CareerStep

Brand Guidelines

Updated January 2021

![CareerStep logo]

Welcome to Our Brand

Effective branding is all about consistency. If we all do our part, the CareerStep name will reach new levels of recognition. Feel free to stay a while. Take a look around, jot down some notes, and remember to incorporate our messaging and imagery into all your communications and collateral.

Contents

Our Brand

Who We Are

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.
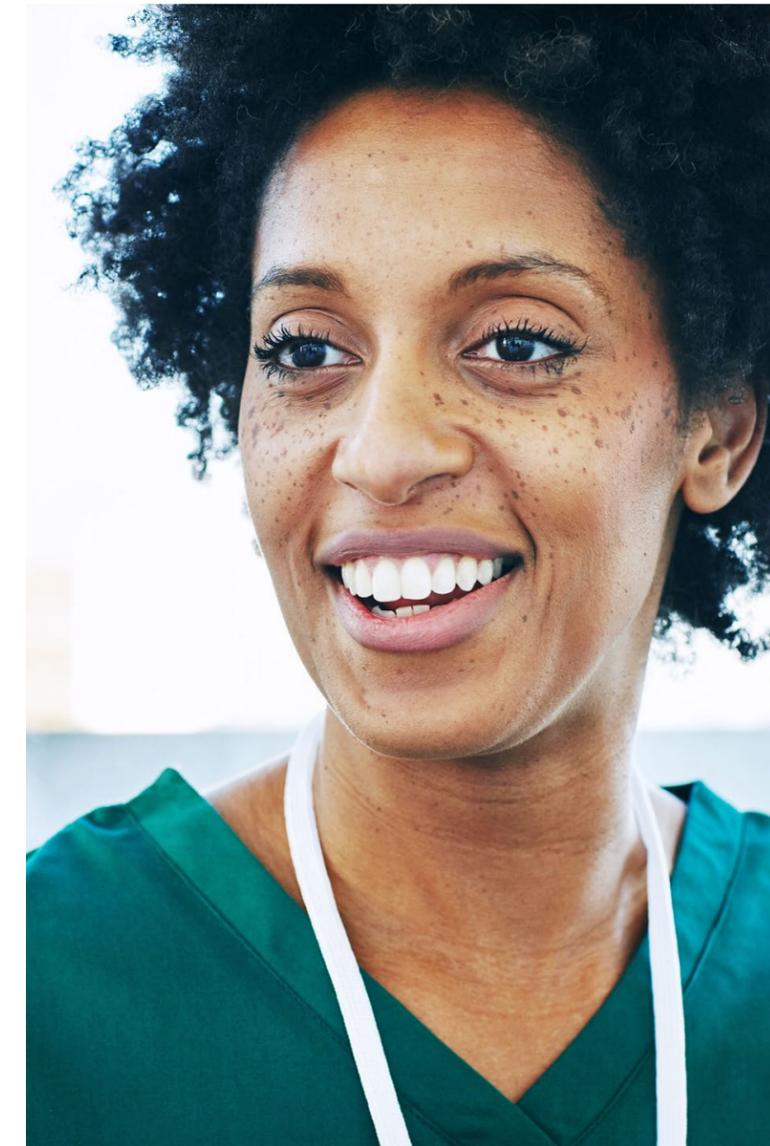
Learning is a journey. We back you every step of the way, and we won't stop until you succeed— until you become a better version of yourself.

WHAT WE DO
Learning new skills is tough. There's no hard-hitting montage to get you from point A to point B with the power of fancy editing. It takes time, effort, and patience. We make every step of that process a little easier—by providing unparalleled training for a variety of industries, including healthcare, technology, and administration.

WHY WE DO IT
Because we believe our Learners deserve better options. And as we work to become the de facto eLearning platform in the country, we're bent on turning these Learners into hungry, determined, high-performing healthcare professionals.

WHO WE DO IT FOR
For anyone—literally, anyone—looking to make a change and improve their life.

