

## Great Falls, Montana: Rooted in Heritage, Rising with Opportunity

### Art is in our Nature

#### CORE IDENTITY

Great Falls, Montana is a U.S. Air Force town, diligently protecting the free world all while being a community rooted in history and grounded in hard work. Nestled between the Missouri and Sun Rivers and surrounded by four mountain ranges, it's a basecamp that offers diverse landscapes, outdoor activities, and a full range of sports from professional to amateur. Known as Montana's Museum Capital, it is a hub of arts, culture, and industry. The city is both blue-collar and sophisticated, effortlessly blending the beauty of the outdoors with a rich agricultural tradition, world-class manufacturing, and art.

Great Falls is a place for **tenacious, bold people** who appreciate **quality over quantity**, thriving in an environment where they can **make an impact**, evidenced by the headquarters of enterprises, started by local entrepreneurs. Residents want to be part of a community that **values hard work, creativity, and a deep connection to the land**.

#### MISSION

Collectively be consistent in portraying Great Falls to further the efforts of all in Great Falls, Montana.

#### PILLARS

1. **MONTANA - Authentic Montana Spirit, Grounded, and Unhyped**

Great Falls is where hardworking, straightforward individuals build community. Its blue-collar roots create a place where people are genuine, honest, and take pride in their land and work. It's where the pioneering spirit of Montana thrives in every aspect of life. The city is evolving with future-focused industries, such as research in food production and healthcare, creating space for both established professionals and up-and-coming talent. Great Falls believes in making things right, not fast. Whether it's the quality of life, the art, the food, or the work done, the community prioritizes enduring excellence over superficial growth.

2. **ART - Cultural and Artistic Excellence**

With a unique blend of history, art, and culture, Great Falls embraces its creative side while staying true to its roots. The city offers world-class museums, murals, symphony performances, and western art events like Western Art Week. Its local artists and musicians contribute to a vibrant, authentic cultural scene that resonates with the community's gritty spirit. Our art expands into how business owners source ingredients and inventory and express that in the food that is served at restaurants, the drinks served at cocktail lounges, and how inventory is featured in our boutiques.

3. **RIVER & FALLS - Outdoor Adventure and Natural Beauty**

The city is surrounded by unparalleled natural beauty and provides access to year-round outdoor recreation. From river activities to mountain hiking,

fishing, and skiing, Great Falls is an outdoor enthusiast's playground. The River's Edge Trail and public art installations along its shores make the outdoors feel like an extension of the city's cultural landscape. With abundant rivers, trails, and outdoor opportunities, Great Falls hangs its hat on its deep connection to nature. The beauty of the landscape is both a backdrop for daily life and an integral part of the city's identity.

#### **4. PEOPLE - Welcoming and Connected Community**

The people of Great Falls are its greatest asset. It is a place for individuals to grow, contribute, and find their purpose. The community embraces newcomers, offering a sense of belonging and a slower pace where connections are made, ideas are nurtured, and local leadership thrives. It's a place where opportunity meets a slower pace of life. It is an economic hub for agriculture, healthcare, manufacturing, and education, where innovation thrives alongside tradition.

#### **5. BASECAMP – Central Location for Day Trips**

Great Falls is a trade center for 13 counties and a central location to quickly access a variety of mountain ranges, bodies of water, and rural communities. It makes grabbing groceries, conducting financial transactions, getting health care done, and enjoying diverse nightlife possible for those who want to live far from the hustle of town. It also makes getting away from the hustle of town easy for those who live in Great Falls. It creates a unique mix of evening hospitality in an urban setting while recreating in the rural setting for visitors.

### **VALUES**

These Brand Values help capture the essence of Great Falls and the community's guiding principles.

#### **1. Honest**

Great Falls values its genuine, straightforward character. It's a place where people are true to themselves and their roots, embracing both their hard-working history and their artistic spirit with honesty and pride.

#### **2. Resilient**

Built by people who work hard and persevere, Great Falls embodies the strength to overcome challenges. The community is resilient, with a tenacious spirit that drives its growth, from industry to art, and makes it an enduring place.

#### **3. Bold**

The future is built on the strong foundation of Great Falls' industries, from manufacturing to agriculture, healthcare, and beyond. Innovation thrives here, pushing the community forward while staying grounded in its traditions.

#### **4. Collaborative**

In Great Falls, working together is key. The greatest successes don't come from going alone. It's a close-knit community that embraces newcomers,

cherishes its small-town vibe, and fosters meaningful connections. Whether in business, art, local government, or community initiatives people come together here to build something greater than themselves.

