



**MONTGOMERY**  
**COUNTY** VIRGINIA  
EST. 1776

## INTRODUCTION

The intent of Montgomery County's Branding Guide is to provide standardization and cohesion in all instances of County seal and County logo usage, as well as the style and content of all print and digital media produced for official County business by County employees.

All questions related to the guidelines outlined here should be directed to the Montgomery County Public Information Office.

### What is the Montgomery County, Virginia, brand?

Montgomery County is *steadfast* in both its preservation of our history and the planning for our future. The County values *integrity* and strives to be *helpful* in providing superior public services and programs to citizens, businesses and visitors in an effort to build and maintain trust. The County takes pride in the all-encompassing and *diverse* natural resources and cultural experiences available to citizens, businesses and visitors throughout our community.

## MISSION

To conscientiously provide citizens, businesses and visitors with superior public services and programs, while remaining steadfast as we preserve our history and plan for our future.

### Key Strategic Initiatives include:

#### **Foster Community and Economic Well-Being**

Montgomery County seeks to capitalize on its location, rich heritage, healthy mix of assets, and natural resources to grow, diversify and strengthen the community and economic well-being of citizens and businesses.

#### **Strengthen Community Partnerships**

To be successful, the Montgomery County Board of Supervisors must have a positive and interactive relationship with County residents and must be committed to helping citizens gain a greater understanding of and connection with their County government.

#### **Fund the Future**

Montgomery County's future will require a commitment to identifying and discussing the range of revenue options authorized by the Commonwealth of Virginia.

#### **Practice Good Governance**

Montgomery County's commitment to good governance means performing defined roles and government functions effectively and being accountable to the citizens.

## VISION

Montgomery County is a full-service, inclusive community focused on the future where citizens, businesses, and visitors benefit from a diversified economy, receive excellent public services and enjoy a superior quality of life while sustaining and protecting the natural environment and rural heritage for future generations.

# VALUES

Montgomery County employees are industrious both in how they manage the tax payer's money and in how they approach their position within the organization. Finding efficient ways to manage both time and money are valued qualities in County employees.

The County values integrity and strives to be helpful in providing superior public services and programs to citizens, businesses and visitors in an effort to build and maintain trust.

The County is steadfast in both its preservation of our history and the planning for our future.

The all-encompassing and diverse natural resources and cultural experiences available to citizens, businesses and visitors in Montgomery County provide broad and enriching opportunities throughout our community.

**Industrious**  
**Helpful**  
**Integrity**  
**Steadfast**  
**Diverse**

# COMMUNICATION

## Voice

Courteous and authoritative: While maintaining the County's values, the voice should be that of authority while being polite and respectful in every interaction.

## Audience

Our primary audience includes citizens, businesses and visitors.

The key elements in communication with our audiences should include:

- **Helpful:** we hear you and we are here to help you.
- **Industrious:** we work hard and effectively and efficiently manage the tax payer's money.
- **Integrity:** we are honest and transparent and want to build trust.
- **Steadfast:** we are dedicated and knowledgeable, serving as the final authority on matters related to policy and regulations within our purview.
- **Diverse:** we take pride in the diverse natural resources and cultural experiences in our community.

# VISUAL IDENTITY

## County Seal

The theme of the Montgomery County seal is freedom. Four types of freedom are illustrated at the center of the seal. The deer symbolizes freedom from want (food). The firearm and fort wall depicted behind it represent Fort Vause in Shawsville and symbolize freedom of opportunity. The church represents St. Peter's Evangelical Lutheran Church and symbolizes freedom of conscience. The campus of Virginia Tech is represented via the building on the right and it symbolizes freedom of intellect. The county motto "Freedom increases responsibility" is included on the seal.



### Proper Usage

The county seal exhibits a more formal appearance. It is reserved for use primarily on documents created for or by the:

- Montgomery County Board of Supervisors
- Constitutional Officers
- County Attorney

### Appearance

When using the full-color seal, the white disc should always be present behind the maroon (Cinnabar) and blue (Huckleberry Blue) text and images. When using a single color (black, white, gray only), the seal does not require use of the white disc.

