USER GUIDE

Nº 1 FIRST EDITION

BRAND BOOK

INTEGRITY
BALANCE
INCLUSION
OPPORTUNITY OUTSIDE

YOUR GUIDE TO
STRENGTHENING THE FWP BRAND
SO WE CAN CONTINUE TO HELP KEEP MONTANA, MONTANA

MONTANA FISH, WILDLIFE & PARKS

Our great opportunity: keep Montana, Montana

For more than a century, Montana Fish, Wildlife & Parks has shaped the state's culture and resources. Elk and grizzlies, trout and walleye, historic and culturally significant places like Bannack and Medicine Rocks—fish, wildlife, and state parks are central to the Montana lifestyle and represent what people everywhere envision when they think of our state.

You might call Montana a land of unrivaled opportunity, which creates an opportunity for us all. We at FWP have the privilege of bringing people together through our work to help ensure that the experiences, traditions, and intrinsic qualities of Montana have a strong future.

It's an honor to be entrusted with managing and conserving resources that mean so much to our state. But doing it effectively requires more than science and stewardship. It also calls for us to provide opportunities to experience and enjoy Montana and to build partnerships and public support—personal, financial, and social—for our work.

A strong brand, delivered consistently, can help us accomplish that. This guide includes:

- four FWP brand beliefs that we each can apply in a way that fits our own program or work;
- examples of ways to live the brand through our work and public contact; and
- visual guidelines for use in our email signatures, brochures, signs, offices, and facilities.

Branding will reinforce commitments we made in the *FWP Vision and Guide*, which calls on us to tell our story and build support for this agency's important work. Branding will also:

- develop internal cohesion and clarity of purpose;
- help people understand our work;
- solidify and grow our importance to Montanans; and
- move license buyers and fee payers from a "permission" mindset to a "participant" one.

What is all this?

This *FWP Brandbook* is a guide for helping all of us—from budget analysts in the back office to game wardens in the backcountry—understand and talk about FWP in a new way. It explains the research behind the FWP branding effort and where our "brand beliefs" originated. It also contains instructions for living the FWP brand, like the style guide on pages 26–43 and tips on pages 22-23, and shows examples of branding in action.

CONTENTS

INTRODUCTION

What's a Brand? 2
Brand Beliefs 4
Vision & Guide and *Brandbook* 5
Brand Position 7
Branding Overview 8

WHAT WE SAY

FWP Tagline 10
This Could Happen to YOU! 12

WHAT WE DO

Our Work Expresses the Brand 16
Living the Brand 18
Our Personality 21
Tips for Living the Brand 22

WHAT WE SHOW

Branding in Action 24
FWP Visual Style Guide 26
Toolkit 28
Logo and Identity 32
Typography 37
Email 38
FWP Brand Library 39
Color 40
Photography 42
Frequently Asked Questions 44
Credits 45

DEFINITION:

Brand

Many people think a "brand" is a tagline or a logo. Those are expressions or elements of a brand, but our brand is our public image. It's a promise we need to fulfill every day in what we say, do, and show.

When we live up to that promise, we build our reputation as an agency and build support for our work. When you hear the word "brand," think image, promise, and reputation.

What's a brand?

You know how you can look at a well-used camp stove, or a tattered fly stuck in a truck's sun visor, or a set of antlers on the wall, and instantly picture sunlight shifting across a sandstone wall above a Smith River camp, or a fish's shadow darting over rocks, or a daughter's smile at taking her first buck?

In a similar way, we want FWP—our employees, uniforms, trucks, licenses, offices, and communications—to evoke stories. We want people to see us on the job and think of the experiences and resources that are meaningful in their lives.

Why? Because if we connect our work to what people care most strongly about, we create more value and support for what we do and more desire by others to team up with us to help keep Montana, Montana.

Clarity. Consistency of message. Connecting through stories. That's branding. And when we do it right, whether it's over the airwaves or across a rancher's fence, it has the power to connect the work we do to the outdoor experiences the people we serve value most.

If we connect our work to what people care strongly about, we create more value and support for what we do. **That's branding.**

The outside is in me

At a young age I started my own wildlife management projects. I dug a pond in our backyard and introduced snakes, frogs, turtles, perch, crayfish, and even leeches (to my mother's dismay). These in turn attracted foxes, raccoons, and hawks. I also trapped squirrels and marked their tails with green spray paint to figure out if the same individuals lived in the area.

—Wesley Sarmento
Bear Management Specialist, Conrad

The outside is in me

My dad was a naturalist at heart, and especially a bird-watcher. From as early as I can remember, I was out with him looking at and talking about all the critters we could find—birds, snakes, frogs, butterflies, whatever. I can't recall a time when I didn't want to work outside and be a biologist.

—Don Skaar
Special Projects Bureau Chief, Helena

Our brand is centered on shared values. These are our four "brand beliefs."

During our '15 & Forward vision and brand development process, we did what any smart agency does: research. FWP crisscrossed the state to engage with the general public and agency staff in every region. At a dozen "listening sessions," a few themes kept coming up when people talked about what the public values most about FWP. They told us that when we do our work well, four things tend to happen.

These values, or beliefs, align with the FWP core values found in the *FWP Vision and Guide*. And because we share these beliefs with the people we serve, keeping them in mind every day ensures our work remains relevant and valued. In no particular order:

People say that when we are operating at our best, this is what we look like.

WE PERPETUATE **OPPORTUNITY OUTSIDE.**

Outdoor opportunities are a big part of why people live here. Through resource stewardship, state park amenities, access programs, and education, FWP makes those opportunities not only available, but richer and more rewarding. And only by getting people outside can we get them to value the outdoors. We want people to "get out in it" because that connects them to the outdoors and to us—and starts the transformation from outdoor enthusiast into conservationist.

WE STRIVE TOWARD **BALANCE.**

Our job as stewards is to use sound science, proven strategies, and innovative approaches to balance Montana's resources with where, when, and how people enjoy them. Also known as conservation, this balancing act fosters resilient landscapes, beautiful places, abundant wildlife, and a future for the experiences Montanans love. Our job also is to balance—using both natural and social sciences—the diverse public values related to fish, wildlife, and state parks.

WE FOCUS ON **INTEGRITY.**

That includes our own professional and scientific integrity; the integrity of the land, water, and cultural and historical resources we conserve; and the integrity of the Montana outdoor experience—from hunting and fishing to camping and kayaking. By protecting the integrity of all that, we help keep Montana, Montana.

INCLUSION: WE BRING PEOPLE TOGETHER.

Through FWP, people discuss, debate, pay for, and learn about outdoor resources and experiences. Sure, there are disagreements over resource use. But the various ways people meet and join in FWP settings and processes create solutions and a sense of inclusion. Just as important, when we're at our best we also come together as one agency and use our knowledge and experience to benefit the resources and public we serve. Our responsibility is massive. FWP does more today, day after day, than we ever have. We must come together internally while bringing people and partners together to support our work. For us to succeed, we need everyone who cares *about* the outdoors to join with us in caring *for* the outdoors.

How the *FWP Vision and Guide* relates to the *FWP Brandbook*

Improving FWP's public image and public service—branding—is a three-step process:

1. **Develop a department vision:** Figure out who we are, what matters most to us, and what challenges we face. That was the '15 and Forward process, which produced the *FWP Vision and Guide*.

This is who we are: our core values, guiding principles, and major challenges.

2. **Develop branding strategies:** Figure out how to consistently and effectively convey who we are (from the *FWP Vision and Guide*) and why we matter, in ways that best register with the people we serve (public input from the '15 and Forward public and internal listening sessions).

This is how we consistently and effectively convey ourselves and our department to the people we serve, in a way that best registers with them.

3. **Communicate how FWP helps keep Montana, Montana:** Tell the FWP story (from the *FWP Vision and Guide*) while expressing the department's brand beliefs in all that we say, do, and show (from the *FWP Brandbook*).

WHAT WE **SAY**
WHAT WE **DO**
WHAT WE **SHOW**

This is how we communicate our value and importance to Montana—using the FWP brand beliefs and tagline—to increase public support for the work we do.

The outside is in me

My grandfather had a huge impact on my love of the outdoors and eventual pursuit of a career in state parks. I spent summers on his farm in east-central Minnesota, canoed the Boundary Waters Canoe Area Wilderness from the YMCA camp he helped establish, shagged ducks for him at his hunting camp, and spent time at his cabin on Lake Superior. It shaped my life just seeing how he related to and loved the outdoors, and how he relaxed when he was outside, working with his hands.

—Douglas Habermann
Parks Regional Manager, Billings

DEFINITION:

Brand Position

A brand "position" expresses how FWP sets itself apart from other agencies and organizations, what our unique role is, and, ultimately, our reason for existence.

It is an *internal* statement used to guide how FWP employees think about our agency.

The FWP brand position

Our brand position (below) and key beliefs (page 4) connect the things people experience in Montana's outdoors to the work we do at FWP while reflecting the values we all share. Our brand position is not our mission, and it's not our tagline. It's an *internal* statement that distinguishes us from other agencies and NGOs and guides how we think about FWP and our relationship to the people we serve.

This is another way to think about FWP and our unique position as an agency.

HOW:
- Funding mechanisms
- Inclusive processes
- Public information and outreach
- Education initiatives
- Respecting differences
- Focus on shared values

HOW:
- Innovative management approaches
- Balancing resource health with use
- Proven strategies
- Responsible stewardship of funds

FWP **unites people** to help us **protect** the **integrity** of the **Montana experience**, outdoors.

