

BRAND GUIDELINES

UPDATED MAY 2020

**NEXT
STEPS**

I D A H O

LOGO USAGE

ORANGE/BLACK/REVERSE WHITE

Use the reversed one-color logo over solid colors when appropriate or when application dictates these uses.



LOGO CLEAR SPACE & MINIMUM SIZE

CLEAR SPACE

Clear space is the area around the logo that should be free of any other logos, graphics, text, or borders. This ensures optimal presentation and recognition of the logo. Use the height of the "N" from the logo as a baseline to measure the amount of free space around the logo when resizing it.

MINIMUM SIZE

The minimum size helps protect the detail and legibility of the logo in all applications of use. The logo should not be used smaller than the approved minimum size detailed below. Use the height of the orange box at roughly 0.4 inches from the logo as a baseline to measure the amount of free space around the logo when resizing it.



IMPROPER LOGO USAGE



DO NOT change logo colors



DO NOT add text to the logo



DO NOT add effects to the logo



DO NOT stretch the logo



DO NOT change the logo fonts



DO NOT rearrange or modify logo elements



DO NOT place the logo over a busy background



DO NOT place the color logo over solid fields of clashing color



DO NOT rotate or skew the logo

COLOR PALETTE

PANTONE	CMYK	HEX	RGB
PMS 1665	0 / 80 / 95 / 0	#F05C22	238 / 90 / 52
PMS 7467	72 / 0 / 28 / 0	#00B4BC	0 / 180 / 188
PMS 7476	80 / 47 / 45 / 12	#3E5A62	61 / 90 / 98
Process Black U (85%)	0 / 0 / 0 / 85	#464646	70 / 70 / 70
Black 6 UP	86 / 69 / 43 / 55	#2E2E2E	46 / 46 / 46
PMS 152	0 / 66 / 100 / 0	#e57200	229 / 114 / 0
PMS 584	21 / 0 / 89 / 0	#d2d755	210 / 215 / 85
PMS 129	0 / 25 / 86 / 0	#f2a900	250 / 175 / 63

PRIMARY FONTS

Poppins

Headlines, subheads,
pull quotes, facts and figures

NOTE: Font is licensed for free
through Google.

<https://fonts.google.com/specimen/Poppins>

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Black

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789**

Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789**

Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Black Italic

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789***

Bold Italic

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789***

Italic

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789*

PRIMARY FONTS

ROBOTO

Subheads, body copy, callouts

NOTE: Font is licensed for free through Google.
<https://fonts.google.com/specimen/Roboto>

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Heavy

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Heavy Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Bold Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Medium Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

SYSTEM FONTS

Arial

Headlines, pull quotes, subheads,
body copy, callouts

NOTE: System fonts are for use ONLY
when primary brand fonts are not
available.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789**

Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Italic

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789*

PHOTOGRAPHY

The imagery used in the marketing materials have been curated from a custom photo shoot. They were shot specifically to tell the story of a diverse body of students and adults in the workplace, covering different regions of the state of Idaho.

The imagery seen in the photos are authentic Idahoans in various Idaho school and work settings. The style is meant to capture real moments reflecting a range of moods and emotions. The subjects do not look directly into the camera, and are meant to feel natural.



PHOTOGRAPHY

Abstract textures are also an important element seen throughout the materials. They are used for backgrounds with transparencies and show up in places to add visual interest, mapping back to the overarching theme of education and work, supporting the unique story of Next Steps Idaho.



GENERAL WRITING TIPS

- Use an active voice and strong verbs.
- Avoid unnecessary adverbs and adjectives—strong verbs can stand on their own and pack more power than unnecessary modifiers.
- Write and speak in short, clear sentences and paragraphs.
- Avoid jargon, buzzwords, and an academic tone and vocabulary.
- Be clear, uncomplicated, and easy to understand. Don't use ten words when three will do. Avoid ten-dollar words and opt for those that have a more common equivalent. And don't complicate writing with lots of different ideas. Get clear about what you need to say and stick to it.
- Sound like a person, not an institution—speak and write in a way that is natural, authentic to who you are, conversational, and engaging.
- Write to your audience. Keep their needs and overall personas top of mind. What's important to them? What might most excite or help them? How much time do they have? Think of someone you know in this target audience. Imagine them sitting across from you. Read your writing out loud. Would you actually talk to them like this?
- By Idahoans, for Idahoans. Embrace your state's identity, character, and vernacular in your speaking and writing in a way that feels authentic. These are your neighbors. Talk to them that way!
- Avoid the third-person point of view when at all possible. The third person belongs to people being talked about. Personalize your speaking and writing by using the first person—I, me, my, mine, myself, we, us, our, ourselves—and, when addressing your audiences, the second person—you, your, yours, yourself, yourselves.
- Go for emotion. Write and speak in a way that has emotional resonance, that appeals to the things that motivate your audiences and drive their decision making.
- When writing for the website, brief is always better. Avoid creating pages that are an overwhelming wall of words. Say only what you need to. If you must include an excess of information, consider bulleted lists instead of paragraphs to make the information more scannable and digestible.
- The best writing rule: get to the point.

The following is an example of one possible way to infuse content with the character and tone we've laid out in this section. This is by no means meant to be prescriptive. Rather, it maps out ways we might write to our audiences.

SAMPLE APPLICATION

GENERIC CONTENT

How to Find the Right College for You

How do you make sure a school or program is the right one? Take some time to think through what's most important to you and then research the schools you're interested in. No one school will be perfect, but establishing some priorities now will make the decision process that much easier.

Notes and observations:

- While there's nothing inherently wrong with the copy as is, it tends to be a bit generic and generalized. It currently lacks the personalization we should aim for, given the tenor and tone we've developed for Next Steps.

INFUSED WITH OUR VERBAL IDENTITY

Setting out on the right path.

Let's say your daughter's taking a gap year. Yet she knows what she cares about most—the environment, volunteering, doing the best she can for the most people. There's a career out there waiting for her whenever she's ready.

Maybe you're just home from active duty and you're looking for a path forward—something that taps into everything you learned in the Air Force and sets you on your way to a fulfilling, lifelong career.

Or maybe you're already fully invested in a career. However, what are the best opportunities to move forward? To take you where you want to go in a field you love more than anything in the world?

No matter where you're headed, we've got the resources to help you find your way to the next great thing. We're here to answer your questions: What kind of education or training will I need to get where I want to go? What schools have the best programs for me, and which best fit my personal needs—like class size, location, social activities? What do I even need to do to prepare myself to make a move like this? And, real talk—what will it all cost?

We're here to make sure your next steps take you exactly where you want to go.

Idaho State Board of Education

650 West State Street, 3rd Floor
Boise, ID 83702

P: (208) 334-2270

F: (208) 334-2632

**NEXT
STEPS**
I D A H O