



OEIB / CHIEF EDUCATION OFFICE

Brand Guidelines 3.0

TABLE OF CONTENTS

THIS STYLE GUIDE IS DESIGNED as a reference tool to assist you in implementing the brand clearly and with a consistent look and feel. A consistent identity will help build and maintain the companies reputation, strengthen the way audiences see the Brand and connect all parts of the company to unify it's message. Our hope is that this guide will show you how to apply our brand components in a way that articulates the brands identity, elevates our profile, and encourages audiences to engage with our mission.

The following guidelines, based on research and testing with various audiences, were developed by WATSON CREATIVE in conjunction with selected staff from our company. If you have any questions about the appropriate use of our branding elements or visual identities, please contact the our Marketing Department, or WATSON CREATIVE at 800 280 3057 or Design@WatsonCreative.com.

P3 TRADEMARK & CREDIT LINES

P4 BRANDMARK

P11 BRAND SYSTEM

P16 PHOTOGRAPHY

TRADEMARK & CREDIT LINES

A TRADEMARK CAN BE A NAME, A LOGO, OR EVEN A SLOGAN—ANY WORD, SYMBOL, OR DEVICE USED TO IDENTIFY A COMPANY’S PRODUCTS OR SERVICES AND DISTINGUISH THEM FROM THOSE OF OTHER COMPANIES. BECAUSE TRADEMARKS ARE ESSENTIAL IN BUILDING STRONG BRANDS, THEY ARE EXTREMELY VALUABLE ASSETS. IT IS IMPORTANT THAT YOU USE APPLE TRADEMARKS CAREFULLY TO PREVENT CUSTOMER CONFUSION ABOUT OWNERSHIP AND RESPONSIBILITY AND TO PROTECT THE VALUABLE INVESTMENT APPLE HAS MADE IN ITS TRADEMARKS.

TRADEMARK SYMBOLS

Use the appropriate symbol (TM, SM, or ®) the first time any brand trademark appears in your copy. Do not use these trademark symbols in communications that will be distributed outside the United States without approval. Do not add trademark symbols to Brand signatures or the Brand logo in any communications unless already established in the artwork.

CREDIT LINES

Include credit lines in all communications, listing the Brand trademarks that appear in your copy. Always list Brand and the Brand logo. Use the following form:

Apple, the Apple logo, iPhone, iPod, iTunes, and Mac are trademarks of Apple Inc., registered in the U.S. and other countries. iWeb is a trademark of Apple Inc. MobileMe is a service mark of Apple Inc. Place the trademark credit lines with other legal notices in your communications.

FOR MORE INFORMATION

If you have any questions about the appropriate use of our branding elements or visual identities, please contact us at 503.373.1283 or education.investment@state.or.us. Allow up to one week to receive a reply.

**CHIEFTM
EDUCATION
OFFICE**

It is important that the size of the trademark symbol be in proportion with the text. The trademark symbol should always be legible without being intrusive and the space between the trademark symbol and the preceding letter should be minimized.

© = Copyright Symbol (Option+G)

® = Registered (Option+R)

™ = Trademark (Option+2)

**CHIEFTM
EDUCATION
OFFICE**

For very large formats, the trademark symbol must be reduced and moved closer to the preceding letter.

TRADEMARK & REGISTRATION

The term “Chief Education Office” is both a trademark and a trade name. When used to describe the company’s products or services, it is a trademark and must be used with the ® symbol; when used only to refer to “Chief Education Office”, it is being used as a trade name and no bugging is necessary—do not use a ® symbol.

COPYRIGHT

Please include a copyright notice and an attribution statement, which may appear in small, but still legible, print, when using any trademarks in any published materials. Use this format:

© 2015 “Chief Education Office” Incorporated. All rights reserved.

LEGAL

1. ChiefEducationOffice / Primary Use

ILLEGAL

1. ChiefEducationOffice Systems
2. ChiefEducationOffice, Inc.
3. ChiefEducationOffice, Incorporated

WATSON CREATIVE is NOT a law firm, not is claiming to be. The recommendations on this page are industry standard guidelines. With that said, every identity is different and we recommend you consult with an Intellectual Property Attorney.