WHAT:
- Science
- Resilience
- Health
- Diversity
- Uniqueness
- Tradition
- Ethics
- Cultural heritage
- Objectivity

WHAT:
- Hunting, fishing, and other traditional pursuits
- Access to places
- New opportunities outside
- Native and iconic species
- Recreational amenities and sites
- Open space

The outside is in me

As far back as I can remember, I was infatuated with the outdoors. I was blessed to be raised in a family that spent weekends hiking, camping, fishing, boating, and hunting. I remember waking up early on Saturday mornings to watch fishing shows on TV. I remember turning 12 and feeling the satisfaction and pride of hunting and procuring the wild game that fed our family. The idea of having some part in protecting and enhancing the state's resources is what brought me to FWP and motivates me every day.

—Courtney Tyree
Game Warden, Billings

Branding: what we say, do, and show

Now you know the background of the branding effort. From here on out, the *Brandbook* will illustrate how we can use the four "brand beliefs" (below) in our conversations, actions, and visual identity.

FWP improves its brand—its public image—by emphasizing values we share with our fellow Montanans and visitors. That allows the public to see our work as meaningful in their lives. Always keeping our four brand beliefs in mind helps us consistently speak to these shared values and support our brand.

Think of how the four beliefs apply to your own work. You don't necessarily have to start weaving them into official communications or casual conversations—though it would be great if you did. More important is that you start looking at your own job and the department as a whole in terms of what people value most about us.

To recap our four brand beliefs:
1. We perpetuate **OPPORTUNITY OUTSIDE**.
2. We focus on **INTEGRITY**.
3. We strive toward **BALANCE**.
4. We bring people together (**INCLUSION**).

We express these beliefs—and thus become more relevant to the people we serve—by what we say (how we talk and write about FWP), what we do (our behaviors in the field and in the office), and what we show (consistent visual identity, such as email signatures, signage, logo use, report covers, publications, etc.).

On the following pages, you'll see what that can look like.

WHAT WE **SAY**

WHAT WE **DO**

WHAT WE **SHOW**

Want to see how you can start living the FWP brand right now? Turn to page 22.

The outside is in me

I grew up in Florida, where I'd build forts and tunnels in the oak hammock behind our neighborhood, collect shark's teeth in Hogtown Creek, burn ants with a magnifying glass, shoot squirrels with my brother's pellet gun, and do other boy things. I got serious about the natural world in college and wildlife conservation became my profession. My wife and I connected over our love of being outside, and that's where we fell in love with each other. I understood how serious and essential nature can be while attending my brother's funeral, where his outdoor and hunting experiences were all that his friends spoke about. Being outside brings both joy and peace to my daughter, and I would fail as a parent if I didn't continue fostering the love of the outdoors in her.

—Justin Gude
Chief of Research, Wildlife Division, Helena

THE **OUTSIDE**

A love of Montana's "outside" is what all of us—in and out of FWP—have in common.

IS IN US ALL.

The FWP tagline

WHY IT WORKS:

- It's a unifying message.
- It speaks to common ground among all of our customers and constituents.
- It covers all divisions, bureaus, and regions of FWP.
- It connects the work we do with fish, wildlife, and state parks to the outdoor experiences the people of Montana and those who visit here value. And that makes us important to the people we serve.
- It gets at what it means to be a Montanan. It's as much about our place as it is about FWP. And, because of that, it shows why FWP is essential to keeping Montana, Montana.

HOW IT'S USED:

The tagline will be paired in communications materials with other elements such as the FWP logo, images of employees, and Montanans hunting, fishing, camping, and birding.

People will quickly connect the tagline to our department. They will recognize that FWP is working to be both a unified and a unifying agency—exactly what Montanans have asked of us.

The tagline invites everyone who enjoys and cares *about* fish, wildlife, and state parks—whether they experience it outside, in a museum, from photographs, or virtually—to join FWP in caring *for* those essential Montana resources.

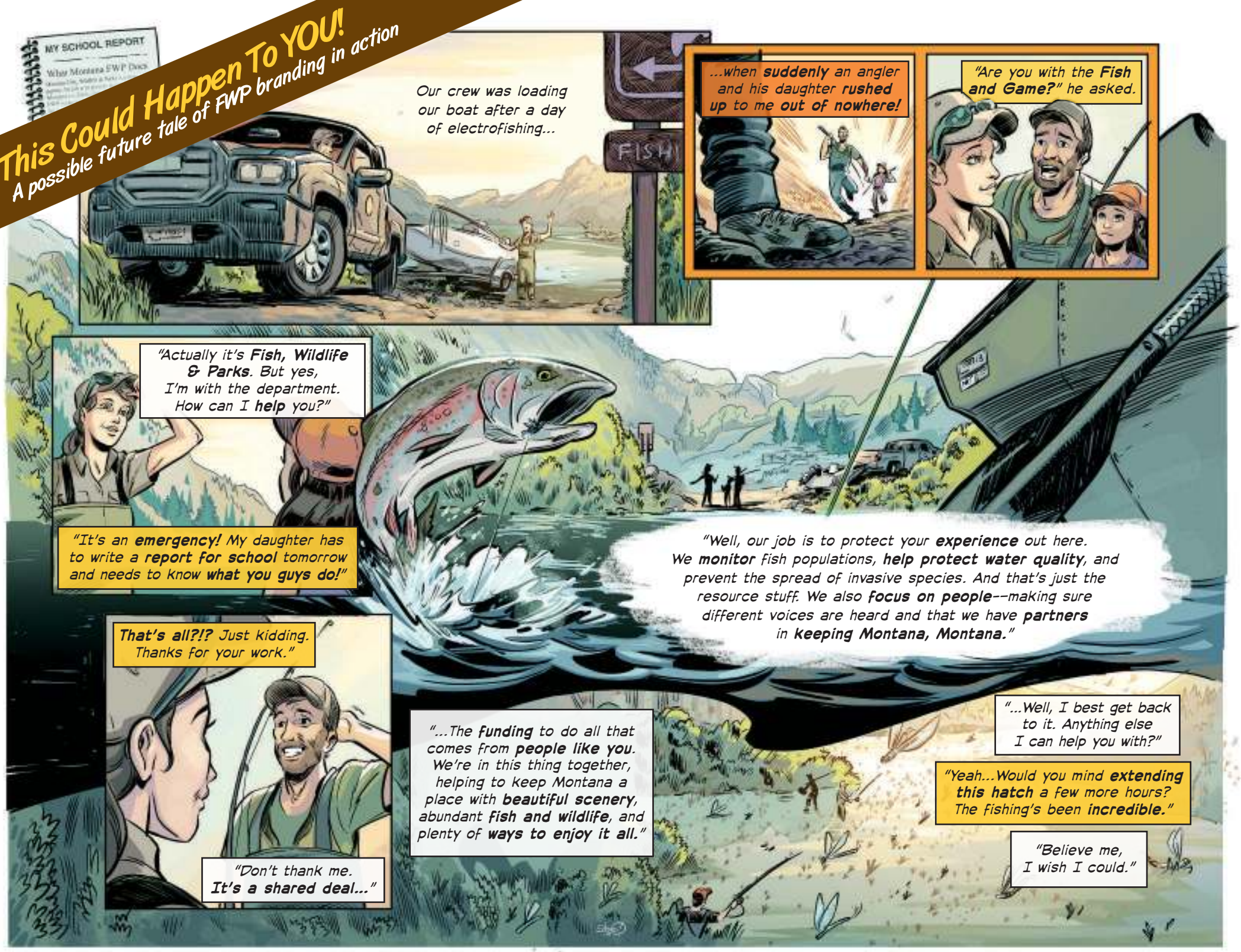
The outside is in me

When I was five, my parents rented a house in Portland, Oregon, across the street from some woods that had a creek running through it. Every day after kindergarten I played in the stream, making dams, floating sticks, and catching minnows and mudpuppies. I've been in love with moving water ever since.

