



KANSAS STATE DEPARTMENT OF EDUCATION Agency Design Standards

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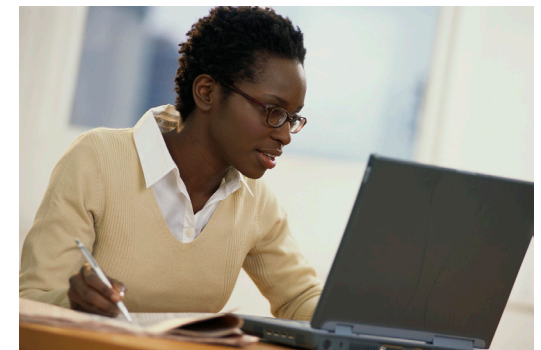
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In an effort to unify the look of agency materials the Communications and Recognition Programs team has developed a design standard to be used as a guide in creating documents, publications, e-mails and presentations for distribution outside of the agency. It is our goal that each member of the agency will be able to adhere to these guidelines and, as a result, help create a cohesive look for KSDE. By maintaining simple elements of each publication, such as colors and fonts, agency materials will become easily recognizable and associated with the department.

We understand there are annual publications in the agency that have maintained a certain look for many years. Though there is an expected period of transition before all publications may meet these standards, it is highly encouraged that each document being released to the public be reviewed in order to achieve the most basic elements of the design standard. The graphic designers are more than happy to assist in updating documents and publications as well as suggest fresh layout ideas.

As the design standards are implemented, it is expected that adjustments will be made as questions are received and issues are addressed. Any questions or suggestions regarding this document are to be directed to Kathy Toelkes, Director of Communications and Recognition Programs.



AGENCY LOGO

The agency logo is to be present on ALL materials being distributed outside the agency.

Standard color agency logos are available on the Employee Portal in the Common Forms and Documents menu under “Graphics and Publication Materials.” Additional color variations or formats (.pdf, .tif, .gif, etc.) are available by contacting the Graphics Arts office.

Variations

Logo versions available on the portal:

- Full Color Logo (.jpg, .png)
- Black and White Logo (.jpg, .png)
- Blue Logo (.jpg, .png)
- Full Color Spanish Logo (.jpg, .png)

- .jpg—white background
- .png—transparent background

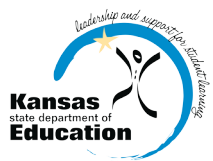
Logo versions available from Graphics:

- White Logo
- Grayscale Logo
- Black and Blue Logo
- Black and White Spanish Logo

Sizing

Paper size	Logo size
8.5” x 11” (standard)	1.5” wide
8.5” x 14” (legal)	1.5” wide
11” x 17” (tabloid)	2” wide

For smaller paper sizes, the logo must be large enough for all lettering to be legible, or no smaller than .75” wide.



Full Color



Black and White



Blue



Full Color Spanish



White



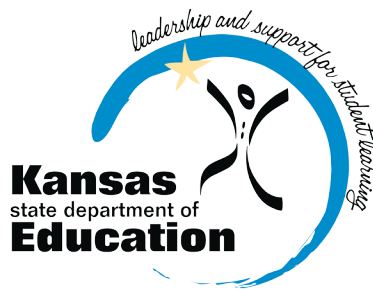
Grayscale



Black and Blue



Black and White Spanish



Full color logo
tabloid
2” wide



Full color logo
standard/legal
1.5” wide



Full color logo
minimum size
.75” wide

QUICK TIPS

Agency Logo



not enough contrast



correct



not enough contrast; distorted



correct



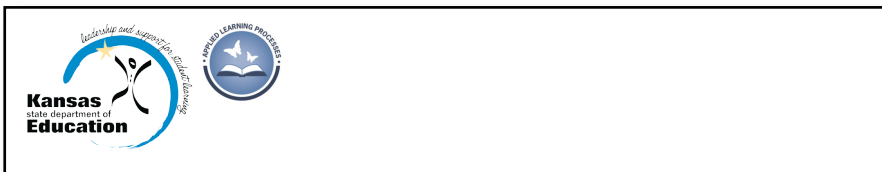
difficult to spot; busy background



overlay allows for logo placement



equal collaboration



main sponsor and contributor

Use of logo color variations

When using the logo on materials that will be distributed outside the agency, the logo must be clear, unpixelated, undistorted and easy to spot.

Collaborative Materials

When using the logo in conjunction with other logos on KSDE materials, the KSDE logo precedes all other logos. Each logo is to be of comparable size when contribution to the project is equal. If an organization holds a higher level of involvement or funding, it needs to be demonstrated visually with a larger logo.

