



"Students are at the heart of all we do."



BRAND GUIDE 2022

dodea
DEPARTMENT OF DEFENSE
EDUCATION ACTIVITY

DEPARTMENT OF DEFENSE
EDUCATION ACTIVITY

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DODEA's MISSION



Educate, Engage, and Empower
military-connected students to
succeed in a dynamic world.

BRAND GUIDE OBJECTIVE

The purpose of this brand guide is to ensure that no matter how people engage with Department of Defense Education Activity (DoDEA) – on the website, through social media, livestream broadcasts, graphic design, video or photographs – they are left with an impression that accurately reflects the agency's brand identity and mission in alignment with the Department of Defense.

ABOUT DODEA

DEPARTMENT OF DEFENSE EDUCATION ACTIVITY

01

HISTORY, MISSION, VISION, CORE VALUES, STYLE RULES

THE HISTORY

Shortly after the end of World War II, the United States military established schools for the children of its service men and women stationed in Europe and the Pacific. Schools for children of military members stationed at various bases in the United States were already well-established. First administered by the military branches they served, the growing number of schools was soon transferred to civilian managers, then organized into two separate but parallel systems: the Department of Defense Dependents Schools (Pacific and Europe) overseas, and the Department of Defense Domestic Dependent Elementary and Secondary Schools (Americas) in the United States. In 1994, the two systems were brought together under an umbrella agency, the Department of Defense Education Activity (DoDEA).

THE ORGANIZATION

DoDEA, as one of only two Federally-operated school systems, is responsible for planning, directing, coordinating, and managing prekindergarten through 12th grade educational programs on behalf of the Department of Defense (DoD). DoDEA is globally positioned, operating 160 accredited schools in 8 districts located in 11 foreign countries, 7 states, and two territories.

DoDEA employs approximately 12,000 employees who serve more than 66,225 children of active duty military and DoD civilian families. DoDEA is committed to ensuring that all school-aged children of military families are provided a world-class education that prepares them for postsecondary education and/or career success, and to be leading contributors in their communities as well as in our 21st century globalized society.

DoDEA operates as a field activity of the Office of the Secretary of Defense (Personnel and Readiness). It is headed by a director who oversees all agency functions from DoDEA headquarters in Alexandria, Virginia. DoDEA's schools are divided into 3 geographic areas: Europe, the Pacific, and the Americas.

WHAT WE DO

The DoDEA instructional program provides a comprehensive prekindergarten through 12th grade curriculum that is dedicated to attaining highest student achievement for all students. Currently 100% of DoDEA schools are accredited and in good standing with their regional accrediting agency. Students consistently achieve high scores in the National Assessment of Educational Progress (NAEP) and above the national average on standardized assessments. Minority students have been especially successful, scoring at or near the highest in the nation in mathematics.

DoDEA measures student progress with multiple performance-based assessments. The TerraNova standardized test provides DoDEA with results that it can compare to a nation-wide sample. DoDEA students also take The NAEP, which provides comparisons of student achievement in reading,

writing, math, and science. All DoDEA schools are accredited by the North Central Association Commission on Accreditation and School Improvement (NCA CASI) or the Southern Association of Colleges and Schools Council on Accreditation and School Improvement (SACS CASI), which provide each school with an independent evaluation.

Schools submit annual reports of data, and every five years they host an on-site validation visit led by education experts from the United States. Following the on-site visits, the experts send a report that includes recommendations for improvements to each of the schools visited. DoDEA also conducts internal monitoring of educational programs to ensure high-quality implementation of new programs and overall effectiveness of existing programs. Monitoring activities may include, but are not limited to the following: surveys, interviews, focus groups, classroom observations and the analysis of achievement and training data.

CORE VALUES

Core values guide DoDEA's internal and external conduct and relationships. Our core values clarify what we stand for and believe in. All that we do is carried out with these core values in mind.

Student-Centered: Students are at the heart of all we do.

Excellence: We strive to exceed expectations in all we do.

Continuous Improvement: Our organization, its systems, and processes will be continually reexamined and improved.

Lifelong Learning: Learning is an active process of discovery where we cultivate curiosity, perseverance, and the desire to learn.

Diversity: We honor the uniqueness of each individual and embrace diverse beliefs and backgrounds. We respect differences and create inclusive environments which contribute to a better society for all.

Individual Potential: Individuals develop within an environment that nurtures intellectual, social, emotional, physical, and creative growth.

Shared Responsibility: Partnerships among families, students, staff, and community members are characterized by mutual commitment and collaborative effort that enrich the lives of our students.

Trust: We value relationships based on integrity, mutual respect, and open two-way communication. We cultivate a safe and risk-free culture that encourages and inspires innovation.

THE VISION

Excellence in Education for Every Student, Every Day, Everywhere

THE MISSION

Educate, engage, and empower military-connected students to succeed in a dynamic world.

DODEA GOALS

STUDENT EXCELLENCE

Challenge and prepare each student to maximize his or her academic growth and well-being for college, career, and life.

SCHOOL EXCELLENCE

Develop and sustain each school to be high performing within a culture of innovation, collaboration, continuous improvement, and caring relationships.

TALENT EXCELLENCE

Recruit, develop, empower, and retain a high performing workforce that reflects the diversity of our students.

ORGANIZATIONAL EXCELLENCE

Build an enduring, accountable, and responsive organization that provides appropriate resources, direction, and support to accomplish the mission.

OUTREACH EXCELLENCE

Partner with internal and external stakeholders and industry leaders to advance student and organizational success.

THE DEPARTMENT OF DEFENSE (DOD) IDENTITY

The Department of Defense Education Activity (DoDEA) falls under the Department of Defense (DoD) which has an established and trademarked DoD seal. In accordance with DoD guidelines, the use of DoD seals, logos, insignia, service medals, and military seals are protected by law from unauthorized use. There is no substitute for the DoD seal, and there is no optional graphic that would represent the Department of Defense.

Each Military Service has a Trademark Licensing Program Office that manages its many trademarks, graphics, and word marks. The official DoD and Military Service marks are protected by law from unauthorized use by the Lanham Act, also referred to as the Trademark Act, dating back to 1946. Other trademark licensing laws and regulations also exist that give the DoD, military branches, and other DoD components authorization to protect and license their names, insignia, seals, symbols, phrases, and similar identifiers. Consequently, when the DoD seal or Military Service insignias are used without permission, the Department(s) may take appropriate action upon notification.

To learn more about the DoD trademarks and branding visit <https://www.defense.gov/Resources/Trademarks/DOD-Trademark-Licensing-Guide/>

THE DOD SEAL

An American eagle is displayed facing to the right. Wings are horizontal. The eagle grasps three crossed arrows and bears on its breast a shield whose lower two-thirds carries alternating white and red stripes and whose upper third is blue. Above the eagle is an arc of thirteen stars with alternating rays. Below the eagle is a wreath of laurel extending to the eagle's right and wreath of olive extending to the eagle's left. On an encircling band is the inscription 'Department of Defense' and 'United States of America.'



The American bald eagle, long associated with symbolism representing the United States of America and its military establishment, has been selected as an emblem of strength. In facing to the right, the field of honor is indicated. The eagle is defending the United States, represented by the Shield of thirteen pieces. The thirteen

pieces are joined together by the blue chief, representing the Congress. The rays and stars above the eagle signify glory, while the three arrows are collectively symbolic of the three component parts of the Department of Defense. The laurel stands for honors received in combat defending the peace represented by the olive branch.

When the seal is displayed in color, the background is to be of medium blue with the eagle and wreath in natural colors and the arrows, stars, and rays of gold. The encircling band is to be dark blue with gold edges and letters in white.

DODEA'S IDENTITY

The key components of DoDEA's visual brand identity are authorized logos, color and fonts. The contents of this guide explain branding rules and offer examples and guidelines for print, digital and social media. Approved DoDEA logos include the overall organizational identity, the marks for Americas, Europe and Pacific regions and their respective districts. Each of these entities have approved logos, wordmarks and color palettes that should be used consistently across all platforms to reinforce and protect the brand.

VOICE

Voice is the character of the brand. It does not change whether digital, written or social channels are chosen to communicate DoDEA's information. DoDEA's voice should be delivered appropriately for each audience and convey the mission of the agency, to "Educate, engage, and empower military-connected students to succeed in a dynamic world."

tone

The tone of the DoDEA's content should be driven by audience, context and platform. A report posted on the website would necessarily include data and charts and more formal language, while feature content on the website may be written in a more conversational style and include videos and photos.

NAME

The Department of Defense Education Activity (DoDEA) brand is the foundation of our organization. It identifies who we are, confirms our credibility as an organization, and connects us to our world-wide audience. In addition, our brand reflects upon the DoDEA mission, vision, and core values. Consistently using DoDEA branding elements and overall style for DoDEA products is how we connect to our world-wide audience, and how we professionally project our organization.

SHOWCASING THE DODEA BRAND

Maintaining the DoDEA brand is an integral part of our mission. Showcasing the brand improves the visibility and credibility of our organization. When content is released, there should be no confusion that it is a DoDEA product.

Internal and external DoDEA products should be marked with the official DoDEA logo even when there is an icon or badge that represents a program, campaign, or division within the agency.

The DoDEA Communications Department is located at DoDEA Headquarters in Alexandria, VA. This department manages DoDEA public affairs, develops agency-wide graphics and multimedia products, maintains and oversees DoDEA websites and social media channels and oversees branding for the agency. Questions related to branding, public affairs and products should be directed to the Chief or Deputy Chief of the DoDEA Communications Department.

Sample of products:

- Audio visual materials
- Banners
- Booklets
- Brochures
- Certificates
- Documents/documentation
- Flyers
- Graphics
- InfoNet graphics
- Memorandums
- Multimedia products

- Newsletters
- Official correspondence
- Pamphlets
- Photographs
- Posters
- PowerPoint™ presentations
- Press releases
- Public affairs documents
- Reports
- Social media
- Video productions
- Web designs
- Web graphics
- Websites/pages



HEADQUARTERS

02

DODEA LOGO RULES, COLOR, FONTS, TEMPLATES & BRANDED COLLATERAL

GENERAL LOGO RULES

Using the DoDEA logo family fosters brand identity. DoDEA's regions and districts identify under authorized DoDEA logos. No variations to official logos should be made without approval through the DoDEA Communications Department. The same rules for the DoDEA logo apply to the region and district logos. These are defined in the region sections of this guide.

DODEA LOGO LOCK-UP

The DoDEA logo lock-up is the final form of the logo with all of its elements locked into their relative positions. On the first line is the DoDEA acronym (commonly referred to as a wordmark) with a solid-ruled line beneath it. The logo lock-up is closed with the definition of the DoDEA acronym completely spelled out in all capital letters.

DoDEA full logo Lock-up



On printed collateral, the DoDEA logo lock-up should appear on the front cover, and again on the back near the contact information in the same manner that a customary letter begins with an introduction and ends with a salutation.

On DoDEA websites, the full logo should appear in a prominent place on each page.

DODEA WORDMARK

A wordmark is a typographic treatment of a word or the name of a brand. The DoDEA wordmark is the

acronym DoDEA. While acronyms are commonly used internally, audiences outside the DoDEA community may not make a clear connection to DoDEA's function. The "logo lock-up" rule helps mitigate confusion by requiring the full logo lock-up to appear first (as explained above), after which, the DoDEA wordmark can be used throughout the product before closing with the full logo lock-up at the end. This is regularly practiced when creating booklets, PowerPoints™ or brochures.

DoDEA Wordmark



STACKED LOGO LOCK-UP

When space is limited, the DoDEA stacked logo lock-up is acceptable for use. In this instance, the same logo rules applied.

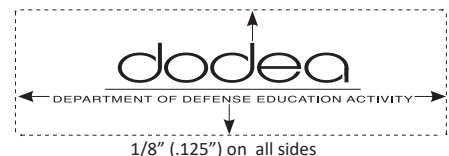
Stacked logo lock-up



RUNAROUND RULE

Runaround is the clear space left on all sides of the logo. Leaving clear space helps the logo stand out and presents the brand in the best light. Whether using the logo lock-up or the DoDEA wordmark, the runaround rules are simple, at the smallest size allowed for legibility there must be a minimum of 1/8" (.0125) of clear space on all sides.

Runaround Rule



ENLARGING/REDUCING THE LOGO

The full logo lock-up can be reduced to a minimum of 1.75" in width. This ensures that the department title is still legible.



There is no restriction on enlarging the logo other than it must be done proportionally and should only be used at a size that tastefully fits the design.

DODEA HEADQUARTERS IDENTITY

DoDEA Headquarters (HQ) identity is associated with a solid black DoDEA logo, however, there is a primary color for HQ and a 3 additional colors in the palette to select from for use in digital, print design or other needs. A fifth color is used for corporate purposes.

COLORIZING THE LOGO

Altering the color of the logo is permitted when using a single-solid color that complements the color palette being used in the design that the logo is intended for. Color selection must allow the logo to be fully readable. For example, the DoDEA logo using HQ primary green is represented best on a lighter color background, where a light-colored logo is best on a dark-colored background.

Once a color is established for the logo, it should remain the same color throughout the design unless it is being reversed or knocked out to accommodate a dark or light background. Multi-coloration and overlays of graphic shapes onto the logo are not allowed.

Graphic overlays, outlines and removing the score under DoDEA is not allowed.	
Multi-color logos and effects over the logo is not allowed.	
When placing the logo on dark colors, use a knocked-out, one color, such as white, version.	
Use a light or knocked-out version of the logo on dark backgrounds.	

COLOR PALETTES

Color is an expression of brand identity. When a brand repeatedly markets the same color, it strengthens brand awareness. Consistent use of color provides a common link between departments, sub-departments, and products. DoDEA uses 4 main color palettes that represent Headquarters, the Americas, Europe and Pacific regions. It's essential to choose the right color palette to identify which part of DoDEA is being represented by the information being communicated. Each region has a section in this guide with color palettes and formulas.

.....HQ COLOR PALETTE.....

HQ Primary Color

PANTONE P 126-14 C

RGB: 37, 132, 135

Hex: #258487

CMYK: 66, 0, 27, 29

RGB: 14, 103, 107

Hex: #0d666a

CMYK: 89, 43, 52, 20

RGB: 12, 112, 115

Hex: #0b7072

CMYK: 88, 39, 51, 13

RGB: 37, 132, 135

Hex: #258487

CMYK: 66, 0, 27, 29

RGB: 152, 205, 205

Hex: #97cccc

CMYK: 40, 4, 20, 0

CORPORATE BLUE

RGB: 15, 17, 41

Hex: #0f1129

CMYK: 89, 83, 52, 68

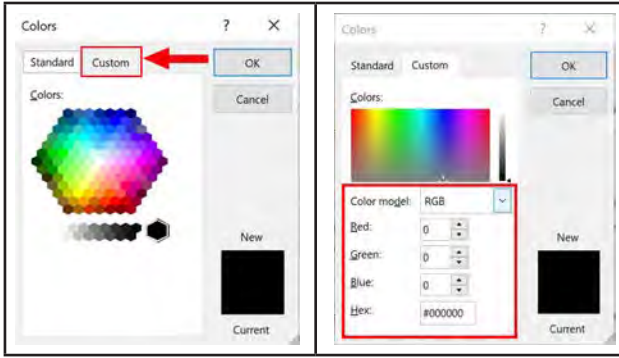
COLOR FORMULAS

To keep color consistent, each of DoDEA's color palettes show 3-4 color formulas. The most commonly used formulas for Microsoft® Office 365™ programs are RGB and HEX codes.

RGB (red/green/blue): represents a combination of red, green and blue to create a wide-spectrum of colors for graphics

Hex (Hexadecimal): codes appear as a 6-number and/or letter combination. For example black is #000000 and white is #ffffff.

To adjust colors to match DoDEA branding, locate the shape or font color menus for the software in use. Control the colors by entering the HEX or RGB formulas from the DoDEA color palette you wish to match. (see visual on next page) To maintain the color in your design or document, you may be required to save the color in the palette box.



CMYK (cyan/magenta/yellow/khol): is used mainly for vector illustrations, layout and design for high- resolution, professionally printed collateral, to retain the integrity of the art.

PMS (Pantone Matching System): these formulas are used for print and textile production. There are variations of Pantone depending on whether the paper or textile used in printing is glossy or coated (Pantone C) or uncoated (Pantone U). Some Pantone colors are identified in the DoDEA color palettes and should be referred to when sending art out for print.

FONTS USED AT DODEA

DoDEA uses standardized fonts to help maintain the same "look and feel" for branded collateral. This creates visual consistency that helps develop a unified message. The Calibri and Frutiger font families are used for most of DoDEA's collateral as title and body text, however, the DoDEA Communications graphics team chooses artistic fonts for design when developing visuals for campaigns and celebrations. When the two select font families are not available, the default font Arial should be used. For official correspondence as in letters, briefs, and press releases, using the font Times New Roman is required by Department of Defense guidelines.

Use for title text and body copy.

Calibri

abcdefghijklmnopqrstuwxz
ABCDEFGHIJKLMNQPQRSTUVWXYZ

REGULAR LIGHT
BOLD *ITALIC*

H1 headings Calibri Bold

H2 headings Calibri Bold

H3 headings Calibri Regular

H4 headings Calibri Regular

H5 headings Calibri light

Frutiger

abcdefghijklmnopqrstuwxz
ABCDEFGHIJKLMNQPQRSTUVWXYZ

45 Light 46 *Light Italic* 47 Light Condensed
55 Roman 56 *Italic*
57 Condensed 65 **Bold** 66 **Bold Italic**
67 **Bold Condensed**
75 **Black** 76 **Black Italic** 95 **Ultra Black**

H1 headings Frutiger Bold

H2 headings Frutiger Roman

H3 headings Frutiger 65 Bold

H4 headings Frutiger Light

H5 headings Frutiger Condensed

For official correspondence, Times New Roman is required.

TIMES NEW ROMAN

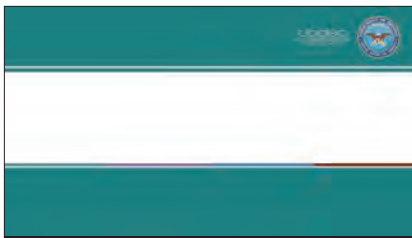
abcdefghijklmnopqrstuwxz
ABCDEFGHIJKL
NOPQRSTUVWXYZ

USING COLOR AND BRANDING

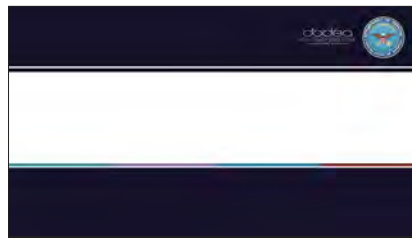
For visual guidance, the next pages contain different types of collateral to show how branding and color are used for DoDEA products. Region specific color palettes, logos and visual guidance are in the region sections of this brand guide. Templates for standard products are available online for download through DoDEA Connects. For additional questions when creating graphics, social posts, web-related material, or should questions arise regarding DoDEA branding, contact the DoDEA Communications Department Chief or Deputy Chief for guidance.

