BRAND GUIDELINES

NEXT STEPS
IDAHO

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

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

LOGO USAGE

ORANGE/BLACK/REVERSE WHITE

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

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

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"

W 1"

IMPROPER LOGO USAGE

DO NOT change logo colors
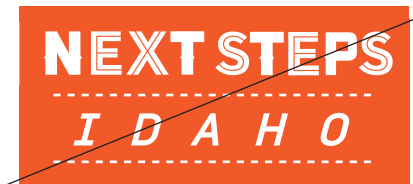
DO NOT add text to the logo

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

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*

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

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

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NEXT
STEPS
IDAHO