COLORS
















Primary

Several colors have been selected as the official color palate of the agency. These are to be the prevalent colors used in all external communication in order to create a cohesive look.

Transparency and saturation of primary palate may be adjusted.

Secondary

A secondary color palate has also been created in order to add more variety to publications, while complementing the main colors.

	CMYK 0/0/0/100 RGB 0/0/0	Web: #000000
	CMYK 100/34/0/2 RGB 0/129/198	Web: #0081C6 Pantone: 3005 C
	CMYK 0/11/47/0 RGB 255/224/152	Web: #FFE098 Pantone: 141 CVC
	CMYK 50/17/0/1 RGB 120/177/222	Web: #78B1DE
	CMYK 0/6/24/0 RGB 255/238/200	Web: #FFEDC7
	CMYK 0/0/0/65 RGB 119/120/123	Web: #77787B
	CMYK 51/25/3/25 RGB 99/134/168	Web: #6386A8
	CMYK 0/9/31/15 RGB 221/200/161	Web: #DDC8A1
	CMYK 0/36/76/9 RGB 229/160/77	Web: #E5A04D Pantone: 722 C
	CMYK 0/20/50/30 RGB 188/155/106	Web: #BC9B6A Pantone: 874 C
	CMYK 100/0/10/25 RGB 0/139/176	Web: #008BB0 Pantone: 633 C
	CMYK 6/0/28/27 RGB 184/188/155	Web: #B8BC9B Pantone: 5783 C
	CMYK 0/10/11/34 RGB 180/165/159	Web: #B4A59F Pantone: 408 C
	CMYK 23/2/0/63 RGB 92/111/124	Web: #5C6F7C Pantone: 7545 C
	CMYK 100/80/70/25 RGB 24/60/71	Web: #183C47 Pantone: 532 C

Arial 11 pt. Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial 11 pt. Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Main Heading Arial 16 pt. bold
Subheading Arial 14 pt. bold

Subtitle Arial 12 pt. bold
Body Arial 11 pt. regular

An Equal Employment/Educational Opportunity Agency
The Kansas State Department of Education does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies:
KSDE General Counsel, 120 SE 10th Ave., Topeka, KS 66612; 785-296-3201

Arial 11 pt. regular is to be used exclusively for all communication from the agency. Arial Bold is to be used to emphasize text.

Heading Sizes

Main heading: Arial 16 pt. bold
Subheading: Arial 14 pt. bold
Subtitle: Arial 12 pt. bold

EEO Statement

The EEO statement must be on all materials leaving the agency (letters and certificates excluded). The statement is to be center aligned in Arial 9 pt. italic with the title line in Arial 9 pt. bold italic. As much as possible, keep the contact information on one line.

LETTER/PRESS RELEASE STRUCTURE GUIDELINES

ALL press releases and media alerts MUST be approved by the Communications office prior to release.

Spacing and Margins

When typing a letter or press release, use Arial 11 pt. The use of 1.5 line spacing and 6 pt. paragraph spacing is preferred.

Paragraphs are to be indented. In addition, only one space is to separate sentences. Text is to be black and left aligned with a one inch margin on all sides

Color

All letters must be typed with black text.

Letters

Use the letterhead that corresponds to your team. Letters are to be arranged as follows:

Date (Month DD, YYYY)

- Recipient Name, Title, Business Name, Address
- Greeting
- Body
- Closing
- Signature and typed name and title
- "Enclosure(s)" to indicate if additional materials are being sent with the letter.

Press Release

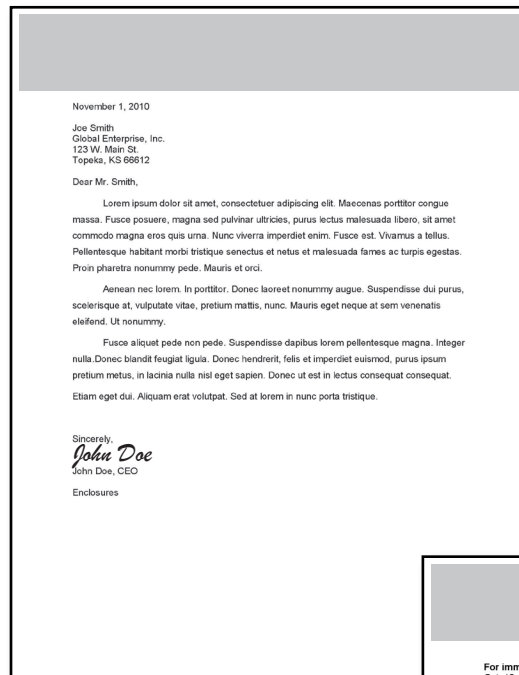
Use the agency's "News" letterhead and arrange as follows:

