



# Iowa Area Education Agencies

## Graphic Identification Guidelines



Iowa Area  
Education Agencies  
PARTNERS IN EDUCATION

# Introduction

Iowa's Area Education Agencies (AEAs) work as educational partners with public and accredited private schools to help students, school staff, parents and communities meet today's educational challenges. A consistent visual identity is an important element of an organization's communication plan. Print or online materials are often the first introduction individuals have to the Iowa AEA system.

At the very heart of communication is community. We commune through language and that unites us. That's what this guide is about—an effort to strengthen our connections with each other as partners in the Iowa AEA community by using the same type styles, writing conventions, guidelines and templates.

Using this guide will help to ensure that when we communicate about Iowa's AEAs, the message comes through loud and clear.

# Why Have Style?

Style can be defined as “the customary manner of presenting printed material including usage, punctuation, spelling, typography and arrangement.”

## The Importance of Consistency

Parents learn early on that consistency is important. Kids have to know parents mean what they say, and that although there is room for negotiation, limits and boundaries are important. The same is true in the use of language and design. If people make up rules as they go along, their ability to communicate loses credibility.

Having style guidelines is like providing road signs. Drivers understand that the red octagon says “STOP” before they actually read the word. The use of capital letters accentuates the command for them to put on the brakes.

Drivers also know that street signs provide clues for what lies ahead. Style helps people in a big, diverse group like the AEAs navigate through the myriad messages of newsletters, memos, brochures and news releases by using our own set of “signs.”

Having the same design conventions for the use of the AEA logo gives the system an identity that people can easily recognize.

The Iowa AEA logo symbolizes the Iowa AEA system and is designed for a wide range of media such as the Web, print, stationery, forms, brochures, signs, covers, directories and visual productions. All Iowa AEA programs and services should use the logo on printed materials and Web sites. Consistent application and precise reproduction of the logo will reinforce public awareness of the Iowa AEA system. To preserve its uniqueness, the logo should not be altered in any way.



# The Meaning of the AEA Logo

The bold stature of the letters in the logo represents the AEA system as a leader in Iowa education. The letters sitting on a rising “sun” portray the AEA’s as progressive and friendly.

The wine color is used to portray the energy, strength and determination of the AEA system as well as passion and desire to help every student, teacher and administrator that we come in contact with.

The gold color is used to show the courage, confidence and willpower of our staff to ensure equity across the state for every student.

## Tagline

We use “Partners in Education” as our tagline to emphasize that it takes all of us, students, teachers, administrators, parents, guardians and the community, to make our students successful. We believe in collaboration and problem-solving to get us to the best solutions.

## Where to find the logo

The logo can be found on the Iowa AEA’s Web site at [www.iowaaea.org](http://www.iowaaea.org).



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# Logo Guidelines

The AEA logo is our system's brand. There are some pretty familiar brands in America, like the Campbell's soup label, Apple's apple logo and McDonald's famous golden arches.

## AEA System Brand Features:

Whenever the AEA "brand" is used, the idea is that the AEA system has sanctioned that document, t-shirt or brochure—that the people who are wearing the shirt or displaying the brochure are part of our family. It's also a way of marking our documents as official, professional and accountable.

The AEA logo consists of the icon, the words "Iowa Area Education Agencies" and the tagline "Partners in Education."

Please follow these guidelines for copying the logo:

- Logo usage should not be smaller than .75 inches.
- Please follow the logo colors including the proper way to use black and gray tones.
- Logo clear space: allow 1/6 of the length of the logo around the entire logo to set it apart from other information.

# Logo Guidelines

## Logo Placement and Use

The Iowa AEA logo should be included on all business, promotional and instructional print and nonprint items produced and distributed to external audiences by anyone representing Iowa AEA system programs and services. The logo should also be included on all media representing Iowa AEA's, such as Web sites, brochures, flyers, newsletters, name badges, stationery, forms and videos and promotional items such as t-shirts and bags distributed by the Iowa AEA system on behalf of the AEA system. All groups formed by the state AEA organization or acting on their behalf should use the state logo on printed and electronic materials in a position of equal prominence to any symbol used by the group.

## Print Materials

The Iowa AEA logo should appear on the front cover of any booklet, report, brochure, instructional manual and on any flyers representing Iowa's AEA's.

## Stationery and Envelopes

Iowa AEA stationery is available by contacting a member of the AEA Communications Committee. The formal letterhead package for the identification system was designed to project a consistent, unified image for the Iowa AEA system.