The seal should never be distorted. It should always appear as a flat disc.

Do not re-color the seal. The colors of the seal should always be Huckleberry Blue and Cinnabar. (See colors page for specifics.)

### Examples (Do's and Don'ts)



This seal is appropriate when a single color is needed.



This is the official county seal (placed on a gray background).



Do not use county seals created prior to 2013.



Avoid using outdated county seals colored bright blue and bright red.

## County Logo

The huckleberry plant, as a symbol within the county logo, holds no singular meaning. For some, it could be a reminder of the scenic beauty that surrounds us. For others, it may represent the foundation that built a connection between communities. It may spark nostalgia, acting as an homage to Montgomery County's history. (See Appendix for the historic significance of the Huckleberry in Montgomery County.)

The logo includes "Virginia" to distinguish it from the multiple Montgomery counties throughout the nation. In addition, the use of the established date ties the logo back to the county seal.



The colors are symbolic to the landscape of this area, as reflected in the color names voted on by county employees.

### Proper Usage

The county logo is less formal in appearance. It may be used in most any circumstance where an official seal is not required, including:

- Outreach materials (brochures, posters, banners)
- Stationery (business cards, letterhead, envelopes)
- Multimedia (social media, videos, web graphics)

### Appearance

There are multiple variations of the logo. The main logo is pictured above and is horizontal in appearance. This logo should be considered first when drafting any design.

Optionally, a vertical logo is available when a horizontal logo loses its legibility scaled to a smaller size or when the shape of the logo would be compromised. *Never distort a logo.*



Square and circle logos are most effective on social media. Due to constraints on size and quality, social media logos are provided in white and Huckleberry Blue.

### Examples (Do's and Don'ts)



This logo is appropriate when a single color is needed.



Do not alter the typeface.



Do not change the color of the logo or distort its shape.



This is the county logo (placed on a gray background).



Do not flip the design of the logo.



Do not use Cinnabar red as a main color.

## Colors

### Color usage proportions

If color is used, the primary colors should be used in the largest quantity (aside from black in a mostly text document). That is not to say all primary colors should be used at once but at least one should dominate. Neutrals may be used as the next largest quantity. The accent color should be used sparingly.



### Primary

#### HUCKLEBERRY BLUE

PMS 2955 C  
CMYK 100/78/36/29  
RGB 0 / 56 / 101  
HEX #0B3360

#### RIVERSIDE BLUE

PMS 7697 C  
CMYK 73/37/27/2  
RGB 78 / 135 / 160  
HEX #4D86A0

#### SUNBURST

PMS 1345 C  
CMYK 0/20/54/0  
RGB 253 / 208 / 134  
HEX #FDCF85

#### MOUNTAIN EVERGREEN

PMS 323 C  
CMYK 100/44/55/25  
RGB 0 / 96 / 97  
HEX #005F63

### Neutrals

#### SAND

PMS 7527 C  
CMYK 16/13/21/0  
RGB 214 / 210 / 196  
HEX #D6D2C4

#### LIMESTONE

PMS Cool Grey 7 C  
CMYK 43/35/35/1  
RGB 151 / 152 / 153  
HEX #979899

### Accent

#### CINNABAR

PMS 1815  
CMYK 31/92/81/36  
RGB 124 / 38 / 41  
HEX #7F2729

### Tone

Colors have the ability to convey mood and tone. The chart below provides suggested color combinations and how they may be perceived.

Tone/Mood	Huckleberry Blue	Riverside Blue	Sunburst	Mountain Evergreen	Sand	Limestone	Cinnabar
Authoritative	✓				✓	✓	✓
Calm		✓		✓	✓	✓	
Casual		✓	✓	✓	✓	✓	
Formal	✓				✓	✓	✓
Happy		✓	✓				✓
Honest	✓				✓	✓	✓
Natural		✓	✓	✓	✓	✓	
Strong	✓			✓		✓	✓

## Typography

### Fonts

The county brand uses two typeface families: Trade Gothic Next LT Pro (shortened to “Trade Gothic” in this guide) and Palatino Linotype. For consistency, the goal is to use the specified typeface. Since not all computers have identical fonts installed, each typeface has an acceptable substitute.

