



Toolkit for Direct Payment Schools

2026-2027

Toolkit for Direct Payment Schools

We are excited to announce that we have a new branding toolkit for Direct Payment Schools!

You may use the materials included in this toolkit to let families know that you are **registered as a Direct Payment School and are approved to receive Opportunity Scholarship and ESA+ funds.**

What's Included in this Toolkit

- Direct Payment Schools badge and usage guidelines
- Sample content
- Frequently asked questions

Restrictions

You may not use statements or representations suggesting that SEAA provides credentialing, certification, or an official endorsement of your school. This includes the use of SEAA's logo or program logos to imply an affiliation with SEAA.

You may not advertise that individual services you provide are "eligible", "allowable" or "approved" by the Opportunity Scholarship or ESA+ scholarship program.

Need Help?

If you have questions about these materials, contact the K12 School Support team at: NPS@ncseaa.edu or 919-695-8742.

Direct Payment Schools Badge

How to Use



Full color (preferred)



1-color: Black

Clear Space

Clear space is the required amount of space to leave around all sides of the badge, to ensure readability (see requirements below).

Clear space equal to the height and width of the uppercase "x" is required around all four sides of the logo (about .25" on all sides).



Minimum Size

Print Minimum Size

.5"



Online Minimum Size

35px



Incorrect Use



DO NOT-
Alter or rearrange the icons and text.



DO NOT-
Distort the logo horizontally or vertically.



DO NOT-
Alter or remove text.



DO NOT-
Decrease the opacity of the colors.



DO NOT-
Retype the text in a different font.



DO NOT-
Alter the logo colors.



DO NOT-
Place on top of a busy background or image.



DO NOT-
Place logo on top of a color similar to those used in the logo. The use of drop shadows or outer glows is not allowed.

Files for Downloading



[Download](#)



[Download](#)

Program Names

How to refer to the scholarship programs in your materials:

- The Opportunity Scholarship
- Education Student Accounts (spell out on first reference, may use the acronym ESA+ for subsequent references).

Sample Content

You may copy and paste the following approved text in your materials. Insert your information in the space provided.

- [Insert your school name] is a Direct Payment School and is registered to accept Opportunity Scholarship and ESA+ scholarship funds.

Frequently Asked Questions

1. **Can I use the SEAA, Opportunity Scholarship, or ESA+ logos in marketing materials?** No. You may not use the SEAA, Opportunity Scholarship, or ESA+ logos in promotional materials, publications, social media, or other online platforms. You may, however, use the Direct Payment Schools badge provided in this toolkit to let families know that you are registered to accept scholarship funds for tuition and required fees.
2. **Can I say that my school is credentialed, certified, or endorsed by SEAA or the K12 scholarship programs?** No. you may not use statements or representations suggesting that SEAA provides credentialing, certification, or an official endorsement of your school.
3. **How do I use the designs provided here?** You can download the designs provided here for your website, as well as print or share electronically.
4. **My school is also enrolled with SEAA as a provider of supplemental services. May I advertise to parents that certain services I offer are an approved use of ESA+ funds?** No. You may not advertise that individual services you provide are “allowable” or an approved use of ESA+ funds, unless authorized to do so in writing by SEAA. However, you may use

Toolkit for Direct Payment Schools

the “enrolled provider” badge to let families know that you may accept ESA+ funds. You can download the [toolkit for enrolled ESA+ service providers](#) on our website.

5. **Are there any other ways for families to find out my school is registered to accept scholarship funds?** Direct Payment Schools are [listed on the K12 programs website](#). SEAA does not facilitate any marketing or advertising to families on behalf of schools.
6. **Could our school link to a website for program information?** We encourage schools to link to <https://k12.ncseaa.edu/>, which is the official website of the Opportunity Scholarship and the Education Student Accounts (ESA+) scholarship program.
7. **Who can I contact with questions about these materials?** Email NPS@ncseaa.edu or call 919.695.8742.