The stationery and business envelopes are printed on Neenah Classic Linen Whitestone. Like the logo, there is only one set of stationery and envelopes for the Iowa AEA system. Individuals or groups within the AEA system should not create and use other letterhead designs.

For internal use or for improved photocopying of materials using the letterhead, [e.g., agendas] the letterhead design may be reproduced using a black, single-color logo on copy paper.

## Business Cards

Business cards for the Iowa AEA system are available by contacting Valerie Taylor Hill at Grant Wood AEA, 1-800-332-8488, Ext. 6824, (319) 399-6824, or via e-mail to [vhill@aea10.k12.ia.us](mailto:vhill@aea10.k12.ia.us). As with the stationery and envelopes, the business cards are printed on cover stock Neenah Classic Linen Whitestone.

## Banners and Signs

All banners and signs should incorporate the Iowa AEA tagline and be placed on a white background.

# Logo Guidelines

## Promotional/Staff Recognition Items

The Iowa AEA logo should be incorporated into the design for items representing the statewide AEA system such as t-shirts, book bags, pins, pens, plaques, etc.

## Posters/Displays

All Iowa AEA posters and displays should incorporate the state logo. Assistance with design may be arranged by contacting a member of the AEA Communications Committee.

## Videos, DVDs

All videos and DVDs produced for either statewide promotional or instructional purposes should be identified with the Iowa AEA logo.

## Equity Compliance Standards

The following text should appear on all regular publications of the Iowa AEA system: All Iowa AEAs are required to adhere to state and federal laws that prohibit discrimination in programs, activities and employment practices. For specific information, contact your AEA.

## Photos Releases for Children/Students

All students shown in Iowa AEA publications or video footage must have releases signed by their parent or guardian. The release forms are available by contacting any member of the AEA Communications Committee. When photographing or videotaping children/students, remember that releases must be signed before photos or videos of the students are used for instructional or public information purposes. Such releases are valid for the life of the product. Releases are to be signed for each new project/situation; releases are only valid for the use of that product.

# AEA Graphic Standards

## Logo Formats

The primary logo (horizontal) format should be used in all cases except for when the design calls for the secondary logo (stacked) format. The logo can be used with or without the tag line in both formats depending on the specific need. The logo type cannot be typeset; it can only be used as a single entity. The logo type cannot be used without the icon.

### PRIMARY FORMAT



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### SECONDARY FORMAT



## Icon usage

When the icon is used separately from the logo, it has to be positioned in the layout where it is not competing with the primary logo. When the icon is being used in color format, the color sequences cannot be changed; the icon must stay consistent. When the icon is used in B&W format, the elements should be used in color black. If one color is required, it must be all white or all black. When putting the icon over artwork or photos, the icon must be legible. When reversing the icon out of a solid color, the icon must be all white.

### CORRECT ICON USAGE



### INCORRECT ICON USAGE



# AEA Graphic Standards

## Gray scale/black and white logo formats

When using the logo in a gray scale format, the primary color (PMS 208) is to be represented with black and the secondary color (PMS 137) is 40% black. The sequence of B&W and gray scale elements are not to be changed. When the logo is needed in one color, all elements are black or reversed out in white. The logo should be legible with any background chosen.

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## PRIMARY FORMAT



## SECONDARY FORMAT





# AEA Graphic Standards

## Incorrect Usage of Logo

DON'T ENLARGE ICON WITHOUT LOGO TYPE



DON'T ANGLE OR MANIPULATE ICON IN ANYWAY WITHIN THE LOGO



DON'T REPLACE OR MANIPULATE CHOSEN PMS OR CMYK COLORS



DON'T DISTORT LOGO



DON'T USE ANY GRADATIONS OF COLORS IN REVERSED OUT LOGOS





# AEA Graphic Standards Color Palette

## Proposed color palette

These colors have the same feel and tone of the colors in the logo. Use these color tones if applicable but due to some 4 color visuals in artwork or photography these colors may not lend themselves to that particular usage. When using these colors in a 4 color platform, use the CMYK equivalent of the Pantone colors.

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PMS 208



PMS 137



C25 M100 Y62 K16



C2 M34 Y100 K0

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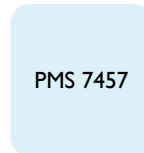
PMS 208



PMS  
Yellow



PMS 457



PMS 7457



PMS 624



PMS 137



PMS 3425



PMS 2627



PMS 485



PMS 2748