



GUIDE TO GRAPHIC STYLE

www.education.ne.gov/Brand

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TABLE OF CONTENTS

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



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

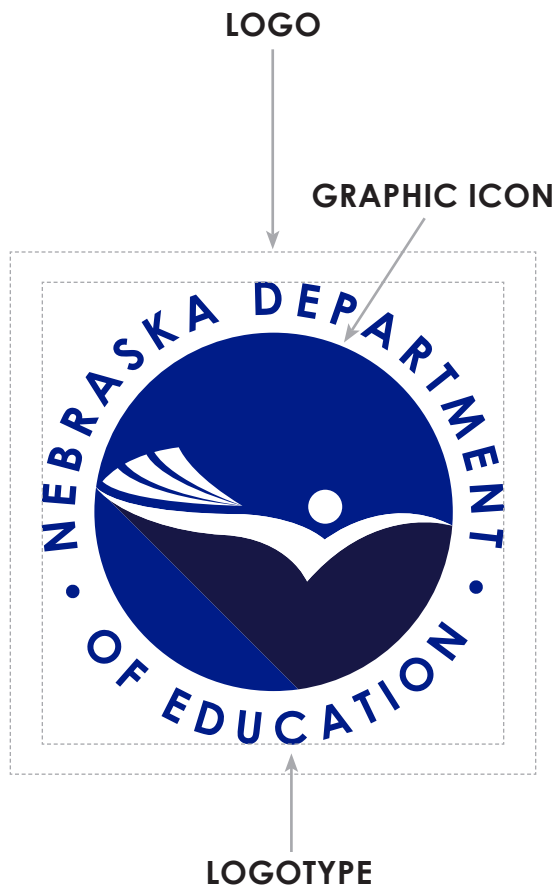
NDE is privileged to be affiliated with a large number of partners, from student organizations and higher education institutions, to private businesses and non-profit organizations. Therefore, it is important that the branding of NDE share print space with the branding and logos of other partner organizations.

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.

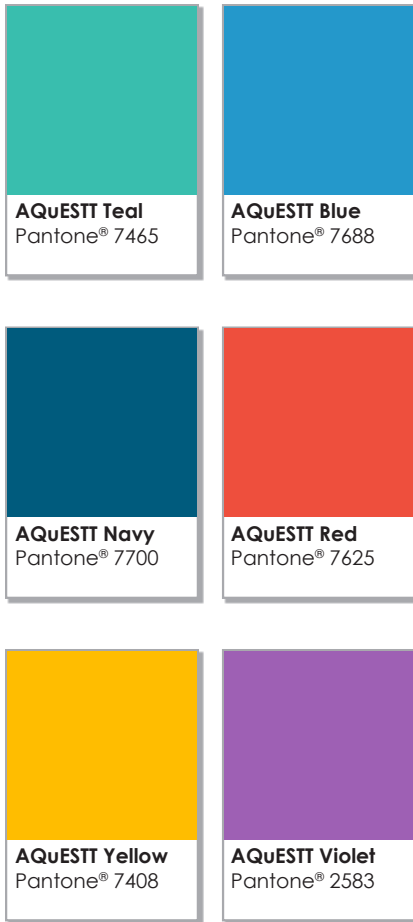
The chart below outlines the color palette with corresponding Pantone Matching System® (PMS), CMYK, RGB and Web Hex color values. Please see the Glossary of Terms for more information on color systems.









	NDE Color	PMS	CMYK	RGB	Web Hex
	NDE Blue	Pantone® Reflex Blue	C 100 M 89 Y 0 K 0	R 0 G 20 B 137	Web #001489
	NDE Navy	Pantone® 2765	C 100 M 100 Y 9 K 57	R 32 G 21 B 71	Web #201547
	NDE Gold	Pantone® 116	C 0 M 20 Y 100 K 0	R 255 G 205 B 0	Web #ffc000

