

REGION

— EDUCATION SERVICE CENTER —

BRAND GUIDE



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Your brand is the single most important investment you can make in your business.

Steve Forbes

Who We Are

The Region 4 brand is a promise to deliver high-quality, innovative products and services to our customers.

Our brand communicates our core values of collaboration, excellence, innovation, integrity, service mindset, and equity. Every Region 4 District Advancement Champion is a brand ambassador and must ensure brand consistency in our written, spoken, and visual communications. Our brand should leave a positive, memorable impression in the hearts of our customers to win their loyalty. In all our actions and communications, our customers should know that we have their backs!

Vision

When we invest in our employees and align our services to empower districts in the recruitment, support, and retention of teachers and principals who build a strong foundation for core academics that connects high school to college and careers through safe supportive environments, then we will increase excellent, equitable outcomes for all children.

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Value of Consistent Branding

Our brand is what others think and feel when they hear *Region 4 Education Service Center*. Our communication, including every spoken word, social media post, webpage, presentation, video, article, and brochure shapes their opinion of Region 4.

Choosing the Region 4 brand makes our customers feel supported. Educators know they receive quality products and services from Region 4 and will be extraordinarily satisfied with their experience. Ensuring our brand standards extend across every touchpoint confirms the credibility of our products and services as part of a prominent, unified brand.

In short, staying on brand is essential to creating a consistent customer experience, establishing a solid image, building trust, and increasing market visibility and recognition. By remaining true to our brand, we set Region 4 apart from competitors and position our education service center for long-term success as a trusted partner in education.

Our Voice

The Region 4 collective voice is informative, professional, and motivating. Our tone should inspire customers to choose Region 4 products and services as a standard part of their journey toward a fulfilling and rewarding career in education.

Informative

The Region 4 style of communication is informative, and we aim to convey information in a factual, clear, and concise manner. In an informative voice, our speakers focus on the substance of our message and typically present information objectively and neutrally without attempting to persuade or influence the listener's attitudes or beliefs. Our goal is to inform and educate our audience.

Professional

Region 4 is a trustworthy, credible, and professional source for accurate, reliable information. We are knowledgeable, honest, and impartial in our opinions and statements; we can be counted on to provide information supported by evidence. Professionalism is essential to our stakeholders in academia, where the accuracy of information is critical to making informed decisions.

Motivational

Region 4 inspires and encourages educators to take action and achieve their goals. We are uplifting, positive, and empowering and can help people overcome obstacles that may hinder their progress. We provide guidance and direction, assisting individuals in staying focused on their objectives and achieving them with purpose and determination. Our mentors and coaches are powerful motivators who celebrate personal growth and success.

Our Name

When referring to Region 4 Education Service Center (Region 4) in written communication, Region 4 Education Service Center should be written out. If Region 4 is mentioned more than once in a document, write the first mention followed by Region 4 in parentheses, (Region 4). Region 4 may be used in the remainder of the document.

Approved designations for the service center are listed below.

1. Region 4 Education Service Center
2. Region 4
3. Region 4 ESC
4. R4—Approved for social media and website use (e.g., #R4Proud, #R4Excellence, and @R4ESC)
5. "Center" is acceptable as a second reference within a sentence. For example: Region 4 will be hosting a conference at the McKinney Conference Center once center renovations are complete.

Unacceptable examples of service center references are listed below.

1. Region IV
2. The Center (not a proper noun)

Visual Style

Maintaining consistency in brand appearance and perception across all departments and divisions is essential for establishing recognition and trust. Customers can quickly identify our brand through our logo, colors, typography, and other visual elements. Our visual style represents our brand's values, personality, and message.

When we consistently present Region 4 professionally and cohesively, we instill confidence in our customers and set ourselves apart as the gold standard in a crowded marketplace.

Our Logo

Our logo is a visual representation of our brand used on various marketing, communication, and promotional materials, including products, presentations, social media graphics, and our website. All Region 4 logo variations must be used consistently to protect our mark and identity. Region 4 uses a primary logo, a secondary logo, a submark, and an icon to represent our brand.