- "For immediate release"
- Date
- Headline (centered)
- Sub-headline (centered)
- Body
- ###

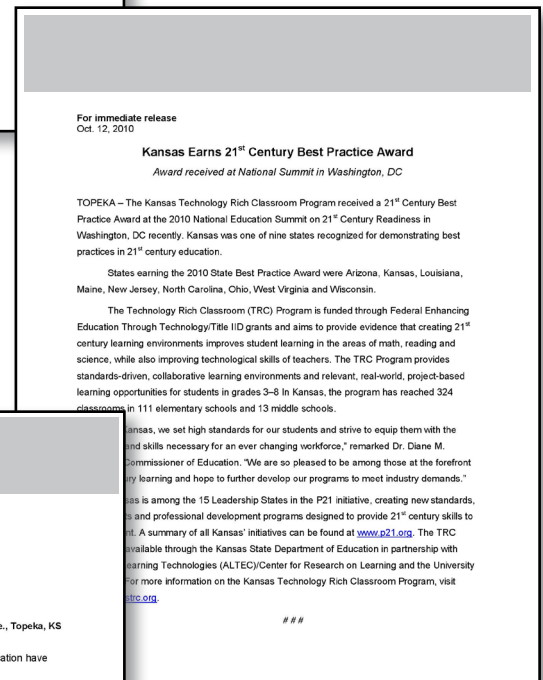
Media Alert

Use the agency's "Media Alert" letterhead and arrange as follows:

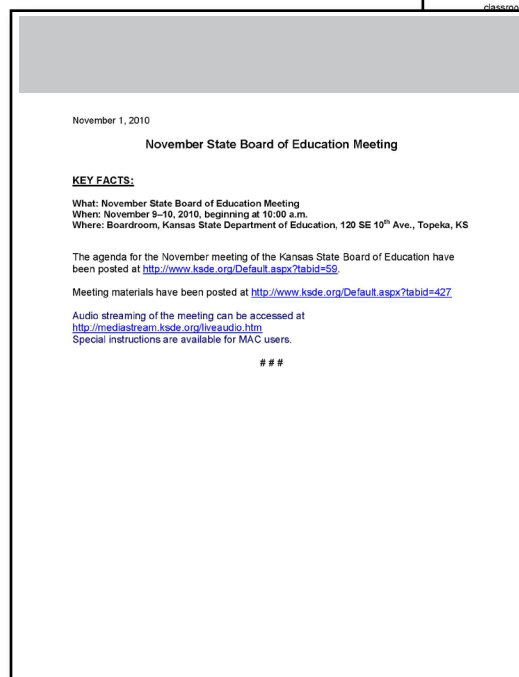
- Date
- Headline (centered)
- KEY FACTS:
 - What
 - When
 - Where
- Brief description of event
- ###



Letter

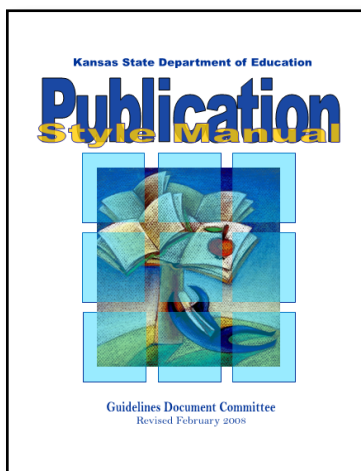


Press Release



Media Alert

Letter/Press Release Structure Guidelines



For general formatting issues, please refer to the *Publication Style Manual* in the Resources section of the KSDE Employee Portal.

“The Kansas State Department of Education (KSDE) oversees a variety of state- and federally funded programs. Additional information about any programs is available by contacting KSDE.”

