

Brand Guide



As part of the Texas Education Agency (TEA), The Teacher Incentive Allotment (TIA) is committed to student success through leadership, guidance, and support of Texas public and open-enrollment schools.

We aim to create pathways for Texas' most effective teachers to have access to six figure salaries in order to help recruit, develop, and retain them with a priority on rural and high needs campuses.

Why a Guide?

A brand guide establishes rules around the use of an organization's brand name and logo, in addition to guidelines for fonts, colors, photography and other elements when they are associated with the brand. It helps to create consistency in internal and external communications.

Our brand guide should be used by anyone who is interacting with the brand. That means both internal and external personnel. Use this brand guide in conjunction with the [TEA Style Guide](#).

Our Voice

Clear & Informative

Our voice is realistic and straightforward. We always strive to share information in a reliable and transparent manner. As much as possible, we communicate in plain language with words that are simple and relevant, avoiding jargon, figures of speech, and popular culture references.

FRIENDLY

We are approachable and courteous. As a valued leader, we want our districts and teachers to continue their relationship with us, feel comfortable asking questions, and reach out when they need help.

UN-BIASED

Texas is a big, beautiful, diverse state, and as part of TEA, we should reflect that. No one character or person, group of characters or people, or geographic location should be presented favorably or unfavorably. When asked for our recommendations, we share data driven facts or give multiple and diverse examples. Facts, not opinions, guide our narratives.

Inspirational

We celebrate the success and hard work of our Texas teachers and the entire staff that is behind them. Our stated goal of a six figure salary for Texas teachers cannot be completed without the work of district leaders, teachers, and their support staff. We aim to inspire without being overly optimistic or cheesy.

Our Audience

System Leaders

Superintendents, central administrative staff, and executive staff run our public and charter school districts with a focus on continuous improvement, equity, and achievement. They rely on TIA for guidance and support as they learn about processes, build their systems, and scale their systems. Consider district size and how this may impact end users' needs or perspectives. Communication aimed at this audience should be supportive, straightforward, detailed, and always mindful of funding with an emphasis on implementation guidance and technical assistance.

School Leaders

Principals, assistant principals, and deans lead our schools to improve outcomes for all students on a campus. It will fall upon them to implement TIA, and as such, they should understand the protocols and implications of TIA. Keep information straightforward with an emphasis on leadership, growth, and progress.

Educators

Educators are at the heart of the TIA program. Educator understanding and validation is forefront in preparing for system implementation. They should understand the system process at their campus. Keep information straight forward, supportive, and transparent.

Our Audience

Public Officials

Legislators, legislative staff, school board members, and other public officials set rules and guidelines at the state and local levels that inform and regulate the work conducted by TEA and TIA. Messaging for this audience should be relatively formal with an emphasis on objectivity, results and progress, research, data reporting, accountability, improved outcomes, and transparency.

Professional Organizations

Technical Assistance Providers and associations are among the groups that we work alongside to enhance our work with their unique position and on-the-ground perspectives and relationships with our audience. Top considerations when addressing professional organizations include accountability, equity, feedback, partnership, and strategy.

Families and Students

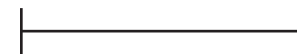
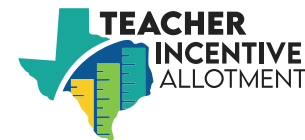
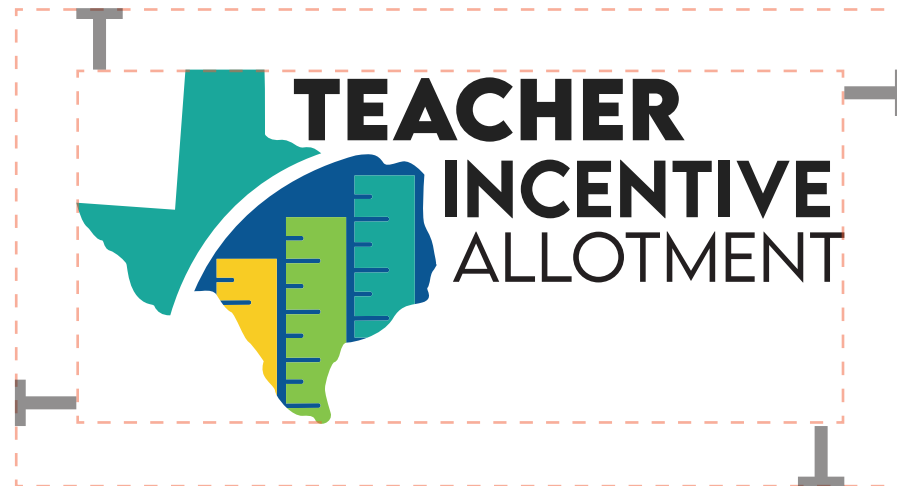
Students are our ultimate why and the primary beneficiaries of our work. Whether communicating directly to them or reaching them through district channels, use plain language that is straightforward, clear, and at an appropriate reading level.

