# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>3-5</td>
</tr>
<tr>
<td>Mission, Vision, Values, and Motto</td>
<td>3</td>
</tr>
<tr>
<td>From the Commissioner</td>
<td>4</td>
</tr>
<tr>
<td>The Branding of the Nebraska Department of Education</td>
<td>5</td>
</tr>
<tr>
<td>Branding and Partner Organizations</td>
<td>5</td>
</tr>
<tr>
<td>The Logo</td>
<td>6-18</td>
</tr>
<tr>
<td>The Official Nebraska Department of Education Logo</td>
<td>7</td>
</tr>
<tr>
<td>Logo Elements</td>
<td>7</td>
</tr>
<tr>
<td>Image Format</td>
<td>7</td>
</tr>
<tr>
<td>NDE Color Palette</td>
<td>8</td>
</tr>
<tr>
<td>AQuESTT Color Palette</td>
<td>9</td>
</tr>
<tr>
<td>Data System Color Palette</td>
<td>10</td>
</tr>
<tr>
<td>Logo Configuration</td>
<td>11</td>
</tr>
<tr>
<td>Sub-Team Branding</td>
<td>12</td>
</tr>
<tr>
<td>Logo Size and Clear Space</td>
<td>13</td>
</tr>
<tr>
<td>Scalability</td>
<td>13</td>
</tr>
<tr>
<td>Acceptable Logo Usage</td>
<td>14-15</td>
</tr>
<tr>
<td>Secondary Logos</td>
<td>16</td>
</tr>
<tr>
<td>Unacceptable Logo Usage</td>
<td>17-18</td>
</tr>
<tr>
<td>Typography</td>
<td>19-27</td>
</tr>
<tr>
<td>Typographic Identity</td>
<td>20</td>
</tr>
<tr>
<td>Recommended Typefaces</td>
<td>21-22</td>
</tr>
<tr>
<td>Alternate Typefaces</td>
<td>23-24</td>
</tr>
<tr>
<td>Other Typographic Considerations</td>
<td>25</td>
</tr>
<tr>
<td>Type Size</td>
<td>25</td>
</tr>
<tr>
<td>Italic</td>
<td>25</td>
</tr>
<tr>
<td>Leading</td>
<td>25</td>
</tr>
<tr>
<td>Tracking</td>
<td>25</td>
</tr>
<tr>
<td>Scaling</td>
<td>26</td>
</tr>
<tr>
<td>Alignment</td>
<td>26</td>
</tr>
<tr>
<td>Contrast</td>
<td>26</td>
</tr>
<tr>
<td>Reversing Out Copy</td>
<td>26</td>
</tr>
<tr>
<td>Copy on Images</td>
<td>27</td>
</tr>
<tr>
<td>Design</td>
<td>27</td>
</tr>
<tr>
<td>Accessibility</td>
<td>27</td>
</tr>
<tr>
<td>Best Practice</td>
<td>27</td>
</tr>
<tr>
<td>Image Use</td>
<td>28-33</td>
</tr>
<tr>
<td>Imagery</td>
<td>29</td>
</tr>
<tr>
<td>Image style</td>
<td>29</td>
</tr>
<tr>
<td>Respect</td>
<td>29</td>
</tr>
<tr>
<td>Learning, Earning, and Living</td>
<td>29</td>
</tr>
<tr>
<td>Wholesomeness</td>
<td>30</td>
</tr>
<tr>
<td>Pioneering Spirit</td>
<td>30</td>
</tr>
<tr>
<td>Consent forms</td>
<td>30</td>
</tr>
<tr>
<td>Personal Image Use (non-NDE staff)</td>
<td>31</td>
</tr>
<tr>
<td>Personal Image Use (NDE Staff)</td>
<td>32</td>
</tr>
<tr>
<td>Infographics</td>
<td>33</td>
</tr>
<tr>
<td>Communications</td>
<td>34-41</td>
</tr>
<tr>
<td>Stationery</td>
<td>35</td>
</tr>
<tr>
<td>Business cards</td>
<td>35</td>
</tr>
<tr>
<td>Letterhead</td>
<td>36</td>
</tr>
<tr>
<td>Envelope</td>
<td>36</td>
</tr>
<tr>
<td>Presentations</td>
<td>37</td>
</tr>
<tr>
<td>PowerPoint</td>
<td>37-38</td>
</tr>
<tr>
<td>Web Guidelines</td>
<td>39</td>
</tr>
<tr>
<td>Social Media Guidelines</td>
<td>39</td>
</tr>
<tr>
<td>Multimedia Guidelines</td>
<td>39</td>
</tr>
<tr>
<td>Printed Communications</td>
<td>39</td>
</tr>
<tr>
<td>Fax Cover Sheets</td>
<td>Memos</td>
</tr>
<tr>
<td>Existing Documents</td>
<td>40</td>
</tr>
<tr>
<td>Notice of Non-Discrimination</td>
<td>41</td>
</tr>
<tr>
<td>Helpful Information</td>
<td>42-46</td>
</tr>
<tr>
<td>Glossary of Terms</td>
<td>43-45</td>
</tr>
<tr>
<td>Contact Information</td>
<td>46</td>
</tr>
</tbody>
</table>
MISSION
To lead and support the preparation of all Nebraskans for learning, earning, and living.

