors. Additionally, Avenir's balanced and elegant design provides a cohesive and unified visual identity, contributing to a memorable and consistent brand experience for the city.

**Alternative Headline Font**

# ***Avenir Black Oblique***

# Approved Logos for Promotional Items + Print

When using the Cut Bank Logo on promotional items and printed material, the colors should not change. This guide was developed to keep the integrity of the company brand consistent throughout all marketing collateral and promotional items. Various formats are provided for different applications for various vendors.

The following formats have been created for various print/digital applications:

- EPS (Adobe Illustrator) files are vector formats provided in PMS 2965 U, PMS 326 U, and PMS 125 U. These files are transparent, can be applied over a color, and can be scaled without distortion in large sizes. If you don't have Adobe Illustrator, you will not be able to view the EPS files. This is a standard "vector format" used in the graphic arts industry.

Used for: Print publishing, hats, cups, shirts, etc.

- PNG (Portable Network Graphics) formats in RGB have transparent backgrounds.

Used for: Digital applications including internet and TV broadcasting.

- JPG or JPEG (Joint Photographic Experts Group) files are not "transparent" and when used will appear on a white background.

Used for: Broadcast, print and digital applications when transparency is not required.

If a different format is required, please call Rebel River Creative at 406.702.1557.

# Color Palette

The color palette was developed to reinforce the brand mark. A solid blue is the main color for recall and memory retention. Paired with a greenish-blue and natural tan, the color combination evokes nature and fun. It is also an attention-grabbing combination for use in any format or platform.



HEX: 003b4c

CMYK: 97, 68, 49, 42

RGB: 0, 59, 76

PMS: 2965 U

HSB: 193, 100, 29



HEX: 03a0a4

CMYK: 79, 16, 38, 0

RGB: 3, 160, 164

PMS: 326 U

HSB: 180, 98, 64



HEX: ad822d

CMYK: 30, 46, 100, 9

RGB: 173, 130, 45

PMS: 125 U

HSB: 39, 73, 67



HEX: 000000

CMYK: 0, 0, 0, 100

RGB: 0, 0, 0

HSB: 0, 0, 0

HEX: FFFFFFFF

CMYK: 0, 0, 0, 100

RGB: 255, 255, 255

HSB: 0, 0, 100



# Utilizing Appropriate Canvas Sizes for Social Media Platforms

Now that you have the logo files, it will be paramount to place the logo on appropriately sized canvases for social media platforms.

## **Instagram Profile Picture**

Dimensions: 110 pixels X 110 pixels  
Is cropped to a circle  
Recommend uploading a PNG file

## **Facebook Profile Picture**

Dimensions: 360 pixels X 360 pixels  
Is cropped to a circle  
Recommend uploading a PNG file

## **Facebook Cover Photo**

Dimensions: At least 400 pixels wide X 150 pixels tall  
Left aligns with a full bleed and 16:9 aspect ratio  
Recommend uploading a PNG file  
The left side of your cover photo will be partially covered by your profile picture, and may be cropped and resized to fit different screens.

Please visit <https://www.facebook.com/business/help> to monitor recommended image size changes.

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