

# DEPARTMENT LOGO USAGE GUIDELINES

This document provides information and guidelines for using the new Missouri Department of Elementary and Secondary Education logo. The following guidelines went into effect on Dec. 9, 2010.

## The Logo

There are three versions of the main logo:



Four-color version for primary use



Black version for black-and-white publications



White version for use against color/darker backgrounds

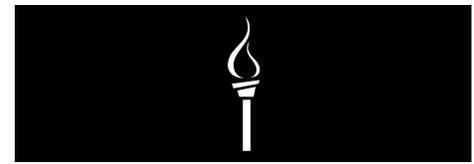
In addition, there are three versions of the torch graphic as a standalone element. These may be used when circumstances dictate (limited amount of space, need for a vertical image or other appropriate situations).



Four-color version for primary use



Black version for black-and-white publications



White version for use against color/darker backgrounds

## How to Use the Logo

- Do not alter the logo; all elements are part of the Department's brand. 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 logo's main colors are Pantone 288 (blue) and Pantone 363 (green). The color of the torch flame is Pantone 876 (bronze). As with the font and torch graphic, it is important that the colors appear as designed and approved.
- 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 blue and green colors, should be avoided. (The white version might be applicable for certain dark backgrounds.)
- Keep an empty space of at least 0.25 inches around all sides of the logo.
- The logo should not be smaller than 1.5 inches wide for print publications or 200 pixels wide for on-screen use.

## When to Use the Logo

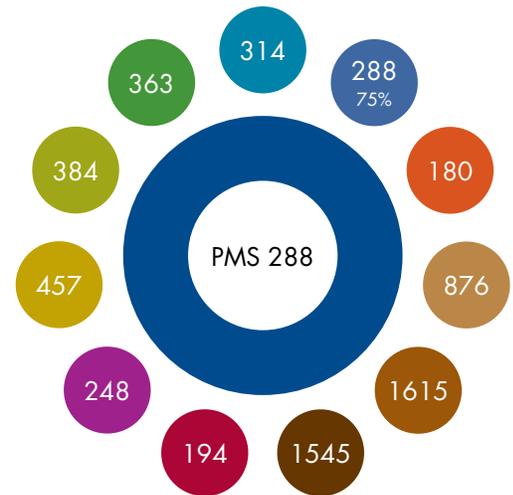
- The logo may be used on official communications related to the Department. This includes (but is not limited to) brochures, fliers, newsletters, manuals, presentations, electronic documents, conference materials, websites, etc. Contact the Communications section at 573-751-3469 or [communications@dese.mo.gov](mailto:communications@dese.mo.gov) for authorization to use the logo.
- All outside entities are expected to ask permission to use the logo. The logo is a trademark of the Department, which reserves the right to approve all use of the logo. Any use must be discontinued if deemed inappropriate by the Department.

## Color Palette

Several specific colors have been selected as complimentary colors to the logo. Colors from the Pantone Matching System can be approximated using RGB (for electronic use) or CMYK (for print publications) values. Please consider using these colors on projects that incorporate the logo.

- PMS 288
- PMS 363
- PMS 876

Color	RGB Values	CMYK Values	Color	RGB Values	CMYK Values
288	R=0, G=75, B=141	C=100, M=67, Y=0, K=23	1615	R=156, G=87, B=8	C=0, M=56, Y=100, K=43
363	R=67, G=150, B=57	C=68, M=0, Y=100, K=24	1545	R=102, G=55, B=0	C=0, M=53, Y=100, K=72
314	R=0, G=131, B=169	C=100, M=0, Y=9, K=30	194	R=171, G=6, B=53	C=0, M=100, Y=64, K=33
288 (75%)	R=63, G=104, B=163	C=75, M=50, Y=0, K=17	248	R=159, G=33, B=139	C=40, M=100, Y=0, K=2
180	R=217, G=84, B=30	C=0, M=79, Y=100, K=11	457	R=195, G=162, B=4	C=0, M=15, Y=100, K=28
876	R=186, G=135, B=72	C=30, M=50, Y=85, K=0	384	R=159, G=166, B=23	C=18, M=0, Y=100, K=31



## Suggested Fonts

The following fonts are suggested for use with the logo:

- Web:** Verdana
- Print:** Times New Roman or Cambria
- E-mail:** Calibri
- Script:** *Lucida Handwriting*
- Headlines:** Eras Medium ITC

The font ArialSans is used in the logo itself and should be avoided.

## Available File Formats

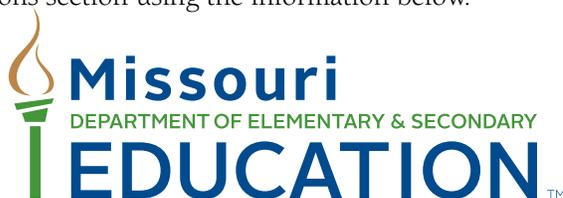
The logo is available in several different file formats:

- **JPEG:** The most commonly used format, JPEG files can be used for print and electronic projects and are compatible with Microsoft Office software. The JPEG logo files have a white background.
- **PNG:** The PNG file format was designed to replace GIF files. PNG files are best utilized for electronic projects and are compatible with Microsoft Office software. The PNG logo files have a transparent background.
- **EPS:** EPS files are mainly used in projects that go to commercial printers. They are best utilized by professional desktop publishing and drawing software.

To download the logo files, please visit [dese.mo.gov/communications/logos-guidance](http://dese.mo.gov/communications/logos-guidance) Other file types are available upon request.

## Additional Information

If you have questions about general logo use or how best to utilize the logo in your materials, please contact the Communications section using the information below.



205 Jefferson St., P.O. Box 480  
 Jefferson City, MO 65102  
 Phone: 573-751-3469  
 E-mail: [communications@dese.mo.gov](mailto:communications@dese.mo.gov)

*The Department of Elementary and Secondary Education does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities. Inquiries related to Department programs and to the location of services, activities, and facilities that are accessible by persons with disabilities may be directed to the Jefferson State Office Building, Civil Rights Compliance (Title VI/Title IX/504/ADA/Age Act), 205 Jefferson Street, Jefferson City, MO 65102-0480; telephone number 573-526-4757 or Relay Missouri 800-735-2966.*