POWERPOINT™ TEMPLATES

There are two PowerPoint™ templates available for DoDEA Headquarters with various layout choices in the design menus. Each template has instructions and brand guidance built into the slides. The first is the standard green template used for internal and external presentations. The second is a corporate blue template that is used by leadership for executive, command and “all hands” briefings and for command and staff trainings.



Headquarters Standard



Headquarters Corporate

DODEA STATIONERY

For official correspondence, DoDEA only uses authorized letterhead with the DoD seal and pre-formatted masthead. Personalized stationery is not available for official use. For these documents, only Times New Roman font is used.



HEADQUARTERS TEMPLATES

Templates available -

- Trifold 8.5” x 11” brochure
- Bifold 8.5” x 11” brochure
- Buckslip 3.5” x 8.5” 2-panel
- PowerPoint™ Standard Template
- PowerPoint™ Corporate Template

DoDEA collateral "must haves" -

- DoD seal
- DoDEA logo
- Diverse images
- Color bar
- Contact

Trifold (8-Panel)



(front)

Bifold (4-Panel)



(front)

Buckslip (2-Panel)



(back)




(back)




Headquarters Teams Background

ORGANIZATIONAL BOOKLETS/COLLATERAL

Blueprint Primary Color Palette

 **Pantone 2736 C2**
 RGB: 216, 86, 63
 Hex: #164da1
 CMYK: 98, 80, 0, 0

 **Pantone 116 C**
 RGB: 48, 97, 99
 Hex: #fdcd06
 CMYK: 1, 18, 100, 0

“One” DoDEA Color Bar



THE BLUEPRINT FOR CONTINUOUS IMPROVEMENT

DoDEA’s Vision “Excellence in Education for Every Student, Every Day, Everywhere,” is a powerful statement summarizing our responsibility to the students, families, and communities we serve. The Blueprint for Continuous Improvement defines how as an agency we will fulfill our vision moving forward. The Blueprint’s strategic initiatives and associated Critical Success Factors (CSFs) are multi-year actions designed to drive DoDEA’s Goals. Each year, our attention shifts from what we have accomplished to the actions we must complete to progress forward. The Blueprint is revised annually to reflect those accomplishments and serves to help focus on new initiatives to help plan for the coming school year. Understanding the agency’s Blueprint helps to validate the purpose for all that we do, from creating graphics to educating students in the classroom.

The Blueprint elements and colors are encouraged for use in organization collateral to associate with the mission, vision and goals of the agency creating a common visual thread associated with DoDEA’s overall planning and strategy. The prominent colors are blue and yellow with a 4-color bar of the primary color from each region and headquarters to represent “one” DoDEA. Diverse images are selected from the DoDEA community to complement the work accomplished throughout the past year, at all levels.

Booklets

1. DoD seal
2. DoDEA logo
3. Diverse images
4. Table of contents
5. Page numbers
6. Version Control
7. Contact information



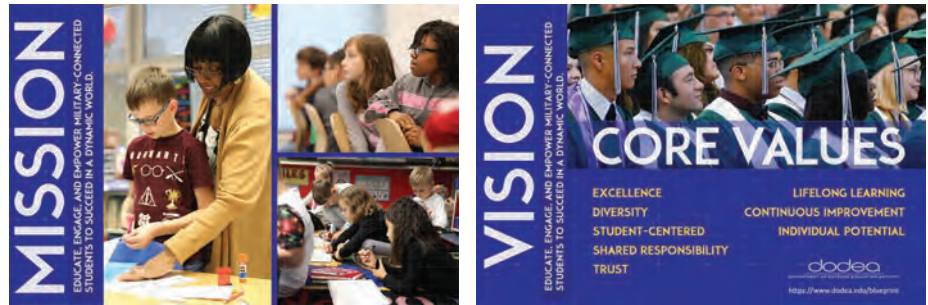
Posters



DoDEA-wide products help convey agency messaging and aid in keeping visual awareness of DoDEA's focus within our military-community and schools. Collateral created for this purpose is generally designed to be used in all regions with unmistakable branding related to the parent content.

A clear example is the Blueprint Core Values postcard designed for teachers in the classroom. This is a downstream product of the Blueprint for Continuous Improvement. Colors and graphic treatments are repurposed from the Blueprint color palette and graphics collection. This visually helps keep the focus on the over-arching mission of DoDEA as it relates to the Blueprint.

Blueprint Core Value Postcard

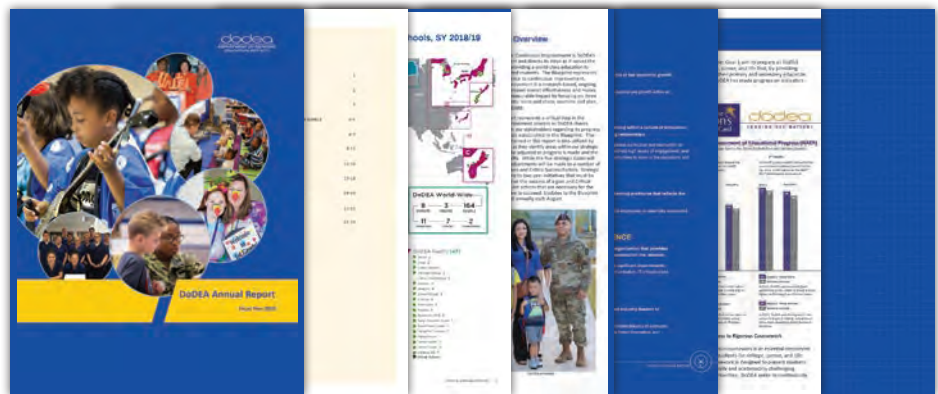


ANNUAL REPORT

The DoDEA Annual Report is generally published each fiscal year. It summarizes the positive impact of our commitment on the lives of military-connected students over the past year and our accomplishments as we work towards each of our Goals.

Throughout the school year it is important to share success stories and photos with region public affairs officers to spotlight success. This aids in supporting content developed for the annual report.

Annual Report Booklet

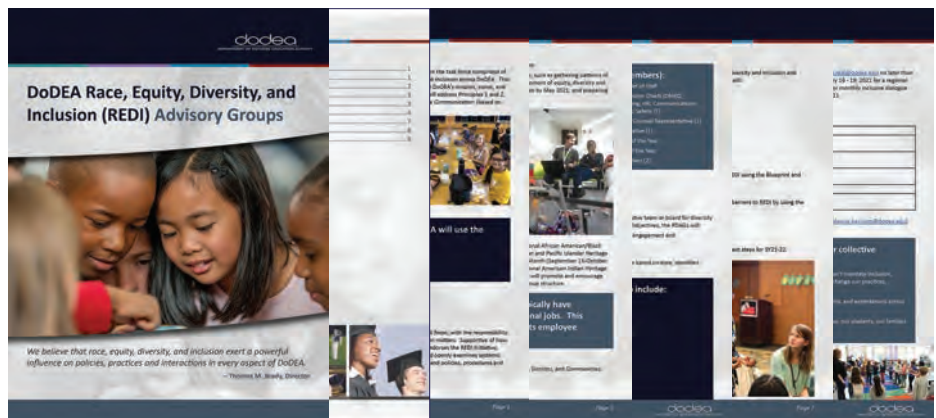


The most current annual report is located on the dodea.edu website with previous years in the resource section. The layout and design elements follow the Blueprint for Continuous success.

REDI Guide Booklet

CORPORATE MESSAGING

Messaging from DoDEA HQ leadership (Senior Executive Service) use corporate blue from the HQ color palette with accent colors from all 4 DoDEA color palettes. Other booklets and messaging may be specific to HQ in general, or a specific region and are designed using the appropriate color palette.



DIVISION BRANDING

There are many opportunities to serve military-connected families at DoDEA. Some divisions require internal or external facing products designed by DoDEA's Communications team.

DoDEA Human Resources (HR) Department is a good example of a branded DoDEA division. HR requires a substantial branded package that is necessary to complete their mission. As a door to the agency, products developed for HR maintain brand messaging

for recruiting, onboarding new employees, and communicating with existing employees. To maintain brand consistency and showcase DoDEA's mission, vision and values in action, images of DoDEA's military community and employees are selected for use in printed collateral, social and digital media as opposed to using stock photography.

When there is a need for these types of products, DoDEA's Communications Department is available to discuss solutions.

Headquarters Human Resources Digital Tradeshow Branding



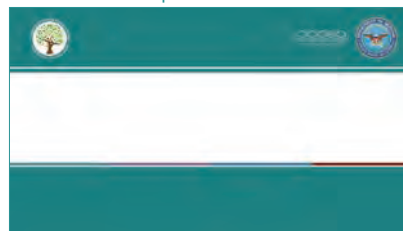
DIVISION POWERPOINT™ PRESENTATIONS

DoDEA PowerPoint templates (.potx) are available DoDEA-wide. Templates for divisions with approved identity badges are developed by DoDEA Communications. These templates offer a variety of design choices built into the theme. Logos and division badges are in place with brand guide tips front loaded into the templates to help users create branded presentations. Instructions on how to save to workstations and use the templates accompany the front-loaded branding tips.

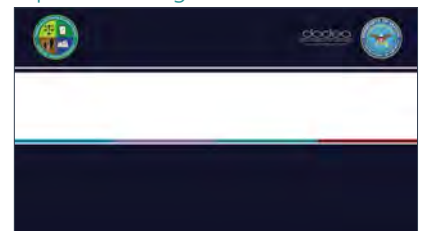
HR Template Slide Designs



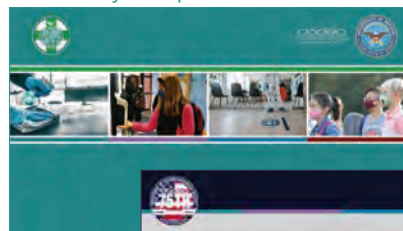
DEI Template Cover Slide



Special Arrangements Cover Slide



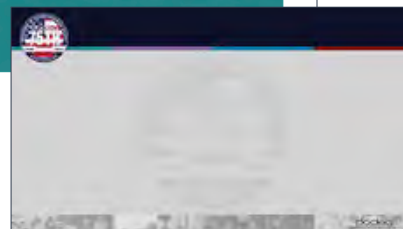
Safety Template Cover Slide



Special Arrangements Watermark



75th Title Slide

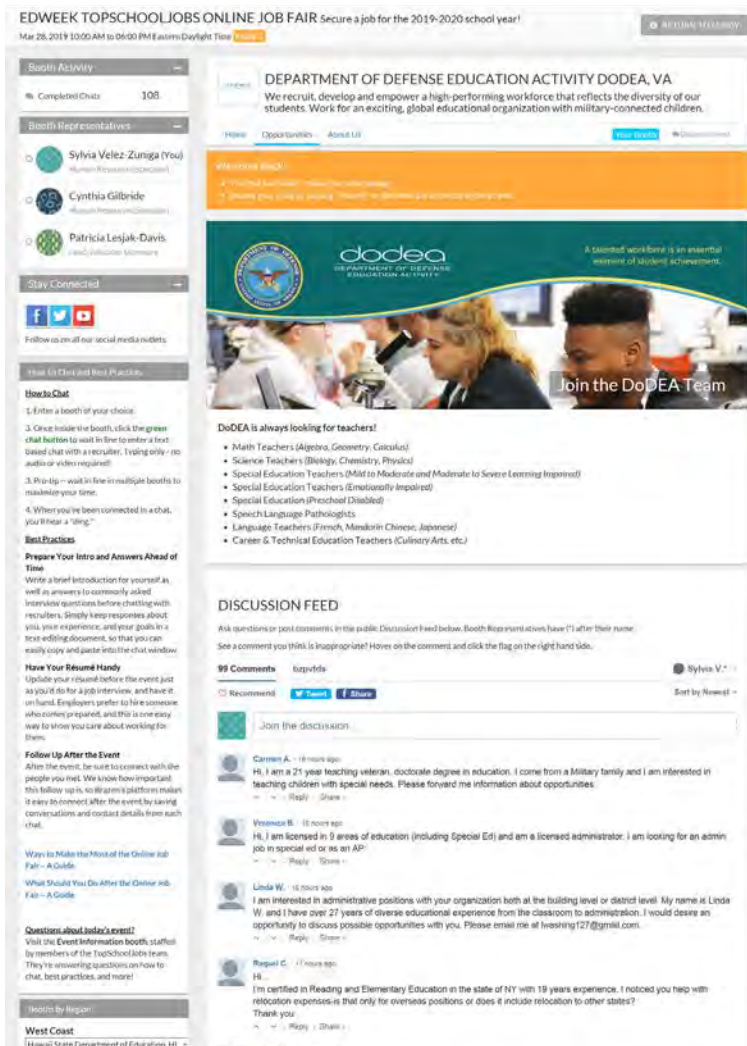


DIVISION WEB GRAPHICS

For specific needs related to digital banners and features, the art must follow brand guidance. Some external platforms require banner graphics built to size for containers, as in the samples below. The communications graphics team is able to assist. DoDEA maintained websites follow published guidelines. For web related branding, refer to web section of this guide.



Website Banner



Virtual Job Fair Web Banner



Digital Ad

RECRUITMENT DISPLAYS

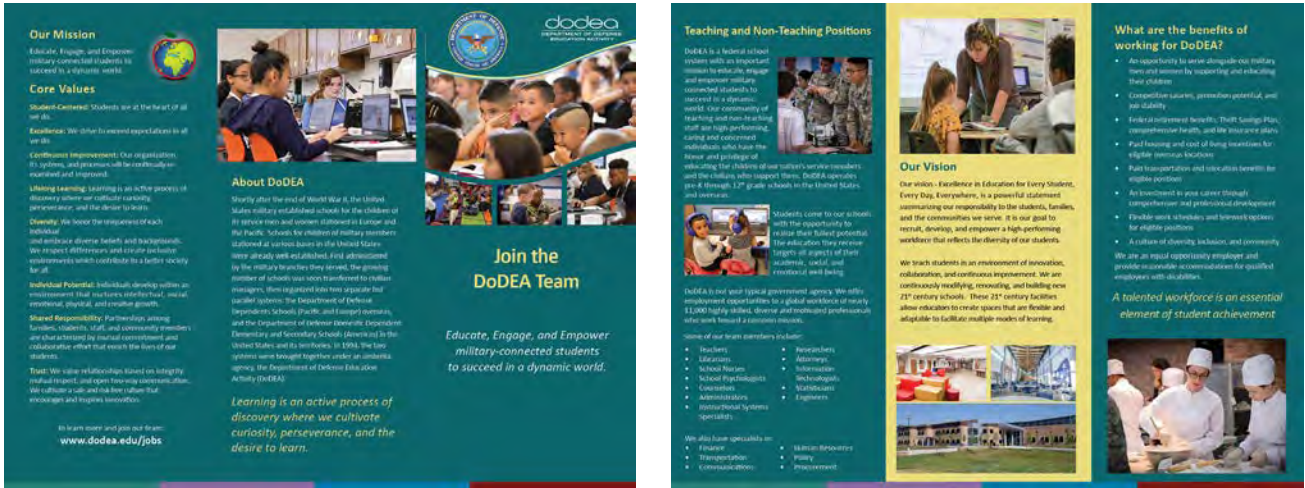
Expandable and Back wall Banners

1. DoD seal
2. DoDEA logo
3. Diverse images
4. Web address
5. Color bar



THE HR BADGE
Represents teaching around the globe.





8.5" x 11" 6-Panel Trifold brochure



3.5" x 8.5" 2-Panel Backslip

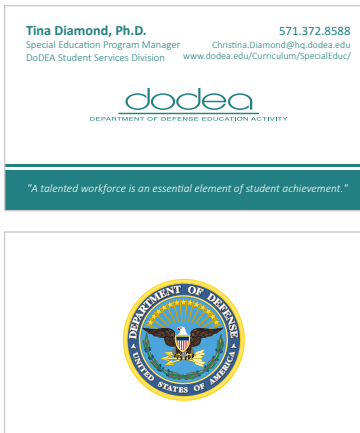


8.5" X 11" Flyer



COLLATERAL FOR DODEA

1. Select appropriate color pallet
2. Use agency preferred fonts
3. Place the DoD seal where appropriate
4. Use the full DoDEA logo in the first instance of use
5. Use the DoDEA color bar to relate the document/collateral as united
6. Select diverse images
7. Provide contact information such as a web address, phone or email
8. Use version control



Business Card

ICONS, BADGES & IDENTITY

03 ICONS, BADGES & IDENTITY

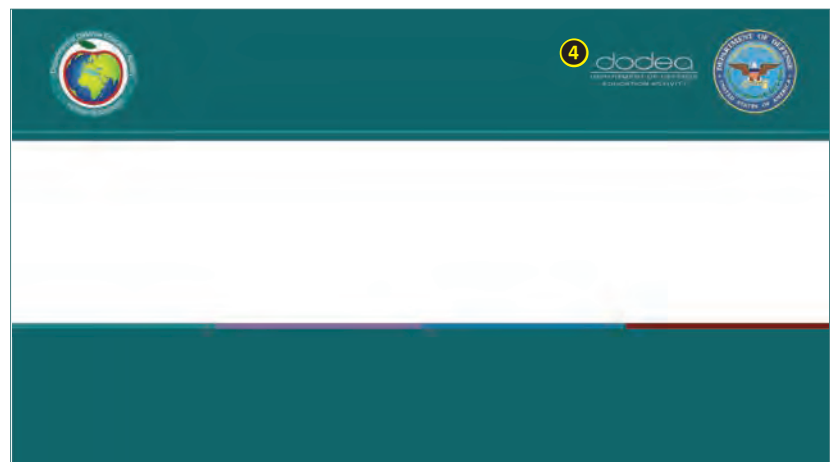
The structure of the DoDEA brand is to clearly identify as a Department of Defense field activity. Each division, department or program operating within DoDEA is required to maintain DoDEA branding. Badges and icons created by the communications graphics team should be used with the full DoDEA logo in the first instance the icon/badge is seen.

DoDEA's regions and districts identify under authorized DoDEA logos with no variations to official logos without approval through the DoDEA Communications Department. Some programs are identified with a badge created by DoDEA's Communications Department graphics team that are traditionally small graphics that visually help identify a program, campaign, division or event. In comparison, logos are designed to "stand alone" as a strong visual message distinguishing the brand.

