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Visit Southeast Montana Unveils a New Visual Identity, Inspired by the Land

Capturing the spirit of the region in color and design, new visual identity reflects the unique landscapes and communities of Southeast Montana



Image: New Southeast Montana logo centered on a backdrop featuring rolling badlands, golden prairie grasses, and the sweeping sky typical of the region.

BILLINGS, Mont. — July 31, 2025 — Visit Southeast Montana is proud to unveil a new visual identity that honors the natural beauty, rich heritage and vibrant communities of its beloved region.

The new look is the first brand update since 2012, and includes a newly designed logo, which features a warm, earthy color palette and shapes inspired by the sweeping landscapes of Southeast Montana, marking a new chapter in the collective story of tourism promotion and regional pride.

“More than just a visual update, our new logo is a symbol of unity — a nod to our roots and a step forward in how we tell the world about who we are and what we offer,” said Visit Southeast Montana Executive Director Wendy Swenson. “From the rugged badlands and sandstone cliffs to the golden prairie and big sky, our new look is intentionally reflective of the features that make Southeast Montana unlike anywhere else.”

Why a New Look?

As the tourism industry continues to evolve and travelers seek out more authentic, meaningful experiences, Visit Southeast Montana sought to ensure its visual branding tells a story as dynamic and compelling as the land itself. The decision to refresh the logo, typeface and color palette came from thoughtful conversations with stakeholders, tourism partners, community leaders and marketing experts.

The design process included extensive research and regional exploration to ensure the final product would resonate not only with visitors but also with the people who live, work and invest in Southeast Montana. By incorporating colors inspired by the region's terrain, natural minerals, native grasses and open skies, the logo connects visually and emotionally with both the landscape and communities.

Design Details: What It Represents

The new visual identity features a harmonious blend of:

- **Warm Ochres and Golds** representing the sun-drenched prairies, buttes and wheat fields
- **Rust and Clay Reds** inspired by the rocky bluffs and historic trails
- **Deep Sage Greens and Soft Sky Blues** that call to mind the sagebrush plains and expansive horizons

A modern, easy-to-read typeface accompanies the new wordmark, offering clarity and accessibility while reinforcing a sense of openness and welcome. The logo and typeface are designed to be versatile, working seamlessly across digital platforms, signage, print materials and promotional items.

Check out Visit Southeast Montana's new look and find resources to plan your trip at southeastmontana.com.

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About Visit Southeast Montana

[Visit Southeast Montana](https://southeastmontana.com), one of the state's tourism regions, strives to increase visitation by increasing awareness of the region, showcasing cultural heritage, developing memorable experiences and educating residents about the economic benefits of tourism.

To learn more about Southeast Montana, contact Wendy Swenson, executive director for Visit Southeast Montana, at wendy@southeastmontana.com or at 406-869-3720.