



# GUIDE TO GRAPHIC STYLE

[EDUCATION.NE.GOV/COMM/BRAND](https://education.ne.gov/comm/brand)

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# INTRODUCTION



## **MISSION**

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To lead and support the preparation of all Nebraskans for learning, earning, and living.

## **VISION**

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

## **VALUES**

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- » 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**

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Systems to support every student, every day.

## **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.

**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/comm/brand](http://www.education.ne.gov/comm/brand), or you may contact the Graphic Design Specialist 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, png, 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.



### OFFICIAL NDE LOGO FORMAT

The graphic icon is encircled within the NDE logotype.



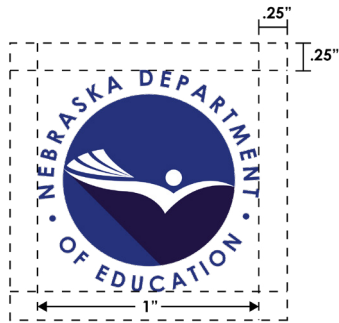
### ALTERNATE NDE LOGO FORMAT

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.

## LOGO CONFIGURATION

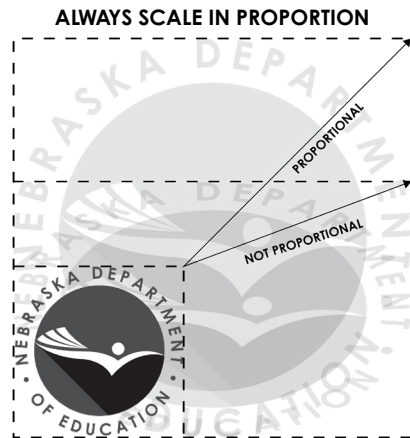
The NDE logo has been constructed so that the elements are always in a fixed size and alignment relationship, which should not be altered, modified or repositioned in any way. The logo is available in two formats, as shown below. The official format is always preferred, but for flexibility the alternate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





## 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/comm/brand](http://www.education.ne.gov/comm/brand).



**ONE COLOR**  
BLACK | SOLID



**ONE COLOR**  
PANTONE® REFLEX BLUE



**TWO COLOR**  
BLACK | SHADE



**THREE COLOR**  
PANTONE® REFLEX BLUE, PANTONE® 2765 & WHITE | SHADE



**TWO COLOR**  
WHITE | SHADE

## ACCEPTABLE LOGO USAGE: ALTERNATE NDE LOGO

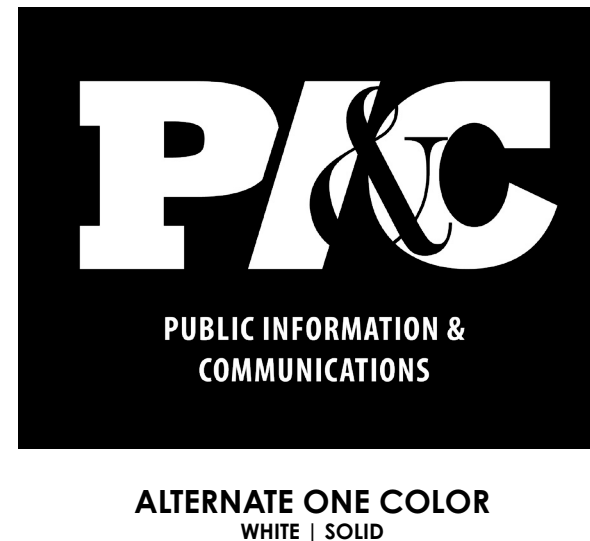
The samples below exhibit the correct way to present the alternate logo and can be found at: [www.education.ne.gov/comm/brand](http://www.education.ne.gov/comm/brand).



ALTERNATE TWO COLOR  
WHITE | SHADE

## ACCEPTABLE LOGO USAGE: OFFICE LOGOS

The samples below exhibit the correct way to present your team's office logo. The two color office logo should be used in most instances. The alternate one color office logo should only be used when necessary, such as on a darker background.



## SECONDARY LOGOS

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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.



