



Logo Usage & Style Guide

About Brand Standards

The Mississippi Department of Education (MDE) sets guidelines for all uses of the MDE brand to ensure that the agency is represented consistently to internal and external audiences. An organization's brand reflects the visual identity, image and professionalism of an agency.

The integrity of the graphic elements must be maintained in all usage of the logos and other uses of the MDE brand, including text references. No changes may be made to the design, proportion, color or font and no additions may be made.

This usage and style guide will assist you in presenting the MDE, employees, and our mission in the best light possible. Using these guidelines will ensure a clear, consistent representation for our agency identity. Refer to this document and the accompanying brand standards manual when working on projects involving the usage of the MDE logo and related collateral materials.

The guide and collateral materials can be found on the MDE website:

For more information, contact:

Patrice Guilfoyle, APR

Director of Communications

Email: pguilfoyle@mde.k12.ms.us

Phone: 601-359-3515

MDE Collateral Policy

The Mississippi Department of Education (MDE) letterhead, envelopes, business cards, fax cover sheet, PowerPoint template, and email signature representing the agency are reserved for official MDE business; they are not for personal use.

- Envelopes, letterhead and business cards must be ordered through the Accounting Department.

MDE Letterhead

To maintain the integrity of the letterhead design, MDE employees are required to use the official MDE letterhead template and shall not create their own. No graphic images or logos other than the MDE logo should be displayed on the letterhead.

MDE Letterhead Guidelines

Letterhead is intended to be used for letters and documents that are printed or transmitted electronically for official MDE correspondence.

- For content the standard MDE font is Georgia, 12 point, format left alignment
For letters that break onto a subsequent page by a short amount of content or words, it is acceptable to reduce the font size for the content to fit on one page.

MDE PowerPoint

The MDE PowerPoint is to be used for all official MDE PowerPoint presentations. The MDE PowerPoint template is available on the MDE website.

MDE Standard Email Signature

MDE employees should use a standard MDE email signature format. No graphics, background images or photos other than the MDE logo should be displayed on an individual employee's email signature.

An email signature example is found below. This email signature can be copied and personalized for your use. Instructions on how to create an email signature follows the example.

Email Signature Example

PATRICE GUILFOYLE, APR **Director of Communications**
Office of Communications and Legislative Services

MISSISSIPPI DEPARTMENT OF EDUCATION
P.O. Box 771 | Jackson, MS | 39205-0771
Tel (601) 359-3706 | Fax (601) 359-3033
www.mde.k12.ms.us
Twitter: @MissDeptEd



How to Create a New Email Signature

Follow the instructions below to modify your email signature in accordance with the MDE format.

1. Use your mouse to select the signature (as illustrated below), right-click and select “Copy.”

Name **Title**
 Office or Division
 MISSISSIPPI DEPARTMENT OF EDUCATION
 P.O. Box 771 | Jackson, MS | 39205-0771
 Tel (601) 359-XXXX Fax (601) 359-XXXX
www.mde.k12.ms.us
 Twitter: @MissDeptEd



2. In Outlook, click on **Tools**. Under the **Tools** tab, click on **Options** and then **Mail Format**, located across the top tabs. Click on **Signatures** near the bottom of that tab.
3. Click on **New**. Paste copied email signature in signature area.
4. Enter a name for the signature profile, such as **Official**, and click **OK**.
5. Under **Choose default signature**, select the newly created email sig for “new messages” and “replies/forwards.” Click **OK** to save your signature.

Questions?

If you have questions regarding the MDE logo, refer to the **Logo Usage and Style Guide** as well as the **Brand Standards Manual** located on the MDE website.

For any additional assistance or clarification, contact Patrice Guilfoyle, director of communications, at pguilfoyle@mde.k12.ms.us.