

Brand Guidelines



AVON COMMUNITY
SCHOOL
CORPORATION



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Logos



Corporation

FULL LOGO



WORDMARK



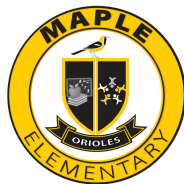
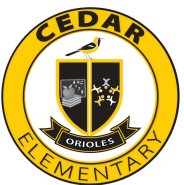
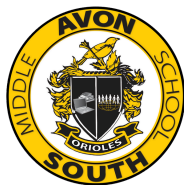
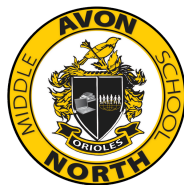
SHIELD



District Services



Schools



Logos



USAGE GUIDELINES

Don't rotate.



Don't rearrange elements.



Don't recolor.



Don't scrunch or stretch.



Don't overlap.

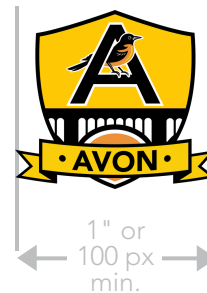


Don't crowd.

Let the logo have pride of place by maintaining space around all sides. Allow space at least equal to the height of the 'A' in the logotype.



Don't shrink it too small.



In order to keep the logo legible and prominent, the minimum width should be 1 inch in print and 100 pixels electronically.

Logos



COBRANDING

EQUAL PROMINENCE

When using the corporate mark with a school logo in situations where both logos will receive equal prominence, use the corporate logo with the shield only and not the logotype. Both logos should be the same height and separated with a line of 12 light gray dots (representing our 12 schools).



SCHOOL EMPHASIS LAYOUT



ACSC EMPHASIS LAYOUT



Colors



CORPORATION COLOR PALETTE

PRIMARY COLORS



BLACK AND YELLOW TINTS

#000000 R:0 G:0 B:0 C:75 M:68 Y:67 K:90	#404040 R:64 G:64 B:64 C:68 M:61 Y:60 K:47	#808080 R:128 G:128 B:128 C:52 M:43 Y:43 K:8	#BFBFBF R:191 G:191 B:191 C:25 M:20 Y:20 K:0	#DFDFDF R:223 G:223 B:223 C:11 M:8 Y:0 K:0	#FFFFFF R:255 G:255 B:255 C:0 M:0 Y:0 K:0
#FFCC00 R:255 G:204 B:0 C:1 M:19 Y:100 K:0	#FFD940 R:255 G:217 B:64 C:1 M:12 Y:85 K:0	#FFE680 R:235 G:230 B:128 C:1 M:6 Y:60 K:0	#FFF2BF R:255 G:242 B:191 C:1 M:3 Y:29 K:0	#FFF9DF R:255 G:249 B:223 C:1 M:1 Y:13 K:0	#FFFBEB R:255 G:251 B:235 C:0 M:1 Y:7 K:0

COMPLEMENTARY TRIAD

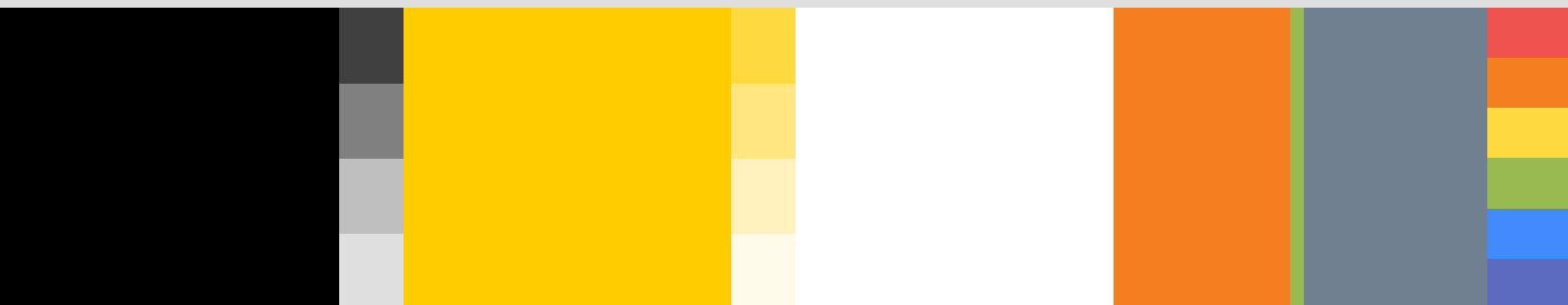
When used sparingly, these colors will add extra vibrancy and 'pop' to your design.