VISION
Partnering for the best education for all . . . for life.

VALUES
Equity of access and opportunity
Honesty, integrity, and trust
Quality programs and services
Visionary and participatory leadership
A positive, can-do attitude
Accountability for results
Respect for individuals and individual differences
Equity of opportunities and outcomes
Excellence through continuous improvement

MOTTO
Systems to support every student, every day.
FROM THE COMMISSIONER

The guidelines within this document provide updated standards to support a coordinated visual appearance for the Nebraska Department of Education.

I am pleased to endorse the new version of the Guide to Graphic Style, which suggests improvements in the way we present ourselves. This document was created with the goal of updating, protecting, and enhancing the NDE brand. The guidelines presented are thoughtful and reflect our renewed promise of support to every student, every day. All future NDE communications will comply with these guidelines.

Thank you for demonstrating your professionalism as a communicator by using the Guide to Graphic Style. Should you have questions or comments, please refer to the contact information located at the end of this document.

Matthew L. Blomstedt, Ph.D.
Commissioner of Education
Nebraska Department of Education
THE BRANDING OF THE NEBRASKA DEPARTMENT OF EDUCATION

The Nebraska Department of Education (NDE) branding is more than a logo or the appearance of letterhead. It is about the overall image projected to staff, students, parents, partners, lawmakers, and the general public about NDE and the quality of programs, people, and standards that are represented. Therefore, everything that is said, done and put into print speaks to the brand that is NDE. It should be treated with the utmost care and attention.

BRANDING AND PARTNER ORGANIZATIONS

NDE is privileged to be affiliated with a large number of partners, from student organizations and higher education institutions, to private businesses and non-profit organizations. Therefore, it is important that the branding of NDE share print space with the branding and logos of other partner organizations.

The NDE logo must be of equal or larger size than partner logos, sharing a common space.

“An image is not simply a trademark, a design, a slogan or an easily remembered picture. It is a studiously crafted personality profile of an individual, institution, corporation, product or service.” – Daniel J. Boorstin
THE LOGO
THE OFFICIAL NEBRASKA DEPARTMENT OF EDUCATION LOGO

LOGO ELEMENTS
The Nebraska Department of Education logo is comprised of two components: the graphic icon and the logotype. These two components should never stand alone, but should be a packaged product that carries the identity of NDE. The logo may not be altered other than as described on the following pages. Do not attempt to recreate the logo. There are several formats and sizes available to you at: www.education.ne.gov/Brand. Or you may contact the Director of Marketing, Communications and Creative Services to discuss your specific logo-related needs.

IMAGE FORMAT
Use only the official artwork when reproducing the logo. The logo is available for both PC and Macintosh platforms in several electronic formats including tif, jpg, gif, pdf, and eps.

The Official NDE logo may not be used outside of NDE without the express written permission from the Commissioner of the Nebraska Department of Education. In addition, the NDE logo is licensed under a Creative Commons Attribution 4.0 International License.
NDE COLOR PALETTE

The Nebraska Department of Education’s foundation colors are Pantone® Reflex Blue (NDE Blue), Pantone® 2765 (NDE Navy), and Pantone® 116 (NDE Gold). These colors complement each other and create the NDE unified signature look. They should make up the better part of all NDE communications.

The chart below outlines the color palette with corresponding Pantone Matching System® (PMS), CMYK, RGB and Web Hex color values. Please see the Glossary of Terms for more information on color systems.

<table>
<thead>
<tr>
<th>NDE Color</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>Web Hex</th>
</tr>
</thead>
</table>
| NDE Blue   | Pantone® Reflex Blue | C100 M89 Y0 K0 | R0 G20 B137 | #001489
| NDE Navy   | Pantone® 2765    | C100 M100 Y9 K57 | R32 G21 B71 | #201547
| NDE Gold   | Pantone® 116     | C0 M20 Y100 K0  | R255 G205 B0  | #ffcd00
SECONDARY COLOR PALETTE: AQuESTT FOR NEBRASKA

The Accountability for a Quality Education System, Today and Tomorrow: AQuESTT for Nebraska is a Department- and state-wide effort to integrate the vision of accountability, assessment, accreditation, career education, and data into a system of school improvement and support for every student, every day. When creating documents that include components of AQuESTT for Nebraska, the following palette should be applied.