Primary



Secondary



Submark



Icon



Visit the [Region 4 website](#) or [intranet](#) (employees only) to download our logo files.

Primary Logo

The Region 4 primary logo is the most prominent version of our logo, and it contains our complete business name to make it clear who we are. This is the most frequently used logo and is selected especially when talking to a wide range of people, including customers who are new to Region 4. We use the primary logo on our website, in presentations to diverse audiences, on the covers of printed materials, and on stationery.

Primary Long



Primary Short



Secondary Logo

Sometimes the primary logo is too big to display clearly in a small space. When that happens, we use the more compact secondary logo. We opt for the secondary logo in social media graphics, marketing materials, branded promotional items, secondary pages of printed materials, and internal signage.

Secondary Long



Secondary Short



Secondary Stacked



Submark

The submark is a distinctive variation of our logo employed with existing audiences who are familiar with Region 4. This logo represents the spirit of the District Advancement Champion. It is chosen for internal communication, social media posts, and well-established customer groups.

Submark Long



Submark Short



Submark Stacked

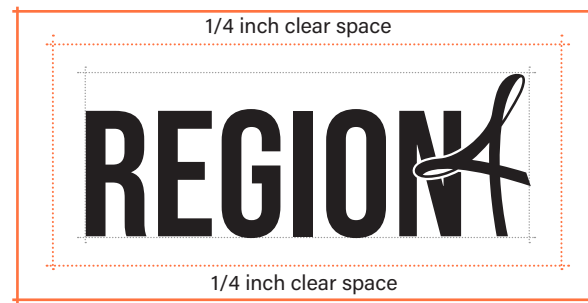


Icon

The icon serves as the most compact representation of our logo, exclusively designated for utilization in constrained areas. Some examples include our favicon (logo used to represent the brand on our website) and social media profile photos.



Logo Clear Space



Clear Space

A clear space is required to avoid competition between the Region 4 logo and other design elements. Designers must leave a minimum of $\frac{1}{4}$ of an inch (20 px) clear area around all sides of the logo. This distance will be about half the size of the letter "r" in the Region 4 logo.

Logo Size

Our logo can be scaled up and down in proportion for visual appeal in design. Exercise caution when adjusting the logo size. Ensure that the logo remains legible and does not become disproportionately larger than other elements on the page.



Logo Over Photographs

The Region 4 logo must be on top of a solid or no more than 5% transparent box in an appropriate color that is larger than the clear space when applied over a photograph with a distracting background.



Logo Backgrounds

When a Region 4 logo is used, the background must complement the logo color and should not vibrate (optical illusion of movement when contrasting colors are paired) against the logo. Our logo should never be applied to a patterned or gradient background.



Logo Shape and Color

All Region 4 logos must be represented appropriately in all marketing collateral.

- a. Never distort or modify the official Region 4 logo.
- b. Don't add elements to the official logo.
- c. Don't change the color of the logo.
- d. Don't create your own logo using elements of the Region 4 logo.



Logo Lockups

Division, Department, and Content Area Lockups

Defined logo and text arrangements allow us to unify our diverse content areas with the Region 4 brand. This helps our customers connect the dots between our brand and our varied products, professional learning, and service offerings.



Communications



Office of Emergency
Management
and School Safety

Lockups will be provided by Communications and must never be self-designed, deconstructed, or rearranged in any way. Follow the guidance provided for the Region 4 logo when selecting a lockup size, background (including photographs), and color.



Visit the [Region 4 intranet](#) (employees only) to download our logo-lockup files.

Multiple Logo Display

Establishing a standard for displaying the Region 4 logo alongside partner logos or Region 4 product logos is crucial to ensure consistent representation of the Region 4 brand across all product and service offerings while maintaining the organizational brand standards of all participating parties.

When incorporating a Region 4 product or service logo with the Region 4 primary logo, the Region 4 product or service logo is placed to the left of the '|' (dividing line), and the Region 4 primary logo is placed on the right side of the '|' (dividing line).



