

CollegeChoice529[★]
DIRECT SAVINGS PLAN

CollegeChoice 529 Direct Savings Plan Style Guide





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1. Introduction to the Guide

This guide defines the elements that communicate the 529 plan's copy style and graphic identity.

Use this reference piece when you are planning, writing, designing, or reviewing materials related to the [CollegeChoice 529 Direct Savings Plan](#). It shows the acceptable colors, fonts, and layouts that meet the plan's brand guidelines.

Meeting these standards will ensure a consistency across all [CollegeChoice 529](#) communications — whether print, email, or website — that will foster a sense of familiarity and security to its audience.

2. Brand Name

Official name

CollegeChoice 529 Direct Savings Plan

Short name

CollegeChoice 529

Tagline

Big plans start with a simple choice: CollegeChoice 529

NOTE: There is no space between “College” and “Choice.”

3. Brand Positioning

The current campaign of **CollegeChoice 529** is “Big plans start with a simple choice: **CollegeChoice 529**” Images show a child daydreaming, surrounded by drawings indicating the big plans that they’re dreaming about. Example: drawings of a microphone, musical staff, notes, and stars surround a child dreaming of becoming a singer.

CollegeChoice 529 is all about helping parents/grandparents make a child’s future dreams possible by starting to save for their higher education.

4. Brand Tone and Voice

CollegeChoice 529 helps families save for their children's future education.

The Plan voice is:

- **Optimistic:** Write with a positive, can-do attitude. Encourage families to do the right thing — start saving for higher education now.
- **Aspirational:** Believe to reassure parents that their children can have a good future — and that higher education is key to that future. Whether a child attends university, college, community college, or trade/vocational school, if a family puts a savings plan in place now, they can help their child achieve his or her educational goal.
- **Straightforward:** Write clearly, without jargon or acronyms. Try to make complex financial concepts easy for families to understand.

Writing style

- Keep it short and simple
- Make your copy clear, helpful, and accessible
- Keep in mind phrases that might trigger large amounts of disclosure
- Write from the parents' point of view
- Use bulleted lists whenever possible to avoid long paragraphs

5. Logo

While internal constituents will quickly become familiar with the **CollegeChoice 529** logo, familiarity and recognizability must be cultivated among external audiences. It is imperative that the logo and signature never be used independent of the other.



Logo Colors

The logo and signature may be used only in the following approved colors.

2 color



Plum Purple



Garden Green

Black & white



Black

Knockout on dark color



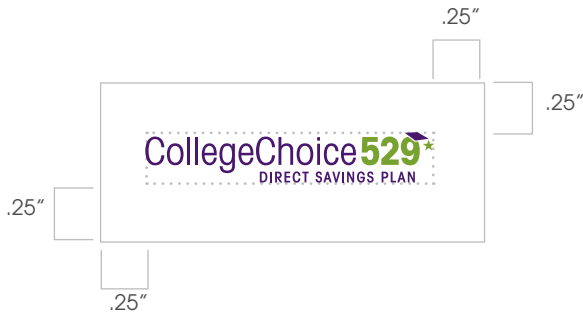
Logo Size Requirements

To emphasize the importance of the CollegeChoice 529 logo and aid in its visibility, it can appear no smaller than indicated here.



Logo Clean Space & Placement

Clear space ensures a logo's visibility, and creates an area around the mark that must remain free of text, photos, or other design elements that would obscure it.



Logo Scaling

Use only authorized electronic reproductions of the logo available from your marketing director. When using electronic versions, be sure to not alter the logo's proportions. Always scale from lower right corner for proper proportions.

