GUIDE TO GRAPHIC STYLE

EDUCATION.NE.GOV/COMM/BRAND

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INTRODUCTION

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.

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**, 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.

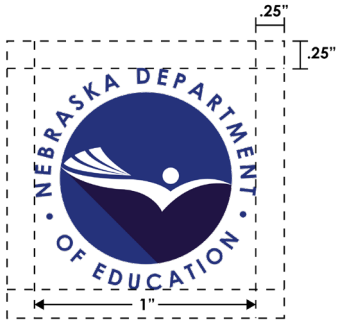
The Official NDE logo may not be used outside of NDE without the express written permission from the Commissioner of the Nebraska Department of Education. In addition, the NDE logo is licensed under a Creative Commons Attribution 4.0 International License.

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

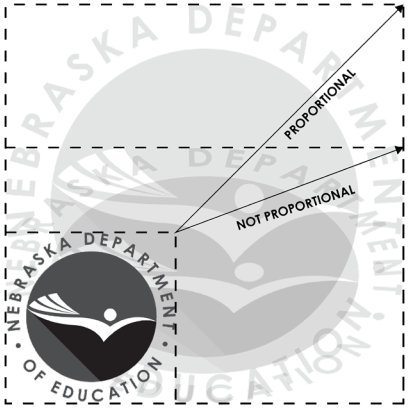
The NDE logo has been constructed so that the elements are always in a fixed size and alignment relationship, which should not be altered, modified or repositioned in any way. The logo is available in two formats, as shown below. The official format is always preferred, but for flexibility the alternate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

ALWAYS SCALE IN PROPORTION



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.

TWO COLOR
PANTONE® REFLEX BLUE &
PANTONE® 2765 | SHADE

ONE COLOR
BLACK | SOLID

ONE COLOR
PANTONE® REFLEX BLUE |SOLID

TWO COLOR
GRAY | 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.

ALTERNATE TWO COLOR
PANTONE® REFLEX BLUE &
PANTONE® 2765 | SHADE

ALTERNATE TWO COLOR KNOCKOUT
PANTONE® REFLEX BLUE &
PANTONE® 2765 | SHADE

ALTERNATE TWO COLOR
GRAY | SHADE

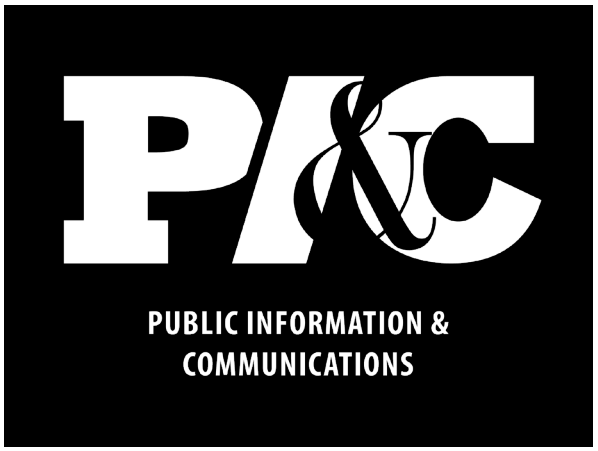
ALTERNATE ONE COLOR
BLACK | SOLID

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.

TWO COLOR
PANTONE® REFLEX BLUE &
PANTONE® 2765



ALTERNATE ONE COLOR
WHITE | SOLID

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.

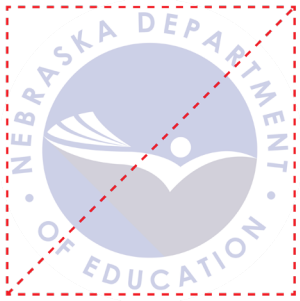
NEBRASKA VOCATIONAL REHABILITATION

ASSISTIVE TECHNOLOGY PARTNERSHIP

UNACCEPTABLE LOGO USAGE

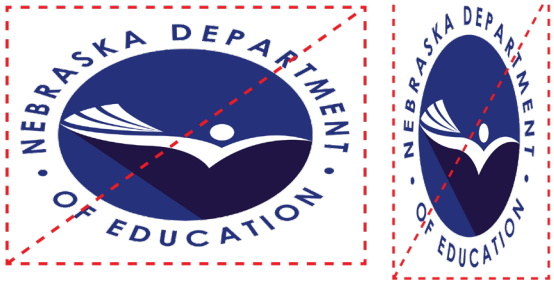
The samples below exhibit incorrect ways to present the logo.