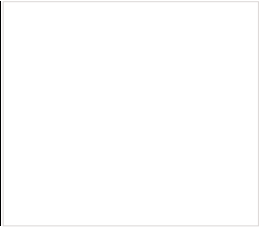
When displaying the Region 4 logo alongside a partner organization's logo, the lead organization's logo is placed to the left of the '|' (dividing line), and the supporting organization's logo is placed to the right of the '|' (dividing line).



BARBARA BUSH
HOUSTON LITERACY FOUNDATION

Major Colors

Our use of color plays a crucial role in unifying the visual aspects of our brand. To maintain consistency, the Region 4 color palette was specifically designed to complement our distinctive color, Region 4 Red.

				
CMYK 99, 76, 49, 52 RGB 0, 42, 64 HEX #002A40	CMYK 79, 47, 32, 6 RGB 63, 115, 141 HEX #3F738D	CMYK 88, 60, 48, 32 RGB 37, 75, 90 HEX #254B5A	CMYK 45, 16, 15, 0 RGB 141, 183, 201 HEX #8DB7C9	CMYK 22, 100, 88, 15 RGB 172, 31, 46 HEX #AC1F2E
				
CMYK 75, 68, 67, 90 RGB 0, 0, 0 HEX #000000	CMYK 0, 0, 0, 0 RGB 255, 255, 255 HEX #FFFFFF	CMYK 14, 11, 12, 0 RGB 217, 216, 214 HEX #D6D8D6	CMYK 56, 41, 38, 5 RGB 122, 133, 140 HEX #7A858C	CMYK 67, 64, 67, 67 RGB 45, 42, 38 HEX #2D2A26

Minor Colors



CMYK 37, 69, 68, 28
RGB 130, 78, 67
HEX #824E43

CMYK 0, 87, 100, 0
RGB 255, 69, 0
HEX #FF4500

CMYK 0, 43, 100, 0
RGB 255, 161, 0
HEX #FFA100

CMYK 1, 10, 76, 0
RGB 255, 222, 92
HEX #FFDE5C

CMYK 66, 31, 100, 14
RGB 94, 128, 0
HEX #5E8000



CMYK 80, 32, 1, 0
RGB 0, 142, 204
HEX #008ECC

CMYK 81, 20, 42, 1
RGB 3, 153, 153
HEX #039999

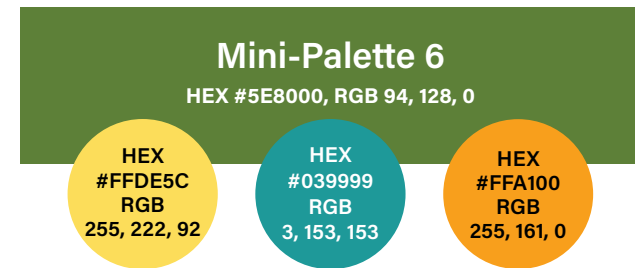
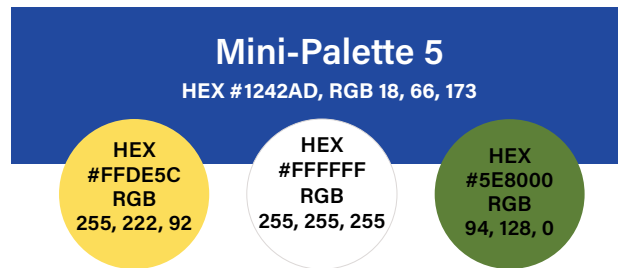
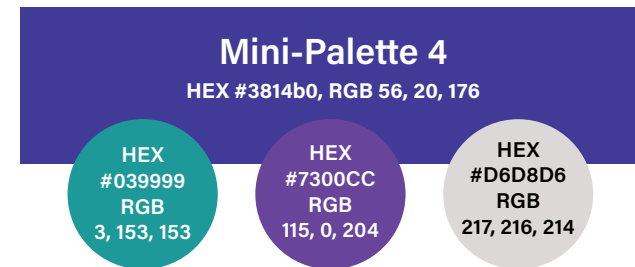
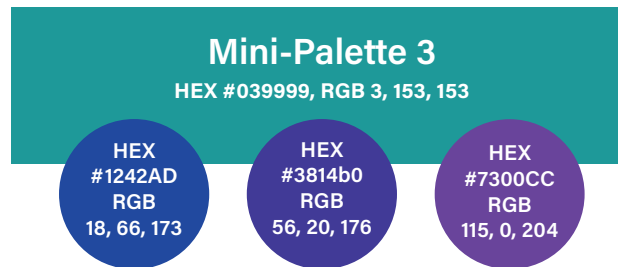
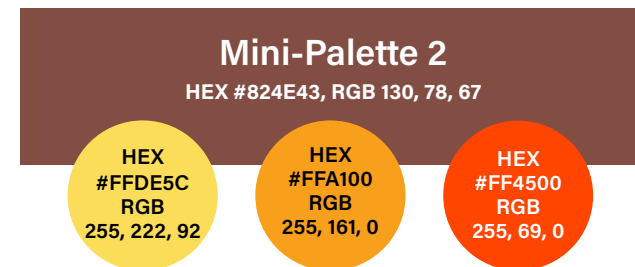
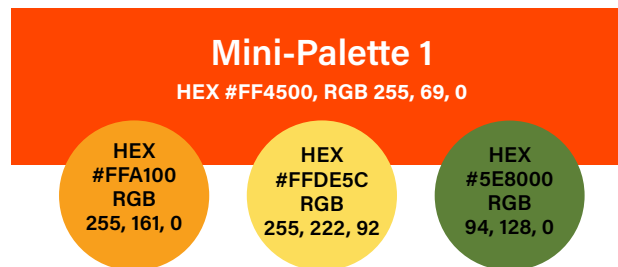
CMYK 96, 83, 0, 0
RGB 18, 66, 173
HEX #1242AD