Correct

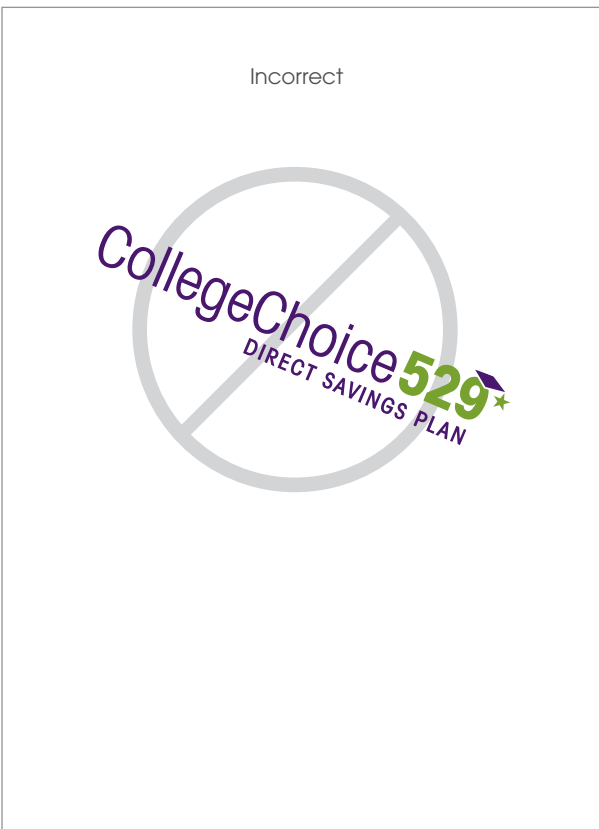
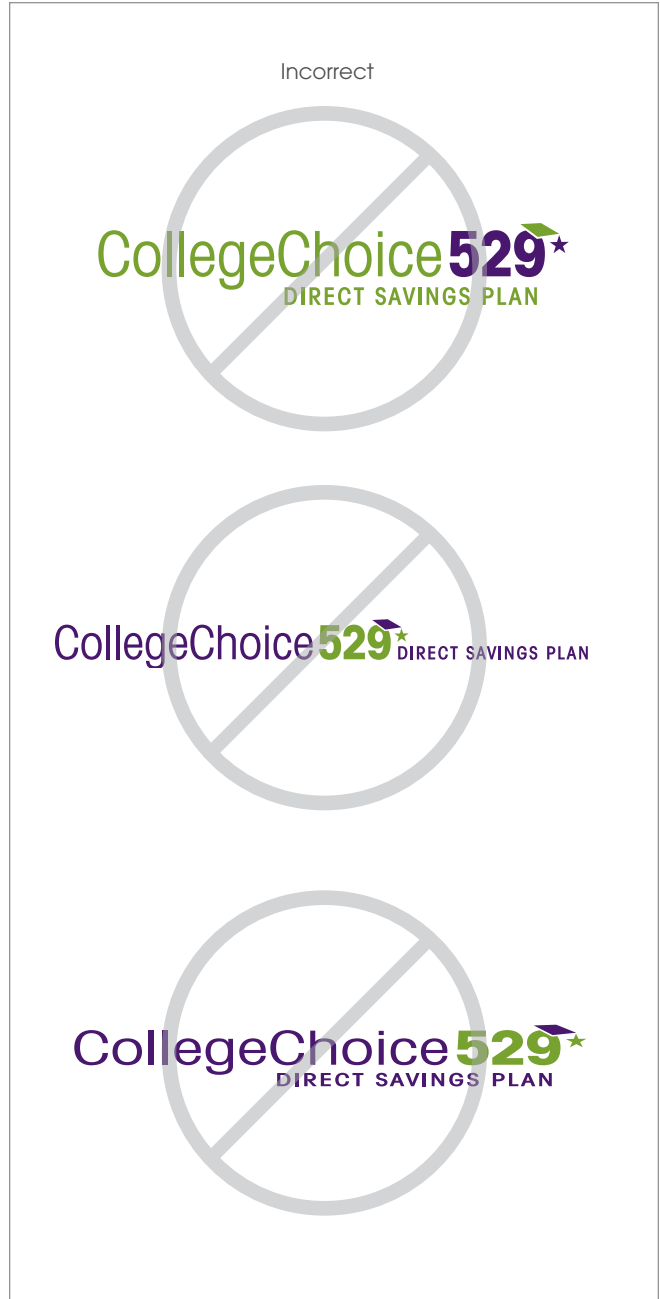
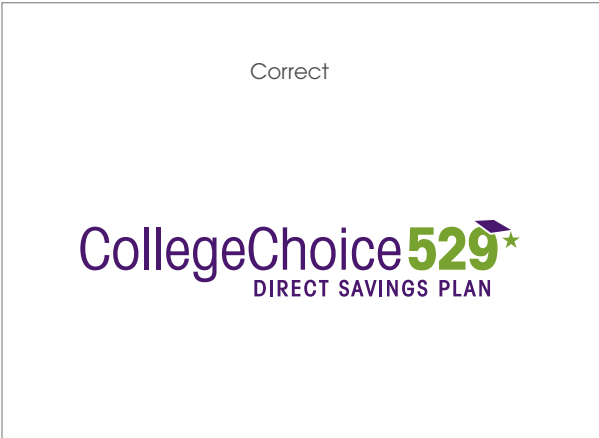