The TIA Logo

The TIA logo should appear on all public facing documents including collateral, publications, webinars, digital media, and documents produced by the TIA team.

The minimum clear space around the logo is the height of the “T” in the logo.

The logo should not be shown smaller than 1.5 in. wide.



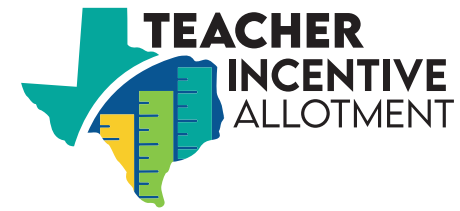
1.5 in

TIA + TEA Lockup

Additionally, for all public facing documents, the TIA logo should be accompanied by the TEA logo. While the logo lock-up isn't required, TEA should be on the document page.

When TIA owns the document or assets being produced and releasing or distributing it, then it will remain the principal branding. This includes colors, typography, and logo placement.

If the document is fully owned and produced by TEA and is released or distributed by the agency, the TEA branding takes principal dominance. The sub-brand logo still appears on the document but in a less prominent place. Please refer to the [TEA Brand Guide](#).



Affiliate Logos

When TIA partners with an external affiliate, such as a technology vendor, education service center, professional organization, or other state government agency, the TIA logo may appear alongside the affiliate logo with specific guidelines.

Affiliate Co-Branding

If the affiliate is the principal owner or distributor, the affiliate logo and colors may be dominant throughout the design. TIA branding may appear in a less prominent place, such as a color bar in the footer. The full-color TIA logo is preferred, but the all-white version may be used instead if it better complements the affiliate colors.

TEA and Affiliate Logo Lockups

When displaying the TIA logo and the affiliate logo closely together, the affiliate logo must be:

- Positioned in a horizontal-only lockup with the TIA logo on the left
- To the right, never above or below, the TIA logo
- The same size or slightly smaller than the TIA logo
- Separated from the TIA logo with a ½-inch gray bar and the required clear space

If an affiliate name needs to appear in conjunction with the TIA logo, but the affiliate does not have its own logo, use TIA fonts and colors for the affiliate name and position it stacked to the right of the TIA logo and gray bar.

Logo Lockup Examples



Logo Uses

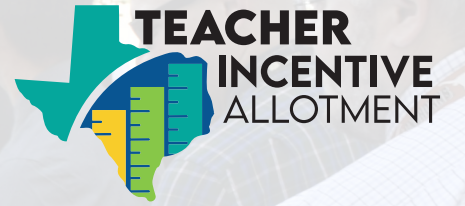
Retain the logos' proportions. When resizing the logo, always be sure to press the Shift key.

Place the white version of the logo at 100% opacity on a busy, dark, low-contrast, or gradient background.

Ensure that the TEA logo is on all public facing documents with the TIA logo.

Maintain the logos original design, appearance, and colors.





Logo Misuses

Do not distort, stretch, skew the logo.

Do not place the full color logo on a busy, dark, low contrast, or gradient background.

Do not add to or alter the logo in any way.

Do not edit the logo colors.

Do not place any logo in an ineligible way.