#### Trade Gothic Next LT Pro

(acceptable substitute: Franklin Gothic Book)

Montgomery County, Virginia  
MONTGOMERY COUNTY, VIRGINIA

A B C D E F G H I J K L M N O P Q R S T U V W  
X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0  
`~!@#\$\$%^&\*()\_-=+{|:”<>?[]\;’,./

#### Palatino Linotype

(acceptable substitute: Book Antiqua)

Montgomery County, Virginia  
MONTGOMERY COUNTY, VIRGINIA

A B C D E F G H I J K L M N O P Q R S T U  
V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0  
`~!@#\$\$%^&\*()\_-=+{|:”<>?[]\;’,./

### Tone

Similar to colors, typefaces have the ability to convey mood and tone. In addition, some typefaces are more appropriate and legible for print use versus digital and web use. The chart below provides suggested uses, styles, and how they may be perceived.

Use	Trade Gothic	Palatino Linotype
Print	✓	✓
Decorative	✓ CONDENSED (ALL CAPS)	✓ <i>Italics</i>
Headings	✓ CONDENSED (ALL CAPS)	✓
Paragraphs	✓	✓
Web / Video	✓	✓ <b>Bold, larger size</b>
<b>Tone / Mood</b>		
Casual	✓	
Formal		✓
Light	✓ Light, <i>Light Italic</i>	✓
Modern	✓	
Traditional		✓

## Photography

### Photos

Our photos should tell a story and serve in part as the foundation of our brand. Photos should share the *humanity* of local government, specifically highlighting the County's mission, vision, and values when possible.

### Content, Appearance, and Quality

Strive to use photos with the highest quality and appearance. Use photos that include people. While buildings and objects are ok, use them sparingly if no people are present.

- Use inclusive subjects with clear, bright surroundings.
- Photos should have a distinct subject with minimal visual distraction and clutter.
- While group photos are necessary and have a place, consider photos of individuals or photos with a maximum of three people whenever possible.
- With the exception of portraits, more often than not, images should be candid, not posed.
- Images should not be taken directly from websites as the quality is typically not high enough for printing purposes. (In addition, copyright may be questionable.)
- Photos should always be in sharp focus, properly exposed, and of a high quality.

If you need assistance with photography, contact the Public Information Office.

### Examples



**ACTION**  
Non-static subjects add life and vibrancy to photographs.



**OBJECTS**  
Add depth to photos of objects by using closeups and angles.



**EVENTS**  
Look for engaging, expressive moments between county staff and the public.



**BUILDINGS**  
Take advantage of days with bright blue skies and some clouds.



**PORTRAITS**  
Natural lighting and outdoor scenery is ideal for portraits and can provide a colorful backdrop. Avoid capturing portraits directly against a plain wall.



# BRAND APPLICATION

## Examples (not to scale)

### Business Card

**JOHN T. DOE**  
OPERATIONS MANAGER

755 Roanoke St., Suite XX, Christiansburg, VA 24073  
**OFFICE** 540.XXX.XXXX | **MOBILE** 540.XXX.XXXX  
doejt@montgomerycountyva.gov  
[www.montva.com](http://www.montva.com)

