




Louisiana Department of Education  
**BRAND STYLE GUIDE**



Revised February 1, 2021



DEPARTMENT of  
**EDUCATION**  
Louisiana Believes



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## ABOUT OUR BRAND

The Office of Public Affairs strives to keep the Louisiana Department of Education (LDOE) and its many unique offices, consistent, unified, and engaging to our public audiences. Because we cater to educators, families, children, and policy makers, we have built our brand to be both professional and fun (because education should be FUN!). We also want the look and feel of the Department to evolve as the world naturally does around us. So, you may notice that over time we will add new color palettes, fonts, and styles to bring new life to our resources.

This guide will define the standards and procedures we have created for our graphic design products and website services, as well as, the scope of projects our graphic design team can help you with. Please do not hesitate to contact us at anytime. We are here to help!

## GENERAL GUIDELINES

The following guidelines should be used by employees of the LDOE and contractors working on behalf of the Department when preparing all published materials and correspondence. Any questions concerning these guidelines should be directed to the Office of Public Affairs at [\\_DOE-PublicAffairs@la.gov](mailto:_DOE-PublicAffairs@la.gov).

Please refer to the [Communications Style Guide](#) for general guidelines on creating and editing content, formatting documents, and a glossary of LDOE terms.

## LDOE BRANDED MATERIALS

### Logo and Tagline

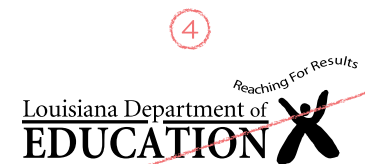
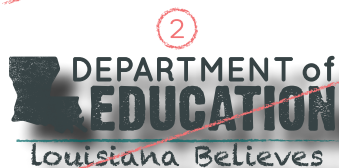
The current LDOE logo was created in the summer of 2012. It contains the tagline “Louisiana Believes” and should be the only version of our logo used on all materials. A zipped file containing all necessary file formats can be found in the [Branded Documents folder](#) in Google Drive. We ask that users and designers respect the LDOE logo by keeping it in its purest form, unaltered as noted in the following practices.



Louisiana Believes

### INCORRECT USAGE

- 1 The LDOE logo should not be stretched or skewed in any way. Always use the “shift” key when resizing to maintain correct ratio and proportions.
- 2 Do not apply effects to the LDOE logo.
- 3 Do not use the old, slanted “Louisiana Believes.” email signature.
- 4 Do not use old versions of the LDOE logo.



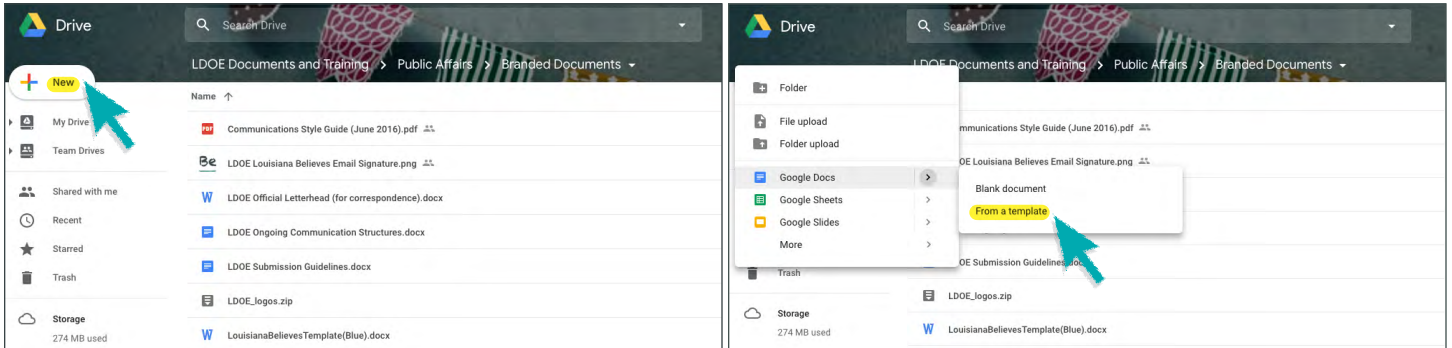
# Templates

Templates keep LDOE documents looking professional, polished, and consistent! Employees should create all documents (internal and external) using a branded Google Doc, Sheet, or Slide template, which contains the correct logo, font, and font sizes, then download as Word, Excel, PowerPoint, or PDF when necessary.

