



MONTANA'S  
**YELLOWSTONE**  
COUNTRY

## BRAND GUIDE





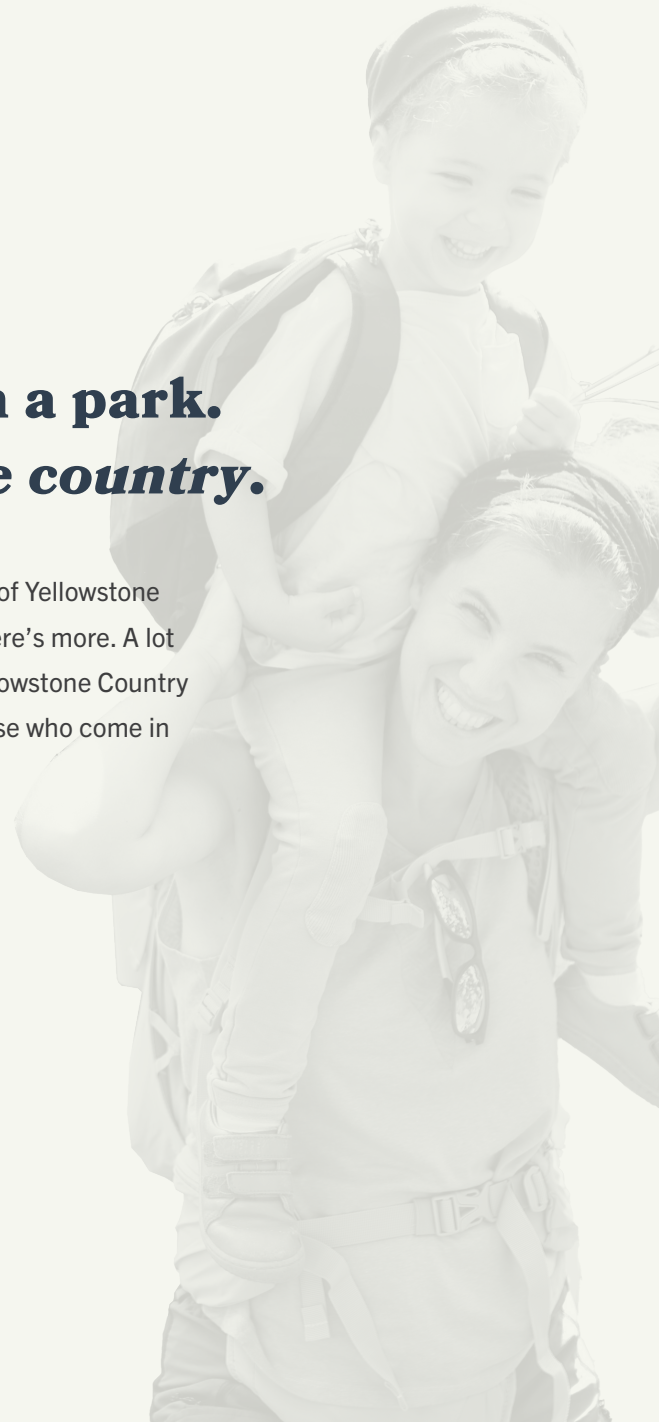


## **Yellowstone is more than a park. In Montana, *it's an entire country.***

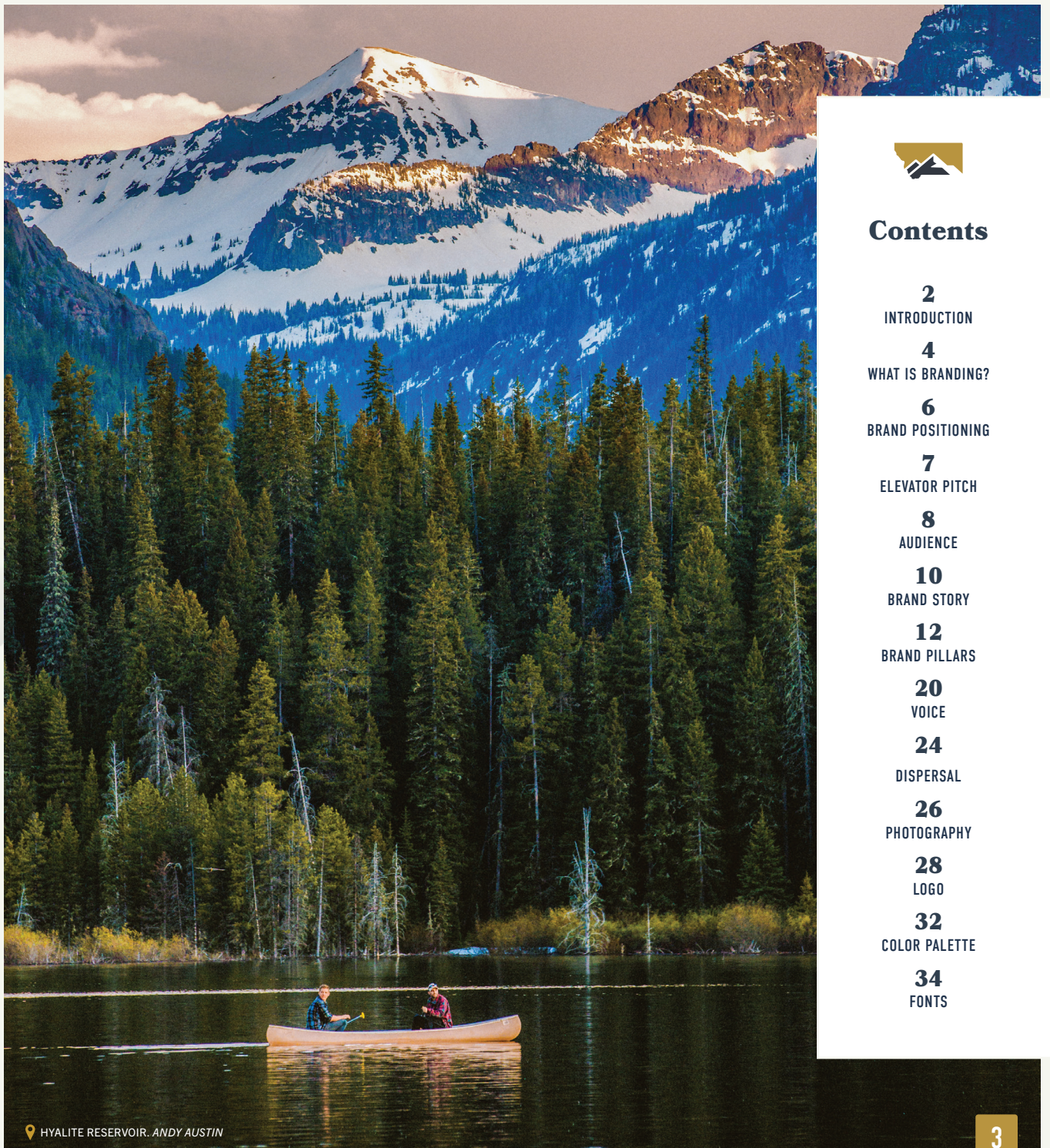
We live in a special place. Simply being perched on the edge of Yellowstone National Park would be enough to make that claim — but there's more. A lot more. Throughout the entirety of what we call Montana's Yellowstone Country are landscapes and experiences that can forever change those who come in contact with them.



**MONTANA'S  
YELLOWSTONE  
COUNTRY**







## Contents

**2**

INTRODUCTION

**4**

WHAT IS BRANDING?

**6**

BRAND POSITIONING

**7**

ELEVATOR PITCH

**8**

AUDIENCE

**10**

BRAND STORY

**12**

BRAND PILLARS

**20**

VOICE

**24**

DISPERSAL

**26**

PHOTOGRAPHY

**28**

LOGO

**32**

COLOR PALETTE

**34**

FONTS



# What is Branding?



WEST YELLOWSTONE. KEN TAKATA



## YOU KNOW IT WHEN YOU SEE IT.

The purpose of this book is to help you utilize the tools we've developed to educate and attract visitors to Montana's Yellowstone Country. When we talk about branding, what we are talking about is making everything that comes from Montana's Yellowstone Country sound like Montana's Yellowstone Country and look like Montana's Yellowstone Country. Not only building a cohesive and consistent message, but a style of delivering that message. When you see the distinctive silhouette of a Coke bottle you don't have to see the label to know it's a Coca-Cola. That's an example of branding. Through consistency, not only do we reinforce the work of building our reputation, but everything we do works harder. When we are all using consistent brand elements, the advertising your neighbors do also helps yours.



