



# MONTANA<sup>®</sup>

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## SILVERSMITHS

JEWELRY & BUCKLES SINCE 1973

BRAND STANDARDS 2021



*This document serves as the definitive guide to the Montana Silversmiths brand. These are our roots, standards, and guidelines developed in an effort to deliver a consistent, fully integrated, visual message to our consumers.*

*These pages should impart a sense of pride and inspiration to all of our employees, partners, sponsors, retailers, and consumers, and embed an understanding of what it means to be a part of Montana Silversmiths.*

# OUR LOGO

The Montana Silversmiths logo is our mark, equivalent to our signature. As it should be used in all forms of our communication, it shouldn't dominate or overwhelm the greater intentions of the effort in which it is being used. The elements of our logo come together to represent the deep roots of our Western heritage.

To ensure that all of our uses of these marks will be consistent in quality, do not attempt to recreate them, use photocopies or scans from this guide, or manipulate or change the marks in any way.  
All logo files can be downloaded from our B2B Site at <https://b2b.montanasilversmiths.com/resource-library> on the Support Tools Tab.

## 1.1 PRIMARY LOGO

This is the main official logo for Montana Silversmiths. This logo is to be used for all official identifying applications of Montana Silversmiths. This includes all official business materials, packaging, display materials, corporate embroidery, merchandising, packaging, signage, and other promotional materials.



## 1.2 CLEAR SPACE AND MINIMUM SIZE

The outer box signifies the clearspace - an area designed to allow the logo to 'breathe'. No type or graphics should encroach upon this area. This is an important consideration and should be adhered to at all times. The clear space around the logo must be at least the height of the 'S' in Silversmiths. The logo should never be less than 0.5" in height.



### 1.3 INCORRECT USES

The following are examples of what not to do when using our logo.



Do not skew the logo in any way; this includes positioning it at an angle, or stretching it vertically or horizontally.



Do not place the logo over a patterned background.



Do not put a border around the logo.



Do not add gradients or unapproved colors to the logo type.



Do not place a stroke around any character in the logo.



Do not remove characters from the logo.

### 1.4 DISCONTINUED LOGOS

The following logos have been discontinued and should not be used in any marketing communications, printed items, or publishing.



The tail of the horse in this logo is short, and the horse's ears are not pointed ahead. Though these are subtle differences, this logo should not be used, as we stay true to the nature of equine in our western heritage.



The tail of the horse in this logo is short, and the horse's ears are not pointed ahead. The line in between Montana and Silversmiths also continues behind the horse.



This is a version of our Rodeo logo, only used internally by our staff, but this version has a shadow.



This is a version of the discontinued logo above, but also includes a shadow.

### 1.5 RODEO LOGO

This version of the logo is reserved for within the rodeo arena. It is used on banners, patches, chute stickers, etc. Files are not available to the public and are used internally only.



### 1.6 ENGLISH LOGO

This version of the logo is reserved for English audiences. It is used on signage and in printed material. Files are not available to the public and are used internally only.



### 1.7 SUB-BRAND MARKS

The following are sub-brand marks owned or used by Montana Silversmiths. We possess all trademarks and copyright to these marks.



**1.7.1** The Sterling Lane® logo should be used in conjunction with this Montana Silversmiths sterling silver catalog brand.



**1.7.2** The Pursue the Wild logo is used with the Kristy Titus outdoor inspired sterling silver product.



**1.7.3** The Attitude Buckles® logo should only be used when promoting this line of buckles.



**1.7.4** The Attitude Jewelry® logo should only be used when promoting this line of jewelry.

### 1.8 Secondary Marks

The following secondary marks are owned or used by Montana Silversmiths to describe product collections, finishes or valued processes. We possess all trademarks and copyright to these marks.



**1.8.1** The Designer's Mark™ logo is to be used in conjunction with the engraving design minted on the back of select buckles and jewelry pieces.



**1.8.2** The Montana Armor® logo is used to promote Montana Silversmiths silver protection technology.



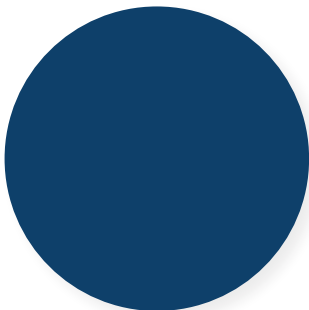
**1.8.3** Montana Silversmiths Tough Enough to Wear Pink™ (TETWP) logo should be used in conjunction with TETWP product. In addition, Montana Silversmiths line of TETWP products are called "Hope Ropes".

# OUR COLORS

These primary and accent colors are reflective of our heritage; the blue mountains, big blue sky, blue rolling rivers, and Montana's blue state flag.

