

BRAND GUIDELINES

2021



MISSISSIPPI
DEPARTMENT OF
EDUCATION

Our brand is the distinctive image associated with our department. It is the visual, emotional, and rational impression that we elicit in the minds of those we serve. Our brand defines what we do and who we are, acting as our voice that proclaims these facts to the outside world. It is our communication cornerstone — facilitating marketing efforts, unifying teams, and strengthening our department from the inside out.

Our brand identity is a vital element of our overall marketing and communication efforts. It is how we will be recognized visually and must be implemented consistently through all points of contact with our audiences.

This guide instructs Mississippi Department of Education employees in the proper application of our visual identity. Adherence to these standards reflects our credibility, strengthens the brand, and enhances our recognition as Mississippi Department of Education grows.



This is the preferred configuration. Use whenever possible.



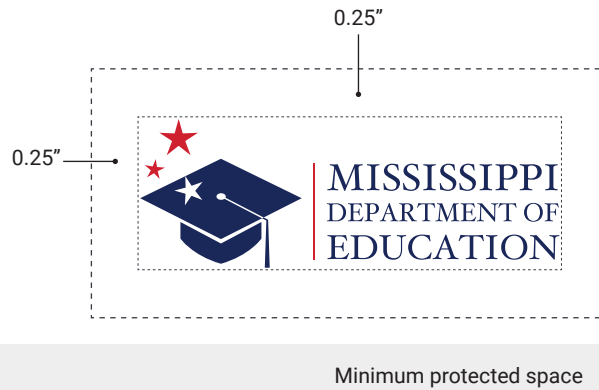
No icon only.



No text only.

IDENTITY CONFIGURATION

The brand identity (logo) consists of several components. The size and arrangement of the individual components should always be maintained, never altered, distorted, or recreated. The configuration shown above is the preferred arrangement and should be used whenever possible. The logotype is a single piece of art — it is not typeset and should not be recreated by attempting to do so with a font. To download the logo file, please visit mdek12.org/OCGR/brand/logos.



PROTECTED SPACE AND MINIMUM SIZE

The brand identity and its ability to communicate should not be infringed upon by other type or graphic elements. This requires a minimum protected space of 0.25" around all sides of the logo.

An exception to this clearance distance is the use of the Mississippi Department of Education website address and/or phone number or physical address. All other art, type, or other graphic elements should remain outside of this safe zone.

The minimum size the identity should be is 1.5" wide.



ACCEPTABLE COLOR USAGE

Controlling the consistent use of color in all applications is crucial to maintaining the power of the brand. The preferred brand identity usage is red and blue. White (reversed) out of a background of one of the brand colors or black is also acceptable. Black on a light background is permissible when a one-color application is needed.

The logo art is a digital file that is to be reproduced only from artwork obtained from The Mississippi Department of Education at mdek12.org/OCGR/brand/logos.



Reversed out of one of the approved PMS colors



Approved red and blue on white



Unacceptable use of logo over dark photograph



Black logo on unacceptable pattern



White out of gray (40% black)



Black over light photograph



Color logo distorted by condensing it



Unacceptable use of logotype without icon

BRAND IDENTITY APPLICATION

The above examples show acceptable and unacceptable brand identity application over a variety of backgrounds. The logo should always be reproduced in a manner that allows for maximum readability and visibility. Usage over busy patterns or colors that are too similar to the logo may obscure the logo. This practice weakens brand recognition and is not permitted.

On light colors and screens, color logos or the solid black logo may be used. On dark backgrounds that are at least 40% black or an equivalent value of color, the reversed version should be used.



OFFICIAL SEAL

The official seal may not be used as a general logo. The seal is reserved for use on official MDE documents such as materials issued by the State Board of Education or the Office of the State Superintendent. Permission to use the seal must be granted by the Office of the State Superintendent of Education.



CAMPAIGN IDENTITIES

The campaign identities (logos) consist of several components. The size and arrangement of the individual components should always be maintained, never altered, distorted, or recreated. The configurations shown above are the preferred arrangement and should be used whenever possible. To download these logo files, please visit mdek12.org/OCGR/brand/logos.