- **AYP**—Adequate Yearly Progress
 - **ESEA**—Elementary and Secondary Education Act
 - **IDEA**—Individuals with Disabilities Education Act
 - **KSBE**—Kansas State Board of Education (can also use “State Board” on second reference)
 - **NAEP**—National Assessment of Educational Progress
 - **NCLB**—No Child Left Behind
 - **USDOE**—United States Department of Education
-
- **Internet**—always capitalize
 - **KSDE team names**—capitalize the name of the team; “team” remains lowercase (Communications and Recognition Programs team).
 - **Legislature**—capitalize when preceded by the name of a state (Kansas Legislature). Maintain the capitalization when the state name is dropped, but the reference is specifically to that state’s legislature.
 - **Titles**—capitalize formal titles when used immediately before a name; lowercase when the title is set off from the name by commas (Commissioner of Education Diane DeBacker; Diane DeBacker, commissioner of education; the commissioner of education, Diane DeBacker...)
 - **Web**—always capitalize when referring to the World Wide Web, however, website, webcast, webinar, webpage are lowercase.
-
- **e-mail**—lowercase “e” unless used at the beginning of a sentence.
 - **grade, grader**—first-grader, second-grader, 10th-grader, etc.; fourth-grade student, 12th-grade student, etc.
 - **Wi-Fi**—capitalize and hyphenate

Frequently Used Agency Terms

Acronyms

An acronym can be used in subsequent text after it has first been written out.

Capitalization

Hyphenation

PUBLICATION STRUCTURE GUIDELINES

Required Information

As outlined in the agency's Publication Checklist, every publication being distributed outside the agency must clearly display the KSDE logo, EEO statement, date, contact information and Commissioner and Deputy Commissioner photos.

Spacing and Margins

Line spacing in publications may vary depending on size constraints. In general, it is recommended publications such as programs, brochures, etc. are single spaced. Paragraphs are to be separated by a space and not indented, especially in brochures.

Appropriate margins are to be determined by the size constraints of the publication, however, there must be *at least* a .5" margin around the edges to insure all text is printed. Whenever possible, it is preferred that text maintain a 1" margin (brochures excluded).

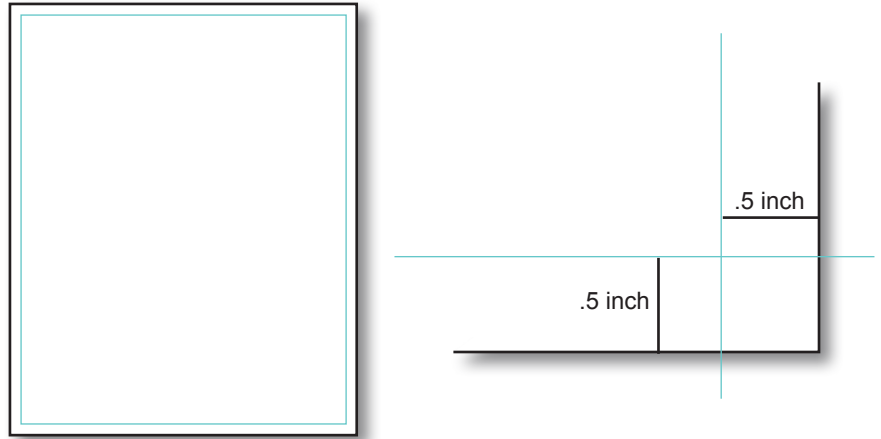
Color

Publications must follow the color guidelines outlined in this manual. Text does not have to be black but must comply with the color guidelines.

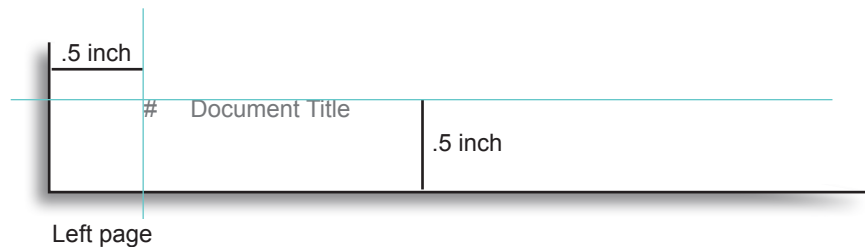
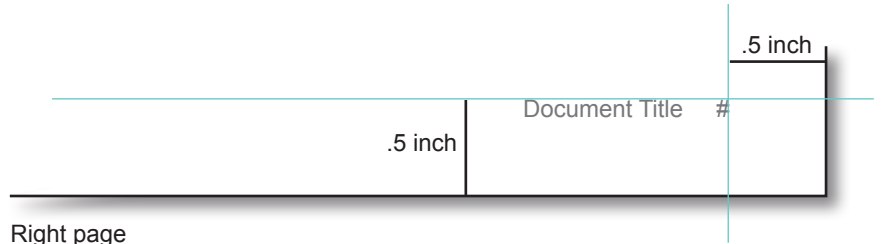
Page Numbers

Page numbers are to be Arial 9 pt. regular in the agency's gray color (65% black) on the outer edge of the page. The number is to be placed approximately one half inch from the outside and bottom edges of the paper. The title of the document should be included, five spaces from the page number.