<table>
<thead>
<tr>
<th>NDE Color</th>
<th>PMS Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>Web Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>STUDENT SUCCESS AND ACCESS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AQuESTT Teal</td>
<td>Pantone® 7465</td>
<td>C58 M0 Y36 K0</td>
<td>R64 G193 B172</td>
<td>Web #40c1ac</td>
</tr>
<tr>
<td>AQuESTT Blue</td>
<td>Pantone® 7688</td>
<td>C69 M19 Y4 K0</td>
<td>R70 G152 B203</td>
<td>Web #4698cb</td>
</tr>
<tr>
<td>AQuESTT Navy</td>
<td>Pantone® 7700</td>
<td>C84 M17 Y0 K57</td>
<td>R22 G92 B125</td>
<td>Web #165c7d</td>
</tr>
<tr>
<td>TEACHING AND LEARNING</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AQuESTT Red</td>
<td>Pantone® 7625</td>
<td>C0 M64 Y73 K12</td>
<td>R225 G82 B61</td>
<td>Web #e1523d</td>
</tr>
<tr>
<td>AQuESTT Yellow</td>
<td>Pantone® 7408</td>
<td>C0 M23 Y100 K4</td>
<td>R246 G190 B0</td>
<td>Web #f6be00</td>
</tr>
<tr>
<td>AQuESTT Violet</td>
<td>Pantone® 2583</td>
<td>C47 M72 Y0 K0</td>
<td>R160 G94 B181</td>
<td>Web #a05eb5</td>
</tr>
</tbody>
</table>
SECONDARY COLOR PALETTE: NEBRASKA EDUCATION DATA SYSTEM

The Nebraska Education Data System is a state-wide effort to leverage data standards and resources across all Nebraska districts. When creating documents that include components of the Data System, the following palette should be applied.

<table>
<thead>
<tr>
<th>NDE Color</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>Web Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Dust Blue</td>
<td>Pantone® 5415</td>
<td>C56 M24 Y11 K34</td>
<td>R91 G127 B149</td>
<td>#5b7f95</td>
</tr>
<tr>
<td>Data Green</td>
<td>Pantone® 377</td>
<td>C50 M1 Y100 K20</td>
<td>R122 G154 B1</td>
<td>#7a9a01</td>
</tr>
<tr>
<td>Data Orange</td>
<td>Pantone® 1505</td>
<td>C0 M59 Y100 K0</td>
<td>R255 G105 B0</td>
<td>#ff6900</td>
</tr>
<tr>
<td>Data Gray</td>
<td>Pantone® 416</td>
<td>C28 M18 Y29 K51</td>
<td>R126 G127 B116</td>
<td>#7e7774</td>
</tr>
<tr>
<td>Data Charcoal</td>
<td>Pantone® 446</td>
<td>C54 M27 Y36 K82</td>
<td>R63 G68 B68</td>
<td>#3f4444</td>
</tr>
</tbody>
</table>
LOGO CONFIGURATION

The NDE logo has been constructed so that the elements are always in a fixed size and alignment relationship, which should not be altered, modified or repositioned in any way. The logo is available in two formats, as shown below. The official format is always preferred, but for flexibility the alternate format has been developed for reproduction in vertically restrictive spaces.

OFFICIAL NDE LOGO FORMAT

The graphic icon is encircled within the NDE logotype.

ALTERNATE NDE LOGO FORMAT

The graphic icon resides on the left hand side of the two-line logotype. This logo should be used only when space for the recommended format is not available.
SUB-TEAM BRANDING

Some teams, divisions, and programs may want to utilize the logo with the addition of their appropriate name. This is permitted as long as the complete official logo is included elsewhere on the publication and is the same size or larger than the sub-team logo. If you would like to request a specific logo, please contact the Director of Marketing, Communications and Creative Services.
LOGO SIZE AND CLEAR SPACE

Size is a critical component of good design. The minimum size for the NDE logo is 1" (one inch) wide. The logo also must have a “buffer zone” or clear space around it to maintain legibility and visual impact. The clear space surrounding the logo should be a minimum of .25" (1/4 inch).

SCALABILITY

The Nebraska Department of Education logo may be scaled proportionately to fit anything from banners to business cards. The logo has been constructed so that the components are always in a fixed size and relationship. It should never be altered, modified or repositioned in any way.