DO NOT REARRANGE THE LOGO ELEMENTS



DO NOT SCREEN THE LOGO

DO NOT ATTEMPT TO "RECREATE" THE LOGO WITH DIFFERENT FONTS



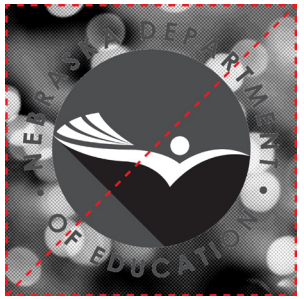
DO NOT STRETCH OR CONDENSE THE LOGO

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

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. Office logos are intended primarily for internal use and must still be accompanied by the NDE 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

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 conference and 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 office 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, conference 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.

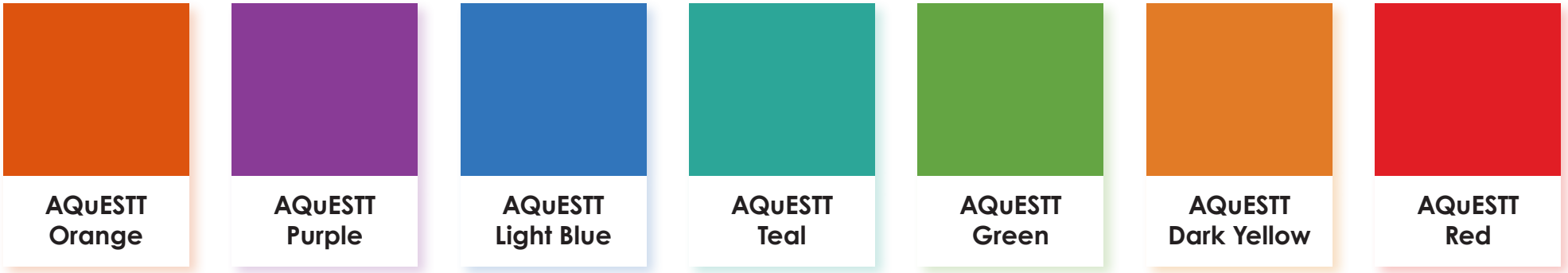
NDE Blue

NDE Navy

NDE COLOR	CMYK	RGB	WEB HEX
NDE Blue	**C**100 **M**89 **Y**0 **K**0	**R**0 **G**20 **B**137	#001489
NDE Navy	**C**100 **M**100 **Y**9 **K**57	**R**32 **G**21 **B**71	#201547

SECONDARY COLOR PALETTE: AQUESTT FOR NEBRASKA

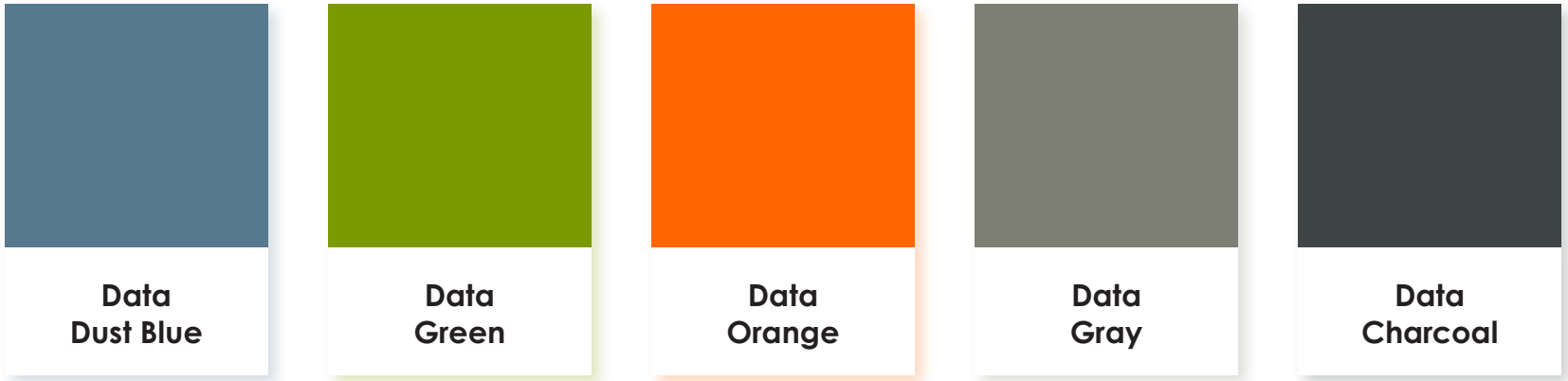
The *Accountability for a Quality Education System, Today and Tomorrow: AQuESTT* for Nebraska is a Department- and state-wide effort to integrate the vision of accountability, assessment, accreditation, career education, and data into a system of school improvement and support for every student, every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



