



# Brand Style Guide

## Diverse Educator Pathways in PSESD

### BRAND MESSAGE

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 PERSONALITY

Key messages should reflect our approach to diverse educator pathways. To achieve an educator workforce that reflects our students and their communities, we must be:

- **Asset-based:** Black, Indigenous and Educators of Color embody wisdom and ways of being critical to our mission of eliminating the opportunity gap and success for each child by lading with racial equity.
- **Systemic:** We must intentionally support the journey of Black, Indigenous and People of Color throughout their careers from pre-service through career growth.
- **Holistic:** We value the wellbeing of the Black, Indigenous and People of Color who educate our children every day throughout their career, and nourish the systemic conditions they need to thrive.

### BRAND DRIVER

We believe that by nourishing an ecosystem of support for Black, Indigenous and Educators of Color, we will be creating the conditions our children of color need to thrive and succeed. We nurture and sustain the relationships with our partners that encourage and support people of color to become the educators we need. Our partners—including institutions of higher education, school districts, mentors, principal, and most importantly, our BIPOC educators themselves—are all vital to that goal. Our BIPOC educators' wisdom drives our action—by listening to them, we will be able to nourish the systemic conditions needed for our systems to become racially just and humanizing for all our students.

### COLOR PALETTE

Diverse Educator Pathways primary brand colors are from the PSESD water drops and include five of the six the 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: 7489 C



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



CMYK: 83, 0, 21, 0  
RGB: 0, 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

**CMYK:** Use for print projects  
**RGB:** Use for digital projects  
**PANTONE:** Use for things like screen printing or non-paper objects

When using text please note that white text may not be used on top of Diverse Educator Pathways' primary branded blue, green, orange or yellow shades. Please use black text or a black outline to increase readability. White text may be used on top of the primary red, or the secondary gray or green without an outline.

### 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](http://myfonts.com). The official alternative font for all Puget Sound ESD staff is Arial 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.

#### Helvetica Neau

Helvetica Neue 47 Light Condensed	Helvetica Neue 57 Condensed	Helvetica Neue 67 Condensed
abcdefghijklmnop	abcdefghijklmnop	abcdefghijklmnop
ABCDEFGHIJKLMN	ABCDEFGHIJKLMN	ABCDEFGHIJKLMN
1234567890	1234567890	1234567890
Arial Regular	Arial Bold	Arial Black
abcdefghijklmnop	abcdefghijklmnop	abcdefghijklmnop
ABCDEFGHIJKLMN	ABCDEFGHIJKLMN	ABCDEFGHIJKLMN
1234567890	1234567890	1234567890

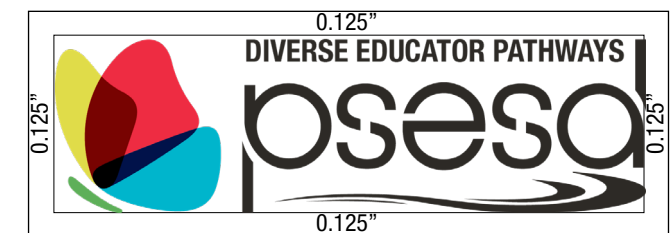
### LOGO USAGE

The Diverse Educator Pathways' logo represents our various programs that grow and support BIPOC Educator retention and leadership in a collective and connected life cycle. 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.

#### CORRECT

Please use at least 0.125" (1/8") of white space around the logo.



### 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](#).