Design and Style Guide: Quick Reference

mesp
Multnomah Education Service District

We Support All Students to Achieve Excellence

IMPORTANCE OF STANDARDS: A style and design guide is a set of rules for the design of documents, websites, signage, and any other communication to create uniform branding for the MESD. Style guides help maintain a consistent look so that the community and employees can immediately associate the brand and communication with whomever produced them.

REQUIRED ELEMENTS: Always place the MESD logo (with or without tagline) on your primary page. Your department or school name, address and telephone number and website address should also be listed on this page. For longer documents, consider including the title of the document and page number as headers or footers on the inside pages.

LOGO: The logo consists of the acronym (MESD) and the agency name (Multnomah Education Service District). Both are required for accurate representation; the tagline is optional. MESD logos are available for download on the MESD website. Proper and aesthetic use of the logo is important in establishing MESD brand identity. Avoid creating and using logo variations.

TAGLINE: MESD's logo may be used with or without the tagline. Current tagline: *"We Support All Students to Achieve Excellence."* The tagline should not be used with the logo if it appears too small to read adequately or if it cramps the logo. To maintain the stylized appearance of the logo and readability of the tagline, use the tagline on a separate line. Only the tagline should be translated into another language, not the district name.
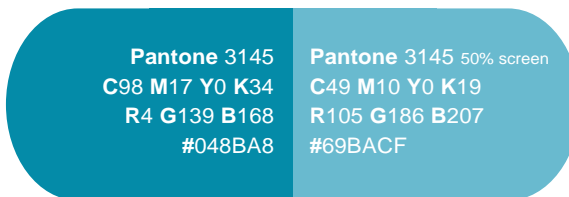
COLOR & SIZE: Use the reverse logo against a dark background color. Size the logo so that it is large enough to be clearly visible with the tagline clearly legible, is aesthetically proportionate to the other elements on the page, and has enough space around it. Be sure that the logo's proportions remain the same when resized.

Use ample white space around the logo.

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COLOR USAGE: Main design elements such as covers, headlines and subheads should stick to the primary color palette. Primary tints and complementary colors may be used to provide accents for differentiation, or as they fit within a cohesive, harmonious design. Note that colors may render differently on different displays.

For printed documents, use Pantone or CMYK formulas to define colors; this helps to ensure the closest and most consistent rendering of the actual colors.

Pantone 3145	**Pantone** 3145 50% screen
C98 **M**17 **Y**0 **K**34	**C**49 **M**10 **Y**0 **K**19
R4 **G**139 **B**168	**R**105 **G**186 **B**207
#048BA8	#69BACF

FONT USAGE: Consistent use of fonts upholds MESD's brand identity; it serves as a visual cue to communicate a consistent and unified message. The font families below have been selected as district standards. Use different font weights or styles within those families to provide variety. Sans serif fonts are typically used for headlines; serif fonts are good for long passages of text.

SANS SERIF: Arial
a b c d e f g h i j k l
A B C D E F G H I J
0 1 2 3 4 5 6 7 8 9

SERIF: Times New Roman
a b c d e f g h i j k l m
A B C D E F G H I J K
0 1 2 3 4 5 6 7 8 9

PHOTOGRAPHY: Obtain permission from school principals and/or administrators before taking photographs of students, and verify permission using photos in documents or media. Use candid and closely cropped photos that tell a story to draw in the viewer as well as the typical staged group or posed individual shots.

BASIC LAYOUT: Placement of graphics and text should be balanced with negative space. In most cases, less is more, especially where text is concerned. Too many elements close together will make your document difficult to read. In longer reports, consider adding graphics or breaking up text into call-outs or text boxes to highlight key points. Balance large and small elements on the page. For facing pages, balance elements across both pages.

STYLE POINTS: Top 10 tips for using the AP style
• Use only one space after a period.
• Don't use a comma before the conjunction in a simple series.
• Spell out numbers less than 10 or at the beginning of a sentence.
• For plural nouns ending in s, add only an apostrophe. Do not use apostrophes for numbers or multiple letter combinations.
• Use Arabic numerals for days. *July 4, 1776.* Abbreviate months longer than five letters. Do not use st, nd, rd or th in dates.
• Do not use minutes for an exact hour of time. Use noon or midnight for those specific times. Use periods for a.m. and p.m.
• Spell out each of the words in an acronym for the first use in a text. Acronyms are not spelled out in headlines.
• Use full first and last names on first mention. Last only after that.
• Capitalize formal titles before a person's name (Senator Wyden); use lowercase titles without a name or set off by commas.
• Headlines use only single quotes; body text uses double quotes