



**GENERAL  
SERVICES**  
smart stewardship

# BRAND GUIDELINES

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# HOW TO USE THIS DOCUMENT

The General Services Division (GSD) brand starts with you. Your enthusiasm and optimism about what this agency can do will show through our brand. Use these best practices, templates, tools and guidelines to incorporate the brand into your materials.

What comes to mind when you think about the GSD? Service to state agencies? The powerful, bold setting of our State Capitol Building? Providing efficiency through day-to-day needs? Together, these perceptions form our brand.

By coming together under a uniform brand, we seek trust from our audiences with a cohesive message about who we are and what we represent. We want to make sure other state agencies and the public know who we are.

The style guide and GSD brand are evolving and always improving. Please check back to make sure you have the latest edition.

GSD

Style guidelines ensure **consistency**, which will give your brand **integrity**, and that leads to consumer **loyalty**.



# PRIMARY COLORS

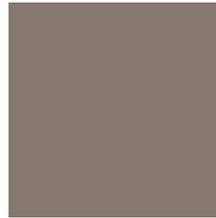
GSD



Pantone 370 C  
56 / 33 / 77 / 12  
101 / 131 / 57  
#658339



Pantone 7579 C  
5 / 82 / 100 / 0  
231 / 84 / 37  
# E0592A



Pantone Warm Gray 9  
0 / 14 / 28 / 55  
138 / 122 / 103  
# 847770



Pantone 7710 C  
60 / 29 / 37 / 2  
51 / 158 / 171  
# 00A5B5



Pantone 294 C  
100 / 83 / 33 / 20  
20 / 60 / 105  
# 002E6D

## SECONDARY



Pantone Cool Gray 7  
K 50%  
147 / 149 / 152  
# 939598



Pantone Cool Gray 7  
K 50%  
147 / 149 / 152  
# 939598



Pantone 7625 C  
3 / 85 / 82 / 0  
233 / 78 / 61  
# e94e3d



Pantone 294 C  
100 / 83 / 33 / 20  
20 / 60 / 105  
# 002E6D



Pantone 7710 C  
60 / 29 / 37 / 2  
51 / 158 / 171  
# 00A5B5

*Never use any tints of primary color except 100%*

*The accent color is to be used sparingly and should never outweigh the primary. Never use tints or opaque shades of the secondary (except gray). Never use the secondary in blocks of text. The secondary can be used in headlines, or sub headlines and large scale numbers such as infographics. Other areas the secondary color can be used are stylistic arrows, flags, banners, or separating lines.*

*Tints of gray ranging from 5% to 80% are acceptable for all programs.*

# FONTS

**HELVETICA NEUE BOLD CONDENSED**

HELVETICA NEUE CONDENSED

HELVETICA NEUE LIGHT CONDENSED

**HELVETICA NEUE BOLD**

HELVETICA NEUE ROMAN

HELVETICA NEUE LIGHT

# TYPE SPECIFICATIONS

## LARGE DISPLAY HEADLINES

Left justified / All caps / Bold, Bold Condensed, Light or Light Condensed / 25pt / secondary color.

### SMALLER HEADLINES

Left justified / All caps / Bold or Bold Condensed / 15pt

### Body Copy

Left justified / Sentence case / Roman, Light, Condensed or Light Condensed / Gray or black / 12pt

## POINTERS

Use contrasting colors for titles and text

The secondary color and gray tints can be used for additional graphics such as color boxes, arrows, bold divider lines, etc.

Instead of indenting paragraphs, add additional space between each

Do not let paragraphs of text hyphenate

## WEBSITE FONTS

**OSWALD**

**ARIAL**

## TYPE SPECIFICATIONS

**LARGE DISPLAY HEADLINE**

Left justified / All caps / Oswald / 35pt / secondary color.

**HEADLINE TWO**

Left justified / All caps / Oswald / 30pt / secondary color.

