



Toolkit for Enrolled ESA+ Service Providers

2025-2026

We are excited to announce that we have a new branding toolkit for ESA+ enrolled providers!

You may use the materials included in this toolkit to let families know that you are **enrolled as a provider in the ESA+ scholarship program and are approved to be paid with ESA+ funds.**

What's Included in this Toolkit

- Guidelines
- Enrolled provider badge
- 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 qualifications, or a recommendation of your services. 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 ESA+ scholarship program, or as meeting the criteria for a qualifying education expense unless expressly authorized by ESA+ staff in writing. Questions from families regarding the use of their ESA+ scholarship funds or what is an allowable expense should be directed to the ESA+ scholarship team.

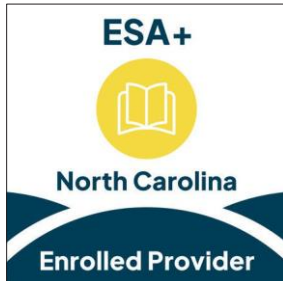
Need Help?

If you have questions about these materials, contact the ESA+ Provider Support team at: esaprovider@ncseaa.edu or 919.695.8742.

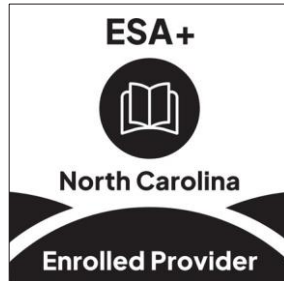
NCSEAA

ESA+ Enrolled Provider Insignia

How to Use



Full color (preferred)



1-color: Black

Clear Space & Minimum Size

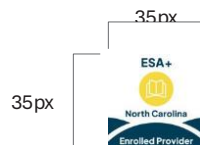
Clear space equal to the height and width of the uppercase "x" is required around all four sides of the logo (about .25" on all sides).



Print Minimum size



Online Minimum size



Files for Downloading

Incorrect Use



X DO NOT-
Alter or rearrange
the icons and text.



X DO NOT-
Distort the logo
horizontally or vertically.



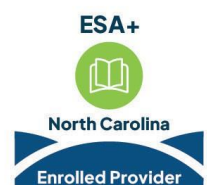
X DO NOT-
Alter or remove text.



X DO NOT-
Decrease the opacity
of the colors.



X DO NOT-
Retype the text in a
different font.



X DO NOT-
Alter the logo colors.



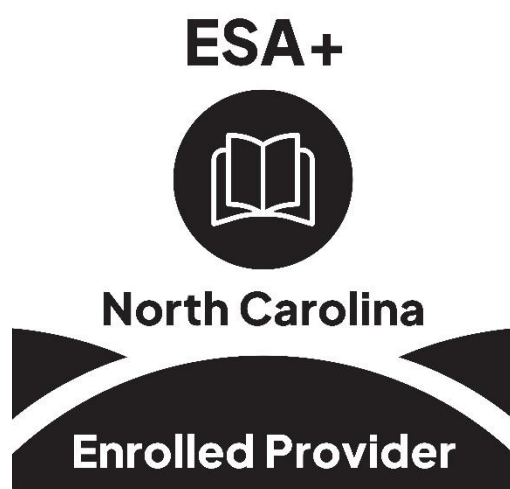
X DO NOT-
Place on top of a busy
background or image.



X 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
tallowed.



[Download](#)



[Download](#)

Program Name

When referring to the program in your materials, you should use The Education Student Accounts on the first reference and 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.

- Education Student Accounts (ESA+) scholarship funds help North Carolina families pay for education and services for children with disabilities.
- North Carolina families can use ESA+ scholarship funds to pay for certain qualifying education expenses, such as educational therapy, tutoring and supplemental teaching services, and transportation to and from an educational activity, subject to review and approval by SEAA.
- [Insert your name or business name] is an enrolled provider for the ESA+ scholarship and is approved to accept ESA+ scholarship funds.
- Please be aware that not all services offered may meet the criteria for qualifying education expenses under the ESA+ scholarship. Prior to committing to a service, families are encouraged to reference ESA+ guidelines and contact ESA@ncseaa.edu for support.
- For more information on the ESA+ scholarship, visit: <https://k12.ncseaa.edu>.

Frequently Asked Questions

1. **Can I use the SEAA or ESA+ logos in marketing materials?** No. You may not use the SEAA or ESA+ logo in promotional materials, publications, social media, or other online platforms. You may, however, use the provider badge in this toolkit to let families know that you are enrolled and may accept ESA+ funds for allowable expenses.
2. **Can I say that I am credentialed, certified, or endorsed by SEAA or ESA+?** No. you may not use statements or representations suggesting that SEAA provides credentialing, certification, or an official endorsement of your qualifications.
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. **Can I give parents instructions for submitting invoices for approval?** No. Parents with questions about payment processing should contact SEAA.
5. **Is there any training for me to understand ESA+ provider policies better?** Yes. A recorded webinar is [posted on the provider section of our website](#).
6. **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.
7. **Are there any other ways for families to find out that I’m able to accept ESA+ payments?** North Carolina's ESA+ providers are listed on the searchable [Provider Database](#) on our website. Whether the specific service you provide is eligible to be paid by ESA+ funds is still subject to SEAA review and approval. SEAA does not facilitate any marketing or advertising to families on behalf of providers.
8. **Who can I contact with questions about these materials?** Email esaprovider@ncseaa.edu or call 919.695.8742.