



**MONTANA
WATERS**
Clearly Connected.

CAMPAIGN BRAND BOOK & COMMUNICATIONS GUIDE

MONTANA WATERS



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INTRODUCTION

In northwest Montana, water is perhaps the most vital valuable natural resource; it is the element that connects all people, places, and living things. Flowing over borders, across state boundaries, and transcending human-made divides, water bonds mountaintops to riverbeds, connects cities upstream with communities downstream, and provides the link between our generation and all generations to come.

Montana Waters: Clearly Connected is an outreach initiative aimed at bringing partners together with coordinated messages, usable resources, and a centralized hub of information. The creation, development, and evolution of this campaign relies heavily on partnerships, both for effectively leveraging resources and extending outreach beyond the scope of any one organization, in order to collectively protect our abundant and beautiful Montana waters.

MONTANA WATERS



Flathead Lake, Noah Couser

PURPOSE OF THE BRAND BOOK AND COMMUNICATIONS GUIDE

1

Establish a unified message with *Montana Waters: Clearly Connected* reflecting our geography and values to build the bridge between clean water and healthy communities through education and outreach

2

Outline principles and elements of behavior change messaging to improve effectiveness of communication initiatives

3

Provide tools and best management practices for communicating with local audiences

4

Support existing regional efforts and provide methods and tips for incorporating *Montana Waters: Clearly Connected* into existing organizational brands and identities

5

Include partnership strategies that leverage the strengths of partners, remove barriers to change, and expand the reach of the campaign

THE WHAT

CAMPAIGN GOALS

- 1 Expand public knowledge and awareness of water quality issues
- 2 Increase coordination with watershed partners by increasing consistency of messaging, improving accessibility and awareness of available resources, and enhancing partnership opportunities
- 3 Inspire residents and visitors to take pride and responsibility in conservation efforts
- 4 Encourage individual and societal behavior change



Seeley Lake, Noah Couser

THE WHY

Water is life. Preserving safe, clean water is vital to a healthy way of life for people, wildlife, and our ecosystem.

Every action makes a difference.

The future depends on individual behavior change now; small actions add up to big improvements for our environment.

The time to act is now. As tourism and population rates in Montana continue to rapidly increase, our pristine waters and exquisite natural resources are facing unprecedented amounts of recreational use, growth, and development.



THE HOW

THE MONTANA WATERS: CLEARLY CONNECTED CAMPAIGN RELIES ON

1

Voluntary collaboration of partners working to protect our waters

2

Working across boundaries to unite organizations with unified messaging

3

Sharing generously all resources, tools, and knowledge

4

The power of the collective effort to make real change in our watershed

THE WHO

PARTNERS IN CREATING AND SHARING THE CAMPAIGN

- Federal agencies
- State agencies
- Tribal governments
- Local governments
- Nonprofits
- Local watershed organizations

AUDIENCES OF THE CAMPAIGN

- Recreational water users
- General water users/the public
- Neighborhood and homeowners associations
- Building and realtors associations
- Legislators and policymakers
- Partner organizations

BEHAVIOR CHANGE APPROACH

MONTANA WATERS

Clearly Connected.



BEHAVIOR CHANGE APPROACH

ELEMENTS OF AN EFFECTIVE BEHAVIOR CHANGE CAMPAIGN



Clearly defined and targeted audiences



Based on a theory of change and informed understanding about the current barriers standing in the audience's way



Content that speaks to audience values and identities



Breaks down complex change into clear, simple action steps



Trusted messengers



Only makes one “ask” at a time—when the ask feels relevant, possible, and worth doing



Clear focus on a specific behavior that our audience has the capacity and resources to change



BEHAVIOR CHANGE APPROACH

PRINCIPLES OF VALUE-BASED MESSAGING

Values are our fundamental principles—core to our identities

Connecting on shared values allows us to reach outside of stereotypes and partisan affiliation

Facts and figures can reinforce an idea—they do not persuade

Leading with values activates emotions and opens an audience's hearts and minds to the message

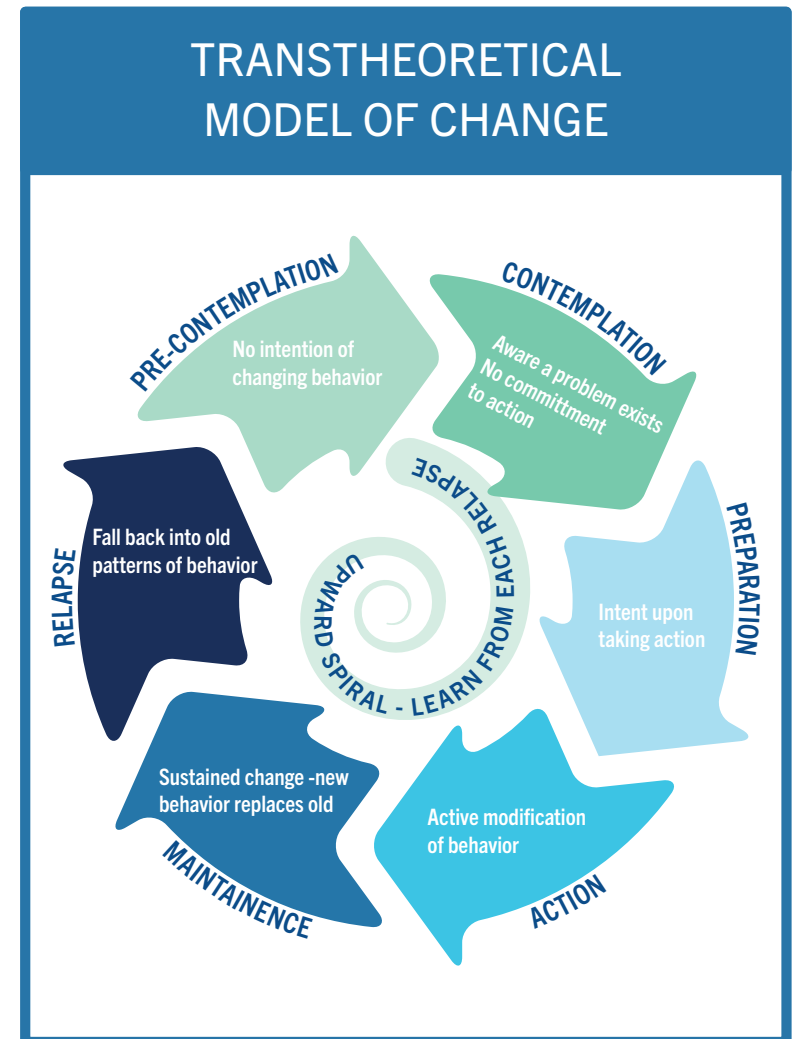
It is easier to change people's behavior than their values

BEHAVIOR CHANGE APPROACH

Steps to create and continually recreate consistent individual behavior change. Visit page 20 to see how our communication plans can be effectively implemented with these steps in mind.