- KSDE logo
- EEO statement
- Date
- Contact information
- Commissioner/Deputy Commissioner photos



Color values on page 4; Samples of use on page 10



Publication Structure Guidelines

It is highly recommended that publications being distributed outside the agency are first approved by the graphics department.

Brochures

As much as is financially possible, it is encouraged that brochures with a full bleed (photos and/or design elements run to the edge of the paper) are printed at the State Printer to avoid the quarter inch white edge the in-house printers produce.

If funds are not available to have the brochure printed at the State Printer, take the design of the brochure into consideration to balance out the white edge.

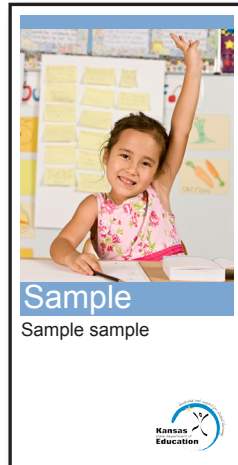
Page numbers are not to be used in brochures.



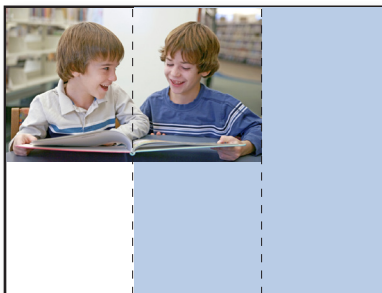
Full bleed
State Printer



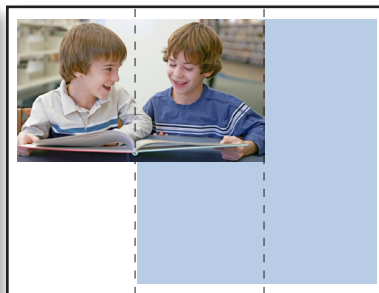
Full bleed
In-house



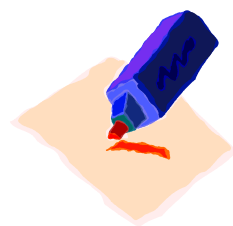
No bleed
In-house



State Printer



In-house



Clip-art



Photo

Photographs

It is recommended that photos are used instead of clip-art images in publications being released outside the agency. The agency's graphic designers are able to assist in the selection and modification of photos as necessary.

EXAMPLES

Publication Structure Guidelines

Kansas Education Shines

Bravo!

Thank you card

TEAL brochure

Kansas Education Shines
March 2011

Focus on Teachers and Administrators...

Focus on Schools...

Focus on Students...

KSDE Report Card

Eighty-one percent of all Kansas public schools made AYP in the 2009-10 school year, with 84 percent of the 1 schools making AYP and 72 percent of districts.

Forty-two Kansas elementary schools, 12 middle school high schools, and 20 high schools were part of the 2010 annual Governor's Achievement Awards, honoring the top performing schools in the state.

One hundred twenty-nine Certificates of Merit were presented to 58 Kansas public school districts as part of the Confidence in Kansas Public Education Task Force Challenge Awards.

Resulting from the 2009-10 state assessments, Kansas awarded 2,002 Standard of Excellence certificates in mathematics and 3,007 certificates in reading.

KSDE, Press Releases

KSDE, Teacher Education and Licensure

KSDE, ACT Inc.

The College Board

The College Board

BRAVO!
March 2011

Seven teachers have been selected as the 2011 Kansas Master Teachers, an award established by Emporia State University. The annual award honors those who have long served in the profession and demonstrate the outstanding qualities of earnest and conscientious teachers.

The 2011 class of Kansas Master Teachers are:

- Sonda Copeland, Manhattan High School
- Kenna Dilsberger, Council Grove Middle School
- Marta Hordahl, Harper Elementary School
- Rick Hildebrand, Barnes-Harvey-Lynn school district
- Nancy Pence, Blue Valley North High School
- Janice Romeiser, First Hills Special Education Cooperative, The Teachers College, ESU
- Marcia Truettner, Salina South Middle School

Silver Lake High School debate team members have advanced on to the Elite Eight in the 19th Annual Black and Brown/New York University International Public Policy Forum Debate Essay Contest. Coached by Gail Naylor, debate team members Kyle Kansas, Jacob Schroeder, Jake Maygett, Riley Oldender, Chloe Austin, and Nikki Richardson will travel to New York City for the live debate tournament next month! Good luck, Silver Lake!

