

look
closer



BRAND
Guidelines

Mission statement

Improve the health, safety, and well-being of Montana families by supporting mothers and babies, age zero to three.

Vision statement

There will be a safe and healthy beginning for all babies in Montana.

Commitments

- Ensure Montana families have the support they need to raise healthy children.
- Build partnerships to create a network of maternal and child health services.
- Effectively advocate at the local, state, and federal levels for public policies to achieve our mission

Primary Audiences

Pregnant and postpartum people experiencing unhealthy substance use.

Personas Featured Include:

- Urban
- Suburban
- Rural
- Indigenous

Medical, mental health, and treatment provider and other system partners providing care to people in the perinatal period who are experiencing substance use disorders.

Brand Voice

Informed by social determinants of health, committed to growing the positive, kind and compassionate, hopeful, humanizing, trauma-informed

Brand Look and Feel

Hopeful, sleek but organic, local, authentic and approachable.

Secondary Audiences

The general public interacting with people in the perinatal period who are experiencing substance use disorders.

Prevention coalitions and other similar groups seeking to create messaging to reduce stigma and promote trauma-informed care efforts.

Affiliate Use

HMHB welcomes new collaborative partnerships to help promote the Look Closer message and contribute to the positive culture shift towards creating more kindness and compassion for people experiencing perinatal substance use disorders. Email hmhb@hmhb-mt.org to inquire.

Co-Branding

HMHB-MT requires that affiliates include the HMHB logo and MTPAL logo on all materials utilizing the Look Closer campaign, whenever asset sizing allows.



Contact

Healthy Mothers, Healthy Babies-MT
318-20 N. Last Chance Gulch, Ste. 2C
Helena, MT 59601
www.hmhb-mt.org
Email: hmhb@hmhb-mt.org
Phone: 406-449-8611
EIN: 81-0436517

You can find this guide at <https://hmhb-mt.org/look-closer>

Colors

Hex: #1b4036

Hex: #f3eaea

Hex: #9abf9c

Sample Persona



Fonts

Primary

Raleway

Secondary

Cormorant Garamond

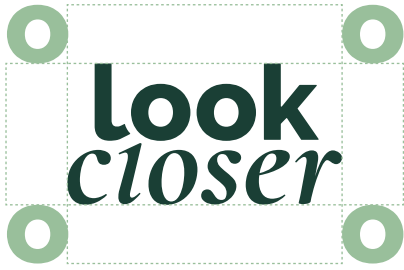
Illustrations



Logo Clearspace

Make sure there is sufficient amount of spacing around the logo.

Tip: One way to do that is to pick a letter from the wordmark and use that as the spacing around the logos.



Vertical logo



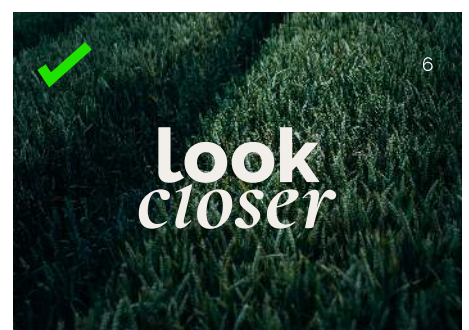
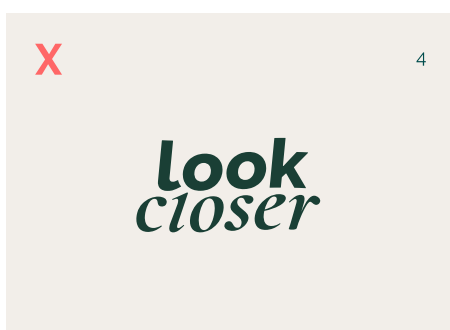
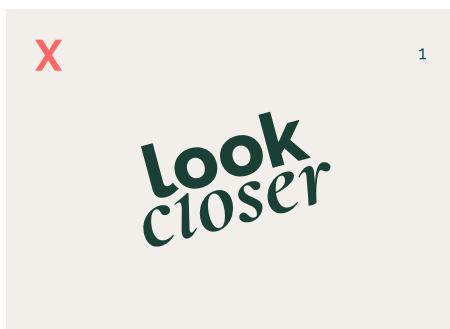
Horizontal logo

Logo Usage

1. Don't rotate the logo.
2. No drop shadows.
3. Do not stretch the logo.
4. Don't tilt.

Note: These rules apply to all the logo variations

5. Always ensure that there is enough contrast between the logo and the background.
6. When using on busy backgrounds, use a light version of the logo from the primary pallet or use it in white. use a dark version of the logo from the primary pallet if the background is bright.



look *closer*