For the majority of computer applications used at NDE, holding shift while dragging one corner of the logo will scale it in proportion.
ACCEPTABLE LOGO USAGE: OFFICIAL NDE LOGO

A recognizable and memorable logo helps to distinguish an institution and foster its identity. However, a logo can only reach this status with careful adherence to its attributes and implementation. As the foundation of the identity system, the NDE logo should be used consistently. The samples below exhibit the correct way to present the official logo and can be found at: www.education.ne.gov/Brand.

TWO COLOR
PANTONE® REFLEX BLUE & PANTONE® 2765

ONE COLOR
BLACK | SHADE

ONE COLOR
BLACK | SOLID

ONE COLOR
PANTONE® REFLEX BLUE
ACCEPTABLE LOGO USAGE: ALTERNATE NDE LOGO

The samples below exhibit the correct way to present the alternate logo and can be found at: www.education.ne.gov/Brand.
SECONDARY LOGOS

The Nebraska Department of Education has two approved secondary logos. Both of these logos represent established partnerships that have developed significant equity in their brand as a marketing tool to external audiences.

The following secondary logos have been approved by the Nebraska Department of Education and are to be appropriated only with the endorsement of those entities which maintain guidelines for their use.

[Logos for Nebraska Vocational Rehabilitation and Assistive Technology Partnership]
UNACCEPTABLE LOGO USAGE

The samples below exhibit incorrect ways to present the logo.

- **DO NOT REARRANGE THE LOGO ELEMENTS**
- **DO NOT SCREEN THE LOGO**
- **DO NOT ATTEMPT TO “RECREATE” THE LOGO WITH DIFFERENT FONTS**
- **DO NOT STRETCH OR CONDENSE THE LOGO**
UNACCEPTABLE LOGO USAGE (CONTINUED)

The samples below exhibit incorrect ways to present the logo.

- **DO NOT CHANGE THE COLOR OF THE LOGO**
- **DO NOT ADD EXTRA ELEMENTS**
- **DO NOT APPLY A DROP SHADOW**
- **DO NOT ROTATE THE LOGO**
- **DO NOT PLACE THE LOGO OVER A PHOTOGRAPH OR PATTERNED BACKGROUND**
TYPOGRAPHY
TYPOGRAPHIC IDENTITY

Typography plays an essential role in the Nebraska Department of Education’s identity. Standardizing type family usage helps maintain a consistent look and feel across all Department media. There are two tiers of typefaces to be used on all NDE publications. The first tier houses those fonts that are recommended. The second tier consists of alternate fonts that should only be used if tier one fonts are not available. In addition, each tier has both serif and sans serif typefaces.

Serif: Typeface that has “feet” at the end of its letter strokes.

Sans Serif: Typeface that does not have “feet” at the end of its letter strokes.
TIER ONE: RECOMMENDED TYPEFACES (SANS SERIF)

Century Gothic
The chosen font of the NDE logo, Century Gothic is a modern, geometric sans-serif typeface released by Monotype Imaging in 1991. It is supported by all major web browsers and therefore chosen for its transferability to web and social media design.

Myriad
This less-formal sans serif typeface provides flexibility for filling text and display needs in all sizes and mediums. Myriad has a warmth that is comfortable to read and is recommended for distinguishing headlines, photo captions, etc. from the body text.

Helvetica
Neutral and comforting, Helvetica is the most widely used sans serif typeface. This all-purpose type design can deliver practically any message clearly and efficiently.
TIER ONE: RECOMMENDED TYPEFACES (SERIF)

**Rockwell**

Rockwell is a slab serif typeface, where serifs are unbracketed and similar in weight to the horizontal strokes of the letters. Because of its monoweighted stroke, Rockwell is used primarily for display rather than lengthy bodies of text and gives the Department a fresh and modern serif typeface option.

**Garamond**

Garamond is the name given to a group of old-style serif typefaces. Its classic letter forms convey a sense of fluidity and consistency. Garamond is considered to be among the most legible serif typefaces for use in print applications and therefore is the preferred typeface for large bodies of text.

**Times New Roman**

As a serif typeface, it is one of the most successful and ubiquitous typefaces in history. Because of its widespread availability, it is a good candidate for almost all types of media and platforms.
Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz  1234567890

Gill Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz  1234567890

Gill Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz  1234567890

Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz  1234567890

Franklin Gothic Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz  1234567890

Franklin Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz  1234567890

---

**TIER TWO: ALTERNATE TYPEFACES (SANS SERIF)**

**Gill Sans**
A utilitarian and legible sans serif, Gill Sans was designed to function equally well as a text face as for display. This versatility makes it a great alternative to Myriad or Helvetica.

