NEXT STEPS
IDAHO

Visual Brand Standards Guide

Visual Identity

The visual elements of the brand are designed to establish and continually reinforce brand association. While the logo is the most recognizable focal point of the brand, the entire identity system supports and enhances its meaning. The two are fully integrated and the various colors, shapes, and imagery contained in the identity system are intended to encourage brand recognition even in the absence of the logo.

The Logo

The Next Steps Idaho logo is the visual signature of the organization's brand. The logo is the most visibly recognizable element of the brand; consistent and proper use of the Next Steps logo is imperative to building strong brand recognition and maintaining a consistent look and feel.

NOTE:

These are only guidelines for formatting and layout design and use of all brand elements. Please refer to all brand applications for examples of execution. Design will need to be adjusted for each type of application, and these guidelines are intended to be used by creative design professionals.

Color Palette

The proper use of color enhances the communication of the Next Steps brand identity. Always use the correct color specifications when using four-color process reproduction, match color reproduction, or RGB (web, electronic) reproduction.

Primary 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

Secondary Color Palette

	PANTONE	CMYK	HEX#	RGB
	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
	————	0 / 0 / 0 / 60	#808284	128 / 130 / 133

* HEX and RGB colors have been created using a ten thousand color web-safe palette. These colors will appear slightly more vibrant in digital use compared to the CMYK formulas for printing.

Logo Versions

The following guidelines for logo usage, minimum size, and clear space were designed to preserve the clarity and integrity of the Next Steps logo.

Color

The Next Steps logo should be used in color whenever possible.

Black and White

Use the black and white logo in conditions where color is not available or in less formal communications like invoices, faxes, etc.

Black use is also for newsprint ads. Use this version on a white background only.

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.

0.75"
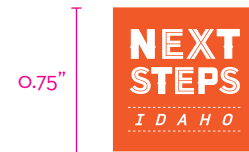
Clear Space

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 "N" from the word Next to measure the amount of free space around the logo when resizing it.

Background Colors/ Reversed

To ensure readability of the logo, background colors from the secondary palette are suggested. These examples show correct color usage for the Next Steps logo when reversed out in white.

Unaceptable Use of the Logo

NEVER use the logo with visual effects such as drop shadows.

NEVER change the color of or mix color options within the logo.

NEVER try to re-create or match the original artwork with other fonts.

NEVER distort the logo.

NEVER change the logo by making any part bigger or bolder or by re-arranging the elements.

NEVER place the logo on a competing background.

Typography

The standard typefaces for Next Steps Idaho are Roboto Slab and Lato. Roboto is primarily used for headlines and subheads. Lato Light is used for body copy. This maintains consistency with the Next Steps brand and helps distinguish it as a unique organization.

PRIMARY
Roboto Slab/Slab Serif: Bold, Regular
Primary font used for headlines (bold) and subheads (regular).

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SECONDARY
Lato/Sans-serif: Light, Light Italic
Secondary font used in brand and marketing materials as body copy (light) and secondary headlines (light italic).

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

TYPESETTING SAMPLES

Concept Headline

Secondary Headline: Agnisisi bla con volore dolummy niam dolobore faccums andiatuer.

Subhead

Body Copy: Feugiamcommy nulla augue min eugiamc ommolore vercipis nim zzrilis aut wisl et in ut ipit, velent lam nos nullan verci tationsequam zzriure modigna feugait ilit laor incillaorem dolenis nonulla consequissed eugue esto el eros adip endit accum iure modolobore veliquam ing eniscipis nos num nos nullam iriuree tummod tio do eraestrud dit ut.

Photography

The imagery used in the marketing materials has been curated from a custom photo shoot. Images were shot specifically to tell the story of a diverse body of students covering different regions of Idaho.

The imagery seen in the photos comprises authentic Idaho students in various Idaho school 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 in an effort to make the images feel more natural.
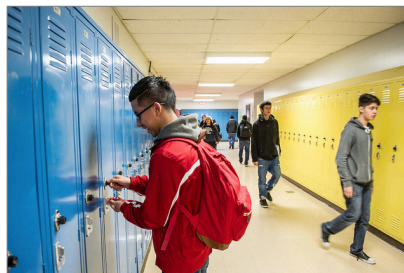
Abstract textures are also an important element seen throughout the materials. They are used for backgrounds with transparencies and show up in places to add visual interest, mapping back to the overarching theme of education and supporting the unique story of Next Steps Idaho.

Brand Elements

Brand elements consist of a palette of bright, vibrant colors; geometric shapes; angles; rich, abstract textures; transparencies; and dotted lines.

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High School Is Just the Beginning

NEXT STEPS IS HERE TO HELP

➔ Tools
Download planning checklists and worksheets with questions for students to consider as they seek help from teachers and counselors.

➔ Grade-by-grade timelines
Browse actionable tasks and information designed to help students identify their next steps and plan for their future.

➔ Resources
Find resources that help students explore college options, research scholarship opportunities, and stay organized when they're applying to college.

➔ A quick look at Idaho colleges and universities
Easily research and compare high-quality, affordable choices available in state.

➔ A program directory
Access information on programs that help first-generation college students or at-risk students succeed.

➔ A calendar of deadlines and learning opportunities
Track important dates and events for students, families, and educators.

Connect with Idaho college recruiters.

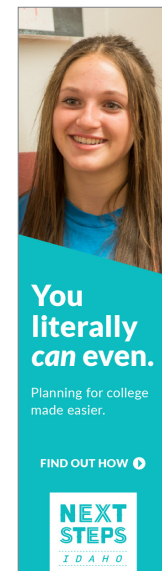(We make it easy.)

