

Steppingblocks

# BRANDGUIDE

twenty-twenty one

# BRANDING AND THE BIGGER PICTURE

*Speak our visual language.*

Our Orange Logo

Student Iconography

Our Blue Logo

Data Iconography

Our Color Palette

Our Typography

Typography Guidelines

OUR ORANGE LOGO

Stepppingblocks

IS ENERGETIC, ENCOURAGING, AND CREATIVE



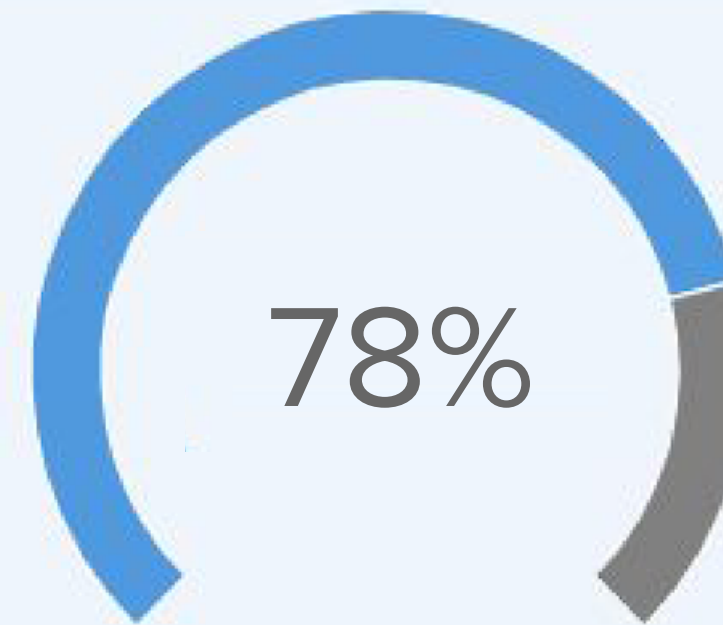
# orange is for opportunity

*Use Steppingblocks orange to promote the Student Platform.*

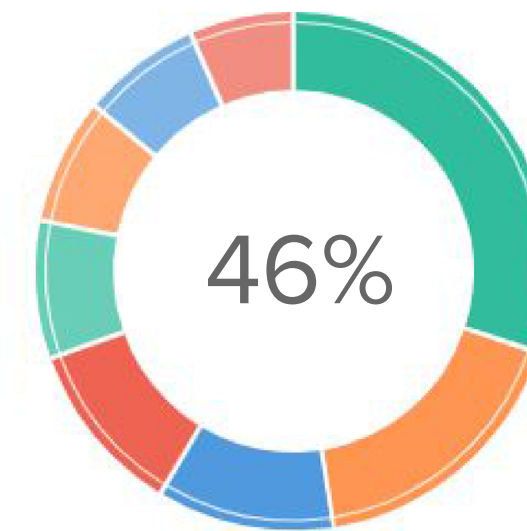
- Orange stimulates brain activity
- Is widely accepted among young people
- And has high visibility to attract and engage



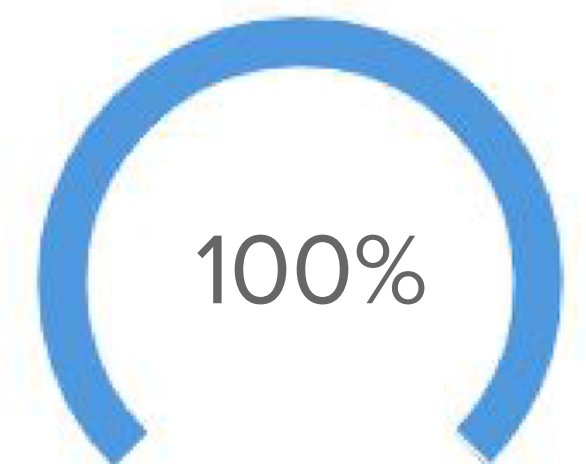
#ff9552



Worked in a field related to 'Computer Science' at least once.



Have multiple degrees or majors



Have at least a bachelor's degree



# Steppingblocks Student Iconography

Make your communication more engaging, more readable, and more fun.