These graphics may appear on printed or in digital materials as long as there is at least one introductory instance of the full primary DoDEA logo to maintain DoDEA as a "branded house" and not a "house of brands." Icons are generally symbols used for recognition in infographics, digital applications, posters and social media much like how social media icons are used for instant recognition of an application, or how the DoCo icon is placed on the desktops of DoDEA employees to help navigate to the portal.

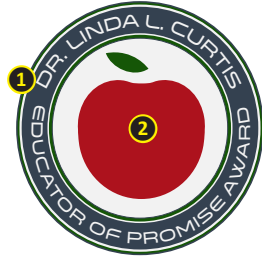
DEPARTMENT/DIVISION/PROGRAM BADGE REQUIREMENTS

1. DoDEA acronym spelled out
2. Wordmark or graphic representing functionality
3. Title of department, program or celebration
4. DoDEA lock-up logo must be used in 1st instance where badge appears



NON-DIVISION/DEPARTMENT BADGE REQUIREMENTS

1. Named of program/award/celebration
2. Wordmark or graphic represents functionality
3. DoDEA lock-up logo must be used in 1st instance where badge appears



The Dr. Linda L. Curtis Educator of Promise Award was created by the DoDEA Director to honor the legacy and service of retired senior leader and long-time educator, Dr. Linda L. Curtis. Among the many contributions of Dr Curtis over 33 years of service to DoDEA was her support and recognition of teachers as leaders and the advancement of a teacher leadership initiatives across DoDEA.

The Dr. Linda L. Curtis Educator of Promise Award recognizes DoDEA educators with less than 3 years of teaching experience with DoDEA who demonstrate teacher leadership qualities. Only one Educator of Promise will be the recipient each school year.

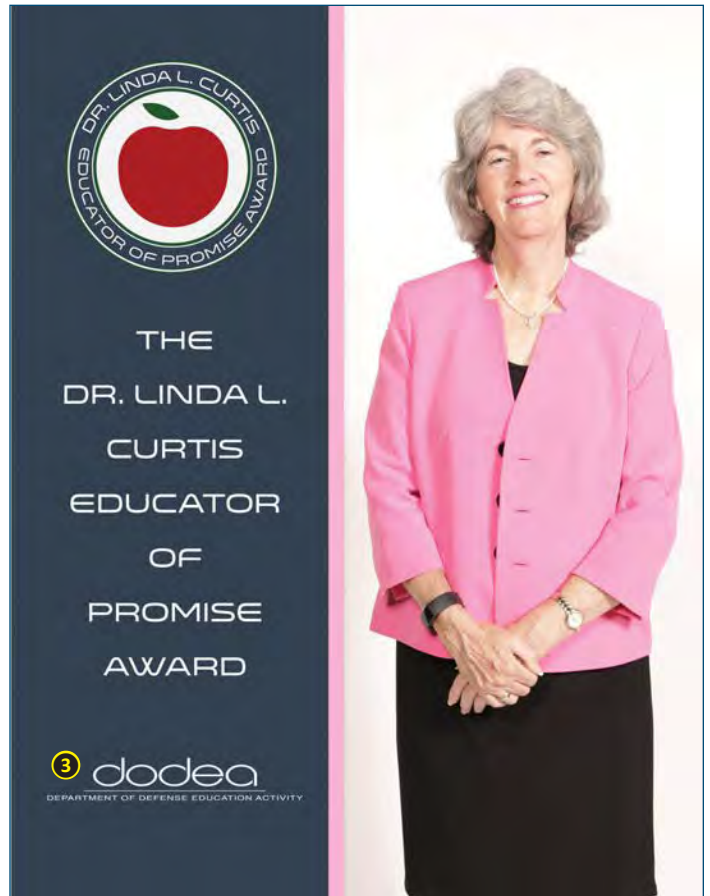
The visual for this program is a simple red apple with green leaf to represent teaching, and the title of the award. This badge is used with DoDEA’s Teacher Leader Badge and the full DoDEA lock-up when placed on collateral or digital media.

ICON REQUIREMENTS

1. Can be a wordmark or graphic representing functionality
2. Does not need a description
3. Should be used in connection to subject

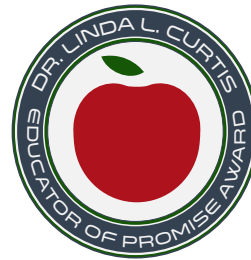


DoDEA Connects is an online employee portal that is commonly referred to as “DoCo” for short. The icon is located on employee digital desktops across DoDEA. In the center, the letters for DoCo are stacked and connected like a chain link at the two “O’s” representing the employee connection to DoDEA internal information. This typographic treatment is a wordmark taken from the larger DoCo badge.



EDUCATOR OF PROMISE AWARD IDENTITY

The Dr. Linda L. Curtis Educator of Promise Award has an established, branded identity. The color palette, font and badge are used in promoting this annual program across DoDEA. The badge carries the name of the program with a red apple symbol in the center which is commonly recognized for teaching. Posters, booklet, flyers and plaque maintain the identity established for this annual award program.



BLUE
C: 80 M: 67 Y:49 K: 38
R=52 G=65 B=80
Hex # 344150

RED
C: 23 M: 100 Y: 99 K:18
R=165 G=30 B=35
Hex #a51e23

GREEN
C:82 M:41 Y: 100 K: 40
R=38 G=85 B=42
Hex #26552a

PINK
C: 0 M: 38 Y:0 K: 0
R=52 G=65 B=80
Hex # 344150

FONT: VENERA 700

DODEA CONNECTS PURPOSE & IDENTITY

DoDEA Connects is the agency’s internal news source. The content is targeted for DoDEA employees worldwide — at all levels. Access DoCo using your Microsoft 365 account at service.dodea.edu/connects/.

DoDEA Connects provides the latest on organizational initiatives, inspiring stories from your colleagues, updates on education programs, and important information from human resources. DoDEA Connects is home to the Weekly Packet and the Teacher Leader Café. Highlighting school and people stories are an important part of DoDEA Connects. Share with us your teaching best practices, school and staff achievements, and employee news and highlights!

To submit content, use the “Submit a Story” button in the top right corner of the DoDEA Connects home page. Complete the form and someone from the Communications Division will review the information and work with you to get your story shared. You can also contact us anytime at DoDEAConnects@dodea.edu.

• **DODEA REGION PAGES** - DoDEA Americas, Europe and Pacific have region pages dedicated to regional information and news.



DODEA CONNECTS IDENTITY

DoDEA Connects is represented by a wordmark and is commonly referred to as "DoCo." The green and gray wordmark can be stacked or on one line. The desktop icon appears globally on DoDEA employee desktops shortened into the first two letters of each word - DoCo. The important part of this visual identity is the connecting "o's" representing the link this news source offers to all of DoDEA.



Double click this icon on your desktop for instant access to DoDEA Connects

GREEN:
C: 88 M:34 Y:96 K:28
R=17 G=102 B=56
Hex #116637

GRAY
C: 0 M: 0 Y: 0 K: 50
R=147 G=149 B=152
Hex #939598

FONT: ARIAL BLACK

DODEA CONNECTS SECTION ICONS -

1

SUBMIT A STORY

“SUBMIT A STORY” BUTTON - Link to submit a story to share.

2



FOCUS ON THE CLASSROOM - Highlights best practices in the classroom and the educators who make it happen.

3



ASK DoDEA - Employees can submit questions on the main page or on region pages for their local leaders.

4



JOIN THE CONVERSATION - Engage with DoDEA and its stakeholders on social media.

5



EVENTS - Snapshot of upcoming events and holidays.

6



CALL OUT AREA - Resources and hot topics.

• **SUBSCRIBE** - Stay connected with DoDEA news and information. Select topics you are most interested in. When new content is posted, you will receive an email notification.





DODEA COLLEGE AND CAREER READY IDENTITY

College and Career Readiness or CCR is defined as a “college-ready” student who is academically prepared for post-secondary education without the need for remedial coursework.*


The first part of this program’s identity lives in the iconic globe that is shaped into an apple. The apple has become a symbol of teaching and since DoDEA is a global federal school system, the apple and globe together lends the two together.

Next there are variations of purple and pink which remain in use throughout as part of the identity This icon is present in the many different variations of the DoDEA CCR program deliverables online, in PowerPoint™ presentations and on printed collateral. This keeps the CCR family identity tightly grouped and identifiable over time, at first glance.

Established branding for this program and subprograms is based around the apple with the globe and purple, pink and gray colors.

DoDEA COLLEGE AND CAREER READY (CCR) BADGES & ICON FAMILY	
 COLLEGE AND CAREER READY <small>A WORLD-CLASS EDUCATION FOR MILITARY-CONNECTED STUDENTS</small>	
CCR ICON	CCR SUMMATIVE ASSESSMENT ICON
	 SUMMATIVE ASSESSMENT
DODEA CCR SUMMATIVE ASSESSMENT BADGE	
<small>DEPARTMENT OF DEFENSE EDUCATION ACTIVITY</small>  <small>COMPREHENSIVE ASSESSMENT SYSTEM</small>	
DARK PURPLE C: 76.58 M: 100 Y: 27.75 K: 16.68 R=87 G=37 B=102 HEX # 572566	PINK C: 39.37 M: 88.2 Y: 0.02 K: 0 R=163 G=67 B=153 HEX # a34399
LIGHT PURPLE C: 38.36 M: 44.79 Y: 0 K: 0 R=159 G=142 B=196 HEX # 9f8ec4	FONT: OSTRICH SANS

Parents


COLLEGE AND CAREER READY
A WORLD-CLASS EDUCATION FOR MILITARY-CONNECTED STUDENTS

? WHAT IS COLLEGE- AND CAREER- READY?

It is commonly said that the goal of high school reform is to ensure all students graduate “college and career-ready.” But as often as this mantra is repeated, confusion remains over what it actually means. Simply put, “college and career readiness” refers to the content knowledge and skills high school graduates must possess in English and mathematics – including, but not limited to, reading, writing communications, teamwork, critical thinking and problem solving – to be successful in any and all future endeavors. Of course, readiness for college and careers depends on more than English and mathematics knowledge; to be successful after high school, all graduates must possess the knowledge, habits and skills that can only come from a rigorous, rich and well-rounded high school curriculum.

What is “COLLEGE” ready?

College today means much more than just pursuing a four-year degree at a university. Being “college ready” means being prepared for any postsecondary education or training experience, including study at two- and four-year institutions leading to a postsecondary credential (i.e. a certificate, license, Associates or Bachelor’s degree). Being ready for college means that a high school graduate has the English and mathematics knowledge and skills necessary to qualify for and succeed in entry-level, credit-bearing college courses without the need for remedial coursework.

What is “CAREER” ready?


In today’s economy, a “career” is not just a job. A career provides a family-sustaining wage and pathways to advancement and requires postsecondary training or education. A job may be obtained with only a high school diploma, but offers no guarantee of advancement or mobility. Being ready for a career means that a high school graduate has the English, and mathematics knowledge and skills needed to qualify for and succeed in the postsecondary job training and/or education necessary for their chosen career (i.e. technical/vocational program, community college, apprenticeship or significant on-the-job training).

Is ready for COLLEGE and ready for CAREER the same thing?

With respect to the knowledge and skills in English and mathematics expected by employers and postsecondary faculty, the answer is yes. In the last decade, research conducted by Achieve as well as others shows a convergence in the expectations of employers and colleges in terms of the knowledge and skills high school grads need to be successful after high school.

Economic reality reflects these converging expectations. Education is more valued and more necessary than ever before. The bottom line is that today ALL high school graduates need to be prepared for some postsecondary education and/or training if they are to have options and opportunities in the job market.

- Thirty five years ago, only 12% of U.S. jobs required some postsecondary training or an associate’s degree and only 16% required a bachelor’s degree or higher.
- Nearly eight in ten future job openings in the next decade in the U.S. will require postsecondary education or training. Forty five percent will be in “middle skill” occupations, which require at least some postsecondary education and training, while 33% will be in high skilled occupations for which a Bachelors degree or more is required. By contrast, only 22% of future job openings will be “low skill” and accessible to those with a high school diploma or less.
- While the U.S. still ranks 3rd in the adult population (25-64 year olds) with an associates degree or higher among 30 countries, we now rank 10th among 25-34 year olds with a two-year degree and above. Competing countries are catching up to – and even outpacing – the U.S. in the educational attainment of their new generation of adults.
- Higher levels of education lead to elevated wages, a more equitable distribution of income and substantial gains in productivity. For every additional average year of schooling U.S. citizens complete, the GDP would increase by about 0.37 percentage points – or by 10% – over time.


DEPARTMENT OF DEFENSE EDUCATION ACTIVITY





COMMUNICATIONS PRODUCTS SUPPORTING CCRS ASSESSMENT RESULTS


DEPARTMENT OF DEFENSE EDUCATION ACTIVITY

*DoDEA recognizes that not all students are interested in college so students are given options throughout their school years that will prepare a student for a career out side of school with all of the necessary knowledge and technical skills needed for employment in their desired field of study or interest.

CAREER TECHNICAL EDUCATION (CTE) BADGE

The DoDEA Career Technical Education (CTE) Program will empower students to acquire the necessary academic, technical, and employability skills to enter, compete, and advance in their education and career in a global economy.



BLUE C: 100 M: 100 Y: 30.39 K: 21.63 R=38 G=34 B=98 Hex #262262	HQ GREEN C: 66 M: 0 Y: 27 K: 29 R=37 G=132 B=135 Hex: #258487
LT. BLUE C: 79 M: 31 Y: 1 K: 0 R=13 G=144 B=205 Hex #0c8fcc	MAROON C: 35 M: 99 Y: 87 K: 55 R=95 G=7 B=17 Hex #5f0711
PURPLE CMYK:43, 58, 0, 1 C: 43 M:58 Y:0 K:14 R=134 G=106 B=161 Hex #866aa1	GRAY C: 0 M: 0 Y: 0 K: 50 R=147 G=149 B=152 Hex #939598
FONT: CALIBRI	

DIVERSITY, EQUITY AND INCLUSION BADGE

The Diversity, Management, and Equal Opportunity Division leverages a diverse and inclusive workforce and workplace. We believe that race and culture exert a powerful influence on policies, practices and interactions in every aspect of DoDEA.



TEAL C: 82 M:31 Y:45 K:6 R=37 G=132 B=135 Hex #258487	LT TAN C: 7 M:28 Y:48 K:0 R=234 G=187 B=140 Hex #EABB8C
LT GREEN C: 49 M:0 Y:99 K:0 R=199 G=142 B=64 Hex #8EC740	BROWN C: 39 M:64 Y:93 K:36 R=117 G=76 B=36 Hex #754C24
MID GREEN C: 66.02 M:84.4 Y:100 K:0.23 R=101 G=174 B=69 Hex #65AE45	DK BROWN C: 52 M:69 Y:80 K:70 R=59 G=36 B=20 Hex #3B2414
FONT: CALIBRI	

DEPENDENTS EDUCATION COUNCIL (DEC) ICON

The DEC is an information sharing body hosted by the Under Secretary of Defense (Personnel and Readiness), Assistant Secretary of Defense for Manpower and Reserve Affairs, that meets twice a year. Members include the Director, Department of Defense Education Activity (DoDEA), and General and Flag officers representing the commanders of unified combatant commands, major service commands, military services, military departments, and heads of applicable Intelligence Agencies. The DoDEA Director serves as the Executive Secretary.



LT. BLUE C: 63 M: 15 Y: 18 K: 0 R=90 G=173 B=197 Hex #5aadc5	DARK BLUE C: 91 M: 74 Y: 9 K: 1 R=47 G=85 B=154 Hex #2f559a
FONT: CUSTOMIZED	

DODEA 75TH ANNIVERSARY BADGE

For 75 years, the people of our organization have contributed significantly to the readiness of our military forces and improving the quality of life for military families around the globe. There are countless champions who have built, contributed to, or supported that mission and its history.



RED C: 17 M: 100 Y: 86 K: 7 R=192 G=32 B=51 Hex: #c02033	BLUE C: 0 M: 0 Y: K: 50 R=128 G=128 B=128 Hex: #808080
BLUE C: 100 M: 100 Y: 25 K: 25 R=38 G=34 B=98 Hex: #262262	FONT: GOBOLD THIN

DODEA ONLINE REGISTRATION (DORS) ICON

DORS reduces manual forms and makes it easy for parents to register their child for school online.



DARK GREEN
C: 89 M: 43 Y: 52 K: 20
R=14 G=103 B=107
Hex #0d666a

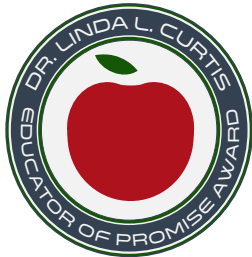
Hex: #97cccc
RGB: 152, 205, 205
CMYK: 40, 4, 20, 0

HQ GREEN
C: 66 M: 0 Y:27 K:29
R=37 G=132 B=135
Hex: #258487

FONT: CALIBRI

EDUCATOR OF PROMISE AWARD ICON

The Dr. Linda L. Curtis Educator of Promise Award recognizes DoDEA educators with less than 3 years of teaching experience with DoDEA who demonstrate teacher leadership qualities. One recipient is chosen each year.



BLUE
C: 80 M: 67 Y:49 K: 38
R=52 G=65 B=80
Hex # 344150

RED
C: 23 M: 100 Y: 99 K:18
R=165 G=30 B=35
Hex #a51e23

GREEN
C:82 M:41 Y: 100 K: 40
R=38 G=85 B=42
Hex #26552a

FONT: VENERA 700

EXECUTIVE SERVICES BADGE

The Executive Services Division provides Operations Support and Correspondence Management for the Department of Defense Education Activity. The Executive Services Division is also charged with effectuating legally mandated programs such as the Federal Records Act, the Freedom of Information Act, and the Privacy Act of 1974. In addition, ES serves as the focal point for DoDEA's major information and electronic governance initiatives.



100% BLACK

FONTS: SANSATION BOLD, LIGHT & REGULAR

HUMAN RESOURCES BADGE

The Department of Defense Education Activity (DoDEA) Human Resources Division Headquarters located in Alexandria, Virginia, is a field operations agency of the Department of Defense. The DoDEA Human Resources Division has responsibility for managing the Human Capital programs and policies affecting the civilian employees of the Department of Defense Education Activity and its field elements, the Department of Defense Dependents Schools (Pacific and Europe) and the Department of Defense Domestic Dependent Elementary and Secondary Schools (Americas).



