BRAND GUIDELINES

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. the logo. 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.

W 1"

NEXT STEPS IDAHO

W 1"

NEXT STEPS IDAHO

IMPROPER LOGO USAGE

DO NOT change logo colors

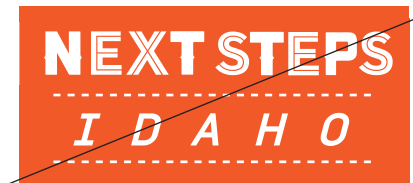**DO NOT** add text to the logo

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

TYPOGRAPHY

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

TYPOGRAPHY

PRIMARY FONTS

ROBOTO

Subheads, body copy, callouts

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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*

TYPOGRAPHY

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	Regular	*Italic*
ABCDEFGHIJKLM	ABCDEFGHIJKLM	*ABCDEFGHIJKLM*
NOPQRSTUVWXYZ	NOPQRSTUVWXYZ	*NOPQRSTUVWXYZ*
abcdefghijklmn	abcdefghijklmn	*abcdefghijklmn*
opqrstuvwxyz	opqrstuvwxyz	*opqrstuvwxyz*
0123456789	0123456789	*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.

Idaho State Board
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**NEXT
STEPS**

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