Oriole Orange #F57E20 R:245 G:126 B:32 C:0 M:62 Y:100 K:0	Slate Grey #5D6D7E R:93 G:109 B:126 C:68 M:51 Y:38 K:11	Sage Green #99BA51 R:153 G:186 B:81 C:45 M:10 Y:88 K:0
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PRIMARIES

#EF5350 R:239 G:83 B:80 C:1 M:83 Y:67 K:0	#F57E20 R:245 G:126 B:32 C:0 M:62 Y:100 K:0	#FFD940 R:255 G:217 B:64 C:1 M:12 Y:85 K:0
#5C6BC0 R:92 G:107 B:192 C:71 M:61 Y:0 K:0	#448AFF R:68 G:138 B:255 C:69 M:45 Y:0 K:0	#99BA51 R:153 G:186 B:81 C:45 M:10 Y:88 K:0

COLOR BALANCE



Colors



SUB-BRAND COLOR PALETTES

OASIS COLOR PALETTE

Black
#000000
R:0 G:0 B:0
C:75 M:68 Y:67 K:90

Yellow
#FFCC00
R:255 G:204 B:0
C:1 M:19 Y:100 K:0

Orange
#F57E20
R:245 G:126 B:32
C:0 M:62 Y:100 K:0

White
#FFFFFF
R:255 G:255 B:255
C:0 M:0 Y:0 K:0

COLOR BALANCE



AVON SIMON YOUTH ACADEMY COLOR PALETTE

Black
#000000
R:0 G:0 B:0
C:75 M:68 Y:67 K:90

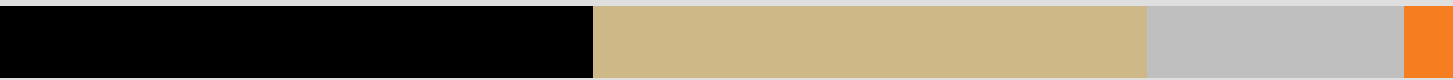
Gold
#CEB888
R:206 G:184 B:136
C:6 M:14 Y:39 K:8

Grey
#BFBFBF
R:191 G:191 B:191
C:25 M:20 Y:20 K:0

Orange
#F57E20
R:245 G:126 B:32
C:0 M:62 Y:100 K:0

White
#FFFFFF
R:255 G:255 B:255
C:0 M:0 Y:0 K:0

COLOR BALANCE



Typography



These fonts were chosen for their simplicity, style, and practicality.

Avenir is used primarily on designed pieces. Lato is nearly identical to Avenir, and serves as our primary web font. Arial, likewise, is similar to Avenir. Widely available, it is for use in word processing platforms and standard designs. These fonts should be used 90 to 95% of the time. They are perfect for headlines, subheads, body copy, and captions.

Milgran can be used sparingly in designed pieces and online to provide emphasis and style.



PRIMARY BRAND FONT

Avenir

AaBbCcDdEeFfGgHhIiJjKk1234567890
AaBbCcDdEeFfGgHhIiJjKk1234567890
AaBbCcDdEeFfGgHhIiJjKk1234567890
AaBbCcDdEeFfGgHhIiJjKk1234567890

ALTERNATIVE FOR WORD PROCESSING

Arial

AaBbCcDdEeFfGgHhIiJjKk1234567890
AaBbCcDdEeFfGgHhIiJjKk1234567890
AaBbCcDdEeFfGgHhIiJjKk1234567890
AaBbCcDdEeFfGgHhIiJjKk1234567890

ALTERNATIVE FOR WEBSITE

Lato

AaBbCcDdEeFfGgHhIiJjKk1234567890
AaBbCcDdEeFfGgHhIiJjKk1234567890
AaBbCcDdEeFfGgHhIiJjKk1234567890
AaBbCcDdEeFfGgHhIiJjKk1234567890



