



CareerStep

Brand Guidelines

2020



Contents

| | | | |
|-----------|--------------------------|-----------|-------------------|
| 01 | Contents | 16 | Color Palette |
| 02 | Who We Are | 18 | Typography |
| 03 | Voice and Tone | 20 | Iconography |
| 04 | Common Words and Phrases | 25 | Photography |
| 06 | Usage Notes | 26 | Illustrations |
| 09 | The Logo | 29 | Arrow Backgrounds |

Who We Are

The Future of Online Healthcare Training

Traditional education is broken. Costs are unreasonably high. It takes too long to complete—particularly when the bills are piling up. And the bulk of required courses won't teach folks to craft an awesome resume or keep their cool in a high-pressure interview.

That's why we're here. To offer an alternative. To provide a training solution that's quick, affordable, and accessible. And to help people turn their knowledge into effective action with certifications that pop off the page and get people hired.

Because we know what it feels like to drag tired feet across the unforgiving concrete floor of a dead-end job. We understand the pressure to provide for a family. And we believe our Learners deserve better options.

That's why we've spent the last 25+ years doing everything we can to improve eLearning and develop the most comprehensive healthcare training programs on the market.

Voice & Tone

The CareerStep Voice

Our voice is bold. Authentic. Purposeful. We make every word count. Infuse every verb, noun, and adjective with a passion that pierces the mind, stirs the heart, and elevates the Learner experience.

We speak human. Because we are human.

Our Tone

While our voice is always human. Our tone is malleable, and shifts based on the channel, the needs of our Learners, and the current state of the industry.

WE ARE:

Optimistic, forward-thinking, motivating, knowledgeable, insightful, quick-witted, polished, modern, diversity-minded, and conversational.

WE'RE NOT:

Sappy, exaggerated, dry, robotic, jargon-infested, patronizing, insensitive, pandering, silly, or low-brow.

Common Words & Phrases

The CareerStep Vocabulary

- **CareerStep:** Both words should be capitalized with no space between words.
- **Learner (s):** The people who keep us in business by trusting us with their training. Learner (s) should be capitalized in all instances.
- **Career Adviser (s):** These folks help Learners choose their career path and sign up for courses. Career Adviser (s) should be capitalized in all instances.
- **eLearning:** eLearning should not be hyphenated.
- **Academic Partner (s):** Academic Partner (s) should be written out on every reference with both words capitalized.
- **healthcare:** Contrary to standard AP guidelines, healthcare should be written as one word.
- **Medical Advisory Board (MAB):** Medical Advisory Board (MAB) should be written out on the first reference with the abbreviation in parentheses. MAB is acceptable on all subsequent references.
- **internet:** In general, internet should be lowercase, unless part of the phrase Internet of Things.
- **millennial (s):** Millennial (as in “the millennial generation”) should not be capitalized unless it starts a sentence. Similarly, baby boomer is not capitalized. Generation X and Generation Y should be capitalized.

Other CareerStep Lingo

- **Module (s):** Independent subject units or topics that can be combined to create a course.
- **Course (s):** A series of related modules covering a specific subject.
- **Program (s):** A series of courses that vary in length and generally lead to certification (may be internally referenced as a course bundle or a career course bundle).

WORDS WE AVOID:

Student (s), Enroll / Enrollments, Tuition, Cost, Graduation / Graduate (s), Education, School, Class, Academic, Grade (s), Tutor (s), Customer (s)

Internal Use Only

- **Course Bundle:** A series of courses that help established professionals learn new skills.
- **Career Course Bundle:** A combination of related courses —usually offered at a discount—that serve as an introduction to the field.
- **Functional Launch:** The bare minimum necessary to make a product sellable. No marketing collateral necessary.
- **Basic Launch:** Sellable with limited marketing collateral (standard course page, one sheet, and learning objectives doc).
- **Full Launch:** Fully supported with marketing collateral across all channels.

Usage Notes

Titles and Subheads

- Use title case for all headlines, subheads, section headers, and CTA buttons. Capitalize all words except prepositions and articles of three or fewer letters.
- Capitalize the second element of hyphenated terms.
- Every piece should include subheads to improve scannability for web reading.
- Use figures for all numbers included in titles and subheads.