**TO ACCESS LDOE TEMPLATES:** Open Google Chrome > login to Google Drive with your la.gov email address > Select “New” > hover over the desired application > Select “From a template”

**TIPS:** The *Letterhead Template* should be used for memos and letters, and the *Basic Templates* for all other docs.

**Keep documents in Drive while sharing with teammates:** Beware that going back and forth between Google and Office Apps can corrupt your formatting, so only do so when your document is final.



The Department logo, email signature, and other supporting documents can be found in the Google Team Drive under > LDOE Documents and Training > Public Affairs > [Branded Documents](#).

# Images and Design Quality

**The use of clip art is strictly prohibited.** If an illustration or photograph is needed, the graphics should be of professional quality, crisp, and in focus. **Browse our [Stock Photos & Custom Graphics folder](#)** for an ever-expanding selection of items you can add to your documents. Don't see what you need? Visit [Shutterstock.com](#) and send us an email with the image ID that you need downloaded.

**Photographs** for printing should be a high-resolution JPEG that is at least 5MB in file size. If your design project requires the use of student pictures, please obtain a signed [consent form](#) from the guardian of each student in the photo. All original, unedited photographs should be sent as an email attachment or shared via Google Drive or other cloud-based storage application. **For tips on taking great screenshots, [view this helpful guide](#).**

# Approved Color Schemes

When formatting your own content, seek inspiration from these LDOE Graphics-approved color schemes for basic graphs, graphics, and tables. These frequently used hues were chosen because of their soft, vibrant, and youthful tones. Typically, we use solid fills with no stroke on graphs and graphics for a cleaner look.

## ACCENT COLORS

## LINKS

R 189 G 191 B 218	R 126 G 135 B 190	R 56 G 84 B 99	R 89 G 89 B 92	R 204 G 204 B 204	R 32 G 182 B 166	R 100 G 129 B 70	R 154 G 177 B 133	R 190 G 132 B 43	R 0 G 170 B 176
C 24 M 21 Y 3 K 0	C 54 M 45 Y 2 K 0	C 81 M 58 Y 45 K 26	C 63 M 56 Y 52 K 27	C 19 M 15 Y 16 K 0	C 74 M 2 Y 43 K 0	C 63 M 32 Y 88 K 14	C 42 M 18 Y 56 K 0	C 23 M 49 Y 100 K 5	C 100 M 0 Y 38 K 0
Hex #bdbfda	Hex #7e87be	Hex #385463	Hex #59595c	Hex #cccccc	Hex #20b6a6	Hex #648146	Hex #9ab185	Hex #be842b	Hex #00aab0

**TIP:** Shades and tints of these colors can be used as well. For instance, in Google Slides select one of the colors from the approved palette, then select “custom”. You’ll find a transparency slider to lighten the colors when needed.

## TYPES OF PROJECT REQUESTS

### Graphic Design Requests

The LDOE's graphic design team offers an endless variety of graphic design services and products including the creation of logos, branding packages, brochures, one-pagers, multi-page guidebooks, flyers, posters, postcards, signage, stationery, conference packages, graphs, maps, presentation and document templates, social media and website graphics, and much more. **However, the following projects should be completed by each team:**

- **Fillable PDFs:** Please have team members learn the process by accessing our [Acrobat Fillable Sample Form](#).
- **Formatting documents that do not require graphic creation:** Utilize our branded templates when possible.

### Website Graphic Requests

If you need a special graphic for the Department website, [www.louisianabelieves.com](http://www.louisianabelieves.com), please include your graphic request with your official Website Request as explained in our [LDOE Submission Guidelines](#).

### Certificate Requests

The Office of Public Affairs handles creation and printing of LDOE branded and signed official certificates. Here are few examples of the types of requests we receive.

**RECURRING CERTIFICATES:** Many offices have certificates that they need printed annually or throughout each fiscal year for special events. If you are one of those offices, we ask that you purchase the proper amount of paper needed for each year, so we can keep them on-hand for your particular projects. You can purchase the Department-approved *Pristine Specialty Certificates in White with Pearlized Foil* via [www.PaperDirect.com](http://www.PaperDirect.com).

**SPECIALTY CERTIFICATES:** If you do not anticipate certificate requests, but find yourself needing them, you can send your request to [\\_DOE-PublicAffairs@la.gov](mailto:_DOE-PublicAffairs@la.gov). Paper and seals are complimentary for small quantities, but we charge \$10.00 for each navy blue leatherette holder with [embossed](#) LDOE logo. When holders are needed, please fill out and attach an [LDOE Project Cost Form](#) with your request.