HQ GREEN
C: 66 M: 0 Y:27 K:29
R=37 G=132 B=135
Hex: #258487

GREEN
C: 88 M:34 Y:96 K:28
R=17 G=102 B=56
Hex #116637

RED
C: 15 M:100 Y:100 K:0
R=210 G=35 B=42
Hex #d12229

FONT: CALIBRI

ICARE CAMPAIGN ICON

DoDEA Human Resources icon.



RED
C: 24 M:100 Y:78 K:18
R=164 G=29 B=54
Hex #a31c36

FONT: AMERICAN TYPEWRITER

INFORMATION CENTER DoDEA ICON



BLACK

FONT: ARIAL REGULAR

INSTRUCTIONAL DESIGN ICONS



BLUE
C: 84.94 M: 72.41 Y: 48.81 K: 46.02
R=40 G=52 B=70
Hex: # 283446

Font: MYRIAD PRO

OFFICE OF INSPECTOR GENERAL (OIG) BADGE

DoDEA OIG seeks to improve DoDEA programs by identifying key issues, recommending corrective actions, and promoting a high level of integrity.



<p>BLUE C: 100 M: 100 Y: 30.56 K: 22.04 R=38 G=34 B=97 Hex #262261</p>	<p>GREEN C: 49.08 M: 25.2 Y: 68.82 K: 3.15 R=138 G=158 B=108 Hex #8a9e6c</p>
<p>GRAY C: 13.41 M: 14.15 Y: 30.55 K: 0 R=220 G=228 B=179 Hex #dcd0b3</p>	<p>BROWN C: 45.65 M: 64.14 Y: 100 K: 3.15 R=90 G=58 B=0 Hex #5a3a00</p>
<p>ORANGE C: 3.6 M: 27.51 Y: 89.18 K: 0 R=245 G=187 B=58 Hex #f5bb3a</p>	<p>FONT: MINION PRO SEMI BOLD</p>

OFFICE OF OMBUDSMAN BADGE

The DODEA Office of the Ombudsman, Center for Early Dispute Resolution (OO/CEDR), is a confidential, neutral, and independent resource providing informal assistance to DODEA teachers, administrators, and staff at all levels in addressing work-related issues.



<p>BLUE C: 100 M: 100 Y: 30.39 K: 21.63 R=38 G=34 B=98 Hex #262262</p>	<p>GRAY C: 0 M: 0 Y: 0 K: 50 R=147 G=149 B=152 Hex #939598</p>
------------------------------------------------------------------------------------	----------------------------------------------------------------------------

(compass colors are the primary logo colors from HQ and region palettes)
FONT: CENTUMA BOLD

PRINCIPAL OF THE YEAR BADGE

Each year DoDEA students, parents and school faculty recognize top-notch school principals who lead high-quality learning opportunities for students and demonstrate exemplary contributions to the profession.



<p>BLUE C: 79 M: 31 Y: 1 K: 0 R=13 G=144 B=205 Hex #0c8fcc</p>	<p>MAROON C: 35 M: 99 Y: 87 K: 55 R=95 G=7 B=17 Hex #5f0711</p>
<p>ORANGE C: 0 M: 54.51 Y: 85.53 K: 0 R=246 G=140 B=64 Hex #f68c40</p>	<p>GRAY C: 0 M: 0 Y: 0 K: 80 R=88 G=89 B=91 Hex #58595b</p>

FONT: ARIAL BLACK

PUERTO RICO STRONG ICON

Icon used as a symbol of strength and hope on communications related to the hurricane that Puerto Rico suffered.



<p>BLUE: C: 99.47 M: 96.42 Y: 3.96 K: .55 R=46 G=49 B=146 Hex #2e3191</p>	<p>RED: C: 24.96 M: 97.34 Y: 91.02 K: 21.37 R=157 G=35 B=39 Hex #9e2429</p>
---------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------

FONT: HELVETICA

SAFETY & OCCUPATIONAL HEALTH DIVISION BADGE

The Safety and Occupational Health Division consists of two branches: Policy, Oversight, and Reporting Branch, and District Safety Offices.



HQ GREEN:
C: 66 M: 0 Y:27 K:29
R=37 G=132 B=135
Hex: #258487

LT GREEN:
C: 86 M:18 Y:100 K:4
R=0 G=146 B=69
Hex #009245

FONT: FRUTIGER

SECURITY MANAGEMENT DIVISION ICON

The Safety and Occupational Health Division consists of two branches: Policy, Oversight, and Reporting Branch, and District Safety Offices

SECURITY MANAGEMENT DIVISION

HQ GREEN:
C: 66 M: 0 Y:27 K:29
R=37 G=132 B=135
Hex: #258487

FONT: ARIAL BLACK

SEXUAL HARASSMENT AWARENESS PREVENTION (SHAP) ICON

DoDEA is dedicated to recognizing and responding to acts of sexual harassment, including gender-based harassment.



HQ GREEN:
C: 66 M: 0 Y:27 K:29
R=37 G=132 B=135
Hex: #258487

LT GREEN:
C: 40 M:4 Y:20 K:0
R=152 G=205 B=205
Hex #97cccc

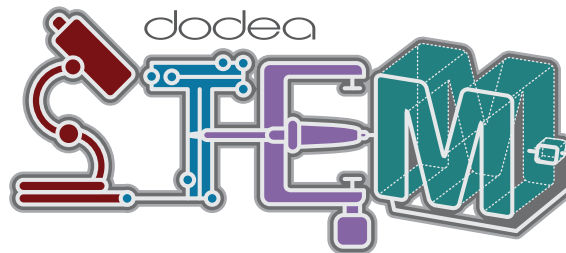
DARK GREEN:
C: 89 M:43 Y:52 K:20
R=14 G=103 B=107
Hex #0d666a

GRAY
C: 0 M: 0 Y: 0 K: 80
R=88 G=89 B=91
Hex #58595b

FONT: ARIAL BLACK

SCIENCE, TECHNOLOGY, ENGINEERING AND MATH (STEM) ICON

STEM (science, technology, engineering, and mathematics) is valuable for all students, starting from early childhood through high school and beyond, because it allows students to explore these topics in greater depth and understand how they work together.



BLUE
C: 79 M: 31 Y: 1 K: 0
R=13 G=144 B=205
Hex #0c8fcc

MAROON
C: 35 M: 99 Y: 87 K: 55
R=95 G=7 B=17
Hex #5f0711

PURPLE:
C: 43 M:58 Y:0 K:1
R=134 G=106 B=161
HEX #866AA1

GRAY
C: 0 M: 0 Y: 0 K: 50
R=147 G=149 B=152
Hex: #939598

HQ GREEN:
C: 66 M: 0 Y:27 K:29
R=37 G=132 B=135
Hex: #258487

FONT: CUSTOM GRAPHIC

SPECIAL ARRANGEMENTS BADGE

STEM (science, technology, engineering, and mathematics) is valuable for all students, starting from early childhood through high school and beyond, because it allows students to explore these topics in greater depth and understand how they work together.



HQ GREEN
C: 66 M: 0 Y:27 K:29
R=37 G=132 B=135
Hex: #258487

LT BROWN
C: 35 M:62 Y:99 K:25
R=131 G=99 B=36
Hex #8b5b24

DK GREEN
C: 87 M:21 Y:100 K:7
R=5 G=139 B=68
Hex #058b44

LT GREEN
C: 86 M:18 Y:100 K:4
R=0 G=146 B=69
Hex #009245

BLUE
C: 49.32 M: 1.09 Y: 1.14 K: 0
R=114 G=205 B=240
Hex #72cdf0

FONT: CALIBRI

STUDENT SERVICES DIVISION BADGE

The Student Services Division ensures student learning and well-being through oversight, policy leadership, communications, and strategic/targeted implementation.



BLUE C: 79 M: 31 Y: 1 K: 0 R=13 G=144 B=205 Hex #0c8fcc	MAROON C: 35 M: 99 Y: 87 K: 55 R=95 G=7 B=17 Hex #5f0711
GRAY C: 0 M: 0 Y: 0 K: 50 R: 147 G: 149 B: 152 Hex: #939598	PURPLE C: 43 M: 58 Y: 0 K: 14 R=134 G=106 B=161 Hex #866aa1
HQ GREEN C: 66 M: 0 Y: 27 K: 29 R=37 G=132 B=135 Hex: #258487	FONT: GOBOLD

TEACHER LEADER ACADEMY BADGE

The DoDEA Teacher Leadership Academy purpose is to develop teacher leadership to support teachers, schools and districts in the implementation of the College and Career Ready Standards through a culture of professional learning and collaboration.



BLUE C: 79 M: 31 Y: 1 K: 0 R=13 G=144 B=205 Hex #0c8fcc	HQ GREEN C: 66 M: 0 Y: 27 K: 29 R=37 G=132 B=135 Hex: #258487
GRAY C: 0 M: 0 Y: 0 K: 50 R: 147 G: 149 B: 152 Hex: #939598	MAROON C: 35 M: 99 Y: 87 K: 55 R=95 G=7 B=17 Hex #5f0711
GRAY C: 68 M: 61 Y: 59 K: 46 R: 64 G: 64 B: 65 Hex #404041	PURPLE C: 43 M: 58 Y: 0 K: 14 R=134 G=106 B=161 Hex #866aa1
FONT: NEXA BOLD REGULAR	

TEACHER LEADER CAFE

DoDEA Connects is home to the Weekly Packet and the Teacher Leader Café. Highlighting school and people stories are an important part of DoDEA Connects. This section is a place to share teaching best practices, school and staff achievements, and employee news and highlights.



BLUE C: 79 M: 31 Y: 1 K: 0 R=13 G=144 B=205 Hex #0c8fcc	HQ GREEN C: 66 M: 0 Y: 27 K: 29 R=37 G=132 B=135 Hex: #258487
GRAY C: 0 M: 0 Y: 0 K: 50 R: 147 G: 149 B: 152 Hex: #939598	MAROON C: 35 M: 99 Y: 87 K: 55 R=95 G=7 B=17 Hex #5f0711
GRAY C: 68 M: 61 Y: 59 K: 46 R: 64 G: 64 B: 65 Hex #404041	PURPLE C: 43 M: 58 Y: 0 K: 14 R=134 G=106 B=161 Hex #866aa1
DK BLUE C: 89 M: 83 Y: 51 K: 68 R=18 G=20 B=42 Hex #12142A	FONT: VERDANA BOLD

TEACHER LEADER SUMMIT BADGE

The DoDEA Teacher Leader Summits provide leaders with the tools they need to be equipped for system-wide priorities and build their capacity for implementing DoDEA initiatives with fidelity. Opportunities are provided for leaders to build strong networks, share their expertise with colleagues and stay current in their field. This summit sets the stage for the next school years learning.



BLUE C: 79 M: 31 Y: 1 K: 0 R=13 G=144 B=205 Hex #0c8fcc	HQ GREEN C: 66 M: 0 Y: 27 K: 29 R=37 G=132 B=135 Hex: #258487
GRAY C: 0 M: 0 Y: 0 K: 50 R: 147 G: 149 B: 152 Hex: #939598	MAROON C: 35 M: 99 Y: 87 K: 55 R=95 G=7 B=17 Hex #5f0711
GRAY C: 68 M: 61 Y: 59 K: 46 R: 64 G: 64 B: 65 Hex #404041	PURPLE C: 43 M: 58 Y: 0 K: 14 R=134 G=106 B=161 Hex #866aa1
FONT: NEXA BOLD REGULAR	

TEACHER OF THE YEAR BADGE

The DoDEA Teacher of the Year (TOY) Program brings recognition to great teachers, students, parents, districts, communities, DoDEA and the profession of teaching.

**BLUE**

C: 79 M: 31 Y: 1 K: 0
R=13 G=144 B=205
Hex #0c8fcc

HQ GREEN

C: 66 M: 0 Y:27 K:29
R=37 G=132 B=135
Hex: #258487

GRAY

C: 0 M: 0 Y: 0 K: 50
R: 147 G: 149 B: 152
Hex: #939598

MAROON

C: 35 M: 99 Y: 87 K: 55
R=95 G=7 B=17
Hex #5f0711

GRAY

C: 68 M: 61 Y: 59 K: 46
R: 64 G: 64 B: 65
Hex #404041

PURPLE

C: 43 M:58 Y:0 K:14
R=134 G=106 B=161
Hex #866aa1

FONT: NEXA BOLD REGULAR

VIRTUAL SCHOOL ICON

Students enrolled in grades K-12 through the virtual option attend fully accredited online courses taught by DoDEA certified teachers and supported by DoDEA certified staff members. All virtual option courses are aligned to DoDEA College and Career Readiness Standards.

**DARK BLUE**

C: 92 M: 74 Y: 2 K: 0
R: 40 G: 87 B: 163
Hex #2857a3

SKY BLUE

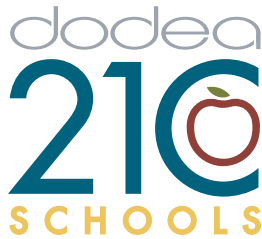
C: 64 M: 23 Y: 1 K: 0
R:84 G:163 B:214
Hex #54a3d6

MED. BLUE

C: 79 M: 37 Y: 7 K: 0
R: 46 G: 135 B: 190
Hex #2e87be

FONT: ARIAL**21st CENTURY SCHOOLS ICON**

The heart of a DoDEA 21st-century school model is the commons/multipurpose space.

**TEAL**

C: 93 M: 53 Y: 36 K: 13
R: 0 G: 98 B: 125
Hex #00627d

GRAY

C: 40 M: 30 Y: 25 K: 0
R:158 G:164 B:174
Hex #9ea4ae

YELLOW

C: 8 M: 21 Y: 75 K: 0
R: 236 G: 197 B: 95
Hex #ecc55f

BROWN

C: 54 M: 34 Y: 90 K: 13
R:119 G:129 B: 60
Hex #77813c

RED

C: 30 M: 81 Y: 75 K: 26
R: 143 G: 65 B: 57
Hex #8f4139

FONT: CUSTOMIZED

GRAPHIC RENDERINGS

Headquarters Communications Graphics Team creates vector-based renderings for various uses across DoDEA. Since these graphics may be used for more than one purpose, native art created in Adobe Illustrator or Photoshop are stored in inventory for future use where the graphic can be repurposed or updated for future campaigns. Vector art that is created at the school level for mascots and programs should be shared with the HQ Communications team where it will be sized appropriately and distributed to the web team to replace outdated art that may exist in multiple places.

EXAMPLE: WESTPOINT ES ECO-FRIENDLY BULLDOG

Used on a sign that is out in the garden at Westpoint Elementary School and for the morning news program the students host in the television studio.



EXAMPLE: BACK TO SCHOOL GRAPHICS

Each school year, DoDEA's graphics team develops a variety of graphics for back to school products.



EXAMPLE: CAMPAIGN GRAPHICS

Graphics developed for campaigns and celebrations are generally vector art that can be used for animation or as recognizable characters for programs.

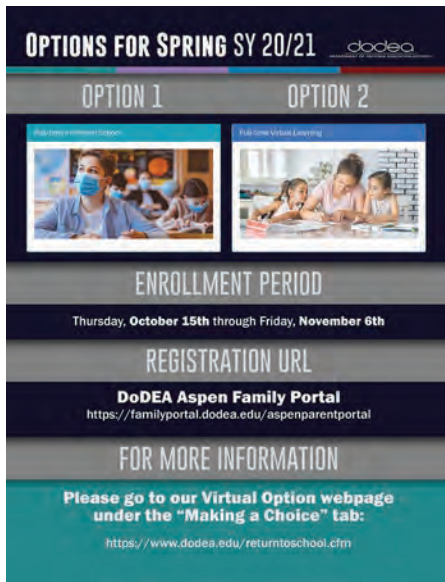


CAMPAIGNS AND CELEBRATIONS GRAPHICS

Graphics created for DoDEA schools follow a thematic style and are developed based on the annual DoDEA Campaigns and Celebrations Calendar. Each event differs in graphic requirements and may include posters, flyers, social graphics, web features, talking points, articles on DoCo, PowerPoint templates and videos. Downloadable resources are available through DoDEA Connects or by contacting your regional Public Affairs Officer (PAO).

Graphics needed for other programs can be made by submitting a creative request through your local PAO or the DoDEA Communications Department. As a rule, planning should begin 90-days prior to the desired deadline to give ample time for the communications team to schedule workflow and deliver the best results possible.

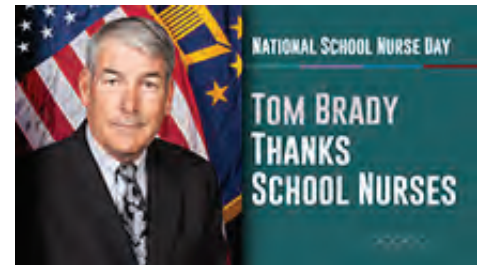
22" x 28" Standard Poster



8.5" x 11" Flyer



1920px x 1080px Video Background



Use of 4 DoDEA Color Palettes



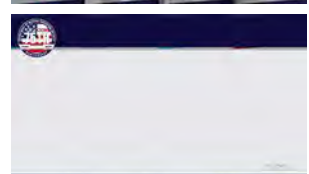
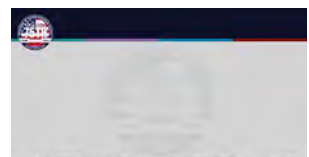
EXAMPLE: CAMPAIGN GRAPHICS FAMILY



75th Anniversary Badge



75th Anniversary Website Banner




75th Anniversary PowerPoint™ Template



75th Anniversary Social Graphic



75th Anniversary Screen Saver



AMERICAS

04 Americas Branding

DoDEA Americas is one of 3 geographic regions within the Department of Defense Education Activity (DoDEA). DoDEA, as one of only two Federally-operated school systems, is responsible for planning, directing, coordinating, and managing prekindergarten through 12th grade educational programs on behalf of the Department of Defense (DoD).

The DoDEA Americas Regional Office, located in Peachtree City, GA and led by the Director for Student Excellence houses both the Center for Instructional Leadership and the Forward Integrated Support Team.

The Centers for Instructional Leadership (CILs) is designed to provide schools and teachers with appropriate educational and professional development support. The CIL supports the Americas region by providing targeted and timely professional development to staff, establishing leadership pathways for teachers and school leaders, ensuring consistency and conformity for DoDEA initiatives, and addressing skill gaps for district program support staff and instructional leaders.

DoDEA Americas primary color palette is a combination of 4 complementary purples with the primary color, Pantone P 94-5 C, being used for the Americas logo and graphic treatments. The RGB and Hex# formulas help to color match when creating Americas collateral in common programs such as Microsoft™ Office applications where color can be specified in the swatch libraries. CMYK and Pantone colors are mainly used in native art for design and printing

Each Region has a primary color used in the logo with secondary colors in the 4-color palette. The DoDEA acronym appears in black with the region appearing beneath in the primary color for that Region. Within the Region there are districts. Districts are called out under the region with a score line above using the primary color. Logos can be knocked out to white or all black (see below).

