Internal Policies and Procedures of the Utah State Board of Education
Policy # 02-06
Subject: Letterhead, Logos, and Document Formatting
Effective Date: 10/06/2010 **Revision Dates:** 4/18/2012, 7/1/2013, 9/25/2017
Purpose: This policy designates how USBE logos may be used, and outlines the use of standard fonts on USBE letterhead, e-mail, and official documents.
Policy: • Official correspondence from USBE should be on official letterhead. • A section or other subset of USBE may not develop or use any letterhead other than the official letterhead. • Official USBE logos shall be on official documents. • USBE Sections may create their own logo, and submit to the Superintendency for approval, but shall use the official USBE logo along with their own logo.
References:

Procedures:

Logo Use

- The Utah State Board of Education has one official logo and one official banner approved by the board for use on official USBE documents (below).

- The logo has two different color schemes, the purely gold round logo is for Board use only, and the blue and gold round logo is for USBE office use.
- Before an official document goes to printing or is released as an official document, a Section Director shall ensure that
  - The document has the appropriate USBE logo, including that there is no outdated USOE or USBE logo;
  - The logo is included on the cover page or title page, if it is not on official letterhead; and

o   The document conforms to the style guide of the USBE.
- The round logo may be used when in need of a smaller logo where the banner logo is not practical.
- Co-sponsorships documents should include the USBE logo.
- If using a logo for a specific USBE program, an official USBE logo must also be included. No more than two logos should be used on a USBE document, one of which must be an official USBE logo.
- The official electronic version of letterhead is maintained by the assistant to the State Superintendent.

Font Use

- Official documents, publications, and correspondence under the signature of the State Board of Education, the Superintendent, or Board staff should be prepared using sans serif fonts (preferably Calibri, Arial, or Verdana), with 12 point recommended.
- Wherever possible, work done by internal graphics should also adhere to this policy.

Presentations
- To communicate a cohesive message and brand, USBE staff should attempt to use similar templates or formats for presentations when given to audiences such as the Board, Legislature, and state-level associations such as USSA, USBE, UAESP, or UASSP.

E-mails
- E-mails sent from Board employees are public documents, and should be held to the same professional standards as other documents, including correct spelling and grammar.
- A USBE employee is encouraged to use the preferred Outlook default font (currently Calibri) or another san-serif font, with 12-point recommended.
- There should be no wallpaper or colored backgrounds, quotes of the day, personal sayings, cartoons, etc. on USBE e-mails.
- It is suggested that a signature block (such as the one below), in a readable font, be included on e-mails.

> Name
> Title
> Utah State Board of Education
> Phone Number

- For correspondence from the office sent through e-mail that gives official directives or instructions, the correspondence should be sent as a PDF attachment, be signed, and on letterhead (either electronic or scanned). Letterhead should not be included in the body of an e-mail.