**Franklin Gothic**
As a high profile sans serif, Franklin Gothic was named in honor of America’s greatest printer, Benjamin Franklin. It appears in a variety of media from books to billboards and complements both tiers of serif fonts nicely.
TIER TWO: ALTERNATE TYPEFACES (SERIF)

Georgia
Georgia is a transitional serif typeface family which combines high legibility with character and charm. Online publishing is its superior use as it was originally designed for clarity on a computer monitor even at small sizes. It has found popular use as an alternative to Times New Roman.

Palatino
Palatino is based on the humanist fonts of the Italian Renaissance, which gives this serif typeface a calligraphic grace. It exhibits large proportions, is easy to read and is one of the ten most-used serif typefaces today.
OTHER TYPOGRAPHIC CONSIDERATIONS

TYPE SIZE

A 10-point font size minimum for all body copy is recommended. However, if appropriate, a smaller font may be used in a limited space. Large print documents should use a minimum font size of 14-point and PowerPoints should have a minimum font size of 18-point.

ITALICS

Individuals with vision challenges may find italics difficult to read so the use of italics should be kept to a minimum.

LEADING

Leading (or line feed) is the space between one line of text and the next, measured from baseline to baseline. If the space is too narrow or too wide it can affect readability as well as continuity. A good rule of thumb is to make the leading a minimum of three (3) point sizes larger than the type size.

TRACKING (LETTER SPACING)

Tracking refers to the overall spacing of a word or block of text affecting its overall density and texture. Careful consideration should be given to readability when changing the spacing between letters or words to fit text into a specified area or number of pages.
SCALING
Horizontal scale and vertical scale specify the proportion between the height and width of the type relative to the baseline. You can adjust scale to compress or expand selected characters in both width and height. This should only be used in extreme cases.

ALIGNMENT
Left justified text is the most legible as it makes it easier for the reader to find the start and end of each line. Therefore, left alignment is preferable except in cases of titles or pieces where it is stylistically important to retain centering or right justification.

CONTRAST
Always aim to have a high tonal contrast between text and background. Dark colors should be paired with lighter colors. Consideration should also be given to avoid lightly colored text for denotation as it may not be accessible for some individuals.

REVERSING OUT COPY
The background color should be as dark as possible when reversed-out copy is used. White copy on a black or other very dark color is generally the most legible. Careful consideration of font and type size should be given on reversed-out text as well.
COPY ON IMAGES

Setting text over an image can make the text difficult to read and the image difficult to view, and therefore should be used judiciously and with a careful eye to the message being sent. Digital retouching may be necessary to enhance either the image or the font to ensure readability. The logo should never be placed over an image.

DESIGN

Overall design should be clean, simple, and uncluttered in order to create the most visibly accessible document possible.

ACCESSIBILITY

BEST PRACTICE

NDE serves a broad spectrum of consumers with varying needs with respect to accessibility. While it is impossible to meet the needs of every consumer, the goal is to make NDE communications as accessible to as many individuals as possible, while still maintaining an integrity of style and branding.
IMAGERY

The NDE image library contains a selection of approved photography that can be used to enhance Department communications. This folder of stock photos (including all photos used in this guide) is available within the Nebraska State Office Building (NSOB) on the “P” drive at P:\PHOTOS\StockPhotos. The Department, as a whole, has blanket permission to use all stock photos in this folder, and the photo selection is expanded at the request of NDE. For questions regarding photo usage, or to access photos outside the NSOB, please contact the A/V Multimedia Specialist.

In addition, some NDE projects may call for imagery from other sources. All images used must be free for commercial use and include an attribution of the original image source. Questions regarding public domain picture repositories can be directed to the eLearning Specialist.

IMAGE STYLE

All groups or organizations may employ the use of photographs and graphic images in their advertising, print publications, presentations, and other applications. However, the type, style, and quality of the photographs must reflect the values and image of NDE, and of Nebraskans as a group. The goal in presenting images should always be clarity of message. Images should support talking points and not distract the viewer from the live talk or presentation. Clipart should never be used in presentations. Overall, when in doubt, leave it out.

Here are a few guidelines to consider:

RESPECT

All images should demonstrate respect for the government of the United States (all states and territories included) and all symbols thereof.

LEARNING, EARNING, AND LIVING

The bulk of the images utilized need to reflect the mission of NDE: “To lead and support the preparation of all Nebraskans for learning, earning, and living.”
WHOLESOMENESS
Images should always reflect the innocence and integrity of children — NDE’s core demographic. All images should be carefully inspected to be certain that no part of the image would compromise that integrity. This would include selecting images where the subjects are modestly dressed, do not overtly highlight a particular brand or group (e.g. gangs, obvious designer trademarks, etc.). Never should images of alcohol or tobacco be present, nor should images of any kind of illegal or illicit activity. Care should be taken to select pictures that are not offensive, stereotypical, or clichéd.