5. **Confident**

Grounded by our roots, there's a profound pride in being from Great Falls. It's a modern community that honors its history, celebrates its successes, and committed to building a stronger future together, fostering a supportive environment for all, while respecting its past.

## VOICE AND TONE

In essence, Great Falls' Brand Voice and Tone should communicate a community that is confident, friendly, authentic, and proud—one that's deeply rooted in its history but looking forward with ambition and warmth.

### Brand Voice

The voice used when talking about Great Falls, Montana should reflect these attributes:

- **Authentic & Genuine:** Great Falls embraces a straightforward, no-nonsense attitude. It speaks honestly about the city's strengths, challenges, and opportunities without exaggeration or pretense.
- **Bold & Confident:** Great Falls is proud of its identity—the history, culture, and the hardworking people who define it. The embraces a sense of pride, strength, and determination, with a belief that Great Falls is a hidden gem ready to be discovered.
- **Warm & Welcoming:** Great Falls is a place where community matters. Communications about the city should be approachable, down-to-earth, and eager to invite people into the story, whether they are visitors, new residents, or businesses.
- **Inspirational & Future-Focused:** The city has a vision for growth and innovation. It speaks to the future with optimism, encouraging people to see the possibilities in Great Falls and to be part of shaping what comes next.

### Brand Tone

- **Confident and Direct**  
The tone is clear and direct, without fluff. Whether describing the city's opportunities or its cultural offerings, the message is communicated in a way that builds trust and conviction.
- **Friendly but Professional**  
The tone should balance the city's approachable, friendly nature with the professionalism that reflects its role as an economic and cultural hub. It's welcoming but also communicates the serious opportunities available in the city.
- **Grounded but Aspirational**  
While the brand voice is authentic and grounded in the city's roots, the tone can also be aspirational. It speaks to the potential of the city—both its rich past and its bright future—with a sense of pride in the work being done to elevate the community.
- **Lively & Creative (when appropriate)**  
In creative endeavors (e.g., marketing campaigns, social media, or event promotions), the tone can be more playful, reflecting the artistic, vibrant, and fun aspects of the city—without losing the brand's authenticity.

## Examples of Brand Voice & Tone in Use:

### 1. On Attracting Business:

*"Great Falls is built on resilience and ingenuity. With our strong work ethic, affordable living, and endless opportunities, we're not just a place to do business—we're the place to thrive."*

### 2. On Outdoor Recreation:

*"Hike, bike, fish, and explore. Great Falls offers year-round adventure with unbeatable landscapes and access to nature right at your doorstep. Here, the outdoors are more than just scenery—they're a way of life."*

### 3. On Community Spirit:

*"In Great Falls, we're more than neighbors—we're partners. Whether you're here for a visit or making it your home, you'll find a welcoming community where collaboration and connection come naturally."*

### 4. On Arts & Culture:

*"From murals to music, Western art to symphonies, Great Falls is where creativity thrives. It's not about being the loudest; it's about being authentic and telling our story through every brushstroke, note, and movement."*

## VISUAL REPRESENTATION OF BRAND

The following fonts and colors will create consistency in delivering the visual connection to the brand.

### Fonts

Use bold text to create contrast between headings and paragraph text. Sticking to black or white colors for fonts will add to brand continuity.

Hdlo Bthy: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Montserrat Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Montserrat Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Chase : ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Sample Headlines

# Montserrat Bold

18pt or bigger

200 Kerning

100% black set to overprint when used on top of light images/background colors.

# Chase

Uppercase only font

22pt or bigger

White with a black drop shadow when used on top of darker images/background colors. 100% black set to overprint when used on top of light images/background colors.

Sample Body Copy Style

Montserrat Regular or **Montserrat Bold**

9-12pt

**Montserrat Bold** when white body copy is used on dark images/backgrounds.

Montserrat Regular 100% black set to overprint when body copy is used on light images/backgrounds.

## Sample Attributes

*Hello Bathy*

Attributes should be used sparingly and for singular words that reinforce the brand. Font size should be proportionate to the scaled size of the logo and be an appropriate color from the color palette or white for darker backgrounds.

## Colors

The following color palette is used for the Great Falls brand and can be used for various styles ranging from text color to blocking. Using the predefined colors will ensure consistency and help you with branding. However, Designers should also use their own best judgment based on contrast, readability, and specific media applications. The PMS colors were chosen to represent the already established CMYK values.

