



**ParentingMontana.org Media Guide**



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## Promoting ParentingMontana.org

The ParentingMontana.org Media Guide is designed to help promote ParentingMontana.org and ensure that all communications are consistent with the project's message. This Guide includes information on compliant use of the name and logo, videos, radio, rack cards, small cards, articles, social media, posters, billboards, and more.

The Montana Department of Health and Human Services encourages the use and distribution of ParentingMontana.org tools, resources, and media, however, information from ParentingMontana.org must not be altered in any way. Any additional information (including but not limited to an introduction, contact information, logos) must receive State approval.

## The ParentingMontana.org Name and Logo

### Overview

The Montana Department of Health and Human Services (DPHHS) allows communities and organizations to use the ParentingMontana.org name and logo to promote the website without seeking approval if used alone (or with your organization's or coalition's name and/or logo) on promotional items (such as t-shirts, water bottles, popcorn bags, notepads, stickers, etc.) given that the items promote positive health. No other messages may be included on the promotional item.

You may include the name and/or logo of your organization or coalition on a promotional item along with the ParentingMontana.org logo. However, no other organizations can be included.

The name and logo cannot be used on any items that are associated with a specific product or brand. The name and logo cannot be used in a manner that implies sponsorship or endorsement of any company, product, trademark, person, internet site, or service by DPHHS, unless advance written authorization is provided.

In no event will DPHHS be liable for any consequential, incidental, indirect, punitive, or special damages arising from or related to use of the name or logo.

When referring to ParentingMontana.org, the full name, ParentingMontana.org, must be used. Including the ".org" in the name is important as it immediately communicates that the resource is a website (and how to find the website). It is important to maintain consistent language across the state.

## State Approval

All media and resources on the ParentingMontana.org website and in this Media Guide have been approved by DPHHS.

It is not acceptable to distribute any media or materials with the ParentingMontana.org name or logo other than what is explicitly described in this Media Guide. The existing media and messages involve specific characters and storylines that align with the ParentingMontana.org brand. It is important to only promote the existing media and stories found on ParentingMontana.org and in this Media Guide.

## Logo Colors and Size

The ParentingMontana.org logo uses two colors (see below). Ideally the logo will be used on a uniformly colored and patterned background for maximum impact and clarity. The colors should always be used as shown in the examples below.



### BLUE

**Pantone 5473**

CMYK: C: 86% M: 24% Y: 33% B: 43%

Hex: #115E67

### BROWN

**Pantone 476**

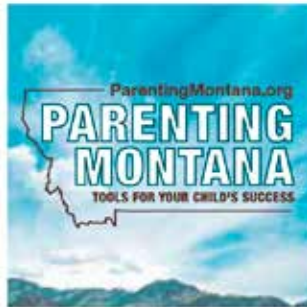
CMYK: C: 33% M: 66% Y: 76% B: 68%

Hex: # 4E3629

When only one color is permitted, the logo should be 100% black.



The logo can be used over white, black, or other colors and over photographs. When used over a photograph, it should be over an area of the photo that is monotone, not highly texturized, and not over a similar brown or blue color as used in the logo. It is also recommended the logo be used over white or lighter colors whenever possible. The words Parenting Montana come with an opaque white background in the logo files.



The logo should always be used in its entirety and should include the text at the top and at the bottom. In order to maintain legibility of the ParentingMontana.org logo, the suggested minimum height is ¾" on all printed material. Whenever possible, use the EPS file version as this will allow for changing the size of the logo without loss of resolution and quality.

## Videos

ParentingMontana.org includes inspirational, educational, and promotional videos. All videos are available for sharing, viewing, or downloading on the Media page of the website.

Inspirational videos introduce ParentingMontana.org (and the families and characters portrayed in the various media pieces) and highlight how Montana is the best place to live and raise a family. These videos are suitable to start a meeting or conversation. They use emotion to foster engagement.

Educational videos introduce the process and tools available on ParentingMontana.org. These videos are more suited to starting a conversation or training about using the process or tools.

