BRAND GUIDELINES

Office of Communication, 2026

MISSISSIPPI
DEPARTMENT OF
EDUCATION

The MDE Brand

OUR BRAND IS THE DISTINCTIVE IMAGE ASSOCIATED WITH OUR AGENCY. 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 the Mississippi Department of Education grows.
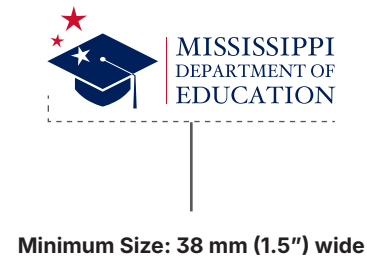
01

THE LOGO

Icon

Wordmark

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Minimum Size: 38 mm (1.5") wide

Horizontal Configuration

THE HORIZONTAL CONFIGURATION IS THE OFFICIAL and preferred lockup. It should be used in all applications whenever space allows.

Our logo is composed of two core elements: the icon and the wordmark. These elements are designed to function together as a single, unified mark. The combined icon + wordmark lockup is the primary and preferred expression of the brand and should be used whenever space and context allow.

Do not stretch, compress, skew, rotate, or otherwise modify the logo in any way.

The icon may be used independently **only in cases where the full logo is impractical or impossible**; such as favicons, app icons, social media avatars, or other highly constrained digital environments. In these instances, the icon serves as a shorthand identifier, not a replacement for the full logo.

The icon must never be used as decoration, pattern, background texture, or illustrative element. It should not be cropped, overlaid, stylized, or treated as a graphic motif.

When in doubt, default to the full icon + wordmark lockup.

The **wordmark is never allowed** to be used on its own. It must always be accompanied by the icon.

The minimum size the horizontal configuration should be is 38 mm (1.5") wide.

The MDE logo should never be used as an element in another identity/logo.

Minimum Size: 21 mm (.83") wide
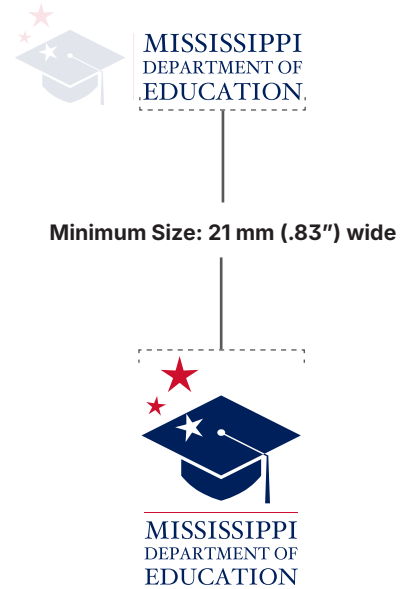
Vertical Configuration

Use of the vertical configuration **is restricted and not approved for general use**. It may only be used when physical or spatial constraints make the horizontal logo impossible to use effectively.

Examples might include:

- Extremely narrow vertical formats
- Situations where minimum size or legibility of the horizontal lockup cannot be maintained

Approval is Required

All uses of the vertical logo require prior approval from the Office of Communication. If approval has not been explicitly granted, the vertical logo should not be used.

The minimum size the vertical configuration should be is 21 mm (.83") wide.

Protected Space

To ensure legibility and visual impact, the logo must always be surrounded by a minimum amount of clear space. This protected area prevents interference from text, imagery, and other graphic elements.

No text, images, icons, rules, or page edges may enter this protected area. The clear space scales proportionally with the logo and applies to all sizes and formats, both digital and print.

Horizontal Configuration
The required clear space is defined by the **height of the letter "M"** in the wordmark.

Vertical Configuration
The required clear space is defined by the **height of 2 letter "M's"** from the wordmark.

Approved blue and red on white

Reversed out of one of the approved PMS colors

Unacceptable use of wordmark without icon.

Unacceptable use of logo over dark photograph

White out of gray (50% black)

Black over light background or photograph

Unacceptable use - logo has been distorted by condensing it.

Unacceptable use of logo on too light of a background.

Logo Application & Use

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 dark backgrounds that are at least 50% black or an equivalent value of color, the reversed version should be used.

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/communications/logos

MDE 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.

O2
COLOR PALETTE

Primary Colors

CONTROLLING THE CONSISTENT USE OF COLOR in all applications is crucial to maintaining the power of the MDE brand. The standard for matching color across various applications is the Pantone Matching System (PMS). The approved coated brand identity colors 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.

MDE BLUE
PANTONE: 281 C
CMYK: 100-94-36-31
HEX: #00205C
RGB: 0, 32, 92

MDE RED
PANTONE: 186 C
CMYK: 5-100-90-10
HEX: #CE0E2D
RGB: 206, 14, 45

Secondary Colors

Secondary colors are used to add emphasis, energy, and visual contrast through graphic elements such as rules, icons, shapes, charts, and highlights. They **are not intended for** body copy, and should very rarely be used for headings. This ensures clarity, consistency, and accessibility across all communications.

