Series 1000 – COMMUNITY RELATIONS   **Policy 1111**

Logo Use

Internal Use

Logo use on official Solano County Office of Education (SCOE) letterhead, fax cover sheets, business cards, and other publications shall follow the specifications below. Please contact the Printing Department for current cost rates.

1. Adoption of logo and beginning of usage: February 2002.

2. Logo formats available: TIF, JPG and GIF (only for authorized personnel)

3. Logo can be used in proportional dimensions only.

4. Logo should appear at the top of the document. Individual program logos are, generally, not permitted. Any exceptions to this practice must be approved by Cabinet. A SCOE program may place its name under SCOE's logo as in the example below.
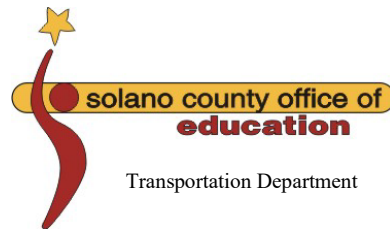
If the department generating the document is permitted to display a logo in the material, the departmental logo should be placed below and in smaller proportion to the SCOE logo. If design issues require a different layout, it must be approved by Cabinet.

5. Logo can represent in shades of Black and White and original pantone colors only — Pantone Uncoated Yellow 142 and Maroon 201.

6. Marketing Materials: Official SCOE logo must be included on any SCOE sponsored printed program or event materials. Prior authorization is required from the members of Cabinet by submitting a sample of the printed materials showing how the logo will be used.

   a. Letterhead (LH)

   (I) Official two-color SCOE letterhead may be customized with program name and information at the site level or by the SCOE print shop. Information will be printed with the following specifications:

   - Font: Arial 12pt

   - Color: Black

   - Placement: Upper left hand corner *(see template on shared drive)*

   Letterhead with the SCOE two-color logo may be ordered by filling out a Duplicating Request Form and submitting it to the SCOE Printing Department.

   (II) Second Sheet two-color letterhead may be used as a subsequent page(s) to official letterhead and/or other purposes. *(see template on shared drive)* If adopting prominent program logo letterhead, it must be approved by the Department Supervisor or Division Head and customized at the site level. This can be used for internal or external purposes.

(III) Black and white SCOE letterhead may be used for internal purposes to conserve color LH and can be reproduced at site level. A word template is available in a public folder named "All Staff Templates" on the SCOE server shared drive.

b. Fax Cover letter

(I) Black and white SCOE fax cover letter template is available on the SCOE server shared drive, in the public folder named "All Staff Templates."

c. Business Cards

(I) Business Cards with the SCOE two-color logo may be ordered by contacting the SCOE Printing Department.

1. Employee information will be printed in black.

d. Envelopes

(I) Envelopes may be ordered by filling out a Duplicating Request Form and submitting it to the Printing Department.

Below is the official SCOE logo:

External Use

The official SCOE logo may be used on printed materials by an individual, group, or organization when SCOE is co-sponsoring a program or event. Prior authorization by the Cabinet is required, and a sample of the size, color, and placement of the logo must be submitted in advance for review. Logo use on external documents shall follow the specifications below.

1. Logo can be used in proportional dimensions only.

2. Logo can represent in shades of Black and White and original pantone colors only — Pantone Uncoated Yellow 142 and Maroon 201.