Promotional videos are shorter and designed to get people to visit ParentingMontana.org. These are designed for use on television or traditional forms of media that require short videos.

Each video is available to view online or download (suitable for broadcast distribution).

Versions of videos with closed captioning are available on the website. Information on how to enable captions is available below. Including closed captioning with videos allows the content to be ADA accessible.

### State Approval

The videos on ParentingMontana.org have been approved by DPHHS. The content may not be altered. The videos use specific images and storylines that align with the ParentingMontana.org brand.

## How to Enable Captions

### *On a Windows Operating System*

1. Watch the video on “How to enable captions on a PC.”
2. Download the folder that contains the video file and closed captioning file from the webpage.
3. Open the folder. Click on the video file (.mp4) and open it in the default Windows Media Player.
4. Select the Subtitles button at the bottom of the Windows Media Player.
5. Click on the Choose Subtitle file option.
6. Select the Captions file in the downloaded folder that coincides with the video (.srt) and click Open.
7. The video will be able to playback with captions. To toggle the subtitles on or off, select the Subtitles button at the bottom of the Windows Media Player.

### *On an Apple Operating System*

1. Watch the video on “How to enable captions on a Mac.”
2. Download the video file from the webpage.
3. Open the video file (.mov) in the default QuickTime Player program.
4. Select the Subtitles button from the video control preferences on the video screen.
5. Click on the English CC option.
6. The video will be able to playback with captions. To toggle the subtitles on or off, select the Subtitles button and choose an available option.

## Radio

ParentingMontana.org includes 30-second radio files using the mp3 format that can be used to promote the website. All radio files are available for sharing, playing, or downloading on the Media page of the website.

## State Approval

The radio files on ParentingMontana.org have been approved by DPHHS. The content may not be altered. The radio files use specific language and storylines that align with the ParentingMontana.org brand.

## Rack Cards

The rack cards are double-sided, 4" x 9", at-a-glance resources highlighting key information from ParentingMontana.org that can be provided to communities and organizations for public distribution. The racks cards can be downloaded from the webpage and directly printed or distributed electronically. All rack cards are available for sharing, viewing, or downloading on the Media page of the website.

Rack cards address a variety of topics. They can be distributed to promote the site or as a reminder after a training or conversation about a specific topic. The intent is for parents and those in a parenting role to keep the rack cards as a reminder (maybe on the refrigerator door).

### State Approval Information

All rack cards on ParentingMontana.org have been approved by the Montana Department of Health and Human Services. The rack cards must be distributed as they appear on ParentingMontana.org. It is not acceptable to alter the rack cards in any way.

### Rack Card Printing Specifications

- Size: 4" x 9"
- Color: four-color printing on both sides (4/4)
- Downloadable versions for professional printers include full-bleed and crop marks



## Small Cards

The small cards are double-sided, 2.5" x 3", printable designs that can be provided to communities and organizations for public distribution. They are the same size as traditional business cards. All small cards are available for sharing, viewing, or downloading on the Media page of the website.

The small cards are in inexpensive way to remind people about the website and encourage them to visit it later.

### State Approval Information

All small cards on ParentingMontana.org have been approved by the Montana Department of Health and Human Services. The cards must be distributed as they appear on ParentingMontana.org. It is not acceptable to alter the cards in any way.

### Small Card Printing Specifications

- Size: 2.5" x 3"
- Color: four-color printing on two sides (4/4)
- Downloadable versions with eight cards per 8.5" x 11" sheet are available
- Downloadable versions for professional printers include full-bleed and crop marks

## Articles

Several articles have been written by parenting experts that can be provided to communities and organizations for public distribution. Each article addresses a specific parenting topic appropriate for children ages 0 to 19. The articles can be used in newsletters or to guide a conversation or parenting activity. All articles are available for sharing, viewing, or downloading on the Media page of the website.

### State Approval Information

The articles on ParentingMontana.org have been approved by the Montana Department of Health and Human Services. The articles must be distributed as they appear on ParentingMontana.org. It is not acceptable to alter the articles.