BRANDMARK / WORDMARK

OUR BRANDMARK

THE CORPORATE LOGO IS THE MOST IMMEDIATE REPRESENTATION OF OUR COMPANY, OUR PEOPLE, AND OUR BRAND TO THE WORLD. IT IS A VALUABLE CORPORATE ASSET THAT MUST BE USED CONSISTENTLY IN THE PROPER, APPROVED FORMS. [DOWNLOAD THE LOGOS HERE](#)

MINIMUM CLEAR SPACE



MINIMUM CLEAR SPACE

The minimum clear space around the signature is equal to the height of the Logo, measured from dimple to dimple. To create the greatest impact, allow even more space around your signature. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.



Spacing equal to the height of the capital X should be maintained in all directions so that other graphic elements do not intrude, change, or distract from the logo.

MINIMUM BRANDMARK SIZE



MINIMUM SIZE 1 INCH.

MINIMUM SIZE

The minimum signature size should be used only when layout space is extremely limited. Use the signature at a larger size whenever possible.

WORDMARK IN TEXT & COPY

Roof party Thundercats Vice banjo cold-pressed. Four dollar toast selvage synth chambray roof party iPhone. ChiefEducationOffice Four dollar toast single-origin coffee authentic Shoreditch. Pitchfork banjo raw denim Austin, irony retro wayfarers leggings ugh you probably haven't heard of them butcher freegan Truffaut next level DIY. DIY 3 wolf moon normcore deep v, batch fanny pack, pop-up disrupt brunch lomo fixie biodiesel ennui listicle Bushwick Wes Anderson Kickstarter. Stumptown authentic Banksy normcore iPhone.

STANDARD WORDMARK



NOTE: No taglines may be used with the logo without prior consent of Corporate Marketing Communications team.

COLOR OPTIONS



REVERSED WORDMARK



BLEED: The Brandmark has the logotype visually centered within the tab box. This positioning should never be altered from the master artwork provided..

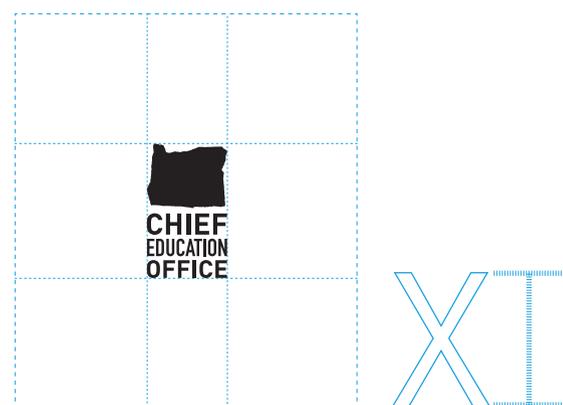
BRANDMARK / LOGO 1

OUR LOGOMARK

OUR LOGO SHOULD OCCUR ONLY ONCE PER PIECE. FOR INSTANCE, ON A MULTIPAGE PIECE THE LOGO WOULD GO ON THE COVER, BUT THE STANDARD LOGO WOULD BE USED FOR THE BACK COVER.

[DOWNLOAD THE LOGOS HERE](#)

MINIMUM CLEAR SPACE



MINIMUM CLEAR SPACE

The minimum clear space around the signature is equal to the height of the logo, measured from dimple to dimple. To create the greatest impact, allow even more space around your signature. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.

MINIMUM BRANDMARK SIZE



MINIMUM SIZE 1 INCH.

MINIMUM SIZE

The minimum signature size should be used only when layout space is extremely limited. Use the signature at a larger size whenever possible.

STANDARD WORDMARK



NOTE: No taglines may be used with the logo without prior consent of Corporate Marketing Communications team.

REVERSED WORDMARK



BLEED: The Brandmark has the logotype visually centered within the tab box. This positioning should never be altered from the master artwork provided..

COLOR OPTIONS



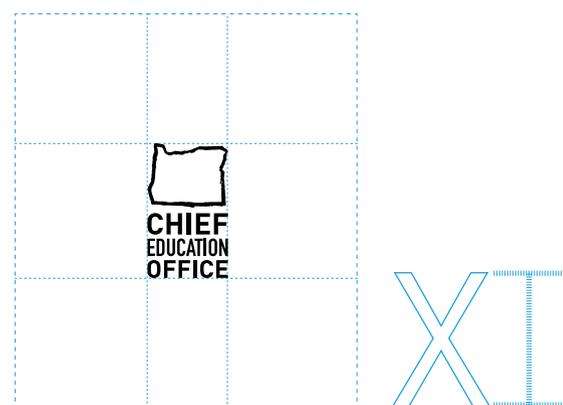
BRANDMARK / LOGO 2

OUR LOGOMARK

OUR LOGO SHOULD OCCUR ONLY ONCE PER PIECE. FOR INSTANCE, ON A MULTIPAGE PIECE THE LOGO WOULD GO ON THE COVER, BUT THE STANDARD LOGO WOULD BE USED FOR THE BACK COVER.