—Tom Dickson
Montana Outdoors Editor, Helena

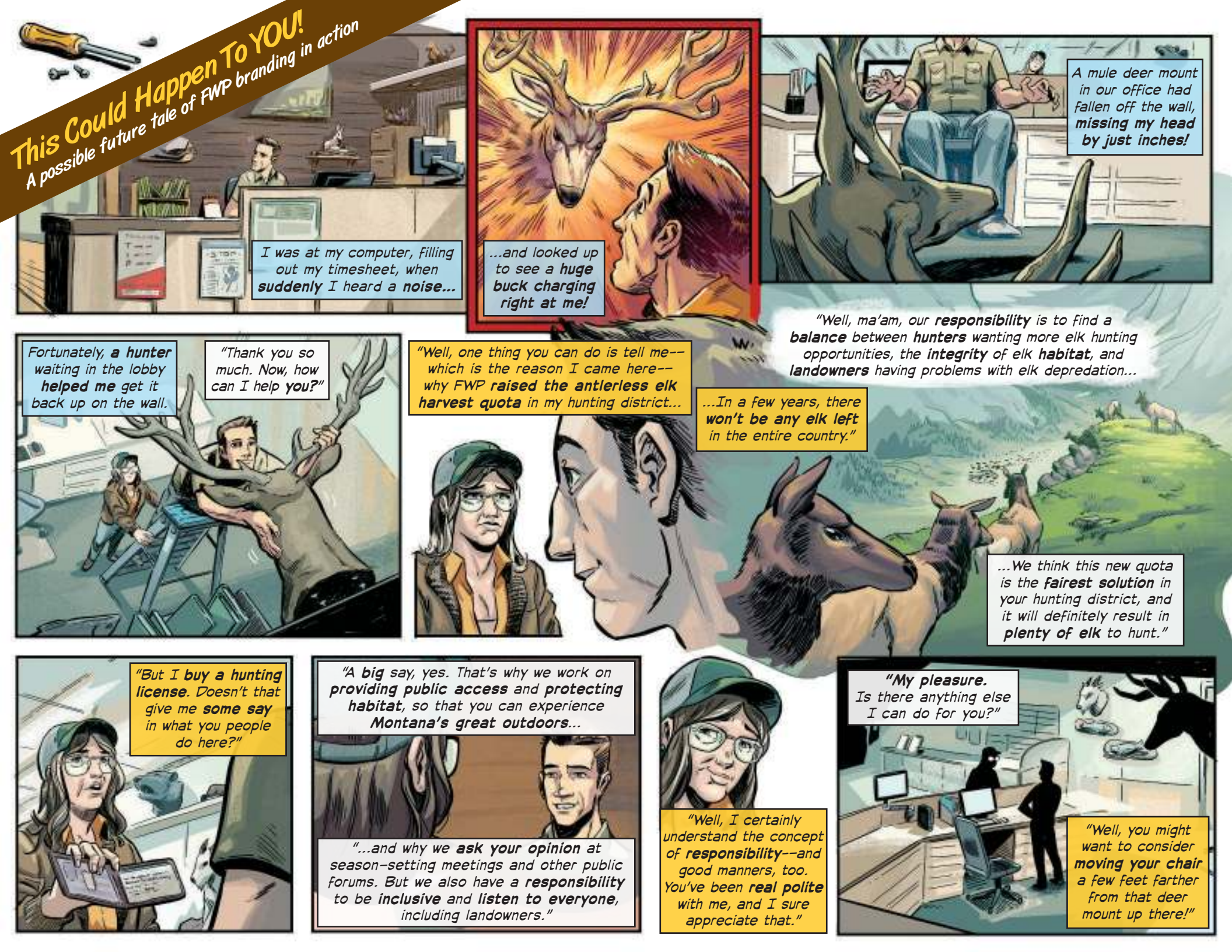
This Could Happen To YOU!

A possible future tale of FWP branding in action



This Could Happen To YOU!

A possible future tale of FWP branding in action



The outside is in me

The New Mexico subdivision where I grew up was a latticework of vacant lots and apple orchards loaded with lizards, toads, and rabbits. One Christmas I received a bow and arrow set while my older brother got a single-shot .22 rifle. We never ended up harvesting much other than the occasional cottontail for the stewpot, but the joy of the hunt with family and friends never left me.

—Bob Gibson
Information and Education Program Manager, Billings

The outside is in me

I grew up in the suburbs of Chicago. On our family's annual two-week summer camping vacations, my parents loaded us five kids into a station wagon, a pop-up camper hitched to the back. We drove across the country using state and national parks as our adventure base camps.

—Ken Soderberg
State Parks Outdoor Interpretation and Volunteer Program Specialist, Helena

The outside is in me

My parents remember the day "the outside" got in me, as a young girl growing up in Scotland. They still tell the story about when I was four, and we had just moved into a new house and I decided to go out for a walk on my own. After a several-hour search of the neighborhood, they found me standing in a creek having a great old time playing in the water and trying to catch "creepy crawlies." Being outside has never seemed like a choice—just something I always had to do. Making a career out of it was just an added bonus.

—Eileen Ryce
Fisheries Division Administrator, Helena

The outside is in me

Born and raised in Butte, I spent every summer as a kid at Georgetown Lake. That's where my experience with and passion for the outdoors began. Serving to protect Montana's resources was a calling for me, one that began as a dream and was realized when I pinned on my badge.

—Dave Loewen
Enforcement Division Administrator, Helena

The outside is in me

One of my earliest influences came from a quiet morning with my grandfather, standing on the lakeshore, learning to skip rocks. That magical moment became a foundational piece of my appreciation for the importance of special experiences, with special people, in special places, something I continue to value personally and in the work I do every day.

—Chet Crowser
Regional Park Manager, Missoula

The outside is in me

Though I grew up hunting and fishing in South Dakota, it was a trip to northwestern Wyoming that transformed my view of the natural world. I was standing on a mountainside outside Yellowstone National Park, looking at the immense country around me. Snowfields were feeding a flowing stream filled with cutthroat trout, and the presence of grizzly bears was evident. I was small, insignificant, and immersed in my surroundings of place and purpose. I wanted to know more.

—Patrick Saffel
Regional Fish Manager, Missoula

The outside is in me

Almost all of the time I spent with my mother's family included outdoor recreation in Montana: the annual all-family getaways at Hebgen Lake over Mother's Day weekend, hunting camp during middle school in the Gravelly and Snowcrest Mountains, and, more recently, with the next generation in tow, rendezvousing at Forest Service cabins. I've always known I was fortunate and wish everyone could experience a fraction of Montana's outdoors that I've been able to enjoy.

—Adam Strainer
Fisheries Technician, Helena

The outside is in me

Born and raised on a wheat and cattle farm, I was taught early on that we are ultimately stewards of the resource. Even if we owned the land, it wasn't really ours. The land was here before we were born, and it will be here after we are gone.

—Kathy Smith
Office Manager, Glasgow

Our work expresses the FWP brand

Actions speak even louder than words. Here's how we already live the brand beliefs.

Sound science and **stewardship** is the foundation for protecting the **integrity** of Montana's outdoor resources.

Enforcing regulations ensures **outdoor opportunities** for everyone today and in the future.

Education builds a hunger for **outdoor activity** and a desire to keep Montana the distinct place it is.

Appreciating **cultural heritage brings people together** to **experience** and **conserve** important sites for today and future generations.

Licenses and fees are a way FWP helps Montanans **come together** to share in taking care of the state's outdoors.

Reducing conflicts between wildlife and people helps strike a **reasonable balance** that protects livelihoods while ensuring a future for species that help make Montana the state it is.

Building relationships results in programs that protect the **integrity** of Montana's fishing and hunting legacy.

Well-managed **state parks** provide access and spark a love of the **Montana outdoor experience.**

Balancing the needs of various stakeholder groups is part of our public responsibility to be **inclusive and fair.**

Innovative management approaches help ensure the **health and integrity** of native and iconic Montana fish and wildlife populations.

The **integrity** of payroll, budgeting, human resources, and accounting ensures that FWP can provide **stewardship** and **opportunities.**

Protecting the diversity of wildlife and landscapes is vital to preserving the **Montana outdoor experience.**

Integrity.
Balance.
Inclusion.
Outdoor Opportunity.

In addition to being FWP brand beliefs, these four concepts form the core of the **North American Model of Wildlife Conservation**, an example of the **Public Trust Doctrine**. The idea behind the model is that fish and wildlife belong to everyone (Inclusion), need to be managed using sound science by professionals (Integrity) with considerations both for today and the future (Balance), and that this work is funded by public anglers and hunters (Opportunity Outside) through their license fees and equipment purchases.

The outside is in me

At a very young age my mother would take me to Giant Springs State Park and Gibson Park in Great Falls. I remember being fascinated by the fish, the springs, and the ducks and geese—the outside. My grandfather loved fishing and got me hooked. We would trap our own minnows and dig our own worms. I was amazed at how many different kinds of fish there were in a small creek near my grandparents' farm. That continued exposure to the outdoors progressed into a deep fascination for fish, fish biology, and, ultimately, for everything else out there just beyond my doorstep.

—Mike Ruggles
Fisheries Biologist, Billings

Recent examples of us living the FWP brand

The core of our brand is outdoor opportunity, integrity, balance, and inclusiveness. These recent examples of our work show that in action. Sharing these can help people see our brand at work.

GRIZZLY MANAGEMENT

FWP values grizzlies and people. So that they can coexist, we **balance** public safety and livelihoods with our mission to manage Montana's wildlife. We use **strong science** to document bear population trends, mortality, and habitat needs. We **bring people together** at meetings and other forums to discuss ways to prevent conflicts. And our **responsive, professional** bear specialists work closely with communities and landowners in grizzly country to meet their specific needs.

INVASIVE MUSSELS CONTAINMENT

When the threat of invasive mussels became a reality at Tiber and Canyon Ferry Reservoirs, we acted swiftly to learn about the problem and enact a program to prevent spread. That program required us to **unify** the public through education and compliance and work with other agencies. The goal: **protect the integrity** of Montana's lakes and rivers.

CREATION of MILLTOWN STATE PARK

A wide range of interests came together to form this new state park east of Missoula, **balancing** environmental reclamation, history, science, and recreation to honor the **integrity** of Montana's cultural legacy today and protect it for future generations.

POACHING PREVENTION

People who illegally kill animals are stealing from the public. Over the years, FWP has brought hundreds of poachers to justice and broken up dozens of poaching rings. This **protects the integrity** of the entire licensing system as well as the opportunities we all have to see and harvest wildlife. Poachers are outlaws, and through TIP-MONT and stricter laws, the **public comes together** to help us stop them.

SHOULDER SEASON EXECUTION

How can we reduce burgeoning elk populations to levels that **balance** the needs of hunters, landowners, and the animals themselves? One recent option: shoulder seasons. By **including** hunters, landowners, and others in the innovative harvest approach, we now provide **additional hunting opportunities** while reducing depredation and protecting the **integrity** of the habitat, herds, and Montana's elk hunting tradition.