**RETIREMENT CERTIFICATES:** We provide these free of charge and include a branded leatherette holder and certificate protector. Please contact Human Resources to obtain years of service and official retirement dates.

### Printing Requests

**All printed materials intended for public use, whether we design them or not, MUST contain a [cost statement](#) as stated in R.S. 43:31 and follow the [proper printing procedures](#) as stated in PPM 64.**

An LDOE graphic designer will assist in getting your [cost estimate](#) and [printing request](#) submitted. We are required as a state agency to begin the estimate process through OTS Production Support Services (formerly known as Office of State Printing). Upon reviewing the project, they may give us permission to use a different vendor. This is usually the case when they cannot handle the job in-house, but they do offer a large scope of services including, but not limited to:

- Letterhead
- Envelopes
- Books/booklets – binding options: perfect bound, coil bound, GBC bound, Saddle-stitched
- Variable data/mail services
- Brochures
- Postcards and mailers
- Rackcards
- Certificates
- Pocket Folders
- Labels
- Flyers
- Carbonless multi-part forms
- Annual reports
- Posters on paper stock
- Foamboard posters
- Banners
- Invitations
- Bindery services: book binding, padding, folding, die cutting, foil stamping, punching, wrapping

# Resource Translation Requests

The LDOE has acquired federal funding to translate parent-specific resources through an approved vendor. This service by default translates resources in Louisiana's top spoken languages after English (Vietnamese, Arabic, and Spanish). **Send the following information to [Melanie.Mayeax@la.gov](mailto:Melanie.Mayeax@la.gov) to see if your parent-focused document qualifies for translation:**

- Resource name, original file attachment, requesting office name, and date needed
- If your document is formatted by Public Affairs, we will handle sending the file to Melanie for you. Please copy PA on your request for translation, so we can properly package the file for sending.

## SUBMIT A REQUEST

### 1. GATHER THE FOLLOWING INFORMATION:

- ✔ **Project Name:**
- ✔ **Project Type & Description:**
- ✔ **Requested Due Date:** *(Always provide your suggested due date, but keep in mind that most design projects require at least a two-week notice. Print projects require an additional two weeks. "ASAP" is not a due date. We understand that quick and urgent turnarounds will arise, but please provide an actual date and context for these instances.)*
- ✔ **New or revisions to existing project?** *(Revisions to existing projects should be marked up using the Adobe Acrobat Commenting Tools. Check out this handy [tutorial](#) if you are unfamiliar. DO NOT convert graphically designed projects to Word or Google docs to make edits unless you are replacing the entire document.)*
- ✔ **When will it be released and what events will it be used at?**
- ✔ **Intended audience:**
- ✔ **Does it require printing?**
- ✔ **If electronic only, will it be posted on our website?** *(Please provide a link to the location.)*
- ✔ **Is this related to an existing project?** *(This helps us keep branding consistent and may speed up the conception phase.)*
- ✔ **Is your content final? Has it been proofed and approved by your assistant superintendent?** *(Please know that proofing edits made after the design process/posting take longer and may push your project past its initial deadline.)*
- ✔ **Appropriate attachments**

2. **ASK YOUR [COMMUNICATION LIAISON](mailto:_DOE-PublicAffairs@la.gov) TO SUBMIT THE REQUEST TO [\\_DOE-PublicAffairs@la.gov](mailto:_DOE-PublicAffairs@la.gov) ON YOUR BEHALF.** This signals that your project has been reviewed, approved, and is ready for a graphic designer to begin. Please copy all people involved.

3. **A GRAPHIC DESIGNER WILL REPLY TO CONFIRM COMPLETION DATE OR ARRANGE A MEETING TO SEEK CLARIFICATION.**

## THIRD-PARTY CONTRACTORS

There are times when offices may have design needs that may extend beyond the capacity of the LDOE's graphic design team. However, please consider the following before contracting with an outside source:

1. Any use of the LDOE's logo, the logo of any branded initiative, or materials created for the agency by a third-party contractor must be approved by the Communications Director and graphic design team prior to use.
2. Before contracting with an outside agency, schedule a meeting with the graphic design team to discuss your project needs. If your project can be done in-house, it will save you a lot of money.
3. If your project requires video production, animation, or other services our in-house team does not offer, there could still be design elements that are needed by the contractor. For this reason, our graphic design team should work closely with all outside agencies from start to finish. Please ensure they are included in all design discussions.