JONATHAN FINCH



MERV COLEMAN

### ***Successful Destination Branding:***

- Develops an emotional connection between visitors and a place.
- Puts a destination on a visitor's list of must-sees.
- Builds a positive image of the place and the reception visitors can expect when they arrive.
- Distinguishes the uniqueness of a destination.
- Most importantly, it maintains consistency across all communications, which builds trust with the audience.



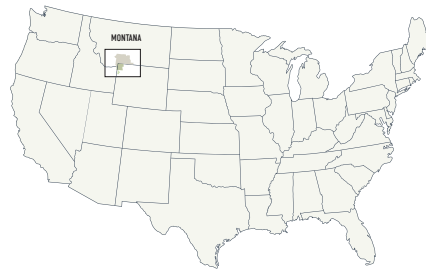
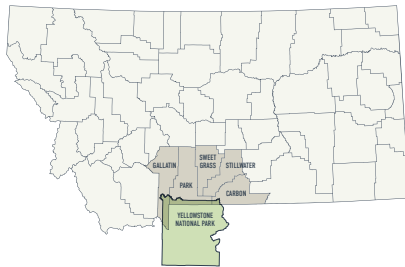
# What exactly is Yellowstone Country?

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When it comes to pure geography, it's easy to define Montana's Yellowstone Country. It's the five south-central and southwest Montana counties of Gallatin, Park, Sweet Grass, Stillwater and Carbon. But we all know it's much more than simply lines on a map, and it's our job to communicate that to potential visitors. Tourism is a key economic driver in our state supporting over 68,000 jobs and generating over \$5 billion in revenue from out-of-state visitors. Through a unified branding effort, we can help ensure the five counties of our region benefit appropriately.

For most people, the very notion of Montana carries lofty expectations of natural beauty and abundant wildlife, and perhaps no place delivers that as comprehensively as this part of the state. Through a consistent branding message, we can establish this section of Montana as not only the primary gateway to America's first national park, but a destination that also offers uncrowded outdoor recreation and uncompromising modern amenities of its own.

We help visitors plan their trip with travel information and resources about recreation, lodging, dining, arts and cultural treasures, seasonal activities and the communities that make Yellowstone Country so special.





# Elevator Pitch

Elevators are not a common place to converse in Montana, but the point still stands that we can all benefit from short, focused descriptions of what makes branding our region a benefit for all involved. The things that resonate are not the same for everyone, however.

## TO AN OUT-OF-STATE VISITOR

When you think of Montana, the Montana you envision is right here in Montana's Yellowstone Country. With access to Yellowstone National Park, abundant recreation opportunities and modern amenities throughout, there is something for everyone. We're here to help you make the most of every minute you spend in Montana.