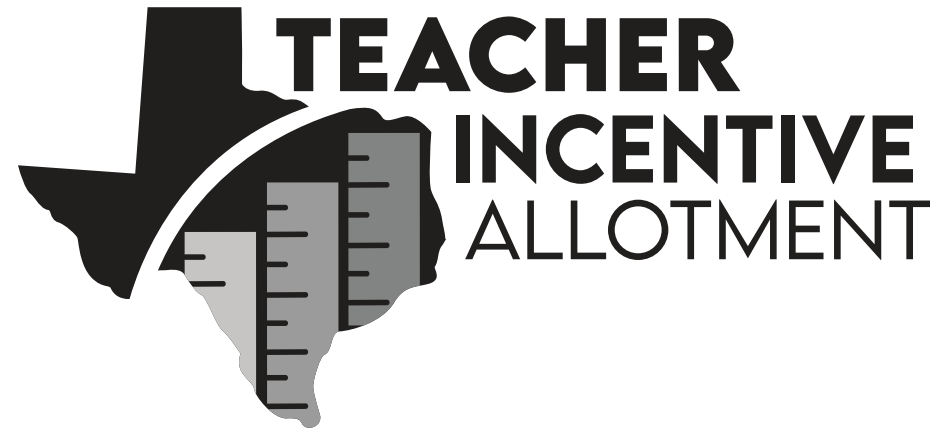


The TIA Logo

A black and white logo is available when required for black and white print.

An inverse (white) logo is available and should only be used if another organization is developing content with the use of our logo and has requested it. Otherwise, our full color logo should be used with the placement of an opaque or transparent white block behind it.

When possible, use the color logo.



Color Palette

We have four primary colors, three of which are derived from our TIA logo and one that comes from the TEA brand.

These colors represent us in a visual way: clear & informative, friendly, unbiased, and inspirational.

Our secondary color palette consists of one pop of bright yellow from our logo and three neutrals. Use as needed for balance.

When using color for text, specific guidelines must be followed to ensure readability and accessibility. Review the Text Palette page for specifics.

Primary



CMYK: 79 11 46 0
RGB: 0 166 155
HEX: 00a69b



CMYK: 0 78 86 0
RGB: 241 96 56
HEX: f16038



CMYK: 98 72 16 2
RGB: 1 86 146
HEX: 015692



CMYK: 52 0 94 0
RGB: 135 197 74
HEX: 87c54a

Secondary



CMYK: 3 18 93 0
RGB: 248 204 43
HEX: f8cc2b



CMYK: 68 63 63 57
RGB: 54 53 51
HEX: 363533



CMYK: 66 53 48 21
RGB: 90 98 104
HEX: 5a6268



CMYK: 8 8 12 0
RGB: 232 226 218
HEX: e8e2da


Text Palette

In order to be ADA accessible, we have created a color palette based on the hues of our primary palette that may be used for text as well as decoration and accents.

AA is the Minimum Contrast ratio of 4.5:1. This may be used for text but anything below it may not.

Only white text should be used on color backgrounds of AAA or AA. Black text should be used on accent or background colors. When using color for text on a white background, ensure that it meets accessibility standards.

Color text should not go on a color background.



AAA #006357
AA #008477
Accents PRIMARY
BACKGROUND #dbefec

AAA #456014
AA #58822b
Accents PRIMARY
BACKGROUND #e1ecba

AAA #9b3723
AA #c94d31
Accents PRIMARY
BACKGROUND #f8d9d4

aaa primary
BACKGROUND #d5eff7

Typography

Our typography is based on TEA's brand guides. All fonts can be activated within any Adobe Creative Cloud application or through Google Fonts. TEA employees can request Help Desk Support for installing fonts.

Open Sans

Open Sans should be the default body copy for digital communications. (Sans-serif fonts are more easily read digitally.) If Open Sans is not available, Calibri may be used. For toolkits being used outside the agency, Calibri should be used for its accessibility.

Download Open Sans via Google Fonts:

<https://cutt.ly/skjByrB>

Roboto Slab

Roboto Slab is used for headers when Open Sans is used as the body copy. If Open Sans has been used as a header then Roboto Slab should then be used as the body copy. Roboto Slab should only be used in title case and never in all caps. Robot Slab should not be used for body copy if italics are needed. If Roboto Slab is not available, Cambria should be used.

Download Roboto Slab via Google Fonts:

<https://cutt.ly/8kj1PXm>

Open Sans

Light | *Light Italic*

Regular | *Italic*

SemiBold | *SemiBold Italic*

Bold | ***Bold Italic***

ExtraBold | ***ExtraBold Italic***

Roboto Slab

Thin

Light

Regular

Bold

Type Lockups

Body copy should be between 10pt and 12pt.

Subheads are 13pt +, depending on digital vs. print. It should always be smaller than the header.

The Header is always 16pt +, though may be much greater in digital assets. Headers should be concise and pithy.

This is a Header

This is a Subhead

This is body copy. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam eaque ipsa.

This is a Header

This is a Subhead

This is body copy. Lorem ipsum dolor sit amet. Totam rem aperiam eaque ipsa, quae ab illo.