[DOWNLOAD THE LOGOS HERE](#)

MINIMUM CLEAR SPACE



MINIMUM CLEAR SPACE

The minimum clear space around the signature is equal to the height of the logo, measured from dimple to dimple. To create the greatest impact, allow even more space around your signature. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.

MINIMUM BRANDMARK SIZE



MINIMUM SIZE 1 INCH.

MINIMUM SIZE

The minimum signature size should be used only when layout space is extremely limited. Use the signature at a larger size whenever possible.

STANDARD WORDMARK



NOTE: No taglines may be used with the logo without prior consent of Corporate Marketing Communications team.

COLOR OPTIONS



REVERSED WORDMARK



BLEED: The Brandmark has the logotype visually centered within the tab box. This positioning should never be altered from the master artwork provided..

BRANDMARK / LOGO 3

OUR LOGOMARK

OUR LOGO SHOULD OCCUR ONLY ONCE PER PIECE. FOR INSTANCE, ON A MULTIPAGE PIECE THE LOGO WOULD GO ON THE COVER, BUT THE STANDARD LOGO WOULD BE USED FOR THE BACK COVER.

[DOWNLOAD THE LOGOS HERE](#)

MINIMUM CLEAR SPACE



MINIMUM CLEAR SPACE

The minimum clear space around the signature is equal to the height of the logo, measured from dimple to dimple. To create the greatest impact, allow even more space around your signature. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.

MINIMUM BRANDMARK SIZE



MINIMUM SIZE 1 INCH.

MINIMUM SIZE

The minimum signature size should be used only when layout space is extremely limited. Use the signature at a larger size whenever possible.

STANDARD WORDMARK



NOTE: No taglines may be used with the logo without prior consent of Corporate Marketing Communications team.

COLOR OPTIONS



REVERSED WORDMARK



BLEED: The Brandmark has the logotype visually centered within the tab box. This positioning should never be altered from the master artwork provided..

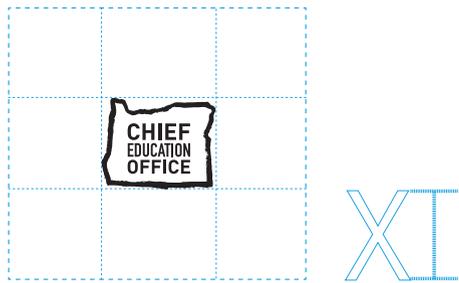
BRANDMARK / LOGO 4

OUR LOGOMARK

OUR LOGO SHOULD OCCUR ONLY ONCE PER PIECE. FOR INSTANCE, ON A MULTIPAGE PIECE THE LOGO WOULD GO ON THE COVER, BUT THE STANDARD LOGO WOULD BE USED FOR THE BACK COVER.

[DOWNLOAD THE LOGOS HERE](#)

MINIMUM CLEAR SPACE



MINIMUM CLEAR SPACE

The minimum clear space around the signature is equal to the height of the logo, measured from dimple to dimple. To create the greatest impact, allow even more space around your signature. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.

MINIMUM BRANDMARK SIZE



MINIMUM SIZE 1 INCH.

MINIMUM SIZE

The minimum signature size should be used only when layout space is extremely limited. Use the signature at a larger size whenever possible.

STANDARD WORDMARK



NOTE: No taglines may be used with the logo without prior consent of Corporate Marketing Communications team.

COLOR OPTIONS



REVERSED WORDMARK



BLEED: The Brandmark has the logotype visually centered within the tab box. This positioning should never be altered from the master artwork provided..

BRANDMARK / LOGO 5

OUR LOGOMARK

OUR LOGO SHOULD OCCUR ONLY ONCE PER PIECE. FOR INSTANCE, ON A MULTIPAGE PIECE THE LOGO WOULD GO ON THE COVER, BUT THE STANDARD LOGO WOULD BE USED FOR THE BACK COVER.