## TO A MONTANA RESIDENT

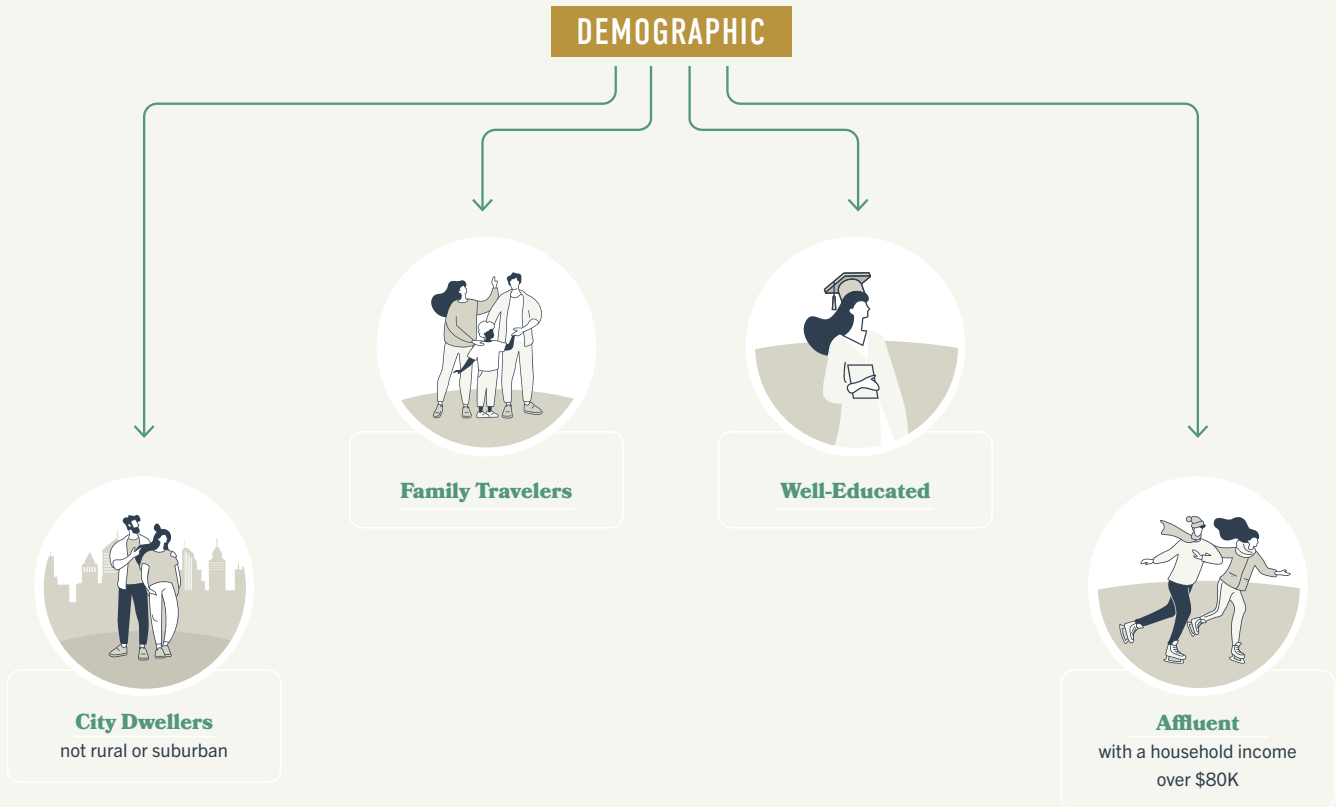
People can't help but be drawn to Montana's Yellowstone Country. And since the revenue from out-of-state visitors helps lower the tax burden for those of us who live here, it's something we don't take for granted. It's our job to make sure the people who visit understand what makes this place so special and experience it in a way that respects its character and fragility.

## TO A MONTANA BUSINESS

Montana is a bit off the beaten path — which is one of the attractions. By organizing our efforts, we can inform and help draw visitors to this part of the state and ensure your business stays vibrant throughout the year.

# Who are we talking to?

When we know who wants to come here, we know how catch their attention.





PSYCHOGRAPHIC



**Lifestyle**

Active, outdoor-recreation oriented, frequent travelers



**Activities and Interests**

Outdoor activities, history and culture, foodies



**Opinion**

Interested, but primarily influenced by the desire to experience things for themselves