Kathy Walker of Tonganoxie High School has been named the Kansas Veterans of Foreign Wars teacher of the year. Walker, a counselor, is in her 27th year in the district. Tonganoxie VFW Post 9271 officials said there are nearly 190 VFW posts in the state, and most submitted nominations for the state award.

Joseph Williams, 54, earned his high school diploma through the Lawrence Diploma Completion Program from Lawrence High School. Motivated by his grandfather's hard work in school, Williams earned his diploma and now hopes to continue his education at Johnson County Community College.

Stephen Rong of Blue Valley West and Yanjia Yu of Blue Valley High School received 2010 AP State Scholar Awards for their outstanding performance on the Advanced Placement Program (AP) Examinations.

We'd love to hear what your students and faculty are achieving! Please send submissions to: Anne Gilmore, agilmore@ksde.org, 785-296-4910, 785-296-7533 (fax), www.ksde.org

Thank you!

Additional Questions
Please contact Sungui Hsu, Education Program Consultant, at: 785-291-3573 or shsu@ksde.org

Kansas State Department of Education
Restricted Teaching License Alternative Pathway
Teacher Education and Licensure
November 2010

As Equal Employment/Educational Opportunity Agency
The Kansas State Department of Education does not discriminate on the basis of race, color, religion, sex, age, or age in its programs and activities. The following person has been designated to handle gender equality: 120 SE 10th Ave., Topeka, KS 66612, 785-296-3007

Step One: License Officers
Baker University: Leanna Volkman, 913-481-4432 ext. 1230, lvolkman@baker.edu
Emporia State University: Kinan Lippert, 620-341-6564, klippert@emporia.edu
Fort Hays State University: Kerry Schuchman, 785-628-6442, kschuc@fhsu.edu
Pittsburg State University: Jodi Johnson, 620-235-4488, jjohnson@pittsburg.edu
Southwestern College: Dawn Kasper, 620-229-8115, dawn.kasper@swcoll.edu
Sterling College: Stacy Fitzhugh, 620-578-6241, gfitzhu@sterling.edu
Wichita State University: Sheri Holt, 316-977-8500, sheri.holt@wichita.edu

Step Two: Contact Participating Kansas Universities
The hosting university must first evaluate degree transcripts to ensure the requirements for the proposed subject area is met. Develop a plan of study with the alternative certification program staff. Program length may vary depending on the institution.

Step Three: Apply for a Teaching Position
Apply for a teaching position by visiting Kansas Education Employment Board (www.kansaseducationjobs.com). Contact the employer and inquire if a restricted license is appropriate for the position.

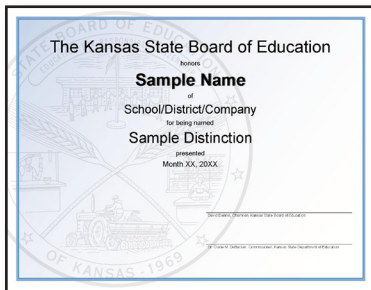
Step Four: Apply for the Restricted License
The application process is a coordinated effort with actions being completed by the individual, the hiring school district, and the higher education institution providing the coursework. Once the license is issued, full-time teaching may begin while completing the required professional education coursework towards full licensure.

Step Five: Progress Report
A progress report must be submitted every year verifying that progress has been made toward a full license. During the first year of teaching, progress includes passing a content assessment. The restricted license will be canceled if progress is not met.

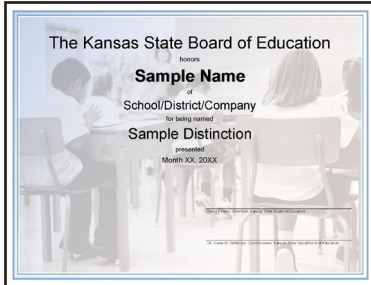
Step Six: Apply for a Full Kansas License
The institution will recommend a full Kansas license after successful completion of all the coursework and testing requirements on the plan of study.