LICENSE and FEE REQUIREMENTS

The fact that Montana citizens choose to require **licenses and fees** and put that revenue into resource management, outdoor education, and regulatory enforcement **brings people together.** Licenses and fees are literally the public's way to participate in creating and protecting the **integrity** of both the **outdoor resources** of Montana and the **experiences** they offer. Over time, more people need to see it that way. And that starts with us.

The outside is in me

When I was a teenager, I worked for a wilderness outfitter in Wyoming. There I learned to appreciate quiet solitude, seldom-seen places, and a necessary independence that comes from spending a lot of time with yourself. Those summers spent living in wild, remote country were the foundation for my career path. Long before I knew about Montana Fish, Wildlife & Parks, I was determined to work in the outdoors.

—Randy Arnold
Regional Supervisor, Missoula

Our personality

Every person has a personality. As an agency, we have one, too. It's a big part of how we convey our brand, even when we're not saying a word. Here, based on what people at the '15 and Forward listening sessions told us, are the personality traits we show when we're at our best.

These four traits, which the public has said it likes most about us, encompass the FWP core values and guiding principles (from the *FWP Vision and Guide*). All FWP employees exhibit these traits. Let them continue to influence your behaviors, and express them whenever possible.

PASSION

You already love what you do and where you do it, and you're proud of how your hard work makes Montana the state it is. Convey that pride and love for your work to others—inside and outside the department.

RESPONSIVENESS

Treat all the people you meet like they're your best customers. Because they are.

FAIRNESS

Listen. Then convey to people that you understand where they're coming from—emotionally, logically, and geographically. Embrace the diversity of thought and approach that is Montana. We all enjoy Montana and bring important perspectives to FWP's work.

PROFESSIONALISM

You're a pro in this business. Let people see that. Help instill public faith in our decisions. That entails respecting other viewpoints, working toward mutually beneficial solutions, evolving your skill level, and continuing to learn from the people and places around you.

We want people to see that we are passionate, responsive, fair, and professional.

The outside is in me

My first field job, at age 21, was as part of a summer archaeological survey in western Montana. We back-packed into the mountains every week. One week, we experienced a 75-degree day followed by a night with six inches of snow. On one ridge, we approached a black bear eating huckleberries. The ridge was so narrow and steep that our only choice was to slowly walk past the bear, holding our breath. Later, as we stopped on the edge of an open meadow, exhausted by a day of bushwhacking, a herd of elk poured into the meadow just 30 feet away from where we sat. During those days defined by constant fear and immense wonder, my life's work and passion were laid out.

—Sara Scott
State Parks Archaeologist, Helena

The outside is in me

I had a passion for the outdoors from an early age. When I was little, I'd sit at the kitchen table in the evenings watching my dad, an avid fly-fisherman, tie flies. I'd also follow him up and down mountain streams while wearing a pink fly-fishing vest that my mom sewed to fit me.

—Laura Hajek
Administrative Support, Great Falls

Nine tips to living the FWP brand

Faith in our work matters. The following actions build public faith, which in turn grows our capacity and ability to get good work done on the ground.

1 Own it

Think of our brand as your promise. In other words, through your work, you promise to unite people to help protect the integrity of the Montana experience, outdoors. If you keep that foremost in your mind and work to live up to it, you're living the brand—your way.

2 Get specific

Think of a few aspects of your job that you're proud of and are relevant to protecting the integrity of the Montana experience. Now, talk about them when the opportunity presents itself (which is probably more often than you think!).

3 Walk the talk

When speaking about the work you do with friends, the public, even within FWP, use ideas about balance, the integrity of the resource, working together, and creating opportunity in the outdoors in various ways.

4 Check your vision

Reread the *FWP Vision and Guide*. The core of our brand is connected to the goals there. So when you fulfill our mission and work toward our vision, you deliver on your brand promise. For example, you restore habitat, and that creates opportunity and resource integrity; you balance public input on fishing access, and that protects the integrity of experiences; and so on. As you reread the vision document, jot down a few tangible examples you can use to show how living the brand helps deliver on the vision.

5 Think "customer"

Everyone who wants to connect with Montana's outdoors is our "customer." People choose to hunt, or fish, or camp at a state park. If they receive good service and value for their dollar, they'll continue to support our programs and fund our work. But if not, they may take their outdoor recreation dollars elsewhere.

6 Be welcoming

The world changes. Our constituency changes. Our work changes. And our partners change, too. We should welcome anyone who truly cares about the quality of this place and the outdoor experience that Montana provides. Because, why not?

7 Cultivate and build partnerships

Our work doesn't happen in a vacuum. It's based on working with other entities because we can't carry the entire load. Reach out and think about how to best retain current partners and find new ones, using creative solutions. Already do this? That's great. You're living the FWP brand.

8 See conflict as connection

People love Montana. That connection creates strongly held beliefs. It's up to you to understand where people are coming from and use branding concepts to help guide conflict to a new place of shared understanding. Before entering a discussion that might get divisive, imagine the core values the people in the room might have in common. Use that common ground to find mutually acceptable solutions to conflicts.

9 Foster collaboration inside

FWP can't bring Montana's conservation community together unless we as an agency work together and support each other internally. Regardless of your region, bureau, or division, you are a part of something larger—part of an agency whose employees, together, help keep Montana, Montana. This doesn't mean lock-step agreement on everything. Diversity of thought is important and helps represent our diverse customers. But we all share a common purpose and are all part of one agency.

The outside is in me

From portaging canoes to building forts to adventuring on mountain trails, I've been playing in the dirt and exploring the outdoors my entire life. After a decade of working in healthcare, where I dealt with the aftermath of chronic disease, I realized that I could play a larger role in preventive healthcare by advocating for and informing others of the importance of time spent outdoors.

—Beth Shumate
Parks Division Administrator, Helena

The outside is in me

When I was a girl, my dad made sure to share the beauty of the world with me and my sister. He would wake us up in the middle of the night to show us deer bedding down in the backyard or drive us to where he thought we might see a moose or bear hanging out. I will never forget those quiet times together with him and how those moments formed my appreciation of wildlife.

—Erin Focher
Human Resource Specialist, Missoula

Branding in action

We have a great story to tell. We intend to do that over the next year in many different ways:

Our theme for this campaign and beyond is: The outside is in us all. It's a statement of shared belief that, in Montana, we don't just go outside; the outside is a part of who we are and how we identify ourselves. Here's how you'll see that, and other branding concepts, expressed:

- **Posters** hung at license agent counters, FWP offices, and department visitor centers will thank the public for its role and show that we understand the choice and contribution people are making to conservation.
- The **FWP website** will contain language that speaks to our brand beliefs. And it will connect our work to the experiences people enjoy.
- We will release a new **video series** on the integrity of places, systems, and historic sites and how our work and the public's funding help perpetuate that integrity.
- We will create **magazine ads** for *Montana Outdoors* and other publications and to run online, promoting the public's role in fish, wildlife, and state parks conservation and encouraging people to get out and enjoy Montana.
- FWP will encourage **all employees** to come up with their own **innovative ways** to tell the FWP story to the people in their community.
- We will launch a **social media campaign** that includes all of the above and highlights individuals within FWP who are helping deliver the brand.
- The **fishing and hunting regulations** booklets will include brand-inspired content that talks about the public's role in helping to keep Montana, Montana by perpetuating the experiences we all enjoy.

We hope that when you see the new campaign you'll feel that it's the right first step toward connecting what you do in the field to the lives of the people we serve.

Check station flyer
"You just helped conserve Montana's wildlife"

We'll pass this information card out at hunter check stations to thank hunters for stopping and explain how we use the information they provide to manage Montana's wildlife.

Branded videos

Videos and footage produced by FWP staff will include this FWP logo watermark, so that viewers recognize our "eyes in the field," especially when our videos are shared.

Refreshed communication tools

Updated print materials like letterhead, business cards, envelopes, news release templates, award certificates, and envelopes will be phased in to present a modern, organized agency in our communications.

Posters

A series of posters is being developed, both for FWP offices and for release to the public. Internal posters will celebrate the dedication and character of our employees.

External posters will communicate the work and resource management we perform, and the commitments we make, to the people we serve. The intent is to raise the public profile of our agency through branding.

Information card

"What a great question"

All employees in the field can carry these cards to give out to anyone who asks a question they can't answer.

Regulations and brochures

Hunting and fishing regulations will get an update to reflect our branding endeavors, and other common print resources like brochures and fact sheets will incorporate templates to offer a more visually consistent presentation to our customers.

FWP online

All of our FWP websites and social media channels will be updated and streamlined to reflect our commitment to easy access to information and a more positive user experience.

Vehicle graphics

"Tailgate campaigns" and branded graphics on FWP vehicles like ATVs, boats, and snowmobiles allow us to connect with the people we serve in a high-profile point of contact.

The outside is in me

I grew up exploring the mountains near my family's home in southern Appalachia, but not until I was 20 did I find my true calling. In 1995, after a short stint at a community college, I went to work in Glacier National Park, hoping to find myself. Despite being attacked by a grizzly bear, breaking a bone in my foot, and nearly dying from a staph infection, that summer proved to be my fondest and most fortunate. I discovered an admiration for the National Park Service, which piqued my interest in a career in conservation that would lead me on a career path, now nearly two decades long, of protecting our natural world.