[DOWNLOAD THE LOGOS HERE](#)

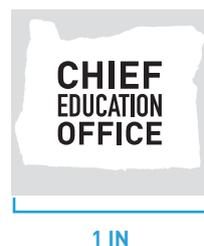
MINIMUM CLEAR SPACE



MINIMUM CLEAR SPACE

The minimum clear space around the signature is equal to the height of the logo, measured from dimple to dimple. To create the greatest impact, allow even more space around your signature. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.

MINIMUM BRANDMARK SIZE



MINIMUM SIZE 1 INCH.

MINIMUM SIZE

The minimum signature size should be used only when layout space is extremely limited. Use the signature at a larger size whenever possible.

STANDARD WORDMARK



NOTE: No taglines may be used with the logo without prior consent of Corporate Marketing Communications team.

REVERSED WORDMARK



Note: This version of the logo must be placed on one of the colors from the palette, black or white. The text must be the same color as the background.

COLOR OPTIONS



NOTE: The gray box around the logo is for demonstration purposes in this deck ONLY

BRANDMARK / LOGO with PHOTO TREATMENT

OUR LOGOMARK

OUR LOGO SHOULD OCCUR ONLY ONCE PER PIECE. FOR INSTANCE, ON A MULTIPAGE PIECE THE LOGO WOULD GO ON THE COVER, BUT THE STANDARD LOGO WOULD BE USED FOR THE BACK COVER.

[DOWNLOAD THE LOGOS HERE](#)

MINIMUM CLEAR SPACE



MINIMUM CLEAR SPACE

The minimum clear space around the signature is equal to the height of the logo, measured from dimple to dimple. To create the greatest impact, allow even more space around your signature. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.

MINIMUM BRANDMARK SIZE



MINIMUM SIZE 1 INCH.

MINIMUM SIZE

The minimum signature size should be used only when layout space is extremely limited. Use the signature at a larger size whenever possible.

STANDARD WORDMARK



NOTE: These photos are examples only. Additional photos may be included in the background of the state frame.

COLOR OPTIONS



TYPOGRAPHY

OUR TYPEFACES

AS WITH OUR LOGO, CONSISTENT USE OF OUR CORPORATE TYPEFACES REINFORCES OUR BRAND IDENTITY. ALL ARE OPENTYPE™, A CROSS-PLATFORM FORMAT THAT PROVIDES RICHER LINGUISTIC SUPPORT THROUGH WIDELY EXPANDED CHARACTER SETS AND ADVANCED LAYOUT FEATURES. ALL FONTS ARE AVAILABLE THROUGH OUR FONT.COM ACCOUNT.

FONT FAMILIES

HEADINGS / Museo Slab 300

The quick brown fox jumps over the lazy dog
 THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
 0123456789 @\${}%&()?

SUBHEADINGS / DIN BOLD

The quick brown fox jumps over the lazy dog
 THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
 0123456789 @\${}%&()?

BODY COPY / Din Light

The quick brown fox jumps over the lazy dog
 THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
 0123456789 @\${}%&()?

Many people, designers included, think that typography consists of only selecting a typeface, choosing a font size and whether it should be regular or bold. For most people it ends there. But there is much more to achieving good typography and it's in the details that designers often neglect.

These details give the designer total control, allowing them to create beautiful and consistent typography in their designs.

ARTICLE TITLE

CAPS 14/20 Paragraphs are best with around 65 characters per line. Spacing is best with 2-5 points larger than the typeface. Giving emphasis to a word without interrupting the reader is important. Italic is widely considered to be the ideal form of emphasis. Some other common forms of emphasis are: bold, caps, small caps, type size, color, underline or a different typeface. No matter which you choose, try to limit yourself to using only one. Combinations such as caps-bold-italic are disruptive and look clumsy.

“Be sure to HANG your quotations”

14/16 A baseline grid is the foundation for consistent typographic rhythm on a page. It allows the readers to easily follow the flow of the text, which in turn increases readability. A continuous rhythm in the vertical space keeps all the text on a consistent grid so that proportion and balance are retained throughout the page, no matter the type size, leading or measure.

A widow is a short line or single word at the end of a paragraph. An orphan is a word or short line at the beginning or end of a column that is separated from the rest of the paragraph. Widows and Orphans create awkward rags, interrupt the reader's eye and affect readability. They can be avoided by adjusting the type size, leading, measure, wordspacing, letterspacing or by entering manual line breaks.

When setting a block of text unjustified with a left or right alignment, be sure to keep the rag (the uneven side) balanced without any sudden “holes” or awkward shapes. A bad rag can be unsettling to the eye and distract the reader. A good rag has a “soft” unevenness, without any lines that are too long or too short. There is no way of controlling this in CSS, so to achieve a good rag you must make manual adjustments to the block of text.

