



# Logo Usage

A strong brand identity plays a vital role in delivering our mission, values, and brand promise, including the use of our logo. The Idaho Department of Education logo has been carefully designed to be a unique and identifiable mark. It is critical that nothing be done to diminish, alter, or damage the logo.

The standards in the visual guidelines will promote clarity and encourage consistency in materials produced by and for our organization. Adhering to this guide will ensure that our brand remains strong and intact.

LOGO USAGE

# Approved Options

FULL-COLOR



Idaho Department  
*of* Education



REVERSE



Idaho Department  
*of* Education



WHITE / ONE-COLOR



Idaho Department  
*of* Education



## LOGO USAGE

# Clearspace

The logo should never feel crowded or obscure. Maintain visual integrity with a minimum clearspace defined as  $x$ , measured by the  $x$ -height of the wordmark. The minimum clear space of  $2x$  should always be applied and be maximized whenever possible.



MESSAGING

# Misuse

Consistent and correct use of the logo is essential to protecting and maintaining our strong brand. Inconsistent application of the logo dilutes perceived brand quality and degrades brand awareness.



**DO NOT DISTORT THE LOGO.**



**DO NOT PLACE THE LOGO ON AN ANGLE.**



**DO NOT ALTER THE COLOR OF THE LOGO.**



**DO NOT ADD EFFECTS TO THE LOGO.**



**DO NOT PLACE THE LOGO IN A BOX.**



**DO NOT PLACE THE LOGO ON A DISTRACTING BACKGROUND.**

## BRAND ELEMENTS

# Colors

Color is a critical institutional identifier. The Idaho Department of Education's primary color palette includes blue, yellow, and navy and is complemented with an accent palette to add depth and flexibility. The primary blue color should always be present in marketing materials, and accent colors should be used in no more than 25% of any complete design.

### Blue

C 100 M 84 Y 11 K2

R 2 G 77 B 153

HEX 024d99

Pantone 293

### Yellow

C 11 M 20 Y 99 K0

R 232 G 194 B 33

HEX e8c221

Pantone 7405

### Navy

C 100 M 81 Y 42 K48

R 0 G 39 B 66

HEX 002742

Pantone 2965

### Aqua

C 66 M 00 Y 25 K00

R 9 G 211 B 211

HEX 09d3d3

Pantone 319

### Green

C 71 M 00 Y 83 K00

R 67 G 191 B 94

HEX 43bf5e

Pantone 7479

### Violet

C 60 M 87 Y 00 K00

R 123 G 70 B 158

HEX 7b469e

Pantone 442

### Red

C 00 M 100 Y 82 K00

R 237 G 15 B 58

HEX ed0f3a

Pantone 192

### Orange

C 00 M 66 Y 93 K00

R 252 G 128 B 45

HEX fc802d

Pantone 151

## BRAND ELEMENTS

# Typography

# Elizeth

**Extra Bold**  
**Bold**  
**Medium**  
Regular

Headlines, subheadlines,  
and callouts, can be  
designed using this font.

[fonts.adobe.com/fonts/elizeth](https://fonts.adobe.com/fonts/elizeth)

# Poppins

**Extra Bold**  
**Bold**  
**Semi Bold**  
Medium

Headlines, subheadlines,  
body copy, callouts, etc., can  
be designed using this font.

[fonts.google.com/specimen/Poppins](https://fonts.google.com/specimen/Poppins)

## Alternate Fonts

When there is no access to the primary brand typography or when sharing documents with other parties, these alternate fonts may be used.

MICROSOFT

Helvetica  
Georgia

GOOGLE

**Poppins**  
**Roboto Serif**

# Have Questions?

For questions about the Idaho Department of Education branding, please contact the marketing & communications team.

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