

Logo Usage Guidelines

THE LOGO

PRIMARY LOGO



Idaho Opportunity Scholarship provides a pathway for personal growth. In the logo the icon plays off the idea of individual pathways, forward trajectory and personal growth of recipients. The shape also can be interpreted as a tree – a nod both to the State and to the idea of being rooted in Idaho. This element also speaks to being grounded and supported in individual growth. The colors tell a story of individuality and are also meant to hint at the varying landscapes and regions within Idaho – blue for lakes and rivers, orange for the city, green for fields and forests.

SECONDARY LOGO - COLLEGE BOUND: LOCK-UP



SECONDARY LOGO - RETURNING STUDENT: LOCK-UP



LOGO VARIATIONS

PRIMARY LOGO



SECONDARY LOGO



SECONDARY LOGO



Idaho Opportunity Scholarship's logo has two variations – College Bound and Returning Students. There are both (black and white) versions of both the additional logos.

MINIMUM SIZE AND CLEAR SPACE

CLEAR SPACE



In order to ensure Idaho Opportunity Scholarship's logo is represented in a clear, consistent, and direct manner, clear space surrounding it should always be maintained. The minimum clear space is equal to the Cap height of the letter "O" in Opportunity.

Elements such as type, headlines, other logos, or graphic elements should not encroach upon the clear space.

MINIMUM SIZE



The minimum size for the horizontal logo is 1.5 inches. The logo should never be used smaller than this to ensure proper and legible reproduction.

COLOR PALETTE



Outdoor Green
CMYK: 32, 0, 74, 0
RGB: 184, 214, 110
HEX: #B8D66E



City Orange
CMYK: 0, 64, 96, 0
RGB: 245, 122, 41
HEX: #F57A29



Liquid Blue
CMYK: 57, 25, 9, 0
RGB: 112, 163, 201
HEX: #70A3C9



Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

Idaho Opportunity Scholarship’s official brand colors are Outdoor Green, City Orange, and Liquid Blue. Tints of the original colors are allowed to be used as needed.

BRAND HIERARCHY

FIRST TIER: PRIMARY



SECOND TIER: SECONDARY



Use the first tier logo in all general communications.
When speaking to one of the two specified groups
College-Bound or Returning Students, use the
appropriately tagged logo.

IMPROPER LOGO USAGE



Do not change the
color scheme



Do not distort, stretch,
or condense the logo



Do not use the color logo
on a dark background



Do not rearrange the
logo lock-up



Do not change the
wordmark typeface



Do not use solid color logo
over busy photography



Do not resize the symbol
or change type



Do not add drop shadows
or effects

TYPOGRAPHY

Primary Display

Secondary Display

Body Copy

NUNITO - BOLD

PRIMARY HEADLINE STYLE

NUNITO SANS - EXTRA LIGHT

Subheader Style

ALEGREYA - REGULAR

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras id elit eget ante pretium mattis sed ultrices odio. Aenean sed vestibulum lectus. Nunc ac convallis dolor, et mattis lacus. Duis placerat neque ac sem venenatis auctor. Morbi facilisis tincidunt dui, a elementum ante. Nam sit amet suscipit nunc, et elementum sapien.

Idaho Opportunity Scholarship's primary brand fonts are Nunito and Alegreya. However, in instances where this font is unavailable, the system fonts Arial & Times New Roman should be substituted.