

TOP 10 BY 20 PARTNER GUIDELINES

Thank you for your interest in partnering with the Missouri Department of Elementary and Secondary Education on the Top 10 by 20 initiative. This document provides guidelines for using **the new Top 10 by 20 Partner logo**. Keeping the logo consistent on printed and electronic materials will strengthen our message: that we want Missouri to be one of the top 10 states in the country in terms of educational performance by the year 2020.

How to obtain the logo

- Please send an e-mail to top10by20@dese.mo.gov to get a copy of the official Top 10 by 20 Partner logo (see right). In your message, please specify the type of file that you need (JPEG, PNG, EPS or other) and let us know how you plan on utilizing the logo in your materials.



When to use the logo

- The Top 10 by 20 Partner logo can be used on your website or in publications both printed and electronic. We ask that you send an electronic version of how you use the logo to top10by20@dese.mo.gov. That way we can see how our partners throughout the state are utilizing the logo. (The logo is a trademark of the Department, which reserves the right to approve all use.)
- If you would like to use the logo on a large-scale project (in advertisements, on a billboard, in a mass mailing, on letterhead, etc.), please contact us at 573-751-3469 or top10by20@dese.mo.gov before you make any arrangements. Major projects would require advance coordination between you and the Department.

How to use the logo

- If you use the logo on a website or electronic publication, be sure to link back to the Department's Top 10 by 20 page at dese.mo.gov/top10by20
- Please do not alter the logo; all elements are part of the Top 10 by 20 initiative's brand identity. This includes changing fonts, colors or type and removing, cropping or adding anything to the logo.
- When resizing the logo, be sure to adjust it proportionally. In Microsoft Office programs, click on one of the corners and drag the mouse to resize the image. Avoid stretching, squeezing or otherwise distorting the logo in any way.
- The preferred application of the logo is on a white, or very light color, background. Other backgrounds, especially those that compete with or are not complimentary to the red, blue and green colors, should be avoided.
- The logo should not be smaller than 1.5 inches wide for print publications or 200 pixels wide for on-screen use.

Additional information

- If you have questions about the Top 10 by 20 Partner logo or how to best utilize it in your materials, please call 573-751-3469 or send an e-mail to top10by20@dese.mo.gov.