The Forward Integrated Support Team (FIST) provides necessary financial and business operations and support resources to the region's districts. The FIST enables district superintendents to focus their time on educational priorities by relieving them of operational tasks thereby allowing superintendents to focus mission-critical initiatives.

AMERICAS PRIMARY COLOR

PANTONE P 94-5 C
 Hex: #866aa1
 RGB: 134, 106, 161
 CMYK: 43, 58, 0, 14

AMERICAS COLOR PALETTE

- Hex: #412662
 RGB: 65, 38, 101
 CMYK: 89, 100, 28, 18
- Hex: #5a2c7c
 RGB: 91, 44, 125
 CMYK: 80, 100, 26, 4
- Hex: #866aa1
 RGB: 134, 106, 161
 CMYK: 43, 58, 0, 14
- Hex: #d0b1d4
 RGB: 208, 178, 213
 CMYK: 16, 32, 0, 0

AMERICAS LOGOS

AMERICAS REGIONAL LOGO



AMERICAS DISTRICT LOGOS



AMERICAS TEMPLATES

Templates available -

- Trifold 8.5" x 11" 6-panel brochure
- Bifold 8.5" x 11" 4-panel brochure
- Buckslip 3.5" x 8.5" 2-panel
- PowerPoint™ Standard Template

DoDEA collateral "must haves" -

- DoD seal
- DoDEA logo
- Diverse images
- Color bar
- Contact

Trifold (8-Panel)

Bifold (4-Panel)

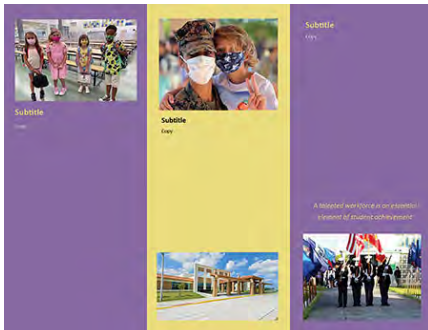
Buckslip (2-Panel)



(front)



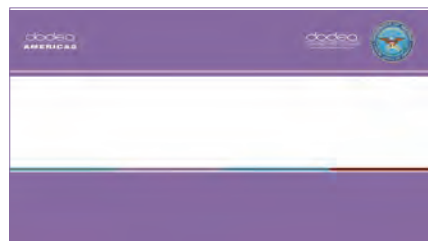
(front)



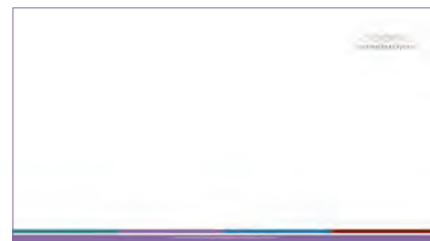
(back)



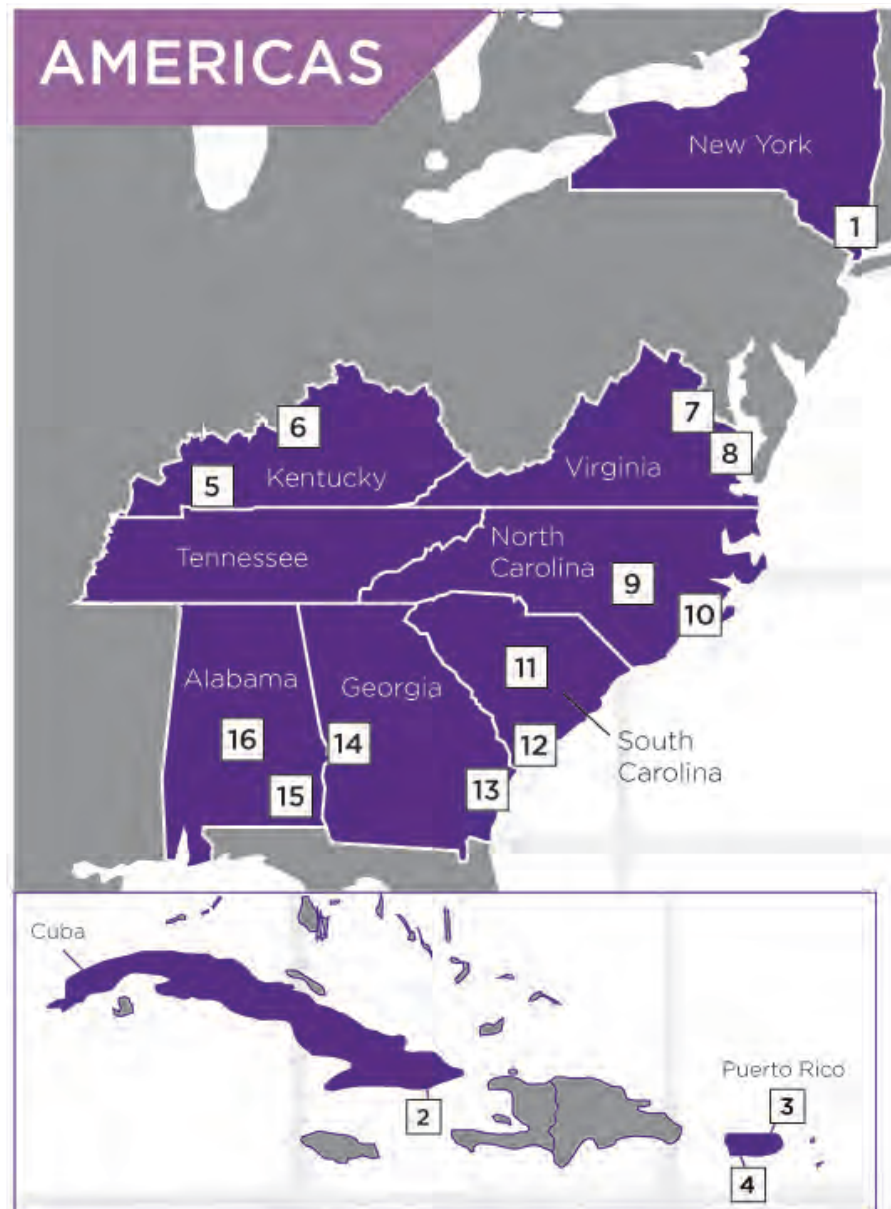
(back)



PowerPoint™ Template



Headquarters Teams Background



SCHOOL LOCATION

1. USMA WEST POINT
2. NS GUANTANAMO BAY
3. FORT BUCHANAN
4. AIR STATION BORINQUEN
5. FORT CAMPBELL
6. FORT KNOX
7. MCB QUANTICO
8. NSF DAHLGREN
9. FORT BRAGG
10. CAMP LEJEUNE
11. FORT JACKSON
12. MCAS BEAUFORT
13. FORT STEWART
14. FORT BENNING
15. FORT RUCKER
16. MAXWELL AFB

AMERICAS SCHOOL MASCOTS

Schools across DoDEA have their own mascots and identifiable colors. Hex color formulas for the primary, secondary, and in some cases a third color, are in this section for the Americas Region. Native art is available for download from the Communications Division page, on each schools "ABOUT OUR SCHOOL" webpage, and at this link - <http://www.dodea.edu/HQ/schoolLogodownloads-all-formats.cfm> (download speeds may be slow).

[1] USMA WEST POINT



West Point ES

Primary Color: #F1A849
Secondary Color: #000000

West Point Middle School

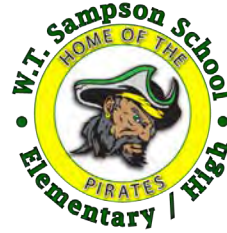


Honor Code

West Point HS

Primary Color: #FFD700
Secondary Color: #000000

[2] NS GUANTANAMO BAY



W.T. Sampson EHS

Primary Color: #006600
Secondary Color: #FFCC00

[3] FORT BUCHANAN



Antilles ES

Primary Color: #0000CC
Secondary Color: #FFCC00



Antilles MS

Primary Color: #FFD700
Secondary Color: #000000



Antilles HS

Primary Color: #FFD700
Secondary Color: #000000

[4] AIR STATION BORINQUEN



Ramey Unit School

Primary Color: #003300
Secondary Color: #FFFFFF

[5] FORT CAMPBELL



Barkley ES

Primary Color: #241F51
Secondary Color: #FFD10A



Fort Campbell HS

Primary Color: #105DAA
Secondary Color: #AEAEB2



Barsanti ES

Primary Color: #003399
Secondary Color: #FFCC33

[6] FORT KNOX



Kingsolver ES

Primary Color: #000066
Secondary Color: #990000



Scott IS

Primary Color: #000000
Secondary Color: #A9B2B9



Lucas ES

Primary Color: #0033FF
Secondary Color: #FF3000



Marshall ES

Primary Color: #FF0000
Secondary Color: #FFFFFF



Mahaffey MS

Primary Color: #000099
Secondary Color: #FFFFFF



Van Voorhis ES

Primary Color: #0000CD
Secondary Color: #FFFFFF



Fort Knox MS/HS

Primary Color: #FFCC33
Secondary Color: #336633

[7] MCB QUANTICO



Crossroads ES
 Primary Color: #FA3049
 Secondary Color: #F9CC61



Quantico MS/HS
 Primary Color: #ffcc00
 Secondary Color: #ff0000

[8] NSF DAHLGREN



Dahlgren ES
 Primary Color: #0000CC
 Secondary Color: #CBEBFA

[9] FORT BRAGG



Bowley ES
 Primary Color: #FFC000
 Secondary Color: #000000



Hampton PS
 Primary Color: #0F1060
 Secondary Color: #D1FFFF



Albritton MS
 Primary Color: #0001F2
 Secondary Color: #A9B2B9



Gordon ES
 Primary Color: #000066
 Secondary Color: #E60000



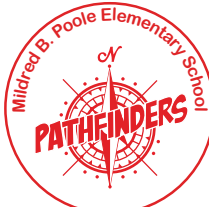
Shughart ES
 Primary Color: #6D1B94
 Secondary Color: #EAEA03



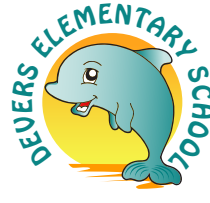
Irwin IS
 Primary Color: #CC0000
 Secondary Color: #FFFFFF



Shughart MS
 Primary Color: #B50D0D
 Secondary Color: #000000



Poole ES
 Primary Color: #CC0000
 Secondary Color: #FFFFFF



Devers ES
 Primary Color: #008080
 Secondary Color: #FF9900

[10] CAMP LEJEUNE



DeLalio ES
 Primary Color: #88BBEE
 Secondary Color: #004499



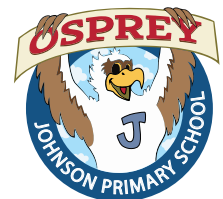
Bitz IS
 Primary Color: #00CC00
 Secondary Color: #FFFF33



Brewster MS
 Primary Color: #0033CC
 Secondary Color: #C0C0C0



Heroes ES
 Primary Color: #0000CC
 Secondary Color: #CC0000



Johnson PS
 Primary Color: #155384
 Secondary Color: #BC1F32



LeJeune HS
 Primary Color: #990000
 Secondary Color: #F89938



Tarawa Terrace ES
 Primary Color: #EFAA21
 Secondary Color: #000000

[11] FORT JACKSON



Pickney ES
 Primary Color: #0033CC
 Secondary Color: #CC3333



Pierce ES
 Primary Color: #0033CC
 Secondary Color: #CC3333

[12] MCAS BEAUFORT



Bolden ES

Primary Color: #800000
Secondary Color: #151B8D



Elliott ES

Primary Color: #C40914
Secondary Color: #102B60

[13] FORT STEWART



Kessler ES

Primary Color: #155384
Secondary Color: #BC1F32



Diamond ES

Primary Color: #8C264C
Secondary Color: #000000



Murry ES

Primary Color: #F1B82D
Secondary Color: #996515

[14] FORT BENNING



Dexter ES

Primary Color: #2D2A70
Secondary Color: #FF0014



Faith MS

Primary Color: #CB9B2B
Secondary Color: #000000



McBride ES

Primary Color: #E31718
Secondary Color: #4449FD



Stowers ES

Primary Color: #91BDE5
Secondary Color: #104170



E. A. White ES

Primary Color: #023CA7
Secondary Color: #FAD000

[15] FORT RUCKER



Ellis D. Parker ES

Primary Color: #F0C23C
Secondary Color: #1C0CED

[16] MAXWELL AFB



Maxwell AFB EMS

Primary Color: #004699
Secondary Color: #A09769





EUROPE

05 Europe Region Branding

DoDEA Europe is one of 3 geographic regions within the Department of Defense Education Activity (DoDEA). DoDEA, as one of only two Federally-operated school systems, is responsible for planning, directing, coordinating, and managing prekindergarten through 12th grade educational programs on behalf of the Department of Defense (DoD).

The first organized schools for the children of U.S. military personnel serving in Europe were established during post-World War II reconstruction. Throughout the decades, Department of Defense schools evolved to become a comprehensive and high-performing K-12 school system solely dedicated to educating the children of America's heroes.

Today, DoDEA Europe schools serve over 25,000 children of U.S. military and eligible DoD civilian personnel families stationed throughout the European theater. The DoDEA Europe teaching, administrative and school support team includes more than 3,500 full-time professionals. Our schools are geographically organized into three districts (Europe East, South, and West) serving U.S. military installations across 7 European Nations (Belgium, Germany, Italy, The Netherlands, Spain, The United Kingdom, Turkey) and Bahrain.

The DoDEA Europe's Regional Office, located on Sembach Kaserne in Germany, is led by our Director for Student Excellence (DSE), Dr. Dell McMullen. The Region Office houses both the Center for Instructional Leadership (CIL) and the Forward Integrated Support Team (FIST).

The Centers for Instructional Leadership (CIL) is designed to provide schools and teachers with appropriate educational and professional development support. The CIL supports the Americas region by providing targeted and timely professional development to staff, establishing leadership pathways for teachers and school leaders, ensuring consistency and conformity for DoDEA initiatives, and addressing skill gaps for district program support staff and instructional leaders.

The Forward Integrated Support Team (FIST) provides necessary financial and business operations and support resources to the region's districts. The FIST enables district superintendents to focus their time on educational priorities by relieving them of operational tasks thereby allowing superintendents to focus mission-critical initiatives.

EUROPE PRIMARY COLOR

PANTONE P 114-6 C
Hex: #007AA4
RGB: 0, 132, 163
CMYK: 85, 36, 25, 1

EUROPE COLOR PALETTE

Hex: #04597F
RGB: 4, 89, 127
CMYK: 96, 64, 30, 11

Hex: #0B6790
RGB: 11, 103, 144
CMYK: 92, 55, 26, 6

Hex: #866aa1
RGB: 134, 106, 161
CMYK: 43, 58, 0, 14

Hex: #0c8fcc
RGB: 65, -16, -41
CMYK: 79, 31, 1, 0

EUROPE REGIONAL LOGOS

EUROPE REGIONAL LOGO



EUROPE DISTRICT LOGOS



EUROPE TEMPLATES

Templates available -

- Trifold 8.5" x 11" 6-panel brochure
- Bifold 8.5" x 11" 4-panel brochure
- Buckslip 3.5" x 8.5" 2-panel
- PowerPoint™ Standard Template

DoDEA collateral "must haves" -

- DoD seal
- DoDEA logo
- Diverse images
- Color bar
- Contact

Trifold (8-Panel)



(front)



(back)

Bifold (4-Panel)



(front)

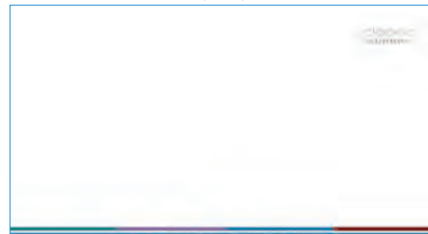


(back)

Buckslip (2-Panel)



PowerPoint™ Template



Teams Background



EUROPE



SCHOOL LOCATION

1. ROTA NAS
2. MORON AB (SEVILLA)
3. USAG LIVORNO
4. CNIC/NSA NAPLES
5. NAS SIGONELLA
6. USAG VICENZA
7. AVIANO AFB
8. USAG GARMISCH
9. USAG HOHENFELS
10. VILSECK
11. USAG GRAFENWOEHR
12. USAG ANSBACH
13. USAG STUTTGART
14. USAG WIESBADEN
15. USAG KAISERSLAUTERN
16. RAMSTEIN AB
17. USAG BAUMHOLDER
18. SPANGDAHLEM AB
19. USAG BRUSSELS
20. RAF LAKENHEATH
21. RAF ALCONBURY
22. USAG AFNORTH
23. KLEINE BROGEL AB
24. SHAPE
25. NSA BAHRAIN
26. ANKARA SE

EUROPE SCHOOL MASCOTS

Schools across DoDEA have their own mascots and identifiable colors. Hex color formulas for the primary, secondary, and in some cases a third color are available in this section for the Europe Region. Native art is available for download from the Communications Division page, on each schools "ABOUT OUR SCHOOL" webpage, and at this link - <http://www.dodea.edu/HQ/schoolLogodownloads-all-formats.cfm> (download speeds may be slow).