PIONEERING SPIRIT
Nebraska was built by pioneers who sought control over their own destinies and struck out to build new lives in an unknown land, facing harsh conditions, enormous obstacles, and potential heartbreak. Nebraska has retained the spirit of the pioneer by allowing districts to retain local control of curriculum, growth of schools and districts, and allowing them to be innovative with their approaches to education. Images representing these educationally diverse perspectives should reflect the spirit of discovery and hard work.

CONSENT FORMS
No person’s image shall be utilized without the express written permission of the subject, or their legal guardian. All signed image release forms shall be retained by the appropriate project manager. Please review the NDE records retention policy for the length of time these records should be kept. Copies of the consent forms are located on the following pages.
PERSONAL IMAGE USE (NON-NDE STAFF)

I hereby grant to the Nebraska Department of Education, its representatives, employees, agents and assigns, the irrevocable and unrestricted right to use, reproduce and publish photographs of me, including my image and likeness as depicted therein, hereto, for editorial, trade, advertising or any other purpose and in any manner and medium, to alter the same without restriction, and to copyright the same.

I hereby release the Nebraska Department of Education, its officers, employees, agents, legal representatives and assigns from any and all claims, actions and liability related to its use of said photographs.

IN WITNESS WHEREOF, the undersigned, intending to be legally bound hereby sets their hand and seal the date written below.

_________________________________________________________________________________________________________________________________
Signature                                                                                                                                                     Date
_________________________________________________________________________________________________________________________________
Printed Name                                                                                                                                             Phone
_________________________________________________________________________________________________________________________________
Street Address
_________________________________________________________________________________________________________________________________
City                                                                                                               State                                       Zip
If under 19, signature of parent/guardian:____________________________________________________________________________________________________________
Printed name of parent/guardian:____________________________________________________________________________________________________________
PERSONAL IMAGE USE (NDE STAFF)

I hereby grant to the Nebraska Department of Education, its representatives, employees, agents and assigns, the irrevocable and unrestricted right to use, reproduce and publish photographs of me, including my image and likeness as depicted therein, hereto, for editorial, trade, advertising or any other purpose and in any manner and medium, to alter the same without restriction, and to copyright the same.

I hereby release the Nebraska Department of Education, its officers, employees, agents, legal representatives and assigns from any and all claims, actions and liability related to its use of said photographs.

IN WITNESS WHEREOF, the undersigned, intending to be legally bound hereby sets their hand and seal the date written below.

_________________________________________________________________________________________________________________________________
Signature                                                                                                                                                     Date
_________________________________________________________________________________________________________________________________
Printed Name                                                                                                                                             Phone
_________________________________________________________________________________________________________________________________
Street Address
_________________________________________________________________________________________________________________________________
City                                                                                                               State                                       Zip

If under 19, signature of parent/guardian:________________________________________________________________________________________________________

Printed name of parent/guardian:______________________________________________________________________________________________________________
The Nebraska Department of Education’s brand can be enhanced through the depiction of graphs, charts, maps, or illustrations (also named infographics). The graphic style is flat with use of either the primary or secondary color palettes. Infographics can be created upon request from the Director of Marketing, Communications and Creative Services.
The stationery guidelines demonstrate how the branding process can be used to provide a strong, consistent identity for both internal and external communications. The components described on the following pages are: business cards, letterhead and business envelopes.

**BUSINESS CARDS (3.5 X 2”)**

Two business card formats approved for official NDE use are shown to the left. One gives the user the option to include multiple phone numbers or phone and fax. The other allows staff to include a Twitter handle. Additionally, there is the option of using the Nebraska State Office Building (NSOB) address or inputting a satellite address.

Orders with more than 100 cards can be submitted to the Web Content Manager via the PDF fillable form and ordered through State Printing. Orders with 100 cards or less will be placed via the Copy Center in the basement of the Nebraska State Office Building (NSOB) using the official NDE business card template located at: www.education.ne.gov/Brand.

Century Gothic should be used for all lines of text on all business card options.
LETTERHEAD (8.5 X 11"")

Letterhead is printed on special, watermarked stock approved by NDE. An electronic letterhead template is available online at: [www.education.ne.gov/Brand](http://www.education.ne.gov/Brand) and on the “P” Drive (NSOB) for electronic correspondence ONLY. Official letterhead represents the Department as a whole and should not be personalized in any way.