SKY BLUE
CMYK: 68–14–0–0
HEX: #33ACE3
RGB: 51, 172, 227
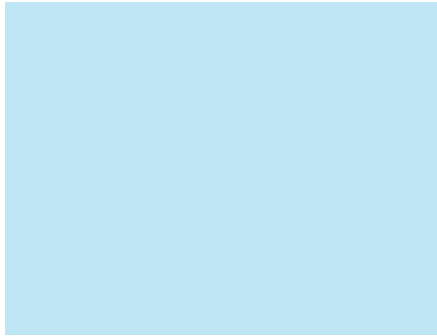
LIGHT BLUE
CMYK: 23–0–2–0
HEX: #C0E7F5
RGB: 192, 231, 245

TEAL
CMYK: 54–0–24–0
HEX: #6DC9C9
RGB: 109, 201, 201

ORANGE
CMYK: 0–80–97–0
HEX: #F15A26
RGB: 241, 90, 38

YELLOW
CMYK: 1–18–100–0
HEX: #FDCE07
RGB: 253, 206, 7

PURPLE
CMYK: 78–93–3–0
HEX: #5E3A92
RGB: 94, 58, 146

PINK
CMYK: 4–81–0–0
HEX: #E557A0
RGB: 229, 87, 160

Tints & Shades

Our color system extends beyond a single, fixed value. Through tints and shades, our primary and secondary colors gain range while remaining unmistakably on brand. These variations allow us to create hierarchy, depth, and contrast across layouts. Lighter values bring clarity and openness; darker values add emphasis and structure. Together, they support everything from backgrounds and user interface elements to data visualization, without overpowering the content.

MDE BLUE 80%
CMYK: 89-74-27-11
HEX: #344E7C
RGB: 52, 78, 124

MDE BLUE 60%
CMYK: 64-50-19-1
HEX: #6B7BA2
RGB: 107, 123, 162

MDE BLUE 40%
CMYK: 42-31-11-0
HEX: #98A3C1
RGB: 152, 163, 193

MDE BLUE 02
CMYK: 100–90–41–56
HEX: #08173A
RGB: 8, 23, 58

MDE RED 80%
CMYK: 11-93-62-1
HEX: #D53853
RGB: 213, 56, 83
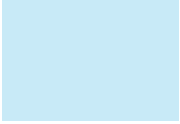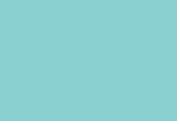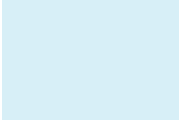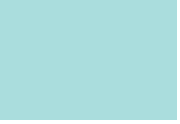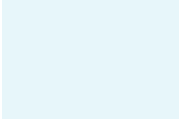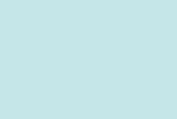
MDE RED 60%
CMYK: 9-77-47-0
HEX: #DE606C
RGB: 222, 96, 108

MDE RED 40%
CMYK: 7-53-32-0
HEX: #E48E91
RGB: 228, 142, 145

MDE RED 02
CMYK: 25–100–93–22
HEX: #9C1C26
RGB: 156, 28, 38

TINTS & SHADES, CONT.

