

# BRAND GUIDELINES

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The logo for Next Steps Idaho is contained within a red square. The words "NEXT" and "STEPS" are stacked vertically in a bold, white, sans-serif font. Below these words, the word "IDAHO" is written in a smaller, white, sans-serif font, with each letter separated by a horizontal dashed line.

**NEXT  
STEPS**  
I D A H O

A consistent brand voice creates unity and fosters a cohesive experience across all touch points.

## REMINDERS

1. In public-facing communications Next Steps Idaho must always be written out; NSI, Next Steps, Next Steps ID, and other abbreviations are prohibited.
2. The use of self-referential pronouns in public-facing communications is strongly discouraged. Be precise about the organization(s) that the audience/reader will interface with (i.e., the Idaho State Board of Education, the Office of the Idaho State Board of Education, the Workforce Development Council, the College and Career Access Team, Next Steps Idaho, and so on.)

## BRAND PROMISE

The nextsteps.idaho.gov promise is **to meet Idahoans where they are**—be that at a high school, at a career crossroads, or just at a time when they want to try something new—and **to build confidence** in three ways:

1. Next Steps Idaho helps visitors identify their skills and interests
2. Next Steps Idaho educates citizens about the many continuing education and career options available
3. Next Steps Idaho invites action towards a goal

## 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>

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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*

## Idaho State Board of Education

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

**P:** (208) 334-2270

**F:** (208) 334-2632

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