BRANDMARK DONT'S

PLEASE DON'T.

DO NOT ALTER THE BRANDMARK IN ANY WAY. DO NOT ANIMATE, COLOR, ROTATE, SKEW, OR APPLY EFFECTS TO THE LOGO. DO NOT SEPARATE THE ELEMENTS. NEVER ATTEMPT TO CREATE THE LOGO YOURSELF, CHANGE THE FONT, OR ALTER THE SIZE OR PROPORTIONS. DO NOT ATTEMPT TO STAGE THE LOGO YOURSELF ON A TAG OR ALTER THE SPACE BETWEEN THE BRANDMARK AND WORKMARK.

DONT'S

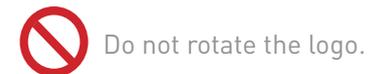
1. Don't move BRANDMARK.
2. Don't remove BRANDMARK.
3. Don't apply any effects.
4. Don't rotate the logo.
5. Don't skew or attempt to make the logo 3-dimensional in any way.
6. Don't make a pattern or texture out of the logo.
7. Don't alter the transparency of the logo.
8. Don't recolor the logo.
9. Don't alter the tag to run horizontally.
10. Don't crop or extend the tag.
11. Don't move the logo within the tag.
12. Don't recolor the tag or the logo within the tag.

Don't combine the logo with any other elements—such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.

Don't display the logo in a way that suggests that a third party's product is an Adobe product, or that the Adobe name is part of a third party's product name. Please note: Use of the Adobe logo by a third party requires a license agreement

NEVER remove the registration mark.

**CHIEF
EDUCATION
OFFICE**



Do not rotate the logo.

**CHIEF
EDUCATION
OFFICE**



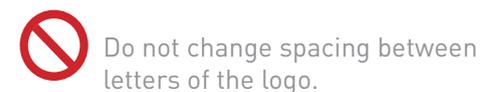
Do not use gradients.

**CHIEF
EDUCATION
OFFICE**



Do not change the logo color.

**CHIEF
EDUCATION
OFFICE**



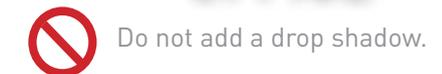
Do not change spacing between letters of the logo.

**CHIEF
EDUCATION
OFFICE**



Do not stretch or skew the logo.

**CHIEF
EDUCATION
OFFICE**



Do not add a drop shadow.

**CHIEF
EDUCATION
OFFICE**



Do not reverse out the logo on busy backgrounds.

**CHIEF
EDUCATION
OFFICE**



Do not obstruct any part of the logo.

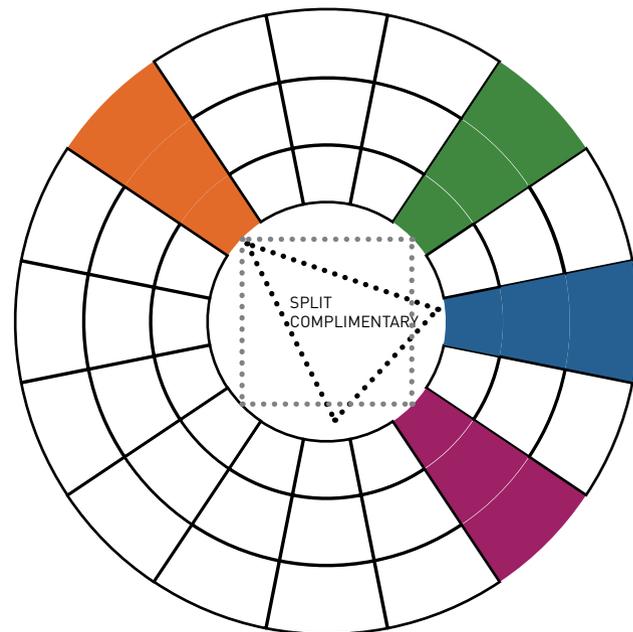
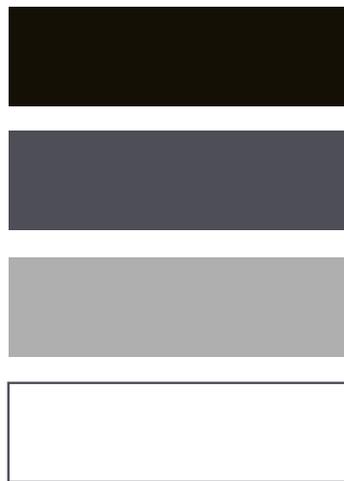
COLOR