Numbers

Use numerals for times, dates, addresses, ages, percentages, and numbers used in headlines, section headers, and body copy.

Abbreviations and Acronyms

- Unless exclusively known by the acronym, spell out acronyms on first reference and include the acronym in parentheses so people know what you’re talking about.
Format: Internet of Things (IoT)
- You don’t need to explain widely recognized terms.
Example: CIA, PDF, FBI

Punctuation

- The Oxford (or serial) comma should always be used.
- Use semicolons sparingly.
- The ampersand should only be used in headlines, section headers, and CTA buttons.
- Em dashes break up a thought in a sentence (often in place of parentheticals or commas). No spaces on either side of the em dash. (Alt+0151 on PC/ shift+option+hyphen on Mac)

Quotes

- Punctuation marks, with the exception of semicolons or superscript footnote numbers, go inside quotation marks.
- Use the present tense “says,” rather than past tense “said.”
- Include the person’s title whenever possible.

Example: “Your continued training should be your number-one priority,” says Jane Smith, Career Advisor at CareerStep.

Contractions

You’re encouraged to use contractions in your copy (see what we did there?). They make your writing feel less formal and more human.



MINIMUM SIZE

The smallest the logo should be represented is 2" wide. If needing to scale smaller, consider using the vertical or symbol version.

The Logo

Primary Logo

CareerStep's primary logo consists of the Carrus mark and text. It has a clean appearance with a modern style that makes it feel fresh, trustworthy, and forward-thinking.

This is the main logo that will be used across primary brand applications. It helps audiences identify CareerStep's web presence, products, ads, and other materials, and enhances the professionalism of the brand. It's essential to our success that the logo be applied with care and respect in every application.

Secondary Logos

CareerStep’s secondary logos can be used in replace of the primary logo, but should never be used directly next to the primary logo.

- a. Use the vertical stacked logo when the space is square.
- b. Use the Division of Carrus Primary logo when subtly associating with our parent brand.

Use a symbol when the full primary logo isn’t necessary or when the brand name is already displayed in plain text (e.g. profile image or on a mobile website header.)

- c. Use the Carrus bug when depicting the Carrus brand as a whole.
- d. Use the CareerStep bug when depicting the CareerStep division.

VERTICAL

a. Stacked

DIVISION

b. Division of Carrus

SYMBOL

c. Carrus Bug

d. CareerStep Bug

a.



b.



c.

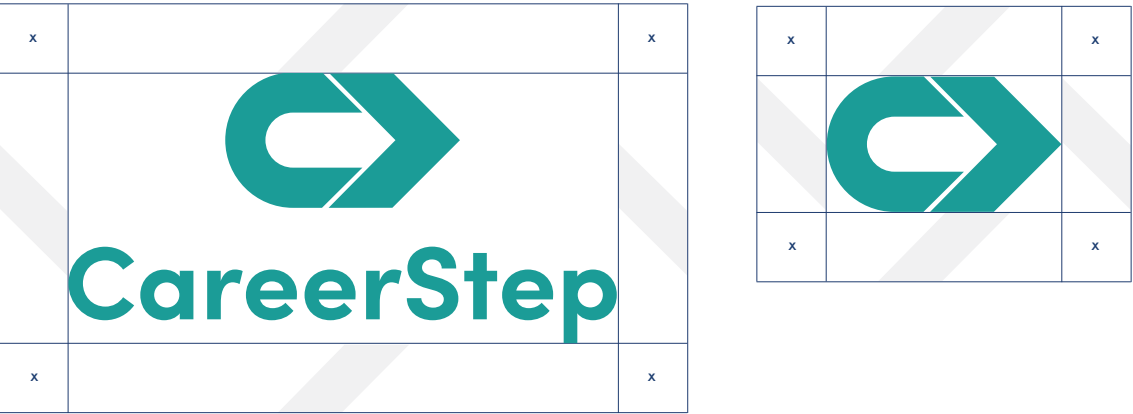


d.



