

# **Campaign Messaging Guidelines**

As of June 2019, Gateway is launching our “Big” messaging campaign. This messaging campaign consists the phrase **“Big \_\_\_\_\_” combined with the hashtag “#StartHere”**. The word following “Big” changes depending on what is being promoted. Please use only the following approved messaging:

## **When promoting enrollment, use:**

- Big Dreams #StartHere
- Big Ideas #StartHere
- Big Futures #StartHere

## **When promoting student life or experiences, use:**

- Big Experiences #StartHere
- Big Opportunities #StartHere
- Big Advantages #StartHere

## **When promoting graduation or careers, use:**

- Big Futures #StartHere
- Big Careers #StartHere
- Big Success #StartHere

The “Big” campaign messaging can be taken a step further than just taglines. To further emphasize the campaign, “Big” messaging can also be incorporated into promotional materials in paragraph or sentence format. You do not have to use the full campaign message **“Big\_\_\_\_\_ #StartHere”**. You may use just the hashtag or “Big” statement on its own, or even just the words “big” or “start”.

## **Take a look at the following examples:**

- “Your future is waiting. All you need to do is #StartHere.” (sentence)
- Big Ideas. Life-Changing Results. #StartHere. (tagline)
- All great success stories start somewhere. Start yours at Gateway! (sentence)
- Bring your big dreams to life! Gateway's 70+ career programs, cutting-edge facilities and expert instructors will help you achieve your goals. The best place to start is Open House. (paragraph)

## **All members of the Gateway community are encouraged to use the following campaign hashtags on social media:**

- #StartHere
- #BigDreams
- #BigFutures
- #BigSuccess
- #BigCareers
- #BigAdvantages
- #BigOpportunities
- #BigExperiences

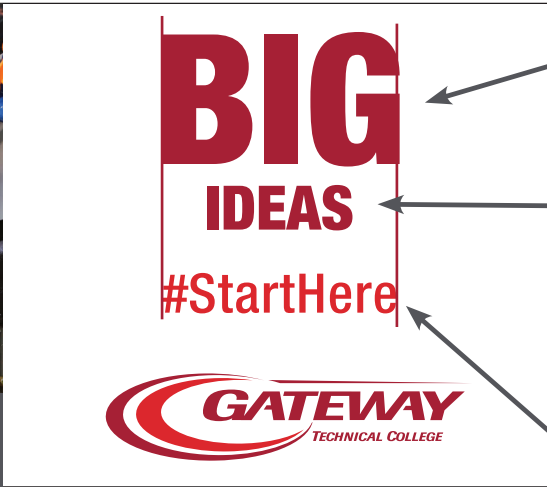
**The “Big” campaign is replacing our old messaging campaign: “Life is Big. #BePrepared.” Please refrain from using “Life is Big. #BePrepared” after July 1, 2019.**

**If you have any questions, concerns or suggestions about the new messaging campaign, please contact the Marketing department.**

# Primary Campaign Wordmark Vertical

The vertical stacked campaign wordmark should be the primary graphic variation used. Billboards should feature the full color stacked horizontal variation. Other advertisements and print materials should use the stacked variation full color when at all possible.

## Vertical Full Color Billboard Example



Helvetica Neue LT Std  
97 Black Condensed  
150pt.  
Pantone 201C

Helvetica Neue LT Std  
97 Black Condensed  
50pt.  
Pantone 201C  
(For any word over 7 letters  
scale down from 50pt. to 43pt.)

Helvetica Neue LT Std  
67 Medium Condensed  
43pt.  
Pantone 1795C  
(Make the #StartHere" the  
same width of "BIG").

1:3 ratio

Helvetica Neue LT Std  
87 Heavy Condensed  
30pt.  
White

# Secondary Campaign Wordmark Horizontal

The vertical stacked campaign wordmark should be the primary graphic variation used. Billboards should feature the full color stacked horizontal variation. Other advertisements and print materials should use the stacked variation full color when at all possible.

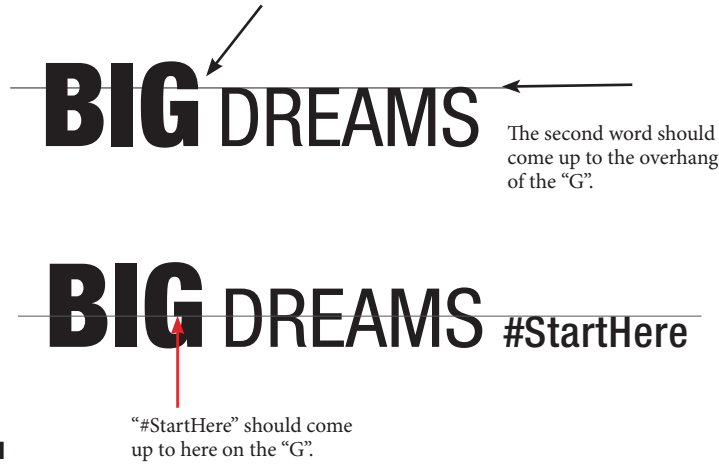
## Horizontal Single Color Banner Example



Helvetica Neue LT Std  
97 Black Condensed  
117pt.  
White

Helvetica Neue LT Std  
57 Condensed  
82pt.  
White

Helvetica Neue LT Std  
67 Medium Condensed  
46pt.  
Black



One space between words.