DOMAIN	NDE COLOR	CMYK	RGB	WEB HEX
Leadership	AQuESTT Orange	C9 M81 Y100 K1	R221 G83 B14	#DD530E
Success, Access, and Support	AQuESTT Purple	C54 M91 Y0 K0	R138 G59 B150	#8A3B96
	AQuESTT Light Blue	C82 M55 Y0 K0	R54 G112 B184	#3670B8
	AQuESTT Teal	C76 M13 Y48 K0	R44 G165 B151	#2CA597
Teaching, Learning, and Serving	AQuESTT Green	C66 M14 Y100 K1	R101 G164 B55	#65A437
	AQuESTT Dark Yellow	C9 M62 Y100 K0	R226 G121 B8	#E27908
	AQuESTT Red	C5 M100 Y100 K1	R226 G22 B18	#E21612

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.

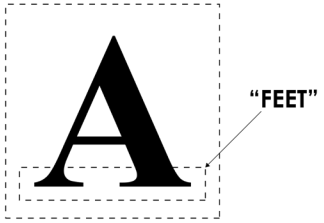


NDE COLOR	CMYK	RGB	WEB HEX
Data Dust Blue	C71 M45 Y33 K6	R87 G121 B142	#57798E
Data Green	C58 M22 Y100 K4	R122 G154 B1	#7A9A01
Data Orange	C0 M74 Y100 K0	R245 G102 B0	#F56600
Data Gray	C51 M42 Y52 K10	R126 G127 B116	#7E7F74
Data Charcoal	C70 M59 Y59 K44	R63 G68 B68	#3F4444

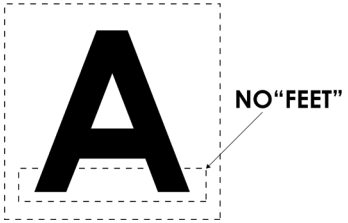
TYPOGRAPHY

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)

Aptos

Aptos is a precise, contemporary sans serif typeface inspired by mid-20th-century Swiss typography. Its clear-cut stroke endings emphasize order and restraint; the points where curved strokes meet straight strokes are crisp and well defined, which makes the typeface easily readable and reduces visual crowding.

Century Gothic Pro

Century Gothic is a modern, geometric sans-serif typeface released by Monotype Imaging in 1991. It is a popular choice for modern, spacious, and readable headings or digital interfaces.

Gotham

Developed for professional use, Gotham is an extremely large family, featuring four widths, eight weights, and separate designs for screen display and a rounded version.

Aptos Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aptos Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aptos Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Century Gothic Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Century Gothic Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Century Gothic Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TIER ONE: RECOMMENDED TYPEFACES (SERIF)

Georgia

Georgia font is a warm, highly legible serif typeface designed by Matthew Carter for Microsoft (1993) to excel on low-resolution screens, featuring a large x-height, generous spacing, and broader, flatter serifs compared to Times New Roman, making it clear and comfortable for body text in both print and digital media.

Palatino

Palatino is an elegant, highly readable serif typeface, known for its broad, open forms, gentle serifs, and flowing structure. Its open counters and balanced structure make it exceptionally easy to read in long passages, both in print and on screen.

Garamond Premier Pro

Garamond Premier Pro is an extensive, OpenType serif font family by Adobe, preserving their historical details and optical size variations for modern digital use, offering rich character sets and multiple weights with sophisticated features.