COLOR STORY

THE CORPORATE COLOR SYSTEM REFLECTS A RICH, DYNAMIC, MULTI-DIMENSIONAL BRAND. OUR BRAND IS NO LONGER SIMPLY A ONE DIMENSIONAL "COLOR" COMPANY. WE WILL RETAIN THESE COLORS AS THE PRIMARY CORPORATE COLORS, BUT ONLY USE THEM IN DELIBERATE WAYS AS AN ACCENT THAT ELEVATES IT TO "SPECIAL" STATUS; A NOD TO OUR HISTORY THAT IS REINFORCED IN EVERY COMMUNICATION.

COLOR WHEEL STRATGY

NEUTRALS

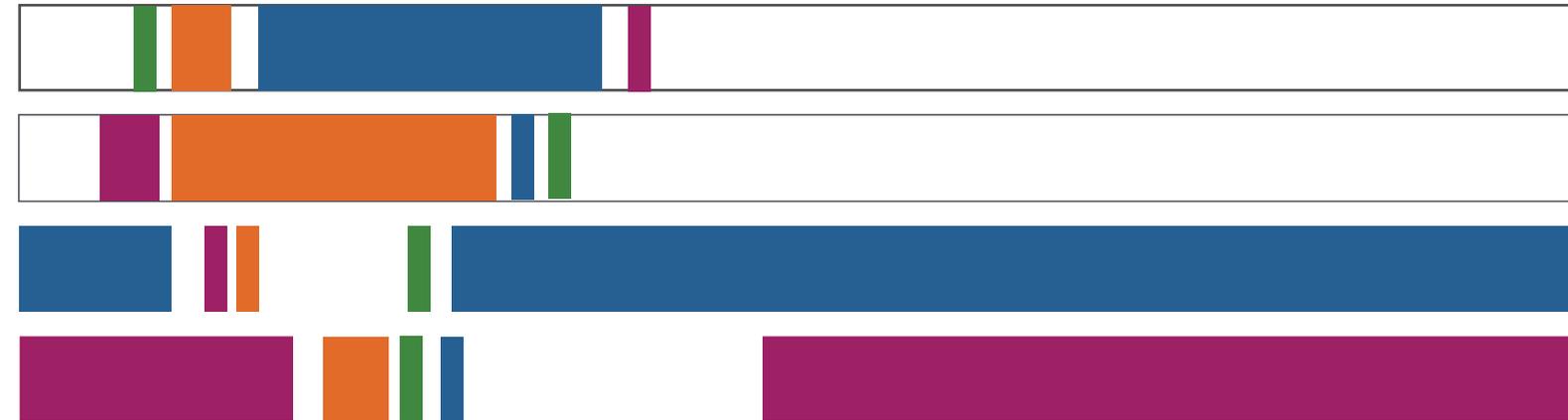


THE SYSTEM

The existing corporate palette has been expanded to include the use of both dynamic and neutral colors that complement each other and can be used in any combination as long as the integrity of the brand is not diminished.

When pairing colors together, use a combination of dynamic and neutral colors, not all dynamic or all neutral. We've defined a core set of colors (shown here with Pantone values) for you to start with.

COLOR USE RECOMMENDATIONS



NOTE: This is an example of how color is normally proportioned on InFocus designs. Try to keep color near this proportion.

COLOR FORMULAS



RGB	225/106/45	65/135/63	39/96/146	158/328/100
HEX	#e16a2d	#41873f	#276092	#9e1c64
CMYK	8/71/97/0	78/25/100/10	90/63/20/4	36/100/34/8

GRAPHIC / PAINT STROKES 1



GRAPHIC / PAINT STROKES 2

LEFT: Full brush strokes

RIGHT: Trimmed brush strokes



NOTE: These brush strokes must not be altered, cropped or trimmed in any way. A cropped version has been provided for full bleed situations.

PHOTOGRAPHY / RECOMMENDED STYLE



PHOTOGRAPHY / COLOR OVERLAY



THANK YOU

FINAL THOUGHTS

This guide is meant for use by your company groups and partners. It is intended to provide simple, flexible guidelines for the use of the brand. For questions regarding how to represent the brand, please reference this guide or contact design@WatsonCreative.com.