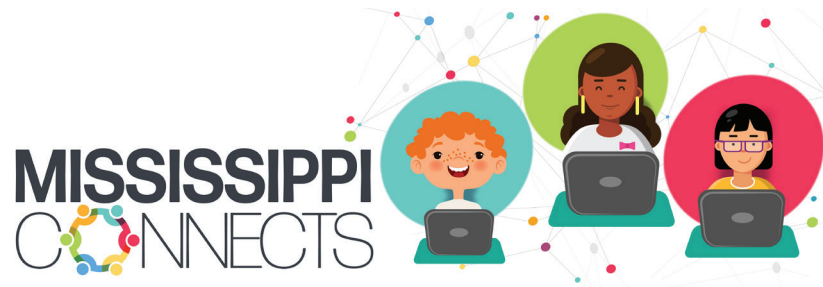


STRONGREADERS
STRONGLEADERS
MISSISSIPPI
strongreadersms.com

CAMPAIGN IDENTITIES (CONTINUED)

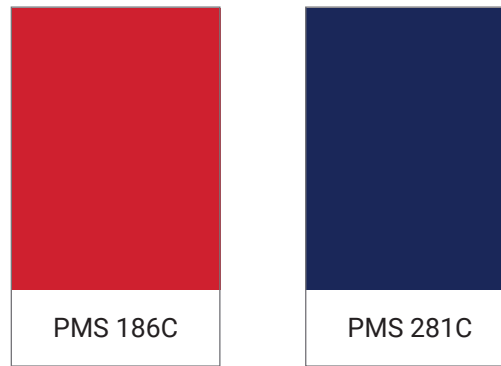
The configurations shown above are the preferred arrangement and should be used whenever possible. To download these logo files, please visit mdek12.org/OCGR/brand/logos.

MISSISSIPPI  NNECTS



CAMPAIGN IDENTITIES (CONTINUED)

The configurations shown above are the preferred arrangement and should be used whenever possible. To download these logo files, please visit mdek12.org/OCGR/brand/logos.



LOGO COLORS

Controlling the consistent use of color in all applications is crucial to maintaining the power of the brand. The standard for matching color across various applications is the Pantone Matching System (PMS). The approved coated brand identity colors (in addition to black and white) are PMS 186 C Red and PMS 281 C Blue.

When necessary, these colors may be converted to a 4-color process or RGB version.

Blue	EEF6FC	CCE4F5	AAD2EE	88BFE7	5FAADE	3492D5	267DBA	1F6698	184F77	113955
Orange	FEF7EC	FCE8C5	FAD89E	F8C977	F6B951	F3A51E	E9980C	C27E0A	9B6508	744C06
Pink	FDECEF	FAC6D0	F7A1B1	F36881	EF3A5B	ED1D43	D01134	AA0E2A	840B21	5E0818
Purple	F9F1F5	ECD4E1	E0B8CD	D39CB9	C77FA4	BB6390	A74A7A	8E3E67	713253	55253E
Turquoise	EFF8FA	D0EAF1	B0DCE8	91CDDE	72BFD5	39A1BF	2F859D	266B7E	1C505E	13353F
Green	F7FBF5	E8F2CF	D9EAAE	CAE18E	B0D357	A3CC3E	8CB12F	739127	59711E	405115
Yellow	FEFAEB	FDFOC4	FCE69C	FAD663	F9CC39	F8C212	DAA807	B28A06	8B6B04	634D03
Aqua	F0F9F9	D2EEED	B5E3E1	97D8D5	69C8C3	4CBDB7	3DA49F	328682	276865	1C4A48
					PMS 186	CF0A2C		PMS 281	003B71	

BRAND COLORS

Controlling the consistent use of color in all applications is crucial to maintaining the power of the brand. The color palette illustrated above should be utilized whenever possible. (Main colors within the palette outlined in black.)