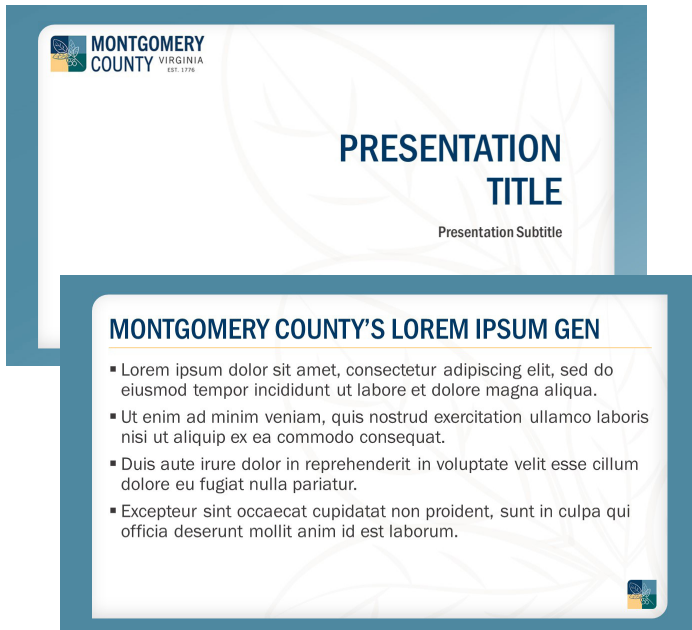


### Email Signature

**JOHN T. DOE**  
OPERATIONS MANAGER | SERVICES  
(540) xxx-xxxx, ext. xxxxx | [www.montva.com](http://www.montva.com)  
Follow us on social media @montgomeryva



### Presentation Slides




**MONTGOMERY COUNTY VIRGINIA**  
EST. 1776

**PRESENTATION TITLE**

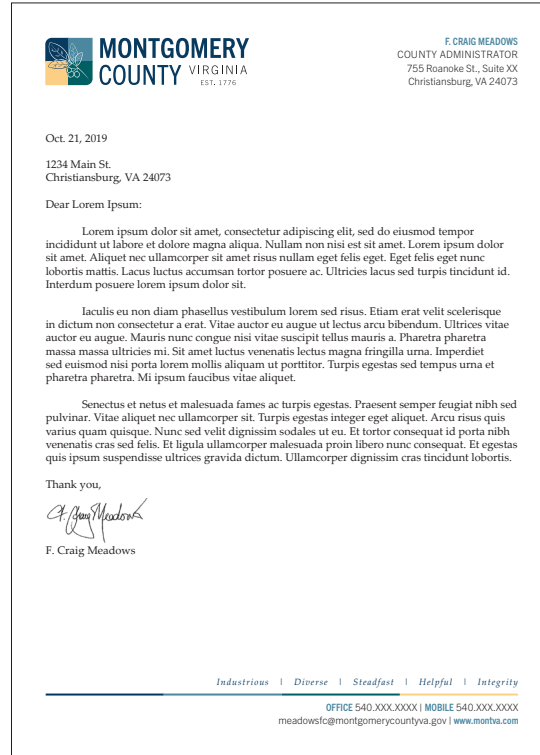
Presentation Subtitle

**MONTGOMERY COUNTY'S LOREM IPSUM GEN**

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
- Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



### Letterhead and Envelope



**MONTGOMERY COUNTY VIRGINIA**  
EST. 1776

F. CRAIG MEADOWS  
COUNTY ADMINISTRATOR  
755 Roanoke St., Suite XX  
Christiansburg, VA 24073

Oct. 21, 2019

1234 Main St.  
Christiansburg, VA 24073

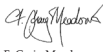
Dear Lorem Ipsum:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Nullam non nisi est sit amet. Lorem ipsum dolor sit amet. Aliquet nec ullamcorper sit amet risus nullam eget felis eget. Eget felis eget nunc lobortis mattis. Lacus luctus accumsan tortor posuere ac. Ultricies lacus sed turpis tincidunt id. Interdum posuere lorem ipsum dolor sit.

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Seneectus et netus et malesuada fames ac turpis egestas. Praesent semper feugiat nibh sed pulvinar. Vitae aliquet nec ullamcorper sit. Turpis egestas integer eget aliquet. Arcu risus quis varius quam quisque. Nunc sed velit dignissim sodales ut eu. Et tortor consequat id porta nibh venenatis cras sed felis. Et ligula ullamcorper malesuada proin libero nunc consequat. Et egestas quis ipsum suspendisse ultrices gravida dictum. Ullamcorper dignissim cras tincidunt lobortis.