**NEBRASKA VOCATIONAL  
REHABILITATION**



**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**



**DO NOT CHANGE THE COLOR OF THE LOGO**



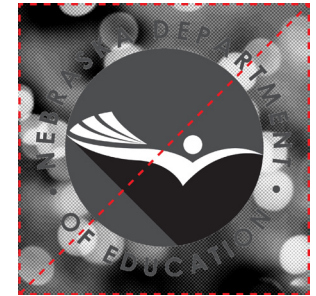
**DO NOT ADD EXTRA ELEMENTS**



**DO NOT APPLY A DROP SHADOW**



**DO NOT ROTATE THE LOGO**



**DO NOT PLACE THE LOGO OVER A PHOTOGRAPH OR PATTERNED BACKGROUND**

## **SUB-TEAM BRANDING**

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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 Graphic Design Specialist.

Any logo created for a team by the Graphic Design Specialist must follow the same acceptable and unacceptable rules as the official NDE logo.

## BRANDED MERCHANDISE

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Some teams, divisions, and programs may want to utilize the official NDE logo, or their team, division, or program's logo for branded merchandise. Apparel and gifts, along with promotional items, falls into the category of **branded merchandise**.

### GENERAL BRANDED MERCHANDISE GUIDELINES

- Is required to include the official NDE logo or the alternate NDE logo.
- Any additional logos aside from the NDE logos and department logos, such as sponsor/partner logos, **MUST** be requested and are only allowed if approved by the Office of Public Information and Communications.
- Is generally restricted to the primary NDE color palette.
- May **NOT** be created in distressed, camouflage or other nontraditional styles.
- If approved by your Administrator **AND** the Communications Team, another company aside from the primary may be used. In this case, all NDE departments must use licensed vendors whether items are for resale or not.

\* *This should only be utilized under circumstances such as the primary company not having capability to make what you are requesting and you have discussed with the Communications Team.*

For branding purposes, the Office of Public Information and Communications reviews, and ultimately approves or denies, artwork submitted for apparel, gifts, and promotional items.

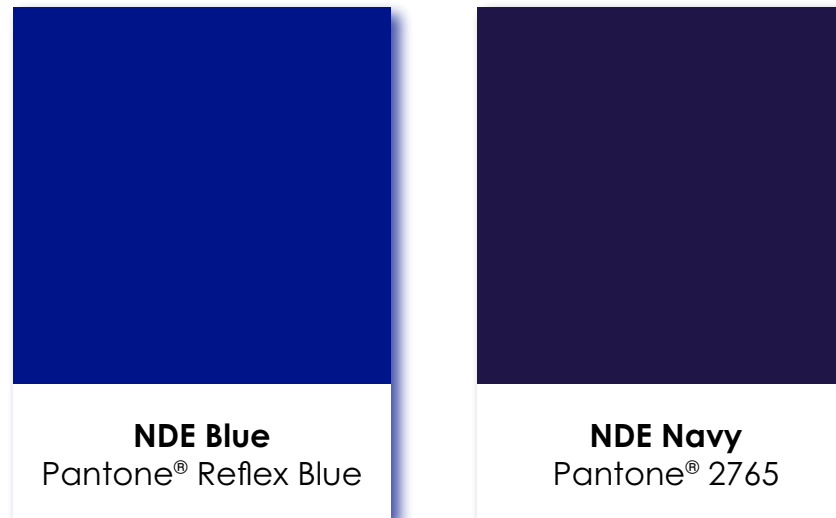


# THE COLORS

## NDE COLOR PALETTE

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

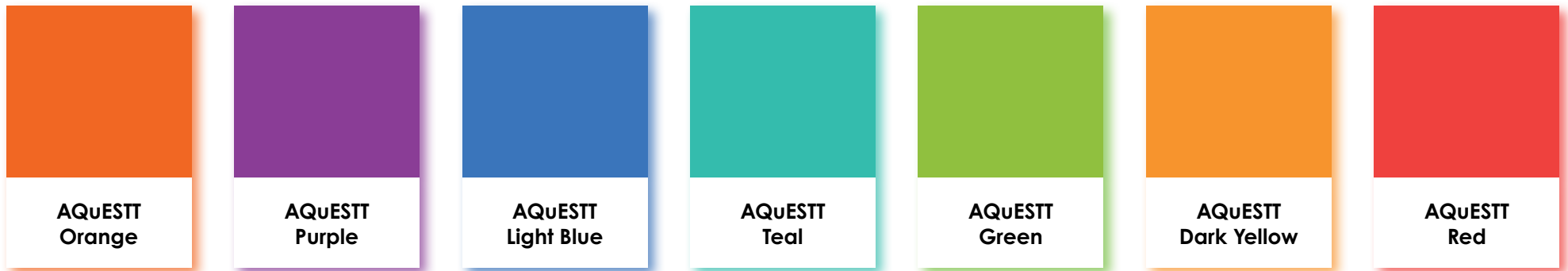
The chart below outlines the color palette with corresponding CMYK, RGB and Web Hex color values. Please see the Glossary of Terms for more information on color systems.