When typing correspondence using the letterhead, it is suggested that text be 1.8” from the left edge of the page and 1” from the right and bottom edges of the page, flush left. Begin the letter 2” from the top of the page.

The block style of business letter writing is shown at the left. Paragraphs are indicated by one line space (a hard return), with no indentation. The preferred typeface for all large bodies of written correspondence is Adobe Garamond.

The electronic letterhead template is located at: [www.education.ne.gov/Brand](http://www.education.ne.gov/Brand).

#10 BUSINESS ENVELOPE (9.5 X 4.125"")

All envelopes are printed with the official two color Pantone® Reflex Blue and Pantone® 2765 logo in the upper left hand corner with the department address directly underneath. When addressing an envelope using a printer, the text block should start four inches from the left side of the envelope and two inches from the top. If a mailing label is being used, it should be centered in a block that is two inches from the left and right, 1.75 inches from the top and .625 inches from the bottom. The text should be set in Adobe Garamond or Century Gothic.
PRESENTATIONS

POWERPOINT

A set of PowerPoint templates have been created to ensure visual consistency and are required for all internal and external presentations. They can be found at: www.education.ne.gov/Brand. The only exception to this requirement is in the instance that a template interferes in some way with charts, photographs, or embedded videos that are imperative to the presentation. In this case, the title slide and the last slide in the presentation must include the recommended logo in its entirety. If using images, the style and content of photographs should reflect the diverse work of NDE as described in the Image Use section of this guide. Only use images that are relevant and add value to the presentation.

It is important to utilize these templates not only for branding purposes but also for purposes of videotaping and online publications. Instructions for importing existing PowerPoint presentations into one of the new templates are located on INSIDE NDE. If another presentation program is utilized, the same procedures, formatting, and style rules apply.

As the roll-out of the new logo continues, more options may be made available. Anyone who is interested in developing PowerPoint templates for broad Department use is encouraged to do so. The adoption of a new template requires the permission of the Commissioner. If you have questions regarding acceptable use of the logo for PowerPoint, adoption of PowerPoint templates, or how to incorporate it appropriately, please contact the Director of Marketing, Communications and Creative Services.
WEB GUIDELINES

The NDE website incorporates the new logo with a cleaner and fresher look. The web templates that were created must be strictly adhered to and used. Any questions regarding the website and/or web templates can be directed to the Web Content Manager.

SOCIAL MEDIA GUIDELINES

The new NDE logo was redesigned specifically with social media in mind. Its open type face allows the Department name to be visible even in small or tight spaces. When speaking on behalf of the Department, all social media guidelines must be used. Requests for official NDE Team Twitter accounts can be sent to the Director of the Network, Education and Technology (NEaT) Team.

MULTIMEDIA GUIDELINES

DVDs and audio CDs must include a printed label with the official NDE logo. Any accompanying cases should include the logo as well. Video productions must be tagged with an NDE bumper as well as an approved lower third. Questions about multimedia should be directed to the A/V Multimedia Specialist.

PRINTED COMMUNICATIONS

The principles of the logo and style guide must be applied to all communications, including but not limited to: advertisements, posters and flyers. Printed pieces must contain the official NDE logo as well as the appropriate team diversity statement. All communications should be simple, eye-catching, informative and easy to understand.
FAX COVER SHEETS | MEMOS

A facsimile cover sheet template can be found at: www.education.ne.gov/Brand as well as a memo template that can be used Department-wide. Both templates are designed in black and white and can be customized with team or section titles, phone number, and other appropriate information.

EXISTING DOCUMENTS

Any existing communication documents still in use should be updated using the current branding guidelines as time and resources permit.
NOTICE OF NON-DISCRIMINATION

Depending upon the laws and regulations applicable to your team or program, you may be required to include a notice of non-discrimination appropriate to meet such requirements somewhere within the publication. Please see your supervisor or Leadership Council member for the requirements regarding such notices that may be applicable to the publications of your team or program, as well as the required content of any such notices.
HELPFUL INFORMATION
GLOSSARY OF TERMS

COLOR SYSTEMS

**PANTONE® colors** are specially-blended solid inks used in printing such as offset, silkscreen and engraving.

**CMYK (Cyan, Magenta, Yellow and Black)** values are used in professional printing when color art must be reproduced. Office laser printers and ink-jet printers also use CMYK to build color.

**RGB** mode utilizes values of Red, Green and Blue light to create a projected color. This mode is used for graphics that are viewed only on computer displays such as screen-based electronic presentations and the web.

