

Logo Usage

Local Adult Education and Literacy programs may display the Department of Elementary and Secondary Education Adult Education & Literacy (DESE AEL) logo on publications, websites, signage, and other printed items. Local programs may air the logo at the beginning or end of videos long enough for easy visibility.

The DESE AEL logo includes the state program's full name and the book graphic. The book graphic image should never stand alone. Please **DO NOT** alter the DESE AEL logo except to resize it to fit for design purposes.

Local programs can request logo files from ael@dese.mo.gov. To ensure compliance, send proofs for approval to ael@dese.mo.gov.

Disclaimer: Never use the color version of the logo for black-and-white publications. Instead, use the one-color logo in either white or black, depending on the design needs of the publication.

Logo Size

The logo graphic should be proportional to the type size, as shown in the examples below. When resizing the logo, make sure to adjust the height and width in proportion to each other. Do not place a squished or stretched logo. When identifying additional funding sources, the DESE AEL logo should be the same size as other sources listed.

Acceptable Use:



Unacceptable Use:



Department of Elementary and Secondary Education Logo

Please contact the Department of Elementary and Secondary Education Communications Office for permission and usage of the department logo (Communications@dese.mo.gov).