



FLORIDA DEPARTMENT OF
EDUCATION
fldoe.org

THE FLORIDA DEPARTMENT OF EDUCATION BRAND MANUAL

Pam Stewart, Commissioner

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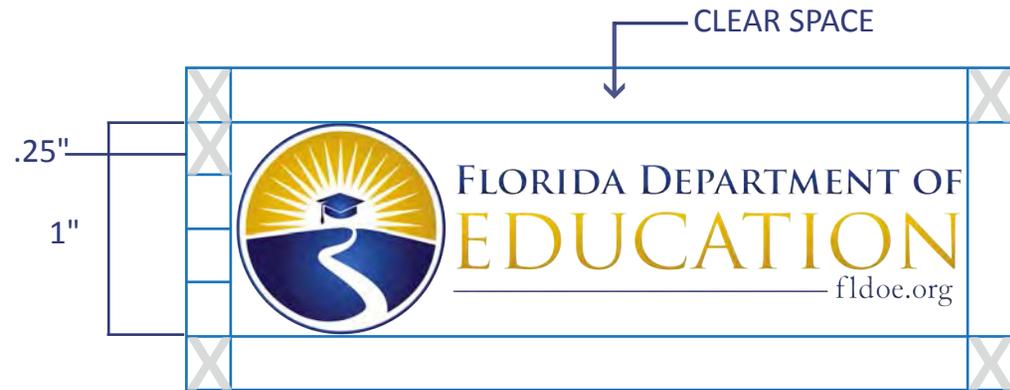
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The FDOE Logo

The Florida Department of Education logo is the centerpiece of our brand and sets the stage for how our organization is perceived publicly.

The FDOE logo design features an icon that tells our story. The icon represents the pathway for students to reach their full potential as represented by the bright sunshine and the graduation cap on the horizon.



Minimum Clear Space

The logo must be reproduced with a clear area around it that is free from other graphic elements or text. The minimum clear space is equal to one-quarter the height of the logo.

Minimum Size

The height of the logo should never appear smaller than .5" in height, and only at that size if production standards ensure legibility. The logo should always be clearly legible and displayed on the front page of any publication.

Department Wide

The logo should be used to represent all bureaus and offices of the agency.

Used in Entirety

The logo is to be used in its entirety on any publication. The seal could be used to enhance a document, but never instead of the logo.

The FDOE Logo

Square Variation

The Florida Department of Education has designed a variation to the primary logo. It is intended for use in square-shaped spaces and should follow the same guidelines as the primary logo.



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FOUR COLOR

Violet Blue: 100|99|32|36

Blue: 81|58|0|0

Mad Yellow: 9|25|100|0

Light Yellow: 7|12|56|0



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TWO COLOR

Blue: 100|100|36|35

Gold: 15|32|100|0



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ONE SHADE

Black, white or dark grey

Logo Treatment

The following illustration demonstrates correct and incorrect usage of the Florida Department of Education's logo. This list does not include every unacceptable scenario, but should be used as a guide when determining whether a rendering of the logo is acceptable.

If you need assistance determining whether a logo is acceptable, please contact the Office of Communications.

ACCEPTABLE USES OF THE LOGO

ONE SHADE
Black, white or
dark grey



TWO COLOR
Blue: 100 | 100 | 36 | 35
Gold: 15 | 32 | 100 | 0



FOUR COLOR
Violet Blue: 100 | 99 | 32 | 36
Blue: 81 | 58 | 0 | 0
Mad Yellow: 9 | 25 | 100 | 0
Light Yellow: 7 | 12 | 56 | 0



**CONTACT THE OFFICE OF
COMMUNICATIONS FOR
ASSISTANCE WITH OFFICE
ADDITIONS TO THE LOGO.**



UNACCEPTABLE USES OF THE LOGO

DO NOT REPRODUCE IN
DIFFERENT SHADES OR
ONE COLOR.



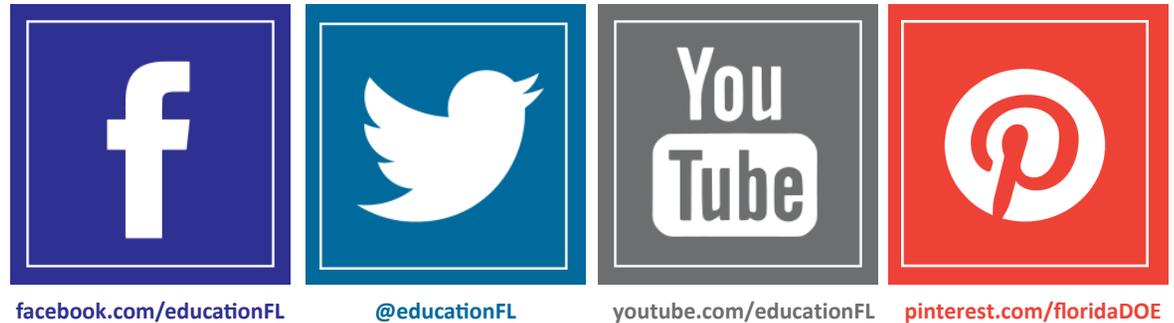
DO NOT STRETCH. THE SEAL
SHOULD REMAIN A CIRCLE,
NOT AN OVAL.



Social Media

The Office of Communications is dedicated to sharing the most pertinent information with our followers.

The following social media icons and addresses represent the Florida Department of Education as a whole.



Department Wide

The social media pages listed above represent the department as a whole. Individuals should not create additional pages to represent bureaus or offices.

