MISSISSIPPI
DEPARTMENT OF
EDUCATION

Ensuring a bright future for every child

Identity Standards Manual *for*
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.

ICON   LOGOTYPE

BRAND IDENTITY

MISSISSIPPI DEPARTMENT OF EDUCATION

Ensuring a bright future for every child — IDENTIFIER
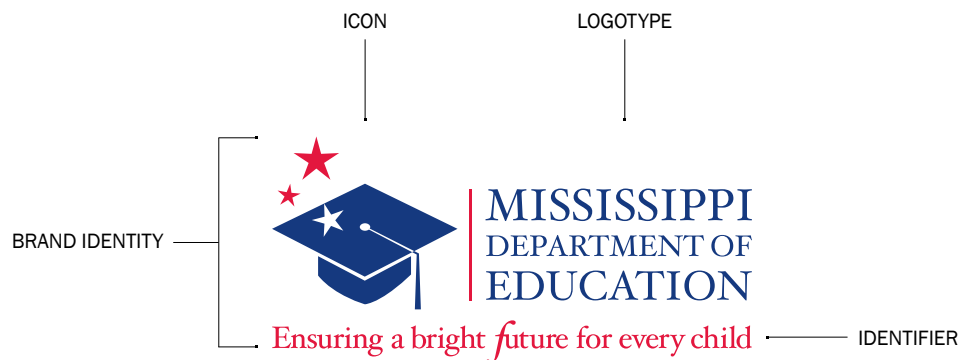
THIS IS THE PREFERRED CONFIGURATION.
USE WHENEVER POSSIBLE.

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ICON AND LOGOTYPE WITHOUT IDENTIFIER.

teach_learn_live

THIS FORMER MISSISSIPPI DEPARTMENT OF EDUCATION
LOGO SHOULD NO LONGER BE USED.

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.

MINIMUM SIZE IS 1.5" WIDE.

MINIMUM SIZE IS 1.5" WIDE.

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 around the logo.

Protected space is established by creating a unit of measure (X) by measuring the height of the top star in the logo icon to the top of the logo type. That distance should be the clearance border around 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.

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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 Office of the State Superintendent. Permission to use the seal must be granted by the Office of the State Superintendent of Education.

Coated

PMS 186 C	PMS 281 C

c 0 m 100 y 75 k 4   c 100 m 85 y 5 k 20

r 198 g 12 b 48   r 0 g 38 b 100

Uncoated

PMS 186 U	PMS 281 U

c 1 m 91 y 72 k 3   c 99 m 75 y 3 k 25

r 205 g 80 b 94   r 62 g 77 b 117

BRAND 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.

The approved uncoated brand identity colors (in addition to black and white) are PMS 186 U Red and PMS 281 U Blue. When necessary, these colors may be converted to a 4-color process or RGB version.

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 and white on a light background is permissible when a one-color application is needed.

The logo icon, when used alone, may be reproduced in the approved colors and may be screened for graphic use (as a background, for example). The identity art is a digital file that is to be reproduced only from artwork obtained from The Mississippi Department of Education website.

REVERSED OUT OF ONE OF THE APPROVED
PMS COLORS

BLACK OVER LIGHT PHOTOGRAPH

APPROVED RED AND BLUE ON WHITE

WHITE OUT OF GRAY (40% BLACK)

UNACCEPTABLE USE OF LOGO OVER DARK
PHOTOGRAPH

BLACK LOGO ON UNACCEPTABLE PATTERN
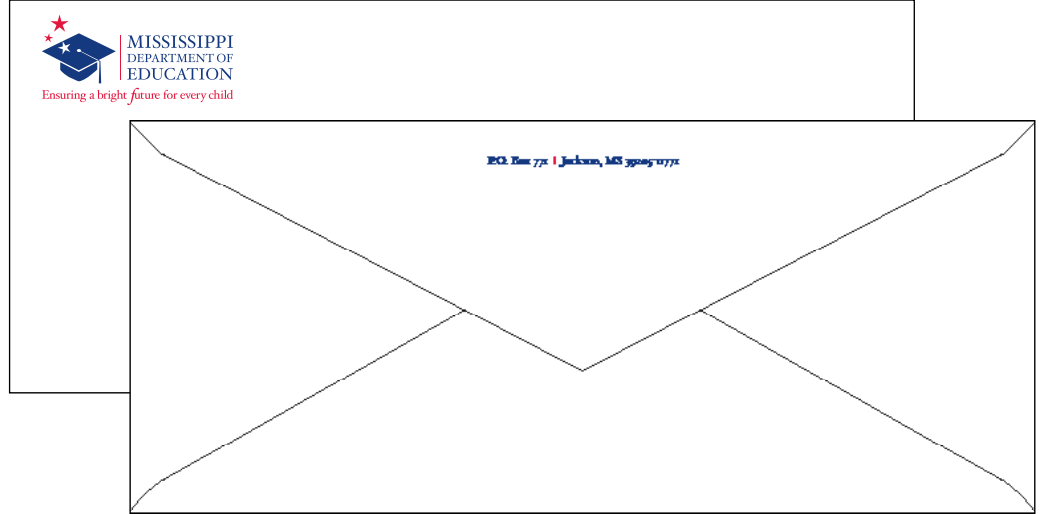

COLOR LOGO DISTORTED BY CONDENSING IT

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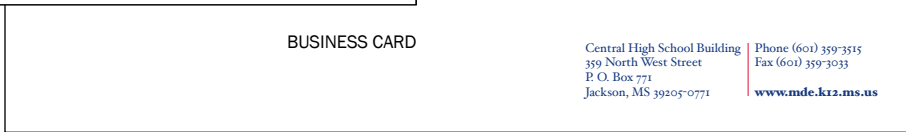
On light colors and screens, color logos or the solid black logo may be used. On dark backgrounds that are at least 40% black or an equivalent value of color, the reversed version should be used.

Office of Communications
and Legislative Services
Janes Smith
Director of Communications

P.O. Box 771 | Jackson, MS 39205-0771

ENVELOPE FRONT & BACK

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Director of Communications

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Jackson, MS 39205-0771
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jsmith@mde.k12.ms.us
www.mde.k12.ms.us

BUSINESS CARD

Central High School Building	Phone (601) 359-3515
359 North West Street	Fax (601) 359-3033
P. O. Box 771	
Jackson, MS 39205-0771	**www.mde.k12.ms.us**

LETTERHEAD

OFFICIAL STATIONERY 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.

JANE SMITH **Director of Communications**
Office of Communications and Legislative Services

MISSISSIPPI DEPARTMENT OF EDUCATION
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E-MAIL SIGNATURE APPLICATION

Sign all e-mails using this standard signature format. The typeface is always Georgia. Do not add your own words, quotes, or graphics, or alter this format in any way. Your signature should automatically be included on each e-mail sent and replied to in this format. To add signatures to your e-mails, go to Tools and then Options. For a signature template and further assistance, contact the Office of Management Information Systems at 601-359-3487.

Hoefler Text

Hoefler Text Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Hoefler Text Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Hoefler Text Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Hoefler Text Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia

Georgia Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia 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

Hoefler Text is the preferred serif font for use with the graphic identity. It is shown in two weights: Regular and Black.

Georgia is an optional serif font for use with the graphic identity. It is shown in two weights: Regular and Bold.

Arial 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 preferred type for MDE is Hoefler Text. If Hoefler Text is not available, Georgia is the preferred substitute. Use one or the other, but never both on the same piece. If desired, support the main text by using Arial in small amounts for important ideas, quotes, headings, or subheadings that should stand out from the body text.

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

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