

ESU 13 Brand Guide

Accessible Version

Table of Contents

- Mission & Vision 2**
- Branding Standards 2**
 - Living the Brand..... 2*
- Brand Voice 3**
- Brand Colors 3**
 - Primary Colors 3*
 - Accent Colors 4*
- Typography & Accessibility 4**
 - Font Usage Guidelines 4*
 - Font Accessibility Guidelines 4*
 - Accessibility Tools & Tips 4*
- Logo Guidelines 5**
 - Department Logos 5*
 - Co-Branding with Program Logos 5*
 - Important..... 5*
 - Logo Clear Space 6*
 - Logo Misuse 6*
- Email Etiquette..... 6**
- Presentation Closing Slide 6**
 - Templates 6*
- Contact 6**

Mission & Vision

Mission: Serve, support, and empower schools and learners by providing innovative services and equitable solutions in collaboration with educational partners.

Vision & Beliefs: Achieving educational excellence for all learners through:

- Collaboration with schools, families, and communities
- Service with equity, efficiency, and integrity
- Effective communication
- Leadership through innovation

Branding Standards

Branding at ESU 13 reflects clarity, credibility, and connection. It communicates who we are, what we value, and how we lead.

A consistent brand builds trust, reinforces professionalism, and strengthens recognition across the region.

Living the Brand

- Service and Hospitality
- Healthy Partnerships
- Innovation
- Nurturing Communication
- Empowering Leadership



Brand Voice

ESU 13's voice is:

- Professional: grounded in expertise and clarity
- Supportive: collaborative, encouraging, and inclusive
- Approachable: personable, human-centered, and kind
- Confident: trusted and informed, without being overly formal or rigid

As a thought leader in education, ESU 13's voice reflects our role as a regional influencer and innovator. We aim to:

- Share insights, best practices, and success stories that elevate education across Nebraska;
- Position ESU 13 staff and services as experts in their fields;
- Actively participate in conversations that shape the future of education.

Our voice is knowledgeable, insightful, and informative—with a touch of fun. We encourage readers to think in new ways while sending friendly, honest, and humble messages. We want to understand—not control or alter. Our stories are relatable and build instant connection. We provide knowledge and encourage you to dig deep and really think. Tone may shift depending on audience (e.g., internal staff, school districts, or the public), but always remains grounded in our core values.



Thought leadership is embedded in our brand—not as a boast, but as a responsibility to lead with purpose, elevate rural education, and inspire trust in the communities we serve.

Brand Colors

Our color palette draws from the natural beauty of the Nebraska Panhandle: blue skies, golden fields, and bright sunlight. They reflect a fresh, vibrant, and welcoming style. Use them consistently across all materials. This maintains a strong, unified brand.

Primary Colors

- ESU 13 Blue — HEX: #2D52A3; RGB: 45, 82, 163; CMYK: 72, 50, 0, 36
- Light Yellow — HEX: #FFEA5E; RGB: 255, 234, 94; CMYK: 0, 8, 63, 0

Accent Colors

- Dark Blue — HEX: #00008B; RGB: 0, 0, 139; CMYK: 100, 100, 0, 45
- Gold — HEX: #F0B400; RGB: 240, 180, 0; CMYK: 0, 25, 100, 6
- White — HEX: #FFFFFF; RGB: 255, 255, 255; CMYK: 0, 0, 0, 0
- Yellow — HEX: #F8C916; RGB: 248, 201, 22; CMYK: 0, 19, 91, 3

Typography & Accessibility

Primary Font: Helvetica (or Arial / Roboto)

Secondary Fonts: Garamond, EB Garamond, Nunito, Raleway, Public Sans

Font Usage Guidelines

The fonts listed to the right are recommended for ESU 13's formal branded materials — like reports, promotional pieces, business cards, letterhead, and slides where the logo is featured prominently.

However, there is room for flexibility. These fonts do not need to be used in every project. For brochures, presentations, social media, and internal content, creativity and context can guide your font choices—as long as they remain clear, accessible, and professional.

Font Accessibility Guidelines

All ESU 13 materials should be clear, readable, and inclusive. Prioritize accessibility in your typography choices to reflect our values of equity and communication for all.

Keep In Mind:

- Use high-contrast text and backgrounds.
- Bold fonts improve readability—especially for headlines.
- Avoid dark blue on dark backgrounds, thin or small text
- Refrain from using decorative fonts for body copy.

Accessibility Tools & Tips

Use tools like [WebAIM Contrast Checker](#) to test color combinations.

In Canva, check accessibility by selecting:

File > Accessibility > Check Design Accessibility

Prioritize clarity over creativity. A beautiful design means little if the message isn't readable.



Logo Guidelines

The official ESU 13 logos are available in the shared Google Drive folder [Logo Bank](#).

- Use approved ESU 13 logo formats
- Use tagline version for most materials and the simplified version for merchandise or internal use

Department Logos

- Alternative Education
- Early Childhood
- Professional Learning
- Psychological and Behavioral Health
- Technology
- Special Education

Co-Branding with Program Logos

Consistency across all ESU 13-affiliated programs is essential to reinforcing our collective identity while allowing programs the flexibility to maintain individual recognition. We offer two approved methods for co-branding program logos with the ESU 13 identity.

Option 1: Preferred Format – Horizontal, Side-by-Side Use when there is sufficient space to clearly display both logos.

- A vertical dividing line should be used between the logos.
- Use acceptable clear space between the two logos and dividing line.
- Both logos must remain unaltered in scale, color, or arrangement.
- This is the preferred format for most applications: websites, signage, and print collateral.

Option 2: Vertical Format – Use for tight spaces when horizontal space is limited.

- The text “educational service unit 13” appears directly beneath the program logo.
- Use designated typeface like Helvetica, Arial or Roboto.
- Ensure alignment and proportion preserve legibility.

For questions, layout assistance, or access to standardized co-brand files, contact mbrumage@esu13.org.

Important

- Departments and programs should use either of the co-branded ESU 13 logo options for all formal, public-facing communication.

- Promotional materials (such as apparel, signage, or giveaways) may use just the department or program logo.
- If your department's co-branded logo is incorrect or missing from the shared branding files, please contact the Communications Team for updated files.
- Co-branding applies to branded items such as letterhead, business cards, digital materials, brochures, official communications, reports, signage, and outreach products. If you're unsure whether an item requires co-branding, please reach out to mbrumage@esu.org.
- To maintain consistency and manage costs, the ESU 13 logo may be used in a single color from your department's color palette when necessary.

Logo Clear Space

Maintain spacing equal to half the height of the 'E' in 'esu' around the logo.

Logo Misuse

- Do not stretch or distort, change colors, place on busy backgrounds, or alter typography

Email Etiquette

Your email signature is a part of your professional identity. At ESU 13, it acts as a digital business card—representing who we are, what we stand for, and ensuring consistency in how we communicate across the region and beyond. Using the correct signature format helps us maintain a unified image and reinforces our professional credibility. If you run into any issues or have questions, reach out to [Mary Brumage](mailto:Mary_Brumage), Communications Specialist for support.

Presentation Closing Slide

Include name, title, contact information, and ESU 13 logo. Use brand colors and approved fonts.

Templates

A slide template will be provided in [Google Slides](#) and [Canva](#) for staff to easily replicate this design. These will be available in the Google Shared Drives Branding / Logo Bank Folder and linked in the Brand Guide.

Contact

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