Credit: Dr. Doug McKenzie-Mohr Community-Based Social Marketing: Doug McKenzie-Mohr (cbsm.com)



Credit: Prochaska & DiClemente

COMMUNICATIONS PLAN

MONTANA WATERS

Clearly Connected.



COMMUNICATIONS PLAN

GOALS

- 1 Raise awareness among and educate Montanans and visitors about how personal actions are connected to the health of our waters
- 2 Motivate behavior change actions with key audiences over time that reduce their impact on our rivers, lakes, and streams
- 3 Encourage local ambassadors and stewards to reach local audiences and support localized outreach efforts



Swan Lake, Montana Office of Tourism and Business Development

COMMUNICATIONS PLAN

AUDIENCE SEGMENTS

EVERYDAY MONTANA WATERS USERS

RESIDENTS

PROFILE:

Montanans appreciate the natural, clean water environment their home state offers and aim to improve or maintain their quality of life, including a healthy environment, for generations to come.

TARGETING OPPORTUNITIES:

- Families and individuals by county and city (location)
- Families and individuals by interests: fishing, boating, swimming, outdoor recreating, etc.
- By renters, homeowners and landowners (both urban and rural)
- By vocation: agricultural workers, farmers, ranchers, landscapers, outdoor tourism, real estate, etc.
- By demographics (age, income, etc.)



Swan River, Dan Armstrong

COMMUNICATIONS PLAN

AUDIENCE SEGMENTS

EVERYDAY MONTANA WATERS USERS

VISITORS

PROFILE:

Out-of-state residents who travel to Montana to experience scenic views, wide-open spaces, clean water, world-class fishing and recreation, wildlife viewing, and more.

TARGETING OPPORTUNITIES:

- Luxury Travelers (Airbnbs, hotels, excursions, experiences, etc.)
- Cultural Travelers (historical sites, cultural sites, museums, visitor centers, etc.)
- Adventure Seekers (recreation, wildlife viewing, guided experiences, etc.)
- By hobby/activity, geographic area, destination, etc.



Flathead River, Montana Office of Tourism and Business Development

COMMUNICATIONS PLAN

MONTANA WATERS PARTNERS



Montana State Capitol, Montana Office of Tourism and Business Development

CAMPAIGN STAKEHOLDERS

PROFILE:

Internal representatives who have the authority and platforms to create behavioral change locally through public education, local programming, and influencing current or future policies.

PARTNERS:

- State government
- City and county governments
- Federal government
- Tribal governments
- Conservation districts
- Nonprofit organizations
- Local watershed organizations

COMMUNICATIONS PLAN

MONTANA WATERS PARTNERS



EXTERNAL PARTNERS

PROFILE:

Public and private organizations that reflect Montana Waters values and believe in environmental progress for Montana.

PARTNERS:

- Homeowners and neighborhood associations
- Realtors and building associations
- Universities and colleges
- Agricultural associations and co-ops
- Fishing/recreation guides and businesses
- Watershed businesses

COMMUNICATIONS PLAN

DIFFERENT TYPES OF COMMUNICATIONS

PAID COMMUNICATIONS

- Guaranteed reach with audiences
- Traditional placements include TV, print, radio, and outdoor advertisements
- Digital placements include TVOD (transactional video on demand, aka streaming), pre-roll video, search, social, and display digital placements (web banners)
- Opportunities to leverage custom promotions and advertorials (i.e., event coverage, magazine inserts, custom social posts)

**funding and resources required*

OWNED COMMUNICATIONS

- Public-facing communications channels include word-of-mouth ambassadors, digital and physical newsletters, social media, public events, and websites
- Internal communication channels to stakeholders and partners include emails, reports, meetings, and forums

EARNED COMMUNICATIONS

- Organic press coverage with relevant local news and media
- Organic peer-to-peer sharing of our messages across social, email, or word of mouth
- Supportive messaging from retailers and external partners

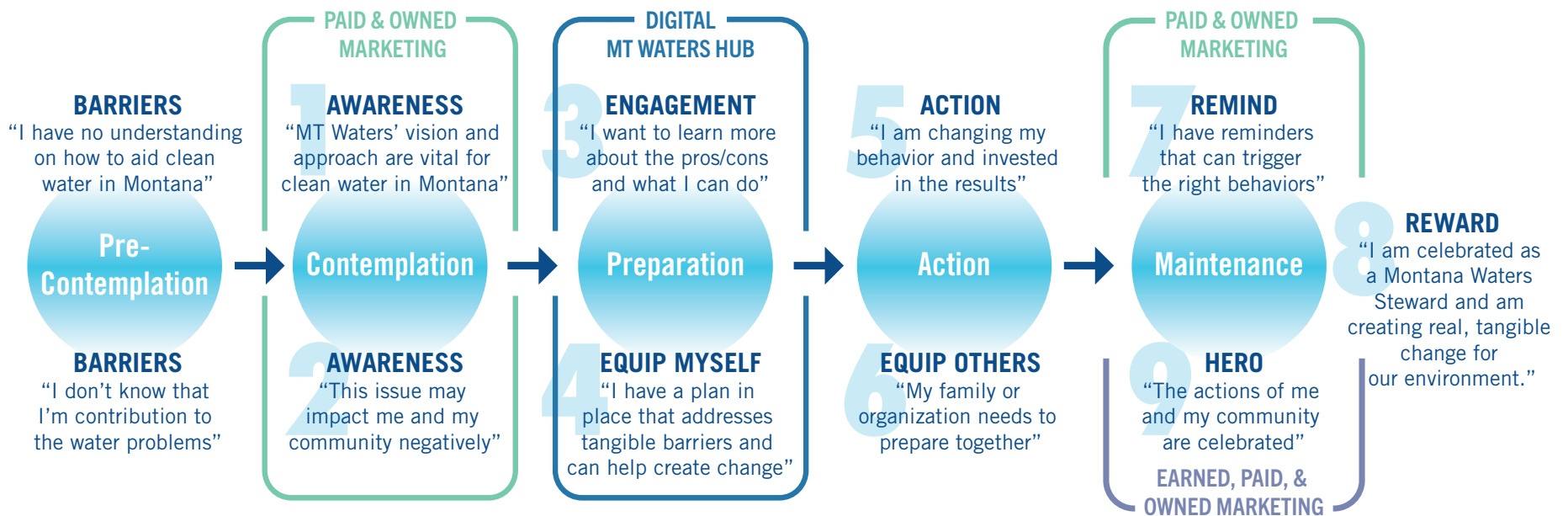
COMMUNICATIONS PLAN

Opportunities for our communications to play a role in the transtheoretical model of change.



