

AGENCY POLICY

Office of Superintendent of Public Instruction

POLICY TITLE	Agency Brand Use		
NUMBER	CM-006	EFFECTIVE	April 5, 2021
APPLIES TO	OSPI Employees and Contractors	CONTACT	Communications Office

[Original Effective Date: new]

PURPOSE

The strength of the image and reputation of the Office of Superintendent of Public Instruction (OSPI) has been building since 1889. Consistent, coordinated messages and images with a strong visual identity (the OSPI “brand”) will draw on that strong foundation to promote OSPI to our stakeholders, strengthen the agency’s credibility, and enhance the value of OSPI’s communications. To that end, this policy governs the allowable uses of OSPI’s brand.

SCOPE

This policy applies to all OSPI employees and contractors, and to public stakeholders and third parties who request permission from OSPI to use OSPI’s brand.

DEFINITIONS

Brand	The components that make up OSPI’s brand. This includes our agency logomark and logotype, our brand colors, our brand voice, logo alternatives.
Brand Colors	OSPI’s brand colors are the five main colors (and twelve secondary colors) that make up the OSPI color palette. Learn more about OSPI’s brand colors in the OSPI Brand Guidelines .
Co-Branding	Documents and materials that are branded with OSPI’s logo as well as the logos of other agencies and organizations.
Director of Communications	The head of OSPI’s Communications Office, or designee.



Logo	The OSPI logo is the logomark (icon) and logotype (text) that make up the primary OSPI logo. Alternatives to the primary OSPI logo include the acronym logo, the “established 1889” logo, and the seal logo.
Secondary Logos	Logos created to represent the work of programs or departments that operate in conjunction with external entities, such as other state agencies or tribal governments.

RESPONSIBILITIES

Communications Office

The OSPI Communications Office is responsible for updating, maintaining, monitoring, and enforcing the agency’s brand and the Brand Use Policy. The Communications Office is responsible for approving or denying requests to use the agency brand, including logos and brand colors. The Communications Office also approves or denies requests to develop co-branded or secondary logos and branding and will provide rationale, in writing, for decisions made based on the processes outlined in this policy.

OSPI Staff

OSPI staff are responsible for knowing and adhering to the Brand Use Policy. Staff must adhere to OSPI’s Brand Guidelines in all external-facing communications, those both in print and electronic form, and must follow records retention schedules for all documents and materials created.

POLICY

Using the OSPI Brand

The primary OSPI logo, alternative OSPI logos, and the OSPI schoolhouse seal logo (no longer in use) are all proprietary and may not be used, reproduced, displayed, advertised, or published without the prior written consent of the Director of Communications.

Requests for use of the OSPI logo by a third party shall be made to the Director of Communications following the procedure established by the Communications Office. If the request is approved, the third party shall follow the requirements for logo display set forth in the Brand Guidelines. The Director of Communications has the right to revoke authorization of use at any time, for any reason.



Acceptable Uses of the OSPI Brand

Templates

All external-facing communication materials created by OSPI staff, including PowerPoints, one-pagers, frequently asked questions (FAQ) documents, e-newsletters, reports, bulletins, guidance documents, business cards, and other publications must use templates created and maintained by the Communications Office. The Communications Office must approve of the use of materials that do not adhere to agency templates.

Marketing Materials

So long as it is an allowable use of their funding source, staff may choose to purchase marketing materials (pens, lanyards, notepads, water bottles, etc.) branded with the OSPI logo and/or OSPI brand colors. Before a purchase of marketing materials is complete, staff must receive approval of the design from the Communications Office. Staff should strive to purchase marketing materials from vendors who are on a [Department of Enterprise Services master contract](#).

Apparel

Using their own personal funds, staff may purchase apparel with OSPI branding from approved vendors. Vendors shall be selected by the OSPI Style & Brand Committee using the modified bid and agreement process identified in this policy. In most cases, state and federal funds may not be used to purchase OSPI branded apparel.

Modified Bid Process and Agreement

Since the vendor will not be entering into a contract for services with the state, but rather is paid by individual employees, a formal competitive bid process is not required. Nevertheless, in order to avoid any claims of unfairness or favoritism from other service providers, the following steps shall be documented by the OSPI Style & Brand Committee:

- Establish written criteria upon which vendors will be evaluated (e.g., experience, cost).
- Contact multiple providers, if available, and ask them to provide information about their products and experience.
- Designate a minimum of three employees who have no conflict of interest or appearance of unfairness to evaluate the proposals received, in light of the established criteria, and select the best proposal based on the established evaluation criteria.
- All emails or other writings related to this process should be preserved by the Communications Office to document the process used in accordance with OSPI's records retention schedules and policies.



