



Brand & Publication Guide

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About This Guide

This guide provides the Oregon Department of Education's (ODE's) branding, publication, and accessibility standards for external partners creating materials on behalf of the agency. Following these guidelines helps ensure publications are visually consistent, accessible, and representative of ODE.

Accessibility should be considered throughout the writing and design process rather than added after the publication is complete. When a project requires an exception or a situation not addressed in this guide, contact [ODE Communications](#) before publishing or distributing the material.

ODE Logo

The [Oregon Department of Education logo](#) with mortarboard and state outline represents the agency goal to support students in a seamless path to graduation. The tagline – *Oregon achieves . . . together!* – emphasizes ODE’s core purpose of support and partnership with students, educators, families and communities to increase student achievement together.



The logo should be used in conjunction with properly branded ODE web pages, publications, flyers, brochures, email signatures, slides, and other agency documents and resources.

The ODE logo must not be compromised by the addition and/or subtraction of features, or the altering of color, typestyle, proportion, or letter spacing without permission of the Communications Director.

Always use official logo files provided by ODE. Do not recreate, redraw, or download logos from websites or previous publications.

Logo Colors and Types

Color

The logo is available only in three approved color variations: full color, black, or white. Do not change, recolor, apply gradients, add effects, or otherwise alter the logo.

Select the logo version that provides sufficient contrast against the background to meet Web Content Accessibility Guidelines ([WCAG](#)) and ensure the logo remains clearly visible.

Primary ODE logo is rectangular with the words “Oregon achieves...together!” at the bottom.

Use this logo, which features the tagline, whenever possible.



Alternate ODE is square and doesn't have a tagline.

If image area or readability does not allow for the tagline, use the alternate logo.



Logo Usage

Size

There is no minimum size for the logo. However, do not reduce the logo to a size where the department name or tagline becomes difficult to read. When resizing, always maintain the original proportions of the logo. If the logo cannot be reproduced legibly at the desired size, use a larger version of the logo or revise the layout.

Always use the original files provided by the Oregon Department of Education. Avoid enlarging low-resolution image files, as doing so may result in a blurry or pixelated logo.

Clear Space

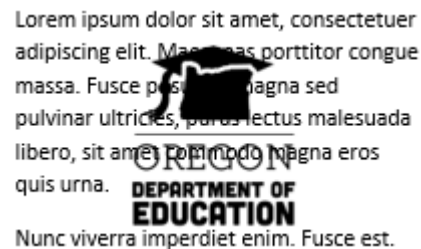
Maintain a minimum clear space of 0.25 inches (1/4") around all sides of the logo. This space should remain free of text, graphics, borders, and other visual elements. When the logo is displayed at larger sizes, increase the surrounding clear space proportionally to preserve its visibility and prominence.

Incorrect Logo Usage

The following are examples of incorrect usage of the ODE Logo. Do not use these or other treatments that weaken the consistency of our brand. Use the artwork exactly as provided and do not redraw or modify the logo in any way.



❌ Do not change the color of the logo. ❌ Do not stretch or distort the logo. ❌ Do not rotate or tilt the logo.



❌ Do not place the logo over or under copy.

❌ Do not use on low contrasting background.

Color



Color Contrast

Contrast and color use are vital to accessibility. In most cases, visual presentation of text and images of text needs a contrast ratio of at least 4.5:1.

For more information about requirements and checking contrast, visit the [WEBAIM website](#).

Primary Palette

The primary ODE color is blue with black and white for emphasis or accessibility purposes.

Secondary Palette

The secondary palette stands out from the primary colors and can be used when a wider range of colors is needed (e.g. charts, infographics, etc.).

Primary Palette

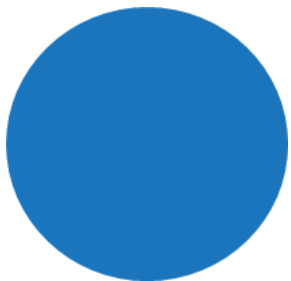
The primary color palette consists of ODE Blue, black, and white. These colors should be used as the foundation for ODE publications and communications to maintain a consistent and recognizable visual identity.

Primary Brand Color

Use ODE Blue as the primary color in agency materials and presentations, including headers, design elements, and other visual accents.

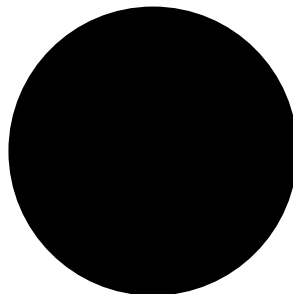
Supporting Colors

Use black and white to support readability, create contrast, and provide flexibility across print and digital materials. Black is preferred for body text, and white may be used for backgrounds, contrast or as a text color over blue or black.



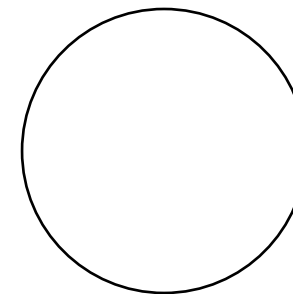
ODE Blue

CMYK: 85-50-0-0
RGB: 27-117-188
Pantone: 660 C
Hex: #1b75bc



Black

CMYK: 0-0-0-100
RGB: 0-0-0
Pantone: Black C
Hex: #000000



White

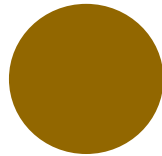
CMYK: 0-0-0-0
RGB: 255-255-255
Hex: #FFFFFF

Secondary Palette

Use when necessary and appropriately as **secondary colors** to enhance agency materials and presentations.