CMYK 90, 93, 0, 0
RGB 56, 20, 176
HEX #3814b0

CMYK 71, 87, 0, 0
RGB 115, 0, 204
HEX #7300CC

Mini-Palettes

The mini-palettes illustrate ways to combine our Region 4 colors to create a stylized design that retains brand alignment. The large box is the major color, and the three small circles are minor colors. A mini-palette may be selected to design a flyer, product cover, or conference theme as an alternative to using the major Region 4 colors.



Mini-Palette 7
HEX #3F738D, RGB 63, 115, 141

HEX #2D2A26 RGB 45, 42, 38	HEX #D6D8D6 RGB 217, 216, 214	HEX #FFA100 RGB 255, 161, 0
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Mini-Palette 8
HEX #824E43, RGB 130, 78, 67

HEX #008ECC RGB 0, 142, 204	HEX #039999 RGB 3, 153, 153	HEX #002A40 RGB 0, 42, 64
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Mini-Palette 9
HEX #244B5A, RGB 36, 75, 90

HEX #8CB7C9 RGB 140, 183, 201	HEX #039999 RGB 3, 153, 153	HEX #D6D8D6 RGB 217, 216, 214
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Mini-Palette 10
HEX #039999, RGB 3, 153, 153

HEX #FFFFFF RGB 255, 255, 255	HEX #D6D8D6 RGB 217, 216, 214	HEX #FFA100 RGB 255, 161, 0
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Mini-Palette 11
HEX #7A858C, RGB 122, 133, 140

HEX #FF4500 RGB 255, 69, 0	HEX #FFA100 RGB 255, 161, 0	HEX #000000 RGB 0, 0, 0
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Mini-Palette 12
HEX #274a9f, RGB 39, 74, 159

HEX #8CB7C9 RGB 140, 183, 201	HEX #FFDE5C RGB 255, 222, 92	HEX #FF4500 RGB 255, 69, 0
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Primary Fonts

Four primary brand fonts are used in Region 4 products and written communication.