HOW WE DO IT
With industry-recognized training that's fast, thorough, affordable, and backed by experts.

CareerStep Slogans

Incredible Slogans for Incredible Results

Want to leave a lasting impression? Get more leads? Send revenue through the roof? You need a killer slogan. One that demands attention and ignites imaginations.

Get trained. Get hired. Get ahead.

Get in. Get out. Get working.

Level-up for a better career.

Elevate your training. Accelerate your career.

Online by design.

Learning built for distance.

Flexible online training for every season.

Start training for a better tomorrow—today.

02 Our Voice

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.

Voice Characteristic	Description	Do	Don't
Bold	We're polished. Modern. And we're not afraid to say what needs to be said.	• Be direct • Prioritize clarity • Cut the fluff	• Make assumptions • Undersell • Use passive voice
Authentic	We care about our Learners, and we show this through honesty, empathy, and understanding	• Be conversational • Use emotional language • Speak human	• Overuse industry jargon • Be dry and / or robotic • Pander
Passionate	We're passionate about eLearning. We're passionate about healthcare. And we believe in making dreams come true.	• Fight for the Learner • Celebrate success • Be creative	• Be halfhearted • Undercut our work • Overwhelm the reader with too much info
Knowledgeable	We know our stuff. We're forward-thinking, and our Learners will change their lives with our products and services.	• Use concrete examples and stats • Share insights • Embrace new ideas	• Patronize our audience • Stop learning • Share false information

Common Words & Phrases

You'll see these words and phrases sprinkled throughout our marketing copy. We want to maintain the integrity of our brand, so aim for consistency.

- **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.

- **Allied Health:** Allied Health practitioners are trained professionals who are not doctors, dentists, or nurses. They can help you manage your physical or mental health through services that include diagnosis, treatment, or rehabilitation: psychologists, pharmacists, chiropractors, and social workers. Allied Health should always be capitalized.

- **MyCAA:** Military spouse funding provided by the Department of Defense. Never use the word free to describe the benefits of this program. At no cost to you is an appropriate alternative.

- **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.

Other CareerStep Lingo

You'll hear these terms thrown around a lot in the office and referenced in internal documentation—but only a few words mentioned here actually find their way into our marketing collateral (Module, Course, Program).

- **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). Program names should be capitalized: Medical Coding and Billing program or Medical Assistant program.

- **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.

Do Use...

- Learner
- Sign Up
- Investment
- Completion
- Training
- Provider (that's us!)
- Course / Program
- Coach / Instructor
- Potential Learners
- Price

Don't Use...

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

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.

Our Identity

The Logo

CareerStep Logo

The CareerStep logo consists of the Carrus mark in Step Teal and a logotype set in Sofia Pro Bold. The horizontal logo is the primary logo and should be used as often as possible. It's essential to our success that the logo be applied with care and respect in every application.

CareerStep

100px

Minimum Size

The smallest the logo should be represented is 100px wide.

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.

Grayscale Logo

Use the grayscale logo when a black and white document is requested or when the CareerStep brand colors would clash with the subject of the collateral (ie. Partner branded materials).

Color Usage

Whenever possible, use the full color logo on light backgrounds.

On darker colored backgrounds, use the white logo.