## **BRIEFCASE**

100M+ Career Paths



## **SEARCH GLASS**

Job & Internship Finder



## **NEWSPAPER**

Curated Content



## **MONEY**

Tuition & Loan Analysis



## **INSTITUTION**

Alumni Outcomes



## **SMILEY FACE**

Personality Assessment

OUR BLUE LOGO

Stepppingblocks

IS THOUGHTFUL, PRODUCTIVE, AND SMART

# blue is for brilliance

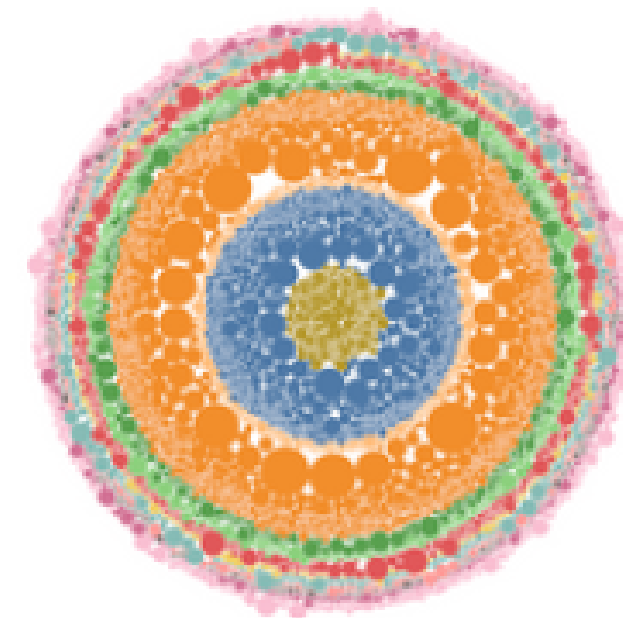
*Use Steppingblocks blue to promote our data and insights.*

- Blue evokes precision and intellect
- Is effective in communicating trust
- And attracts logical, mature audiences

■ #5099de



99% of graduates in the U.S.



Python is the most common skill



PNC hired the most finance grads

# Steppingblocks Data Iconography

Make your communication more digestible and easier to consume.



