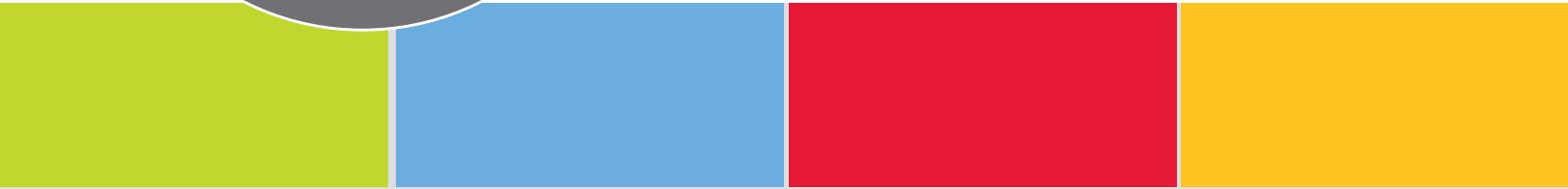




Adult Basic and  
Literacy Education

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**STYLE GUIDE**



Department of  
Higher Education

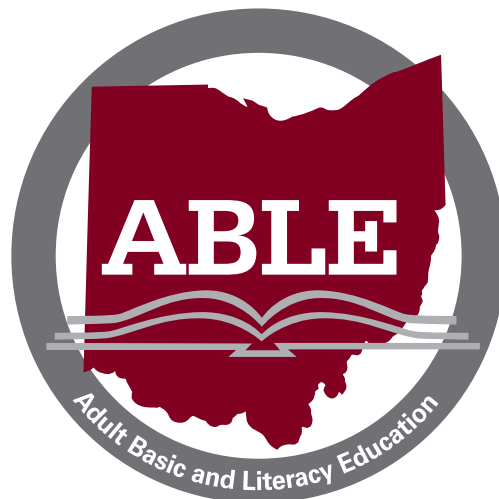
**John R. Kasich**, Governor  
**John Carey**, Chancellor

# Introduction

The Adult Basic and Literacy Education (ABLE) brand is a subset of the State of Ohio and the Ohio Department of Higher Education brand.

Consistent application and precise production of logos and branding standards will identify and reinforce public awareness of ABLE within Ohio's postsecondary education system and will make local ABLE programs more recognizable and uniform across the state.

The ABLE Style Guide is a resource for preparation of ABLE-funded documents and publications.



# **ABLE Mission & Vision**

## **Mission**

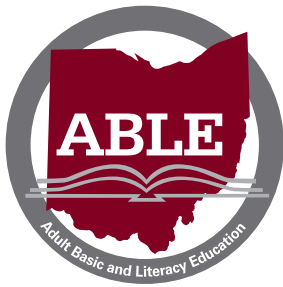
The mission for Ohio ABLE is to provide high-quality basic educational services to assist students in acquiring skills to be successful in postsecondary education/training and employment, to earn a living wage and to be contributing members of society.

## **Vision**

The vision for Ohio ABLE is for Ohio to have a highly trained and educated workforce.

# Logo Standards

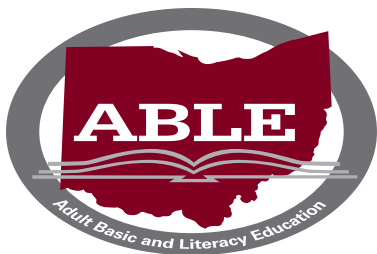
The following logos have been developed for Ohio ABLE:



## Unacceptable use

Condensing, extending, distorting, manipulating, modifying or redrawing the logo in any way










Placing the logo over areas of imagery where the logo is not clearly defined



# Color Standards

Used consistently over time, colors become associated with organizations. Ohio ABLE uses the same color palette set forth by the State of Ohio.

ABLE has been assigned Pantone 195 (maroon) and Pantone 11 (dark gray) as the department's primary colors from the color palette. The additional seven colors on the palette can be used as accent.