ALTERNATIVE FOR DESIGN AND EMPHASIS

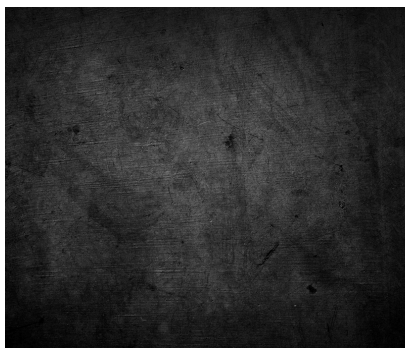
Milgran

AaBbCcDdEeFfGgHhIiJjKk1234567890
AaBbCcDdEeFfGgHhIiJjKk1234567890
AaBbCcDdEeFfGgHhIiJjKk1234567890
AaBbCcDdEeFfGgHhIiJjKk1234567890

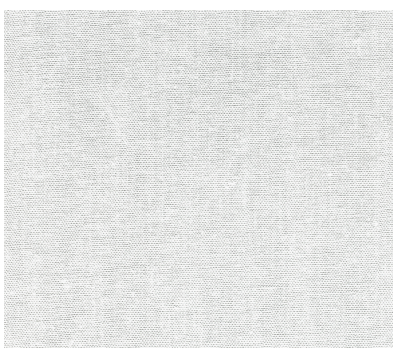
Graphic Elements



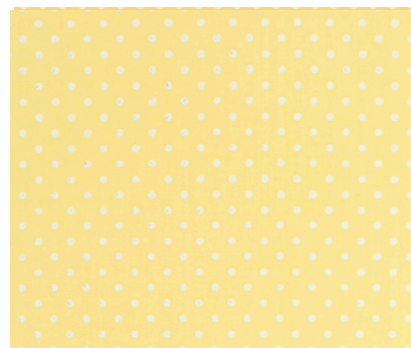
PATTERNS AND TEXTURES



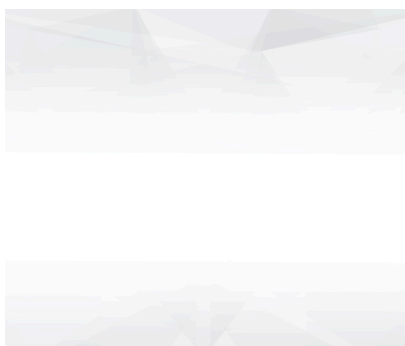
Black Concrete



White Pumice Stone



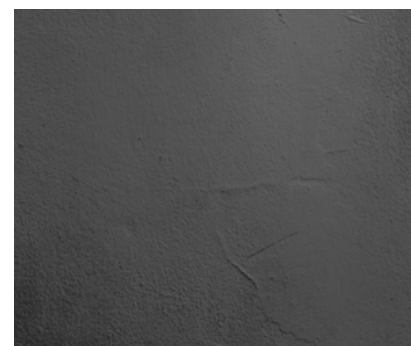
Polka Dots



Crumpled Paper



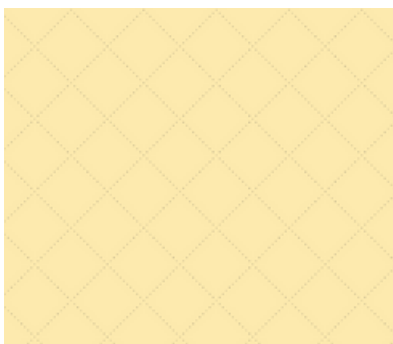
Chipboard



Plaster



Geometric



Diamond Dots



Golden Sparks

Graphic Elements



DESIGN ELEMENTS AND ICONS

COLOR CIRCLES



These color circles can be used as header, footer, and design elements. When possible, use them in groups of 12 to represent the 12 schools in our corporation. They represent the strength of our diversity.

CALLOUTS



SOCIAL MEDIA ICONS



CUSTOM ICONS



Photography



THE PHOTOS WE USE SHOULD



Showcase Our Diversity



Portray Action and Movement



Evoke Hope and Promise



Show Genuine Connection



Represent All Ages and Grades



Celebrate Achievement

THE PHOTOS WE USE SHOULD NOT



Reinforce Implicit Biases



Glorify Risky Behaviors



Highlight Unwanted Actions

Photography



STYLE PREFERENCES

Use warm photos that have bold, bright colors and natural lighting. Use splashes of yellow when possible.