## **BRIEFCASE**

100M+ Career Paths



## **EMAIL**

Record-Level Data



## **U.S. MAP**

Geographic Analysis



## **WRENCH**

Skills Analysis



## **INCOME**

Demographic Targeting







## **TRENDS**

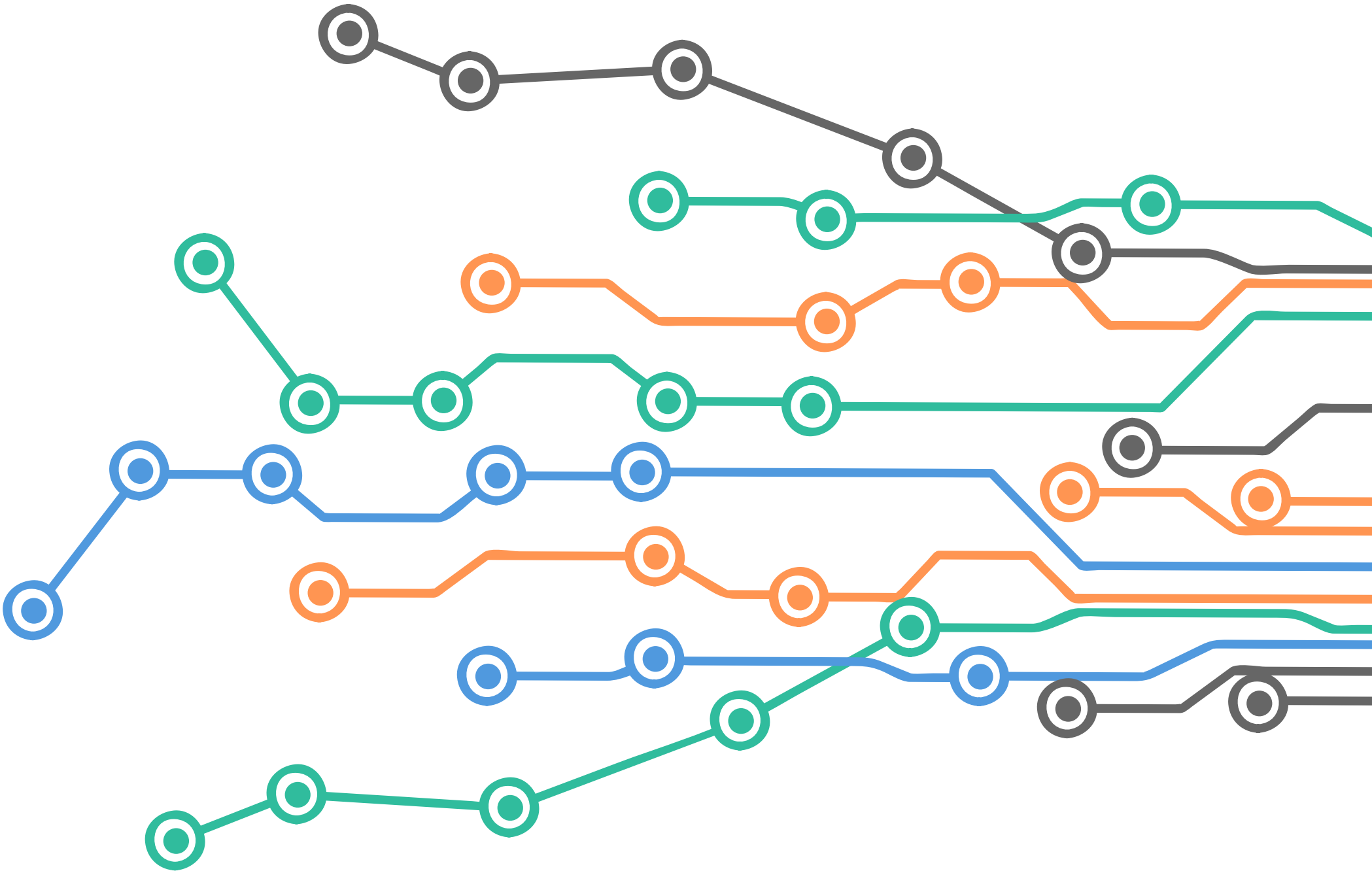
Employer Data



# Our Color Palette

For the most versatile designs. Bold. Authoritative. Bright.

-  #666666
-  #30bc9d
-  #ff9552
-  #5099de



# Our Typography

For browser-friendly content. Simple. Friendly. Clean.

- **Proxima Nova Bold**
- Proxima Nova
- Insignia
- Open Sans

**The quick brown fox jumps**

The quick brown fox jumps

The quick brown fox jumps

The quick brown fox jumps

# Typography Guidelines

## BODY

Print 12pt 1.25em 60-75

Desktop (lg) 1em (16px) 1.375em 60-75

Desktop 1em (16px) 1.375em 60-75

Tablet (lg) 1em (16px) 1.375em 60-75

Tablet (sm) 1em (16px) 1.25em 60-75

Phone 1em (16px) 1.25em 35-40

## H1

Print 36pt 1.25em

Desktop (lg) 3em (48px) 1.05em

Desktop 3em (48px) 1.05em

Tablet (lg) 2.5em (40px) 1.125em

Tablet (sm) 2em (32px) 1.25em

Phone 2em (32px) 1.25em

## H2

Print 24pt 1.25em

Desktop (lg) 2.25em (36px) 1.25

Desktop 2.25em (36px) 1.25em

Tablet (lg) 2em (32px) 1.25em

Tablet (sm) 1.625em (26px) 1.15em

Phone 1.625em (26px) 1.15em

## BLOCKQUOTE

Print 24pt 1.45833333em

Desktop (lg) 1.5em (24px) 1.45833333em

Desktop 1.5em (24px) 1.45833333em

Tablet (lg) 1.5em (24px) 1.45833333em

Tablet (sm) 1.25em (20px) 1.25em

Phone 1.25em (20px) 1.25em

**YOUR  
BIG DATA  
PARTNER  
IN HIGHER  
EDUCATION**  
**Steppingblocks**