

North Star Promise: A GUIDE TO CO-BRANDING NSP VIDEOS

Your partnership is vital in helping students access the financial resources they need to pursue their education. As we work together to reach and support these students, maintaining consistent and clear branding ensures our shared message resonates effectively with our audiences.

Why This Guide Matters

Students and families need to immediately recognize and trust the financial aid opportunities available to them. When the North Star Promise (NSP) brand is presented consistently across all platforms and materials — whether via the MN Office of Higher Education or our partners, it builds credibility, increases recognition, and ultimately helps more students access the support they need.

Clear, consistent branding also:

- **Strengthens student trust in the program and participating institutions**
- **Reduces confusion about program eligibility and benefits**
- **Accelerates program recognition across different campuses**
- **Maintains the integrity of both our brand and your institutional identity**

Using This Guide

This co-branding guide provides instructions to help you integrate your institutional branding within NSP videos. Following these guidelines ensures students receive clear, professional communications while preserving the distinct identity of both brands.

The NSP Promotional Toolkit

We've created a series of easy-to-use promotional tools to help you spread the word about the North Star Promise program to students and families. Resources include social media graphics and sample text, digital signage, a PowerPoint presentation, printable materials **and videos**.

Toolkit resources can be found at:

www.ohe.state.mn.us/sPages/northstarpromisetoolkit.cfm

OUR SHARED COMMITMENT

By following these co-branding guidelines, you help ensure that:

- **Students can easily identify legitimate program materials**
- **Your institution is recognized as an official program partner**
- **Marketing materials maintain their effectiveness across all channels**

We appreciate your commitment to maintaining these standards as we work together to make higher education more accessible to Minnesotans.

FOR MORE INFORMATION:

For any questions or to have your materials reviewed for brand adherence, please contact:

NorthStarPromise.OHE@state.mn.us

DON'Ts



- A Don't try to squeeze in additional copy within existing layouts.** Such additions result in materials looking cluttered, less professional — and may not even make sense within the existing sentence structure or punctuation. Such additions also run the risk of being off-brand in both brand voice and typographic treatment.
- B Don't add in any additional graphic elements or illustrations.** The NSP brand's distinct graphic elements combine to create a recognizable brand expression. Any additional graphic elements weaken that expression.

DO's







Sample collegiate partner modification



Original NSP video

- C Partners may replace the NSP page url with their own** — as long as the new url is displayed using the official NSP font (Brandon Grotesque) or a generic san serif font such as Arial or Helvetica. The text color and treatment (whether or not it's housed within a color bar) should replicate the original video.

Note: Any additional text must be in one of these NSP's brand colors shown below, and have sufficient contrast with its respective background.

			
MN Blue HEX #003865	MN Green HEX #78BE21	Accent Teal HEX #008EAA	White HEX #FFFFFF

DON'Ts



- D Don't incorporate your institution or organization's logo into NSP-branded layouts.** To keep the two brands from conflicting with one another, do not combine them within any design layouts.



- E Don't add any video footage or illustrations into NSP videos.** The incorporation of any non-NSP brand elements compromises our brand expression and weakens its brand recognition.

DO's



- You can incorporate your logo and/or branding by adding bumper screens at the beginning or end of NSP videos.**