		<b>PANTONE</b>	<b>CMYK</b>	<b>RGB</b>	<b>WEB</b>
1		Pantone 186	C: 000 M: 100 Y: 081 K: 004	R: 242 G: 000 B: 023	EF1217
2		Pantone 195	C: 000 M: 100 Y: 060 K: 055	R: 112 G: 000 B: 023	700017
3		Pantone Cool Gray 7	C: 00 M: 00 Y: 00 K: 37	R: 161 G: 161 B: 161	A1A1A1
4		Pantone Cool Gray 11	C: 00 M: 02 Y: 00 K: 68	R: 82 G: 80 B: 81	525051
Primary					
<hr/>					
Secondary					
5		Pantone 284	C: 055 M: 019 Y: 000 K: 000	R: 115 G: 165 B: 204	73A5CC
6		Pantone 7408	C: 000 M: 025 Y: 095 K: 000	R: 255 G: 191 B: 015	FFBE0E
7		Pantone 382	C: 029 M: 000 Y: 100 K: 000	R: 181 G: 220 B: 016	B5DC10
8		Pantone Process Black	C: 00 M: 00 Y: 00 K: 100	R: 000 G: 000 B: 000	000000
9		White	C: 00 M: 00 Y: 00 K: 00	R: 255 G: 255 B: 255	FFFFFF

# Typeface Standards

The Ohio Department of Higher Education primarily uses two typefaces:

**Serifa 65 Bold**

Serifa 55 Roman

**Univers 65 Bold**

Univers 55 Roman

Serifa is used primarily for display and headline copy, while Univers is used primarily as body copy. Both can be purchased at [www.adobe.com](http://www.adobe.com) or from other online typeface vendors.

Acceptable alternative fonts that are widely available for free are:

**Rockwell (for Serifa)**

**Arial (for Univers)**

## Acronyms/Abbreviations

<b>AAACE</b>	American Association for Adult and Continuing Education
<b>ABLE</b>	Adult Basic and Literacy Education
<b>ABE</b>	Adult Basic Education
<b>ADA</b>	Americans with Disabilities Act
<b>ADD</b>	Attention Deficit Disorder
<b>ADHD</b>	Attention Deficit Hyperactive Disorder
<b>AEFLA</b>	Adult Education and Family Literacy Act
<b>AHSC</b>	Adult High School Continuation
<b>ALC</b>	Adult Literacy Coalition
<b>APR</b>	Annual Performance Report
<b>ASE</b>	Adult Secondary Education
<b>AWE</b>	Adult Workforce Education
<b>BEST</b>	Basic English Skills Test
<b>CAI</b>	Computer Assisted Instruction
<b>CAELA</b>	Center for Adult English Language Acquisition
<b>CAL</b>	Center for Applied Linguistics
<b>CASAS</b>	Comprehensive Adult Student Assessment System
<b>CBO</b>	Community-Based Organization
<b>CCIP</b>	Comprehensive Continuous Improvement Plan
<b>CETE</b>	Center on Education and Training for Employment
<b>CEU</b>	Continuing Education Unit
<b>CIP</b>	Core Indicator of Performance
<b>COABE</b>	Commission on Adult Basic Education
<b>CTAE</b>	Career Technical and Adult Education
<b>DAEL</b>	Division of Adult Education and Literacy (US DOE)
<b>DD</b>	Developmental Disabilities
<b>DOD</b>	Department of Development (Ohio)
<b>DOL</b>	Department of Labor (U.S.)
<b>EBRI</b>	Evidence-Based Reading Instruction

<b>EDGAR</b>	Education Department General Administrative Regulations
<b>EDR</b>	Economic Development Region
<b>EFF</b>	Equipped for the Future
<b>EFL</b>	Educational Functioning Level
<b>EL/Civics</b>	English Literacy and Civics Education
<b>ELL</b>	English Language Learner
<b>ERIC</b>	Education Resources Information Center
<b>ESC</b>	Education Service Center
<b>ESL</b>	English as a Second Language
<b>ESOL</b>	English for Speakers of Other Languages
<b>FAQ</b>	Frequently Asked Questions
<b>FER</b>	Final Expenditure Report
<b>FERPA</b>	Family Education Rights and Privacy Act
<b>FTE</b>	Full-Time Equivalent
<b>FY</b>	Fiscal Year
<b>GED</b>	General Educational Development
<b>IDEAL</b>	Improving Distance Education for Adult Learners
<b>IDEA</b>	Individuals with Disabilities Education Act
<b>IEP</b>	Individual Education Plan
<b>ILP</b>	Individual Learning Plan
<b>IPDP</b>	Individual Professional Development Plan
<b>IPQ</b>	Indicators of Program Quality
<b>K-12</b>	Kindergarten through High School
<b>LD</b>	Learning Disability
<b>LEA</b>	Local Education Agency
<b>LEP</b>	Limited English Proficiency
<b>LINCS</b>	Literacy Information and Communication System (NIFL)
<b>LMI</b>	Labor Market Information
<b>MOE</b>	Maintenance of Effort
<b>MOU</b>	Memorandum of Understanding