SKY BLUE 02
CMYK: 78–30–10–0
HEX: #2391C1
RGB: 35, 145, 193

LIGHT BLUE 02
CMYK: 72–28–22–0
HEX: #4796B2
RGB: 71, 150, 178

TEAL 02
CMYK: 65–0–24–15
HEX: #39A9B0
RGB: 57, 169, 176

ORANGE 02
CMYK: 3–80–97–17
HEX: #C74C20
RGB: 199, 76, 32

SKY BLUE 80%
CMYK: 54-12-0-0
HEX #6AB8E7
RGB: 106, 184, 231

LIGHT BLUE 80%
CMYK: 19-0-2-0
HEX: #CAEBF5
RGB: 202, 235, 245

TEAL 80%
CMYK: 43-0-20-0
HEX: #8SD3D1
RGB: 141, 211, 209

ORANGE 80%
CMYK: 0-64-77-0
HEX: #F47C49
RGB: 244, 124, 73

SKY BLUE 60%
CMYK: 41-9-0-0
HEX : #8FC6EC
RGB: 143, 198, 236

LIGHT BLUE 60%
CMYK: 14-0-2-0
HEX: #D8EFF6
RGB: 216, 239, 246

TEAL 60%
CMYK: 32-0-14-0
HEX: #AADDDD
RGB: 170, 221, 221

ORANGE 60%
CMYK: 0-48-57-0
HEX:#F79A70
RGB: 247, 154, 112

SKY BLUE 40%
CMYK: 27-6-0-0
HEX: #B5D7F2
RGB: 181, 215, 242

LIGHT BLUE 40%
CMYK: 9-0-1-0
HEX: #E5F4FA
RGB: 229, 244, 250

TEAL 40%
CMYK: 22-0-9-0
HEX: #C4E7E7
RGB: 196, 231, 231

ORANGE 40%
CMYK: 0-32-39-0
HEX: #FBB997
RGB: 251, 185, 151

YELLOW 02
CMYK: 13–30–100–0
HEX: #E0B025
RGB: 224, 176, 37

PURPLE 02
CMYK: 86–98–21–8
HEX: #4C2E76
RGB: 76, 46, 118

PINK 02
CMYK: 24–91–19–0
HEX: #C13C81
RGB: 193, 60, 129

YELLOW 80%
CMYK: 0-14-79-0
HEX: #FFD852
RGB: 255, 216, 82

PURPLE 80%
CMYK: 62-73-4-0
HEX: #775DA1
RGB: 119, 93, 161

PINK 80%
CMYK: 5-64-0-0
HEX: #E57CB2
RGB : 229, 124, 178

YELLOW 60%
CMYK: 1-11-60-0
HEX: #FEDE7F
RGB: 254, 222, 127

PURPLE 60%
CMYK: 47-56-3-0
HEX: #917AB2
RGB: 145, 122, 178

PINK 60%
CMYK: 4-48-0-0
HEX: #E99BC3
RGB: 233, 155, 195

YELLOW 40%
CMYK: 2-7-40-0
HEX: #FAE6A8
RGB: 250, 230, 168

PURPLE 40%
CMYK: 32-38-2-0
HEX: #AD9DC7
RGB: 173, 157, 199

PINK 40%
CMYK: 2-32-0-0
HEX: #F1BBD6
RGB: 241, 187, 214

Black, White & Gray

BLACK
PANTONE: NOT SPECIFIED
CMYK: 0–0–0–100
HEX: #000000
RGB: 0, 0, 0

GRAY 04
CMYK: 0–0–0–90
HEX: #414042
RGB: 65, 64, 66

GRAY 03
CMYK: 0–0–0–80
HEX: #58595B
RGB: 88, 89, 91

GRAY 02
CMYK: 0–0–0–50
HEX: #939598
RGB: 147, 149, 152

GRAY
CMYK: 0–0–0–30
HEX: #BCBEC0
RGB: 188, 190, 192
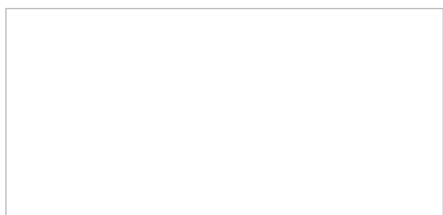
WHITE
PANTONE: BRIGHT WHITE
CMYK: 0–0–0–0
HEX: #FFFFFF
RGB: 255, 255, 255

GRAY 01
CMYK: 0-0-0-20
HEX: #D1D3D4
RGB: 209, 211, 212
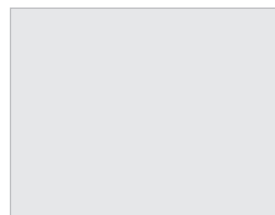
LIGHT GRAY 02
CMYK: 0–0–0–10
HEX: #E6E7E8
RGB: 230, 231, 232
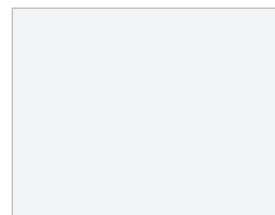
LIGHT GRAY
CMYK: 0–0–0–5
HEX: #F1F2F2
RGB: 241, 241, 242

Color + Message + Intent

Rather than selecting colors based on aesthetics alone, color is to be used strategically to reinforce a message's intended purpose.