**Attitudes and Beliefs**

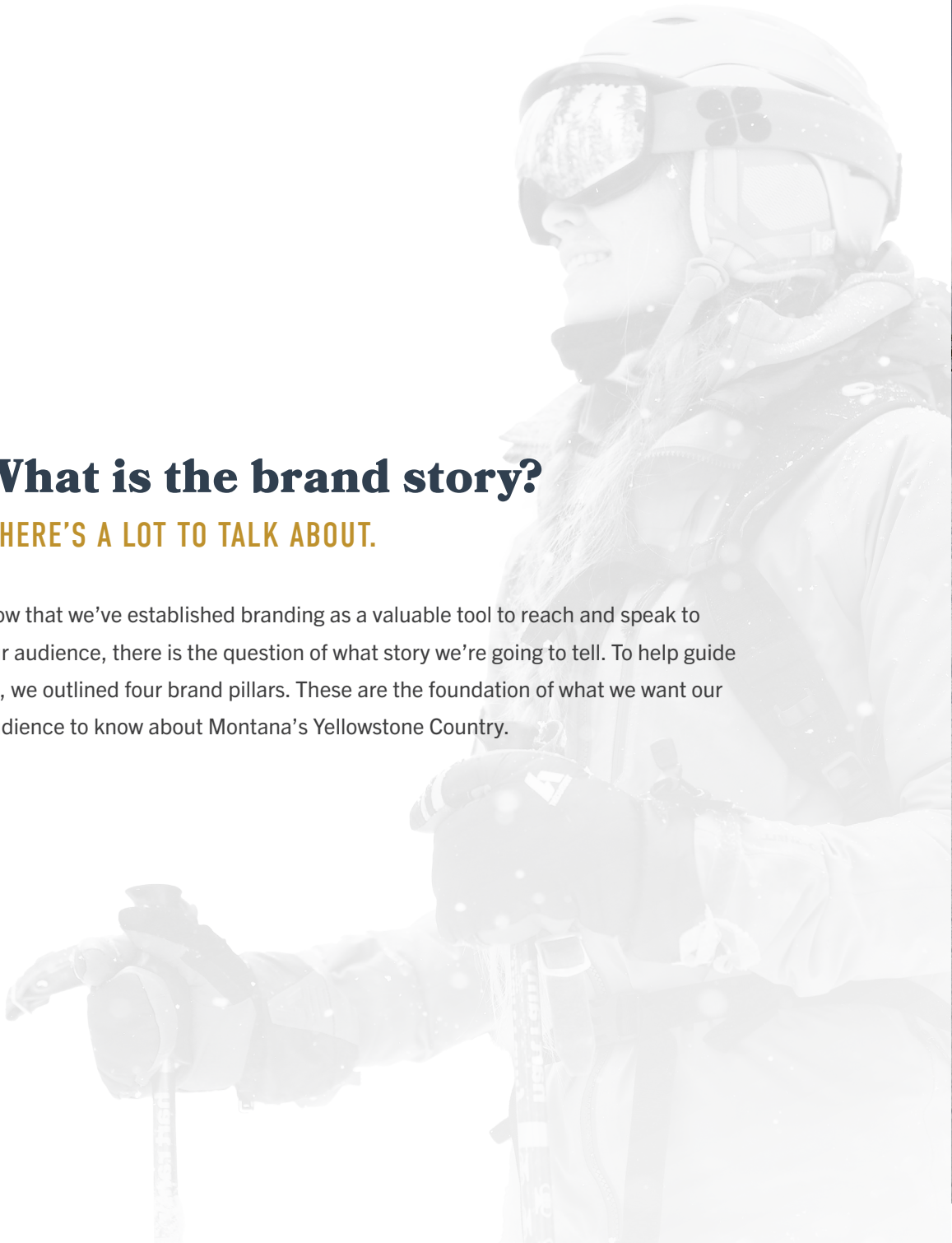
Environmentally conscious, adventurous spirits, like nature



## What is the brand story?

THERE'S A LOT TO TALK ABOUT.

Now that we've established branding as a valuable tool to reach and speak to our audience, there is the question of what story we're going to tell. To help guide us, we outlined four brand pillars. These are the foundation of what we want our audience to know about Montana's Yellowstone Country.









1

# Natural Wonders + CAPTIVATING LANDSCAPES





BEARTOOTH HIGHWAY. KURTIS MINSTER

The landscape of Montana's Yellowstone Country can be hard to fathom at times. The land itself is teeming with natural wonders and the wildlife that roams freely can seem like a vision lost a long time ago. Quite frankly, there is nowhere else like it in the country.



MISSOURI HEADWATERS STATE PARK. TANNER LATHAM



2

# Vibrant Communities + WESTERN HOSPITALITY





CHICO HOT SPRINGS. JONATHAN FINCH

Sitting in the midst of such a spectacular setting, it's no wonder the communities of Yellowstone Country are special in their own right. As Montana's gateways to Yellowstone National Park, they not only offer comfort and respite for the traveler but are destinations unto themselves.



LIVINGSTON ROUNDUP. ANDY AUSTIN



3

# Year-Round Exploration

+ PREMIER OUTDOOR ADVENTURES





BISON. IAN LANGE

Yellowstone Country has no off season. From the quiet springs to the golden autumns, the quintessential summer adventures to the world-class winter recreation that comes from being home to three of Montana's biggest ski areas, there is always something to do in this part of Montana.



CHICO HOT SPRINGS. JONATHAN FINCH



4

# Responsible Recreation

## + ESSENTIAL PRESERVATION





HYALITE RESERVOIR. JONATHAN FINCH

Although they are landscapes of incredible ruggedness, our outdoor spaces are also incredibly fragile. Promoting responsible recreation is paramount to preserving both our natural assets as well as our cherished communities. Our commitment to promoting travel and tourism that takes into account its impact is in Montana's best long-term interest.



CUSTER GALLATIN NATIONAL FOREST. CHARLIE MCLAUGHLIN



## When Yellowstone Country speaks, who's doing the talking?

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You don't need a lot of words when the landscape takes your breath away. But the ones you choose matter. When we write as the Yellowstone Country brand we want to do so in a way that connects us with our audience. Think of it as a conversation with an individual and not a presentation to a rotary club.

