

BRAND GUIDELINE

Garfield County - Brand Identity

Logo

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RESEARCH

01

RESEARCH

To guide our branding efforts, we **conducted a survey** with **66 community members** to learn what people value most about Garfield County and how they want it to be represented.

The goal was to gather **authentic local perspectives**. What people feel **defines the county**, what imagery and language resonate with them, and what should be avoided. This input helped shape a clearer understanding of Garfield County's identity through the eyes of **those who know it best**.

Top Motto Chosen

28 votes

#BigSkyOnTheBigDry

Top Symbols & Imagery

37 votes

Western Heritage

20 votes

Missouri Breaks

20 votes

Fossils/Paleontology

19 votes

Livestock

15 votes

Wildlife

14 votes

Badlands Landscape

Descriptive Words Used

33 votes

Rural

28 votes

Vast / Wide Open

16 votes

Rugged

15 votes

Uncrowded

13 votes

Authentic

13 votes

Historic

THE LOGO

OUR LOGO

The goal of this logo was to create something that feels **true to Garfield County**. Something that reflects its landscape, its **grit**, and its sense of identity. I wanted to design a mark that locals could connect with, but that also sparks curiosity for those unfamiliar with the area.

The custom typography and county outline reflect **local pride** and a sense of **ruggedness**, echoing key themes from our survey. Especially the community's appreciation for heritage, the land, and resilience. The result is a simple, **recognizable mark** that carries subtle details reinforcing Garfield County's story at every touchpoint.



PRIMARY LOGO



INVERTED LOGO



VISUAL BREAKDOWN

Key Feature No .1

The county outline is a central part of the logo. It's familiar to locals, yet distinct to outsiders. The Missouri River was intentionally included, as our survey showed both the river and the Breaks are important to the community's identity.



Key Feature No .2

"Survey responses highlighted a strong connection to western heritage. Rather than using obvious symbols like cowboy hats or rope, I looked for more subtle ways to evoke that spirit. I drew inspiration from an old Carhartt logo — its typography felt rugged and timeless, much like the brand itself, which has deep roots in western workwear and tradition.



Key Feature No .3

To reflect the rugged character that respondents associated with Garfield County, I created a hand-drawn, distressed outline of the county using textured brush strokes evoking the weathered, authentic feel mentioned in the survey.

LOGO VARIATIONS

This **horizontal version** of the logo is designed for use in **banners**, **website headers**, and other wide-format materials. It maintains the core visual elements while adapting to formats where vertical space is limited. The layout ensures **clarity**, **recognizability**, and **brand consistency** across different platforms.



COLOR SELECTION

03

COLOR SELECTIONS

The colors were inspired by photographs of Garfield County's landscapes and heritage. By sampling directly from these images, we created a palette that feels authentic and grounded in the real tones of the region.



BREAKS BLACK

Hex: #404041
RGB: 64, 64, 65
CMYK: 68, 61, 59, 46

HIGH PLAINS LIGHT

Hex: ffffff
RGB: 255,255,255
CMYK: 0, 0, 0, 0

BIG SKY HAZE

Hex: B2CBD8
RGB: 178,203,216
CMYK: 30, 11, 10, 0

RANCH CLAY

Hex: #9D684A
RGB: 157, 104, 74
CMYK: 32, 59, 73, 16

BADLANDS DUST

Hex: D7CFC1
RGB: 215,207,193
CMYK: 15,15,22,0

SAGEBRUSH BACKBONE

Hex: 6C7431
RGB: 108,116,49
CMYK: 57, 38, 100, 20

Hex: #BB967A
RGB: 187, 150, 122
CMYK: 27, 40, 53, 2

TYPOGRAPHY SELECTION

04

PRIMARY & SECONDARY TYPE

Poppins is our primary typeface. Its clean, geometric structure reflects a modern take on rural identity; **confident, open, and accessible**. Use Poppins to create strong visual hierarchy in **titles, headlines, and key messages**. Avoid using all-caps in body-length text to maintain readability.

*Use: Headlines, Subheadings, Titles, Emphasis
Weights: Light, Regular, Medium, Bold*

Open Sans complements Poppins by offering high readability at smaller sizes. Its humanist feel provides **warmth and friendliness**, making it ideal for general communication, website copy, and supporting text. Use Open Sans consistently **across long-form content** to ensure a clean and cohesive reading experience.

*Use: Body Copy, Paragraph Text, Captions
Weights: Regular, Italic, Semi-Bold*

Primary Type: **Poppins**

AaBbCc
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*

Secondary Type: **Open Sans**

AaBbCc
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*

HIERARCHY

Establishing a **clear and consistent typographic hierarchy** ensures that all communications from Garfield County are both visually **organized and easy to read**. Our type system is designed to reflect the brand's approachable, grounded personality while allowing flexibility across all formats **from printed materials to digital platforms**. By following the guidelines, you can **maintain a cohesive voice** that enhances both clarity and brand recognition.