### PRIMARY

C=97 M=81 Y=34 K=23 PMS 534 R30 G60 B102 HEX #1E3C66	C=54 M=51 Y=63 K=25 PMS 405 R108 G99 B85 HEX #6C6355
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### SECONDARY

C=54 M=28 Y=9 K=0 PMS 645 R121 G160 B198 HEX #79A0C6	C=60 M=32 Y=55 K=8 PMS 5625 R109 G138 B120 HEX #6D8A78	C=29 M=28 Y=100 K=1 PMS 457 R188 G167 B49 HEX #BCA731
C=7 M=34 Y=100 K=0 PMS 7409 R235 G172 B32 HEX #EBAC20	C=27 M=87 Y=100 K=23 PMS 174 R153 G57 B33 HEX #993921	

## Logos

The Hello Bethy font in Great Falls has a treatment that manipulates the L to be more vertical and even and the S is filled in to be less rugged.





## Images and Videos

All visual representations of Great Falls should aim for 100% authenticity. Images and videos should show Great Falls as could be seen on any given day.

- Let the visuals tell a great story.
- Give the viewer an opportunity to see themselves in the image.
- Show something that will be memorable.

**Good**



**Better**





- Use visuals that communicate exhilaration. Show people from enough distance that the viewer imagines being there, engulfed by the landscape.
- Use visuals that are distinctly Great Falls. Highlight the specific and unique that give the city its character.
- Focus on the water. Use visuals that have the Missouri River, the Sun River, Black Eagle Falls, Rainbow Falls, Crooked Falls, the Great Falls, or Morony Dam in the background.
- Focus on art. Use visuals that have murals, statues, well-plated local food.

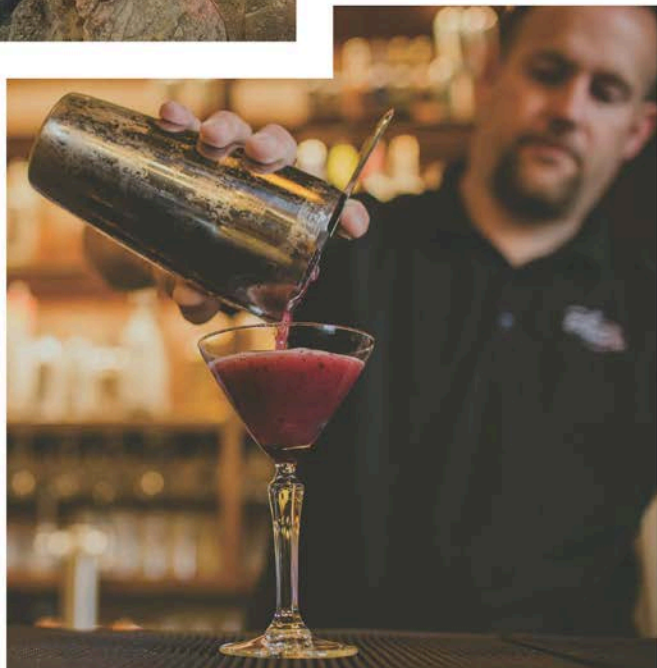
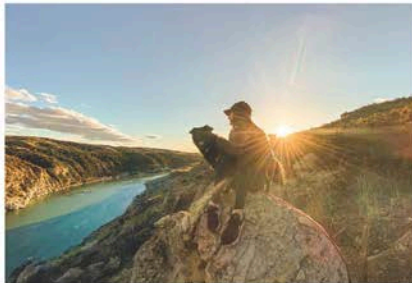
## Good



## Better



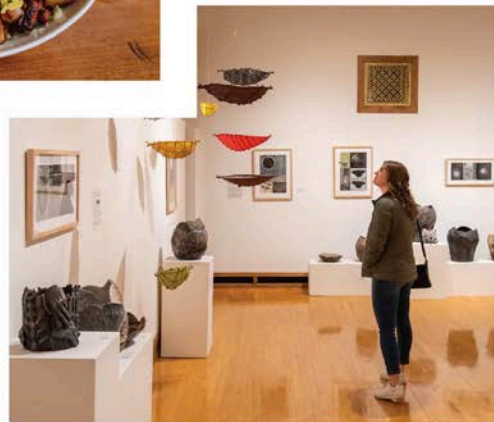
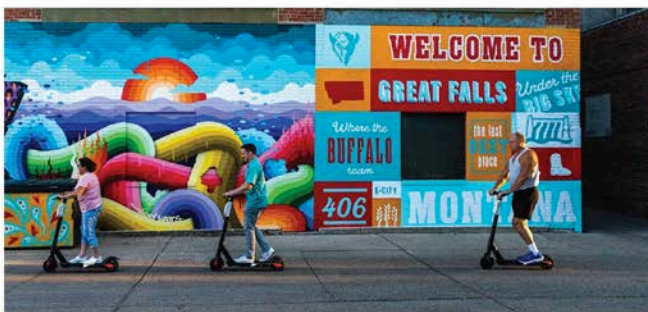
Visually communicating **Authentic Montana Spirit, Grounded, and Unhyped**  
Use visuals that are distinctly Great Falls. Highlight the specific and unique that give the city its character. Be careful not to stage a photo that would include elements that are not typical of a given experience.