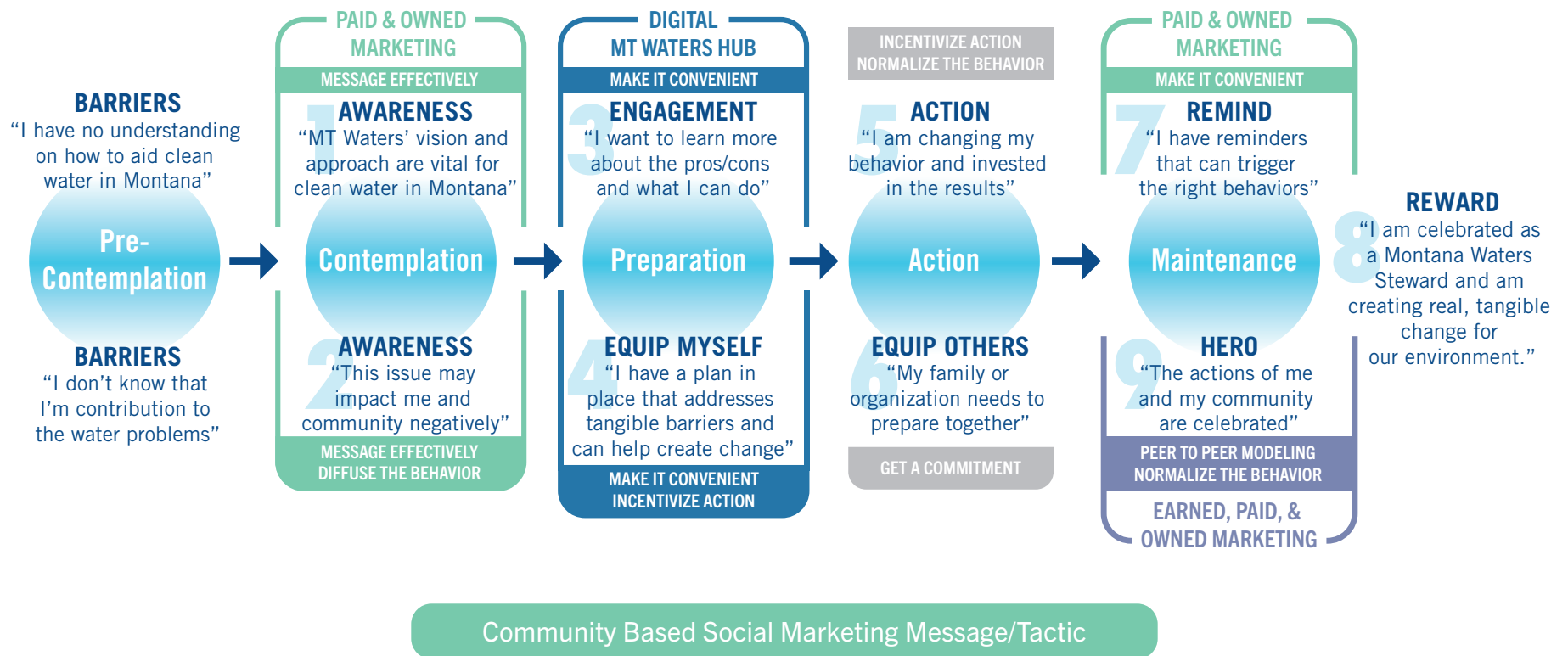
COMMUNICATIONS PLAN

Opportunities for our communications to play a role in the transtheoretical model of change.



COMMUNICATIONS PLAN

Opportunities for our communications to play a role in the transtheoretical model of change.



MESSAGING STRATEGY

MESSAGING LAYERS

CAMPAIGN LED

Establish the campaign vision and mission under one unified message around clear, connected water resources as a trusted messenger whose values and ambitions are here to positively care for the people, the water, and the environment of Montana. Rather than focusing on who is behind the campaign, we will bring to life an umbrella message that connects partner efforts under one identity for our target audiences to pay attention to and remember. This messaging should be incorporated into every piece of Montana Waters communication.

EMOTIONALLY LED

Drive emotional resonance to inspire everyday Montanans and campaign partners with the greater “why” of aiding a clear, connected, clean water ecosystem. We need all our target audiences to feel connected to the rivers, lakes, and streams that surround their communities. While they may be somewhat conscious about their everyday impact on local waterways, fish, and wildlife, we have the opportunity to incorporate our shared values into the conversation. Those values include a strong passion for people, a desire to deliver constant education and outreach among diverse communities, and enjoying the protected clean water environment we create together. This can be done seasonally to match audience contexts and to complement rational messaging.

RATIONALLY LED

Positively suggest ways everyone can participate and play their part by educating our target audiences with the practical knowledge necessary to create healthier water in Montana. This can be done with seasonal messages that are contextually-relevant to the behaviors of each yearly moment.

MESSAGING STRATEGY

MESSAGING LAYERS

CAMPAIGN LED

- “Montana Waters: Clearly Connected”
- “Keeping Montana Waters clean, clear, and connected, together”
- “Be a Montana Waters Steward and help keep our waters clean, clear, and connected”

EMOTIONALLY LED

- “Together we can keep our waters clean, one small action at a time.”
- “When our waters are clean, our fish and wildlife stay healthy—and so do we.”
- “Together we can keep Montana Waters clean and clear for generations to come.”

RATIONALLY LED

- “Be septic smart. Maintain your septic system...learn more at...”
- “Clean water starts at the curb. Adopt-a-Drain in your local community...”
- “Protect your local waterbodies by installing a rain garden on your property. Learn more at...”