Loud and informative
Strong contrast, formal authority

Loud and exciting
Energetic, engagement-driven

Center
For authoritative yet calm messaging

Quiet and informative
Thoughtful, intellectual, stable, professional

Quiet and exciting
Friendly, inviting, growth oriented, warm
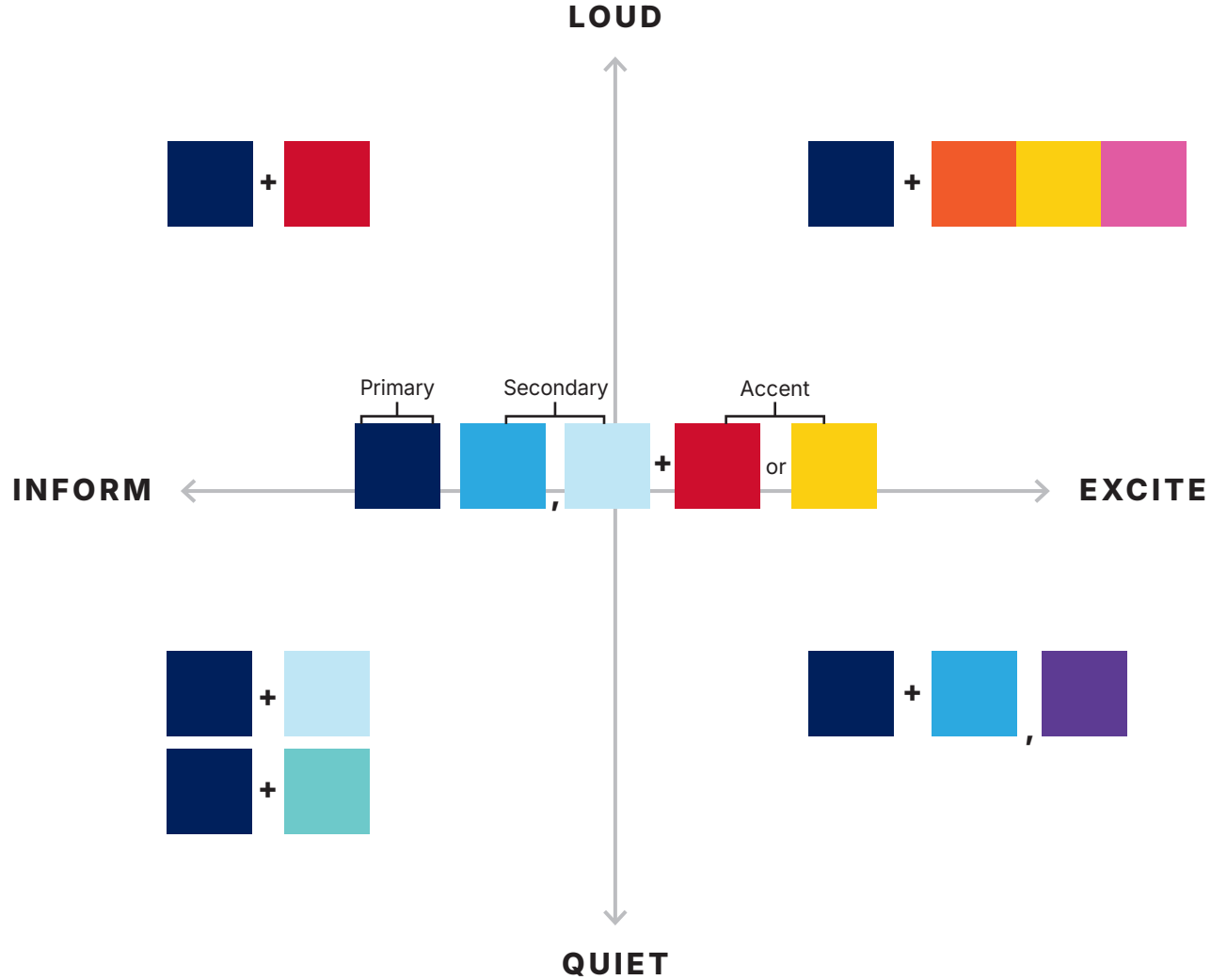
By making use of a matrix, designers can consistently associate color and message without restricting design. The matrix:

- Aligns brand colors with emotional intent; designers can select colors based on impact.
- Balances bold and soft options, ensuring accessibility and readability.
- Encourages consistency while giving designers room to adapt based on content.

LOUD

Primary   Secondary   Accent

INFORM   or   EXCITE

QUIET

Accessibility

Accessibility is a core principle across all brand communications. Our goal is to ensure content is clear, legible, and usable by the widest possible audience, regardless of medium or ability.

For digital experiences, designs must conform to the Web Content Accessibility Guidelines (WCAG) at the appropriate conformance level.

A full list of standards can be found at w3.org

For print and fixed-layout materials, WCAG does not formally apply; however, the same accessibility principles should be upheld. Designers should prioritize legibility, sufficient color contrast, clear typographic hierarchy, appropriate font sizing and line spacing, and logical reading order.

Colors not displayed on this page do not meet accessibility requirements for text, icons, and/or actionable graphics.

WHITE

MDE BLUE — 15.42:1 | 15.42:1

Normal Text	AA	AAA
Large Text	AA	AAA
Icons & Actionable Graphics	AA	AAA

MDE RED — 5.42:1 | 5.42:1

Normal Text	AA	AAA
Large Text	AA	AAA
Icons & Actionable Graphics	AA	AAA

PURPLE — 8.40:1 | 8.40:1

Icons & Actionable Graphics	AA	AAA

BLACK

SKY BLUE — 8.13:1 | 8.13:1

Icons & Actionable Graphics	AA	AAA

LIGHT BLUE — 15.83:1 | 15.83:1

Icons & Actionable Graphics	AA	AAA

TEAL — 10.86:1 | 10.86:1

Icons & Actionable Graphics	AA	AAA

ORANGE — 6.20:1 | 6.20:1

Icons & Actionable Graphics	AA	AAA

YELLOW — 14.08:1 | 14.08:1

Icons & Actionable Graphics	AA	AAA

PINK — 6.20:1 | 6.20:1

Icons & Actionable Graphics	AA	AAA

03

TYPOGRAPHY

Primary Typeface

Aa

Freight brings credibility and warmth in equal measure; rooted in academic tradition without feeling institutional. It carries long-form content, headlines, and moments where authority and trust matter most.