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.
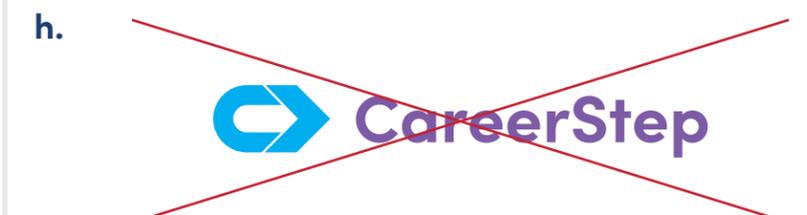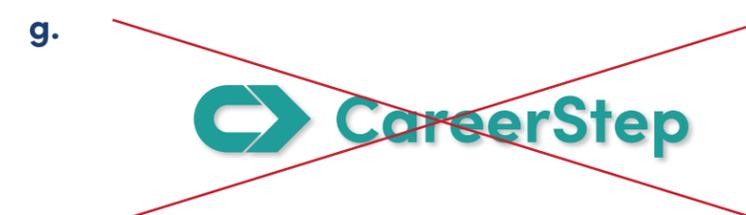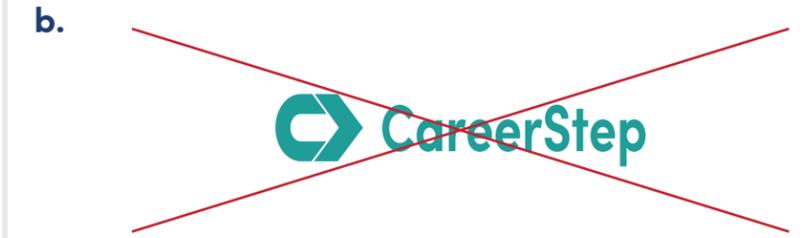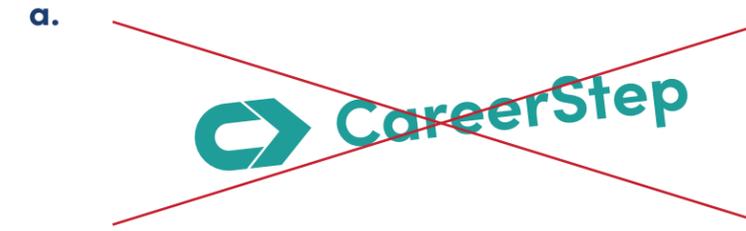
Secondary Logos

Vertical Logo

Use the vertical logo when the allotted space is more square or round.

Minimum Size

75px

White Logo

Clear Space

Grayscale Logo

Division Logo

Use the Division logo when associating with our parent company, Carrus.

Minimum Size

125px

White Logo

Clear Space

Grayscale Logo

Typography

Primary Typeface

Sofia Pro has been chosen to communicate key brand messages because of its modern shapes, readability and approachable feel. Use it as often as possible, especially when working with consumer-facing print and web projects.

Note, this font requires a license. Contact our Marketing Department to request a copy.

Sofia Pro

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

Bold

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890

Semi Bold

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890

Regular

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890

Light

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890

Text Sizes

H1
50px
Heading One

H2
40px
Heading Two

H3
30px
Heading Three

H4
24px
Heading Four

H5
16px
Heading Five

P
12px
This is a paragraph. It's a distinct section of a piece of writing, usually dealing with a single theme and indicated by a new line, indentation, or numbering.

Text Colors

PRIMARY
HEX: #1D3C6F

SECONDARY
HEX: #1A9C97

LINKS/BUTTONS
HEX: #C72A74

Alternative Typeface

Arial has been selected as the substitute font when Sofia Pro is not available. Use it when working with Google or Microsoft applications and software.

Arial

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

Bold

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890

Regular

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890

Color Palette

Primary Colors

STEP TEAL

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

STEP BLUE

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

STEP MAGENTA

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

Secondary Colors

STEP NAVY

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

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

Accent Colors
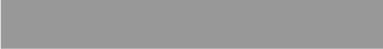
GRAY

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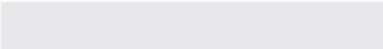
LIGHT GRAY

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

WHITE

|	
HEX	#FFFFFF
RGB	255/255/255
CMYK	0/0/0/0

Usage Amount

Step Teal is our primary color and should be the focal point to emphasize text or areas of a layout. Light Gray and White are the best background options to maximize contrast with dark text. Step Teal, Step Blue, and Step Navy are preferred background colors when contrasted with White text.

Secondary colors can be used to complement the primary colors throughout creative work. Please limit your design to 1–2 secondary colors.

Tints & Shades

When working with one color from our palette, tints and shades can add variety and depth to a design. Add white in increments of 5–10% for tints, or black in increments of 5–10% for shades.