—Kevin League
Conservation Easement
Stewardship Manager, Helena

The outside is in me

Growing up in Choteau, I spent almost every weekend hunting, fishing, or camping. My father instilled in me a love of the outdoors and a respect for the resources I now am charged with protecting. Once at Tunnel Lake, an old game warden pulled up in his patrol truck, took out his fishing pole, sat down next to us, and started fishing. I noticed a beeping noise periodically coming from near his chair. As an inquisitive seven-year-old, I couldn't help but ask him what it was. He told me it was a "bear detector." This was nearly 40 years ago, but I still clearly remember asking him why, if it was a bear detector, did he keep picking up his fishing pole whenever it beeped, and that he responded, "So I can swat it over the head!" My dad later explained to me that it was a bite detector of some sort.

—Lee Anderson
Warden Captain, Kalispell

FWP visual style guide

Our visual identity conveys FWP coordination and professionalism.

Part of expressing the FWP brand is our visual identity. We need to look like the cohesive, professional agency we are. On the following pages, you'll find a style guide that shows how we'll now use our traditional logo more uniformly and in ways that work better on electronic media. You'll also see examples of how we will unify the look of our email signatures, business cards, report covers, publications, flyers, and PowerPoint presentations.

The point? The people we serve don't see most of what we do—the training, the research, the analysis, the meetings, the fieldwork. As a result, they have no idea how disciplined, thorough, and coordinated that work is. What people *do* see are FWP vehicles, uniforms, publications, presentations, and email signatures.

That's why we need excellent visual identity—to convey the excellence of who we are and what we do.

Of course appearances matter. That's why we spiff up for a job interview. FWP's "interview" happens every day during our interactions with the people we serve. Everything we show needs to look sharp.

MONTANA FISH, WILDLIFE & PARKS

The outside is in me

My family moved to Livingston when I was six. I remember the first time we went fishing on the Yellowstone River, I caught what I thought was a log. As I waded in and grabbed the slimy "branch," it wiggled in my grip. To my surprise, I lifted a massive whitefish out of the water. My dad laughed and said I'd caught a "sucker" on my first cast! While that experience didn't make a fisherman out of me, it did spark a lifelong fascination with fish. Over the years, I have assembled and maintained many aquariums, designed and constructed koi ponds, and built a collection of fish art. It's always a thrill for me to design a story in *Montana Outdoors* about fish species, aquatic habitat, and fishing, and I owe it all to that one *Prosopium williamsoni*.

—Luke Duran
Montana Outdoors Art Director, Helena

Toolkit

These visual components combine to create the unique look and feel of the Montana Fish, Wildlife & Parks brand.

FWP Symbol

Wordmarks

MONTANA FISH, WILDLIFE & PARKS

MONTANA **FWP**

Color

Typefaces

AaBbCcDdEeFfGgHhIiJj 1234567890

AaBbCcDdEeFfGgHhIiJj 1234567890

AaBbCcDdEeFfGgHhIi 1234567890

Photography

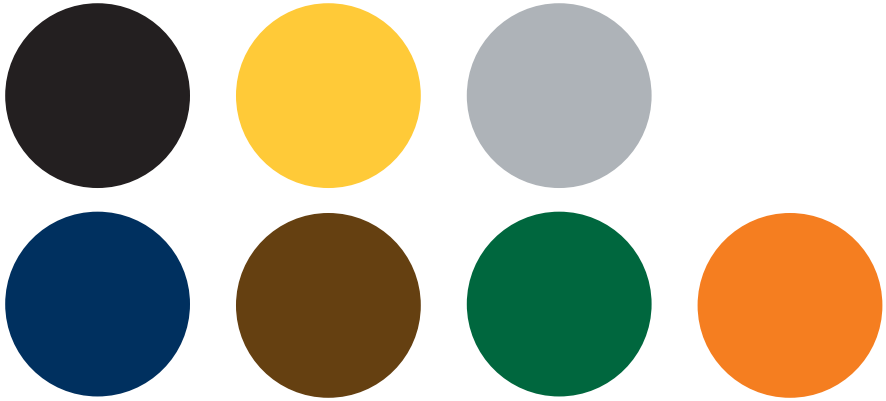
Resources and Templates

Color

FWP's primary color palette defines the agency's official colors. A secondary palette helps further express the FWP visual brand.

Primary colors

Secondary colors



Typeface

FWP uses the Gotham Narrow typeface family as a part of the agency's character and personality. Gotham Narrow has many weights and can be used for both headlines and text. It will serve as the main font choice for public visual communication. Two additional typeface families are defined in this guide to provide a full suite of font versatility.

Gotham Narrow

The outside is in me

When I was in grade school in Belgrade, our class went up into the Bridger Mountains for several days. The fun outdoor activities like nature photography, fish identification, and orienteering sparked an interest in me to spend more time outdoors. Unfortunately, for the next 20 years or so my lifestyle didn't take me outdoors very often. Then I met my future husband, an avid hunter who introduced me to a whole new world of outdoor activities. But alas, I had to raise three boys and once again ended up spending a lot of time indoors. I recently attended FWP's Becoming an OutdoorsWoman Program, and I realized that being in the mountains is something my soul needs. I guess it's never too late to embrace the outdoors—or at least rediscover it.

—Marla Prell
Information and Education
Program Manager, Miles City

The outside is in me

I grew up in an avid outdoor family that spent almost every summer weekend camping and fishing. When I graduated from college, my mom showed me an assignment I'd completed as a third-grader. The question: "What do you want to be when you grow up?" My response: "Fisher biologist."

—Cody Nagel
Fisheries Biologist, Havre

The outside is in me

My earliest memories are of catching animals outside: fish on hook and line, or snakes, turtles, salamanders, insects, and crayfish with my hands. I was so captivated by wildlife and the places they lived that I never wanted to be indoors. By the time I was seven, I wanted to be a herpetologist (not a fireman, astronaut, or superhero), and I devoured the Golden Press series of field guides and encyclopedias to learn as much as I could about the natural world. In retrospect, it was inevitable I would become a biologist.

—David Schmetterling
Fisheries Biologist, Missoula

Symbol

The FWP bear head is our unique and distinctive brand symbol. It should never be redrawn, rearranged, or distorted. Use it only in the color variants described in this style guide.

Wordmark

Montana Fish, Wildlife & Parks has two "wordmarks," which serve as bridges between the FWP brand identity and the use of type in FWP communication. The weight and letterspacing should never by altered in any way, nor should the relationship between the logotype and the bear head symbol. The wordmarks should be presented as shown in these guidelines.

FULL TITLE: **MONTANA FISH, WILDLIFE & PARKS**

ACRONYM: MONTANA **FWP**

Logo lockup

The FWP bear head symbol is paired with the FWP wordmark in these configurations to create "logo lockups," which serve as the official brand logos for Montana FWP.

There are two lockups designed to accommodate different circumstances:

FWP Circle Logo *(preferred version)*

FWP Horizontal Logo

The outside is in me

I grew up on a small farm along the Mississippi River in northern Minnesota. My mother was interested in birds, and we had a bird feeder just outside the kitchen window. I remember seeing cliff swallows nesting under the eaves of the barn, snipe winnowing over a wet pasture, a red fox barking near the river, a young snow goose appearing next to the white salt block behind the barn, and ruffed grouse ("partridge") that flushed when I walked through the wooded pasture to get the cows. When I was old enough, I went deer hunting each fall with my dad and the neighbors. With all that, how could I not be hooked?

—Jim Hansen
Central Flyway Migratory
Bird Coordinator, Billings

The outside is in me

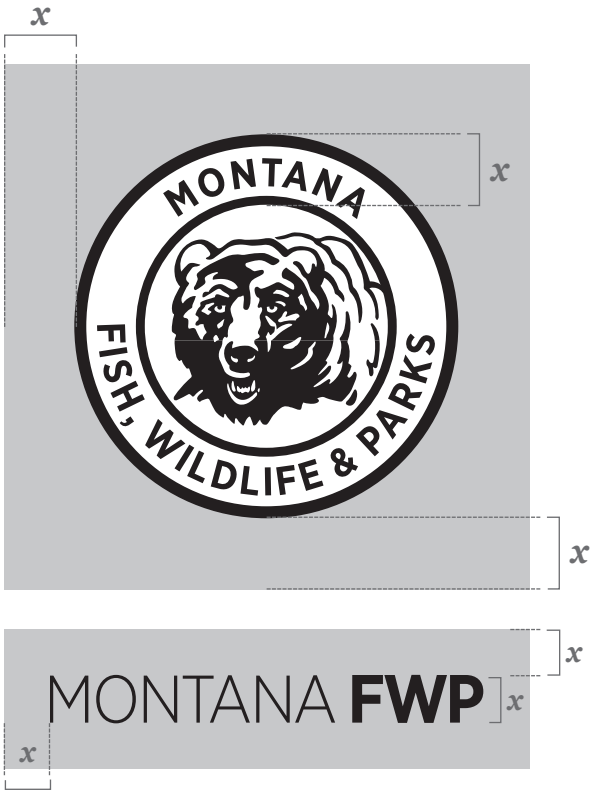
Because my dad was an avid fisherman and looked for any excuse to take his boys fishing, my brothers and I were always outside. When I was 14 and 15, I worked summers as a backpacking guide for Boy Scouts Canada. One night I was asked to assist an Alberta conservation officer to dispatch a problem bear in a campground. That experience solidified my desire to work for a wildlife agency.