If Freight is unavailable, use Georgia as a fallback typeface.

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz

~!@#$%^&*(_)/?1234567890

Freight Display

Light

Light Italic

Book

Book Italic

Semibold

Semibold Italic

Black

Black Italic

Freight Text

Book

Book Italic

Bold

Bold Italic

Secondary Typeface

Bb

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

~!@#$%^&*(_)/?1234567890

Inter is clear, contemporary, and highly legible across screens and print. It balances Freight's character with restraint, ensuring everyday communications feel accessible, modern, and human.

Inter is an open source typeface that can be downloaded from fonts.google.com/specimen/Inter

If Inter is unavailable, use Arial as a fallback typeface.

Thin

Thin Italic

Regular

Italic

Medium

Medium Italic

Bold

Bold Italic

Extra Bold

Extra Bold Italic

Type Styles

Adjust leading and tracking slightly for optical balance based on format and output.

Display Heading (H1)

Freight Display Pro / Semibold / Size 40pt / Leading 43pt

DISPLAY HEADING, ALT

Freight Display Pro / Book / Size 40pt / Leading 42pt / All Caps

Section Heading (H2)

Freight Display Pro / Book / Size 25pt / Leading 28pt

Subsection Heading (H3)

Freight Display Pro / Book / Size 16pt / Leading 18pt

SUBSECTION HEADING, ALT (H3)

Freight Display Pro / Book / Size 13pt / Leading 15pt / All Caps

UTILITY HEADING - L (CAPS)

Inter / ExtraBold / Size 10.5pt / Leading 12pt / Tracking 110 / All Caps

Utility Heading - L

Inter / Bold / Size 11pt / Leading 13pt / Tracking -10

UTILITY HEADING - M (CAPS)

Inter / Bold / Size 9.5pt / Leading 11pt / Tracking 10

Utility Heading - S

Inter / Bold / Size 8pt / Leading 12pt

UTILITY HEADING - BLOCK

Inter / Bold / Size 10pt / Leading 12pt / Tracking 260 / All Caps / Shading MDE Blue **or** MDE Red / Offset: Top & Bottom 0.825mm, Left & Right 2mm

Pull Quote lorem ipsum dolor sit

Freight Text Pro / Bold / Size 16pt / Leading 19.2pt

Attribution Name
Inter / Bold / Size 8pt / Leading 12pt

Attribution Title
Inter / Regular / Size 8pt / Leading 12pt

SERIF COPY sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat.

Freight Text Pro / Book / Size 9.5pt / Leading 12pt / Tracking 10

SANS-SERIF COPY sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat.

Inter / Regular / Size 8.5pt / Leading 12pt

04

GRID SYSTEM

Overview

THE GRID SYSTEM PROVIDES A CONSISTENT, SCALABLE framework across print formats from business cards to environmental graphics, while allowing flexibility in layout and composition.

The system is built on:

- A fixed base unit
- A consistent column structure
- Composition guided by grouping and thirds, not arbitrary spacing

The grid is structural. Layout decisions are compositional.

1. All measurements must use approved base units
2. Each format uses a single base unit
3. Margins and gutters must match that base unit
4. Only 3, 6, 9, or 12 structural columns are allowed
5. Structural columns may be grouped
6. Avoid floating objects

Base Units

Base units are used to create consistent visual rhythm across all media sizes.

Approved Base Units

All spatial measurements must use one of the following:

4, 8, 12, 16, 24, 32, 48, 64, 96, 128, 256 mm

No other measurements are permitted for margins, gutters, spacing, or offsets.

Logo Use on Micro Formats Consideration

When the logo is used at its minimum size (1.5" wide), grid spacing may be adjusted to optically to preserve logo legibility and visual balance. The logo is not constrained by the base unit. Typography and alignment should still follow the grid wherever possible.

BASE UNIT - CRITICAL RULE

Each format selects one base unit based on viewing distance. That unit defines margins, gutters, and spacing for the entire piece.

Base Unit Examples

CATEGORY	BASE UNIT	EXAMPLE	MIN. TYPE SIZE
Micro print/handheld*	4 mm	Business cards, labels	8pt
Standard print/arm's length	8 mm	Reports, brochures, one pagers	8.5–9.5pt
Posters, small signs	16 mm	Hallway posters, bulletin boards	14pt
Large posters	32 mm	Lobby posters, event signage	24pt
Room-scale print	64 mm	Large interior signage, directional displays	96pt
Street-scale print	96 mm	Window posters, exterior wall graphics	360pt**
Environmental graphics	128 mm	Atrium graphics, conference stage banners	480pt**
Billboards	256 mm	Billboards, highway-facing installations	900pt**

*On micro formats (business cards and similarly sized pieces), margins may be increased beyond the base unit to account for handling, trimming tolerance, and optical comfort.

