



Indiana State Personnel Department

Branding Style Guide

March 2017, Version 1.0

Strategic Brand Overview

The Indiana State Personnel Department (INSPD) strives to be a forward thinking, customer focused, credible Human Resources service partner whose associates exhibit confidence and communicate with both consideration and expertise. We will work to position the State of Indiana as an employer of choice, foster an environment conducive to employee engagement, and provide access to employee programs that enable well-being for our workforce and their families.

It is important that other state agencies can easily identify INSPD products and the value associated with them. This is why having a strong, consistent brand is critical. Though our divisions manage different personnel issues, state employees should see INSPD as unified, credible and ready to help. By applying the same brand standards to all messaging, we reinforce this image.

Thank you for your efforts in furthering our mission and helping to promote our value to all state employees!



About the INSPD logo

The updated Indiana State Personnel Department logo consists of two elements: the symbol of people working together forming a star and the name, or signature, Indiana State Personnel Department.

It's important to use the logo as detailed in the following pages of the Branding Style Guide. Using the INSPD logo properly and consistently maintains the logo's value as the symbol of our agency and the services we provide.



**Indiana State
Personnel Department**

Logo and Clear Space Requirements

The INSPD logo's clear space requirement is designed to maintain the integrity of the logo. Maintaining ample clear space around the logo ensures that it remains legible and visible.

Photos, text and graphic elements should never be placed within the pictured clear space.

The clear space is the size one half the logo's height on all sides as shown below.



Using the Agency Logo

The Indiana State Personnel Department logo is designed to be used on a white background whenever possible. If the design requires that it be placed on a color background, please assure the legibility of the logo.

If you need to use the logo on a darker background, you can use a white version of the logo.

Agency Logo

You should always strive to use this color, horizontal version.



**Indiana State
Personnel Department**

The logo is available in a vertical stack as well.



**Indiana State
Personnel Department**

White versions and one-color options.

The vertical stack is also available in white.

One-color versions of the logo either in Black, Blue or Gold are available, but should be used only in special cases.



**Indiana State
Personnel Department**

Logo Usage

The INSPD logos may be reduced or enlarged, but don't alter their height-to-width ratio. Do not attempt to remake them with your own image manipulation or desktop publishing applications. Always use the original artwork supplied. If you need a particular size or different file type, contact the Communications Division at spdcommunications@spd.in.gov.

Below are examples of incorrect usages of the INSPD Logo.

DO NOT skew, distort or repropotion the logo.



DO NOT add embellishments like drop shadows, embossing, etc. to any version of the logo



DO NOT use anything other than high resolution artwork or approved downloadable files from INSPD Communications and do not resize the large logo to smaller than 1.5 inches.



DO NOT substitute another typeface for Indiana State Personnel Department signature and DO NOT use the signature without the symbol.



Brand Colors

Primary Palette

The primary INSPD colors are used in the logo, website and introductory pages such as document covers and PowerPoint presentations.




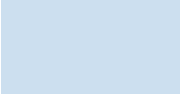





Indiana State Personnel Department

 SPD Gold PMS 1245 C C21 M39 Y100 K1 R204 G153 B0 #CC9900	 SPD Light Blue Pantone 2925 C87 M23 Y0 K0 R37 G132 B187 #2685BB	 SPD Blue PMS 2748 C C100 M94 Y28 K17 R17 G42 B109 #112A6D
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Secondary Palette

The colors below offer flexibility while providing a reasonably limited accent palette. Please do not introduce other secondary/accent colors into INSPD publications unless approved by the Communications Division. Secondary colors are just that – they should take up no more than 15 percent of any particular printed page or project.

For best results in multicolored publications, restrict secondary color choices to a maximum of two or three beyond SPD blue, light blue or gold.

 PMS 647 C C82 M45 Y0 K42 R27 G81 B148 #1b5194	 PMS 657 C C18 M7 Y2 K0 R204 G221 B238 #ccddee	 PMS 629C C36 M0 Y9 K0 R155 G211 B221 #9bd3dd	 PMS 115 C C0 M6 Y87 K0 R253 G218 B36 #fdda24	 PMS 368 C C52 M0 Y90 K24 R93 G195 B20 #5dc314	 PMS 7476 C C89 M22 Y34 K65 R13 G82 B87 #0d5257	 PMS 180 C C3 M91 Y86 K12 R190 G58 B52 #be3a34
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Screens or tints of the supporting colors may be used to achieve the desired effect but should be used cautiously, as screening certain colors may result in undesirable pastels.

Neutral Palette

In addition to black and white, the gray tones specified on this page are preferred as neutral complements to both the primary and secondary color palette.

 White C0 M0 Y0 K0 R255 G255 B255 #FFFFFF	 Warm Gray 2 C0 M2 Y5 K9 R213 G210 B202 #D5D2CA	 Warm Gray 4 C0 M4 Y9 K24 R183 G177 B169 #B7B1A9	 Warm Gray 6 C0 M6 Y12 K31 R165 G157 B149 #A59D95	 Warm Gray 8 C0 M9 Y16 K43 r139 g129 b120 #8B8178	 Warm Gray 10 C0 M14 Y28 K55 R118 G106 B98 #766A62	 Black C0 M0 Y0 K100 R30 G30 B30 #000000
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Brand Primary Font

The following fonts are part of the Indiana State Personnel Department's brand identity and should be used in all communications when possible. Templates for simple documents, letters, PowerPoint presentations are available.

Primary Typography

FRANKLIN GOTHIC

Franklin Gothic Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic Heavy is our primary typeface for headlines.

Franklin Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic Medium can be used in all instances, including subheads and body copy.

Franklin Gothic Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic Demi is another suitable font for headlines, subheads and bold text.

Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic is suitable for body copy when available. It should not be reversed out on color or photography to ensure legibility.

Secondary Typography

Arial

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic and Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Choose Arial for larger amounts of copy and in all written business communications, including: letters, memos, reports, forms and similar documents. Calibri is also acceptable. Please use discretion in email communication for business by choosing fonts that complement the brand. Signature files are provided and should be used in all email communications.

Contact Us

If you have questions about using the Indiana State Personnel Department brand, contact the Communications Division at spdcommunications@spd.in.gov.