SECONDARY COLOR PALETTE: AQuESTT FOR NEBRASKA

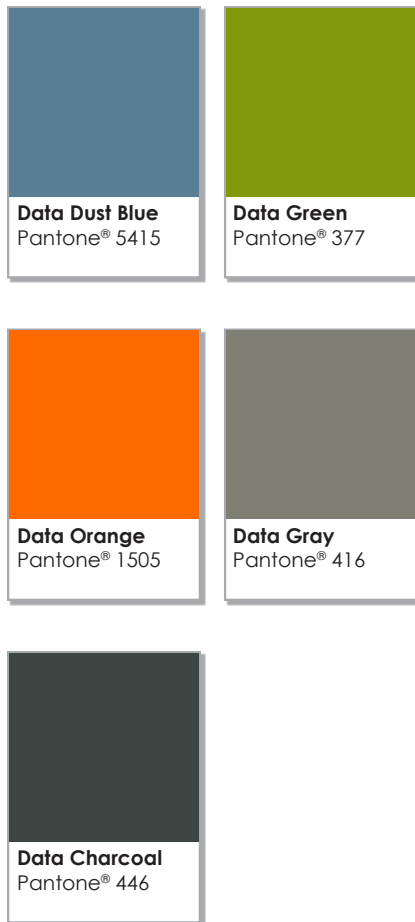
The *Accountability for a Quality Education System, Today and Tomorrow: AQuESTT for Nebraska* is a Department- and state-wide effort to integrate the vision of accountability, assessment, accreditation, career education, and data into a system of school improvement and support for every student, every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








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

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	PMS	CMYK	RGB	Web Hex
	Data Dust Blue	Pantone® 5415	C56 M24 Y11 K34	R91 G127 B149	Web #5b7f95
	Data Green	Pantone® 377	C50 M1 Y100 K20	R122 G154 B1	Web #7a9a01
	Data Orange	Pantone® 1505	C0 M59 Y100 K0	R255 G105 B0	Web #ff6900
	Data Gray	Pantone® 416	C28 M18 Y29 K51	R126 G127 B116	Web #7e7f74
	Data Charcoal	Pantone® 446	C54 M27 Y36 K82	R63 G68 B68	Web #3f4444

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.

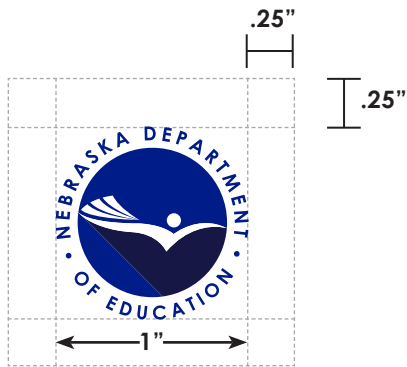


ALTERNATE NDE LOGO FORMAT

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.

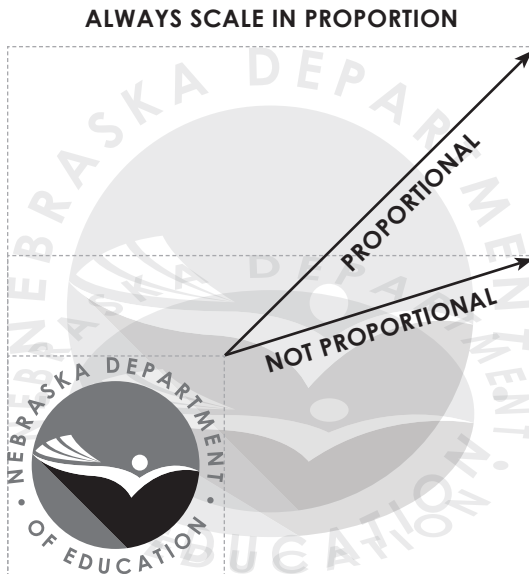


LOGO SIZE AND CLEAR SPACE

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.



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.



**NEBRASKA VOCATIONAL
REHABILITATION**



Assistive Technology
Partnership

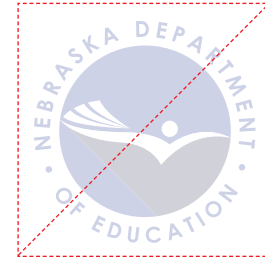
**ASSISTIVE TECHNOLOGY
PARTNERSHIP**

UNACCEPTABLE LOGO USAGE

The samples below exhibit incorrect ways to present the logo.



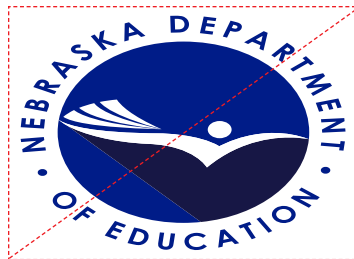
DO NOT REARRANGE THE LOGO ELEMENTS



DO NOT SCREEN THE LOGO



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



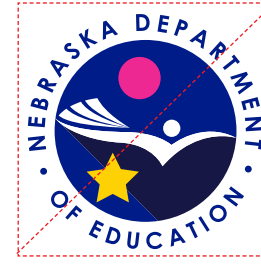
DO NOT STRETCH OR CONDENSE THE LOGO

UNACCEPTABLE LOGO USAGE (CONTINUED)

The samples below exhibit incorrect ways to present the logo.