Georgia

Georgia Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto

Roboto Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

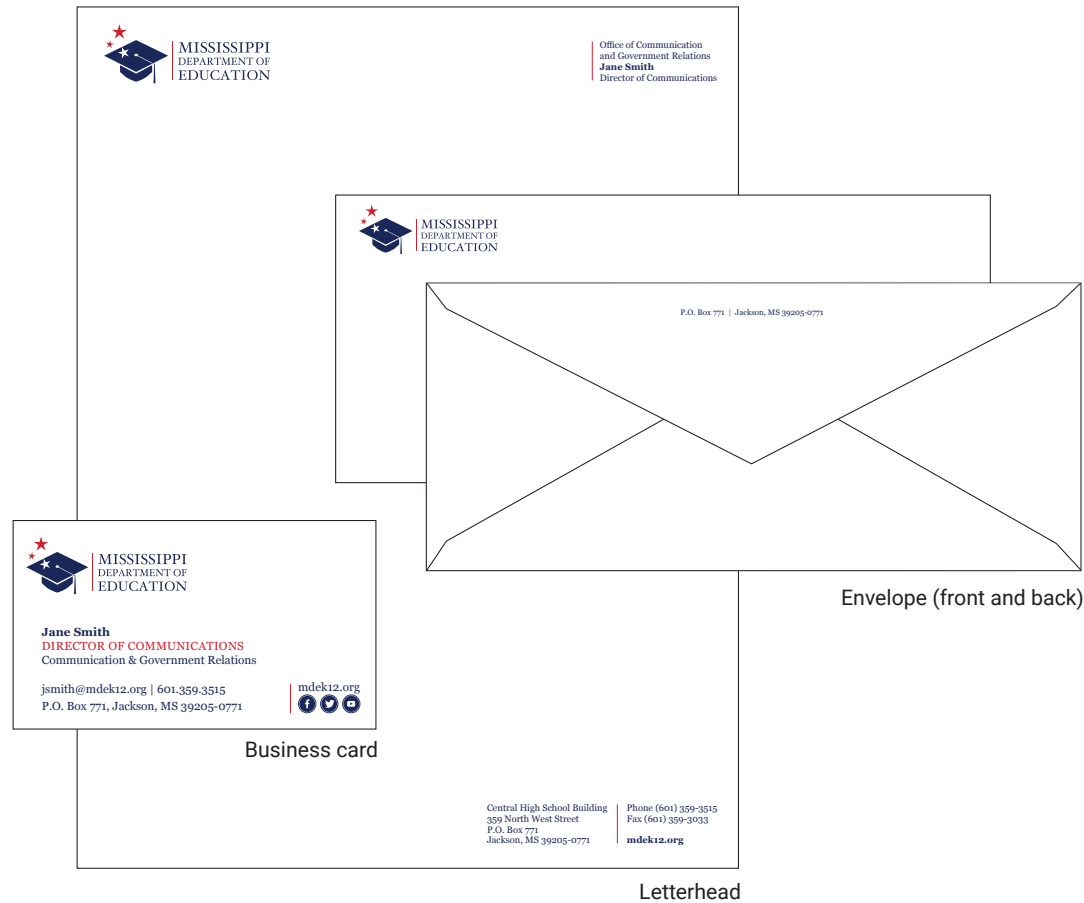
Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BRAND FONTS

Georgia is the approved serif font for use with the graphic identity. It is shown in two weights: Regular and Bold. Roboto is the preferred sans serif font for use with the graphic identity. It is shown in two weights: Regular and Bold.

On printed pieces, serif fonts are the most readable. The approved serif font is Georgia. If desired, support the main text by using an approved sans serif font, Roboto, Arial, or Calibri, in small amounts for important ideas, quotes, headings, or subheadings that should stand out from the body text. Never use all of the sans serif fonts on the same piece.

On the Web or screen, sans serif fonts are the most readable. Use Roboto, Arial, or Calibri. If desired, support the main text by using Georgia in small amounts for important ideas, quotes, headings, or subheadings that should stand out from the body text.



OFFICIAL STATIONARY SYSTEM

This is the official stationery system for Mississippi Department of Education. It is designed to ensure that communications mailed from MDE appear authentic and polished. The stationery system includes all basic elements necessary to communicate by mail: letterhead, envelopes, and business cards. This stationery may be used for communications from Mississippi Department of Education staff to one another and to all other individuals and organizations.

To maintain a professional and credible appearance, official stationery components should never be mixed with unofficial letterhead, envelopes, or business cards.

Title Here

(No more than 2 lines, font size no smaller than 60)

Presenter Name

Presenter Title

Date


mdek12.org



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Mississippi Department of Education 2

 VISION To create a world-class educational system that gives students the knowledge and skills to be successful in college and the workforce, and to flourish as parents and citizens	MISSION To provide leadership through the development of policy and accountability systems so that all students are prepared to compete in the global community
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State Board of Education STRATEGIC PLAN GOALS 3

1 ALL Students Proficient and Showing Growth in All Assessed Areas	4 EVERY School Has Effective Teachers and Leaders
2 EVERY Student Graduates from High School and is Ready for College and Career	5 EVERY Community Effectively Uses a World-Class Data System to Improve Student Outcomes
3 EVERY Child Has Access to a High-Quality Early Childhood Program	6 EVERY School and District is Rated 'C' or Higher

OFFICIAL POWERPOINT TEMPLATE

This is the official PowerPoint template for Mississippi Department of Education. The template can be found at mdek12.org/OCGR/brand/logos.

Please follow all instructions found in the template to ensure all presentations are authentic and polished.



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Style Guide

This style guide includes:

- Colors
- Typography
- Icons
- Buttons
- Fields
- Alerts
- Spacing
- Desktop Header & Footer



WEB STYLE GUIDE

The web style guide can be found at mdek12.org/OCGR/brand/logos.



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