MESSAGING STRATEGY

SIX ELEMENTS OF CONSERVATION

- 1 FAIRNESS AND ACCURACY:** Environmental and conservation education and outreach materials should be fair and accurate in describing environmental problems, issues, and conditions and in reflecting the diversity of perspectives on them. Focus on local impacts, recognizing the diversity in local communities, to build bipartisan support.
- 2 DEPTH:** All communications materials should foster awareness of the natural and human-made environments; an understanding of environmental concepts, conditions, and issues; and an awareness of feelings, values, attitudes, and perceptions at the heart of environmental issues, as appropriate for different developmental levels.
- 3 EMPHASIS ON SKILLS BUILDING:** Communication materials should build lifelong skills that enable learners to prevent and address environmental issues on an individual level.
- 4 ACTION ORIENTED:** Materials should promote civic responsibility, encouraging learners to use their knowledge, personal skills, and assessments of environmental issues as a basis for environmental problem solving and action.
- 5 INSTRUCTIONAL SOUNDNESS:** Education materials should rely on instructional techniques that create an effective learning environment.
- 6 USABILITY:** Environmental and conservation communications materials should be well designed, relevant to target audiences, and easily accessible for widespread use.



EFFECTIVE CONSERVATION LANGUAGE

The following list of recommendations for communicating effectively to build support for conservation is based on a 2018 report titled “The Language of Conservation,” which builds on national research commissioned by The Nature Conservancy dating back to 2004. This research discovered that three elements continue to be the most critical in communicating conservation efforts; they reference these as

The three W’s of water, wildlife, and way of life.

From their research, voters prioritized water as a critical reason to engage in conservation with a vast majority of individuals polled seeing it as “very important” to:

Protect our drinking water quality

87%

Protect waterbodies and the fish that live in them

73%

Prevent pesticides and fertilizers from running off farmland and into rivers and streams

68%

Act as natural filters for our air and help keep pollutants out of our drinking water, fish, and other foods

67%

Protecting “drinking water” consistently ranked as the highest concern for the majority of voters polled; this implies a connection to public health, which resonates on a deeper level with voters.

“Nothing is more important than having clean water to drink. By conserving natural areas, forests and wildlife habitat, we can reduce runoff and toxics in the lakes, river and streams that bring us clean drinking water.”

EFFECTIVE CONSERVATION LANGUAGE

DO'S AND DON'TS

- **DO** always communicate water as the primary element or impact of a project
- **DO** highlight how conservation benefits wildlife
- Do evoke localized examples that speak to how conservation efforts preserve a “way of life” important and unique to that area
- **DO** instill urgency—but without doom and gloom messaging
- **DO** connect conservation to public health—both physical and mental
- **DO** use phrases that imply ownership and inclusion, such as “our” and “we”
- **DO** use “front-line” messengers to communicate in support of conservation efforts (i.e., representatives that are already highly trusted within your community)
- **DO** continue to use a “future generations” message and images of children and families in the outdoors to evoke a sense of home and community
- **DO** couple outdoor recreation with economic impact
- **DO** reinforce the compatibility between having a strong economy and preserving land, water, and wildlife
- **DO** highlight the diverse partnerships and collaborations in support of conservation efforts
- **DO** maintain a hopeful, optimistic tone
- **DO** talk about conservation as part of a long-term plan for a community’s quality of life
- **DO** speak to audiences’ pride of place
- **DON'T** make access to public lands or natural areas the centerpiece of appeals for conservation. This rationale only ranked highly among anglers and hunters, not the general public
- **DON'T** make global warming/climate change the primary rationale for conservation; however, referring to climate change in passing as part of a broader argument for conservation has generally been received neutrally from audiences
- **DON'T** use alarmist, negative messaging; instead instill a sense of urgency with positive and hopeful undertones
- **DON'T** use overly scientific terms in public messaging; terms like “aquifer”, “biodiversity”, and even “watershed” are relatively unfamiliar and do not resonate with the general public
- **DON'T** exclude or ignore indigenous populations’ presence, vital perspective, and generational expertise when creating messaging for our land and waters
- **DON'T** overcomplicate your messages; instead focus on a few small actions and emphasize how each has an impact in our watershed
- **DON'T** rely solely on facts and data to educate the public; instead explain in simple terms what the data means for our environment and people in their everyday lives

MARKETING ROADMAP

COMMUNICATIONS STRATEGIES



PAID MEDIA + ON THE GROUND

Front-line communications with the community to inspire and educate with Montana Waters message. This can include signage, swag and paid media placements communicating about our water.



EARNED MEDIA + PUBLIC RELATIONS

Build on relationships with media outlets in the area. Sending out press releases and media advisories increases the likelihood that local media outlets will report on your efforts.



OWNED MEDIA

Owned media includes everything from social media channels, websites and email newsletters. Deliver messages for seasonal tips and tricks to create a healthy environment for individuals and our water.



PARTNERS + AMBASSADORS

Tap into the local community to ignite a conversation about clean water in Montana. Build relationships with leaders, private and nonprofit organizations and explore opportunities to extend our reach.

MARKETING ROADMAP

EFFECTIVENESS MEASUREMENT & METRICS

HOW CAN WE MEASURE SUCCESS?

COMMUNICATIONS

- Paid: awareness, click-through-rates, engagement with ads, social shares, etc.
- Owned: Website traffic, time spent on website, resource downloads, website actions, email open rates, social engagement, social shares, video views, time watching videos, etc.
- Earned: public relations impressions, local news coverage, social tags and shares, public sentiments, partner features, etc.

BEHAVIORAL CHANGE

- Number of participants engaging in volunteer initiatives
- Number of participants applying for cost share and home/landowner grant programs
- Increase in clean water protection actions
- Improved clean water and environmental metrics

MONTANA WATERS RECRUITMENT

- Number of social media followers
- Number of newsletter subscribers
- Number of volunteers
- New campaign partners and messengers
- Increase in proclaimed and committed Montana Waters Stewards

SUGGESTED TALKING POINTS



MONTANA WATERS

Clearly Connected.



SUGGESTED TALKING POINTS

WHO WE ARE

The *Montana Waters: Clearly Connected* campaign is a broad coalition of organizations fostering the connection between clean water and healthy communities for the benefit of all. We are stewards of our Montana Waters, encouraging the public to protect our abundant natural resources.

WHAT WE DO

Montana Waters works to raise public awareness about protecting clean water in Montana by empowering people to adopt everyday behaviors to preserve our rivers, streams, and water resources.

HOW WE DO IT

We aim to increase connection between partners who protect our water and build a network of coordination to further effectiveness of water quality protection efforts.

We connect people to their local waters, inspiring them to make positive change through equitable education and outreach.