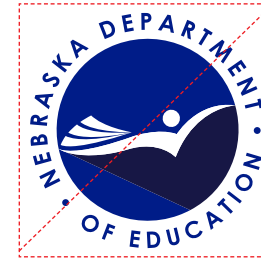
DO NOT CHANGE THE COLOR OF THE LOGO



DO NOT ADD EXTRA ELEMENTS



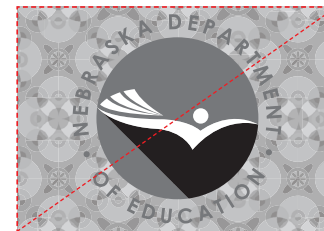
DO NOT APPLY A DROP SHADOW



DO NOT ROTATE THE LOGO



DO NOT PLACE THE LOGO OVER A PHOTOGRAPH OR PATTERNED BACKGROUND



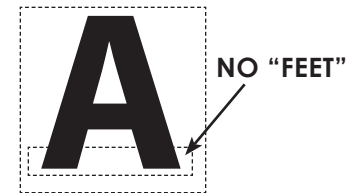
TYPOGRAPHY

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 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.

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 (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.

Rockwell Regular

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz 1234567890

Rockwell Bold

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890

Rockwell Italic

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz 1234567890

Garamond Regular

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz 1234567890

Garamond Bold

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz 1234567890

Garamond Italic

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz 1234567890

Times New Roman Regular

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz 1234567890

Times New Roman Bold

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz 1234567890

Times New Roman Italic

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz 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.

Gill Sans Regular

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gill Sans Bold

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gill Sans Italic

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Franklin Gothic Book

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Franklin Gothic Book Italic

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Franklin Gothic Medium

ABCDEFGHIJKLMN OPQRSTUVWXYZ
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.

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

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.

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 Leading Leading Leading

SPACING BETWEEN LINES OF TEXT

Tracking Tracking Tracking
Tracking Tracking Tracking
Tracking Tracking Tracking

SPACING BETWEEN LETTERS

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.

Normal Scale
Horizontal Scale
Vertical Scale

LETTER SCALING

Left Justified 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

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.

IMAGE USE



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

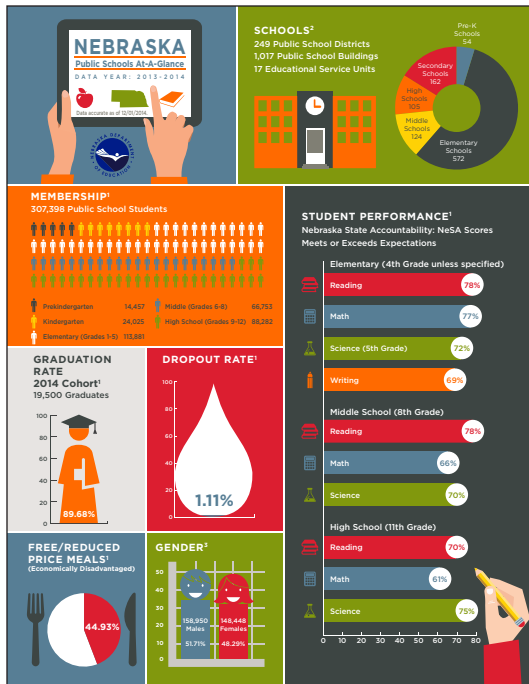
City

State

Zip

If under 19, signature of parent/guardian: _____

Printed name of parent/guardian: _____



INFOGRAPHICS

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.

COMMUNICATIONS



PHONE AND FAX



PHONE AND TWITTER HANDLE

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.