Content Submission

In an effort to streamline communication from FDOE to the public, please submit your requests for content, features, event highlights, etc. to the Office of Communications.

Placement and Use

When displaying the FDOE social media icons, on a publication or digitally, you are not required to use all of the icons together. The approved icons can be found on the Intranet under Communications.

Email Signatures

Email is our most common form of day-to-day communication and therefore one of the most visible ways we communicate with our audiences and each other. Clear, consistent email identification strengthens communication from the Florida Department of Education.

ACCEPTABLE EMAIL SIGNATURE

First Name Last Name
Title 1
Title 2*
Office Name
Florida Department of Education
325 West Gaines Street, Suite 0000
Tallahassee, FL 32399-0400
850-585-1234 Office
850-585-1234 Fax*



Color: Black
Approved Font (See pg. 10)
Font Size: 14
*Optional

Signatures should be free from:

- Personal quotations or philosophical statements,
- Emoticons or animated graphics,
- Watermarked, colored or photographic backgrounds,
- Links to personal social media accounts,
- Disclaimers, sustainability statements or anti-phishing statements, unless they are required,
- Bold, italics, different colors or sizes of fonts.

Signatures should be created using one of the approved fonts on page 10. The color should remain black and the font should not exceed 14 points.

If you need assistance with creating a department approved signature in Outlook, please contact the Office of Communications.

Email Signature Modifications

There are certain cases in which the classic email signature and guidelines may be modified. The following examples serve as a guide to such exceptions.

First Name Last Name
Title 1
Title 2
Office Name
325 West Gaines Street, Suite 0000
Tallahassee, FL 32399
850-585-1234 Office
850-585-1234 Fax



SAVE THE DATE: www.FLDOE.org
College System Equity Conference | October 28-30, 2015

Please note that Florida has a very broad public records law. Most written communications to or from state officials are public records available to the public and media upon request.

Division Logo Addition

You may stack your division's approved logo to the right of the FDOE logo. If your office would like to utilize this option, please contact the Communications Office to have a stacked logo created.

Save the Date

If your division would like to call attention to an event, please use the format above.

Public Records Statement

If you wish to reference Florida's Public Records Law in your email signature, please use the approved statement featured in the sample above.

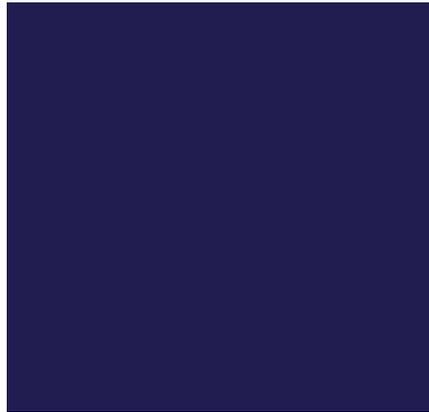
Color Palette

This guide demonstrates a color palette that should be used as part of the Florida Department of Education's brand identity.

The primary colors are found in the FDOE logo and should be used where possible to draw attention to the logo. The secondary palette represents colors that complement the logo and help brand documents, publications and graphics distributed by the department.

Tie primary colors to the subject. Secondary colors can help connect the visual design to the subject of your piece. Limit the number of secondary colors used in a single piece so they do not overpower the primary colors.

PRIMARY COLORS



VIOLET BLUE

Spot Color: PANTONE 2766 C
Four color process: 100 | 99 | 32 | 36
Web safe: #262961
RGB: 31 | 28 | 82



GOLD

Spot Color: PANTONE 1245 C
Four color process: 15 | 32 | 100 | 0
Web safe: #DCAB27
RGB: 219 | 171 | 39

SECONDARY COLORS



LIGHT BLUE

Spot Color: PANTONE 7462 C
Four color process: 93 | 57 | 18 | 2
Web safe: #00689B
RGB: 0 | 104 | 155



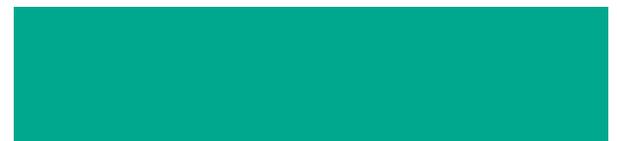
ORANGE

Spot Color: PANTONE 153 C
Four color process: 19 | 62 | 100 | 0
Web safe: #CE782C
RGB: 206 | 120 | 44



LIGHT GREEN

Spot Color: PANTONE 377 C
Four color process: 45 | 12 | 100 | 0
Web safe: #9CB63C
RGB: 155 | 183 | 61



TEAL

Spot Color: PANTONE 7473 C
Four color process: 79 | 8 | 56 | 0
Web safe: #00A88D
RGB: 1 | 169 | 142

Typography

This guide demonstrates fonts that should be used when communicating about the Florida Department of Education.

Fonts set a cadence for how communication is read and have the ability to draw readers in and alleviate denseness on text-heavy pages.

APPROVED FONTS



Calibri Light
Calibri Regular
Calibri Italic
Calibri Bold



Times New Roman Regular
Times New Roman Italic
Times New Roman Bold



Arial Regular
Arial Italic
Arial Bold



Arial Narrow Regular
Arial Narrow Italic
Arial Narrow Bold

The list of fonts above have been approved for use in publications and correspondence from the department. If you have a question as to whether a font would be appropriate for use, please submit it to the Office of Communications for design review.

Contacts

To learn more about resources in development; support for branding; social media direction; stock photography; and other support available from the Office of Communications, contact:

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Thank You

We realize these guidelines can seem complicated and challenging to follow and appreciate the energy you put into protecting the visual identity of the Florida Department of Education.