### THE VOICE OF MONTANA'S YELLOWSTONE COUNTRY:

- + **Unpretentious *but well-spoken.***
- + **Thoughtful *but not too wordy.***
- + **Adventurous *whether it's choosing a trail or an appetizer.***
- + **Real. *The tried-and-true.***
- + **Authentic, *this is no place for aw-shucks folksiness or trying to sound like a cowboy.***





## VOICE

Here are some guidelines to keep in mind when you write your own pieces of the Montana's Yellowstone Country story:

### **Do:**

- Be personable. It's a conversation between people not government entities.
- Keep in mind that many things perfectly normal for us are sources of amazement for others.
- Don't just talk about an experience, put the reader in it.
- Show respect to both the place and people.

### **Don't:**

- Use clichés or puns.
- Brag.
- Use marketing speak. Ever.
- Disparage others.





**Putting the brand to work.**

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**There's nothing wrong  
with a little elbow room.**





ROOSEVELT ARCH. BRIDGER PEAKS PHOTOGRAPHY

It's probably not news to anyone reading this that there's a busy season and a quiet season, as well as over-visited attractions and under-appreciated locations. Our goal is to spread things out — geographically and seasonally. In the summer, we can direct visitor experiences outside of the park. In the winter, steering them to the opportunities to experience Yellowstone in its more solitary state is preferable.



PHOTOGRAPHY

# If a picture speaks a thousand words, what are they?

Photography is an invaluable tool to tell the Yellowstone Country story. But just as with the words we use, the photography has to speak to our pillars and in a way that resonates with our audience.





## ← Inspire + Engage

Experiences here are just that — experiences. Images that make the viewer feel part of the action go a long way in connecting them to the place in a memorable way.

## Represent the Brand Pillars

**Natural Wonders**  
+ CAPTIVATING LANDSCAPES



*Always keep in mind wildlife safety.*

**Vibrant Communities**  
+ WESTERN HOSPITALITY



*Feature mountains with community photos.*

**Year-Round Exploration**  
+ PREMIER OUTDOOR ADVENTURES



*Show people enjoying the adventure.*

**Responsible Recreation**  
+ ESSENTIAL PRESERVATION



*Know before you go.*

## Encourage Recreating Responsibly



Visitors can be easily overwhelmed by the sheer size and ruggedness of the landscape, but it's important to also convey the care and responsibility necessary to keep it a special place. Images should always reflect responsible and ethical outdoor behaviors.



*Always show people on a trail.*



*Stone cairns are considered graffiti in the natural world.*



## OUR LOGO

### How to say “Montana’s Yellowstone Country” when you don’t have time to say much.

A logo is important. Like a brand on cattle, it stands for something and warrants protection. The Montana’s Yellowstone Country logo, with its chiseled peaks set against a golden sky, all bound within an outline of the state, captures so much about this place. The mountains themselves help define the location of our region. Used in conjunction with the wordmark, it is distinctive and quickly communicates our qualities.

## Correct Logo Usage

### SAFE AREA

The protected area surrounding the Yellowstone Country logo should be clear of text, other logos and/or design elements. In the logo, the size of the protected area is equal to the height of the letter “E” in Yellowstone.

### MINIMUM SIZE

The logo should always be clearly legible. Always size the logo proportionally. The YC logo can be as small as 1.5” or 144 pixels wide with the mountain icon, or 1” or 100 pixels wide for just the wordmark.

PRIMARY LOGO



STACKED LOGO



WORDMARK





Use the reversed-out white version of the logo when placed on a photo or solid color.



MONTANA'S  
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COUNTRY



Use the reversed-out white and gold version of the logo when placed on a photo or solid color.



MONTANA'S  
**YELLOWSTONE**  
COUNTRY



Do *not* use the reversed-out white and gold version of the logo if there is not enough contrast when placed on a photo or solid color.



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**YELLOWSTONE**  
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## Incorrect Logo Usage

Don't adjust the spacing between components.



Don't adjust the proportions between components.



Don't adjust the position between components.



Don't change the color of the typography.



Don't apply a drop shadow or similar effect.



Don't distort in any way.



Don't rotate on an angle (unless in relation to context).



Don't change colors.





## Design Elements

Use the following icons as design elements in YC marketing materials.

