

# Blackfoot Communications

# Corporate Brand Guide



*January 2021*

# Overview

## **Our brand is represented by specific logos, colors, voice, typography and imagery.**

Brand guidelines that play an important role in managing perceptions of Blackfoot Communications. Every time we communicate with customers, prospects, partners and the community, it is essential to build and reinforce a consistent message. Thank you for helping champion the Blackfoot Communications brand!

This guide covers how to use the following elements of our brand consistently:

- **Section 1:** Logos
- **Section 2:** Colors
- **Section 3:** Voice
- **Section 4:** Typography
- **Section 5:** Imagery

If you have any questions regarding this guide, please contact the Blackfoot Communications Marketing Team at [marketing@blackfoot.com](mailto:marketing@blackfoot.com).

# Logos

## The logo distinguishes who we are and what we do.

Our logo is the combination of the circle brand icon and the words Blackfoot Communications with a registered mark (®). Blackfoot's logo can be used in a horizontal or vertical treatment.

### Horizontal



### Vertical



## Secondary Logo: Icon + Tagline

The secondary logo is the combination of the brand icon and our corporate tagline "Connect to more". This logo is only to be used in conjunction with the master logo *and* when representing a Blackfoot program, such as cooperative, community and education to help consistently demonstrate the ways we connect our customers and communities to more.



## Logo Styles

Choose the logo style that allows for sufficient contrast with the background.  
*Choose the horizontal or vertical logo orientation with a goal to maximize our logo size.*

### Master Logo

May be used on a white or light background.



### Reverse Logo

May be used on a black or dark background.



### Single Color

The logo can be used in solid red, black or white.  
For use on logowear, swag, grayscale, etc.



### Logo Icon

May be used as a stand-alone element and should typically be used with master logo for context. Opacity can be scaled on a white background.



### Secondary Logo

For use for specific Blackfoot programs, including Community Support, Education and Cooperative.



### Embroidery

For logowear that is embroidered, we have two logo variations. A white version for use on a dark garment, and a red version for use on a lighter garment. *Embroidery vendors should use our .dst file in our Brand Kit.*



## Logo Standards

Blackfoot's logo should be used on all internal and external corporate assets and communications including, but not limited to: campaigns, digital properties, forms, vehicles, swag, signage, etc.

### Minimum Size

The minimum logo size for print is 1.5". The logo may be scaled smaller for online uses. The icon can be scaled as small as 16px x 16px for a web icon.



### Blank Space

Leave 1/8" blank space around the logo. No elements or type should extend into the white space.



### Improper Logo Usage

- **Do not alter the logo in any way.** Our logo should never be changed to remove the icon or text. It should be kept in its ORIGINAL form. *The only element that can be used stand-alone is the icon.*
- **Do not alter the proportions of the logo.** The B icon should always be a perfect circle. *Tip: Hold the shift key when you resize to keep it proportionate.*
- **Do not use scanned, pixelated or low-resolution logos.** *Tip: If the logo looks fuzzy or out of focus, your file is too small.*
- **Do not use the logo as a watermark or an element behind text.**

#### WHAT NOT TO DO

##### ALTER ORIGINAL LOGO



##### ALTER PROPORTIONS



##### USE LOW RESOLUTION



##### USE BEHIND TEXT

Lorem ipsum dolor sit amet, consectetur elit, sed do eiusmod tempor incididunt ut labore et dolore magna

# Colors

**Our primary corporate color palette includes red, orange, shades of gray and white.**

In general, we will use colors in our design elements to identify the audience. You'll see this breakdown on our websites and marketing materials.

- Red = Corporate + Business
- Orange = Residential
- Gray + White = Complementary

Color	CMYK	RGB	Hex
Red	C15.M95.Y100.K0	R210.G52.B42	#d2342a
Orange	C0.M70.Y95.K0	R243.G112.B41	#f37029
Dark Gray	C65.M56.Y55.K31	R85.G85.B85	#555555
Light Gray	C8.M6.Y6.K0	R232.G232.B232	#e8e8e8
White	C0.M0.Y0.K0	R255.G255.B255	#ffffff

# Voice

**If Blackfoot Communications was a person,  
what adjectives would be used to describe us?**

Active, Friendly, Caring, Helpful

## **Blackfoot Communications has a corporate personality.**

We're a trusted guide, keenly intelligent and excited to share new solutions. We adapt to meet our audience and solve their unique problems. Broadly speaking, our customers should hear the voice of a thoughtful friend who always has an insightful answer. In all cases, we project confidence that reinforces our customer promise: *We always find a way.*

## **When talking about the company, use the name Blackfoot Communications.**

Our official business name is **Blackfoot Communications**. The company should be referred to as "Blackfoot Communications" in first mentions. It is okay to drop "Communications" after the first mention. It is preferred "Communications" is added in the last mention.

## **Next, explain what we offer and who we serve.**

Adjust your description of the company based on the audience to make it more relevant and meaningful.

### **Corporate Audience**

At Blackfoot Communications, we believe that strong connections matter. Using the latest technology in voice, broadband, network and managed services, Blackfoot reliably connects homes in Western Montana and Eastern Idaho, and businesses of all sizes throughout the Western United States.

## **Business Audience**

At Blackfoot Communications, we believe that strong connections matter. Using the latest technology in voice, network and managed services, Blackfoot reliably connects businesses of all sizes throughout the Western United States.

## **Residential Audience**

At Blackfoot Communications, we believe that strong connections matter. Using the latest technology in voice, broadband and fiber-based connectivity, Blackfoot reliably connects people, homes and businesses in Western Montana and Eastern Idaho.

## **About Us – Longer Brand Message**

At Blackfoot Communications, we believe that strong connections matter. Connecting businesses. Connecting communities. Connecting with each other. Using the latest technology in voice, broadband, network and managed services, we keep people reliably connected.

We serve homes in Western Montana and Eastern Idaho, as well as businesses of all sizes throughout the Western United States. We also connect with our communities by giving back to local organizations, causes and schools in ways that truly matter.

Headquartered in Missoula, Montana and named after the Blackfoot River, we have more than 65 years of history in creating strong connections. Connect to more with Blackfoot Communications.

# Typography

**We use three font types to represent the Blackfoot brand.**

## **Open Sans**

This is our most versatile typeface and should be used for all major bodies of text or copy, both digital and print. It can also be used in bold, extrabold and italic.

Open Sans

## **Open Sans Light**

This is our font for accentuation. It should mainly be used in a large typeface, which works well for headings.

Open Sans Light

## **Museo Sans**

This is our brand font and is to be used on impactful or creative brand expressions. Museo Sans has varying weight types, from 100 to 900. Generally, we use the 300, 500 and 700 weights.

Museo Sans 300

**Museo Sans 700**

# Imagery

## Our imagery is meant to demonstrate the experiences that Blackfoot Communications enables.

For showcasing our services, usage imagery that shows the experiences our technology enables, such as streaming with their broadband internet, collaborating with colleagues, using our services to do more, etc. When possible, use images of real employees and customers from our brand photoshoots. If selecting a stock image, it should feel authentic to our audience. See below for general direction.

### Business Imagery



- Business casual vs. suits
- Use of mountains or greenery in background vs. major skylines
- Cellphones only if it pertains to mobility or a specific product
- Any visible hardware should look current

### Residential Imagery



- Choose people who look like they are a friendly neighbor
- Be considerate of the age demographic to match our audience segmentation
- If an image includes technology, a person should be using it (experiences)
- Desktop computers and a variety of WiFi-enabled devices may be included, cellphones should be avoided – use cordless handsets for home phone