Promotion of Apparel Options

Caution must be used when promoting a private commercial vendor providing staff the opportunity to purchase apparel products. Limited use of OSPI email, the intranet, and other resources may be used to share information about products available and the ordering process. Any writings should be preserved to document the process used, in accordance with OSPI's record retention schedules and policies. The State Ethics Act prohibits state officers or employees from using state resources for private or personal business gain.

Ordering Branded Apparel

Staff may only purchase apparel with the OSPI branding from vendors approved by the OSPI Style & Brand Committee. To order, staff shall follow the procedure adopted by the Communications Office.

Wearing Branded Apparel

While wearing apparel branded with OSPI's logo, employees are considered a representative of the agency – whether they are on or off the clock. It is important for employees to ensure their behavior and any public statements they make are professional and reflective of OSPI's brand.

Prohibited Uses of the OSPI Brand

Endorsements

Neither the name of the agency or the agency's brand, including logos and brand colors, may be used in any manner that states or implies endorsement of a commercial product or service, is misleading, gives a false impression of the agency, or could cause confusion about the agency's relationship with any person or entity. Statements that the agency is a purchaser or user of a product, service, or program are permitted if true.

General Prohibitions

Neither the name of the agency nor the agency's brand may be used in any manner that could adversely affect the agency's image or standing or would otherwise be inappropriate for a state governmental agency. Such uses include, but are not limited to, the use of the OSPI brand in connection with alcoholic beverages, tobacco or marijuana products, sexually oriented products or services, religious products, political parties or organizations, gaming or gambling, and firearms, outside of an educational context.

Violations

If a violation of this policy is identified, the Communications Office will work to determine the necessary corrective action, if any. With respect to all violations of this policy, OSPI reserves the right to seek appropriate remedies under federal or state law.



Exemptions

Persons or entities may request an exemption to the Communications Office for consideration.

Secondary Logos & Co-Branding

Secondary Logos

A small number of programs and departments at OSPI operate in conjunction with external entities, such as other state agencies or tribal governments. These programs or departments may be granted use of a secondary logo if their request meets the eligibility requirements set forth in this policy and is approved by the Communications Office.

This does not include graphics or icons created for use in presentations or documents, and those should not be adapted and used as secondary logos.

Requests for the usage of a secondary logo may be submitted to the Communications Office and may only be approved by the Director of Communications. Any program, department, or division applying for a secondary logo must make a compelling argument that goes beyond funding sources. Before applying for a secondary logo, the unit should consider the following questions:

- Which entity is better known: OSPI or your program/department/division?
- Would using the OSPI logo substantially hinder your communication goals?
- Does using the OSPI logo violate laws, contractual agreements, or regulations imposed by an external entity?
- Do you have adequate resources to market and promote your program, department, or division on your own?

Eligibility Requirements

To receive a secondary logo exemption, the following eligibility requirements must be met:

- The program or department must operate in conjunction with one or more external entities, such as other state agencies or tribal governments. For an external entity to qualify, the entity must have some control or persuasion over the operations of the program or department.
- The program or department must explain why the use of a custom logo or mark will benefit their program objectives.



Secondary Logo Usage Guidelines

- Approved secondary logos and branding may be employed only by those groups that meet requirements and have received approval from the Communications Office.
- Approved secondary logos and branding may be used for marketing, communications, training, and promotional purposes.
- Approved secondary logos and branding may be used on agency templates, webpages, and other materials with design creation or approval by the Communications Office.
- In all other aspects, approved secondary logos and branding must follow the same usage guidelines as the OSPI branding.
- Staff should strive to use the OSPI logo along with their secondary logo as often as possible.

Co-Branding

There are times when OSPI produces materials (letters, presentations, reports, etc.) in partnership with other agencies or organizations. In these situations, it is allowable for staff to produce materials that are not on OSPI's templates or in OSPI's brand colors. However, staff shall strive for visual consistency across the materials and follow the Brand Guidelines for properly using the OSPI logo. In addition to following all standard internal approval requirements, staff shall receive approval of the co-branding from their Cabinet member, as well as approval of the final designed materials from the Communications Office.

Graphic Identifiers for Special Events

Logos and branding that are different than the main, alternatives, or secondary logos may be used for special occasions such as annual events, conferences, campaigns, initiatives, and anniversaries. Graphic identifiers for special events must be developed by, or in consultation with, the Communications Office. The Communications Office must also approve final design of graphic identifiers. The duration of the use of this branding is short-term, and promotes and identifies only this particular event, conference, campaign, initiative, or anniversary.

APPROVED	
	April 5, 2021
Superintendent's Signature	Date Signed