### Article Printing Specifications

- Size: 8.5" x 11"
- Color: four-color printing on two sides (4/4)

## Social Media

Ready-to-post social media content has been created to promote ParentingMontana.org on social media networks such as Facebook, Twitter, Instagram, and LinkedIn. The content includes social media designs (images with messages), images (only), and messages (only). The images can be used alone as social media posts or to complement the messages. All social media content is available for sharing, viewing, or downloading on the Media page of the website.

Hashtags (#) are searchable tags used on social media networks that allow users to find content associated with a keyword or in a specific theme. The hashtag, #ParentingMontana, can be added to the end of any of the posts. For consistency and brand recognition, only use the hashtag #ParentingMontana (do not use any variation of #ParentingMontana).

To be accessible, images that are posted should have alternative text (alt text) descriptions, which describe the image using text so that individuals who use screen readers are able to access the content.

### State Approval Information

The social media on ParentingMontana.org have been approved by the Montana Department of Health and Human Services. The content may not be altered. It involves specific images and storylines that align with the ParentingMontana.org brand.

## Web Banners

Ready-to-place web banners to promote ParentingMontana.org have been created in a variety of sizes. These may be used on your organization's or coalition's website or in internet-based advertisements. Web banners should be linked to ParentingMontana.org. Web banners are available for sharing, viewing, or downloading on the Media page of the website.

### State Approval Information

The web banners on ParentingMontana.org have been approved by DPHHS. The content may not be altered. It involves specific images and storylines that align with the ParentingMontana.org brand.

## Posters

Print-ready and customizable posters provided in PDF format are available for public distribution to promote ParentingMontana.org. The print-ready posters can be downloaded from the Media page and printed or distributed electronically.

The customizable posters are only available on the password-protected page. These posters are special PDF files that can be modified in three spaces including the core message, the tagline, and a space to add your logo for co-branding. Acceptable core messages and taglines are provided in this Media Guide and on ParentingMontana.org.

### State Approval Information

All print-ready posters, customizable posters, and the core messages and taglines for the customizable posters on ParentingMontana.org and in this Media Guide have been approved by DPHHS.

The print-ready posters must be distributed as they appear on ParentingMontana.org. It is not acceptable to alter the ready-made posters in any way.

The customizable posters must be distributed using the core messages and taglines provided in this Media Guide or on ParentingMontana.org. Altering the text, images, or designs on the customizable posters other than by adding the name and/or logo of your organization or coalition, a core message (selected from those provided), and a tagline (selected from those provided) is not permitted.

### Print-Ready and Customizable Poster Specifications

- Size: 8" x 11" or 11" x 17"
- Color: four-color printing on one side/no ink on the back (4/0)
- Downloadable versions for professional printers include full-bleed and crop marks

#### *How to Customize Posters (PDFs)*

The following instructions describe how to edit the provided customizable posters (PDF files) in Adobe Acrobat Reader DC, a free program that can be downloaded at <https://acrobat.adobe.com/us/en/acrobat/pdf-reader.html>.

### **Step 1: Add Core Message to PDF**

1. Choose a core message from the provided messages in this Media Guide or on ParentingMontana.org.
2. Download the poster file from the password-protected section of ParentingMontana.org.
3. Open the poster file in Adobe Acrobat Reader DC.
4. The white space directly under the ParentingMontana.org logo is for a core message.
5. Click on the white space. A curser will appear. If the space includes text, delete it and then copy and paste in a core message (selected from the list below).
6. Save the PDF file by selecting File > Save.

### **Core Messages**

In Montana, parents want what's best for their kids. Find practical ideas and tips.

In Montana, we want our kids to be confident, respectful, and make healthy choices.

In Montana, we have many things to be proud of, and it's the best place to live and raise a family.

Parents can raise their children to be more confident, communicate better, and be respectful.

Montana parents know that parenting isn't easy. Find practical ideas and tips.

Many parents want their child to be able to manage stress, be confident, and handle peer pressure.