CERTIFICATE TEMPLATES

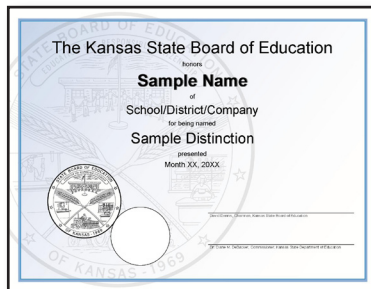
KSBE



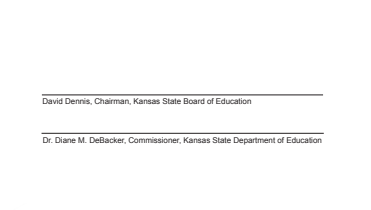
Basic



Optional



Addition of program logo



Examples:

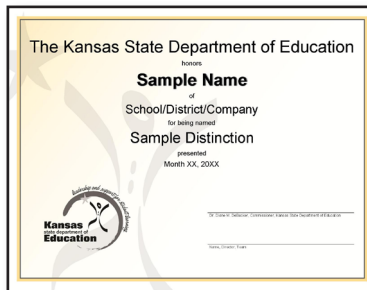
David Dennis, Chairman, Kansas State Board of Education

Dr. Diane M. DeBacker, Commissioner, Kansas State Department of Education

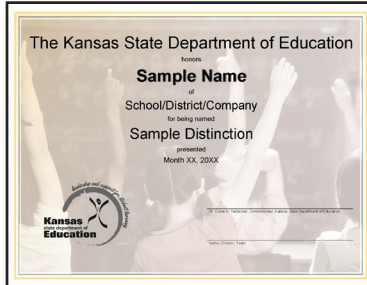
Dale M. Dennis, Deputy Commissioner, Kansas State Department of Education

Kathy Toelkes, Director, Communications & Recognition Programs

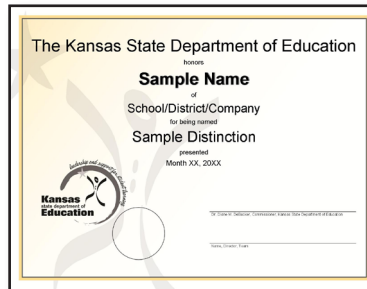
KSDE



Basic



Optional



Addition of program logo



Certificate templates have been created for you and are available on the employee portal (Resources>Graphics and Publication Materials>Certificate Templates). These certificates MUST be used any time an award is given from either the Department or the Board. The text of these templates can be adjusted to meet your needs while still incorporating elements of the agency's overall style.

Two styles are available for certificates from the Department, and two styles are available for certificates from the Board. An additional certificate design is available if another logo is to be incorporated. All certificates must display the appropriate logo/seal (i.e. KSDE logo or KSBE seal) and be printed in color.

Gold seals are to be placed on Board certificates. Please contact the Communications and Recognition Programs team when preparing a certificate from the Board.

The graphics department is able to assist in placing additional logos as needed.

Signatures

Certificates from the Board must have the Chairman's signature as well as the Commissioner's signature.

It is preferred that the Commissioner sign Department certificates when reasonably appropriate. Department certificates must have the appropriate Director's signature.

Signatures are to be placed on the bottom right. Under the signature, the name, title and division of the signee must be identified in Arial 8 pt. regular. When using multiple signatures, the following hierarchy is to be followed:

- Board Chairman
- Board Vice Chairman
- Board member
- Commissioner
- Deputy Commissioner
- Director
- Other

To create or access an electronic signature, see the graphics department.

E-MAIL STRUCTURE GUIDELINES

External

Business e-mails being sent to recipients outside the agency must adhere to the following design guidelines.

E-mails are to be typed in Arial 11 pt regular black text. Backgrounds are to be white—no background images or colors are to be used.

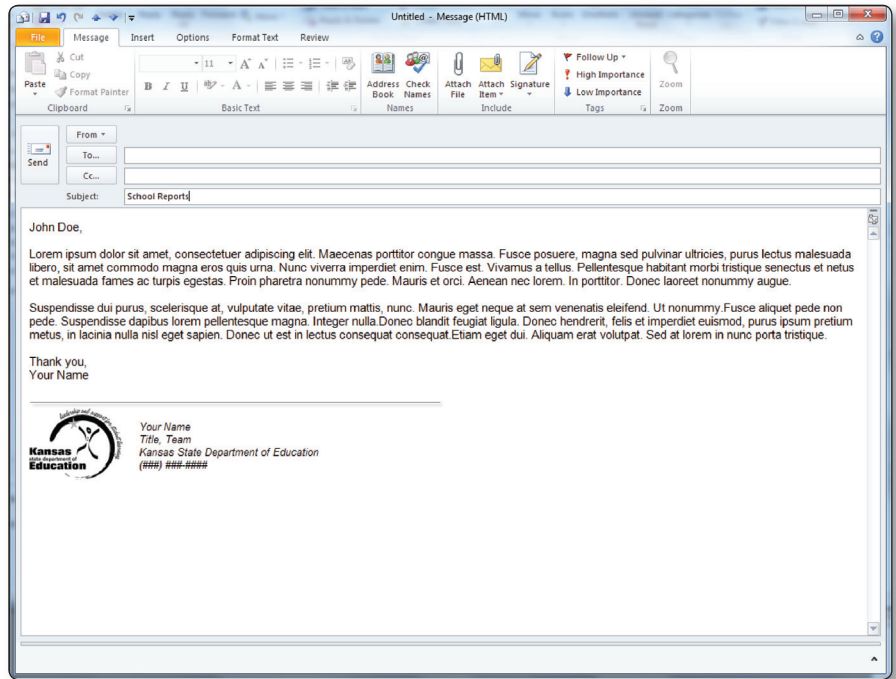
The subject line of every e-mail must be filled out, providing a short overview of the discussed topic. Do not type out the entire message of the e-mail in the subject line.