**HEADLINE THREE**

Left justified / All caps / Arial Bold / 15-20pt / secondary color.

**Body Copy**

Left justified / Sentence case / Arial Regular / 12pt / black

# ACCEPTABLE LOGO USAGE

These are guidelines and there will be exceptions.

The logo should be in one color, our signature green. There will be times the logo can be all white but green should be used whenever possible.

The only time there should be multiple colored logos is if the message is coming from GSD.

When GSD is supporting a program's message, the GSD logo can be displayed in gray.

# PROGRAM LOGOS WITH GSD SUPPORT

The programs logos are available with the GSD listed as the parent brand.

The programs are set up to stand alone and be their own voice. GSD should be listed as the parent brand under each logo, in the program color as shown in the samples. The GSD logo should not be placed addition to these logos. There are circumstances that the GSD logo could be placed in gray or white as additional support at the end of the messaging.

*When you place the green GSD logo on one of the programs massaging, it takes away the program's ability to stand alone and weakens their voice. But if you add the GSD logo or division name in gray or in the program's color it appears "in support of" that program. A good example is the Suspicious Mail poster.*

The two samples styles shown are intended for center justified text and left justified text. Pick the logo style according to how you want your text to be in your message.



# USING THE LOGO AS A WATERMARK

Watermarks are essential for claiming your imagery or media and preventing the theft of photos you've created. It can also be an additive for brand recognition. The watermark should be added to a photo that is not connected with our brand. Such as a Surplus Property listing that lives on an external website. If the photo is placed on a branded document or within our GSD website it does not need the watermark.

It's important to remember that the imagery or media is the main focus and the logo is secondary. The watermark traditionally is placed with transparency but white could work too.

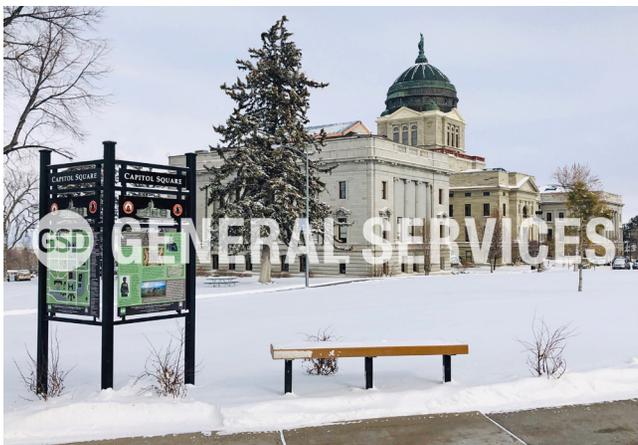
Depending on how "busy" the photo is you can use a transparent logo or white. See examples of each. Pay attention to "white space" or open areas with minimal objects.



The one-line version of the logo looks nice centered on the photo. Because of the light colored background, a solid white logo is used here.



Notice the placement in the open space of the photo. Also pay attention to the space from the logo to the edge of the photo.



This is what comes to mind for a traditional watermark. It's the least desirable, but in some photos it may be the only option. Use 50% or less transparency and center the logo large across the photo



Notice the placement in the open space of the photo. Because the grass is a darker shade, the transparent logo looks great. It's the white logo with a 50% transparency.

# UNACCEPTABLE LOGO USAGE

To avoid improper use of the logo, always adhere to the basic guidelines set forth in this style guide. A few examples of common logo errors are listed below.

- DO NOT use colors other than the ones identified in this guide.
- DO NOT stretch, squeeze or otherwise distort the logo.
- DO NOT change the logo fonts.
- DO NOT add any other design element such as a line or drop shadow to the logo.
- DO NOT print the logo on a background with too little contrast.
- DO NOT position the logo vertically or at an angle.
- DO NOT use low resolution versions of the log (i.e. low resolution JPEG files).