<b>MPL</b>	Minimum Performance Level
<b>NAASLN</b>	National Association for Adults with Special Learning Needs
<b>NALS</b>	National Adult Literacy Study
<b>NCAL</b>	National Center on Adult Literacy
<b>NCLB</b>	No Child Left Behind
<b>NCSALL</b>	National Center for the Study of Adult Learning and Literacy
<b>NCTM</b>	National Council of Teachers of Mathematics
<b>NRS</b>	National Reporting System
<b>OAACE</b>	Ohio Association for Adult and Continuing Education
<b>OCTAE</b>	Office of Career, Technical, and Adult Education (U.S.)
<b>ODE</b>	Ohio Department of Education
<b>ODHE</b>	Ohio Department of Higher Education (formerly OBR, the Ohio Board of Regents)
<b>ODJFS</b>	Ohio Department of Job and Family Services
<b>ODRC</b>	Ohio Department of Rehabilitation and Correction
<b>OLRC</b>	Ohio Literacy Resource Center
<b>OOD</b>	Opportunities for Ohioans with Disabilities
<b>OPAS</b>	Ohio Performance Accountability System
<b>OTESOL</b>	Ohio Teachers of English to Speakers of Other Language
<b>PCR</b>	Project Cash Request
<b>PD</b>	Professional Development
<b>PEP</b>	Parenting Education Profile
<b>PPDP</b>	Program Professional Development Plan
<b>RCN</b>	Resource Center Network
<b>REDD</b>	Regional Economic Development Director
<b>RFP</b>	Request for Proposal
<b>ROI</b>	Return On Investment
<b>RRC</b>	Regional Resource Center

<b>RSC</b>	Rehabilitation Services Commission
<b>SBE</b>	Standards-Based Education
<b>SCOTI</b>	Sharing Career Opportunities and Training Information
<b>SEM</b>	Student Experience Model
<b>SPL</b>	Student Performance Level (for ESL)
<b>STEM</b>	Science, Technology, Engineering, and Mathematics
<b>TABE</b>	Test of Adult Basic Education
<b>TANF</b>	Temporary Assistance for Needy Families
<b>TESOL</b>	Teachers of English to Speakers of Other Languages
<b>TOEFL</b>	Test of English as a Foreign Language
<b>USCIS</b>	United States Citizenship and Immigration Services
<b>USDOE</b>	United States Department of Education
<b>USO</b>	University System of Ohio
<b>VESL</b>	Vocational English as a Second Language
<b>WIA</b>	Workforce Investment Act
<b>WIB</b>	Workforce Investment Board
<b>WIOA</b>	Workforce Innovation and Opportunity Act



# Print Material Standards

## Templates

A variety of printed material and other templates have been developed with the goal of improving presentation and establishing consistency.



## Recruitment Pieces

The state-level “ABLE Fast Facts” piece has been developed for use by local ABE programs to educate local community partners and for recruitment of prospective students.

All templates are available for download at [www.ohiohighered.org/able](http://www.ohiohighered.org/able).



# Image/Video Release Form

(I) \_\_\_\_\_, hereby grant to the \_\_\_\_\_ Adult Basic and Literacy Education (ABLE) program and the Chancellor of the Ohio Department of Higher Education (collectively, the “parties”) permission to use the photograph(s) and/or video(s) taken of me today and warrant that I have the authority to grant such permission to the parties. The parties agree that the photograph(s) and/or video(s) will only be used in print or online materials designed for educational, informational and/or promotional purposes related to the ABLE program or the Ohio Department of Higher Education.

Name (printed): \_\_\_\_\_

Date: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Signature: \_\_\_\_\_

# Use of Disclaimers

Two disclaimers have been created for projects/products produced using Ohio Department of Higher Education (ODHE) ABLE funds:

## **Major Products**

This disclaimer should be used on major products (more than three pages) produced by grantees. Products would include items that receive ODHE ABLE funding but are not produced at ODHE or are not written/created by state staff.

*Funds for producing and distributing this publication were provided by the Ohio Department of Higher Education under authority of Section 223 of the Workforce Investment Act, 1998. Opinions expressed do not necessarily reflect those of the Ohio Department of Higher Education or the U.S. Department of Education, and no endorsement should be inferred.*

## **Discrimination Prohibited Disclaimer**

The discrimination disclaimer should be on all publications that are more than two pages long and with the trailer of a video.

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Department of  
Higher Education

**John R. Kasich**, Governor  
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**Ohio Department of Higher Education**

25 South Front Street  
Columbus, Ohio 43215  
[www.OhioHigherEd.org](http://www.OhioHigherEd.org)