[1] ROTA NAS



Rota ES

Primary Color: #CCCCCC
Secondary Color: #4169e1



Rota MHS

Primary Color: #CCCCCC
Secondary Color: #4169e1



Sevilla EMS

Primary Color: #CCCCCC
Secondary Color: #000099



Livorno EMS

Primary Color: #CCCCCC
Secondary Color: #008000

[4] CNIC/NSA NAPLES



Sigonella ES

Primary Color: #000099
Secondary Color: #0099ff



Sigonella MHS

Primary Color: #008000
Secondary Color: #42ad4a

[5] NAS SIGONELLA



Sigonella ES

Primary Color: #ffd700
Secondary Color: #0000ff



Sigonella MHS

Primary Color: #CCCCCC
Secondary Color: #ffd700

[6] USAG VICENZA



Vicenza ES

Primary Color: #FFFFFFF
Secondary Color: #ebca11



Vicenza MS

Primary Color: #000000
Secondary Color: #e5c100



Vicenza HS

Primary Color: #000000
Secondary Color: #da9a37



Avaino ES

Primary Color: #ed1c24
Secondary Color: #33439a



Avaino MHS

Primary Color: #000080
Secondary Color: #ff2400

[8] USAG GARMISCH



Garmisch EMS ES

Primary Color: #92c4ea
Secondary Color: #0071d8



Hohenfels ES

Primary Color: #000000
Secondary Color: #5285af



Hohenfels MHS

Primary Color: #92c4ea
Secondary Color: #0071d8



Vilseck ES

Primary Color: #CCCCCC
Secondary Color: #0078ff



Vilseck HS

Primary Color: #C5B358
Secondary Color: #800000

[11] USAG GRAFENWOEHR



Grafenwoeher ES

Primary Color: #21097f
Secondary Color: #f8b107



Netzaberg ES

Primary Color: #40acff
Secondary Color: #00d552



Netzaberg MS

Primary Color: #2d4f8e
Secondary Color: #c42426

[12] USAG ANSBACH



Ansbach ES

Primary Color: #c99618
Secondary Color: #2785dc



Ansbach MHS

Primary Color: #D89218
Secondary Color: #0E114D

|13| USAG STUTTGART



Stuttgart ES

Primary Color: #d99920
Secondary Color: #4169e1



Stuttgart HS

Primary Color: #000000
Secondary Color: #FFBF00



Patch ES

Primary Color: #CCCCCC
Secondary Color: #5177c6



Patch MS

Primary Color: #CCCCCC
Secondary Color: #5285af



Robinson Barracks ES

Primary Color: #000000
Secondary Color: #BA252A

|14| USAG WIESBADEN



Wiesbaden ES

Primary Color: #ea130f
Secondary Color: #c78e66
Third Color: #e7e7e7



Wiesbaden MS

Primary Color: #003e66
Secondary Color: #ffd700



Wiesbaden HS

Primary Color: #003e66
Secondary Color: #fcec3d



Aukamm ES

Primary Color: #d9c720
Secondary Color: #4169e1

|15| USAG KAISERSLAUTERN



Kaiserslautern ES

Primary Color: #000000
Secondary Color: #99150e



Kaiserslautern MS

Primary Color: #000000
Secondary Color: #99150e



Landstuhl ES

Primary Color: #e98d31
Secondary Color: #000080



Kaiserslautern HS

Primary Color: #979191
Secondary Color: #99150e



Sembach ES

Primary Color: #e98d31
Secondary Color: #2b7499



Vogelweh ES

Primary Color: #ff1a2e
Secondary Color: #000000

|16| RAMSTEIN AB



Ramstein ES

Primary Color: #729a69
Secondary Color: #FFFFFF



Ramstein IS

Primary Color: #4169e1
Secondary Color: #FFFFFF



Ramstein MS

Primary Color: #000000
Secondary Color: #004481



Ramstein HS

Primary Color: #0002bd
Secondary Color: #b72d00

|17| USAG BAUMHOLDER



Baumholder HS

Primary Color: #000000
Secondary Color: #5f0a0f



Smith ES

Primary Color: #fbc333
Secondary Color: #1749a0



Spangdahlem ES

Primary Color: #FFC401
Secondary Color: #1A2C57



Spangdahlem MS

Primary Color: #F20000
Secondary Color: #000000



Spangdahlem HS

Primary Color: #ed611e
Secondary Color: #CCCCCC
Third Color: #000000

|19| USAG BRUSSELS



Brussels HS

Primary Color: #0002bd
Secondary Color: #FFFFFF



Feltwell ES

Primary Color: #ffffff
Secondary Color: #051957
Third Color: #CCCCCC

[20] RAF LAKENHEATH



Lakenheath ES
 Primary Color: #DBAF06
 Secondary Color: #243ADF



Liberty IS
 Primary Color: #000000
 Secondary Color: #CCCCCC



Lakenheath HS
 Primary Color: #002147
 Secondary Color: #df2436
 Secondary Color: #FFFFFF



Lakenheath MS
 Primary Color: #000000
 Secondary Color: #C99618

[24] SHAPE



Shape ES
 Primary Color: #29602F
 Secondary Color: #E2DB62



Shape MS
 Primary Color: #29602F
 Secondary Color: #E2DB62



Shape HS
 Primary Color: #e2db62
 Secondary Color: #29602f

[21] RAF ALCONBURY



Alconbury ES
 Primary Color: #DBBE0B
 Secondary Color: #4EBF7A



Alconbury MS/HS
 Primary Color: #DBBE0B
 Secondary Color: #4EBF7A

[22] USAG AFNORTH



AFNorth ES
 Primary Color: #800000
 Secondary Color: #5F8571



AFNorth HS
 Primary Color: #800000
 Secondary Color: #5F8571

[23] KLEINE BROGEL AB



Bahrain ES & MHS
 Primary Color: #A22BE5
 Secondary Color: #FFCE00
 Third Color: #000000



ROBINSON BARRACKS ES
 Primary Color: #000000
 Secondary Color: #BA252A

[25] NSA BAHRAIN

Note: Mascot and colors for Bahrain ES and MHS schools are the same.

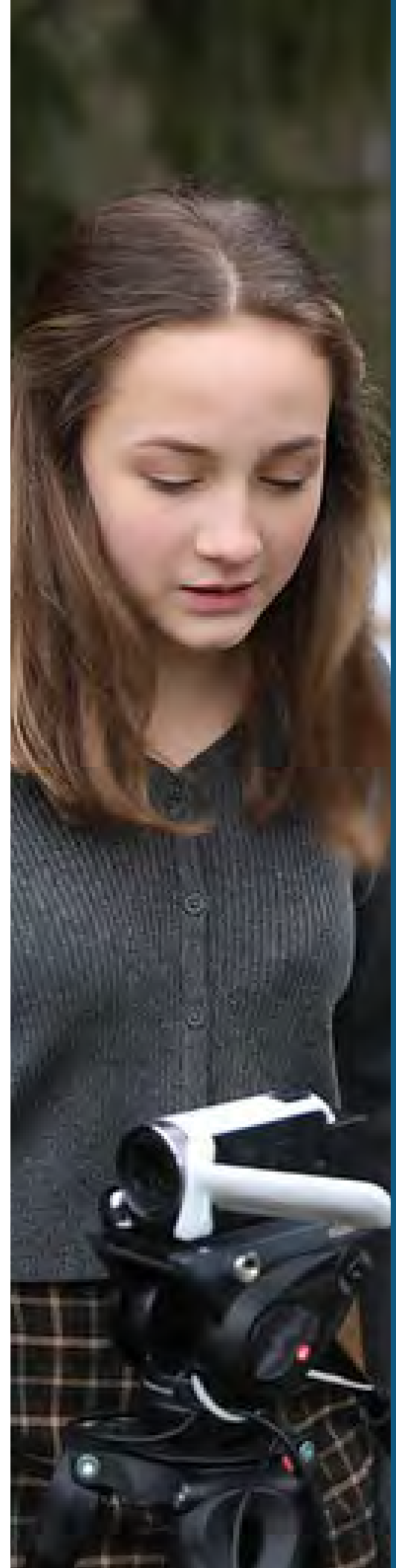


Bahrain ES & MHS
 Primary Color: #884a9e
 Secondary Color: #efbe04

[26] ANKARA SE



Ankara E/HS
 Primary Color: #CCCCCC
 Secondary Color: #1a7a47





06 Pacific Region Branding

Each Region has a primary color used in the logo with secondary colors in the 4-color palette. The DoDEA acronym appears in black with the region appearing beneath in the primary color for that Region. Within the Region there are districts. Districts are called out under the region with a score line above using the primary color. Logos can be knocked out to white or all black (see below).

The first organized schools for the children of U.S. military personnel serving in the Pacific were established in 1946 during post-World War II reconstruction. Throughout the decades, Department of Defense schools evolved to become a comprehensive and high-performing K-12 school system solely dedicated to educating the children of America's heroes.

Today, DoDEA Pacific operates 45 schools in 3 Districts located in 2 countries, and one territory across 3 time zones. The DoDEA Pacific teaching, administrative and school support team includes more than 3,200 full-time professionals. Our schools are geographically organized into three districts (Pacific East, South, and West) serving 21 U.S. military installations across the Pacific: Guam, Japan, Okinawa and South Korea.

The Pacific Center for Instructional Leadership (CIL) is a critical component of leadership development for DoDEA. The role of the Pacific CIL is to ensure high academic achievement for all DODEA students, ensuring that every educational leader receives the support they need to help students succeed. The CIL systemically develops high-impact educational leaders in their pursuit of excellence and equity. Success is measured when all DoDEA schools ensure that every student is adequately prepared for success in college, careers and citizenship.

The Forward Integrated Support Team (FIST) provides necessary financial and business operations and support resources to the region's districts. The FIST enables district superintendents to focus their time on educational priorities by relieving them of operational tasks thereby allowing superintendents to focus mission-critical initiatives.

PACIFIC PRIMARY COLOR

PANTONE P 47-16 C
Hex: #7A1502
RGB: 122, 21, 2
CMYK: 0, 91, 92, 60

PACIFIC COLOR PALETTE

Hex: #511214
RGB: 81, 18, 20
CMYK: 40, 92, 82, 62

Hex: #5F0711
RGB: 95, 7, 17
CMYK: 92, 55, 26, 6

Hex: #7A1502
RGB: 122, 21, 2
CMYK: 0, 91, 92, 60

Hex: #F68C40
RGB: 246, 140, 64
CMYK: 0, 55, 84, 0

PACIFIC REGIONAL LOGOS

PACIFIC REGIONAL LOGO



PACIFIC DISTRICT LOGOS



PACIFIC TEMPLATES

Templates available -

- Trifold 8.5" x 11" 6-panel brochure
- Bifold 8.5" x 11" 4-panel brochure
- Buckslip 3.5" x 8.5" 2-panel
- PowerPoint™ Standard Template

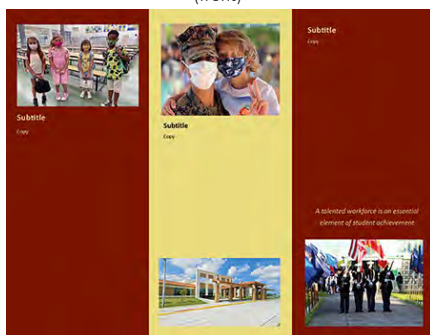
DoDEA collateral "must haves" -

- DoD seal
- DoDEA logo
- Diverse images
- Color bar
- Contact

Trifold (8-Panel)



(front)



(back)

Bifold (4-Panel)



(front)

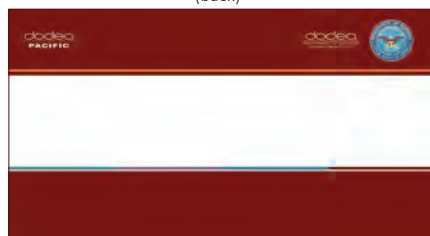
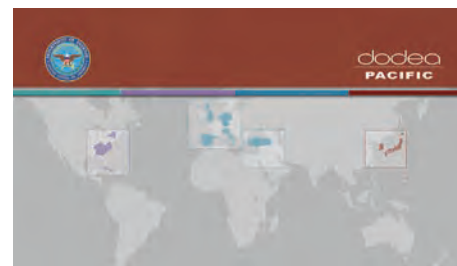


(back)

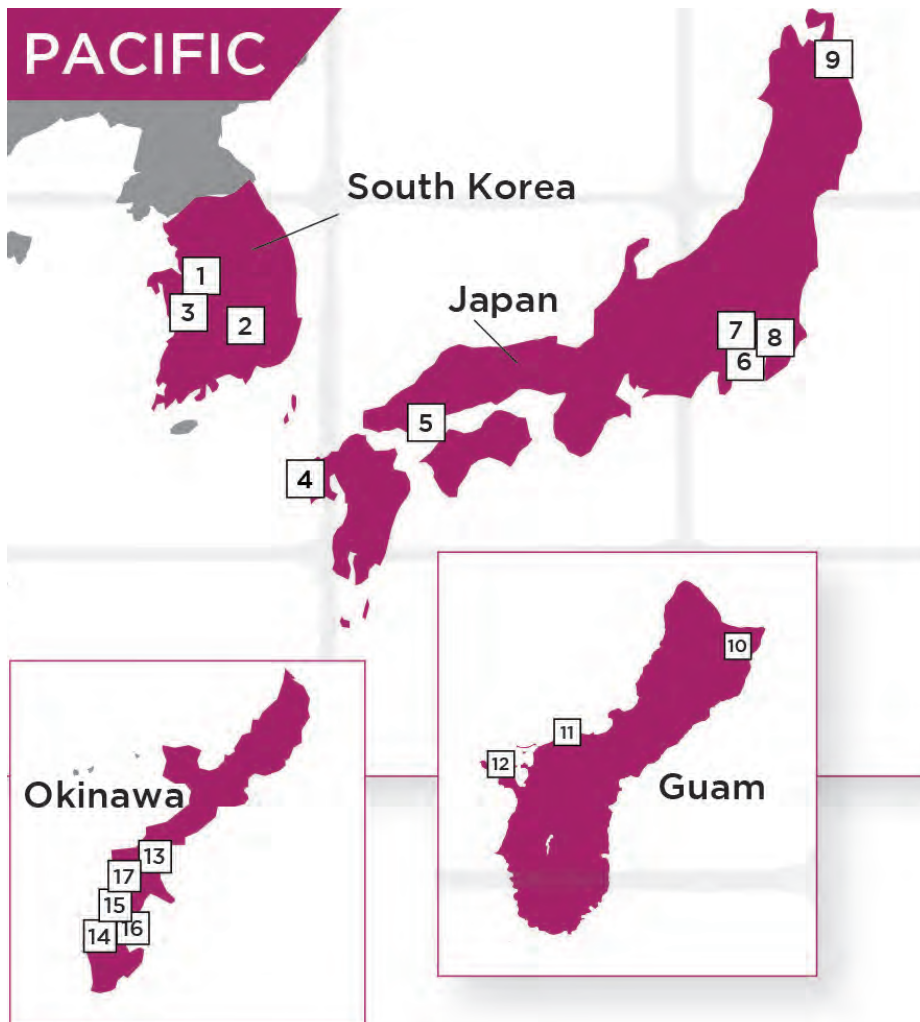
Buckslip (2-Panel)



Teams Background



PowerPoint™ Template



SCHOOL LOCATION

1. OSAN AB
2. USAG DAEGU
3. USAG HUMPHREYS
4. CFA SASEBO
5. MCAS IWAKUNI
6. USAG ZAMA/NAF ATSUGI
7. YOKOTA AB
8. CFA YOKOSUKA
9. MISAWA AB
10. ANDERSON AFB
11. NAVY HOSPITAL GUAM
12. NAVAL BASE GUAM
13. CAMP McTUREOUS
14. CAMP KINSER
15. CAMP LESTER
16. CAMP FOSTER
17. KADENA AB

PACIFIC SCHOOL MASCOTS

Schools across DoDEA have their own mascots and identifiable colors. Hex color formulas for the primary, secondary, and in some cases a third color are available in this section for the Pacific Region. Native art is available for download from the Communications Division page, on each schools "ABOUT OUR SCHOOL" webpage, and at this link - <http://www.dodea.edu/HQ/schoolLogodownloads-all-formats.cfm> (download speeds may be slow).

[1] OSAN AB



OSAN ES

Primary Color: #2B669E
Secondary Color: #ffffff



OSAN MHS

Primary Color: #263967
Secondary Color: #bebebe
Third Color: #ffffff

[2] USAG DAEGU



MHS

Primary Color: #7fda80
Secondary Color: #ffffff
Third Color: #000000



DAEGU ES

Primary Color: #34460a
Secondary Color: #fed24d
Third Color: #000000

[3] USAG HUMPHREYS



HUMPHREYS WEST ES

Primary Color: #c70210
Secondary Color: #000000
Third Color: #a8a8a8



HUMPHREYS CENTRAL ES

Primary Color: #43508b
Secondary Color: #ffffff



HUMPHREYS MS

Primary Color: #8a2be2
Secondary Color: #ffdf00



HUMPHREYS HS

Primary Color: #000000
Secondary Color: #b7a859

[4] CFA SASEBO



DARBY ES

Primary Color: #28aadd
Secondary Color: #3b5f9



SASEBO ES

Primary Color: #0452a4
Secondary Color: #0ac92b



EJ KING HS

Primary Color: #ed1212
Secondary Color: #0b0b0a

[5] MCAS IWAKUNI



IWAKUNI ES

Primary Color: #002969
Secondary Color: #bb002d



M.C. PERRY ES

Primary Color: #65001f
Secondary Color: #beac6f



IWAKUNI MS

Primary Color: #17243e
Secondary Color: #ced1ce
Third Color: #000000



M.C. PERRY HS

Primary Color: #7d1416
Secondary Color: #fcff00
Third Color: #ffc43a

[6] USAG ZAMA/NAF ATSUGI



JOHN O. ARNN ES

Primary Color: #2453a2
Secondary Color: #1d7c3a



ZAMA MHS

Primary Color: #000000
Secondary Color: #ffffff



SHIRLEY LANHAM ES

Primary Color: #ff0000
Secondary Color: #ffffff

[8] CFA YOKOSUKA



IKEGO ES

Primary Color: #92c23a
Secondary Color: #4b4d59
Third Color: #ffffff



SULLIVANS ES

Primary Color: #134be8
Secondary Color: #ffffff



YOKOSUKA MS

Primary Color: #055614
Secondary Color: #e89f11



KINNICK HS

Primary Color: #D43128
Secondary Color: #ffffff

[11] NAVY HOSPITAL GUAM



GUAM HS

Primary Color: #374a9a
Secondary Color: #eab649

[12] NAVAL BASE GUAM



GUAM ES/MS

Primary Color: #0a2f64
Secondary Color: #eab649

[13] CAMP MCTUREOS



BECHTEL ES

Primary Color: #2b6cb0
Secondary Color: #CC0000
Third Color: #ffffff

[7] YOKOTA AB



MENDEL ES

Primary Color: #eb1d24
Secondary Color: #010101



YOKOTA MS

Primary Color: #1f497d
Secondary Color: #ffffff



YOKOTA WEST ES

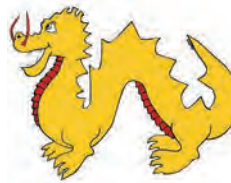
Primary Color: #4da6ff
Secondary Color: #ffffff



YOKOTA HS

Primary Color: #23408e
Secondary Color: #fcdcf0

[9] MISAWA AB



SOLLARS ES

Primary Color: #ff0000
Secondary Color: #fdcf0d



EDGREN MHS

Primary Color: #01440e
Secondary Color: #f4d62e
Third Color: #ffffff

[10] ANDERSON AFB



ANDERSON ES

Primary Color: #3757b1
Secondary Color: #feff01



ANDERSON MS

Primary Color: #120fd9
Secondary Color: #ffffff
Secondary Color: #000000

[14] CAMP KINSER



KINSER ES

Primary Color: #0B10B0
Secondary Color: #DFF011

[15] CAMP LESTER



LESTER MS

Primary Color: #632372
Secondary Color: #ffffff

[16] CAMP FOSTER



ZUKERAN MS

Primary Color: #96b3e7
Secondary Color: #81d973
Third Color: #ffcc00



KILLIN ES

Primary Color: #002c9a
Secondary Color: #00f807



KUBASAKI HS

Primary Color: #0f733e
Secondary Color: #ffffff

[17] KADENA AB



KADENA ES

Primary Color: #0000ff
Secondary Color: #ffffff



BOB HOPE PS

Primary Color: #ed0726
Secondary Color: #000000
Third Color: #ffffff



AMELIA EARHART IS

Primary Color: #cc0000
Secondary Color: #ffffff



RYUKYU MS

Primary Color: #3333ff
Secondary Color: #ffffff



KADENA MS

Primary Color: #0b10b0
Secondary Color: #dff011
Third Color: #ffffff



KADENA HS

Primary Color: #9f7a08
Secondary Color: #353535
Third Color: #000000





In-studio interview
DoDEA HQ Communications
Audiovisual Team

07 COMMUNICATIONS TEAM GUIDELINES

The following sections apply to:

- DoDEA Communications Division
- DoDEA school webmasters
- DoDEA social media admins
- DoDEA content creators & photographers

The DoDEA Communications Office initiates and manages DoDEA's communications and outreach efforts worldwide. The office coordinates press relations, internal information programs and communication with students, parents, teachers, school administrators and the public. The DoDEA communications team is located at headquarters and in the Americas, Europe and Pacific regions. The team consists of public affairs officers, web developers and managers, graphic artists, audiovisual professionals, and social media managers.