## CONTACTING THE PUBLIC AFFAIRS TEAM

The Office of Public Affairs is a small but mighty team consisting of:

**TED BEASLEY**, Director of Communications: [ted.beasley@la.gov](mailto:ted.beasley@la.gov)

**CHRISTY PAPA**, Senior Graphic Designer: [christy.papa@la.gov](mailto:christy.papa@la.gov)

**STEF HOTARD**, Advanced Graphic Designer: [stephanie.hotard@la.gov](mailto:stephanie.hotard@la.gov)

**ALEXIS PRITCHARD**, Family and Educator Communications Manager: [alexis.pritchard@la.gov](mailto:alexis.pritchard@la.gov)

All members of Public Affairs are included in our group email [\\_DOE-PublicAffairs@la.gov](mailto:_DOE-PublicAffairs@la.gov).

## GLOSSARY OF GRAPHIC DESIGN TERMS

Below is a listing of graphic design terms that may be used in conversations with the graphic design team or third-party contractors.

**embossing:** Embossing and debossing are the processes of creating either raised or recessed relief images and designs in paper and other materials. An embossed pattern is raised against the background, while a debossed pattern is sunken into the surface of the material.

**DPI (dots per inch):** DPI is the number of dots that fit horizontally and vertically into a one-inch measure. The more dots per inch, the more detail is captured and the sharper the image. Typical DPI is 72 for web and 300 for print. Also known as [resolution](#).

**four-color process:** The digital printing process reproduces colors combining, cyan, magenta, yellow, and black. If you look through a magnifying glass, you'll see that the printed image consists of dots in these four colors. These dots are printed on top of each other, next to each other, or just close to each other depending on the color and tonal values wanted. Also see [CMYK](#).

**clip art:** ready-made usually copyright-free illustrations sold in books or as part of a software package from which they may be cut and pasted or inserted as artwork

**CMYK color mode:** CMYK stands for cyan, magenta, yellow, and black, the four process color inks. If printers are using a digital printing method, they would print color on paper using CMYK colors.

**full bleed:** When an image or printed color extends beyond the trimmed edge of a page, it is called a "full bleed." Bleeding ensures that the print extends to the edges of the paper. The paper is usually trimmed to the desired size after printing. This means that the paper that gets printed on is larger than the final size and will result in a small additional cost and longer assembly time.

**JPEG (Joint Photographic Electronic Group):** A common compression method that shrinks a file's storage size by discarding non-important picture detail. Excessive JPEG compression can cause poor image quality.

**Pantone colors:** Pantone LLC is a U.S. corporation headquartered in Carlstadt, New Jersey. The company is best known for its Pantone Matching System (PMS), a proprietary color space used in a variety of industries, primarily printing, though sometimes in the manufacture of colored paint, fabric, and plastics.

**PNG (Portable Network Graphics format):** PNG (usually pronounced "ping"), is used for lossless compression (meaning all image information is restored when the file is decompressed during viewing). The PNG format displays images without jagged edges while keeping file sizes relatively small, making them popular on the web. Unlike the JPEG, PNG files can display transparency (also known as "opacity").

**raster image:** Raster images, often called bitmap images, are made of millions of tiny squares, called pixels. You can identify a raster or bitmap image by looking at it very closely. If you zoom in enough, you will be able to see the square outlines of each pixel. When photos are taken with a digital camera or copied on a scanner, the resulting files are raster images.

**resolution:** The resolution of an image is an important factor in determining the attainable output quality. The higher the resolution of an image, the less pixelated it will be and the curves of the image will appear smoother. Also see [DPI](#).

**RGB color mode:** RGB is the color scheme that is associated with electronic displays, such as CRT, LCD monitors, digital cameras, and scanners. It is an additive type of color mode that combines the colors, red, green, and blue in various degrees to create a variety of different colors.

**royalty-free photos or images:** Intellectual property like photos and graphic images that are sold for a single standard fee. These can be used repeatedly by the purchaser only, but the company that sold the images usually still owns all the rights to it.

**saddle stitch:** A binding stitch made by inserting a staple through the center of folded sheets from the back and clinching in the fold. This is usually the most cost-effective means of binding a booklet with 40 pages or less.

**vector graphic:** Vector images are a defined, formulaic approach to drawing. Each image can be sized and scaled repeatedly and limitlessly without losing resolution or beginning to look cloudy or pixelated. Text is one of the most common types of vector image. No matter how much you increase a font's size, for example, its look never changes. Most logos are vector images as well.