NDE COLOR	CMYK	RGB	WEB HEX
NDE Blue	C100 M89 Y0 K0	R0 G20 B137	#001489
NDE Navy	C100 M100 Y9 K57	R32 G21 B71	#201547

## 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.



NDE COLOR	CMYK	RGB	WEB HEX
LEADERSHIP DOMAIN			
<b>AQuESTT Orange</b>	C0 M74 Y99 K0	R241 G102 B35	#F16623
SUCCESS, ACCESS, AND SUPPORT DOMAIN			
<b>AQuESTT Purple</b>	C54 M92 Y0 K0	R138 G59 B150	#8A3B96
<b>AQuESTT Light Blue</b>	C82 M55 Y0 K0	R54 G112 B184	#3670B8
<b>AQuESTT Teal</b>	C70 M0 Y40 K0	R50 G188 B173	#32BCAD
TEACHING, LEARNING, AND SERVING DOMAIN			
<b>AQuESTT Green</b>	C58 M0 Y100 K0	R119 G192 B67	#77C043
<b>AQuESTT Dark Yellow</b>	C0 M50 Y93 K0	R247 G148 B45	#F7942D
<b>AQuESTT Red</b>	C0 M90 Y79 K0	R239 G65 B62	#EF413E

## 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.

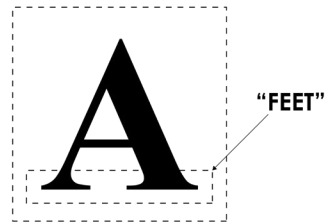


NDE COLOR	CMYK	RGB	WEB HEX
Data Dust Blue	C56 M24 Y11 K34	R91 G127 B149	#5B7F95
Data Green	C50 M1 Y100 K20	R122 G154 B1	#7A9A01
Data Orange	C0 M59 Y100 K0	R255 G105 B0	#FF6900
Data Gray	C28 M18 Y29 K51	R126 G127 B116	#7E7F74
Data Charcoal	C54 M27 Y36 K82	R63 G68 B68	#3F4444

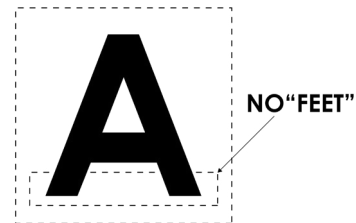
# TYPOGRAPHY

## 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.

Century Gothic Regular  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

**Century Gothic Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

*Century Gothic Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

Myriad Regular  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

**Myriad Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

*Myriad Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

Helvetica Regular  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

**Helvetica Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

*Helvetica Oblique*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

## 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.

**Rockwell Regular**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

**Rockwell Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

*Rockwell Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

**Garamond Regular**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

**Garamond Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

*Garamond Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

**Times New Roman Regular**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

**Times New Roman Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

*Times New Roman Italic*  
*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.

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 (SERIF)

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### 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.

Georgia Regular  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

**Georgia Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

*Georgia Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

Palatino Regular  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

**Palatino Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

*Palatino Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

## OTHER TYPOGRAPHIC CONSIDERATIONS

10 point type size.  
14 point type size.  
18 point type size.

TYPE SIZE

*Italics can be hard to read.*

USE OF ITALICS

→ Leading Leading Leading  
→ Leading Leading Leading  
→ Leading Leading Leading

SPACING BETWEEN LINES OF TEXT

Tracking Tracking Tracking  
Tracking Tracking Tracking  
↑

SPACE BETWEEN LETTERS

### 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.

Normal Scale  
Horizontal Scale  
Vertical Scale

LETTER SCALING

**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.

Left Justified Left Justified Left Justified  
Left Justified

ALIGNMENT WITH LEFT JUSTIFICATION

**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.



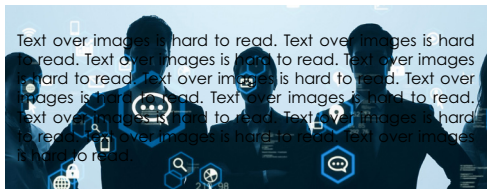
CONTRAST AND REVERSING OUT

**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**

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

## **ACCESSIBILITY**

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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.