Every e-mail MUST include a signature, including name, title, team, department and phone number in Arial 10 pt italic black text. KSDE logo, address, fax number, cell number and e-mail address are optional.

To obtain a pre-made external e-mail template, please contact the graphics department.

Internal

E-mails being sent to recipients within the agency do not need to adhere to these guidelines.



Need Help?

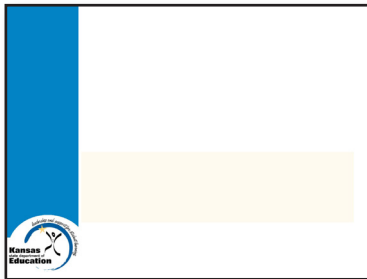
If you have a question or suggestion, please let us know.

Contact:

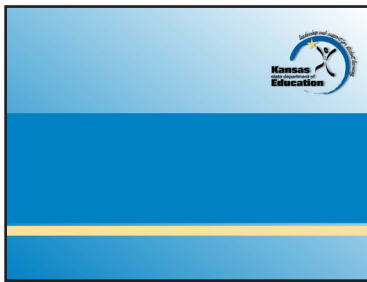
Kathy Toelkes (ktoelkes@ksde.org)

Anne Gilmore (aegilmore@ksde.org)

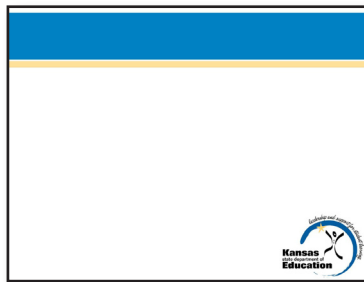
Cheryl Franklin (cfranklin@ksde.org)



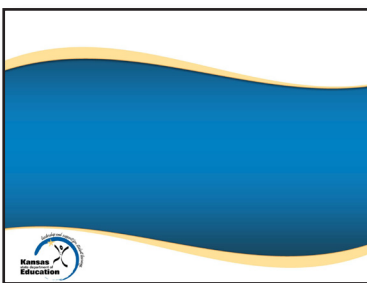
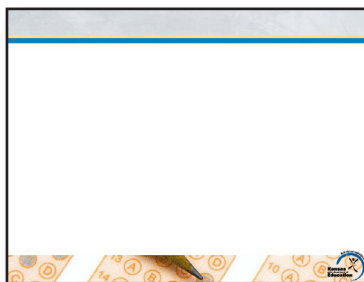
Template 1



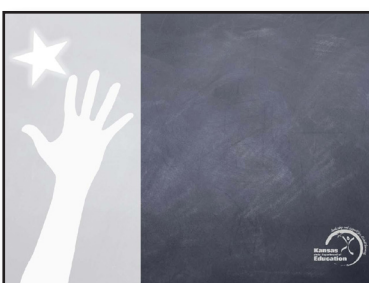
Template 2



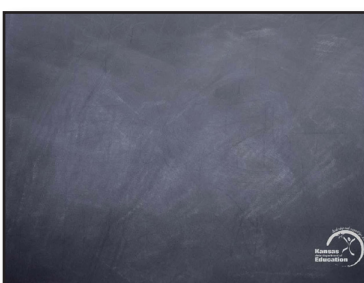
Template 3



Template 4



Raised Hands Template



Several PowerPoint templates have been created for agency use. When using PowerPoint for a presentation, one of the four templates are to be used. These templates can be found on the employee portal (Resources>Graphics and Publication Materials>PowerPoint Templates).