STEP TEAL

Shades ——————○—————— Tints
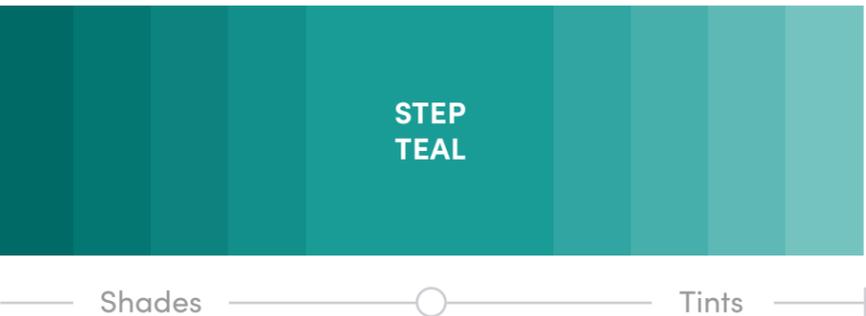
B2B Color Treatment

When working with B2B materials, Step Blue and Step Teal reverse places in usage amount. Use Step Navy and Carrus Red as secondary colors to complement. Pink is reserved for action elements only, such as links and buttons.

STEP BLUE	STEP TEAL
#1D3C6F	#1A9C97

STEP NAVY	CARRUS RED
#1C203E	#C6202E

| STEP MAGENTA | #C72A74 |

Subtreatments

When working with materials for audiences that fall outside our main Business to Consumer market (B2C), using a subtreatment of the color palette is recommended.

Industry Categories Color Treatment

As CareerStep continues to expand courses, we have defined our categories of learning into five industries. Each has been assigned a color from our palette to help us associate with and identify the course material. These colors are not meant to dominate their collateral, but to help us internally categorize, organize and build upon our catalog as we grow.

HEALTHCARE

ADMINISTRATIVE

VOCATIONAL

HEALTH DATA

TECHNOLOGY

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.

Selections should not be overly staged, saturated, warm-toned, posed, or edited. Avoid images with models looking directly into the camera or with exaggerated expressions.

Be mindful of representing a mix of ethnicities, genders, orientations, and cultures to reflect our commitment to being a diverse and inclusive place of business.
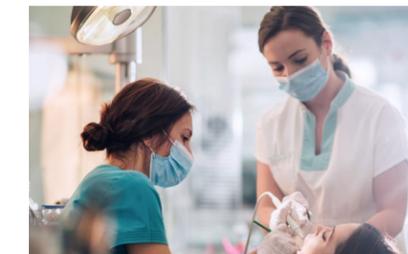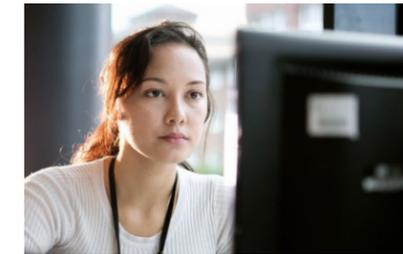
Duotone Treatments

We often treat our photos with a duotone effect to bring a bold, branded look to a piece of collateral. In order to achieve this, you will need to use a photo editing tool like Adobe Photoshop or request one from our Marketing Department.

While every photo often requires custom adjustments, in general, the dutotone treatment is applied by following the steps below:

