Branding Colors

The Montana Brand created by Tourism uses a set of colors chosen to be relevant to the great State of Montana. MDT is adopting these colors for consistency, as well as adding our traditional orange and blue.

These colors are approved by MDT for use in all publications:

<table>
<thead>
<tr>
<th>Color Channel</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cyan</td>
<td>5 82 100 1</td>
</tr>
<tr>
<td>Magenta</td>
<td>100 45 0 37</td>
</tr>
<tr>
<td>Yellow</td>
<td>3 3 13 0</td>
</tr>
<tr>
<td>Key</td>
<td>56 24 33 9</td>
</tr>
<tr>
<td>Key</td>
<td>24 0 57 49</td>
</tr>
<tr>
<td>Key</td>
<td>24 60 79 3</td>
</tr>
<tr>
<td>Key</td>
<td>0 14 28 55</td>
</tr>
<tr>
<td>Key</td>
<td>0 60 100 79</td>
</tr>
<tr>
<td>Key</td>
<td>0 24 100 31</td>
</tr>
</tbody>
</table>

*R Note: Please keep in mind that these colors are preferred colors. Unique projects may require individual solutions and can be approved on a case-by-case basis. It is recommended that CMYK should be used whenever possible for

Fonts

Text should be no smaller than 8 point font to comply with ADA requirements.

These fonts are approved for general use in all publications:

- Helvetica Neue Regular
- Helvetica Neue Light
- Arial
- Chaparral Pro

*N NOTE: Please keep in mind the fonts listed are MDT preferred fonts recommended for use. Unique projects may require individual solutions and can be approved on a case-by-case basis.

Get to Know the Flashing Yellow

When entering the intersection please:

- SLOW DOWN
- YIELD to oncoming traffic and pedestrians
- TURN left when it's safe

Flashing yellow arrows are being added to many intersections in Bozeman and throughout Montana.

LEARN MORE

www.mdt.mt.gov/visionzero/roads/flashingyellowarrows.shtml
A FLASHING YELLOW LEFT-TURN ARROW MEANS: ◀ Slow down ◀ Yield to oncoming traffic and pedestrians ◀ Turn left when it’s safe

Left-turn crashes are often the most severe crashes at intersections.

Flashing yellow arrow signals keep traffic flowing smoothly and lead to fewer crashes. The signal directs motorists to turn left when there’s a safe gap in traffic. For more information on how to drive through an intersection with a flashing yellow arrow visit www.mdt.mt.gov/visionzero/roads/flashingyellowarrows.shtml

Alternative accessible formats of this document will be provided on request. Persons who need an alternative format should contact the Human Resources and Occupational Safety Division, Department of Transportation, 2701 Prospect Avenue, PO Box 201001, Helena, MT 59620.
Telephone 406-444-9229. Those using a TTY may call 1(800)335-7592 or through the Montana Relay Service at 711.

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