Tip: Making slight increases to contrast and/or saturation helps photos feel much more vibrant and warm.

Selective use of texture, overlays, and callouts can be effective.



Photography



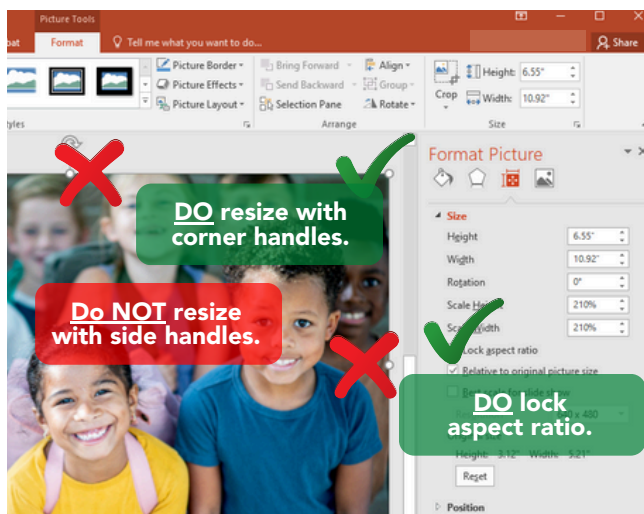
PHOTO EDITING

Pay close attention to the height-to-width ratios of your original photos. Rather than scrunching or stretching your photo to fit your application, crop images to size or resize them using a program like PowerPoint or Canva. When adjusting images, be sure to 'constrain proportions' or 'lock aspect ratio' so the result doesn't look unnatural.

If your photos look like this, go back to your original images and crop or resize being sure to maintain the aspect ratio.

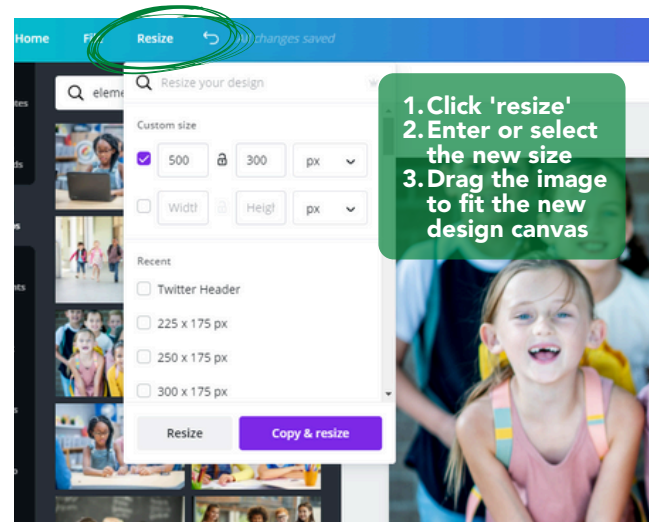


EDITING IN POWERPOINT



PowerPoint makes it easy to edit photos. Click the 'picture tools' button in the ribbon and you can easily resize and crop your image. Just pay attention to the aspect ratio of your original photo so your new image is not distorted. When you're satisfied with your image, right click the image and click 'save as picture'.

EDITING IN CANVA



Canva is an online app that makes it extremely easy to edit images. Additionally, Canva has programmed image sizes for all the popular social media platforms.

For access to the district account, contact the Communications Coordinator at (317) 544-6032.

Editorial Style



Goals, Values, and Voice

In all our communications, we aim to:

- **Inform.** We provide our audience with relevant and timely details about what they need to know, not just what we want to say.
- **Inspire.** When we find good news, we share it loudly and proudly. There are too many good things happening in our schools to keep them to ourselves.
- **Empower.** Our communications inform and inspire with the goal of empowering our audience to act by partnering in their children's education, by volunteering, by amplifying our messages, and by advocating for the outstanding work of our school corporation.