Acumin Pro

Light	The quick fox jumps over the lazy dog.
Light Italic	<i>The quick fox jumps over the lazy dog.</i>
Regular	The quick fox jumps over the lazy dog.
Italic	<i>The quick fox jumps over the lazy dog.</i>
Semi-bold	The quick fox jumps over the lazy dog.
Semi-bold Italic	<i>The quick fox jumps over the lazy dog.</i>

Arial

Narrow	The quick fox jumps over the lazy dog.
Narrow Italic	<i>The quick fox jumps over the lazy dog.</i>
Narrow Bold	The quick fox jumps over the lazy dog.
Narrow Bold Italic	<i>The quick fox jumps over the lazy dog.</i>
Regular	The quick fox jumps over the lazy dog.
Italic	<i>The quick fox jumps over the lazy dog.</i>

BEBAS NEUE

REGULAR	THE QUICK FOX JUMPS OVER THE LAZY DOG.
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Open Sans

Light	The quick fox jumps over the lazy dog.
Light Italic	<i>The quick fox jumps over the lazy dog.</i>
Regular	The quick fox jumps over the lazy dog.
Italic	<i>The quick fox jumps over the lazy dog.</i>
Semi-bold	The quick fox jumps over the lazy dog.
Semi-bold Italic	<i>The quick fox jumps over the lazy dog.</i>

Visit the [Region 4 intranet](#) (employees only) to download our font files.

Accent Fonts

To ensure a clean design, never use more than two different fonts in a single project. Region 4 Red text and the accent fonts shown below may be used sparingly.

Fira Sans

Regular	The quick fox jumps over the lazy dog.
<i>Italic</i>	<i>The quick fox jumps over the lazy dog.</i>
Semi Bold	The quick fox jumps over the lazy dog.
<i>Semi Bold Italic</i>	<i>The quick fox jumps over the lazy dog.</i>
Bold	The quick fox jumps over the lazy dog.
<i>Bold Italic</i>	<i>The quick fox jumps over the lazy dog.</i>

Sarah Script

<i>Regular</i>	<i>The quick fox jumps over the lazy dog.</i>
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Canva Fonts

Approved Canva alternatives to the four primary brand fonts and the two accent fonts are listed below.

Antonio

Thin	The quick fox jumps over the lazy dog.
Extra Light	The quick fox jumps over the lazy dog.
Light	The quick fox jumps over the lazy dog.
Regular	The quick fox jumps over the lazy dog.
Medium	The quick fox jumps over the lazy dog.
SemiBold	The quick fox jumps over the lazy dog.

Barlow

Light	The quick fox jumps over the lazy dog.
Light Italic	<i>The quick fox jumps over the lazy dog.</i>
Regular	The quick fox jumps over the lazy dog.
Italic	<i>The quick fox jumps over the lazy dog.</i>
Semi Bold	The quick fox jumps over the lazy dog.
Semi Bold Italic	<i>The quick fox jumps over the lazy dog.</i>

Montserrat

Light	The quick fox jumps over the lazy dog.
Light Italic	<i>The quick fox jumps over the lazy dog.</i>
Regular	The quick fox jumps over the lazy dog.
Italic	<i>The quick fox jumps over the lazy dog.</i>
Semi Bold	The quick fox jumps over the lazy dog.
Semi Bold Italic	<i>The quick fox jumps over the lazy dog.</i>

Playlist Script

Regular	<i>The quick fox jumps over the lazy dog.</i>
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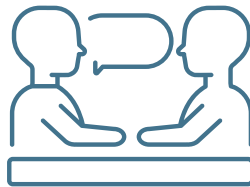
Icons

Region 4 customers find it easier to comprehend our messages when we use commonly recognized icons. Standard use of icons leads to a better user experience across various platforms and indicates our professionalism, organization, and unity.

Overall, standard iconography is an essential tool for Region 4 to establish and maintain a strong brand identity, build customer trust and credibility, and promote effective communication and understanding with our target audience.



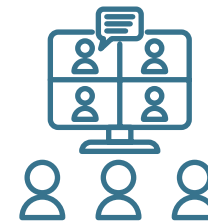
On-Demand



In-person



Virtual



Hybrid

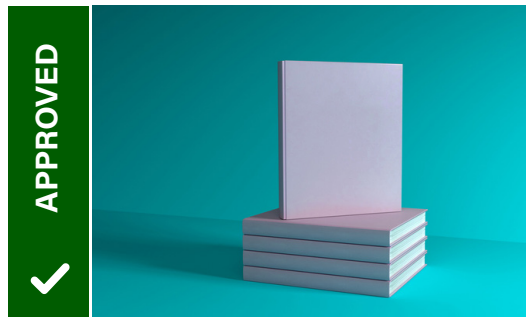
Visit the [Region 4 intranet](#) (employees only) to download our icon files.

