NEBHE NEW ENGLAND COLLEGE TRANSFER GUARANTEE
CAMPAIGN ASSETS

LOGO + TAGLINE

• Place on white or grey color field for greatest accessibility
• Minimum height .75"
• Minimum clearspace on all sides of logo/tagline is 1/2 of the logo height

TYPEFACE: POPPINS FOR PRINT + WEB

• Use Poppins, a free Google font, for all campaign materials; it has a wide range of weights for use at every message level, samples follow. If Poppins is not available substitute exclusively with Arial.
• Use a maximum of four information levels: Headline, subhead, bodycopy, bodycopy bullet

Headline style, 20 point text/22 points leading; use punctuation.
Subhead style is 50% as large as the headline, 10 point text/12 point leading; SUBHEADS CAN ALSO BE SET IN ALL CAPS.

Sample bodycopy is 2 points less than the subhead, with a minimum of 8 point text/10 point leading set in Poppins medium or regular (when above 10 points); also applies to bullets.

THE GUARANTEE COLOR PALETTE

• Colors are assigned to each Guarantee stakeholder. Use ONLY the color assigned to that stakeholder when creating communications specific to that audience.
• The Guarantee path is created using grey and white and all state logos must be positioned within the grey call to action field on every campaign communication
• State colors have limited use in each states logo ONLY; do not substitute state colors for any of the assigned stakeholder colors
• All text is set EXCLUSIVELY IN BLACK to ensure meeting accessibility standards; set all black text EXCLUSIVELY on white, grey, green, gold, and blue backgrounds

7 GUARANTEE CAMPAIGN BEST PRACTICES—FOR EVERY COMMUNICATION

This is a modular and customizable campaign built on the use of the Guarantee’s core communication and design assets:
• Use the Interlocking lines to make connections between complementary communication topics
• Use the assigned color for each Guarantee stakeholder OR white/grey background color fields ONLY; set all type in BLACK
• Use images of students and stakeholders that include elements of motion, progress, diversity, that convey intentional choice
• Use the provided arrows, bullets, and pathways to direct attention to critical content and calls to action
• Use a call to action and linked url on/in every communication
• Use the NEBHE or State logo with the tagline on/in every communication
• Spell out the first instance of New England College Guarantee on each page, later references are abbreviated to Guarantee