—Brad Schmitz
Regional Supervisor, Miles City

FWP logo specifications

Clear space

To maintain its integrity, the FWP logo relies on a clear and legible presentation. When used, the logo must be allowed some "clear space." The clear space (*x*) is defined by the outer width of the two rings found in the round logo lockup, or the height of the letters in the acronym wordmark.



The logo may be placed over photography, but take care to position it in neutral image areas free of clutter or distraction. Adhere to minimum clear space (*x*) guidelines.

When the FWP logo is used in partnership with logos from other organizations, be sure to maintain the clear space (*x*) between the logos.

Minimum size

To ensure readability, do not use the round logo at a size smaller than 5/8″ tall or the acronym wordmark smaller than 3/16″ tall. Exceptions will be made for small usage required for email and online media (see FWP Brand Library, page 39).

This FWP circle logo is the preferred logo for our department. Acceptable versions:

Black/white logo
File name: **FWP_LogoBW**

2-color logo
File name: **FWP_Logo2C**

The black/white and 2-color logos can be placed on both light and dark backgrounds.

Blue 1-color logo
File name: **FWP_Logo1C_295**

Green 1-color logo
File name: **FWP_Logo1C_349**

Brown 1-color logo
File name: **FWP_Logo1C_295**

The 2-color logo can be featured on FWP brand colors.

Blue reverse logo
File name: **FWP_LogoRev295**

Green reverse logo
File name: **FWP_LogoRev349**

Brown reverse logo
File name: **FWP_LogoRev295**

The outside is in me

My father was a scientist for the U.S. Forest Service, and he often took me with him when he went into the woods. At a very young age, I leaned to love the outdoors and all things natural by just being around him, and that's what created my desire to work in the outdoors.

—Lee Burroughs
Criminal Investigator, Billings

The outside is in me

I grew up in rural Pennsylvania with dozens of streams and ponds within walking or biking distance from my house. My father introduced me to fishing at a young age, and the memory of being with him while catching my first trout is still clear. That began a lifelong love of the outdoors and fisheries.

—Matt Boyer
Fisheries Science Program Supervisor, Kalispell

The outside is in me

Being one of six girls to a father who wanted a son, I became a tomboy real quick. I enjoyed fishing and hunting at an early age, with him and my sisters. My first childhood home was in East Glacier, where I discovered wildlife from grizzly bears to tadpoles in my backyard. I couldn't be kept from the mountains ever since. Now, with only girls of my own, I'm raising the next generation of sportswomen.

—Kqyn Kuka
Game Warden, Region 4

The outside is in me

At age 15, while living in Minnesota, a friend took me to a meeting of the Jr. Viking Sportsmen's Club, where we built wood duck houses and then went out in canoes and put them up on floating structures. Until then, I had no idea you could do that type of hands-on conservation work. Two years later, I came to Montana on a snowmobile trip and saw a game warden on a snowmobile and thought, "Holy cow, you can actually get paid to do this." I was hooked.

—Adam Pankratz
FWP Warden Captain, Bozeman

Incorrect usage of the FWP logo

MONTANA FISH, WILDLIFE & PARKS

Do not use the FWP logos in any colors other than those specified in this style guide.

MONTANA FWP

Do not use the FWP wordmark logos at angles. Wordmark logos should be positioned horizontally.

MONTANA FISH, WILDLIFE & PARKS

The FWP logos should never be distorted or stretched disproportionately.

MONTANA FWP

Do not add graphic elements to the FWP logos.

Do not use special effects like a drop shadow with the FWP logo.

Do not place the logos on busy, distracting backgrounds.

MONTANA FWP

Do not use the bear head symbol in conjunction with the FWP acronym wordmark.

Montana Fish, Wildlife & Parks

Never try to re-create the logo or use a font other than Gotham Narrow. Use only the supplied logo files.

FWP wordmark specifications

The FWP wordmark is set in several different weights of Gotham Narrow. When the full agency name is spelled out, the wordmark is displayed with the FWP bear head symbol. The agency acronym is displayed without the bear head. Graphic files are provided for all wordmarks in the online Brand Library (see page 39). Here are the acceptable formats:

Full wordmark:

MONTANA FISH,

MONTANA FISH,
WILDLIFE & PARKS

Acronym:

MONTANA **FWP**

FWP

Wordmarks with Region, Division, and Program titles:

This is how to pair the name of a region, bureau, or program with the FWP acronym for regional and bureau newsletters, program publications, etc.

FWP Fisheries Division

FWP Licensing Bureau

FWP Region 5 Office

FWP Human Resources

It is recommended that FWP programs with their own logos use the agency logo instead, along with the program title. Here are two examples of FWP programs that currently have unique logos—Montana Native Fish Species and Upland Game Bird Enhancement—and how they could still retain strong program identity without using their logos. By adhering to brand standards, we present consistent and attractive publications that are instantly recognizable as FWP products, strengthening the overall FWP brand.

This visual consistency also reinforces department cohesiveness and prevents program logos from competing with each other (and with the FWP logo) for the public's attention.

The outside is in me

For as long as I can remember, I've been involved in the outdoors. I grew up in Jordan, and my family was very into hunting, fishing, camping, boating, and hiking. But what likely pushed me into my career path of wildlife and education was playing, usually by myself, around Big Dry Creek, which (intermittently) runs through Jordan. There was no end to catching frogs, chasing turtles, and peering at ant piles.

—Marc Kloker
Information and Education Program Manager, Glasgow

The outside is in me

My grandfather truly lived off the land. He had a large property that he logged, farmed, hunted, and trapped on. I was fascinated by the critters he brought back from trapping, and I always helped him skin them (at least, I thought I was helping). He told me to use every part of the animal to honor it, because otherwise it had died for nothing. He kept a collection of animal skulls from trapping in a glass case in his house. I was completely captivated by them, and if I wasn't outside with Grandpa, I was in front of that case. He died when I was in third grade. The skull collection now sits on a shelf in my office at FWP.

—Deb O'Neill
Planning and Policy Specialist, Helena

The outside is in me

My love for the outdoors and everything in it began with spending time outside with my parents and sisters. We went camping and fishing every weekend of my childhood, and I still remember the smell of the canvas tent where we all camped together. Those trips were what formed my conservation ethic, love for outdoor recreation, and passion for what I do at work.

—Becky Dockter
Chief Legal Counsel, Helena

Montana State Parks logo

Though FWP is encouraging the discontinuation of separate program logos, State Parks will retain its logo (but with the new Gotham Narrow font). Parks needs to maintain its own separate identity for marketing purposes. Parks will pair its logo with either the round FWP logo or the FWP acronym logo on billboards and other promotional materials. Parks uniforms and vehicles will continue to have only the FWP logo.

x MONTANA FWP

x

To encourage agency unity and identify Parks as an FWP division, Parks will feature its logo with the FWP logo—round or wordmark—and at a size no taller than the FWP logo.

Montana WILD logo

Montana WILD is also a unique component of FWP that needs its own logo, in this case to differentiate itself as a destination and education center. As with State Parks, the Montana WILD logo will be updated to include the agency logo.

FWP typography

Part of the FWP brand presence is expressed visually through how we display written words. These three typeface families help establish the character and personality of FWP. Our primary typeface is **Gotham Narrow,** a sans-serif font designed for headlines and text. Gotham Narrow is compact, modern, easy to read, and available in a variety of weights and styles. It should be the dominant face in all public print and electronic communications.

Our two secondary typefaces are **Mercury Text** and **Sanchez Niu.** Mercury Text is a serif font with a classical look. It is designed for long-form text and is legible at small sizes. It's what you see here as the body text of the *FWP Brandbook*. Sanchez Niu is a slab-serif font that works well in headlines (see the heading "FWP typography," above) and text and can be an occasional addition with Gotham Narrow. All three typefaces are optimized for print and feature web-friendly versions. The design of this *FWP Brandbook* demonstrates how well they work together. Consider referring to the style of the *Brandbook* as an example of how you might want to use these fonts in practice.

Gotham Narrow
Sans-serif typeface

Gotham Narrow Thin
Gotham Narrow Thin Italic
Gotham Narrow Extra Light
Gotham Narrow Extra Light Italic
Gotham Narrow Light
Gotham Narrow Light Italic
Gotham Narrow Book
Gotham Narrow Book Italic
Gotham Narrow Medium
Gotham Narrow Medium Italic
Gotham Narrow Bold
Gotham Narrow Bold Italic
Gotham Narrow Black
Gotham Narrow Black Italic
Gotham Narrow Ultra
Gotham Narrow Ultra Italic

Mercury Text
Serif typeface

Mercury Text Roman
Mercury Text Italic
Mercury Text Semibold
Mercury Text Semibold Italic
Mercury Text Bold
Mercury Text Bold Italic

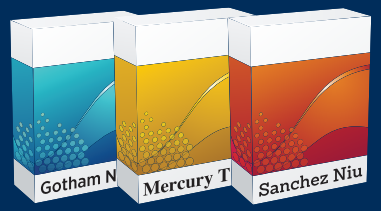
Sanchez Niu
Slab-serif typeface

Sanchez Niu Extra Light
Sanchez Niu Extra Light Italic
Sanchez Niu Light
Sanchez Niu Light Italic
Sanchez Niu Regular
Sanchez Niu Regular Italic
Sanchez Niu Semibold
Sanchez Niu Semibold Italic
Sanchez Niu Bold
Sanchez Niu Bold Italic
Sanchez Niu Black
Sanchez Niu Black Italic

The outside is in me

When I was a girl, my dad took me fishing during a camping trip. He found a sweet spot for me to settle into and went ahead looking for one for himself. Sitting alone along the creek was so peaceful, and it was at that moment that I realized how special it was to be outside.

