

## Supporting the Name & Brand Identity

The purpose of the following guidelines is to strengthen our brand through the correct use of our name, logo, signatures, colors and fonts that symbolize our organization. The Northwest Education Services (North Ed) symbol is our most visible and recognizable mark and we need to present it consistently. That is why we have a set of standards.

## Referring to Our Organization

Our formal name is Northwest Education Services and you can call us North Ed for short. On first use, the full formal name should be said or applied in all communication, with North Ed an appropriate use in subsequent references. Do not use any other variation. Acronyms and variations of our name will erode clarity and perception of our organization. NWED, NED, Northwest Ed, NES and NE are not acceptable forms of the name.

## Primary Brand Signature Logo



## Secondary Entities

### DEPARTMENTS

Special Education  
Career Tech  
Early Childhood  
General Education  
Business Services  
Human Resources  
Communications  
Technology Services

### PROGRAMS

Bridgeway  
Creekside School  
New Horizons  
Transition Campus  
Adult Community Experience  
Community Connection  
Life Skills Center

## Applying our Visual Identity

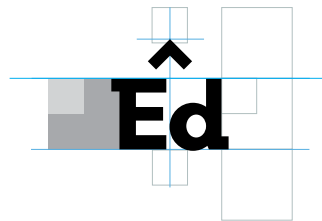
The North Ed symbol is never used without our wordmark. Together they form our primary brand “signature” logo that establishes the visual identity of Northwest Education Services. Its design is based on specific proportions, spacing and color for maximum visibility and legibility and should never be altered or re-created.

Secondary entities of the ISD also have their own signature logos that follow the same North Ed brand standards designed to feature each department or program. Use of brand signature logos must be reviewed and approved by the North Ed Communications Department prior to public distribution.

## Give it Space

The primary symbol should always be clearly visible. Keep the symbol separated from other visual elements using an “area of isolation” equal to the height of the Ed symbol. This is the minimum uninterrupted space surrounding all system logos, wordmarks and complete signatures.

### Symbol



### Wordmark

Northwest  
Education  
Services

## Department Signature



*The North Ed identity system is designed to include signature logos for all departments in the organization.*

## Program Signature



*The next level of signature logo is designed to feature the name of each unique program or service within its corresponding department.*

## Colors and Fonts

Our colors are primarily blue and include the accent color of lime green. For maximum brand recognition, the primary palette prevails for the North Ed symbol, wordmark and signatures. Use the secondary palette in support of, but never instead of, the North Ed primary blues. To ensure consistency, please refer to the color formulas below.

### Primary Color Palette



**North Ed Dark Blue**  
Pantone 286C  
C 100 R 0  
M 80 G 49  
Y 0 B 167  
K 12 HEX  
#0031a7



**North Ed Blue**  
Pantone 285U  
C 81 R 73  
M 46 G 129  
Y 0 B 216  
K 0 HEX  
#4981d8



**North Ed Lime**  
Pantone 381U  
C 22 R 187  
M 0 G 216  
Y 97 B 60  
K 0 HEX  
#bbd83c

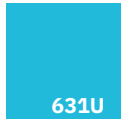
### Secondary Color Palette



CYAN



5493U



631U



5523U

## Fonts

For the majority of ISD communications, Georgia or Open Sans should be used. Each include a range of weights and were selected based on legibility and functionality. They are available as part of the Microsoft Office Suite and Google.

- **Georgia** | 11 pt. font/ 1.15 spacing

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Recommended for use in formal letters.

- **Open Sans** | 11 pt. font/ 1.15 spacing

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Recommended for use in official memos, documents and forms.

Use of these universal fonts supports the North Ed brand. Here are some helpful tips:

- For letters and memos, set the left and right page margin to 1" to provide appropriate white space in letter formatting.
- Incorporate left justification in alignment with the 1" margin with all titles, subtitles, text and content in any letter or form when possible.
- Preformatted North Ed templates are available in both Microsoft Office and Google.

## How to Use North Ed Brand Elements

It is important to use original logos and artwork in all communications materials, including but not limited to printed material such as flyers and reports, digital screen graphics, ads and branded event materials. Brand integrity starts with you!

### Helpful Do's and Don'ts

#### DO...

- DO incorporate the ISD brand in all communications in accordance with the North Ed brand standards.
- DO use official brand colors, being careful to match the specific formulas provided.
- DO make sure the primary formal name of Northwest Education Services takes precedence and precedes the informal North Ed reference to our organization.
- DO lean on the support and guidance of the North Ed Communications Department to ensure you maintain the integrity of the brand in your work.

#### DON'T...

- DON'T modify the size, position, color or relationship of any of the designed elements of the symbol or wordmark.
- DON'T modify, redesign, redraw, distort, add effects or alter proportions of the symbol or wordmark.
- DON'T add words or images alongside the logo.
- DON'T place the symbol inside an arbitrary shape.
- DON'T rotate or render the mark three-dimensionally.
- DON'T re-create wordmarks using alternative font styles.
- DON'T use the symbol as a standalone item. It must always be accompanied by the formal name, department name and program name within the space it is being used.
- DON'T apply arbitrary colors to the system elements, even if your content or personal preference suggests otherwise.
- DON'T use dark colors on dark backgrounds. Having enough contrast between brand elements and background items is necessary to meet Americans with Disabilities Act (ADA) compliance. White logos are available and meet compliance standards for use on a dark background.

## Ask for Help

These standards apply to anyone acting on behalf of Northwest Education Services, its schools and programs. Our staff and our community partners are our most valuable ambassadors of the North Ed brand and are relied upon for maintaining its integrity.

For more information, including how to apply these standards to your project, be sure to review the complete [North Ed Brand Identity Manual](#) on our website or contact the Communications Department at 231.922.6222 or [NorthEdNews@NorthwestEd.org](mailto:NorthEdNews@NorthwestEd.org).