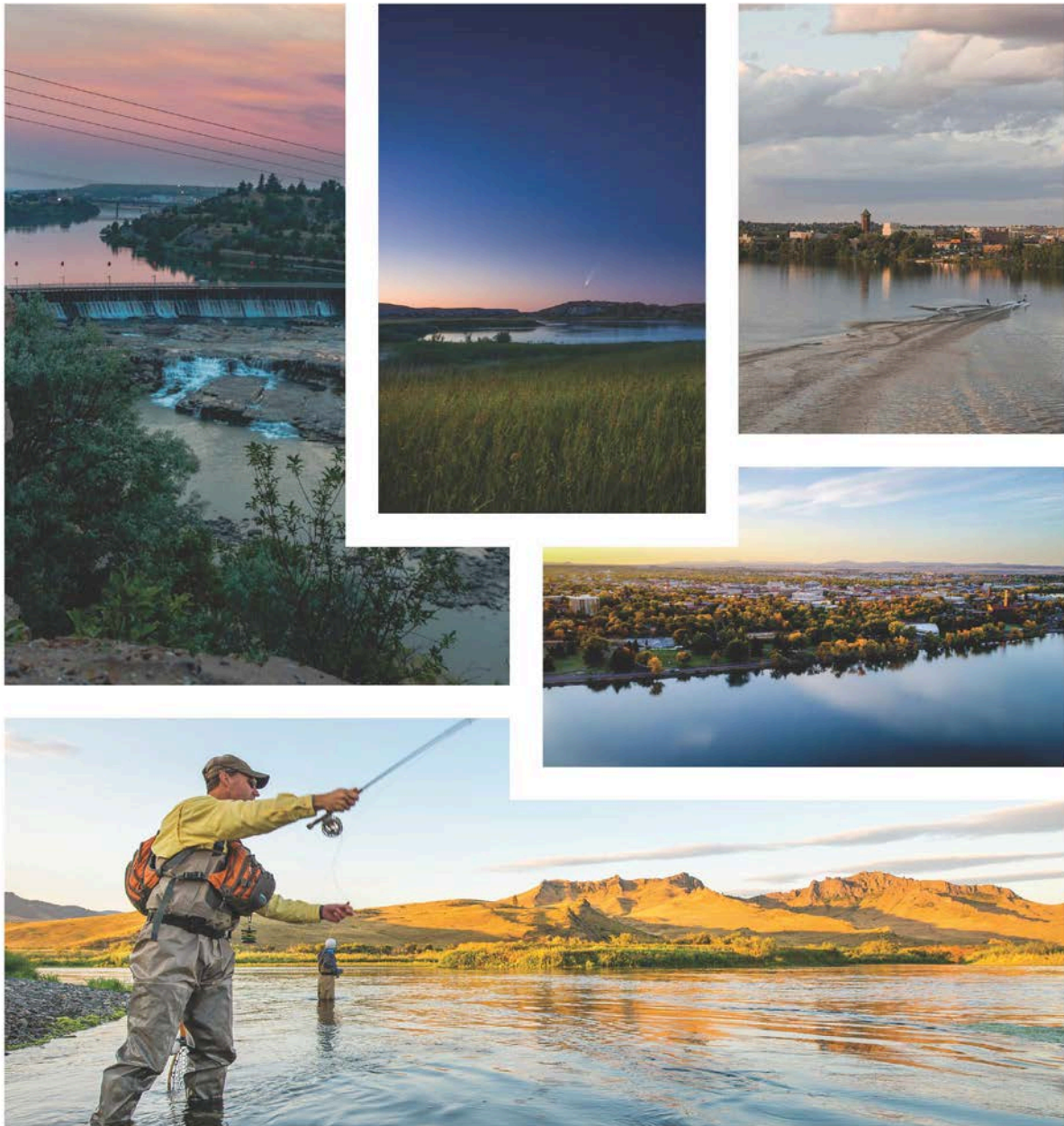
## Visually communicating Cultural and Artistic Excellence

Use visuals that show people from a far enough distance that the viewer can imagine being there and highlight the diversity.



Visually communicating **Outdoor Adventure and Natural Beauty**

Use visuals that show people from a far enough distance that the view can imagine being there and highlight the diversity.





Visually communicating **Welcoming and Connected Community**  
Use visuals that show people engaged, relaxed, and smiling.