We accomplish our objectives with:

- **Clarity.** We write using simple words and phrases. Less is more.
- **Appropriateness.** We always communicate professionally, but we adapt to fit the context. Sometimes we must be serious. Sometimes we can be playful and have fun.
- **Honesty.** We always tell the truth and resist the urge to spin, exaggerate, or hide.
- **Respect.** We treat our audience – even our detractors – with the respect they deserve. We use inclusive, considerate, people-first language.

Writing about Avon Schools

Abbreviations

In first references, use the full name of the school. In subsequent references, use the following abbreviations.

- Avon Community School Corporation: ACSC or Avon Schools
- Avon High School: AHS or the High School
- Avon Middle School North: AMS North or North
- Avon Middle School South: AMS South or South
- Avon Intermediate School East: AIS East or East
- Avon Intermediate School West: AIS West or West
- Cedar Elementary School: Cedar Elementary or Cedar
- Hickory Elementary School: Hickory Elementary or Hickory
- Maple Elementary School: Maple Elementary or Maple
- Pine Tree Elementary School: Pine Tree Elementary or Pine Tree
- River Birch Elementary School: River Birch Elementary or River Birch
- Sycamore Elementary School: Sycamore Elementary or Sycamore
- White Oak Early Learning Center: White Oak ELC or White Oak

Editorial Style



Acronyms and jargon

Because we write for the public, we want to avoid the indiscriminate use of acronyms and jargon. If it's necessary to use an acronym or jargon, spell out first references and offer basic explanations.

- We rearranged start and end times so we can provide a greater emphasis on developing Professional Learning Communities (PLCs), opportunities when educators can learn and collaborate.
- Chief Lyday leads a team of dedicated School Resource Officers (SROs), police officers who serve Avon's schools.

Grade levels

It is acceptable to refer to grade levels with or without ordinals. If possible, avoid using 'graders' and 'schoolers'.

- Students in grades 7-8 are dismissed early today.
- The test is intended for 5th- and 6th-grade students.
- Students in our intermediate schools enjoy having their own lockers for the first time.
- High School students have exams next week.

School or facility rooms

Always capitalize venues and room numbers when referring to them specifically.

- Avon Middle School South Auditorium
- Room D234
- Administration Center Boardroom
- Transportation Center

Writing about People

The overarching principle is that we treat all people with dignity and respect, emphasizing the content of their character rather than distilling them down into any subset of their identity. When it is necessary to point out someone's age, disability, gender, sexuality, heritage, or race, use the following guidelines.

Age

We don't typically refer to a person's age unless it is relevant.

- The experienced educator knows what she's talking about.
- The centerfielder, 15, is already attracting the attention of professional scouts.

Disability

When it is necessary to refer to disability, we use people-first language. Never portray disabilities as liabilities, a person with disabilities as a victim, or disabilities as producing suffering. We also avoid using disability-related idioms (e.g., a lame excuse).

- Monical's Pizza has a long history of employing students with disabilities.
- There is a growing number of students with Autism in Avon.

Editorial Style



Gender and sexuality

Don't call groups of people 'guys' or women 'girls'. Avoid gendered terms in favor of alternatives like 'server' instead of 'waitress', 'postal worker' instead of 'mailman', and 'chairperson' instead of 'chairman'. When it is necessary to refer to sexuality, we use the words lesbian, gay, bisexual, transgender, queer, and LGBT as modifiers but never as nouns. We do not use 'homosexual', 'lifestyle', or 'preference' when referring to LGBT subject matter.

- The superintendent directed his question to the board chairperson.
- The school has done a good job involving LGBT students in the life of the school.

Heritage, nationality, and race

As with age, gender, and sexuality, we only make reference when necessary. It is unnecessary to use hyphens when referring to someone with a dual heritage or nationality. Capitalize cultures and ethnicities.

- There are a growing number of Asian American households in Avon.
- "As a Black man," he said, "I have experienced this tension firsthand."

Names and titles

When mentioning a person for the first time, use both first and last name. Use Dr., Mr., Mrs., Mrs. and last names in subsequent mentions unless the subject specifies differently. Never set off Sr., Jr., III, or IV with commas. Capitalize specific roles or titles. Otherwise there's no need to capitalize.

- Superintendent Dr. Scott Wyndham has served in his role for a year. Dr. Wyndham has served the district since 2015.
- Deb Swain-Bayless has served as Safety Coordinator for several years.
- Jason Brames leads the IT Department.