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

Garamond Premier Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Garamond Premier Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Garamond Premier Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TIER TWO: ALTERNATE TYPEFACES (SANS SERIF)

Helvetica

Helvetica is a hugely popular, clean, and neutral sans-serif typeface from Switzerland. Designed to be "invisible," conveying information without inherent meaning, perfect for corporate branding and official documents.

Gill Sans

Gill Sans is a classic, versatile humanistic sans-serif typeface designed by Eric Gill, known for its clean, rational, yet warm aesthetic inspired by Roman capitals and traditional serif fonts, making it ideal for headings, logos, and general display, balancing geometric influence with humanist touches for readability.

Helvetica Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TIER TWO: ALTERNATE TYPEFACES (SERIF)

Baskerville

Baskerville is a classic transitional serif typeface designed by John Baskerville in the 1750s, known for its elegant, refined look with crisp edges, high contrast between thick and thin strokes, sharper serifs, and a more vertical axis, bridging old-style and modern fonts for superior legibility in print, especially on smooth paper with rich inks.

Times New Roman

Times New Roman is a classic, highly legible serif typeface, becoming ubiquitous for its efficient use of space and readability in print, often used for books, academic papers, and as a default font in many digital applications. Its design balances elegance with practicality, featuring a strong diagonal stress, high x-height, and distinctive serifs, making it suitable for large blocks of text.

Baskerville Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Baskerville Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Baskerville 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

OTHER TYPOGRAPHIC CONSIDERATIONS

TYPE SIZE

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.

USE OF ITALICS

ITALICS

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

SPACING BETWEEN LINES OF TEXT

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.

SPACE BETWEEN LETTERS

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

Left Justified Left Justified Left Justified
Left Justified

ALIGNMENT WITH LEFT JUSTIFICATION

CONTRAST AND REVERSING OUT

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

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.

When using brand colors, prioritize legibility above all else. Text should maintain strong contrast against its background, and color should never be the sole means of conveying information. When emphasis or differentiation is needed, pair color with clear typography, icons, labels, or patterns to ensure meaning is accessible to everyone.

Consistent, thoughtful use of our colors not only reinforces brand recognition but also supports an equitable experience across digital and print materials. Designing with accessibility in mind reflects our commitment to inclusion, respect, and clarity in all communications.

It's the users responsibility to ensure that anything created with our branding meets accessibility standards.

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.

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.

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

CONSENT FORM

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

I hereby grant permission to the Nebraska Department of Education (NDE) and any of it's 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.

Signature

Date

Full Name (Print)

Title

School or Entity Name

School or Entity Full Address

Parent/Guardian (If Applicable)

COMMUNICATIONS

INTERNAL AND EXTERNAL COMMUNICATIONS

INTERNAL COMMUNICATIONS

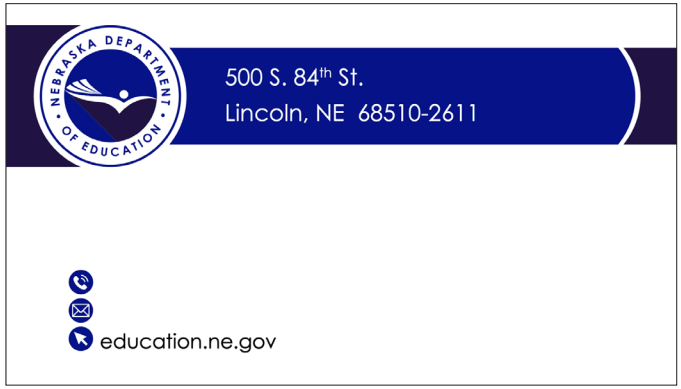
The principles of the logo and style guide must be applied to all official internal communications, including but not limited to: advertisements, posters and flyers. Printed and published pieces must contain the official NDE logo as well as the appropriate team diversity statement. All communications 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 ettiquette.

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.

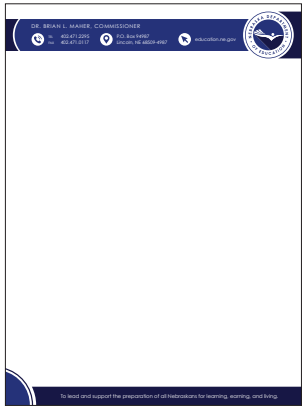
BUSINESS CARDS (3.5 X 2")

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.

