first
steps

Style Guide
2020

First Steps Logo

The primary First Steps logo is four-color and includes Indiana and family image and program name. This is to be used whenever possible (example: business cards, legal documents).

The logo must be surrounded by a designated amount of clear space on all sides, called the safe area. Below is a diagram showing the safe area boundary for the logo. DO NOT crowd the logo's white space. No text can be placed within that area. Use the height and width of the f from the logo as a measurement to determine the minimum size of white space to allow on all sides.

Four-Color Logo (Primary)

Safe area around logo.

Logo Guidelines

The primary, four-color First Steps logo is preferred for all use and to be utilized as much as possible. If the four-color logo cannot be used, then the two-color, one-color, black & white and reversed logos are recommended. The one-color logo may only be used in the defined primary color palette. You may use the reversed logo on the navy blue from the color palette. Logo can also be reversed out on a photo, but is not recommended.

Regardless of whichever version you are using, please use it correctly (see incorrect usages below).

Other Logo Versions

Reversed Logo

Black Logo

Incorrect Usage ❌

Do not stretch logo.

Do not change color values or rotate logo.

Do not use other colors.

Do not alter size of elements.

Do not use incorrect logo on incorrect brand colors.

Logo Sheet

Below is a list of the logos and file formats:

Color Logo

File Formats: AI, EPS, JPG, PNG

Black Logo

File Formats: AI, EPS, JPG, PNG

White Logo

File Formats: AI, EPS, PNG

Color Guidelines

The primary color for First Steps is navy blue. The primary color is the dominant color in the palette. It's used to construct the logo and word mark and may also cover large surface areas. This color should be the first choice when selecting colors. Teal and yellow are secondary colors that should be used sparingly as accent colors. Possible uses include design elements or colors for charts or graphs.

Always refer to these CMYK, RGB and Hex codes to ensure you are using the correct color.

Navy Blue   C=100 M=81 Y=38 K=30   R=17 G=55 B=91   Hex #12385c

Teal   C=72 M=0 Y=38 K=5   R=29 G=178 B=168   Hex #1fb2a8

Yellow   C=5 M=17 Y=78 K=0   R=243 G=205 B=86   Hex #f2cf57

Font Guidelines

The primary font for First Steps is the Objektiv Mk2 family. Objektiv Mk2 Regular and Objektiv Mk2 Italic should be used for general copy and long-form pieces. Objektiv Mk2 Bold, Objektiv Mk2 Bold Italic should be used for headlines and subheads as needed.

If the Objektiv font is not available, please use Arial in its place. Arial and Verdana are widely available across most operating systems.

Primary Font

Objektiv Mk2 Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Objektiv Mk2 Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Objektiv Mk2 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Objektiv Mk2 Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Objektiv Mk2 Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Objektiv Mk2 Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary Font

Verdana Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Verdana Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Verdana Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
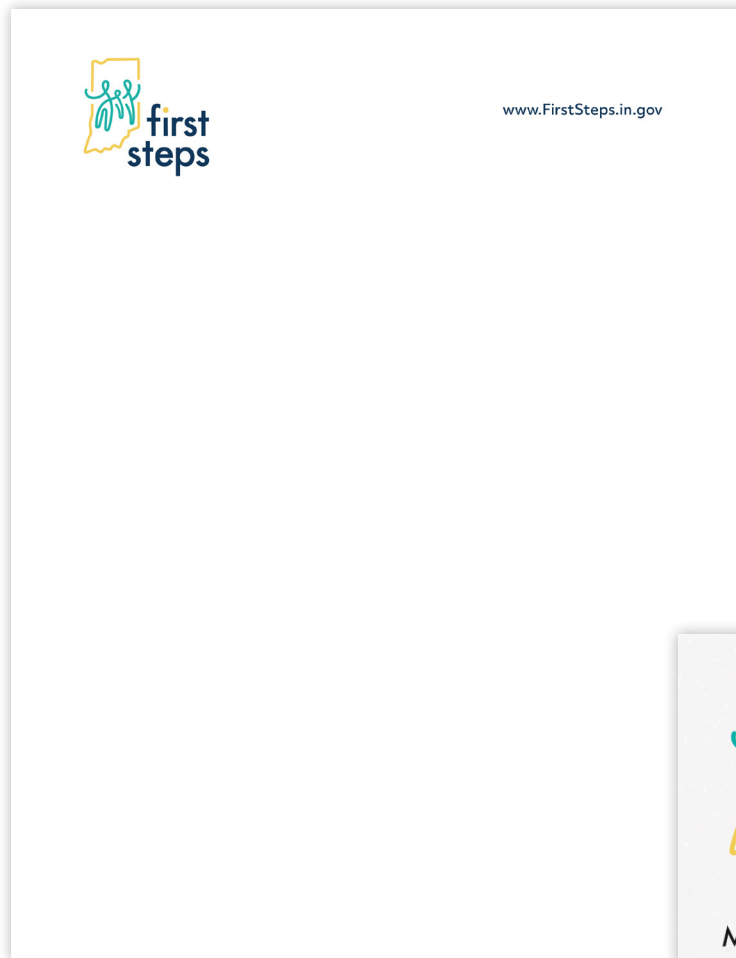abcdefghijklmnopqrstuvwxyz
0123456789

Verdana Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Application

The following are examples of the First Steps logo used on some common communication pieces.

www.FirstSteps.in.gov

Powerpoint Presentation

Presentation Title

01/01/21

Letterhead and business card

MATTHEW SMITH
TITLE OR COMPANY

🏠 12 YOUR BUSINESS ROAD
CITY, STATE
55555

📞 555-555-5555

✉ MAIL@EMAILADDRESS.COM

📷 YOUR INSTAGRAM

👤 YOUR FACEBOOK