WHY WE DO IT

Clean water is essential to sustaining life and is vital to preserving the exquisite, natural beauty of Montana. Specifically, northwest Montana is part of the extraordinary water source in the Crown of the Continent that feeds three of the earth's five oceans; often referred to as the "headwaters of North America."

As precipitation flows from the pristine headwaters in Glacier National Park and the Bob Marshall Wilderness, it connects nearly 6 million acres of spectacular wilderness and forestland, productive farms and ranches, vibrant cities, and peaceful residential areas.

We work to ensure Montanans and all who visit Montana feel that connection between our water and all people, places and living things, inspiring them to do their part to protect this resource for our generation and generations to come.

SUGGESTED TALKING POINTS

WHAT YOU CAN DO

Protecting water quality in Montana may seem daunting, but there are tangible things each of us can do every day to make sure we continue to have clean water to drink and recreate in.

THESE EFFORTS INCLUDE SMALL DAY-TO-DAY BEHAVIORS, LIKE:

- Wash your car at a commercial car wash instead of in your driveway. At a car wash, the dirty water runs into the sanitary sewer and is treated at a local wastewater treatment facility. When you wash in your driveway, the dirty water carrying oil, grease, and other pollutants runs into a storm drain that likely flows directly to your local waterbody untreated and can contaminate our drinking water.
- Promptly clean up and dispose of pet waste to prevent bacteria and excess nutrients entering storm drains and eventually local waterways.



SUGGESTED TALKING POINTS

WE ALSO ENCOURAGE EVERYONE TO:

- Properly dispose of household hazardous products, like paint, motor oil, insecticides, and medications at a collection facility and never dump chemicals into your drains, sinks, or toilets.
- If you're a septic system owner, get your septic system inspected annually and pumped every 3-5 years to prevent system failures which can cause septic effluent to flow directly into the soil and nearby surface and groundwater.
- When you recreate, make sure to clean, drain, and dry your watercraft and gear and stop at all inspection stations to prevent the spread of invasive species. Aquatic invasive species—such as zebra mussels—can permanently replace native species, clog waterways, degrade irrigation and hydropower systems, harm wildlife, and cause public health problems.
- If you are a waterfront property owner, avoid mowing to the waters edge and plant a diversity of deep-rooted native vegetation to promote native habitat.
- If you use fertilizers and pesticides on your property, do so sparingly and follow the directions on the back of the container. These types of chemicals runoff into our waterways and can cause algae growth and harm aquatic life.
- Keep an eye on your local waterways and report any oddities like invasive species, harmful algal blooms, pollution, or others to your local water management agency.
- Encourage responsible development in your local community by building in upland areas where the groundwater is not shallow and limiting the density of development, including paved areas, over the aquifer.
- Work with your local land and water managers to protect our wetlands, maintain wildlife habitats, and reduce erosion through community science initiatives, river restoration projects, and more.
- Get involved with volunteer programs and events in your local area.
- Please visit our website for more information at montanawaters.com.
- Share what you have learned about the importance of protecting your local waters with your friends, family, and community to help them become Montana Water Stewards too.

VISUAL IDENTITY

MONTANA WATERS

Clearly Connected.

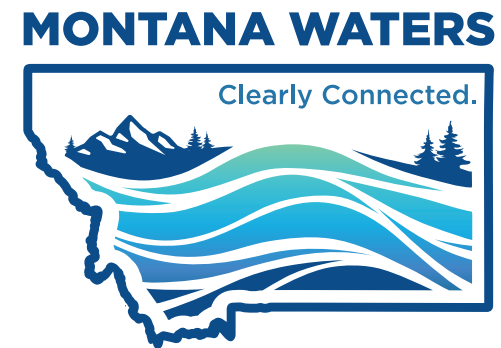


Flathead Lake, *Eric Melzer Photography*

PRIMARY LOGO

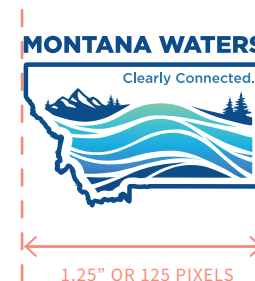
The Montana Waters logo must be presented consistently. Please adhere to the following guidelines. The primary logo should be used without alteration in full color when possible. Horizontal, compact, black and white, and one color versions are available.

PRIMARY LOGO



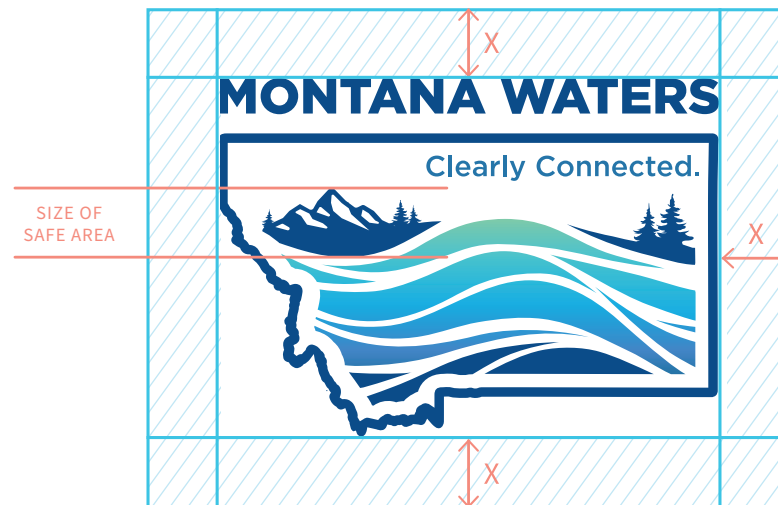
MINIMUM SIZE

The logo should always be clearly legible. Always size the logo proportionally. The primary logo can be as small as 1.25" wide or 125 pixels wide.



PROTECTED AREA

The protected area surrounding the Montana Waters logo should be clear of text and/or other logos. In the logo, the size of the protected area is equal to the height of the mountains on the left side of the icon.