**IMAGE USE**

## IMAGERY



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.

- **LIVING, 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.

If you have any requests for imagery, please contact the Graphic Design Specialist.

## **CONSENT FORM**

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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. A copy of the consent form is located on the following page.



# RECORDING AND PHOTOGRAPHY RELEASE FORM

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I hereby grant permission to the Nebraska Department of Education (NDE) and any of its authorized agents to video/audio record or photograph me, collect written or spoken testimonials (the "Recordings") from me, and grant to the NDE and the NDE's authorized agents the right to copy, reproduce, and use all or a portion of the Recordings for all purposes and in perpetuity without further consent from me, and without compensation to me.

I grant the right to use my image and name in connection with all uses of the Recordings and waive the right to inspect or approve any use of my Recordings. I hereby release the NDE, its employees and authorized agents from all claims, actions, or damages that may arise from the taking, reproduction, or use of the Recordings. I further agree that the Recordings shall constitute the sole property of the NDE.

I confirm that I am 19 years of age or older. If I am not 19 years of age or older my parent or guardian must also sign this release.

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Signature

Date

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Full Name (Print)

Title

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School or Entity Name

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School or Entity Full Address

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Parent/Guardian (If Applicable)

**COMMUNICATIONS**

## **INTERNAL AND EXTERNAL COMMUNICATIONS**

### **INTERNAL COMMUNICATIONS**

The principles of the logo and style guide must be applied to all official internal communications, including but not limited to: advertisements, posters and flyers. Printed and published 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.

All other internal communications, such as work events (potlucks, gatherings, etc.), can follow branding guidelines but are not required to. All communications must follow proper work etiquette.

### **EXTERNAL COMMUNICATIONS**

Same as with official internal communications, the principles of the logo and style guide must be applied to all external communications, including but not limited to: advertisements, posters and flyers. Printed and published 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.



PHONE | EMAIL | WEBSITE | X | FACEBOOK



PHONE | EMAIL | WEBSITE

## STATIONERY

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.

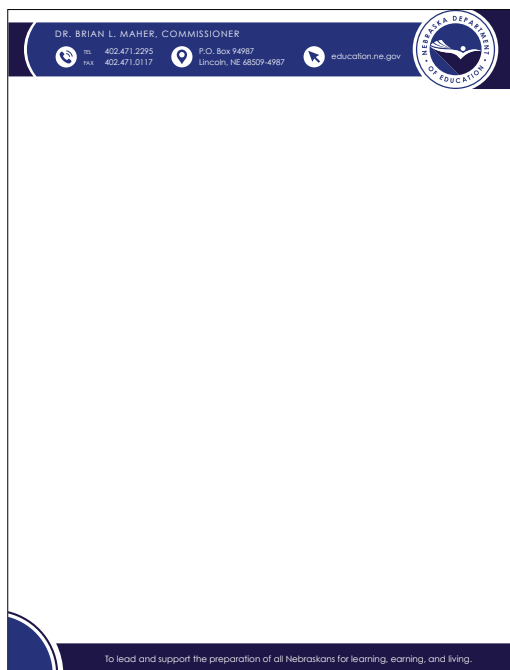
### BUSINESS CARDS (3.5 X 2")

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

If ordering more than 100 notecards, a print requisition will be needed. You can request a print requisition by emailing the Social Media Specialist.

Orders with 100 cards or less will be placed via the State Copy Center using the official NDE business card template found [here](#).

Century Gothic should be used for all lines of text on all business card options.

**LETTERHEAD****#10 BUSINESS ENVELOPE****LETTERHEAD (8.5 X 11")**

Letterhead is printed on special, watermarked stock approved by NDE. 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 indention. The preferred typeface for all large bodies of written correspondence is Adobe Garamond.

The electronic letterhead template is located [here](#).

**#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.



NOTECARD EXAMPLE

### NOTECARDS AND THANK YOU NOTES (5.5 X 4.25")

One notecard and one thank you note format approved for official NDE use are shown to the left. These options and more are available [here](#).