1. Set your photo to black and white.

2. Add a white layer and set the opacity between 25-35%

3. For Teal or Magenta, set the blending mode to Multiply at 100% for a darkened effect. For Blue set to Overlay at 65% for a lightened effect.
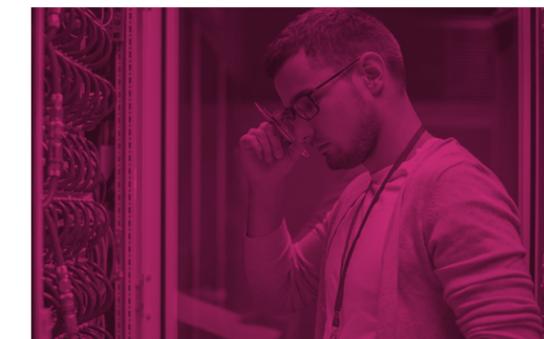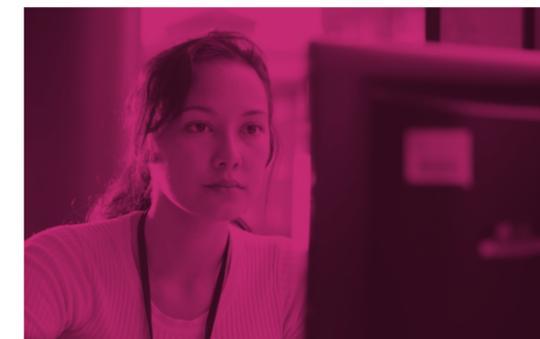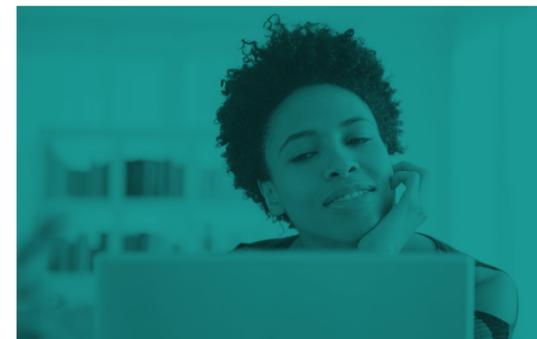
Iconography

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.

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

Personal Trainer

Health Coach

Health IT Security Manager

Mental Health Technician

Substance Abuse Counselor

Medical Scribe

Caregiver

Home Health Aide

Brand Icons

We've created plenty of brand icons to symbolize common themes and selling points when communicating the benefits of CareerStep's range of programs, offerings and services.
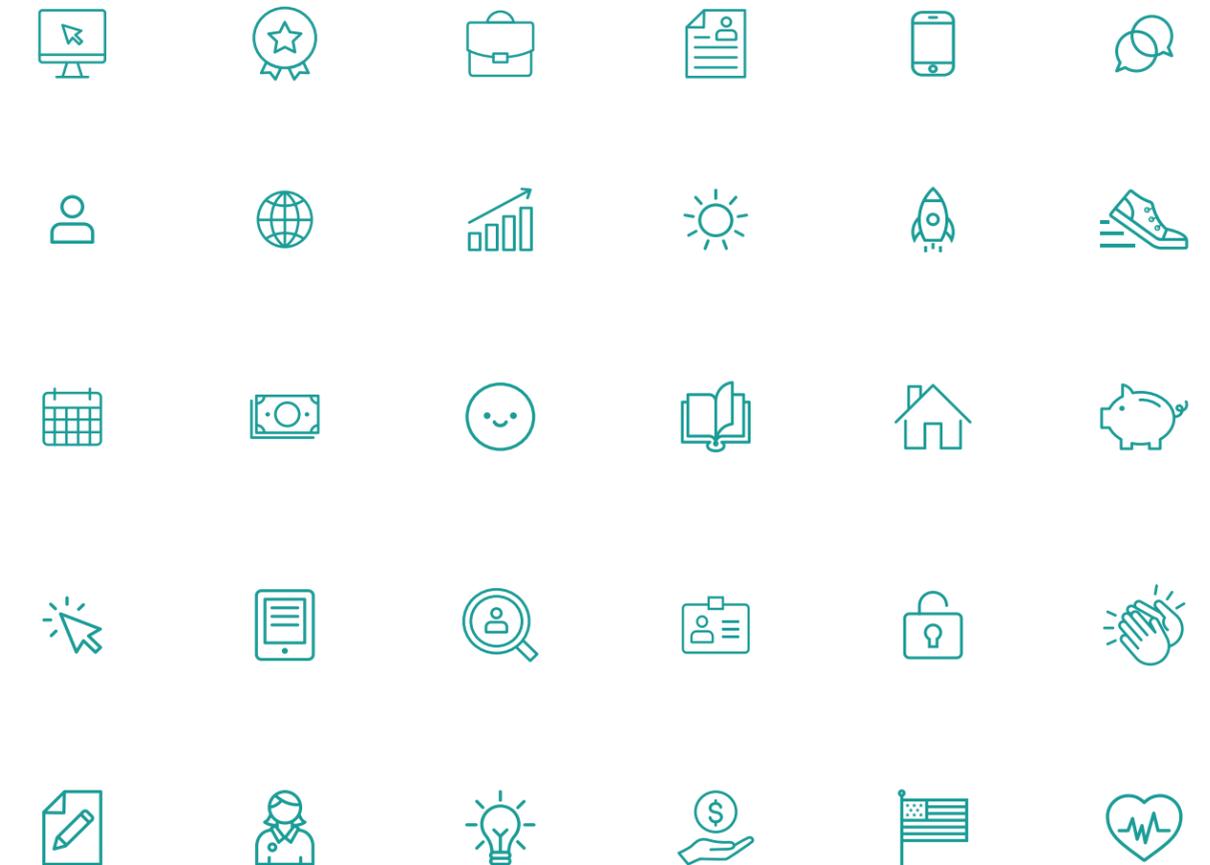
Illustrations