**Consult with fabricators for file scale and adjust minimum font size accordingly.
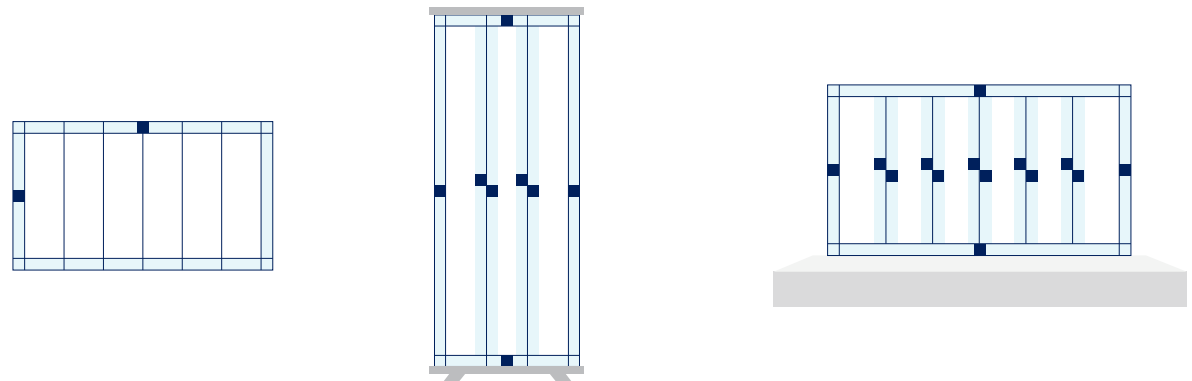
Business Card, 4 mm   Retractable Banner, 64 mm   Stage Banner, 128 mm

Columns & Rows

Columns
Structural Column Counts: 3, 6, 9, 12

No other column counts are allowed.

Layouts can be created by grouping columns to form readable structures.

Examples:
- 12-column grid grouped as 6 + 6 (two-column report layout)
- 12-column grid grouped as 8 + 4 (text with sidebar)
- 12-column grid grouped as 4 + 4 + 4 (thirds-based composition)

Only boundaries between column groups express the gutter.

Rows
Rows are modular and derived from half the base unit (BU). Layout elements align to whole-row increments. Macro spacing remains governed by the full base unit.

Row Height= BU/2

Example:
- Base unit = 8 mm
- Row height = 4 mm

Margins & Gutters

Margins
Margins are derived from the selected base unit:

- **Inner margin:** 2 × BU
- **Outer margin:** 1 × BU
- **Top margin:** 1 × BU
- **Bottom margin:** 2 × BU

This ensures:
- Binding safety
- Visual gravity
- Directional consistency

Gutters
Gutter = 1 × BU

Margins and gutters always match the same base unit.

Typography & Vertical Rhythm

Spacing Rules
- Paragraph spacing (default): 4 mm
- Tight spacing: 2 mm (tables, captions)
- Loose spacing: 6 mm (editorial breathing room)

Section Spacing
- Minor section break: 8–12 mm
- Major content shift: 14–18 mm
- Intentional pause/emphasis: 24 mm

Format Examples

Business Card
- Size: 88.9 × 50.8 mm
- Base unit: 4 mm
- Columns: 6
- Gutter: 4 mm (if needed)
- Margins: 6 mm*

*On micro formats (business cards and similarly sized pieces), margins may be increased beyond the format unit to account for handling, trimming tolerance, and optical comfort.

Report (Perfect Bound)
- Size: 203.2 × 279 mm
- Base unit: 8 mm
- Columns: 12 (grouped as needed)
- Row Height: 4 mm
- Gutter: 8 mm
- Margins:
  - Top: 8 mm
  - Outer: 8 mm
  - Bottom: 16 mm
  - Inner (if applicable): 16 mm

Letter (Portrait & Landscape)
- Size: 216 × 279 mm
- Base unit: 8 mm
- Columns: 6 or 12
- Row Height: 4 mm
- Gutter: 8 mm
- Margins:
  - Top: 8 mm
  - Outer: 8 mm
  - Bottom: 16 mm
  - Inner (if applicable): 16 mm

Half Page
- Size: 216 × 140 mm (landscape)
- Base unit: 8 mm
- Columns: 6
- Row Height: 4 mm
- Gutter: 8 mm
- Margins:
  - Top: 8 mm
  - Outer: 8 mm
  - Bottom: 16 mm
  - Inner (if applicable): 16 mm