Content is collected to design, create, develop, and manage DoDEA multimedia products, campaigns, photography, websites, and social media channels. DoDEA's communication team, content creators, school webmasters and social media admins are required to utilize the entire brand guide and specific guidance in this section to better understand how to apply branding to content, photography, video, social media, and websites.

Questions related to topics in this section should be referred to online references noted within the sections, or by contacting DoDEA's Headquarters Communications Chief, or Deputy Chief.



In-the-field interview
DoDEA HQ Communications
Audiovisual Team

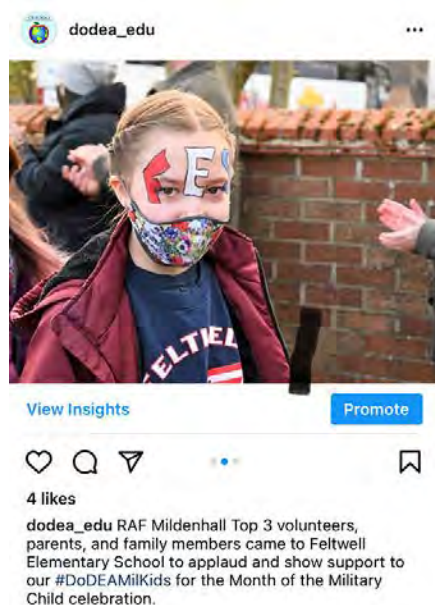
SOCIAL MEDIA 08 GUIDELINES

PURPOSE

This social media guidance has been created to assure that information disclosed by Department of Defense Education Activity (DoDEA) and its employees' is timely, accurate, comprehensive, authoritative and relevant to all aspects of the school system. DoDEA realizes that part of 21st century learning is adapting to the changing methods of communication and recognizes the value of teacher, employee and student inquiry, investigation and innovation when using new technology tools to enhance the educational experience. It is DoDEA's obligation to teach and promote responsible and safe use of these technologies with an understanding that teachers and students engaging, collaborating, learning and sharing in these digital environments is an important part of 21st century learning.



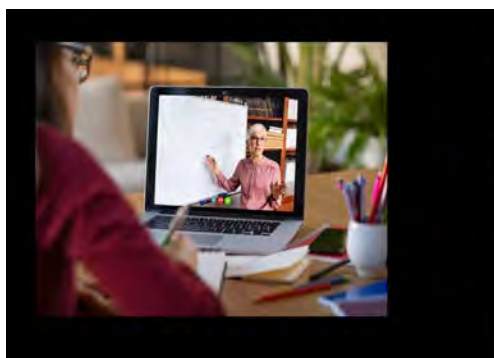
At DoDEA, teachers, students, staff and other school community members use social media (Twitter, Facebook, Instagram, blogs, etc.) as a way to connect with others, share educational resources, create educational content, enhance the classroom experience and network within and outside of the school community. While social media is a great tool for engagement it should always augment school websites by directing users to school websites for official notices and information. Schools should not rely solely on social media for communication.



SCOPE

This social media guidance applies to all DoDEA employees, teachers, students and auxiliary personnel. This guidance covers all social media and media platforms, social networks, blogs, photo sharing, wikis, online forums and video sharing.

While social networking is fun and valuable, there are some risks to keep in mind when using these tools. In the online world, the lines are often blurred between what is public or private, personal or professional. Social media refers to online tools and services that allow any internet user to create and publish content. Many of these sites use personal profiles where users post information about themselves.



DEFINITION

Social media is defined as any form of online publication or presence that allows interactive communication, including, but not limited to, social networks, blogs, internet websites, internet forums, and wikis. Examples of social media include, but are not limited to:

- Blogs (Blogger, WordPress, etc.)
- Wikis (Wikispaces, Google Sites, etc.)

- Social networking sites (Facebook, TikTok, Instagram, Twitter, etc.)
- Photo and video sharing sites (YouTube, Flickr, etc.)
- Podcasting and Vodcasting

1. SOCIAL MEDIA GUIDELINES

DoDEA social media guidelines will ensure that your actions reflect the core values (student centered, excellence, continuous improvement, diversity, individual, potential, lifelong learning, shared responsibility and trust) while exhibiting a level of professionalism that our community expects and deserves.

- a. **DoDEA COMMENT MODERATION GUIDANCE:** DoDEA reserves the right to hide or delete off-topic, vulgar or offensive comments. We do not permit comments selling products or promoting commercial ventures. Staff and students should adhere to the DoDEA Standards of Conduct when posting or commenting on social media.



- Posted comments and replies do not necessarily reflect the opinions or policies of DoDEA. All content and posts are bound by the individual platform's terms of service.

b. BRANDING AND GRAPHICS

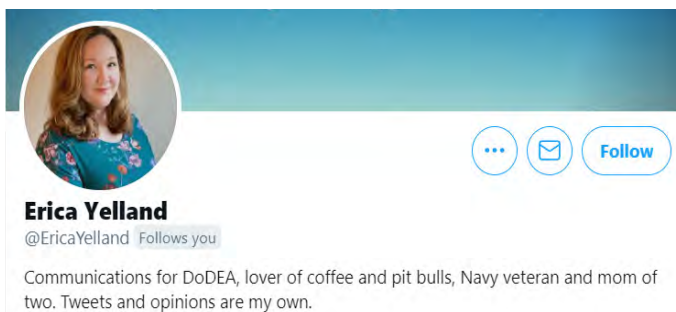
• Representing the DoDEA brand on social media



- When planning a post to social networks from an official DoDEA account, you are representing the DoDEA brand. Here are some simple guidelines to help put your best foot forward:
- Begin with “DoDEA” when creating a name for your Facebook page, Twitter account or other social media presences
- Where available, departments, schools and units should use their official schools logos and iconic images to build their profiles
- Please follow DoDEA policies and procedures regarding copyright, privacy and sharing of information.

c. DISCLAIMERS

- All DoDEA employees must include disclaimers within their personal blogs and social media in which they either identify themselves or are likely to be identified as affiliated with the district that the views are their own and do not necessarily reflect those of the school and organization. For example, “The views expressed on this site are my own and do not necessarily represent DoDEA positions, strategies or opinions.”



- Bear in mind that this standard disclaimer does not by itself exempt school employees from a special or personal responsibility when posting online.
- Where online media are open to content and participation (such as comments) from students and/or parents, teachers are encouraged to both carefully review and moderate such comments or disable their use.

- Respect brand, trademark, copyright information and/or images of the school.

2. EMPLOYEE GUIDELINES

Below are guidelines to follow when members of the school community (students, faculty, administrators and staff) are representing DoDEA in social media spaces, regardless of whether these are considered professional or personal spaces.

a. Use good judgment

- We expect good judgment in all situations. Behave in a way that will make you and others proud and reflect well on DoDEA, your school and/or your department.
- Know and follow the Department of Defense Office of Inspector General’s [Social Media User Agreement](#).

b. Be respectful

- Always treat others in a respectful, positive and considerate manner.

c. Be responsible and ethical

- Because you represent DoDEA and your school community, please only discuss those school-related matters that are within your area of responsibility.
- Adults should be open about their affiliation with the school and the role/position they hold.



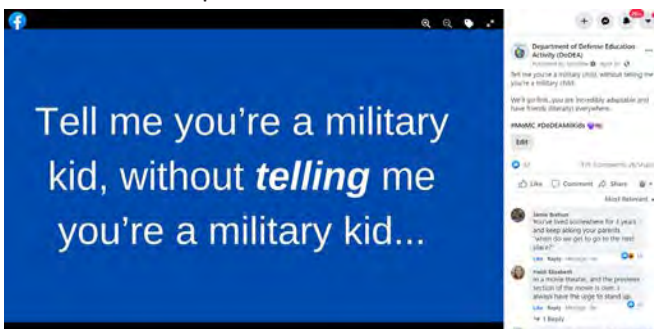
- If you are an employee thinking about interacting with a student, consider a more formal mode of communication. DoDEA employees are restricted from friending, following or interacting with

students on their social media sites. In certain instances, a DoDEA employee can block a student so that the student would not be able to view personal social media sites. Share and interact in a way that will enhance your reputation, the reputation of your school and overall DoDEA community, rather than damage them.

- Remember that everything is public. There's no such thing as a private or temporary social media post. Search engines can turn up your posts years later and screen captures live forever. Don't post something today that may haunt you later.

d. Be a good listener

- Keep in mind that one of the biggest benefits of social media is that it gives others another way to talk to you, ask questions directly and share feedback. Responding to inquires via direct messages, comments on posts and posts to your wall in a timely manner develops authentic relationships and builds a reliable brand.



- Being responsive to others when conversing online by providing answers, thanking people for their comments and asking for further feedback helps grow the engagement of your social media posts and reach a larger audience.

e. Be accurate and appropriate

- Check all work for accuracy and correct use of grammar and spelling before posting.



- A significant part of interaction involves passing on interesting content or sharing links to helpful resources. However, never blindly repost a link without looking at the content first.

And if you don't get it right...

- Be sure to correct any mistake you make immediately, and make it clear what you've done to fix the mistake.
- If it's a major mistake (e.g., exposing private information or reporting confidential information), please let your supervisor know immediately so the school can take the proper steps to help minimize the impact it may have.

f. Respect private and personal information

- Do not publish, post or release information that is considered confidential or private. Online "conversations" are never private.
- To ensure your safety, be careful about the type and amount of personal information you provide.
- Avoid talking about personal schedules or situations.
- Never share or transmit personal information of students, parents, faculty, staff or colleagues online.
- Generally use only first names of students. There may be special circumstances where a student is widely known for a particular achievement, in which case the use of the full name may be appropriate. If there is any doubt, use only first names or ask DoDEA communications office for guidance.



View Insights

Promote



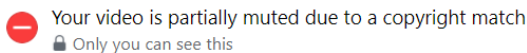
13 likes

dodea_edu Taylor from E.A. White Elementary wrote a compelling letter advocating to be principal for a day! Dr. Carver served as her assistant and together they completed walk throughs in each grade level to ensure the school is running smoothly!
#FutureLeader #DoDEAinAction

- Always respect the privacy of school community members.
- Post images with care
- For security reasons, be careful to not photograph anyone with their DoD or school identification badge.
- Do not post photos of students who are on the opt-out list.

g. Copyright and Fair Use

- Respect copyright and fair use guidelines.



Your video is partially muted due to a copyright match
Only you can see this

- Be sure not to plagiarize and to give credit where it is due. If you are re-posting photos, videos, poems, music, text, artwork or other copyrightable material, take the extra step of identifying the creator of the materials to the extent reasonably possible.
- Be aware that photographs taken by professional photographers cannot be scanned and used on the

internet without the photographer's permission – even if they are photos of you and for which you paid. Most photographers will charge a little extra for “digital rights” to photos.



View Insights

Promote



7 likes

dodea_edu #PurpleUpDoDEA! We are excited to see our #DoDEAMilKids, teachers and staff showing their support for military-connected students. #MoMC

3. STUDENT GUIDELINES

Due to the wealth of social media tools available to students, student products and documents have the potential to reach audiences far beyond the classroom. This translates into a greater level of responsibility and accountability for everyone. Also understand that as a DoDEA student you represent the school system and your school even when you are not posting to social media sites during class time, and that you should follow these guidelines anytime you post material that could identify you or your relationship to the school.



Below are guidelines DoDEA students should adhere to when using social media tools in the classroom, or

in any way related to classroom or school activities:

- a. Be aware of what you post online – social media tools are very public. What you contribute leaves a digital footprint for all to see. Do not post anything you wouldn't want friends, enemies, parents, teachers, colleges and universities or a future employer to see. Search engines can turn up your posts years later and screen captures live forever.
- b. Follow the school's code of conduct when writing online. It is acceptable to disagree with someone else's opinions, however, do it in a respectful way. Make sure that criticism is constructive and not hurtful. What is inappropriate in the classroom is inappropriate online.
- c. Be safe online. Never give out personal information, including, but not limited to, last names, phone numbers, addresses, exact birthdates and pictures. Do not share your password with anyone other than your teachers and parents.
- d. Linking to other websites to support your thoughts and ideas is allowed. However, be sure to read the entire article prior to linking to ensure that all information is appropriate for a school setting.
- e. Do not use other people's work without their permission. Be aware that it is a violation of copyright law to copy and paste someone else's thoughts. It is good practice to hyperlink to your sources.
- f. Be aware that pictures, videos, songs and audio clips may also be protected under copyright laws. Verify you have permission to use the images, videos, songs or other clips.
- g. How you represent yourself online is an extension of yourself. Do not misrepresent yourself by using someone else's identity.
- h. Follow writing conventions including proper grammar, capitalization and punctuation. If you edit someone else's work be sure it is in the spirit of improving the writing.
- i. If you run across inappropriate material that makes you feel uncomfortable, or is not respectful, tell your teacher right away.
- j. Cyberbullying will not be tolerated. Any incidence of cyberbullying should be reported to the school principal immediately. All cyberbullying incidents are to be taken seriously.
- k. Students who do not abide by these terms and conditions may lose their opportunity to take part in the project and/or access to future use of online tools.

4. PARENT GUIDELINES

Classroom blogs and other social media are powerful tools that open up communication between students, parents and teachers. This kind of communication and collaboration can have a huge impact on learning. DoDEA encourages parents to participate in such projects when appropriate, but requests that parents act responsibly and respectfully at all times, understanding that their conduct not only reflects on the school community, but will be a model for our students as well. Parents should adhere to the following guidelines:



- a. Parents should expect communication from teachers prior to their child's involvement in any project using online social media applications, i.e., blogs, social media, podcast, discussion forums, etc.
- b. Parents will not use classroom social media sites for any illegal activity, including violation of data privacy laws.
- c. Parents are highly encouraged to read and/or participate in social media projects.
- d. Parents should not distribute any information that might be deemed personal about other students participating in the social media project.
- e. Parents should not upload or include any information that does not also meet the student guidelines above.

SMS SITE REGISTRATION

School Webmasters must remember that per DoD Guidance, ALL Social Media Sites (SMS) and accounts are required to be registered and approved. If you have SMS accounts that are not on the DoD list, please make it a priority to add them; also alert your respective Region PAOs to the existence of these sites for their awareness. To register visit <https://www.defense.gov/Resources/Register-a-Site/>

SELF-RECORDING VIDEO & TAKING "SELFIES"

When creating effective self-recorded videos the framing, audio, lighting and editing tips below will help create a higher-quality finished product. Some of these same tips also help when using a cellphone to take "selfie" photos.



YES! You can take your own PROFESSIONAL-LOOKING SELF PORTRAIT!

1 Use the computer's camera...

*Dress professionally,
and look into camera.*



2

or, take
a selfie
with your
cell phone!

*Make sure that the light
is in front of you.*



*You look great!
Now use the
same photo on
all of your
social media!*



3

or, ask
someone
to take your
photo...

AUDIOVISUAL GUIDELINES 09

DEPARTMENT OF DEFENSE VISUAL INFORMATION GUIDE

DoD Instruction 5040.02, Visual Information, is the flagship document of the Department of Defense Visual Information program. This document governs all VI-related Visual Information activities of Public Affairs, Combat Camera and other VI-related functions of the Department of Defense. <https://www.dimoc.mil/References/DoD-Instruction-504002/>

Additionally, DoDI 5040.02:

- Establishes policy, responsibilities and procedures for managing DoD VI records, resources and activities.
- Establishes prohibited alteration policy to ensure the absolute credibility of official DoD imagery in and outside the DoD.
- Authorizes the Joint Combat Camera (COMCAM) Program, the DoD Joint Combat Camera Planning Group (JCCPG), and the Defense VI Steering Committee (DVISC).
- Authorizes the establishment of the Defense VI (DVI) Directorate and the Defense Imagery Management Operations Center (DIMOC).
- Prescribes procedures for the use of the VI Professional Identifier (Vision ID) and the Defense Visual Information Activity Number (DVIAN).

WHO NEEDS TO BE FAMILIAR WITH IT?

All DoD and U.S. Coast Guard personnel (military, civilian and contractor) who create, produce, edit, submit and release official Visual Information.

DEPARTMENT OF DEFENSE VISUAL STYLE GUIDE

Department of Defense, publishes an online DoD Visual Information Style Guide (VISG) which is followed by DoDEA's Audiovisual Communications team. Answers to questions related to creating approved audio visual information can be found online in the DoD Visual Style Guide: <https://www.dimoc.mil/VI-Training/DoD-VI-Style-Guide/>

DODEA VISUAL BRANDING TIPS

Brand awareness is important when creating and sharing DoDEA videos. Follow brand requirements found in this brand guide for logo use, fonts, color and ensure privacy by avoiding disclosure of personal information by showing ID's and other protected data. Below are a few guidelines to follow in order to make DoDEA a widely recognized name and organization.

AUDIO LEVELS

Ensure peak audio levels do not exceed 0 dB.