Squished



Color usage



Color usage



Pixelated (blurry)



Drop shadow

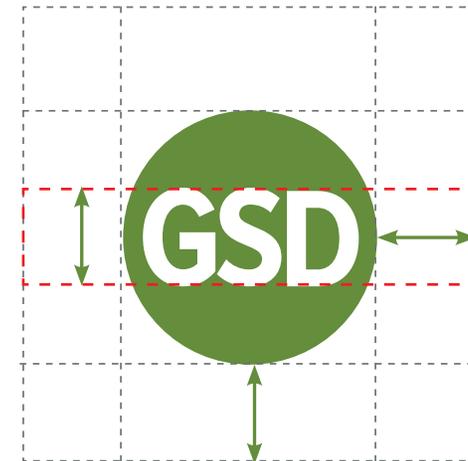


Rotating

# CLEAR SPACE

To ensure the logo has consistent, optimal readability and prominence, an area of clear space should be maintained around the logo.

Other type, logos, photos and design elements should be clear of the space around the logo. Clear space can be measured by the height of the text GSD.



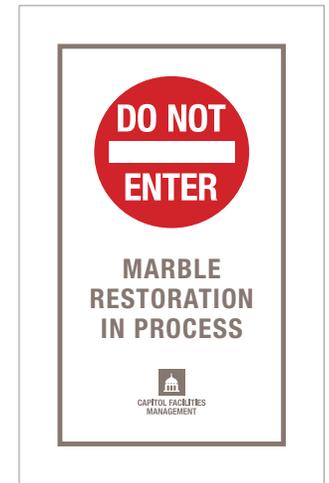
# BORDER USAGE

The thick border is intended to be used on simple-language signs, posters, cards, etc. It was originally used on communications to customers, but can sometimes be fitting for internal communications as well.

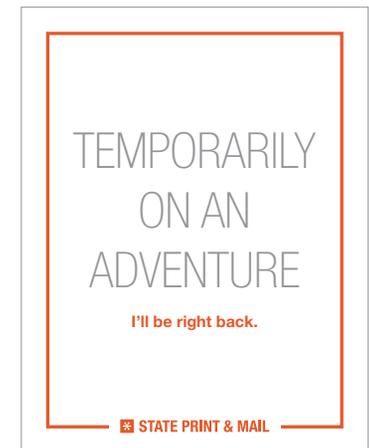
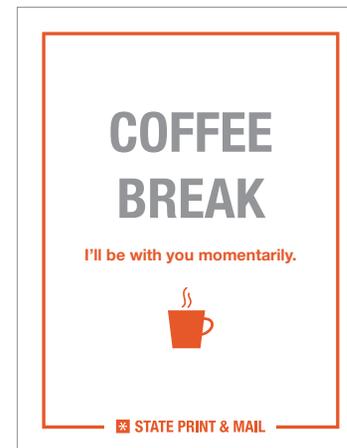
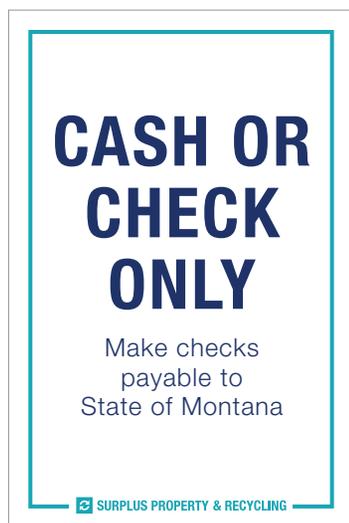
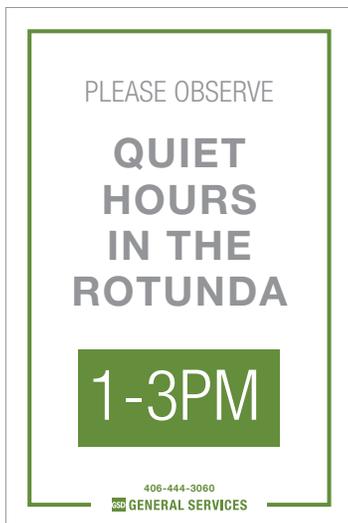
The border should not be less than 1/2" from the edge of the paper for a letter sized document.