Medium Poster
- Size: 457 × 609.6 mm
- Base unit: 16 mm
- Columns: 9
- Row Height: 8 mm
- Gutter: 16 mm
- Margins:
  - Top: 16 mm
  - Outer: 16 mm
  - Bottom: 32 mm

Large Poster
- Size: 610 × 914 mm
- Base unit: 32 mm
- Columns: 12
- Row Height: 16 mm
- Gutter: 32 mm
- Margins:
  - Top: 32 mm
  - Outer: 32 mm
  - Bottom: 64 mm

Retractable Banner
- Size: 838.2 × 2057.4 mm
- Base unit: 64 mm
- Columns: 12
- Row Height: 32 mm
- Gutter: 64 mm
- Margins:
  - Top: 64 mm
  - Outer: 64 mm
  - Bottom: 128 mm (from top of safe zone)

05
FRAGMENTS

Fragments

TO SUPPORT DESIGNERS IN CREATING A consistent and flexible visual language, the MDE uses a fragment-based graphic method derived from the logo's icon. This method creates supporting visuals that feel related across campaigns, publications, and environments without relying on fixed motifs or decorative patterns.

This system exists to create visual cohesion across diverse formats, and provide designers with a shared method (not a fixed style) without losing brand recognition.

Fragments should reinforce the brand quietly. They should never compete with typography or messaging.

Mortarboard

Cap Base

Star Point

Tassel

Negative Space from Star

The Method

1. Reduction
The MDE's logo icon is reduced to basic geometric components (mortarboard, cap base, star point, tassel, and negative space from star).

Do not use:
- Effects
- Outlines
- New shapes

2. Using Fragments
Fragments can be used as stand-along elements or can be recombined to create structural components. They:
- use negative space intentionally,
- avoid literal or symbolic imagery,
- and fewer fragments are preferable to many.

3. Application
Fragment compositions are used as supporting graphics, not primary brand identifiers.

Appropriate uses include:
- Section dividers
- Background fields
- Campaign accents
- Motion graphics
- Environmental graphics

Fragments should enhance hierarchy and pacing, not decorate content.

Rules of Use
- Fragments do not replace the logo, icons, or photography
- Fragments should not be used on every layout
- Restraint is preferred
- If a layout works without fragments, they should be omitted.

Avoid Misuse

Fragments should **not** be treated as:
- A pattern system
- A sticker sheet
- A secondary logo
- A recurring background texture

Overuse reduces impact and weakens the system.

Visual Range
Designers are encouraged to explore variation within the method while maintaining discipline in scale, spacing, and contrast.

Relationship to Other Brand Elements
Fragment graphics are always secondary to:
1. Typography
2. Messaging
3. Layout structure

They should never overpower type or disrupt readability.

06

IDENTIFIERS, STATIONARY & TEMPLATES

MISSISSIPPI
DEPARTMENT OF
EDUCATION

Office *of* Communication *and*
Government Relations

Department Identifier Lockup

THE DEPARTMENT IDENTIFIER LOCKUP IS A RESTRICTED identification system, not a logo variation or a standalone mark. It exists solely to clarify departmental ownership when attribution is required and cannot be communicated through layout, context, or typography alone.

Departments and offices do not have individual logos, custom graphics, or symbols. All communications must reinforce a single, unified brand.

Use of the department identifier lockup is limited to specific scenarios where clarity is essential, such as wayfinding or signage for offices located outside the primary building, or in joint presentations.

The department identifier must always appear as a subordinate element to the primary logo and may not replace it. Scale, placement, typography, and spacing are fixed and may not be altered. The identifier is intended to support recognition while maintaining visual hierarchy and brand cohesion, not to elevate individual departments or create the appearance of separate entities.

Use of the department identifier lockup outside of these defined scenarios requires prior approval from the Office of Communication. Any unapproved modifications, alternate layouts, or department-specific logo treatments are not permitted.

The minimum size the department identifier should be is 63.5 mm (2.5") wide. This ensures the department name remains legible.
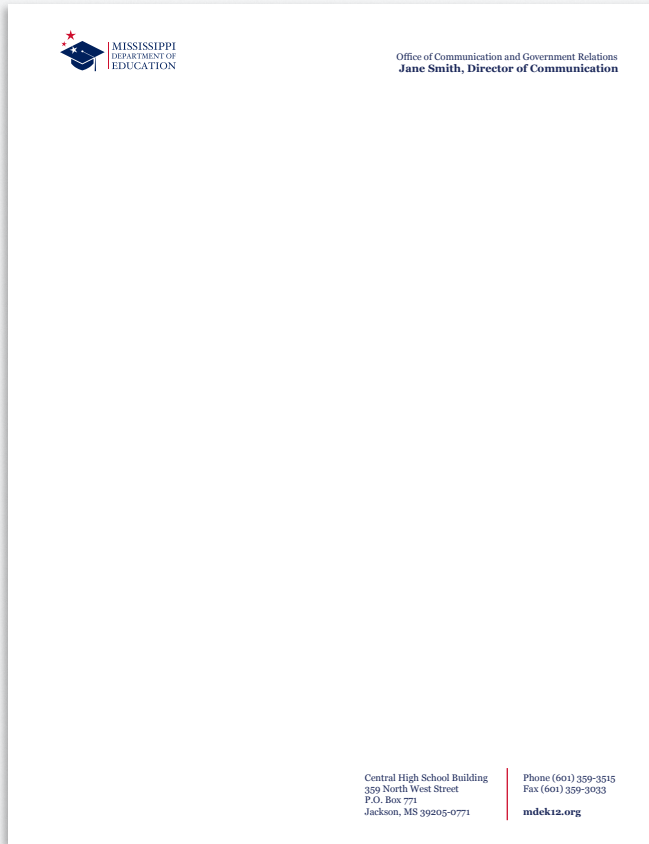
Letterhead