**GRAYSCALE** is a color mode that only utilizes black, white and a range of gray pixels to render an image.

**Web hex (HEXADECIMAL)** is an alphanumeric system used to specify RGB color in graphics for the web. Hexadecimal values can be defined using three pairs of digits: 0-9 and the letters A-F (ex: FFFFFF= white, 000000=black). Hexadecimal colors are not used when creating colors for printed material or photographic images.

**PIXEL “PICTURE ELEMENT”**

Pixel is the basic unit of color on a computer display or in a computer image. All images rendered on a computer screen are comprised of individual pixels. Each pixel has its own brightness and color.

RESOLUTION

**SCREEN RESOLUTION** is the number of pixels contained on a computer monitor, the dimensions of which are expressed in the number of pixels horizontally and the number vertically. (ex: A display with a resolution of 1024 x 768 is 1024 pixels wide, and 768 pixels high.)

**IMAGE RESOLUTION** is the number of pixels displayed per unit of printed length in an image, usually measured in pixels per inch (ppi) or referred to in dots per inch (dpi). Higher image resolutions (300 dpi or higher) are necessary to obtain clear, quality graphics on printed materials, while graphics for the web or multimedia should be created at lower resolutions (72 dpi) to enable quick rendering.
GLOSSARY OF TERMS (CONTINUED)

GRAPHIC FILE FORMATS

BITMAP GRAPHICS
Bitmap is a kind of computer graphic which is comprised of a grid of individual pixels of varying colors, such as photographic images. Bitmap images are defined by their pixel dimensions and resolution. (ex: A digital photograph may be 800 x 600 pixels and 300 dpi.) Bitmap images are best saved as TIF, JPG, and GIF files. Adobe Photoshop is a popular editing application for bitmap images.

VECTOR GRAPHICS
Vector images are comprised by shapes (such as lines and polygons) that are defined by a series of points to be connected (much like a “connect-the-dots” drawing), rather than thousands of individual pixels like bitmap. The result is a much smaller file than a bitmap graphic and one that is generally easier to edit. Vector images are best saved as EPS files (see definition of EPS).

The advantage of vector graphic programs (“drawing” programs such as Adobe Illustrator, Macromedia Freehand and CorelDraw) over bitmap editors (such as Adobe Photoshop) is that multiple overlapping elements can be manipulated independently without the use of multiple layers and larger files sizes.

Digital photographs are not vector images as they contain a wide array of colored pixels. Please note that vector images may be “rasterized” where they are converted into bitmap images, thus losing their ability to be manipulated as vector art.

Vector image files are best used when creating printed material such as corporate logos and other artwork comprised of distinct shapes, colors, lines, and text. Since vector files do not have a fixed resolution, they can be scaled to large sizes, (and output at high resolution) without loss of clarity or sharpness.

FILE FORMATS

EPS OR “ENCAPSULATED POST SCRIPT”
An EPS file can contain any combination of text, graphics and images. EPS files (generally vector graphics) used in page layout and text processing applications for printed materials ensure the highest possible output quality. Another benefit of EPS files is that they tend to be compatible across many platforms.

GIF OR “GRAPHICS INTERCHANGE FORMAT”
Gif files contain the minimum amount of information necessary to render a graphic for web and multimedia use only. They are generally much smaller in size than other formats and are suitable for images containing simple, solid colors and text. They can also be used for simple animations, as seen in common “banner” advertisements on the web.
GLOSSARY OF TERMS (CONTINUED)

JPEG | JPG OR “JOINT PHOTOGRAPHIC EXPERTS GROUP”
Files saved as JPEGS are full color or grayscale bitmap images that have been compressed in size to use less memory. They are primarily used on web sites and multimedia projects. They are intended for display on a computer monitor and should not be used on printed materials. JPEG files are called “lossy” as some of the original image quality is lost every time the file is saved.

TIFF | TIF OR “TAGGED IMAGE FILE FORMAT”
TIF files are bitmaps with fixed resolutions. They can be either grayscale or color. Photographs and scanned images are best saved as TIF files when created for printed pieces where generally 300 dpi or more is required.
GUIDE TO GRAPHIC STYLE
CONTACT INFORMATION

KATIE BIEBER
Director of Marketing, Communications and Creative Services
(402) 471-5030
katie.bieber@nebraska.gov

NIC FARGO
A/V Multimedia Specialist
(402) 471-0533
nic.fargo@nebraska.gov

BRENT GASWICK
Director of Network, Education and Technology (NEaT) Team
(402) 471-3503
brent.gaswick@nebraska.gov

SHAUNA GROENEWOLD
Web Content Manager
(402) 471-2697
shauna.groenewold@nebraska.gov

KRISTINA PETERS
eLearning Specialist
(402) 471-4366
kristina.peters@nebraska.gov