The example to the right shows the max amount of content that should be placed within a bordered document. If there is more than four statements, refer to the use of the GSD header/footer style for documents.

Match the border thickness to the weight of the text in the logo. Make sure the logo aligns to the center of the bottom line. Align it with the middle of the E.



↑ This is an example of a smaller bordered sign. Because the width of the sign is less than 8.5" wide, the logo is moved above the border and the stacked logo is used.



# HEADER/FOOTER USAGE

This style is used on documents with lengthier text or multiple pages. It works well on a one-page promotional flier or as a title page to a multi-page document. If it is used as a title page, consecutive pages should be set up with page numbers, and a simplified header. See examples for reference.

The standard GSD Header gives the viewer a quick organizational glance of our programs. Use this header on promotional pieces. Your individual program can be highlighted in the footer. The one-line logo is used with light gray lines on either side. (optional)

The information listed below your logo is three to four important contact elements. Each are separated by two spaces | straight vertical line, then two more space. These

elements could be your general office phone number, website, physical address, email address, etc.

If you have consecutive pages, add a header with your program's one-line logo. The logo in the header is very small. For reference, in the example to the right, the GENERAL SERVICES logo type is roughly 9pt. font size. Then in gray text, the title of the document can be listed, then a thin gray line spanning the rest of the page to the margin. This header is just a suggestion and other formatting could be acceptable.

**GENERAL SERVICES** Facilities Condition Assessment Summary Report

**GSD**  
smart stewardship

Real Property & Leasing | Capitol Facilities Management | Surplus Property & Recycling | State Print & Mail

**FACILITIES CONDITION ASSESSMENT SUMMARY REPORT**  
DEFICIENCY RATIOS & BUILDING CONDITION AS OF AUGUST, 2016

**GENERAL SERVICES**  
1310 East Lockley Avenue, Helena Montana, 59620 | (406) 444-3080 | www.gsd.mt.gov

**GENERAL SERVICES** Facilities Condition Assessment Summary Report

**GENERAL BACKGROUND**  
The General Services Division team has conducted 55 Facilities Condition Assessment (FCA) audits since 2014. Each building on our campus is assessed every three to five years. GSD manages six percent of the State's building portfolio. GSD's FCA program is modeled after the Facility Condition Inventory application and process built by Montana State University. GSD conducts FCAs to establish spending priorities and to track the deferred maintenance backlog for our building portfolio. This tracking effort allows us to identify where deficiencies are, report on them, target the most prudent repairs, and take care of safety issues. The FCA shows General Services to understand the physical condition that our facilities and assets are in. Condition comparisons are made by using deficiency ratios.

**DEFICIENCY RATIO**  
Each deficiency recorded on our audits has an associated remediation or repair cost. A deficiency ratio is found by the estimated cost to replace the entire building, these values are automatically calculated using MSU's FCI application.

**DEFICIENCY BACKLOG**  
The total dollar value of maintenance projects and repairs that are postponed due to budget constraints.

**ABOUT THIS REPORT**  
The following table, chart, and graphs show key building condition data collected by General Services. The team is currently in its second audit cycle.