TAKE THE NEXT STEP ▶

Applied Brand Examples

The following are examples of the visual brand applied to a variety of marketing materials utilizing the standards covered in this guide.

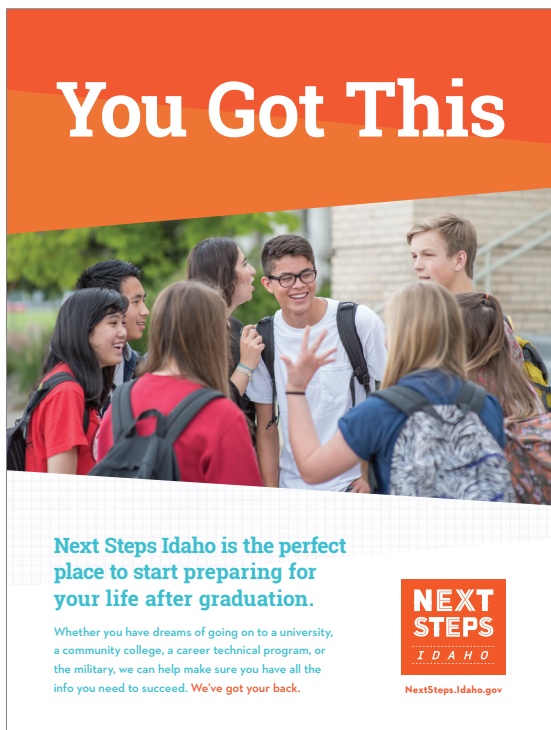*Website Home Page*

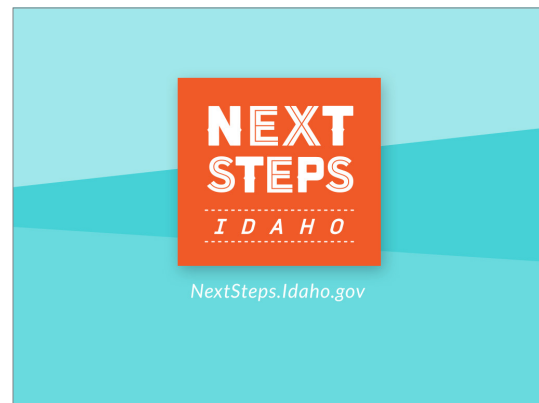*Static Digital Ad*

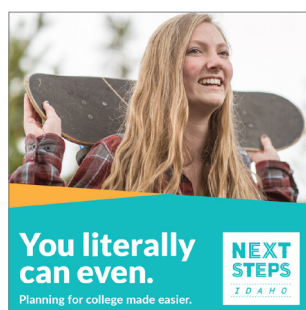*Social Media Graphic*

Applied Brand Examples

Large Poster

You Got This

Next Steps Idaho is the perfect place to start preparing for your life after graduation.

Whether you have dreams of going on to a university, a community college, a career technical program, or the military, we can help make sure you have all the info you need to succeed. We've got your back.

NEXT STEPS IDAHO

NextSteps.Idaho.gov

Screen Saver

NEXT STEPS IDAHO

NextSteps.Idaho.gov

Static Digital Ad

NEXT STEPS IDAHO

Turns out you can't major in selfies.

(Don't worry, we'll help you figure out something else.)

START PLANNING FOR COLLEGE ▶

Social Media Graphic

You literally can even.

Planning for college made easier.

NEXT STEPS IDAHO

Grade-Level Checklist (downloadable from website)

10 10th Grade Checklist

NEXT STEPS IDAHO

Time to zero in. This is the year to check in with your counselor and make sure you're on the right track. Keep focusing on that GPA and make sure you take the Preliminary SAT, which goes a long way towards prepping you for the SAT next year. Junior year is just around the corner.

✓ **FALL**

Check in with your counselor. Talk with your friends.
Ask about advanced placement opportunities and dual credit courses. And keep talking with your friends and family about your plans. You may have some new interests or ideas about life after graduation this year. Ask for input and advice.

Target a GPA for this year.
The grades you're earning right now will impact your options for college and scholarships. To give you the best chance at being accepted into an Idaho institution, you'll need at least a 2.25 GPA.

Take the PSAT exam.
Try to set aside some extra time to study and hone your test-taking skills. Familiarity with the PSAT/SAT's structure and content will make you a better test-taker. Ask your counselor where to access practice tests and tools.

Join an extracurricular activity.
In addition to activities offered at your school, consider volunteering with a nonprofit organization in your community. Pursuing activities outside of the classroom will help with college applications and may even help you win scholarship money.

Take classes that will help you get into and pay for college.
Students attending public schools across Idaho have access to funding that helps cover the costs of taking college-level courses or professional-technical certification exams while still in high school.

✓ **WINTER**

Think about what you want for your future.
Part of deciding how much education or training you need after high school is thinking about the type of life you want. No matter what your goals are, you can start to figure out how much money you need to earn to support yourself and your desired lifestyle.

Think about what you want to study.
Figure out which next steps are right for you. Start thinking about possible programs of study: a group of courses that leads to a diploma, certificate, or college degree.

✓ **SPRING**

Get ready for junior year.
Do a little planning and extra studying now so you can hit the ground running. Once you receive your PSAT scores, set a goal for what you'd like to achieve on the SAT or ACT next year, and start studying and taking practice tests.

✓ **SUMMER**

Get a head start on next year's reading.
There's no better time than summer break to dig into some awesome new books. Challenge yourself with different genres and authors.

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www.NextSteps.Idaho.gov

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Applied Brand Examples

Print Brochure Handout

Full Page Print Ad

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