Pronouns

If a subject's gender is irrelevant, it is allowable to use they/them/their as a singular pronoun. He/him/his and she/her/her can be used as appropriate. Don't use 'one' as a pronoun. Use pronouns that refer to a person's gender assigned at birth unless they specify otherwise. In these instances, defer to the wishes of the individual.

Academic Degrees

Capitalize only when the full name of the degree is used. In general references, such as bachelor's, master's, or doctoral degree, do not capitalize. Use an apostrophe with bachelor's and master's degree, but not in Bachelor of Arts or Master of Science. Do not use an apostrophe with associate degree or doctoral degree.

- associate degree
- bachelor's degree
- master's degree
- doctoral degree
- Bachelor of Arts in English
- Bachelor of Science in Chemistry
- Master of Business Administration

Editorial Style



Abbreviations such as BA, MS, and PhD should be used in text only when there is a need to identify many people by academic degree and use of the full names would be cumbersome.

In most writing, use of the general terms bachelor's or bachelor's degree; master's or master's degree; and doctorate or doctoral degree are preferred to use of the full name of the degree or initials.

Only those with an MD are referred to as Dr. and then only on first reference.

Omit periods in abbreviations of academic degrees, unless required for tradition or consistency.

Grammar

Abbreviations and acronyms

If there is a chance that readers won't recognize an acronym, spell it out followed by the acronym in parenthesis the first time it appears. There's no need to use the acronym in parentheses if the referent only appears once. Use the acronym in subsequent appearances. Well-known acronyms can be used without first spelling them out. When in doubt, spell it out.

- Centers for Disease Control (CDC) in first reference and then CDC afterward
- Avon High School (AHS) in first reference and then AHS afterward
- Department of Education (DOE) in first reference and DOE afterward
- ASAP, RSVP, FBI, and NASA in all references

Active voice

We use active voice, language that shows the subject acting, instead of passive voice, where the subject is acted upon. We make an exception when we want to highlight the action over the subject.

- Sriya earned a national merit scholarship.
- NO: Sriya was awarded a national merit scholarship.
- EXCEPTION: The student's record was flagged by the registrar.
- TIP: Words like "by" and "was" indicate you're using passive voice.

Ampersands (&)

Don't use them unless they are part of a company or brand name. The possible exception is in headlines. Otherwise, they feel lazy.

Apostrophes (')

Apostrophes are most often used to make words possessive. For most words add 's to make it plural. If a word ends in s and is singular, add 's. If a word ends in s and it is plural, just add an apostrophe.

- The teacher found Jamie's lunch in his backpack.
- Chris's homework is incomplete.
- Our top priority is our students' safety.

Editorial Style



Capitalization

Proper nouns are always capitalized. Articles used with proper nouns are not capitalized. Do not capitalize email or web addresses. Terms denoting student status are lowercased.

Terms denoting generations are usually lowercased, however Generations X, Y, and Z are capitalized. Compass points and terms derived from them are lowercased. Official names of courses of study are capitalized. Days and months are capitalized and seasons are lowercased.

- District leaders consulted with the Department of Education.
- Our web address is avon-schools.org.
- All freshmen and sophomores are asked to attend the convocation.
- Nearly half of our educators are millennials. A quarter of them are Generation X.
- The caravan will head north at 7 pm for the Brownsburg football game.
- Our records indicate Matthew has enrolled in Algebra 2 for the spring semester.

Commas (,)

When writing a list with three or more items, use the serial comma. This is sometimes referred to as the Oxford comma, and it makes the world a better place!

- We presented awards to the coaches of our baseball, basketball, track, and golf teams.

Contractions

It's acceptable to use contractions. They give content a more casual and friendly tone.

Dashes and hyphens (-, —)

Use a hyphen (-) without spaces on either side to link words into a single phrase or to indicate a span or range. An em dash (—) without spaces on either side is used to offset an aside or to indicate an interruption.

- A bus full of excited 8th-grade students just headed to the Pacers game.
- The school open house is from 3-5 pm.
- Jonas shared with his principal—who also happens to be a history buff—about his trip to the museum.

Periods, question marks, and exclamation points (., ?, !)