CYCLE ONE			
BUILDING	DEFICIENCY RATIO/PERCENTAGE	CYCLE ONE SQUARE FOOTAGE ASSESSED	RATING
Montana Wild Discovery Center	0.2	8,940	Good
DPHHS Commodities Warehouse	0.3	18,000	Good
State of Montana Data Center	0.5	15,521	Good
Original Governor's Mansion Carriage House	0.8	2,364	Good
Montana Wild Rehabilitation Center	0.2	580	Good
Teacher's Retirement	0.8	6,450	Good
Capitol Building	4	179,872	Good
DMRC Water Resources Division	4	27,860	Good
State Print	4.2	7,946	Good
Chickadee Building	4.3	7,780	Good
1209 Bth	5.8	2,307	Fair
GSD Landscaping Shop	6.6	4,444	Fair
State Building	7.5	6,760	Fair
South East	7.7	81,983	Fair
F&P Headquarters	8.3	22,360	Fair
5 South East	9	11,130	Fair
Original Governor's Mansion	9.2	13,825	Fair
Records Management	10	22,800	Fair
Lee Metcalf Building	10.5	101,860	Fair
Joseph P. Masarik Building	10	22,800	Fair
Newark Station	11.1	101,860	Fair
1430 Bth	11.6	15,235	Poor
OPH 1227	12	3,385	Poor
Capitol Annex	15	5,480	Poor
5 South East	15.6	5,725	Poor
DMRC Aviation Support Facility	16.6	16,660	Poor
Michael Building	16.6	100,320	Poor
1209 Bth	17.1	100,860	Poor
DPHHS 111 Sanders	17.8	2,054	Poor
Montana Historical Society	18.2	49,480	Poor
1209 Bth	18.2	19,660	Poor
1408 Bth	21	1,221	Poor
1409 Bth	21.9	2,100	Poor
1209 Bth	21.9	2,114	Poor
OPH 1208	25.5	1,107	Poor
Secretary of State Annex	25.8	20,125	Poor
1209 Bth	25.8	1,106	Poor
1209 Bth	28	6,765	Poor
<b>TOTAL BUILDINGS ASSESSED</b>			
<b>TOTAL SQUARE FOOTAGE ASSESSED</b>		<b>1,235,172</b>	

**FCA PROGRAM CYCLE ONE SUMMARY DATA 4/2014-10/2016**

**BUILDING CONDITION RANKING INDEX**

- GOOD: 0-5% DEFICIENCY RATIO
- FAIR: 5-10% DEFICIENCY RATIO
- POOR: ABOVE 10% DEFICIENCY RATIO

**GENERAL SERVICES** Facilities Condition Assessment Summary Report

**CURRENT CONDITION PER THE FCA PROCESS**  
SQUARE FOOTAGE RATION CONDITION BREAKDOWN

SQUARE FOOTAGE RATED AS	PERCENT OF TOTAL
648,824	52.53%
477,373	38.65%
108,975	8.82%

**1,235,172**  
TOTAL SQ. FT. ASSESSED BY THE GENERAL SERVICES TEAM

**FCA AUDIT BUILDING DEFICIENCY RATIOS: (CYCLE 1 2014 - 2015)**  
FCA BASELINE DATA: CYCLE ONE DEFICIENCY RATIO BY BUILDING

Building	Deficiency Ratio
Old Board of Health	28
Secretary of State Annex	26.8
OPH 1300	25.9
1225 Bth	25.5
1404 Bth	25.9
1800 Bth	22.1
1219 Bth	19.6
Montana Historical Society	18.2
DPHHS 111 Sanders	17.8
1205 Bth	17.5
Cogswell	17.1
Mitchell Building	16.6
DMRC Aviation Support Facility	16.6
826 Washington Drive	15.6
Capitol Annex	15
OPH 1227	14.8
1410 Bth	12
Walk Sullivan	11.6
Joseph P. Masarik Building	11.1
Lee Metcalf Building	10.5
Records Management	10
Original Governor's Mansion	9.2
5 South East	9
F&P Headquarters	8.1
Scott Hart	7.7
Diane Building	7.5
GSD Landscaping Shop	6.6
1209 Bth	5.8
OML Live/stock Building	4.3
Bolter Plant	4.2
DMRC Water Resources Division	4
Capitol Building	4
Teachers' Retirement	3.9
Montana Wild Rehab. Center	2.2
1411 Bth	0.8
State of Montana Data Center	0.6
DPHHS Commodities Warehouse	0.3
Montana Wild Discovery Center	0.2