—Angie Howell
Montana Outdoors **Circulation Coordinator, Helena**



FWP is working now on buying perpetual volume licenses of Gotham Narrow, Mercury Text, and Sanchez Niu that can be installed at the work stations of employees who will need these fonts, such as office managers and regional Information and Education Program managers.

The outside is in me

I have had a connection to the outdoors and wildlife since the day I was born, which happened right during the peak of hunting season. Much of my childhood was spent in a saddle exploring the mountains, driving back roads on Sundays, and floating the trout-filled rivers of southwestern Montana. The outdoors is a part of me, and I always hoped that one day I would get the opportunity to be a part of something that strives to conserve what I love most.

—Lynsay Maykuth
Administrative Support, Kalispell

The outside is in me

When I was 15, I came over from Germany to visit my uncle in Idaho. One day I met a biologist who introduced me to his work studying black bears. I spent three days with him tracking bears in the mountains. At the end, he gave me his copy of Aldo Leopold's book *Game Management*, and at that moment something magical happened. I was hooked.

—Thomas Baumeister
Education Bureau Chief, Helena

FWP email signatures

FWP is asking all employees to standardize their email signatures to create a professional, uniform look to our correspondence. Refrain from using inspirational quotes, sports team logos, other art, or background colors or textures on your email signature.

Below are the basic formats. These examples don't cover every employee, but they give you an idea of how you can format your own email signature.

Create your email signature in the Calibri font, found on all FWP computers, at 11 point, modeled after the examples below. You can also copy, paste, and customize an example from the online FWP Brand Library (see page 39).

Email Signature Format

- **Your name in bold**
- *Your title in italics, capitalized. Include "Fisheries" "Wildlife" "Parks" if possible to denote division. For instance: "Wildlife Biologist."*

Do not include your division name in a separate line unless necessary.

- "Montana Fish, Wildlife & Parks" plus "Region X" (if applicable), then a space
- Mailing address, office and cell (optional) phone numbers, and FWP URL all below that, in gray (50% black).
- FWP round logo (from the FWP Brand Library) at the bottom. Parks employees may put the Montana State Parks logo to the right of the FWP logo.
- You may include FWP social media logos below the FWP logo.

Eileen Ryce
Fisheries Division Administrator
Montana Fish, Wildlife & Parks

P.O. Box 200701
Helena, MT 59602-0701
O: (406) 444-5645 | C: (406) 788-5784
fwp.mt.gov

This is the vertical bar character, typed with: shift + back slash

Chet Crowser
Regional Park Manager
Montana Fish, Wildlife & Parks, Region 2

3201 Spurgin Road
Missoula, MT 59804
O: (406) 542-5517 | C: (406) 240-2005
stateparks.mt.gov
fwp.mt.gov

Deb O'Neill
Planning and Policy Specialist
Responsive Management Unit
Montana Fish, Wildlife & Parks

P.O. Box 200701
Helena, MT 59620-0701
O: (406) 444-3755 | C: (307) 231-3881
fwp.mt.gov

Email examples with regions and names that require division attribution:

Thomas Woolf
Aquatic Invasive Species Bureau Chief
Fisheries Division
Montana Fish, Wildlife & Parks
[Division name required for clarity]

Kevin League
Conservation Easement Stewardship Manager
Lands Unit
Montana Fish, Wildlife & Parks
[Unit name required for clarity]

Joleen Tadej
Administrative Supervisor
Communication and Education Division
Montana Fish, Wildlife & Parks
[Division name required for clarity]

FWP Brand Library

A new Brand Library, now available on the FWP website, serves as a repository where employees can download branded templates for event flyers, PowerPoint templates, report covers, email signatures, online banners, and more. A second resource page is available to the public for news media and affiliated organizations to download agency logo files and other items FWP makes available.

- Internal brand library: **fwp.mt.gov/brandlibrary/**
- External media: **fwp.mt.gov/brandresources/**

FWP branded PowerPoint templates

Email banners for communication

Brochure templates

Logo files for media and to produce branded materials

FWP report cover templates

FWP event flyer templates

The outside is in me

My aha moment came when I was 21 and was sitting on a stump at sundown hoping a deer would walk across a clearing. Recently laid off from a construction job, I was spending almost every day in the woods hunting. At that moment I was certain that I wanted a job that would put me outdoors working with wildlife. That dream kept me going through six years of college and led to a great career with FWP.

—Mark Sullivan
Regional Supervisor, Glasgow

The outside is in me

My family was always recreating in the outdoors. The summer when I was 11, I spent a few weeks with my Uncle Bill, a fish biologist in northern Idaho. One day I got to help him electrofish a creek and tag trout. That made a big impression on me (particularly when I fell into the creek and got shocked).

—Travis Horton
Fisheries Manager, Bozeman

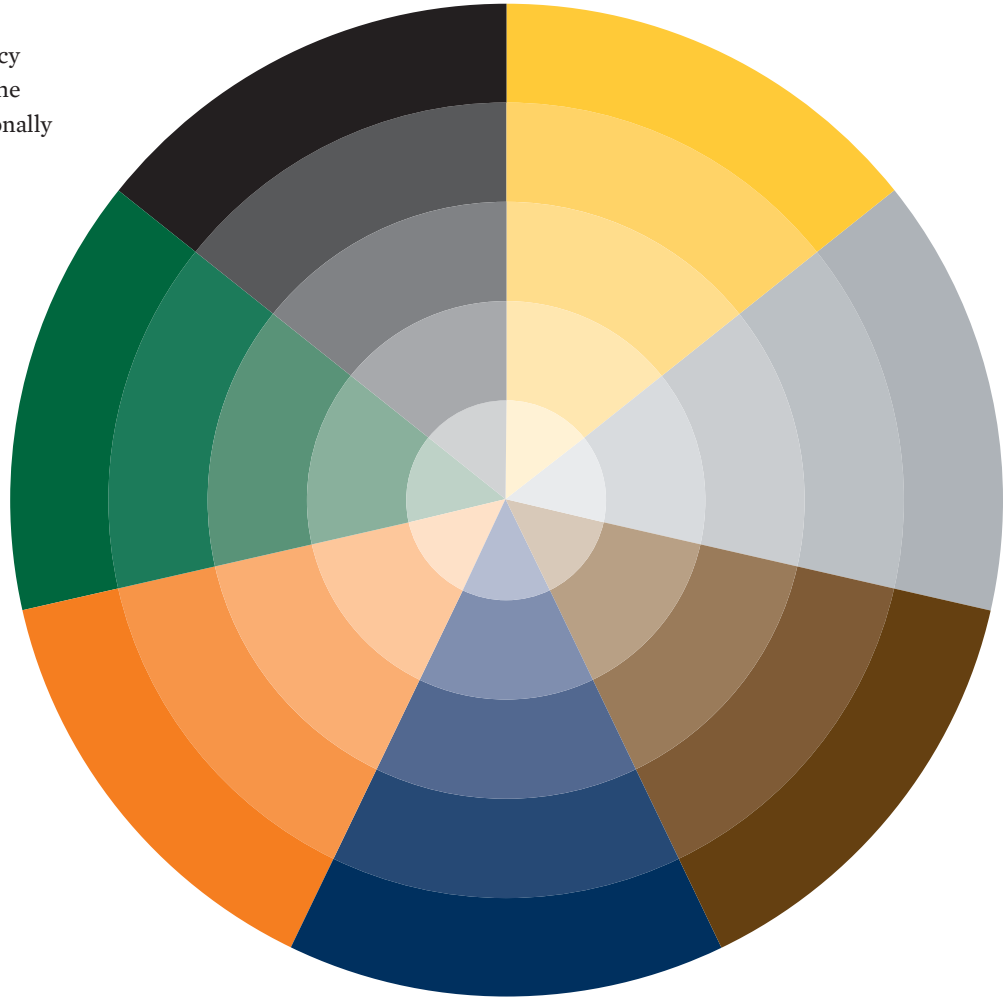
The outside is in me

In middle school I was introduced to hunting by my parents' friends and a scout leader. When my parents moved to rural Iowa a few years later, my interest in hunting really grew, and I explored and chased everything I could with a shotgun, muzzleloader, and bow. I always wanted to work in the outdoors with hunting and have had jobs related to hunting ever since.

—Jason Kool
Landowner Sportsmen Relations Manager, Helena

FWP Color palette

Seven colors make up the overall agency color palette. These colors represent the Montana landscape and colors traditionally found throughout the agency.



FWP Color specifications

Primary and secondary color palettes:

PRIMARY COLOR PALETTE

The primary color palette serves as our official agency colors, reflecting the traditional and familiar presence of FWP on the Montana landscape. You'll see these colors in identifying marks on FWP assets and materials such as vehicles, uniforms, and stationery.

FWP Yellow

Pantone (spot): PMS 123
CMYK (print): 0C 19M 89Y 0K
RGB (onscreen): 255R 199G 44B
HEX (web): #FFC72C

FWP Black

Pantone (spot): Pantone Black
CMYK (print): 63C 62M 59Y 94K
RGB (onscreen): 45R 41G 38B
HEX (web): #2D2926

FWP Grey

Pantone (spot): Pantone Cool Gray 5
CMYK (print): 13C 9M 10Y 27K
RGB (onscreen): 177R 179G 179B
HEX (web): #B1B3B3

FWP Silver

Pantone (spot): PMS 877 Metallic
CMYK (print): 45C 34M 34Y 0K
RGB (onscreen): 138R 141G 143B
HEX (web): #8A8D8F

SECONDARY COLOR PALETTE

The secondary color palette brings character and vibrancy to our agency. These colors represent various natural resources, activities associated with FWP, and the various agency divisions. Use these colors to provide accents and enrich our visual outreach.