Program Illustrations

Each program has a custom illustration to represent the career path in a fun, engaging way. You will mostly see these featured on the website, blog, presentations, and our learning systems.

Brand Illustrations

We created additional illustrations for the website to explain our methods, processes, and offerings in a helpful and 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 Step Teal, Step Blue, Step Magenta or Step Green.

04 Our Products

Specialized Products and Services

Here, you'll find a breakdown of our B2B proposal, various Learner offers, and other incentives that fall outside of our standard course catalog.
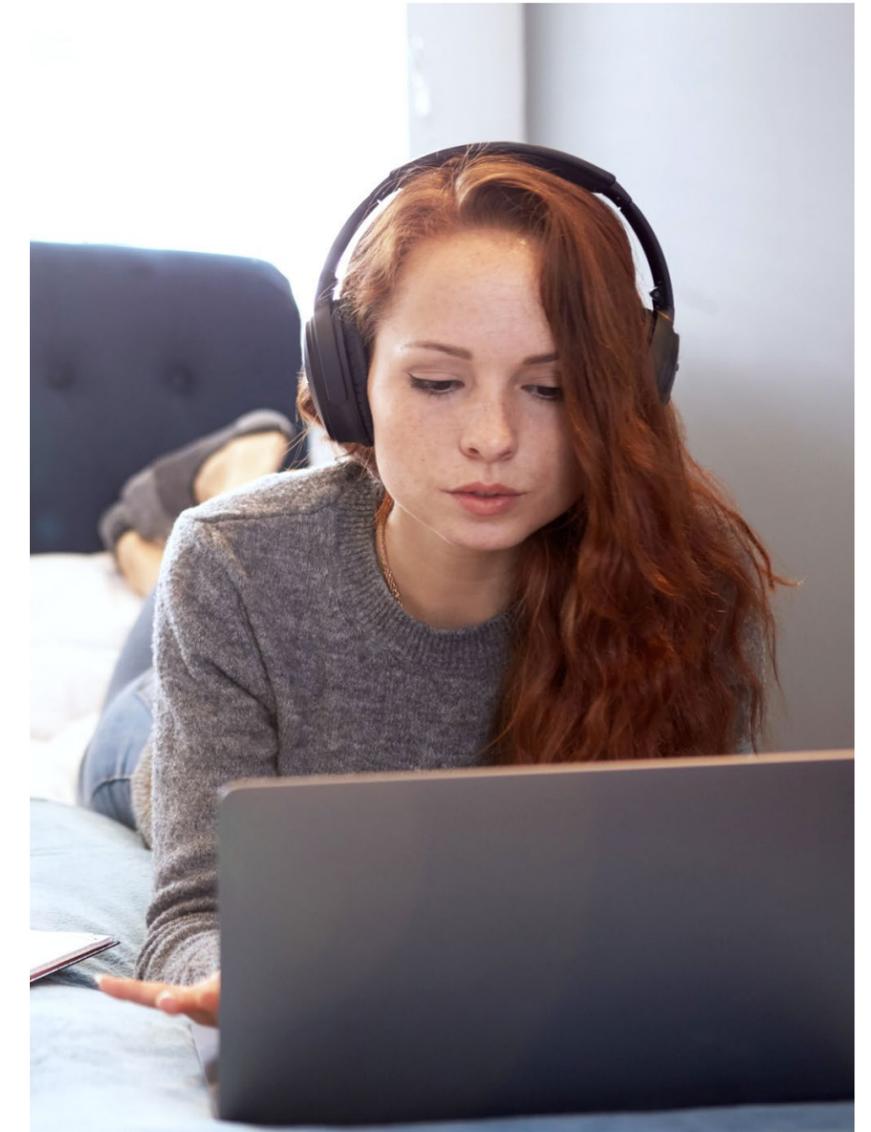
Hiring Partners