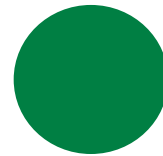
Gold

CMYK: 0-34-100-50
RGB: 146-103-0
Pantone: 7505 C
Hex: #916600



Green

CMYK: 98-23-100-11
RGB: 0-127-67
Pantone: 7732 C
Hex: #007f43



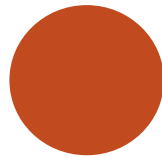
Magenta

CMYK: 36-100-34-8
RGB: 159-32-101
Pantone: 7648 C
Hex: #9f2065



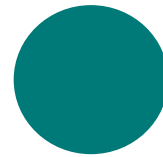
Orange

CMYK: 18-83-100-7
RGB: 193-75-31
Pantone: 7580 C
Hex: #C14B1F



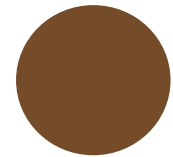
Teal

CMYK: 87-33-52-11
RGB: 0-122-120
Pantone: 7718 C
Hex: #007A78



Brown

CMYK: 40-65-90-35
RGB: 117-76-41
Pantone: 463 C
Hex: #754c29



Typography

Use the following typography standards whenever possible to maintain consistency across ODE publications. When creating accessible documents or PDFs, apply the corresponding built-in heading styles (such as **Strong** and *Emphasis*) rather than manually formatting text.

Heading 1* - Calibri, 36, Black, Bold

Heading 2 - Calibri, 24, ODE Blue, Bold

Heading 3 - Calibri, 20, Black, Bold

Heading 4 - Calibri, 18, ODE Blue, Bold

Heading 5 - Calibri 16, Black

Heading 6 - Calibri 14, Black

Body Text - Calibri 12, Black.

Accessibility and Formatting:

- Use one Heading 1 as the primary title for the document.
- Organize content using Heading 2 through Heading 6 in a logical order. Do not skip heading levels when using accessible document formats.
- Body text should be 12-point or larger and should generally not be smaller than 11-point in printed publications.

Suggested Voice and Tone

- ✓ ODE's voice is friendly and straightforward.
- ✓ Write in plain language; avoid slang and jargon.
- ✓ Use asset language and avoid deficit language:
 - Instead of "The program aims to reduce dropout rates,"
 - Consider, "The program seeks to increase graduation rates."
- ✓ Use active voice and avoid passive voice:
 - Instead of "The grant was awarded by ODE to School District,"
 - Consider, "ODE awarded the grant to School District."
- ✓ Use gender inclusive language and pronouns:
 - Instead of "boys and girls" or "he/she,"
 - Consider, "students," "everyone" or "they/them."

Writing Standards

- ✓ Always include page numbers, a date, and a contact.
- ✓ Ensure all acronyms are spelled out the first time mentioned and avoid abbreviations.
- ✓ Use the primary ODE blue color for all headers and objects.
- ✓ Use bullet points to present dense or complicated information.
- ✓ Refer to Associated Press (AP) writing style (tips available online and in the [AP Stylebook](#)).
- ✓ Always have at least one person proofread your materials before publishing or printing.

Photo & Video Credits

ODE occasionally uses photos and videos sourced from our communications team or other staff. Images used in ODE publications from external sources must be credited to the owner of the image.

How to credit photos and videos

- ODE staff photos or videos: Photo/video by Oregon Department of Education.
- Copyrighted works used with permission from the owner: List the copyright year and copyright owner.
- Creative Commons: Media title by creator and licensed under license information.
- Purchased from a stock site: Attribution is generally not required unless specified by the licensing agreement.

ODE staff photo example:



Photo by Oregon Department of Education

Copyright example:



© 2019 Summer Carney

Creative Commons example:



"Hummingbird" by PDPhoto.org, Public Domain

Web Accessibility

Accessibility should be considered throughout the design process and not added at the end.

All content that will appear online must meet [federal accessibility laws](#) (Section 508 of the Rehabilitation Act and the [Americans with Disabilities Act](#)). Those laws follow the standards outlined in the Web Content Accessibility Guidelines ([WCAG 2.1 or higher](#)) to ensure the publication is accessible to people with disabilities.

These include some [key principals of accessible design](#):

- Alt-text for images, graphs, tables, and links
- Headings for structure
- Headers for data tables
- Appropriate color contrast
- Plain language
- Captions and transcripts for video and audio

This is not a complete list, but should give you an idea of what to think about when you're creating materials.

Non-Web Accessibility & Plain Language

Accessibility ensures the content created can be consumed by all people, regardless of education level or disability. While there are no accessibility-specific federal laws for content created that is not going on the web, it is still a best practice to ensure all content meets WCAG requirements on all documents.

However, **Oregon has a plain language law** ([ORS 183.750](#)) that requires state agencies and consumer contracts to be “as clear and simple as possible.” [HB 2702](#) specifies an additional standard for written documents.

The Department of Administrative Services (DAS), the agency responsible for helping state departments implement the law, [established a 10th grade reading level](#) as the maximum acceptable standard for general public writings, rules, and policies.

External Accessibility Resources



[An alt-text decision tree](#)
[Complex Images and alt-text](#)



[Digital Accessibility at](#)
[Oregon Health Authority](#)



[Word and PowerPoint](#)
[Accessibility Evaluation Guide](#)
[Contrast Checker](#)



[U.S. General Services](#)
[Administration Web](#)
[Content Overview](#)



[Make your Word](#)
[documents accessible](#)



[Color Blindness Simulator](#)

Thank You!

Please contact [ODE Communications](#)
with your questions or comments.