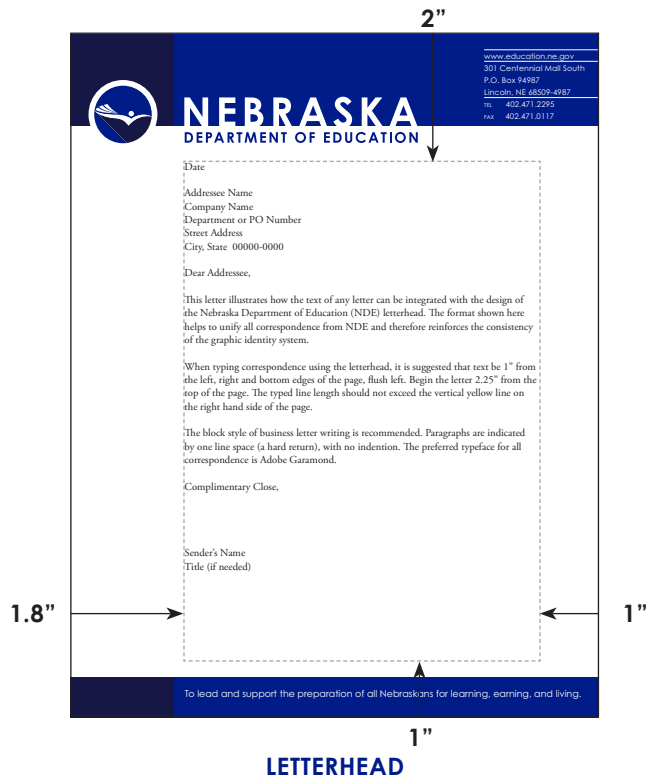
BUSINESS CARDS (3.5 X 2")

Two business card formats approved for official NDE use are shown to the left. One gives the user the option to include 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 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.

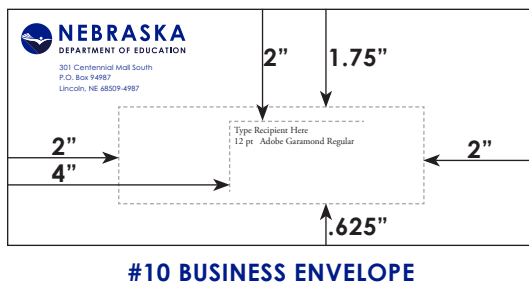
When typing correspondence using the letterhead, it is suggested that text be 1.8" from the left edge of the page and 1" from the right and bottom edges of the page, flush left. Begin the letter 2" from the top of the page.

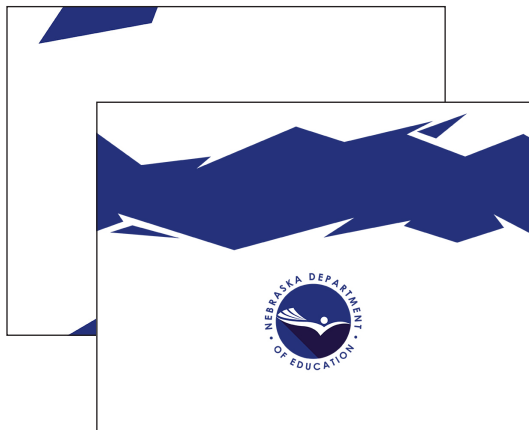
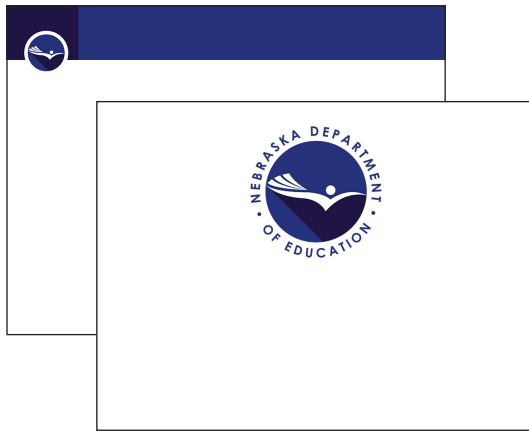
The block style of business letter writing is shown at the left. Paragraphs are indicated by one line space (a hard return), with no indentation. The preferred typeface for all large bodies of written correspondence is Adobe Garamond.

The electronic letterhead template is located at: www.education.ne.gov/Brand.

#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.





