Diverse Educator Pathways cultivates the ecosystem of relationships and systems that our Black, Indigenous, and Educators of Color in particular need to thrive. Our approach to educator diversity is to center the wellbeing of our BIPOC educators so that they have the resources and support necessary for their continued flourishing throughout their entire career journey, from pre-service through certification, new educator induction through retention in the field to professional growth and leadership. We are committed to focusing on the support of our educators of Color AND on creating authentic relationship with partners in the systems that support them (institutes of higher education and school districts) as we work collectively to create systems that value the wisdom and talent of our educators.

**BRAND MESSAGE**

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**COLOR PALETTE**

Diverse Educator Pathways primary brand colors are from the PSESD water drops and include five of the six colors used in the PSESD water drops. Its secondary colors may be used as accents as needed.

**Primary Colors**

- **CMYK:** 67, 8, 87, 0
- **RGB:** 94, 175, 89
- **PANTONE:** 489 C

- **CMYK:** 90, 96, 75, 0
- **RGB:** 226, 43, 66
- **PANTONE:** 1788 C

- **CMYK:** 83, 0, 21, 0
- **RGB:** 181, 204
- **PANTONE:** 631 C

- **CMYK:** 15, 5, 85, 0
- **RGB:** 223, 218, 87
- **PANTONE:** 584 C

- **CMYK:** 1, 51, 94, 0
- **RGB:** 244, 145, 43
- **PANTONE:** 715 C

**Accent/Alternate Colors**

- **CMYK:** 80, 49, 68, 43
- **RGB:** 43, 76, 66
- **PANTONE:** 4210 C

- **CMYK:** 0, 0, 0, 85
- **RGB:** 77, 77, 79
- **PANTONE:** 179-14 C

**TYPOGRAPHY**

Typography is an essential element of any identity system. As a visual cue, it communicates a consistent and unified message. Puget Sound ESD Communications uses the font family Helvetica Neue. Licensing for the entire library may be obtained through PSESD Agency Technology or by individuals at myfonts.com. The official alternative font for all Puget Sound ESD stuff is Arail as a san serif option and Garamond as a serif option. Type should be no smaller than 9pt.

If you purchase the Helvetica Neue font licenses for main headlines, use Helvetica Neue 67 Medium, large print, mixed case. For subheads, use Helvetica Neue 67 Medium Condensed or Helvetica Neue 57 Condensed, mixed case or caps. For body copy, use Helvetica Neue 47 Light Condensed, mixed case. Body type should not be reduced to smaller than 9pt.

**LOGO USAGE**

The Diverse Educator Pathways’ logo represents our various programs that grow and support BIPOC Educator retention and leadership in a collective and connected lifecycle. If needed, please use the single color version provided. White text may also be substituted on dark backgrounds. Always use high-resolution logos (PNG or PDF are preferred) and do not alter the proportions if/when the logo is resized. See below for proper usage.

**ACCESSIBILITY**

Web and print materials should be accessible to all potential audiences, including those with disabilities. Key features of accessible design include:

- **Color combinations:** designs must provide enough color contrast for individuals with low vision to see. Use an online color checker, such as [webaim.org/resources/contrastchecker](http://webaim.org/resources/contrastchecker), to determine if your selected colors are accessible.

- **Hierarchy:** be descriptive and follow a consistent structure for headings and body copy. This format is important for screen readers.

- **Alternate text:** when using graphics, add alternate text that will describe what the graphic is for those who cannot see it.

- **Accessibility check:** use Microsoft’s “Check Accessibility” function to review documents before posting or sending to constituents.

More information on accessibility can be found on MyPSESD under Communications, Government and Public Relations/Section 508 Compliance.