Color Usage

Whenever possible, use the primary, full color logo. The logo can also be used in gray when a grayscale version is needed. Use the white version when working with dark or colored backgrounds.



Clear Space

The minimum clear space of the logo is half the height of the arrow (X = arrow height x .05)

This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark.

Misuse

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, skewing, or distorting in any way. This includes adding unnecessary and unattractive text decorations like drop shadows and outlines. Here are a few examples of ways you should NEVER ever consider using the logo.

- a. Don't rotate the logo.
- b. Don't squash or stretch the logo.
- c. Don't place elements in the logo clear space.
- d. Don't resize any part.
- e. Don't rearrange parts or create compositions that are not already provided.
- f. Don't use logo variations next to the primary logo in the same design.
- g. Don't add drop shadows or other text styles.
- h. Don't use off-brand colors.



Color Palette

Primary Colors

Color is an integral part of the brand identity. Consistent use of the color palette will not only reinforce the cohesiveness of the brand, but also serves a psychological purpose by communicating a certain feeling to your audience. The hues of teal, pink, and blue convey bold new steps, and the bright colors speak to our younger female audience.

You can use shades and tints of each color. In web format, use the pink sparingly.



STEP TEAL

HEX #1A9C97
RGB 26/156/151
CMYK 79/18/45/1
PANTONE 2461 C



STEP MAGENTA

HEX #C72A74
RGB 199/42/116
CMYK 19/97/27/1
PANTONE 2452 C



STEP BLUE

HEX #1D3C6F
RGB 29/60/111
CMYK 100/85/30/16
PANTONE 3597 C

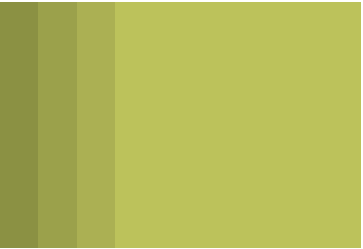


STEP GRAY

HEX #999999
RGB 153/153/153
CMYK 43/35/35/1
PANTONE 422 C

Secondary Colors

Use our secondary colors to complement, add variety to, or enhance your design.



STEP GREEN

HEX #BCC15B
RGB 186/194/83
CMYK 31/12/84/0
PANTONE 4234 C



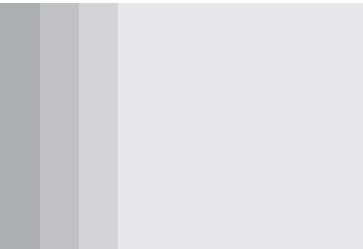
STEP ORANGE

HEX #F7941D
RGB 247/148/29
CMYK 0/49/99/0
PANTONE 715 C



STEP NAVY

HEX #1C203E
RGB 26/32/62
CMYK 93/87/45/52
PANTONE 533 C



STEP LIGHT GRAY

HEX #E8E8EB
CMYK 7/6/4/0
RGB 232/232/235
PANTONE 663 C

Sofia Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-+=_

Bold

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890

Semi Bold

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890

Regular

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890

Light

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890



Typography

Primary Typeface

Sofia Pro is our primary typeface. When Sofia Pro isn't an option, Arial is our recommended substitute. And by "recommended," we mean required.

Iconography

Program Icons

Our icon library is continually expanding as we grow our programs and courses. Each program is represented with a custom icon made in-house. The lined style is our preferred choice in efforts to achieve a cohesive, modern look. The icons can be used on the website, in presentations, and in program print collateral.



