



# Northwest Youth Financial Education

*Money Skills for Life*

## Brand Resource Guide



University of Idaho  
Extension



Northwest<sup>®</sup>  
FARM CREDIT SERVICES

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# Northwest Youth Financial Education

*Money Skills for Life*

This brand resource guide is a reference and resource tool for all programs, materials and communications related to the Northwest Youth Financial Education program. The strategies and standards included are intended to be dynamic, flexible and comprehensive. A consistency of message, style and production value are essential in order to effectively communicate the goals and objectives of the Northwest Youth Financial Education program, University of Idaho Extension, and Northwest Farm Credit Services.

For additional information, clarification or marketing inquiries, please contact:

Amy Calabretta  
Marketing and Communications Manager  
University of Idaho  
College of Agricultural and Life Sciences  
arysdam@uidaho.edu  
208-885-5067

Jennifer Rohrer  
Public Relations Coordinator  
Northwest Farm Credit Services  
Jennifer.Rohrer@northwestfcs.com  
509-340-5303

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## Introduction

Northwest Youth Financial Education is a program that aims to improve financial knowledge and behavior among youth and young adults, aged 16-24. The program is led by University of Idaho Extension and Northwest Farm Credit Services, a partnership to expand quality youth financial literacy programming throughout Idaho and the Northwest.

The Northwest Youth Financial Education brand can be used to promote youth financial education throughout Idaho, Montana, Oregon, Washington and Alaska. Proper use of the brand in all public communications creates a unified Northwest Youth Financial Education identity and enables all partner organizations to convey a consistent message.

This brand resource guide is intended to help partners use the Northwest Youth Financial Education brand consistently and effectively to communicate with audiences and to provide guidance for co-branding a program with the Northwest Youth Financial Education brand.

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## Why a brand resource guide

Successful brands must be recognizable and memorable to audiences. As a result, maintaining the features of a brand is vital for the brand's success. It is important to have consistent delivery of the brand and to provide visual cohesiveness for websites, literature, public relations, presentations, newsletters, correspondence and advertising. Achieving a strong and consistent brand identity will enhance the public's awareness of Northwest Youth Financial Education and differentiate the program from others of its type.

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## Target audience

- Youth and young adults aged 16-24
  - Educators
  - Parents
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## Messaging

America's youth continue to face complex challenges that often prevent them from achieving financial success. Through a partnership between the University of Idaho and Northwest Farm Credit Services, the Northwest Youth Financial Education program was created to expand quality youth financial literacy programming throughout Idaho and the Northwest.

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## Brand Promise

Northwest Financial Youth Education promises its audience engaging, interactive education programs. What sets this program apart from many traditional financial educational programs is the level of participant engagement and opportunities for energetic and dynamic learning. University of Idaho Extension educators will continue to collect up-to-date needs assessment data to understand the changing needs of youth in the target regions and corresponding programs will be developed based on new and innovative research.

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## Use of the Northwest Youth Financial Education logo

The Northwest Youth Financial Education logo should be used on all materials related to the program. There is a horizontal and a vertical option available for the logo. When the logo is used, its shape should not be altered in any way, except that it may be proportionally reduced or enlarged in size to fit the space available, as long as it meets the standard minimum size. It is unacceptable to distort the logo in any way.

Maintain a clean and uncluttered space around the logo which maximizes the visual impact of the brand. The logo with tagline is the preferred logo, however, the logo can be used without the tagline if space constraints warrant its use.



### *Minimum Size*

- The minimum size for the vertical logo *with* the slogan shall be: 2 inches high
- The minimum size for the vertical logo *without* the slogan shall be: 1.5 inches high
- The minimum size for the horizontal logo *with* the slogan shall be: 2.25 inches wide
- The minimum size for the horizontal logo *without* the slogan shall be: 2 inches wide

Use of the name and/or logo is for the sole purpose of promoting the Northwest Youth Financial Education program. Partners can incorporate the name and/or logo on their letterhead, media publications, PowerPoint presentations, brochures, exhibits, fact sheets, newsletters, etc. This includes efforts or events that would facilitate and create interest in the program.

Examples of incorrect usage of the logos include:

- Adding or removing elements
- Screening or tinting
- Outlining
- Adding a texture

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## Co-Branding

The University of Idaho Extension logo and Northwest Farm Credit Services logo should be given equal weight on materials as the title sponsors of the program. The two logos should be used on all Northwest Youth Financial Education materials. The logos must always be displayed in either a vertical or horizontal lock-up format, depending on the space available.



The University of Idaho Extension logo always appears on the left or above the Northwest Farm Credit Services logo for overall partnership program consistency and to best communicate the partnership's goals of educating youth.

Programs developed with funding from entities other than University of Idaho Extension or Northwest Farm Credit Services shall be branded with that entities logo.

Secondary logos should be smaller and listed below the University of Idaho Extension and Northwest Farm Credit Services lock-up logo.



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## Color palette

The Northwest Youth Financial Education palette is essential in order to provide distinction and consistency to the program's brand.

The official colors of the Northwest Youth Financial Education program are green (C40 M0 Y100 K0 or R166 G206 B56) and gray (C0 M0 Y0 K85). The logo should never be reproduced in any other color.

The official colors of the University of Idaho are silver (PMS 877 metallic) and gold (PMS 875 metallic). The official colors of Northwest Farm Credit Services are green (PMS 576) and black.

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## Typographical uses of Northwest Youth Financial Education

Consistent use of the Northwest Youth Financial Education name is key to maintaining the integrity of the brand and increasing its recognition.

- Northwest is one word
- Never shorten Financial to Finance
- The name of the program should never be abbreviated in public communications
- The name of specific Northwest Youth Financial Education programs should always appear in italics
  - Northwest Youth Financial Education *Credit Score Millionaire*

Improper use of the name:

- NYFE or NWYFE (Do not use acronyms)
- North West Youth Financial Education (Northwest is one word)
- Northwest Youth Finance Education (Do not shorten Financial to Finance)

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## Typography

The typeface for official communications is Trebuchet. Avoid italics unless used for a Northwest Youth Financial Education program name. Avoid use of all capital letters.

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## Approved Boilerplate

The following approved boilerplate can be used to describe Northwest Youth Financial Education in written documents.

“Northwest Youth Financial Education is a program designed to increase financial literacy among youth and young adults.”

“The mission of Northwest Youth Financial Education is to deliver fun, interactive programs to increase knowledge, improve economic prospects and teach money skills for life.”

“Northwest Youth Financial Education is a partnership between University of Idaho Extension and Northwest Farm Credit Services.”

“Visit [www.uidaho.edu/nw-youth-financial-ed](http://www.uidaho.edu/nw-youth-financial-ed) to learn about ways to increase financial literacy in youth and young adults.”

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## Website guidelines

All references to the Northwest Youth Financial Education website should display the correct address, [www.uidaho.edu/nw-youth-financial-ed](http://www.uidaho.edu/nw-youth-financial-ed).

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## Spoken references to Northwest Youth Financial Education

In verbal public communications such as interviews or speeches, the Northwest Youth Financial Education name should always be pronounced in full. The use of spoken abbreviations or acronyms should be avoided.

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## Conclusion

This document guides partners in using the Northwest Youth Financial Education brand consistently and effectively. This allows the many partner organizations of Northwest Youth Financial Education to convey a consistent message. By working together we can increase financial literacy throughout the Northwest.