Periods and question marks go inside quotation marks. They go outside of parentheses when the parenthetical content is part of the sentence and inside the parentheses when the content stands alone. Use exclamation points sparingly.

- Ms. Macy said, "You all passed the test."
- Ms. Macy asked, "Do you think you passed the test?"
- Owen's favorite colors (besides black and gold) are blue and green.
- Mr. Shockley won principal of the year. (This is the second time he has won the award.)

Editorial Style



Quotation marks (""")

Use quotes to designate direct quotations and titles of short works. Periods and commas go inside quotation marks. If a question mark is part of a quotation, it goes inside. If a question ends with a quote, it goes outside. Quotes within quotes are set off with single quotes ('). When quoting someone, use present tense.

- Shakespeare's Juliet asks, "What is in a name?"
- Who said, "Bad company corrupts good character"?
- Jason says, "A wise person once told me, 'Bad company corrupts good character.'"
- "According to our data," says Superintendent Wyndham, "test scores have risen this year."

Semicolons (;)

If you have to use them, it's probably best just to create two sentences—use an em dash if you must.

URLs and websites

Capitalize the names of websites and web publications. Don't italicize. It is unnecessary to include <https://www>. Before URLs.

- Visit the foundation's wishlist on Amazon.
- Many teachers use Common Sense Media to review media before showing it in class.
- You can register for the open house at avon-schools.org/openhouse.

Numbers

Spell out a number if it is the first word in a sentence or for whole numbers up to nine. Use numerals for numbers 10 and above. Numbers with four or more digits get commas except with page numbers, addresses and years. Numerals form their plurals by adding 's'. No apostrophe is needed.

- Twenty teachers will retire at the end of the school year.
- There are 12 schools in our corporation.
- The community foundation awarded scholarships to two of the 10 nominees.
- There are 10,000 students in Avon.
- The address is 11456 East County Road 100 North.
- The students are learning to count by 2s, 5s, and 10s.

Currency

Sums of money are expressed by numerals. For sums of a million or more, use a mixture of numerals and spelled-out numbers.

- Students can add a cookie to their lunch for \$0.75.
- Student fees for this spring are \$112.
- The Governor pledged \$10 million in funding for Indiana's public schools.

Editorial Style



Dates

Spell out the day of the week and the month unless you're using a table or an application with limited space or character counts. Use MM/DD/YYYY format in lists and spreadsheets but not in formal writing. When referring to a school year, use the YYYY-YY format.

- We return to school on Monday, July 27, 2021.
- The 2021-22 school year begins next week.
- January 6, 2021, is a date our nation will remember forever.

Decades

Use abbreviations when referring to decades within the last century. Be more specific when referring to decades more than 100 years ago.

- Many of our teachers were born in the 80s and 90s.
- The 1880s and 1890s are his favorite decades to study.

Decimals, fractions, and percentages

Use decimal points only when a number can't easily be written as a fraction. Spell out fractions. Use the % symbol instead of spelling out percent.

- More than 85% of our students learned in-person during COVID-19.
- Mrs. Moore noted that four-fifths of her students have completed the assignment.
- Avon has grown by 15.86% in the last decade.

Ordinals

When an ordinal starts a sentence, it should be spelled out. It may be preferable to reword. Ordinals used to describe grades are not hyphenated unless they are used as an adjective. The letters in ordinals should not appear in superscripts. Centuries are spelled out in lowercase.

- Fourth period begins at 11:48 am.
- Students in 7th and 8th grade should build habits that will help them succeed in high school.
- Please remind parents of 7th- and 8th-grade students that the exam is tomorrow.
- Education changed a lot between the nineteenth and twenty-first centuries.

Phone numbers

Phone numbers should be listed in the (###) ###-#### format. List the direct line unless it is preferable to route calls through a central line. Using the abbreviation ext. is preferred but should only be done for internal audiences.

- Call Avon Schools at (317) 544-6000.
- EXTERNAL AUDIENCES: For information about school lunches, call (317) 544-6061.
- INTERNAL AUDIENCES: For information about school lunches, call Food Services at ext. 6061.

Editorial Style



Times

Write times using the HH:MM am/pm format. Noon and midnight should be used to avoid confusion. The abbreviations am and pm should not be used with morning, afternoon, evening, or night. Use hyphens between times to indicate a time period.