Parenting is important. Figuring it out doesn't come easy. Find practical ideas and tips.

Most Montana parents (91%) disapprove of high school students drinking alcohol.

Parents in Montana want their kids to be confident, respectful, and make healthy choices.

Most MT parents (94%) agree with rules about high school students not drinking.

Most MT parents (74%) agree that parents should not let their high school child drink alcohol.

Most Montana parents (91%) disapprove of high school students drinking alcohol.

Most MT parents (89%) always uphold rules about their child calling or texting when out.

Most Montana parents share healthy protective beliefs about underage drinking.

Considering becoming a foster parent? Find advice and tips to help inform your decision.

Foster parenting can be challenging. Discover practical ideas and tips.  
It is never too early to start developing key skills in your child to help them succeed.

In the early childhood stages, parents and those in a parenting role are essential to their child's success.

### ***Step 2: Add Tagline to PDF***

1. Choose a tagline from the provided taglines in this Media Guide or on ParentingMontana.org.
2. If not already downloaded, download a PDF file of a poster from ParentingMontana.org.
3. If not already opened, open the poster file in Adobe Acrobat Reader DC.
4. The bottom, teal-colored space with white text that is directly under the poster image is for tagline messages.
5. Click on the space. A curser will appear. If the space includes text, delete it and then copy and paste in a new tagline (selected from the list below).
6. Save the PDF file by selecting File > Save.

### **Taglines**

ParentingMontana.org has info and tools for parents and those in a parenting role with children at every age.

ParentingMontana.org has tools to deal with back talk, routines, stress, and other common parenting issues.

ParentingMontana.org provides easy-to-use parenting tools to support your child's success from ages 0 to 19.

Parenting Montana.org provides parents and those in a parenting role with tools for their child's success.

### Step 3: Add Logo to PDF

The space on the bottom left side of the poster is a space to co-brand the poster with your logo.

1. If not downloaded, download a PDF file of a poster from ParentingMontana.org.
2. If not opened, open the poster file in Adobe Acrobat Reader DC.
3. Click on the grey icon. The icon will say "Co-branding logo here" when you hover over it.
4. A Select Image box will appear (see right image). Select Browse to find a logo.
5. When the correct logo is selected, click Open in the browse box.
6. A sample will appear with the selected logo.
7. Select OK at the bottom of the Select Image box.
8. To replace the logo with another logo, repeat steps 1-5.
9. Save the PDF file by selecting File > Save.



## Billboards

Billboards can be used to promote ParentingMontana.org throughout a community. The billboard files can be downloaded from the Media page and printed directly or distributed electronically.

### State Approval Information

All billboards on ParentingMontana.org have been approved by DPHHS. The billboards must be distributed as they appear on ParentingMontana.org. It is not acceptable to alter the billboards in any way.

### Billboard Specifications

- Sizes: A variety of sizes are available
- Color: four-color printing on one side/no ink on the back (4/0)
- Downloadable versions for professional printers include full-bleed and crop marks

## Roll-Up Banner

The roll-up banner can be used to promote ParentingMontana.org at events or in specific locations. The roll-up banner file can be downloaded from the Media page and printed professionally or distributed electronically.

### State Approval Information

The roll-up banner on ParentingMontana.org has been approved by DPHHS. The roll-up banner must be distributed as it appears on ParentingMontana.org. It is not acceptable to alter the roll-up banner in any way.

### Roll-Up Banner Specifications

- Size: 33" x 80"
- Color: four-color printing on one side/no ink on the back (4/0)
- Downloadable versions for professional printers include full-bleed and crop marks

## Press Releases

The press releases can be used to promote ParentingMontana.org with other organizations or news outlets. The press releases include a general press release, a press release about ParentingMontana.org media, and press releases about background information in the *I Want to Know More pages*, *the Resources page*, and *the surveys*. *The press releases are only available on the password-protected page.*

### State Approval Information

The press releases have been approved by DPHHS. The yellow highlighted sections of each sample press release indicate text that may be inserted. Text that is not highlighted may not be altered.



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