Your next hire should be a CareerStep Learner.

We did the math. The average healthcare institution wastes anywhere between $10,000 to $20,000 to find, fill, and train for every open position. When they partner with us, we can reduce their hiring costs by upwards of 5k.

We match providers with highly motivated, unpaid externs and/or certified Learners. If they hire one of our candidates, they pay a small flat fee. We guarantee the placement of that employee for 60 days, and if things don't work out for the long-term, we refund their money.

This offer is for small to midsize health systems.

NOTE: We are not a job-placement agency or a recruiter. Don't say "placement" in reference to this particular product.

The AdvantEDGE Support Program

Healthcare training support, powered by your ambition.

With CareerStep's AdvantEDGE support program, Learners get a distinct advantage—or edge—in their coursework. It's an additional layer of personalized support designed to get folks through their course with ease and confidence.

Branding & Audience Info:

AdvantEDGE speaks directly to the CareerStep audience and communicates value in a way that is clear, direct, and drastically different from our previous add-on (JumpStart). It's a fun play on words that shows our originality and effectively tells Learners what they get from this specific offering.

It's also modern, self-explanatory, and easily distinguishable from any other program or product we offer—plus, there's a lot to play with here in terms of copy and design.

For Proactive Learners:

Offered as an upfront perk to help Learners start off on the right foot—ideal for the self-aware and super ambitious.

"You're bold. You're passionate. You live life on the edge. So do we. With CareerStep's AdvantEDGE solution, you'll receive personalized coaching that will help you hit the ground running and complete your training in a reasonable timeframe."

For Stalled Learners:

Offered as a boost to help Learners get back on track after they fall behind in their completion goal.

"Everyone could use a little help sometimes— particularly when it comes to career training. If you're falling behind in your course or program, we've got something that'll give you a serious edge."

For Failing Learners:

Offered as a retroactive solution to help Learners pick themselves back up after significant setbacks (multiple extensions, for example) and complete their training.

"We know how hard it is to keep up in your coursework while keeping your personal life in order and maintaining a full-time job. We also know you have what it takes to succeed, and we don't want the time, energy, and cash you've already invested to go to waste. Let us help you break through your barriers and develop a roadmap that'll get you to where you want to be."

Brand In Action

05

Print Collateral Examples

Social Media Examples

Blog Image Examples

Download Assets

Ready to use the brand?

You can download the most commonly requested brand assets (logos, photography, colors, etc.) by visiting our Brand Resources page here: **http://careerstep.com/brand**.

If there is an asset you need that is not listed, or 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**.

CareerStep

www.careerstep.com