FWP Brown

Pantone (spot): PMS 463
CMYK (print): 14C 54M 95Y 62K
RGB (onscreen): 116R 79G 40B
HEX (web): #744F28

FWP Orange

Pantone (spot): PMS 152
CMYK (print): 0C 66M 100Y 0K
RGB (onscreen): 229R 114G 0B
HEX (web): #E57200

FWP Blue

Pantone (spot): PMS 295
CMYK (print): 100C 69M 8Y 54K
RGB (onscreen): 0R 40G 85B
HEX (web): #002855

FWP Green

Pantone (spot): PMS 349
CMYK (print): 90C 12M 95Y 40K
RGB (onscreen): 4R 106G 56B
HEX (web): #046A38

There are several ways to obtain great photographs for FWP projects. One is to take them yourself, either with a digital camera or your smartphone. Search online for "tips to take better photos," and you'll find many resources.

Here are a few tips to get you started:

- Look your subject in the eye.
- Use a plain or neutral background.
- Use your flash outdoors.
- Move close to your subject.
- Take both vertical and horizontal pictures.
- Use the grid lines on your phone's screen to practice the "rule of thirds" for good composition.

FWP Photography

The images you see throughout this guide are good examples of expressing the FWP brand through photos. Photographs that work best for FWP projects:

- capture the breathtaking beauty of Montana;
- clearly illustrate the work and dedication of FWP employees;
- showcase our state parks, wildlife, and fish in their best light;
- highlight the emotion and connection of people, including our employees, to the landscape, recreation, or work.

Finally, whenever taking photos of your colleagues, try to **ensure that the FWP logo on the jacket or shirt patch is prominent in the image.** We want to advertise the great work that FWP does whenever possible.

THE **OUTSIDE** IS IN US ALL.

BRANDBOOK

This *FWP Brandbook* is a guide for helping all of us understand and talk about FWP in ways that connect our work to what the people we serve value most. It explains the research behind the FWP branding effort and where our "brand beliefs" originated. It also contains instructions for living the FWP brand so that all of us can continue to help keep Montana, Montana.

PRODUCED IN-HOUSE BY
MONTANA FISH, WILDLIFE & PARKS

COPYRIGHT ©2018. ALL RIGHTS RESERVED

1,500 copies of this public document were published at an estimated cost of $2.49 per copy, for a total cost of $3,741, which includes $3,741 for printing and $0 for distribution.

Don't settle for subpar images. Poor-quality photos don't represent FWP's excellence. It might take a little searching, but there are plenty of great images available to convey the work that this department does and the outdoor experiences we provide.

Another way to get photographs is to buy them. There are several "stock houses," such as Alamy, Shutterstock, and iStock, that sell photography online. They charge depending on the type of use and size of the image.

You can also get photos for no charge by looking for "copyright free" images on the internet.

Finally, you can purchase photographs directly from professional Montana photographers. Just go online, search for the images you want, then contact the photographer for a price. Photographers usually charge based on the type of use.

For advice on what to pay for professional photography, how to take great photos yourself, or finding images online, contact Luke Duran, *Montana Outdoors* art director.

The outside is in me

I grew up in Alaska, where I learned at an early age to hunt, fish, hike, and camp. Since relocating to Montana, I am amazed by the similarities in both culture and beauty. I have substituted the majesty of Denali for the rolling Elkhorns; I now watch a doe eat my rose bushes instead of the moose that annually stole my Halloween pumpkin; and instead of rafting the Nenana River, I float down the mighty Missouri. Big Sky Country has stolen my heart.

—Jennifer Bond
Director's Office, Helena

Frequently Asked Questions

Q: Why does a government agency need branding? Isn't that more of a business thing?
A: Companies use branding to improve their image and convince customers to choose their products or services. Government agencies need branding to maintain and build public support for the work they do.

Q: How will branding directly benefit FWP?
A: Funding, license fee increases, FTEs, favorable legislation—all these are a result of public support. They come from people trusting us, knowing what we do, and understanding how this department helps make Montana the place they love. That's what FWP branding is about: showing the people we serve that our work is essential for protecting the outdoor experiences and resources they value. Eventually, awareness leads to more public support—personal, political, and financial. Without that support, FWP can't get the authority it needs to increase fees, much less find additional, alternative funding sources.

Q: Isn't this branding effort really a Comm-Ed responsibility?
A: To some degree, yes. The Communication and Education Division will help design and carry out many of the specific communication elements and campaigns. But branding is also about individual employees telling the FWP story, through local media, daily communications, social media, and other outlets. Branding is also about how we approach our work and provide even better customer service. That responsibility is one we all share. If branding is done right, more of us will do an even better job of conveying agency integrity, openness, and consistency through our actions and decisions.

Q: Can you provide examples of how employees would convey themselves differently as a result of this *Brandbook*?
A: It could be something as simple as making sure your voice-mail message is always kept up to date and using templates for email signature lines and brochures. Or as complex as evaluating the work you do each day and seeing if there are ways to more effectively promote the concepts of opportunity, integrity, balance, and inclusiveness.

Q: How do I get the new FWP print product templates and logos?
A: Logos and templates for stationary, envelopes, flyers, fax cover sheets, email signatures, PowerPoint, and more are available at the FWP Brand Library at **fwp.mt.gov/brandlibrary/**. The fonts will be installed by FWP at the work stations of employees who will need them most, such as office business managers and regional Information and Education Program managers.

Q: How do I make my new email signature?
A: Either do it yourself following the guidelines on page 38, or copy the template from the FWP Brand Library link on the repository, paste it into Outlook, and then customize.

Q: What about business cards? Do I need new ones?
A: You don't need to produce new cards right now. But when you run out, contact Don Bartsch in the FWP Print Shop in Helena. He will show you the new template for FWP business cards and help get new ones printed.

Credits

The *FWP Brandbook* was produced by Montana Fish, Wildlife & Parks and the FWP Brand Team.

Content written by Partners Creative, Missoula, in consultation with the FWP Brand Team.
Edited by Tom Dickson.
Design and layout by Luke Duran.

FWP BRAND TEAM

VIVACA CROWSER, CHAIR

GARY BERTELLOTTI
PAT DOYLE
MISSY ERVING
ANDREA JONES
ADAM PANKRATZ
CHARLIE SPERRY
JIM WILLIAMS
TOM DICKSON
LUKE DURAN
DREW HENRY
GREG LEMON
PAUL SIHLER
AMBER STEED

MONTANA FISH, WILDLIFE & PARKS

MARTHA WILLIAMS, DIRECTOR

MONTANA FISH AND WILDLIFE COMMISSION

DAN VERMILLION, CHAIR
TIM ALDRICH
LOGAN BROWER
SHANE COLTON
RICHARD STUKER

MONTANA STATE PARKS AND RECREATION BOARD

ANGIE GROVE, CHAIR
SCOTT BROWN
MARY SHEEHY MOE
BETTY STONE
JEFF WELCH

Art and photography

Inside cover: Montana FWP

Page 2: *(from left)* Dea Vogel; Shutterstock

Page 3: Mat Rowley

Page 6: Jeremie Hollman

Page 9: *(clockwise from top left)* Erik Petersen; Kenton Rowe; John Warner; Thom Bridge

Page 10: *(left to right from top)* iStockPhoto; Shutterstock; Shutterstock; Shutterstock; Shutterstock; Montana FWP; Shutterstock; Shutterstock; iStockPhoto; iStockPhoto; Shutterstock; Shutterstock; Montana State Parks; Paul Queneau, Montana FWP; Shutterstock; Shutterstock; Shutterstock; Shutterstock,: Shutterstock; iStockPhoto; Shutterstock

Pages 12 & 13: Illustrations by Stephen Downer

Pages 14-15: Jaime & Lisa Johnson

Page 16: *(clockwise from top left)* Erik Petersen; Thom Bridge; Thom Bridge; Montana State Parks; Tom Dickson

Page 17: *(clockwise)* Paul Queneau; Andrew McKean; Thom Bridge; Shutterstock; John Warner; John Warner; Montana State Parks

Page 18: *(from top)* Aaron Teasdale; John Warner

Page 19: *(clockwise)* Montana State Parks; Shutterstock; Tom Dickson; Montana FWP

Page 20: *(clockwise)* Mat Rowley; Montana State Parks; Thom Bridge; Erik Petersen

Page 21: *(from left)* Mat Rowley; Thom Bridge

Page 22: *(clockwise)* Thom Bridge; Chris McGowan; Tom Dickson

Page 23: *(clockwise)* Jesse Lee Varnado; Thom Bridge; Thom Bridge; Montana FWP; Allen Morris Jones

Page 32: Shutterstock

Page 42: *(clockwise)* Montana FWP; Shutterstock; Pat Clayton; Jeremie Hollman; Montana State Parks; Shutterstock; Shutterstock; Thom Bridge

Page 43: *(clockwise)* Erik Petersen; John Warner; Shutterstock; Erik Petersen; Shutterstock; John Warner; Montana State Parks

Magpie illustrations by Mike Moran

All young FWP staff photos provided courtesy of the employee.

THE **OUTSIDE** IS IN US ALL.