SAMPLES OF POWERPOINT TEMPLATES

PRESENTATIONS

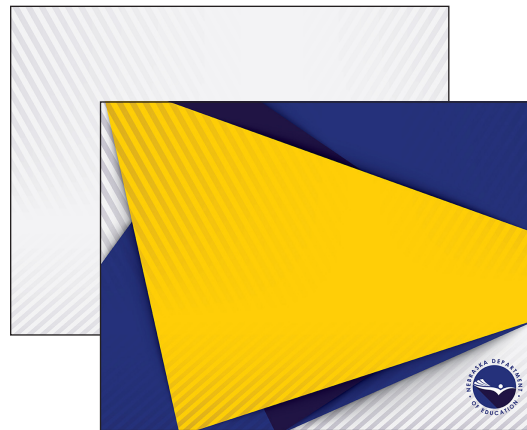
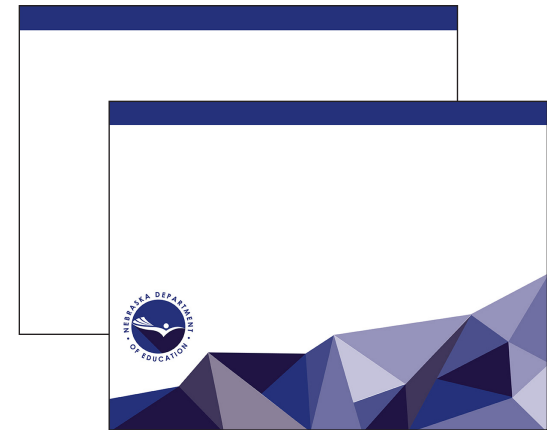
POWERPOINT

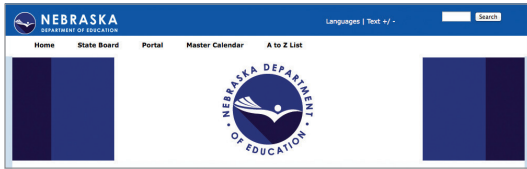
A set of PowerPoint templates have been created to ensure visual consistency and are required for all internal and external presentations. They can be found at: www.education.ne.gov/Brand. The only exception to this requirement is in the instance that a template interferes in some way with charts, photographs, 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.

ADDITIONAL SAMPLES OF POWERPOINT TEMPLATES





NDE HOME PAGE BANNER



NDE TWITTER PAGE

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

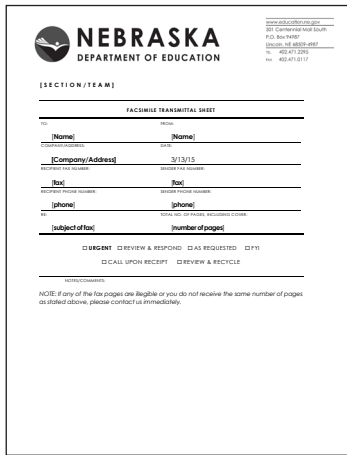
The new NDE logo was redesigned specifically with social media in mind. Its open type face allows the Department name to be visible even in small or tight spaces. When speaking on behalf of the Department, all social media guidelines must be used. Requests for official NDE Team Twitter accounts can be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



NEBRASKA
DEPARTMENT OF EDUCATION

www.education.ne.gov
301 Centennial West Tower
412 3rd Floor
Lincoln, NE 68503-0001
Tel: 402-471-2200
Fax: 402-471-0117

[SECTION / YEAR]

FACSIMILE TRANSMITTAL SHEET

To: (Name) (Name)

From: (Company/Address) 3/13/15

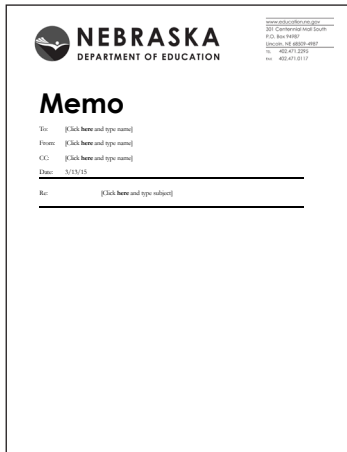
Re: (Topic) (Topic)

Number of pages: (Number of pages)

URGENT REVIEW & RESPOND AS REQUESTED FYI
 CALL UPON RECEIPT REVIEW & RECYCLE

NOTE: If any of the file pages are illegible or you do not receive the same number of pages as listed above, please contact us immediately.

NDE FAX COVER SHEET



NEBRASKA
DEPARTMENT OF EDUCATION

www.education.ne.gov
301 Centennial West Tower
412 3rd Floor
Lincoln, NE 68503-0001
Tel: 402-471-2200
Fax: 402-471-0117

Memo

To: (Click here and type name)

From: (Click here and type name)

CC: (Click here and type name)

Date: 3/13/15

Re: (Click here and type subject)

NDE MEMO

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 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: 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 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 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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