If ordering more than 500 notecards a print requisition will be needed. You can request a print requisition by emailing the Social Media Specialist.

Orders with 500 or less notecards can be placed at the State Copy Center. Measurements for the notecards are 5.5X8.5 which would be 4.25X5.5 folded. If you need envelopes for the notecards, they can be ordered through Office Depot. The envelope size is A2.

If you have questions regarding the notecard or thank you note formats, or the creation of new designs, please contact the Graphic Design Specialist.



THANK YOU NOTE EXAMPLE

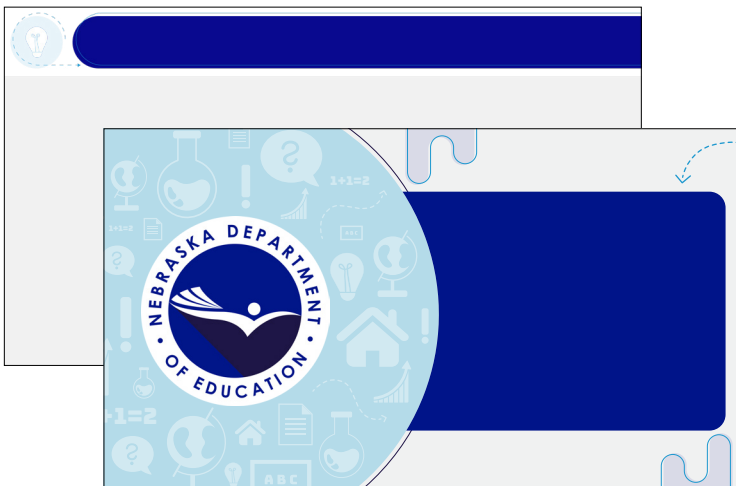
## PRESENTATIONS

### POWERPOINT

A set of PowerPoint templates have been created to ensure visual consistency and are required for all internal and external presentations. PowerPoint templates can be found [here](#). 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 insideNDE. If another presentation program is utilized, the same procedures, formatting, and style rules apply.

More options may be made available over time. 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 Graphic Design Specialist.



**POWERPOINT TEMPLATE EXAMPLE**



### ZOOM AND TEAMS VIRTUAL BACKGROUNDS

A set of virtual backgrounds have been created to ensure visual consistency and are required for all internal and external meetings or virtual presentations. Virtual backgrounds can be found [here](#).

It is important to utilize these backgrounds for branding purposes. Instructions for importing existing virtual backgrounds into Zoom or Teams are located on insideNDE. If another program is utilized, the same rules apply.

More options may be made available over time. Anyone who is interested in developing virtual backgrounds for broad Department use is encouraged to do so. The adoption of a new background requires the permission of the Commissioner. If you have questions regarding the current virtual backgrounds, or the creation of new virtual backgrounds, please contact the Graphic Design Specialist.



### VIRTUAL BACKGROUND EXAMPLES



## WEB GUIDELINES

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The NDE website incorporates the 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 Developer.

## SOCIAL MEDIA GUIDELINES

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The 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. The full list of guidelines can be found [here](#). Requests for official NDE Team social media accounts can be sent to the Social Media Specialist.

## MULTIMEDIA GUIDELINES

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Questions about multimedia should be directed to the Multimedia Specialist.

## MEMOS

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A memo template that can be used Department-wide can be found [here](#). This template is designed in black and white and can be customized with team or section titles, phone number, and other appropriate information.

## INFOGRAPHICS

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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 Graphic Design Specialist.

## EXISTING DOCUMENTS

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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

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

### CMYK (Cyan, Magenta, Yellow and Black)

CMYK 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

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 screen-based electronic presentations and the web.

### GRAYSCALE

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

### WEB HEX (Hexadecimal)

Web hex 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: FFFFFFFF=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

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

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.

#### PNG OR “PORTABLE NETWORK GRAPHIC”

PNG, using the .png extension, file is a type of raster image and file type with web designers because it can handle graphics with transparent or semi-transparent backgrounds. PNG files can handle 16 million colors. The PNG format uses lossless compression, which means that this file type retains all its original data when compressed. These are great for logos, detailed graphics and charts on websites because the quality does not get lost.

#### JPEG | JPG OR “JOINT PHOTOGRAPHIC EXPERTS GROUP”

Files saved as JPGS 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. JPG 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

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