LOGO VARIATIONS

PRIMARY LOGO
MT WATERS_STACKED



COMPACT LOGO
MT WATERS_COMPACT



HORIZONTAL LOGO
MT WATERS_HORIZONTAL

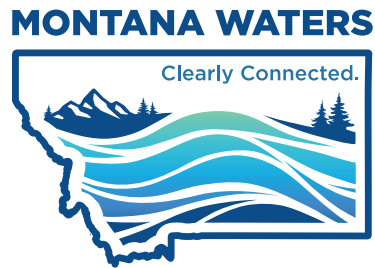


LOGO VARIATIONS

PRIMARY LOGO

PRIMARY LOGO

MT WATERS_STACKED FULL COLOR



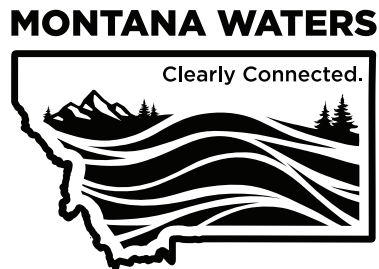
PRIMARY LOGO, BLUE

MT WATERS_STACKED BLUE



PRIMARY LOGO, BLACK

MT WATERS_STACKED BLACK



PRIMARY LOGO, WHITE

MT WATERS_STACKED WHITE

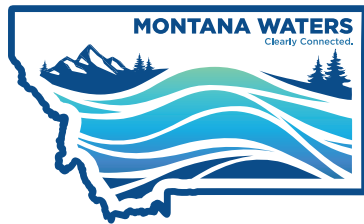


LOGO VARIATIONS

COMPACT LOGO

COMPACT LOGO

MT WATERS_COMPACT FULL COLOR



COMPACT LOGO, BLUE

MT WATERS_COMPACT BLUE



COMPACT LOGO, BLACK

MT WATERS_COMPACT BLACK



COMPACT LOGO, WHITE

MT WATERS_COMPACT WHITE



LOGO VARIATIONS

HORIZONTAL LOGO

HORIZONTAL LOGO

MT WATERS_HORIZONTAL FULL COLOR



HORIZONTAL LOGO, BLUE

MT WATERS_HORIZONTALBLUE



HORIZONTAL LOGO, BLACK

MT WATERS_HORIZONTAL BLACK



HORIZONTAL LOGO, WHITE

MT WATERS_HORIZONTAL WHITE



INCORRECT LOGO USAGE

Below are examples of incorrect uses of the Montana Waters logo.



Do not stretch the logo.



Do not distort the logo.



Do not adjust the color.



Logo should be legible at its final size.



Do not change the position or proportion of the text.



Do not rotate on an angle (unless in relation to context).

LOGO PLACEMENT

Ensure the logo is clearly legible when placed on a photo. Avoid using the full color logo on busy backgrounds.



Do use the full-color logo if it is clearly legible.



Do not use the full-color logo if it is not legible.



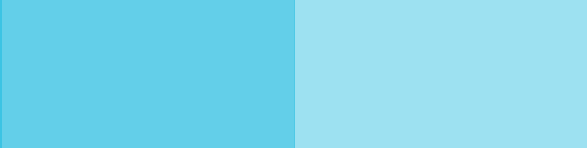
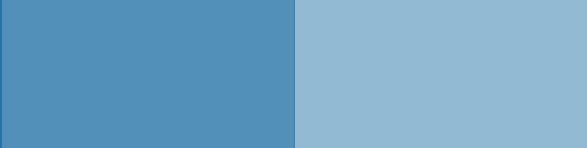
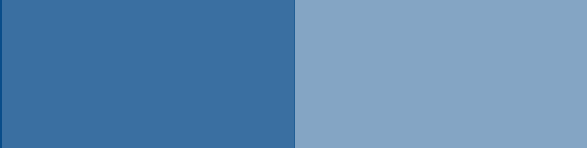


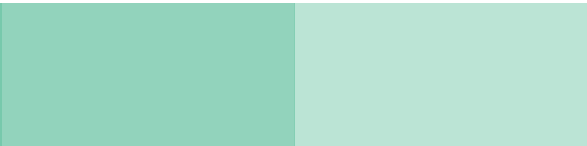
Do not use the white logo if it is not legible.



Do use the white logo if it is clearly legible.

COLOR PALETTE

Below is the primary color palette for the Montana Waters brand. The palette contains a variety of hues and tints inspired by Montana’s bodies of water. When possible, stay within the colors provided when creating promotional materials.

<p>GLACIAL BLUE</p> 	<p>RGB 62 196 228 CMYK 63 0 8 0</p>	<p>PANTONE 118-5 HEX# 3EC4E4</p>
<p>MONTANA SKY</p> 	<p>RGB 46 117 168 CMYK 83 49 14 1</p>	<p>PANTONE 107-5 HEX# 2E75A8</p>
<p>RIVER</p> 	<p>RGB 16 76 136 CMYK 100 78 18 4</p>	<p>PANTONE 105-15 HEX# 104C88</p>
<p>DEEP WATER</p> 	<p>RGB 28 47 91 CMYK 100 89 36 29</p>	<p>PANTONE 103-15 HEX# 1C2F5B</p>
<p>SUBSURFACE GREEN</p> 	<p>RGB 51 94 49 CMYK 79 39 95 34</p>	<p>PANTONE 153-15 HEX# 335E31</p>
<p>ALPINE LAKE</p> 	<p>RGB 122 201 172 CMYK 52 0 41 0</p>	<p>PANTONE 136-4 HEX# 7AC9AC</p>

FONTS

The main font for the Montana Waters brand is Trade Gothic. It’s a sans serif typeface with a combination of italic, regular, and bold options and easily complements imagery and messaging. The font within the Montana Waters logo is Montserrat. The font can be used for headlines within promotional materials.

MONTSERRAT BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@\$%+&()

TRADE GOTHIC LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 !@\$%+&()

TRADE GOTHIC LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@\$%+&()

TRADE GOTHIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@\$%+&()