## 2.1 PRIMARY COLORS

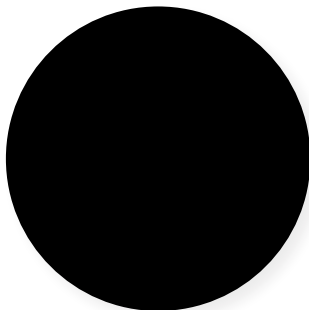
Only use the hues below for use with the Montana Silversmiths brand. Do not incorporate gradated color. Our logo may only be presented in Pantone 541, Black, or White.



PMS 541  
CMYK 100 78 34 20  
RGB 14 64 106  
HEX #0E406A



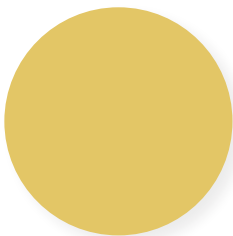
CMYK 0 0 0 0  
RGB 255 255 255  
HEX #FFFFFF



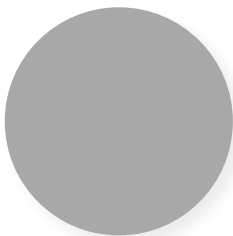
CMYK 100 100 100 100  
RGB 0 0 0  
HEX #000000

## 2.2 SECONDARY COLORS

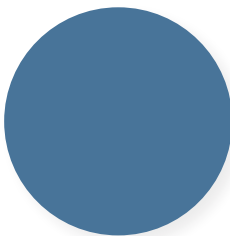
Only use the hues below for use with the Montana Silversmiths brand. Do not incorporate gradated color. Our logo may not be represented in any of the following colors. Do not use these secondary colors to replace primary colors. Do not introduce new colors.



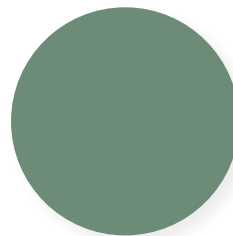
PMS 2008 C  
CMYK 12 19 72 0  
RGB 227 198 102  
HEX #E3C666



PMS Cool Gray 6 C  
CMYK 35 29 29 0  
RGB 169 168 169  
HEX #A9A8A9



PMS 2159 C  
CMYK 77 50 24 3  
RGB 72 116 153  
HEX #487499



PMS 2407 C  
CMYK 60 31 56 7  
RGB 109 140 120  
HEX #6D8C78

# OUR TYPE

These typefaces are used exclusively for our brand in multiple marketing channels.

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## 3.1 PRIMARY TYPEFACES

The following typefaces are used primarily in the various marketing channels distributed by Montana Silversmiths. These type families include Copperplate, Century Gothic Pro, and Trajan Pro.

### COPPERPLATE

THE QUICK BROWN FOX

As seen in the word 'Montana' within our main logo, the typeface Copperplate is our primary selection for headers and special titles. This font should always be in all caps and bolded.

### CENTURY GOTHIC PRO

HEADER BOLD

HEADER REGULAR

Body Copy

The typeface Century Gothic Pro is our primary selection for alternate headers and body copy. As a title, this font should always be in all caps, and either regular or bolded.

As body copy, this font should remain regular and unbolded.

### TRAJAN PRO

TRAJAN PRO BOLD

The typeface Trajan Pro is an alternative selection for headers. As a header, this font should always be in all caps, and either regular or bolded.

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## 3.2 SECONDARY TYPEFACES

The following typeface is used secondary to the above fonts in the various marketing channels distributed by Montana Silversmiths. The Hesterica type family should not be used in place of our primary typefaces, but in conjunction with them.

*Hesterica*

The typeface Hesterica is an alternative selection for headers and subheaders in more specialized publications. In any format, this font should never be in all caps.

# WHAT WE'RE SAYIN'

These one-liners are standard to the language of our brand, and can be used in a variety of ways through multiple marketing channels.

## 4.1 GENERIC STATEMENTS

The following one-liners can be used in reference to the Montana Silversmiths brand, our buckles, and our jewelry.

**JEWELRY AND BUCKLES SINCE 1973**

**SILVER ARTISTRY**

**LEADERS BY DESIGN**

**KEEPSAKES OF THE WEST**

**WEAR THE WEST YOUR WAY**

**SOMETHING FOR EVERYONE**

**GIFTS FOR HER AND HIM**



## 4.2 EVENT STATEMENTS

The following one-liners can be used in reference to the Montana Silversmiths' involvement in western events and our trophy belt buckles. These character marks are owned by Montana Silversmiths.

**BRAND OF CHAMPIONS®** [Use our Brand of Champions Logo when creating visuals here, use the text "Brand of Champions" within written content.]

**EVERY BUCKLE HAS A STORY®** [This logo is not available for public access, but the text "Every Buckle has a Story" can be written within content.]







# BRAND STANDARDS 2021

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