

# Accent colors

The Montana Department of Labor & Industry logo will look best with a minimalist color palette, plenty of white space, and limited use of accent colors. Start with blue, black, and grey, and then add a touch of light cream. In most instances, this will be enough color to maintain a clean, professional, and attractive design.

While color trends change over time, here is a suggested palette of accent colors to create a contemporary look. These accent colors are selected to complement the Montana DLI blue color. Also included are shade equivalents of the accent colors:



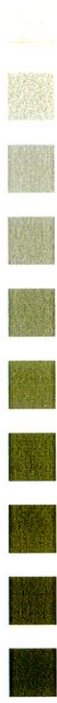
Montana DLI blue  
Pantone 541  
CMYK: 100C 82M 29Y 14K  
RGB: 0R 62G 116B  
HEX: 003e74



Accent color: "Rich Black"  
Pantone Black 6  
CMYK: 40C 0M 0Y 100K  
RGB: 0R 0G 0B  
HEX: 000000



Accent color: "Olive"  
Pantone 5747  
CMYK: 5C 0M 75K  
RGB: 62R 65G 90Y  
HEX: 3E4106



Accent color: "Pumpkin"  
Pantone 139  
CMYK: 0C 39M 25K  
RGB: 192R 118G 100Y  
HEX: c07600



Accent color: "Cream"  
Pantone 4525  
CMYK: 0C 3M 24K  
RGB: 194R 188G 32Y  
HEX: C2BC83



Accent color: "Red"  
Pantone 1245  
CMYK: 0C 86M 50K  
RGB: 129R 18G 90Y  
HEX: 81120D



# Typography

A serif and a sans serif font have been selected as appropriate typefaces to complement the visual presence of Montana Department of Labor & Industry. These typefaces also provide a consistent structure for documents and typed materials produced by Montana DLI staff.

Typefaces are often described as being *serif* or *sans serif* (without serifs). A serif is a small decorative line added as embellishment to the basic form of a letter character. Common serif typefaces include Times, Georgia, and Palatino. Common sans serif typeface include Arial, Verdana, and Helvetica.

In good typography practice, a serif and a sans serif font are paired together to effectively communicate a typed message. Together, serif and sans serif fonts provide contrast to each other, and create a hierarchical structure to form headlines, subheads, body text, captions, and quotes.

## **Montana DLI official serif typeface: Minion**

Minion is an Adobe typeface designed by Robert Slimbach. The first version of Minion was released in 1990. Minion is inspired by classical, old style typefaces of the late Renaissance, a period of elegant, beautiful, and highly readable type designs. Minion Pro combines the aesthetic and functional qualities that make text type highly readable with the versatility and flexibility of typographic control.

If Minion is unavailable on your computer, Georgia or Times New Roman are acceptable substitutes.

## **Montana DLI sans serif typeface: Franklin Gothic**

Franklin Gothic is a realist sans-serif typefaces originated by Morris Fuller Benton in 1902, and named in honor of Benjamin Franklin. “Gothic” is an increasingly archaic term meaning sans-serif. Franklin Gothic has been used in many advertisements and headlines in newspapers. The typeface continues to maintain a high profile, appearing in a variety of media from books to billboards.

If Franklin Gothic is unavailable on your computer, Helvetica or Arial are acceptable substitutes.

The entire contents of this style guide is rendered in Minion and Franklin Gothic as a demonstration of their appearance and usage.

## **Minion**

**This is the Minion typeface**

*This is Minion italic*

**This is Minion bold**

***This is Minion bold italic***

## **Franklin Gothic**

**Franklin Gothic regular**

*Franklin Gothic italic*

**Franklin Gothic medium**

*Franklin Gothic medium italic*

**Franklin Gothic bold**

***Franklin Gothic bold italic***

**Franklin Gothic heavy**