# LETTERHEAD



smart stewardship



Capitol Facilities Management



Real Property & Leasing



Surplus Property & Recycling



State Print & Mail

MONTANA DEPARTMENT OF ADMINISTRATION, GENERAL SERVICES DIVISION | GOVERNOR GREG GIANFORTE



**GENERAL SERVICES**

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Montana Department Of Administration  
 General Services Division  
 Governor Greg Gianforte



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 1310 E Lockey, Helena, MT 59601  
 PO Box 200110, Helena, MT 59620-0110

Montana Department Of Administration  
 General Services Division  
 Governor Greg Gianforte

# BUSINESS CARD

The colors and fonts should not vary.

There should be at least one phone number provided and up to three. The phone labels should not vary from the template. **NO FAX NUMBERS.**

Phone numbers should always be formatted the same as the template.

Always use the & instead “and” in the job title.

These templates are on file at Print & Mail. Order business cards through the email [SPM@mt.gov](mailto:SPM@mt.gov)

80# cover stock with matte laminate is our paper standard.

Cards can be ordered in quantities of 50, 100, 250 and 500.



# INFOGRAPHIC ICONS

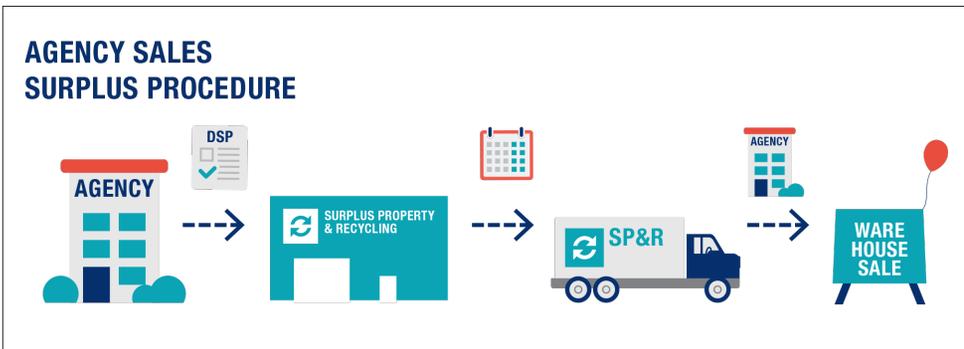
Icons are custom made to match each program color.

Icons are limited to colors that match the brand.

They are intended to be used on a white back ground.

They are to add visual interest either to a block of text or as an infographic.

You can request a custom icon by emailing Leah Hathaway, [lhathaway@mt.gov](mailto:lhathaway@mt.gov)



40 buildings managed

515 controls access to doors

100 flag flyovers

800 gallons of paint applied

2,500 state IDs issued

7,000+ flowers planted

The infographic displays six metrics in a grid format. Each metric is accompanied by a small icon: a building for '40 buildings managed', a door with a Wi-Fi symbol for '515 controls access to doors', an American flag for '100 flag flyovers', a paint roller for '800 gallons of paint applied', a state ID card for '2,500 state IDs issued', and tulips for '7,000+ flowers planted'.

# FREQUENTLY ASKED QUESTIONS

## **Where do I find our logo?**

DOA\_GSD\$\GSD\PMB\DESIGN ASSETS\  
Administration Logos and Assets\GSD Program Logos

## **What are the Hex color codes?**

Hex codes are unique codes given to digital colors to be sure you can get an exact match. See page 4.

## **Do I have to have an email signature block?**

Yes, email signatures are a small but important part of building our brand. Not only can they provide your email recipients with valuable information, they add a professional and unified touch for the GSD team.

## **Do I have to list my mobile number on my email signature or business card?**

No, the mobile phone is optional

## **What if a program I'm using doesn't have Helvetica?**

All DOA employees have the Helvetica font pre-loaded on their computers. If for some reason a program does not have it, substitute Ariel fonts in place of Helvetica.