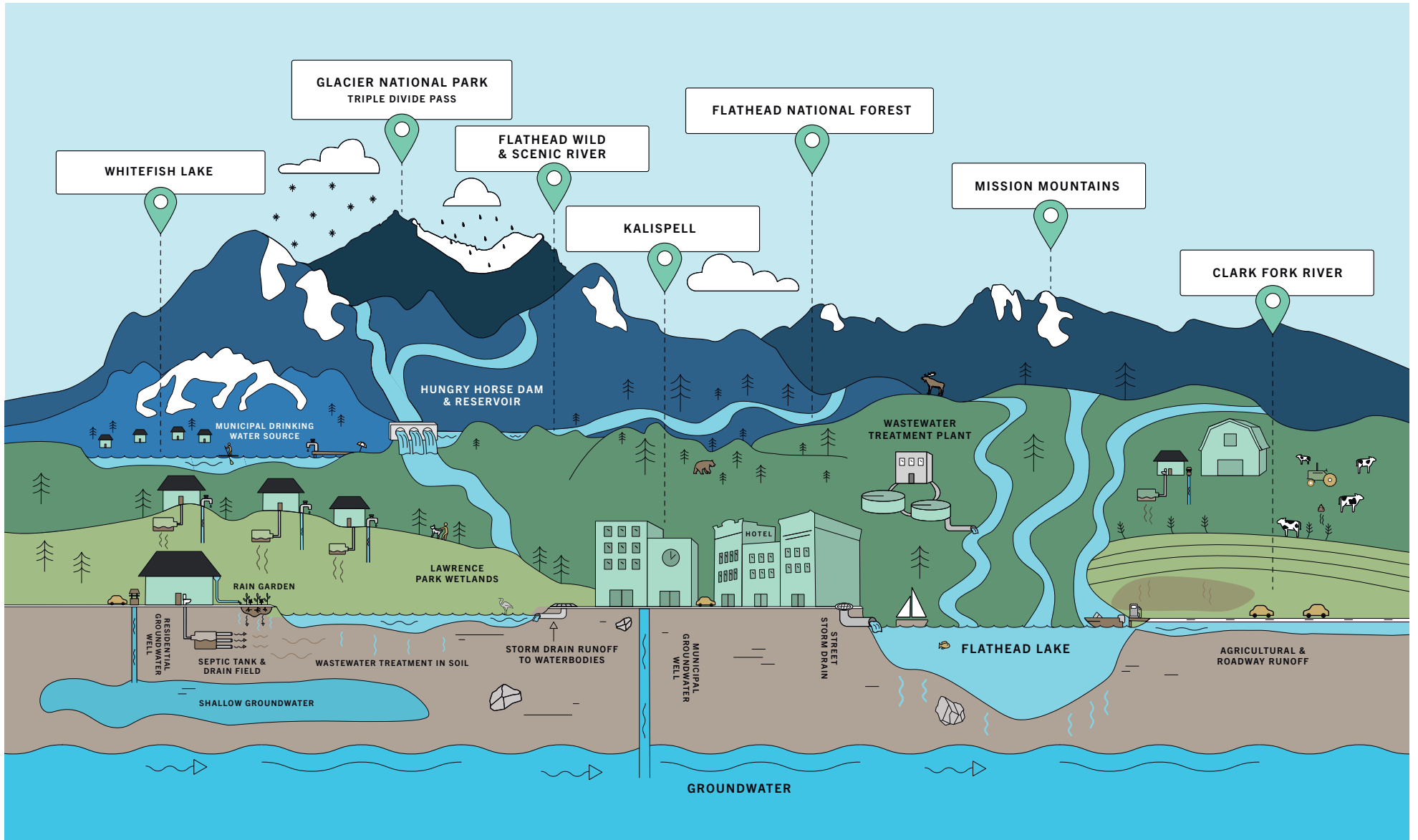
TRADE GOTHIC CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@\$%+&()

ICONS

These graphic icons provide information related to Montana Waters and related activities at a glance.





CO-BRANDING

Montana Waters: Clearly Connected acts as a regional, collective outreach campaign and relies on the collaboration and participation of watershed partnerships to effectively achieve campaign goals. This requires partners to share the Montana Waters campaign and brand alongside their existing organizational logos and identities. This kind of co-branding brings participating partner brands, reputations, audiences, and values together with the campaign brand and values. Co-branding creates a network of sharing and effectively widens both parties' audiences, solidifies audience trust, and generates more reach and participation.



Kaden Harrison

TOP CO-BRANDING TIPS:

Proper co-branding should always start with value alignment. Any participating campaign partners and their organizations should review the values and brand identity of the Montana Waters campaign and ensure their organizational values align and complement those of the campaign.

It is important for partners' target audiences to match Montana Waters target audiences. Proper audience alignment sets the stage for successful messaging and maintaining audience awareness.

When sharing information from both local organizations and the Montana Waters campaign it is important to keep messages short, simple, and concise. Focus on fewer, bigger coordinated efforts (instead of smaller, more specific efforts) to make a greater impact.

It is important to remember that while the Montana Waters campaign is an effort to connect partners, provide resources, and reach a wider percentage of our target audiences, the real work to protect and preserve clean, clear water in Montana is in large part done by the participating organizations and their staff and volunteers. These hardworking groups and individuals deserve continual acknowledgment and recognition for their important work.



Kaden Harrison

CO-BRANDING EXAMPLES



PHOTOGRAPHY

Selected photography should be dramatic, inspiring and located in Montana. As a collection they should represent all types of waterbodies within Montana. Dramatic landscapes that include large bodies of water should be the priority when choosing photography for the Montana Waters brand. Candid photos that include people interacting with and enjoying those waterbodies are also excellent choices for photographic images. All photos should highlight the beauty and stunning qualities of Montana’s bodies of water.

Pixelated and low resolution photos should never be used. High resolution photos that are intended for print should be 300 dpi and photos used for digital should be 72 ppi minimum. Photos must not be enlarged beyond their true size at 100%.

Montana Waters campaign photos can be found in our toolkit here: montanawaters.com/resources

EXAMPLES:



Flathead Lake, *Visit Montana*



Flathead Lake, *Visit Montana*



Seeley Lake, *Noah Couser*

To the right is an example of a photo credit. It should lead with the location of the image, followed by the photographer’s name in italic. Both should be in sentence case at 7pt and separated by a comma. Stock photos do not need to be credited. For social media, photo credits should be included in the caption.

Location, *Photographer*
Seeley Lake, *Noah Couser*

APPLICATION

Photography should be used to enhance the intended message for all aspects of collateral. At times a photograph may be used as the background image on a page with nothing but the logo applied on top of it. Other times photographic imagery is used to support the information being presented. When placing typography or logos on top of an image it is important to place them in a spot that does not obscure the dramatic focal point of the image.

Examples

1 GLACIER NATIONAL PARK MOUNTAINS

- The Headwaters of North America: Precipitation that hits Triple Divide Pass drains into the Pacific, Arctic, and Atlantic oceans. As rainwater and melting snow run downhill, they can carry soil, pollutants, and other materials from the land into our rivers and lakes.