Envelope

Business Card

Stationary

THIS IS THE OFFICIAL STATIONERY SYSTEM for the 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.
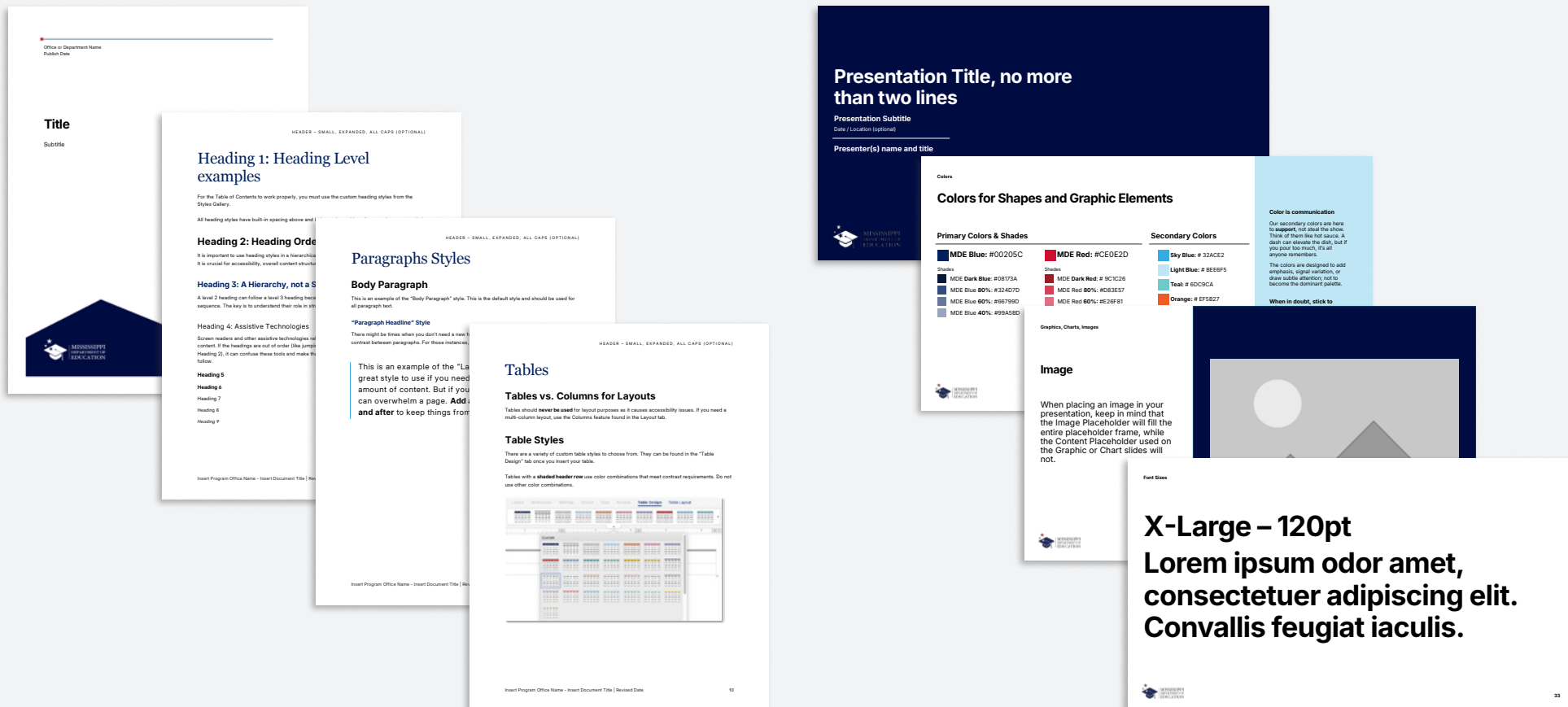
Word Template

PowerPoint Template

Templates

OFFICIAL WORD AND POWERPOINT TEMPLATES are available and should be used for all branded documents and presentations to ensure visual consistency.

The templates can be downloaded from mdek12.org/communications/logos