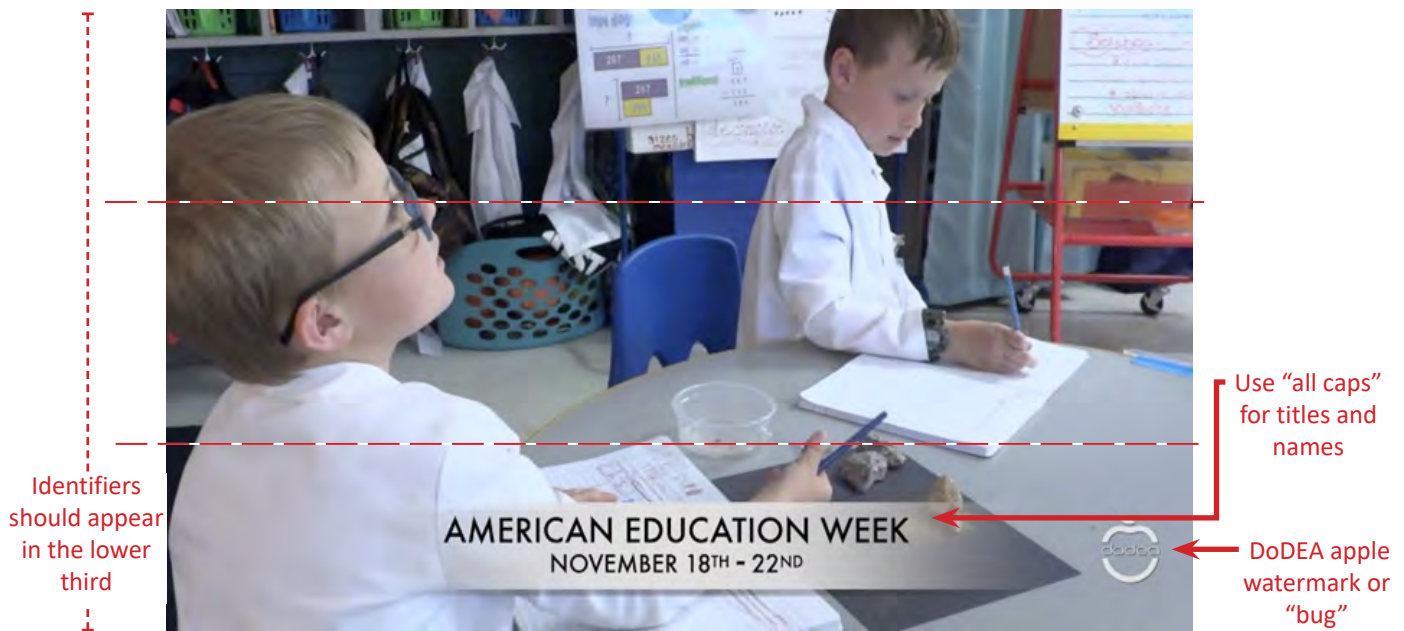
CAPTIONS & TRANSCRIPTIONS

All videos must have corresponding transcriptions or captions for distribution.

FORMATTING

DoDEA videos should be formatted to fit the 1920 x 1080 frame size, unless produced for a specific platform that utilizes a different format.

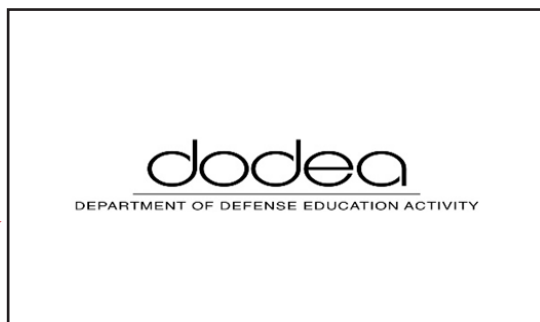
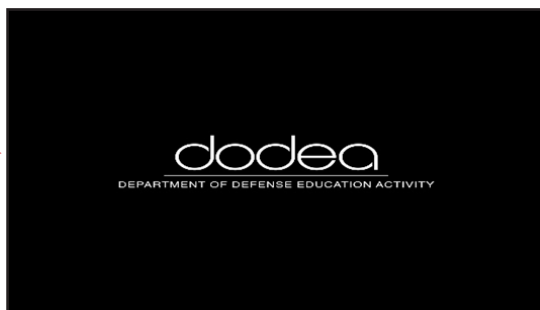
Rule of Thirds



MOTION GRAPHIC LOGO BUMPERS

When creating a video, be sure to add at least one DoDEA motion graphic logo bumper either at the beginning or at the end of the video, to ensure the audience knows who it was produced by. Standard practice is to also add a DoDEA motion graphic logo bumper at the end closing out the video.

DoDEA motion graphic bumper options - light logo on dark background/ dark logo on light background (see logo rules in section 2 of this guide)



NAMES

When identifying students with on screen graphics, only use first names. When identifying employees, use both first and last names.

PUBLIC SERVICE ANNOUNCEMENTS (PSA'S) FOR BROADCAST

When producing PSA's for broadcast distribution, AFN for example, some DoDEA identifier should be visible. This can be in the form of text on screen, our standard logo or our standard DoDEA apple watermark or "bug" in the corner of the PSA.

TEXT, FONTS

When using text on screen, use only capital letters for all titles and lower-third identifiers. San Serif fonts are preferred with the Avenir fonts are the default.

TITLE SAFE AREA

Ensure all on screen graphics are within the title safe area when producing for broadcast television.

VIDEO MEDIA RELEASES

Remember when scheduling a video shoot at DoDEA schools or agency location is to check with school administrators to verify if there are signed media release forms for the students and staff that will appear in the video.

Following these simple guidelines will ensure consistency throughout DoDEA video products and enhance our overall brand recognition.

PHOTOGRAPHY 10 GUIDELINES

PHOTOGRAPHY GUIDELINES

DoDEA's community is a diverse representation of all branches of the armed forces, military-connected students and their families, and DoDEA employee's and contractors. As a global federal school system, our goal is to visually represent our entire community in the visual graphics used to create multi-media products and collateral.

Some general rules to remember when photographing students, and staff include picking visuals that represent diversity and avoid exposing personally identifiable information (PII) that should not be shared. It is our policy to keep media consents on file with a list of students and employees who do not consent to being in photos or videos. Always be sure to verify if the photographs you are using are approved for use. Prior to a photo or video shoot at the school level, ask the school in advance for a list identifying students without media releases. When entering a classroom, show the list to the teacher to verify which students or staff should not be captured on camera. Best practice for planned visits to schools would be to ask for the principal, vice-principal or designated person to accompany the audiovisual team around the campus while working.

Personally, Identifiable Information (PII) is not authorized in photos of DoDEA students, staff or families to include but not limited to:

- Identification badges (ID's)
- Last names
- Geo data
- Control names or numbers on government equipment

Do not use photos of students who do not have a media consent forms authorizing use of pictures or video of students (school administration is required to keep a list identifying students without media consents)

RULE OF THIRDS



Imagine through the lens that your image is divided into 9 equal parts by 4 intersecting lines. The theory is that if you place points of interest in the intersections or along the lines that your photo becomes more balanced

and will enable a viewer of the image to interact with it more naturally. Studies have shown that when viewing images that people’s eyes usually go to one of the intersection points most naturally rather than the center of the shot – using the rule of thirds works with this natural way of viewing an image rather than working against it. <https://digital-photography-school.com/rule-of-thirds/>

LEADING LINES



Leading lines refers to a technique of composition where the viewer of your photos attention is drawn to lines that lead to the main subject of the image. They are the key compositional element that carries our eye through the photograph. They can be used to tell a story, to place emphasis, and to draw a connection between two objects. <https://digital-photography-school.com/how-to-use-leading-lines-for-better-compositions/>

FRAMING



Framing is the technique of drawing attention to the subject of your image by blocking other parts of the image with something in the scene. The benefits of framing pictures include:

- Giving the photo context
- Giving images a sense of depth and layers

- Leading the eye towards your main focal point
- Intriguing your viewer

<https://digital-photography-school.com/framing-your-shots-photography-composition-technique/>

LANDSCAPE VS. PORTRAIT

Capture photos in a landscape or wide format.

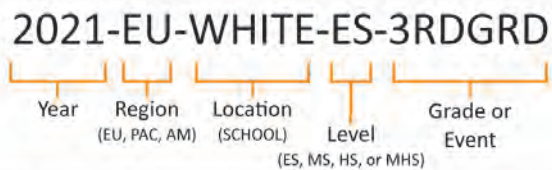


Capture photos in a landscape or wide format when elements are spread out over a horizontal area like a classroom or assembly full of students. Use a portrait format when photographic elements are arranged vertically.

FILE STORAGE AND NAMING CONVENTION

All DoDEA images must be titled and captioned. To create a consistent archive of DoDEA photos and to assist in searchability, label each file with the year, and abbreviated contents in the file name as seen below. This practice accurately distinguishes images for use throughout DoDEA and helps to archive older images.

File naming for school photos example (no underscores or spaces):



File naming for non-school photos example (no underscores or spaces):



The format in the school example above gives year, location (in this case region), school and grade level. The non-school example models how to label photos taken at conferences, trainings, and events. When saving files for the web, do not use dashes, periods, or spaces. Only use the underscore in file names for web applications.

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WEBSITE
GUIDELINES

DODEA WEB CONTENT GUIDE

Per DoDEA Manual 8550.01 3.2.c, DoDEA Web Publishing Guide, (<https://www.dodea.edu/Offices/PolicyAndLegislation/upload/DoDEA-Manual-8170-01-CH-1-31-Aug-2020.pdf>):

"All DoDEA public websites will be built and managed within the DoDEA WCMS. This currently includes the DoDEA Headquarters, area, district, community, and school websites. This includes any websites that are meant to share public information, including resources, with parents, legal guardians, and sponsors, employees (including school staff), and students. Teacher websites/pages are governed by DoDEA's Education Division and are not managed in the WCMS."

Managing content in this centralized resource ensures visual and brand continuity, and ensures content is kept up-to-date.

ACCESSIBILITY

Accessible websites aim to reduce barriers that prevent people with disabilities from accomplishing tasks. All visitors should be able to perceive, understand, navigate, and interact with the website.

ACRONYMS

Use all caps for acronyms. Exception: Use DoDEA vs DODEA. For first reference on a page or document, spell out the words Department of Defense Education Activity (DoDEA), with the acronym in parentheses.

ADDRESSES

Editors that maintain school subsites can modify the address of their school by editing the principal contact information tab. Include the ZIP+4 ZIP Code (five digits, a hyphen, and four digits).

ALERTS

School alerts display at the top of each of your pages. They are intended for critical alerts (i.e., school closings) that must be shared with your audience.

ALTERNATIVE TEXT

Editors must provide alternative text for images, videos, and all other non-text elements. Do not use all caps in alt text unless referencing an acronym.

CALENDARS

School calendars need to be current. The calendar for the next school year should be posted prior to summer break.

CONTACT INFORMATION

Editors that maintain school subsites can modify general contact information for their school by editing the principal contact information tab.

CONTACTS

School webmasters can add school staff contacts (i.e., school nurse, registrar) to their pages via the contacts tab on the webadmin page. Detailed instructions are accessible from this page.

DATES

Always capitalize months. Use the full four-digit year.

FORMS (DATA COLLECTION INSTRUMENTS)

The DoDEA Forms Management Office must approve all forms. Approved forms will display the OMB approval/collection number, i.e., 0704-0795, and the Privacy Act Statement or Advisories. Locally created collection instruments are not authorized to collect information from sponsors, parents/legal guardians, medical providers, and others outside of DoDEA, i.e., the public. Requests to publish new and updated collection instruments must go to HQ-Forms@dodea.edu

LINK TEXT

The meaning of link text should be clear without the text around it. Do not use click here, here or learn more when possible. Instead use: For more information, see the [Proposed Dress Code Policy](#).

LISTS

Bullet points can help key information stand out. They support scanning and feature related items. See punctuation.

NAMES

For personal names, use full names on first reference. On second reference, follow AP style and use last name. For state names, spell out fully, such as New York. Spell out the name of the state when used with a city. For example, Peachtree City, Georgia.

IMAGE FORMATS

Using the correct format can improve website performance, enhancing user experience. Never use BMP or TIFF.

JPG: Use for photos, announcements, features, promotions.

PNG: Use when a transparent background is needed.

IMAGE PROPERTIES

When adding images to the WCMS, include a descriptive title, alt text (describe what is depicted),

choose a category, and add a comma delimited list of keywords to classify the content. Custom image properties allow you to select topics, audience and region based on taxonomy. If the image needs an update, the WCMS allows you to upload a new version. Locate the first image in the WCMS and select more options. The file extensions must match.

IMAGE USE AND OPTIMIZATION

Prior to adding an image, make sure it meets specifications for where it will be used. Avoid using images of text or graphics with text. If text is used in the image, add it in the alt text for that image. Aim to keep file size below 1MB.

NAVIGATION

The global navigation is the main pathway for moving around DoDEA.edu. It appears on all pages except select landing pages. It includes the global header and the global footer.

The primary navigation provides access to primary and secondary-level DoDEA.edu content. Each primary navigation category has a drop-down menu with access to related content.

Breadcrumb navigation is a secondary navigation aid that helps users understand where they are located within the hierarchy of the website.

Button navigation is used on school subsite homepages to highlight key areas of focus for the primary audiences (parents and students).

Tabbed navigation, featured on DoDEA.edu subpages underneath the breadcrumb navigation, helps users access topic related pages within a section.

Tree navigation is used on school subsites to provide access to subpages and is featured in the left side of webpages when viewing on a desktop computer.

NUMBERS

Spell out numbers one through nine. Use numerals for other numbers. Spell out first to ninth and use 10th or higher with numerals. For large numbers, use a numeral and a word. For example, 1.2 billion people. For titles, headings, or interface labels, use numerals instead of spelling out numbers. For example, 5 ways to improve your productivity.

	School subsite homepages	HQ, Region or District homepages	DoDEA.edu subpages (all)
Activities Thumbnail	200px x 200px	N/A	N/A
Announcement Slider	800px x 500px	800px x 500px	N/A
Banner	N/A	N/A	1200px x 630px
Feature	660px x 428px	1500px x 575px	N/A
Leadership (i.e., Principal)	300px x 300px	300px x 300px	300px x 300px
Promotion	300px x 165px	N/A	N/A
Thumbnail (og:image)	600px x 600px	600px x 600px	600px x 600px

PERSONALLY IDENTIFIABLE INFORMATION (PII)

Do not post personally identifiable information. Examples of PII include Social Security Number (SSN), driver's license numbers, date of birth, place of birth, mother's maiden name, and more.

PERCENTAGES

Spell out percent. Exceptions: Use percent sign (%) for headings, subheadings, interface labels, captions, or tables.

PHONE NUMBERS

DSN: (314)XXX-XXXX

Add the prefix in brackets for the local area followed by the seven-digit number.

CIV: XX (0) XXXX-XX-XXXX

Add the local area code followed by the 0 in brackets and then the rest of the number.

FAX: Same in either form as noted above.

PLAIN LANGUAGE

Plain language is easy to read and understand. Use short words where possible. Avoid long sentences.

PUNCTUATION

- Ampersands: Use "and" instead of an ampersand unless it is part of an official title or organization name.
- Bulleted lists: Capitalize the first word of each bullet. Don't use a semicolon after each bulleted item. Only use a period at the end of a bullet if it is a complete sentence. If the bullets are fragments, don't use periods.
- Ordered lists: Use numbered lists when the items should occur in a specific order, like steps in a process, or when keeping a count is needed (i.e., a top 10 list).

- Slashes: Avoid using the slash / symbol. Use words or commas instead.
- Spaces: Sentences should only be separated by a single space. Never use two or more spaces.

PROOFREAD

Spell-check and proofread content for errors prior to adding it to the WCMS. Read the copy, and ask others to do so, if possible.

RICH TEXT EDITOR (RTE)

Authors can add content into the WCMS by using copy and paste functionality. If copying content from a Word document, paste content as plain text. Paragraph text is aligned left by default and formatted as normal. Don't use bold text for a subheading. The first subheading should be Heading 2.

REGISTERED URLS

When adding a registered URL to the WCMS, include a title, description (a summary of the external page content), choose a category, and add a comma delimited list of keywords to classify the content. Custom properties allow you to select topics, audience and region based on taxonomy. Add a thumbnail image if needed.

SUPPORT

To share feedback about the website, please [contact DoDEA's Webmaster](#).

TIME AND DATES

Time: 8 a.m. or 8:30 a.m. Use noon, midnight, 8 a.m.-4 p.m. Military time is not used.

Dates: Do not use st, rd, nd or th with dates featured on website. If a month is used with a date, abbreviate the month as follows: Jan., Feb., Aug., Sept., Oct., Nov., and Dec. All other months will be spelled out.

TYPOGRAPHY

Headings: Use headings to define a nested structure content hierarchy. The page title or H1 tag clearly describes what a page is about (topic) and is created automatically for each page. In the Rich Text Editor (RTE), users can structure their content by formatting sections using subheadings (H2-H4). H2 subheadings break the topic down in key sections. H3 subheadings provide more detail about each H2.

Text areas: All body text is left-aligned and has an effective size of 16px.

UPLOADED DOCUMENTS

Prior to adding a file to the WCMS, check that it has the proper meta data. For a PDF, you can add a title, author, subject (description), and keywords. Acrobat Pro DC includes an accessibility checker. When you add the file to the WCMS, include a title, description (a summary of the file contents), choose a category, and add a comma delimited list of keywords to classify the document. Custom properties allow you to select topics, audience and region based on taxonomy. Add a thumbnail image if needed. If the file needs an update, the WCMS allows you to upload a new version. Locate the original file in the WCMS and select metadata and security. The file extensions must match.

URLS AND FILENAMES

Use dashes to separate words. For filenames, omit articles (a/an/the), use lowercase, do not use underscores, do not use spaces, or words like final.

VIDEOS (YOUTUBE)

The WCMS allows editors to import videos from YouTube for display on DoDEA.edu. A region must be selected as part of the import process. Videos should not be added outside of this element.

DODEA MANUAL 8170.01

DODEA WEB PUBLISHING GUIDE

For a deeper understanding of DoDEA web-related topics, the DoDEA Web Publishing Guide is updated, maintained and available online. This document clarifies existing laws or already established policy, and describes the steps to accomplish specific actions in accordance with the references contained within. The published issuance delineates the standard operating procedures related to the operation and maintenance of official DoDEA public-facing websites and other related services in support of the DoDEA Mission.

<https://www.dodea.edu/Offices/PolicyAndLegislation/upload/DoDEA-Manual-8170-01-CH-1-31-Aug-2020.pdf>



75 years of dedication to the Mission -
Educate, engage, and empower military-connected
students to succeed in a dynamic world.



DoDEA BRAND GUIDE 2022

DEPARTMENT OF DEFENSE EDUCATION ACTIVITY



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