Thank you,



F. Craig Meadows

*Industrious | Diverse | Steadfast | Helpful | Integrity*

OFFICE 540.XXX.XXXX | MOBILE 540.XXX.XXXX  
meadowsfc@montgomerycountyva.gov | [www.montva.com](http://www.montva.com)



**MONTGOMERY COUNTY VIRGINIA**  
EST. 1776

755 Roanoke Street, Suite XX | Christiansburg, VA 24073

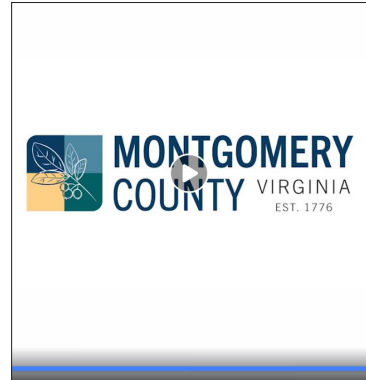
Resident  
123 Main Street  
Christiansburg, VA 24073

# BRAND APPLICATION

## Video Use Examples (not to scale)

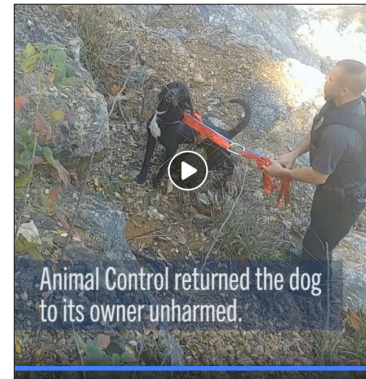
### Closing Graphics

Logo placed on full white background  
No additional text (including copyright)



### Lower Third, Narrative Overlay

Name: Trade Gothic Condensed (all caps); Title: Trade Gothic Regular; Narrative: Trade Gothic Condensed  
White text, subtle shadow, Huckleberry Blue rectangular transparency  
Left- or right-justified (not centered)



### Interviews (pictured above and below)

Place interviewee in front of appropriate background  
or use colored paper backdrop.  
Use concentrated focus.



### Captions

Trade Gothic Condensed  
White text, black rectangle  
Centered



## APPENDIX | Historic Significance of the Huckleberry

Most Montgomery County residents are familiar with the Huckleberry Trail, the paved recreational trail running through parts of the county from Christiansburg to Blacksburg, but the roots of the huckleberry plant and its significance to this area extend back to at least the early 1900s.



Circa 1902, the Virginia Anthracite Coal and Rail Company transported coal from the Merrimac Mines to the train depot in Cambria via its “Huckleberry” line. In 1904, VPI (now Virginia Tech) and the rail line made a contract to extend the line from Merrimac to Blacksburg.

During the construction period, newspapers dubbed the railroad “the Christiansburg-Blacksburg Railroad” or the “Virginia Anthracite Line.” Locals, however, nicknamed it the “Huckleberry”—after the delicious, wild-growing berry that grew alongside the railway and mountainsides at Merrimac Mines—the fruit they enjoyed picking and eating as they watched the progress of the train line construction.



On Sept. 15, 1904, the first passenger train steamed into Blacksburg.

Less than a week later, the first trainload of VPI cadets rolled in to the Blacksburg depot on Sept. 21, 1904. The depot, located at the approximate current site of the Blacksburg branch of the Montgomery-Floyd Regional Library, was nicknamed “Huckleberry Junction” by residents.



When the Huckleberry train would stall, passengers could easily step off and pass the time picking and eating huckleberries growing alongside the tracks. Overall, the impact of trains in the county was significant. Not only did they provide transportation, they fostered the tourism industry and positively affected the economy.

availability of new transportation, the need for passenger train service dwindled. In August 1958, the last passenger train on the Huckle-berry unloaded its riders and left town forever. And the last freight train into Blacksburg arrived on June 30, 1966.

Over the next several decades, with the changing times and



Today, the huckleberry plant, as a symbol within the county logo, holds no singular meaning. For some, it could be a reminder of the scenic beauty that surrounds us. For others, it may represent the

foundation that built a connection between communities. For you, it may spark nostalgia, acting as an homage to Montgomery County’s history.

*Photographs courtesy of Special Collections and University Archives, Virginia Tech. Drawing from plants.usda.gov.*