Our Imagery

High-quality, visually appealing photographs that clearly communicate the value of Region 4 products and services must be selected for all professional communication. Images can evoke emotional responses, so each one should be thoughtfully curated to align with the intended message of each Region 4 product, webpage, social media post, presentation, and marketing asset.

Select images that apply the tactics listed below.

1. Professional product shots
2. Lifestyle images that show Region 4 products/services in use
3. High-resolution images with vibrant colors
4. Authentic, un-staged images of happy customers
5. Images that evoke positive emotions and tell a memorable story about the support Region 4 provides to customers
6. Actively engaged learners in populated spaces
7. Consent from the subject(s) in the photograph



Avoid images that apply the tactics listed below.

1. Over-staged, over-lit, or over-branded subjects
2. Subjects looking directly into the camera (except portraiture)
3. Subjects who are unengaged with their setting (except portraiture)
4. Images with distracting backgrounds
5. Stretched, low-quality Images



Poor resolution



Subject looking directly at photographer



Poor subject framing

Logos on Merchandise

Logos may be used on merchandise such as apparel and promotional items using Region 4-approved vendors. One-color marks may be used in R4 White or R4 Black, and vendors must adhere to our brand guide logo requirements. Submit a service request to Communications to order branded merchandise.



Conference Themes

Conferences hosted by Region 4 are professional learning events that usually occupy most of the rooms in the McKinney Conference Center. These events offer keynote sessions, concurrent breakout sessions, and large vendor displays. They are organized around a central idea or theme that guides the conference program, marketing materials, and event branding.

The Communications team offers standard services for conference and workshop promotion such as e-mail distribution, social media advertising, and prominent website advertising. Since a broad scope of services is required to effectively promote a conference, extended support, including the creation of flyers, programs, website landing pages, social media hashtags, virtual meeting backgrounds, and promotional merchandise design, will be offered. Additionally, a marketing specialist will be available to provide social media, photography, and digital display support throughout the event.

To ensure that our customers in Region 4 can easily identify our brand, department staff will receive support from Communications to select appropriate colors and design elements for inclusion in marketing materials. These creative styling choices will support the event theme while upholding our brand identity.

Social Media

Social media platforms provide us with the opportunity to interact with both new and existing customers, boost brand visibility, and drive sales. Maintaining consistency in our social media content creation with respect to our brand standards for color, logo, voice, and imagery is essential. To create a new social media account for Region 4, department directors must request approval by submitting a Communications service request.

Hashtags are a powerful tool to organize and promote our social media content. To encourage engagement and interaction among users who share similar interests and passions, it's crucial to use the approved and established hashtags listed below. Before implementing a new hashtag, please request authorization by submitting a Communications service request.

Region 4 Hashtags

#R4Excellence, #R4Proud, #R4TOY
#DistrictAdvancementChampions

Content-Area Hashtags

#R4BESLConf (Bilingual Conference), #R4DysConf (Dyslexia Conference),
#R4Inclusive, #R4Leaders, #R4Literacy, #R4Math, #R4Sci, #R4SpecialEd,
#R4SSConf (Social Studies Conference)

Visit the [Region 4 intranet](#) (employees only) to download our social media guidelines.

Our Website

As the primary source of information for most educators, our website plays a crucial role in establishing our brand identity, promoting our products and services, and enhancing our credibility with customers. Centralized management of our website is essential to protecting our brand identity. While departments should provide input to ensure our content stays relevant, creating and maintaining external websites is not permissible.

When an external business partner such as TEA or USDA or a grant-funded entity requires the development of a website unaffiliated with esc4.net, submit a Communications service request for assistance.



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Your brand is a story
unfolding across all customer
touchpoints.

Jonah Sachs



Please submit a service request to Communications
for brand management guidance.