H1: Primary Headline
Poppins Bold

H2: Section Headline
Poppins Medium

H3: Subheading
Poppins Regular

Paragraph Body
Open Sans Regular

Caption/Notes
Open Sans Italic

Welcome to Big Sky on the Big Dry

This headline style is used for main titles and cover pages. It captures attention and reinforces the brand's bold, spacious tone.

About Garfield County

Use this for internal headings in reports, brochures, and web sections. It should guide the reader while keeping the design clean and structured.

A Community Rooted in Resilience

Subheadings are used to support section titles or introduce key ideas. They help build flow and readability in multi-layered layouts.

Garfield County, Montana is home to wide-open landscapes, hardworking people, and a strong agricultural tradition. This region represents both the heritage and the future of rural life in the American West.

Body text should always be clear and readable. Use Open Sans Regular for paragraphs, web copy, printed materials, and letters.

Photo: Branding cattle on a spring morning outside Jordan, Montana.

Use italics for image captions, side notes, or citations. Keep them subtle to support the content without overwhelming the design.

INCORRECT LOGO USAGE

05

LOGO MISUSE

To maintain the integrity and professionalism of the Garfield County brand, the logo must be used **consistently and correctly**. Misuse, whether intentional or accidental, can weaken the brand's recognition, clarity, and trust. This section outlines **what not to do**, helping ensure the logo always looks its best in every application.

When in doubt, always refer to the approved logo files and [contact your designer or AlphaGraphics](#) for clarification.



Do not stretch or distort the logo.

The proportions of the logo must remain consistent. Never stretch it vertically or horizontally.



Do not add effects.

Do not apply shadows, outlines, glows, or other graphic effects to the logo.



Do not change the logo colors

Always use the approved color versions. Avoid applying tints, gradients, or unauthorized colors.



Do not place the logo on busy or low-contrast backgrounds.

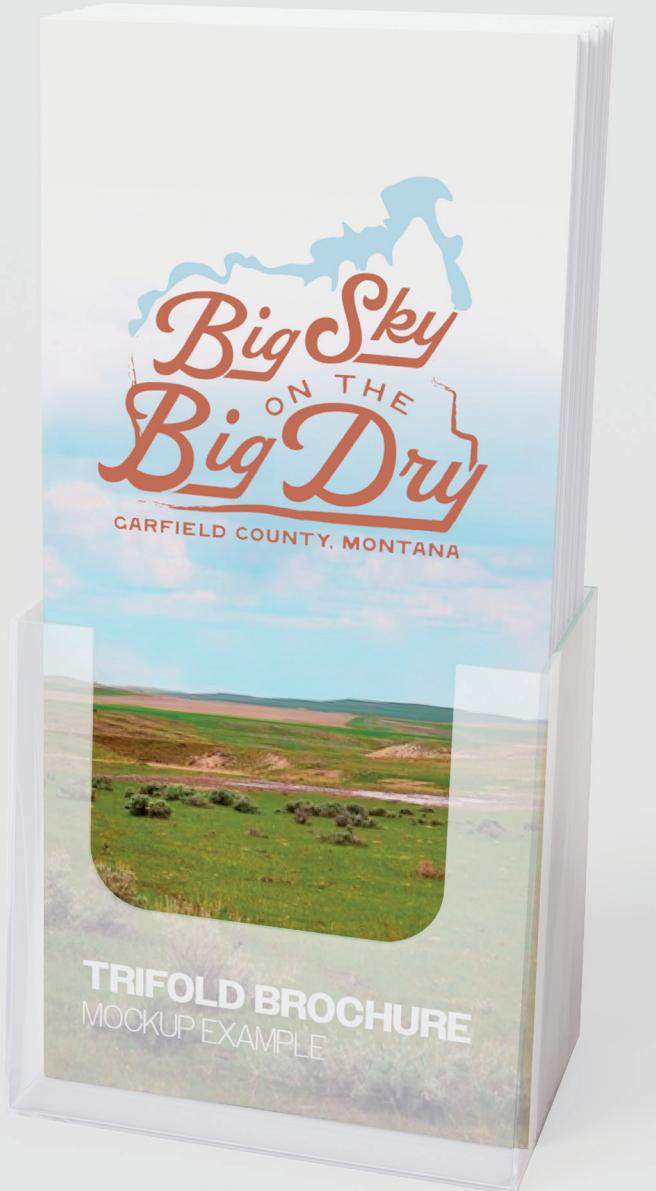
Always ensure the background provides enough contrast for the logo to remain clear and legible. Avoid textures, patterns, or images that compete with or obscure the logo.

BRAND IN ACTION

06









THANK YOU