Medical Coding & Billing



Medical Billing



Medical Transcription Editor



Medical Assistant



Inpatient Auditing



Dental Assistant



Pharmacy Technician



Physical Therapy Aide



EKG Technician



Phlebotomy Technician



Hemodialysis Technician



Patient Care Technician



Executive Assistant



Medical Administrative Assistant w/EHR



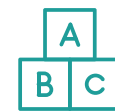
Medical Office Manager



Veterinary Assistant



Veterinary Office Manager



Child Care Administrative



Bookkeeping Administrative



Microsoft Office



Computer Technician



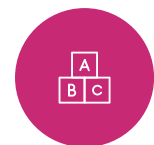
Healthcare IT



Nursing Assistant

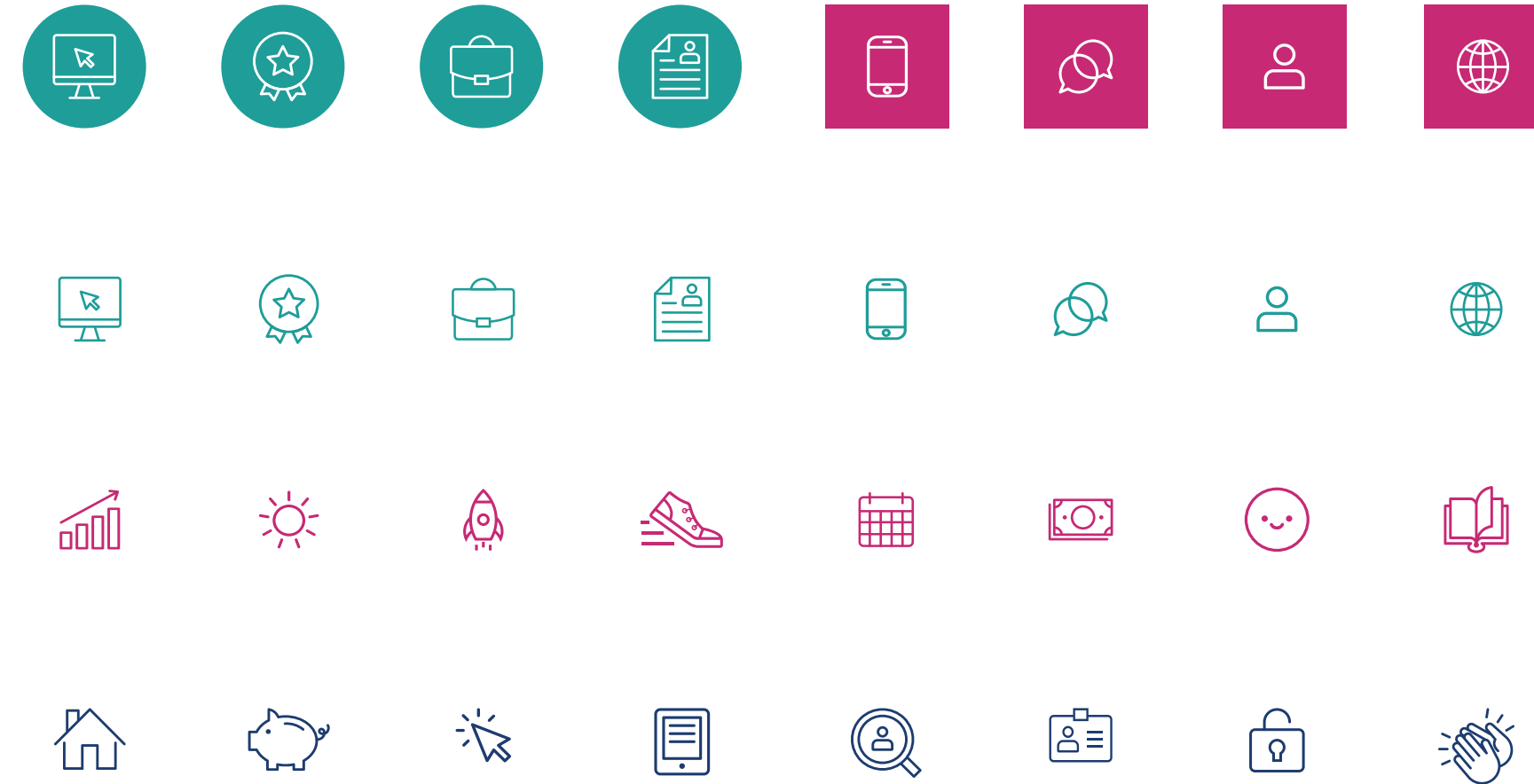


Nutrition and Personal Trainer



Website Icons

We've created several other icons to complement copy in certain sections and components. These icons can also be used in presentations and various print collateral.