Incorrect



Proper Logo Usage

- Always use the logo's original artwork.
- Do not rebuild, re-draw, re-create, or distort the logo.
- Do not use the logo as a design element—i.e., rotated, cropped, etc.
- Do not insert the logo in headlines or body copy.
- Do not use the logo in a graphic element—i.e., within a box, circle, etc.



6. Color Palette

We have selected colors that suit the **CollegeChoice 529** brand personality and make the brand readily identifiable. Because we want to reinforce our identity at every opportunity, no other colors are permitted. Screens of these colors are ok.

Core palette

The **CollegeChoice 529** corporate colors are Purple PMS 2627 and Green PMS 377. They are the approved colors for the logo, and it is part of our overall brand palette.



Plum Purple

PMS: 2627

CMYK: 84.100.7.33

RGB: 66.20.95

Web: 42145F



Garden Green

PMS: 377

CMYK: 51.5.98.23

RGB: 115.150.0

Web: 739600

Additional palette

The following colors should be used in print and electronic materials.



Busy Blue

PMS: 7460

CMYK: 100.6.1.12

RGB: 0.137.196

Web: 0089C4



Optimistic Orange

PMS: 152

CMYK: 0.62.100.0

RGB: 225.112.0

Web: E17000



Young Yellow

PMS: 123

CMYK: 0.21.88.0

RGB: 253.200.47

Web: FDC82F



Goose Gray

PMS: Cool Gray 9

CMYK: 29.23.16.51

RGB: 116.118.120

Web: 747678

7. Typography

As with other CollegeChoice 529 brand elements, the consistent use of typography contributes to the CollegeChoice 529 brand’s unique look and feel, making it easily distinguishable from competitors. The use of other typefaces is not permitted. The typefaces that may be used for CollegeChoice 529 materials are Bembo and ITC Avante Garde Gothic.

Print typography

Bembo

ITC Avante Garde Gothic

These typefaces are to be used in all communications — advertising, literature, signage, premiums, etc.

Digital typography

In electronic communications (Web, PowerPoint®, etc.), CollegeChoice 529 uses:

Helvetica

Colors

Body copy color should never be K at 100%. **Please use K at 85%.**

Header/subhead typeface

Bembo Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bembo Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body copy typeface

ITC Avante Garde Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ITC Avante Garde Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ITC Avante Garde Gothic Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ITC Avante Garde Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

8. Imagery and Visual Design Elements

The following examples show the type of imagery that should be used, along with the icons and illustrations that should be incorporated when space allows. Imagery can never be a silhouette on a white or colored background. The illustrations must also be used in conjunction with the corresponding image. They can never be used on their own.



Imagery - Child day-dreaming about their future career. Or, a child interacting with something that relates to a career.

Filler Icons - If space allows, you can use smaller icons, stars or swirls, in a brand color. (Use the same color as the career icons.)

Icons - Incorporate icons that pertain to the career, (about three per image), in a brand color.

Illustration - Incorporate an illustration of a career person. Make sure the illustration matches the looks of the child, skin color and hair color/texture. Choose a brand color for the clothes. All illustrations within one image must be the same color.

Seven Careers For Core Brand Materials
(Careers do not need to be used with the same image)

- Police Officer
- Musician/Singer
- Photographer
- Teacher
- Scientist
- Archeologist
- Doctor



Website