2 HEALTHY FORESTS & HEALTHY RIVERS

- Healthy forests increase water supply reliability, reduce flooding risks, improve water quality, reduce impacts from catastrophic wildfires, enhance habitat, provide accessible recreation, and improve response to climate change and extreme weather events.
- Home to several threatened and endangered species, the Flathead Watershed has the largest grizzly bear population in the interior of North America, as well as populations of black bears, deer, elk, bighorn sheep, mountain goats, lynx, bobcats, gray wolves, wolverines, and a host of small mammals. Wild turkeys, grouse, bald eagles, peregrine falcons, hawks, owls, jays, chickadees, nuthatches, and numerous other birds call northwest Montana home. Clean water is vital to their survival, and their existence is vital to the survival of the Flathead ecosystem.

3 WHITEFISH MOUNTAINS & WHITEFISH LAKE

- Healthy lakes and rivers provide a safe and enjoyable place for residents to recreate and assure the continuing success of Montana's tourism industry, upon which a large portion of our economy relies.

4 DAMS AND RESERVOIRS

- The dams and reservoirs of the Flathead Watershed provide drinking water, water storage, flood control, and electrical power to the residents of northwest Montana. Among these are the Hungry Horse Dam & Reservoir, Big Lost Dam, and the Sell's Kaena Clouse Dam, operated by the Confederated Salish & Kootenai Tribes (CSKT). The CSKT also operate an elaborate system of reservoirs, natural channels and human-made irrigation canals to store and distribute water.

5 AGRICULTURE

- Farmers' and ranchers' livelihoods depend on clean water for irrigation, crops, and livestock.

6 WETLANDS

- Healthy streams and wetlands provide flood protection for communities, benefit fish and wildlife, filter pollution, and assist in groundwater recharge.
- One-third of threatened and endangered bird species in the country live only in wetlands.
- The stretch of the Flathead River between Kintield and Flathead Lake has one of the highest populations of osprey nests in Montana, and the watershed as a whole serves as an important bird migration corridor.

7 RESIDENTIAL AREA & SUBDIVISION

- Residents outside of centralized city sewer and drinking water systems likely consume water through wells and treat their wastewater with septic systems.
- Water from inside our homes goes to a wastewater treatment facility or a septic system for purification. But water from roofs, driveways, streets, lawns, and outdoor spaces typically goes untreated directly into storm drains—straight to our watersheds—potentially picking up contaminants, pollutants, and excess nutrients along the way.
- The U.S. Environmental Protection Agency estimates that pollutants carried by rainwater runoff account for 70% of all water pollution. Farm practices collect rainwater runoff, allowing the water to be filtered by vegetation and permeate into the soil recharging groundwater aquifers. These processes filter out pollutants.

8 URBAN AREA

- Stormwater runoff is precipitation that falls onto impervious surfaces, such as roadsides, driveways, parking lots, and rooftops, where it can accumulate pollutants, such as sediment, fertilizers, chemicals, oil, pet waste, and trash. Instead of being absorbed into the ground for natural filtration and treatment, stormwater runs over these surfaces and makes its way into our drainage system and waterways, typically untreated.

9 FLATHEAD WILD & SCENIC RIVER

- Native bull trout and westslope cutthroat trout spawn in the clear, icy tributaries of Flathead Lake.
- The Flathead Watershed is also home to more than 300 species of aquatic insects, including 150 different stonefly species—a quarter of all stonefly species in North America.

10 GROUNDWATER

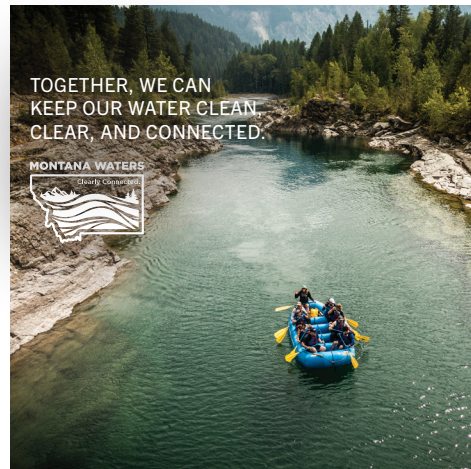
- Water is constantly being exchanged between the land surface and the subsurface. Surface water seeps into the ground and recharges the underlying aquifer, and groundwater discharges to the surface and supplies these streams and rivers.
- **WELLS & DRINKING WATER**—Your drinking water might come from a public water supply or from a private well. Public water supplies can source water from surface waters or deep wells. For example, the city of Whitefish utilizes surface water from Hazkili Basin and Whitefish Lake, while the city of Kalispell sources water from numerous deep wells.
- **SEPTIC SYSTEMS**—Septic systems are underground wastewater treatment structures that use a combination of nature and technology to treat wastewater from bathrooms, kitchen drains, and laundry facilities. The septic tank digests organic matter, separates solids, and slowly releases the remaining liquid into the soil to be treated by microbes and bacteria.

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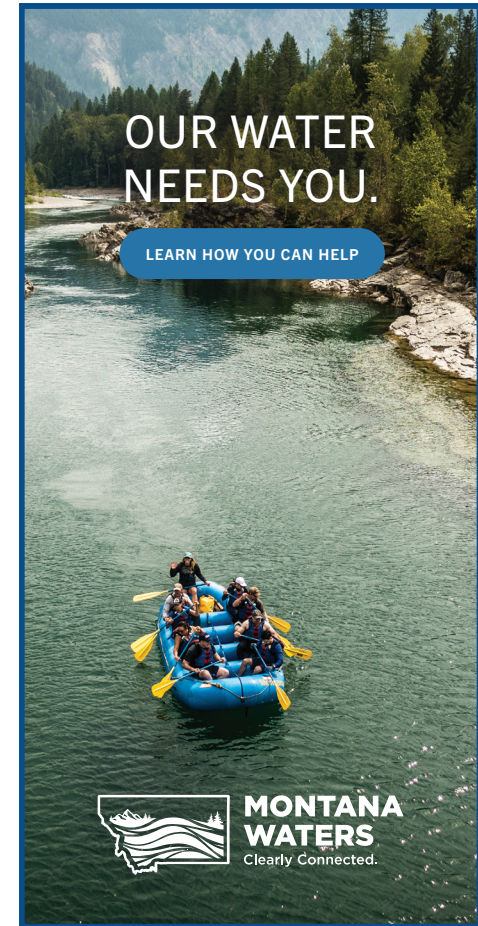
Learn more at MONTANAWATERS.COM

Montana Waters digital files and visual elements can be found in our toolkit here. montanawaters.com/resources

Social Media



Digital Banners



We all live in a watershed. Together we can keep our waters
clean, clear, and connected for generations to come



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