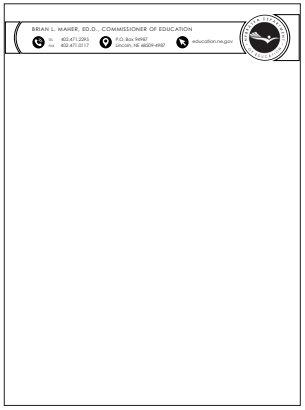
If ordering more than 100 notecards, a print requsition will be needed. You can request a print requsition by emailing the Social Media Specialist.

Orders with 100 cards or less will be placed via the State Copy Center using the **official NDE business card** template.

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



LETTERHEAD



MEMO

#10 BUSINESS ENVELOPE

LETTERHEAD AND MEMOS (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.

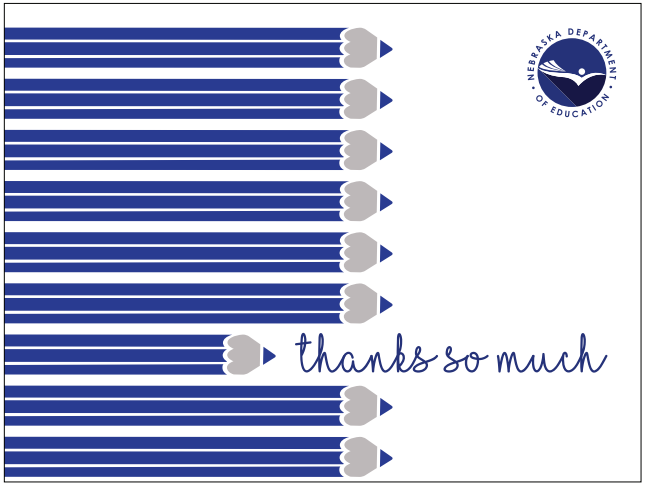
The block style of business letter writing is shown at the left. Paragraphs are indicated by one line space (a hard return), with no indention. The preferred typeface for all large bodies of written correspondence is Adobe Garamond.

The **memo template** can be used Department-wide. This template is designed in black and white and can be customized with team or section titles, phone number, and other appropriate information.

#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



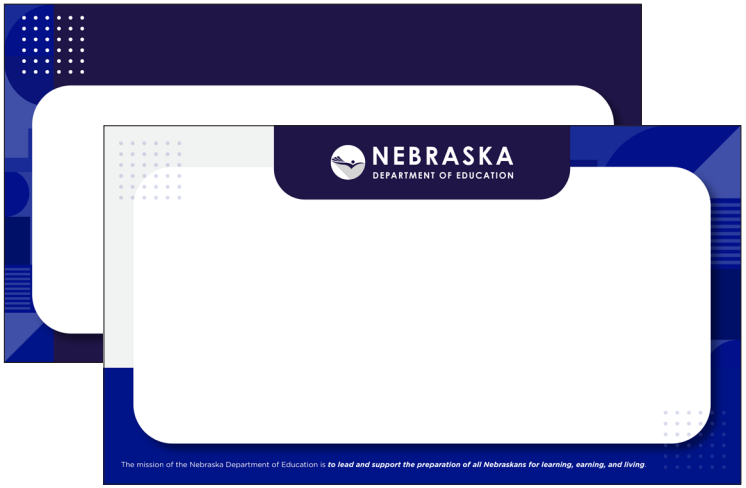
THANK YOU NOTE EXAMPLE

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 on insideNDE.

If ordering more than 500 notecards a print requsition will be needed. You can request a print requsition 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.



POWERPOINT TEMPLATE EXAMPLE

PRESENTATIONS

POWERPOINT

A set of **PowerPoint templates** have been created to ensure visual consistency and are required for all internal and external presentations. 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.

VIRTUAL BACKGROUND EXAMPLES

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.

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.

WEB GUIDELINES

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

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. Requests for official NDE Team social media accounts can be sent to the Social Media Specialist.

MULTIMEDIA

Questions about multimedia should be directed to the Multimedia Specialist.

GRAPHICS

The Nebraska Department of Education's brand can be enhanced through the depiction of graphics. The graphic style is flat with use of either the primary or secondary color palettes. Graphics can be created upon request from the Graphic Design Specialist.

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

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: 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

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.

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 of 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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