



BRAND GUIDE

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This guide is your go-to resource for communicating with clarity and consistency at ESU 13. From logos and colors to tone and templates, each section supports a unified brand that reflects our mission, values, and professionalism.

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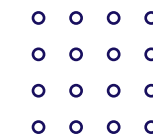
Presentation Slide Template

Mission & Vision

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

Vision & Beliefs: Achieving educational excellence for all learners through strong partnerships, service, and leadership by...

- Collaborating with schools, families, and communities
- Serving with equity, efficiency, and integrity
- Communicating effectively
- Leading with innovation



Branding Standards

At ESU 13, branding goes beyond colors and logos — it’s about clarity, credibility, and connection. It shows who we are, what we value, and how we lead.

A unified brand builds trust and positions ESU 13 as a professional, forward-thinking organization. Whether it’s a flyer, social media post, or email signature, every piece should reflect our quality, purpose, and identity.

Consistency creates recognition and reinforces our role as a leader in education — a source of innovation and best practices. As we support schools and students across the Panhandle, our brand becomes a symbol of excellence.



Living the Brand

Our brand expresses our mission and reflects our SHINE values:

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

These values are the foundation of how we engage with schools, families, and communities — and should be evident in every message and design.

This Brand Book provides standards for:

- Logo usage
- Color palettes
- Typography
- Voice and tone

When we align our visuals and messaging, we strengthen our identity, support SHINE, and lead with purpose. Every communication is a chance to advance our mission, inspire trust, and make a lasting impact..

All staff and departments are expected to follow these guidelines to ensure consistency across all internal and external communications. If there is a need to deviate, prior approval must be obtained from your department director.

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

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 aim to understand—not to 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 of service, clarity, and purpose.

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.



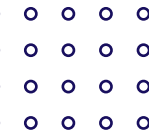
Thought leadership is embedded in our brand—not as a boast, but as a responsibility to lead with purpose, elevate rural education, and inspire trust in the communities we serve.

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.

Our goal is consistency in our visual identity where it matters most, while still encouraging design flexibility that fits the audience and purpose. That means making thoughtful choices about fonts and layout to ensure materials are not only visually aligned with ESU 13's brand, but also accessible, inclusive, and easy to read.

Typography & Accessibility



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

Accent colors should enhance the design and highlight key elements. Prioritize Primary and Secondary colors for brand consistency; use other colors only when there's a clear design purpose. Use high-contrast color combinations for accessibility.

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.

Primary Font

Aa

If unavailable, use: Arial, or Google font Roboto.

Helvetica | Light Regular Bold

ABCDEFGHIJKLMN
 OPQRSTUVWXYZ
 1234567890#@!~{ }

Secondary or Accent Font Options

(for subtitles, captions, or design accents)

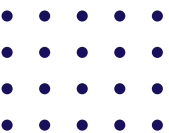
Garamond, Gabriel Sans, or Google Fonts such as EB Garamond, Nunito, Raleway, and Public Sans

Use Regular or Bold styles for readability.

Logo Guidelines

The official ESU 13 logos are available in the shared Google Drive folder titled Logo Bank. If you need access, please email mbrumage@esu13.org.

Primary logo



Logo Options

A variety of logo formats are available to suit different use cases:

- Full color with tagline – Primary logo
- Full color without tagline
- Black with and without tagline
- Inverted with and without tagline
- Single color, ESU 13 Blue, with and without tagline
- Long horizontal (not shown) – black or inverted with tagline



Format Variations

The following file types are available in the shared drive: PNG, .JPG, .AI
Additional formats such as .SVG are available upon request.

Use Guidelines

- Logos with tagline elements should be used for most digital and print materials.
- Logos without tagline are recommended for merchandise, signage and internal communications.



Department Logos

Department-specific logos are available for use when identifying or promoting an individual ESU 13 department. These logos are variations of the official ESU 13 logo, with the “Serving the Panhandle” tagline replaced by the name of the department.

Currently available department logos include:

- Alternative Education (NEVA logo available in Logo Bank)
- Early Childhood
- Professional Learning
- Psychological and Behavioral Health
- Technology
- Special Education

These logos can be used in place of the main ESU 13 logo when the content, event, or communication is directly tied to a specific department. Department logos are not required to follow the co-branding guidelines set for external programs or partner organizations.

Access:

All approved department logos are stored in the shared Google Drive folder labeled Logo Bank.

Note:

Do not create your own versions of department logos. If your department needs a custom logo, please contact mbrumage@esu13.org to request one.



Co-Branding with Program Logos

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.

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.



Misuse

Do not:

- Stretch, squish, flip or skew the logo
- Change the logo font or use incorrect colors
- Do not arch or twist the logo
- Place the full color logo over a busy background



Logo Clear Space

Maintain at least ½ the height of the "E" in "esu" as padding around all sides of the logo to ensure legibility and impact.



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.


Signature Guidelines

- Use the appropriate ESU 13-approved template for your role and department.
- Do not include emojis or decorative graphics, or additional, non-approved logos.
- Your quote or message should reflect your professional philosophy and are subject to review for professionalism and alignment with organizational values.

How to Set Up Your Email Signature

To simplify the process, we've created a Google Doc of templates you can copy and paste.

Follow these steps to get started:

1. Click the link above to open the signature template document.
2. Scroll through and locate the signature assigned to your department or program.
3. (If you're not sure which template to use, please check with your supervisor.)
4. Highlight and copy the entire template for your role.
5. Open Gmail, click the gear icon  (top-right corner), then select "See all settings".
6. Go to the "General" tab, scroll to the "Signature" section, and click "Create new."
7. Paste your copied template into the signature box.
8. Scroll to the bottom and click "Save Changes."

If you run into any issues or have questions, reach out to Mary Brumage, Communications Specialist for support.

[CLICK HERE FOR EMAIL SIGNATURE TEMPLATE](#)

To strengthen our visual identity and present ESU 13 as a cohesive, professional organization, all presentations created by staff should include a branded closing slide—similar to a digital business card.

Purpose

While we value individual creativity in presentations, a unified closing slide helps reinforce our brand, ensures contact information is accessible, and reflects the professionalism of ESU 13 across all audiences.

Required Elements

The closing slide should include the following:

- Presenter's full name
- Title and department or program
- Phone number and/or email address
- ESU 13 logo or appropriate combination with program-specific logos
- Optional: website or QR code to relevant program page

Design Guidelines

- Use the ESU 13 color palette (Dark Blue, ESU 13 Blue, Gold, Yellow, Light Yellow, and White).
- Fonts must follow the approved brand fonts listed in the Brand Standards (e.g., Helvetica, Arial, Roboto, and Garamond).
- Background may be white or a light neutral tone from the ESU 13 palette for clarity and accessibility.
- Layout should remain clean, professional, and easy to read.

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. If you don't see the shared drive or don't have access, please contact Mary Brumage.

Presentation Closing Slide Template

Why It Matters

Presentations represent more than just ideas—they represent our organization. This branded closing slide promotes consistency, increases recognition of our services, and demonstrates our commitment to professionalism. It ensures that whether a presentation is internal, public-facing, or given at a conference, the audience clearly knows who we are and how to connect with us.

[CLICK BELOW FOR SLIDE TEMPLATE](#)
[Google Slides](#)
[Canva](#)





Questions or Requests?

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