Photography

Stock Imagery

CareerStep's photography is a mix of bright, authentic lifestyle images portraying mostly young to middle-aged females in various work environments, as well as online learning, general healthcare, and military scenarios.

Each photo should depict a genuine snapshot of the subject, focus on the facial expression, and accurately represent the career path (e.g. Medical Coders do not wear scrubs, Veterinary Assistants do not wear stethoscopes).

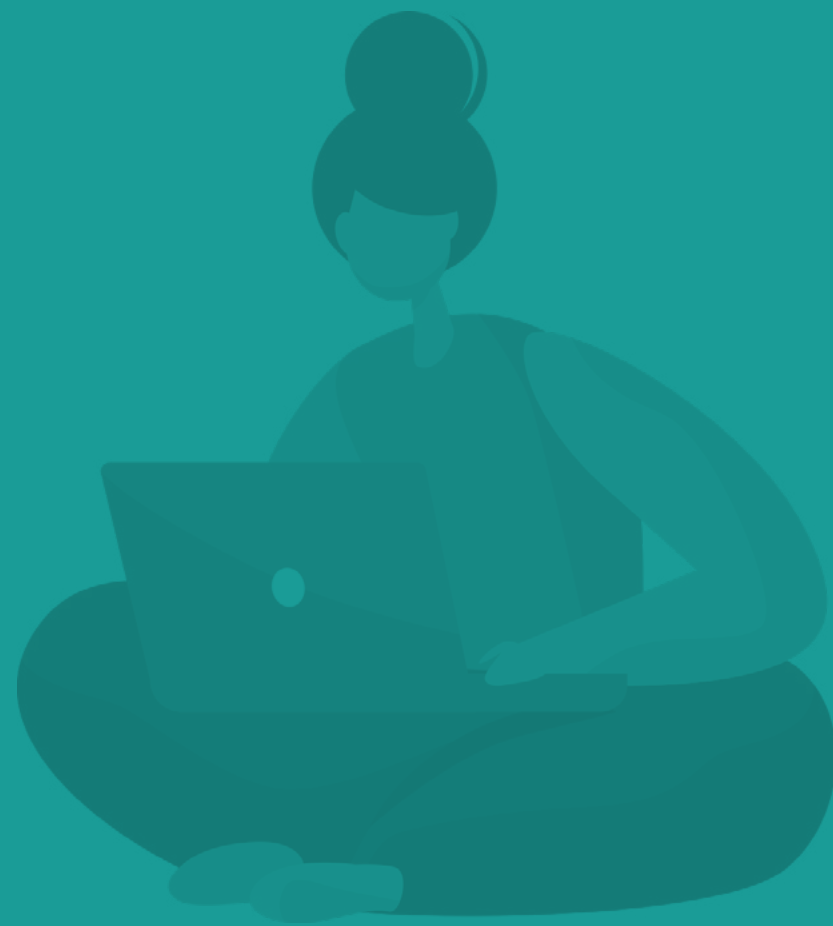
Selections should not be overly staged, saturated, warm-toned, posed, or edited. Do not use images with models looking directly into the camera or smiling in an inauthentic way.

Illustrations

Custom Illustrations

There are times when even the best stock photo doesn't portray our content quite right, and a plain icon just isn't enough. That's where illustrations come in.

We feature our customized illustrations on our website and collateral when we need to portray our programs, values, and processes in a helpful, unique way.





Arrow Backgrounds

The CareerStep Arrow

The arrow is the focal point of CareerStep's logo, and we like to replicate it. Often.

When repeated in a gradual gradient pattern, it creates a sense of movement, highlighting our values and the direction we're heading: Forward.

Use the arrow backgrounds for presentations, webpages, and marketing collateral in any of the primary CareerStep colors.

Questions?

Contact Us

If you have any questions regarding this style guide and how to use it, please send an email with your inquiry to marketing@carruslearn.com.





www.careerstep.com