

# 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

CLEAR PATH  
> WHITE

CMYK 0/0/0/0  
RGB 255/255/255  
HEX # FFFFFFFF

GUARANTEE PATH  
> GREY

CMYK 0/0/0/10  
RGB 230/230/230  
HEX # E6E6E6

ALL TEXT  
> BLACK

CMYK 0/0/0/100  
RGB 0/0/0  
HEX # 000000

STUDENTS  
> GREEN

Pantone 347 CP  
CMYK 92/0/97/0  
RGB 0/156/79  
HEX # 009C4F

EDUCATORS  
> GOLD

Pantone 7405 CP  
CMYK 0/8/100/1  
RGB 243/205/0  
HEX # FC3D00

STATES  
> BLUE

Pantone 292 CP  
CMYK 55/13/0/0  
RGB 119/181/221  
HEX # 77B5DD

## 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