### MOUNTAIN ICON



### DIAMOND ICON



### ARROWS

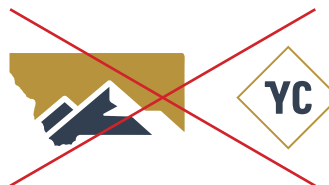


### LOCATOR PIN

📍 ROOSEVELT ARCH, GARDINER. *BRIDGER PEAKS PHOTOGRAPHY*

📍 ROOSEVELT ARCH, GARDINER.  
*BRIDGER PEAKS PHOTOGRAPHY*

Do not pair the mountain icon and YC diamond side by side.



📍 PILOT PEAK. *MERV COLEMAN*

# Color Palette

<p>PRIMARY COLOR</p> <p><b>YELLOWSTONE MIDNIGHT</b></p> <p>CMYK 81 67 49 39          RGB 51 64 79          PANTONE 534          HEX# 33404F</p>	<p>PRIMARY COLOR</p> <p><b>MEADOWLARK GOLD</b></p> <p>CMYK 28 38 92 4          RGB 184 148 61          PANTONE 257          HEX# B8943D</p>	<p>SECONDARY COLOR</p> <p><b>SAGEBRUSH TEAL</b></p> <p>CMYK 58 6 45 25          RGB 85 149 128          PANTONE 7723          HEX# 559580</p>	<p>SECONDARY COLOR</p> <p><b>GRAND PRISMATIC BLUE</b></p> <p>CMYK 78 46 0 2          RGB 56 122 187          PANTONE 285          HEX# 387ABB</p>	<p>SECONDARY COLOR</p> <p><b>PONDEROSA GREEN</b></p> <p>CMYK 69 41 100 24          RGB 83 106 49          PANTONE 363          HEX# 536A31</p>
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There's no shortage of color in Montana's Yellowstone Country and our palette reflects that fact. Although grounded in nature, our colors are strong and more dramatic than simple, subdued earth tones.

## Winter Colors

<p><b>YELLOWSTONE MIDNIGHT</b></p>	<p><b>MEADOWLARK GOLD</b></p>	<p><b>GRAND PRISMATIC BLUE</b></p>	<p><b>GRANITE PEAK WHITE</b></p>
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## Warm Season Colors

<p><b>YELLOWSTONE MIDNIGHT</b></p>	<p><b>MEADOWLARK GOLD</b></p>	<p><b>SAGEBRUSH TEAL</b></p>	<p><b>GRANITE PEAK WHITE</b></p>
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SECONDARY COLOR

**FOX  
RED**

CMYK 21 79 100 10  
 RGB 184 79 35  
 PANTONE 718  
 HEX# B84F23

SECONDARY COLOR

**GRANITE  
PEAK  
WHITE**

CMYK 3 2 6 0  
 RGB 245 244 236  
 PANTONE WARM GRAY 1 C, 50% TINT  
 HEX# F5F4EC



# Fonts

## TYPOGRAPHY EXAMPLES

### EXAMPLE 1

Headline, Bookmania Black,  
title case, navy

**Nordic Skiing**

Subhead, DIN Condensed,  
all caps, gold

**GLIDE ACROSS AN ENCHANTING  
WINTER WONDERLAND**

Body Copy, Trade Gothic Next  
Regular, sentence case, black

Downhill isn't the only way to leave your mark  
on the mountain in Yellowstone Country.

### EXAMPLE 2

Headline, DIN Condensed,  
all caps, navy

**NORDIC SKIING**

Subhead, Bookmania Black,  
sentence case, gold

**Glide across an enchanting  
winter wonderland.**

BOOKMANIA BLACK  
HEADLINE/SUBHEAD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$%-+&()**

BOOKMANIA BLACK ITALIC  
HEADLINE/SUBHEAD

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890 !@#\$%-+&()***



DIN CONDENSED  
HEADLINE/SUBHEAD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$\$%~+&()**

TRADE GOTHIC NEXT LIGHT  
BODY COPY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$\$%~+&()**

TRADE GOTHIC NEXT LIGHT ITALIC  
BODY COPY

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890 !@#\$\$%~+&()***

TRADE GOTHIC NEXT REGULAR  
BODY COPY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$\$%~+&()**

TRADE GOTHIC NEXT ITALIC  
BODY COPY

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890 !@#\$\$%~+&()***

TRADE GOTHIC NEXT BOLD  
BODY COPY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$\$%~+&()**

TRADE GOTHIC NEXT BOLD ITALIC  
BODY COPY

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890 !@#\$\$%~+&()***

BETTER TIMES  
USE SPARINGLY

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890 !@#\$\$%~+&()*