- Lunch is from 11 am to noon.
- The high school dismisses at 3:30 pm.
- Students should be at the bus stop at 7 am.
- 11:30 am-2 pm

Web elements

Alt text

Label images in a brief sentence or two to optimize the experience for people who cannot see images on our site.

Buttons

Buttons should always provide a clear call to action in concise, unambiguous language. It's OK to use ampersands.

- Log In
- Subscribe
- Email Us
- Learn More & Register

Forms

Explain the purpose of all forms in the title and keep them as concise as possible. Use title case for form titles and sentence case for form fields. Only gather information we intend to use.

Headings and subheadings

Help readers navigate page content by using headers and subheadings. They should use relevant keywords and highlight the main points on the page. Use sentence case for both headings and subheadings.

- Headings give people a taste of what they are about to read. Use them for page titles.
- Subheadings break page content into smaller, specific sections. They make content easier to scan and more accessible.

Links

Provide links whenever referring to something on our site or on an external site. Link only to relevant content from trusted sources. If a link comes at the end of a sentence or adjacent to a punctuation mark, don't include the mark. Don't link preceding or following spaces. Try not to use phrases like 'click here,' 'read this,' or 'click this link'. Write normally and link appropriate keywords or phrases. Link to internal webpages in the same window and external websites or files in a new window.

URLs and websites

Capitalize the names of websites and web publications. Don't italicize. It is unnecessary to include https://www. Before URLs.

- Visit the foundation's wishlist on Amazon.
- Many teachers use Common Sense Media to review media before showing it in class.
- You can register for the open house at avon-schools.org/openhouse.

Editorial Style



Word List

The words and phrases that follow can be difficult. Here's how we use them. (If it's not on this list, defer to the Chicago Manual of Style.)

Add-on (noun, adjective), Add on (verb)

Affect (verb), Effect (noun)

Among, Amongst

'Among' is preferred in American English, while 'amongst' is preferred in British English.

Among, Between

'Among' expresses a relationship between several items and 'between' expresses the relationship of one thing to another or to many items.

- The student's homework was hidden among the papers in his notebook.
- The student relayed the messages between the club's members and sponsors.

Assure, Ensure, Insure

'Assure' means to tell someone something is definitely true or will definitely happen. 'Ensure' means to guarantee or make sure of something. 'Insure' means to take out an insurance policy.

- She assured the students field day would not be canceled.
- He double checked his answers to ensure they were correct.
- The parents insured their child's laptop.

Back end (noun), Back-end (adjective)

Best seller (noun), Best-selling (adjective)

Checkbox

Capital, Capitol

'Capital' can refer to an uppercase letter, money, or a city where a seat of government is located (e.g., Indianapolis is the capital of Indiana).

'Capitol' means the building where a legislature meets.

Complement, Compliment

A 'complement' is something that completes or matches something else. A 'compliment' is a nice thing to say.

Coworker

It is correct if it's hyphenated or not. Let's omit the hyphen in order to be consistent.

Disinterested, uninterested

'Disinterested' means impartial, like a judge.

'Uninterested' means bored or lacking intellectual stimulation.

Defense, Defence

'Defense' is standard in American English, and the British prefer 'defence'.

Email

Never hyphenate. Never capitalize (unless it begins a sentence).

Emigrate, Immigrate

'Emigrate' means to move away from a city or country to live elsewhere. 'Immigrate' means to move into a country from somewhere else.

E.g., I.e.

These two are often mixed up, but 'e.g.' means "for example" and 'i.e.' means "that is" or "meaning".

Editorial Style



Emoji (singular and plural)

Empathy, Sympathy

'Empathy' is the ability to understand another's point of view or emotions. 'Sympathy' is feeling sorrow for someone's suffering.

Farther, Further

'Farther' refers to a physical distance while 'further' refers to a metaphorical distance.

- Maya lives farther from school than Henry.
- Nothing could be further from the truth.

Front end (noun), Front-end (adjective)

GIF

It's pronounced like the peanut butter brand.

Hashtag

Historic, Historical

'Historic' means famous, important, and influential. 'Historical' means related to history. Both are preceded by 'a', not 'an'.

- Julius Caesar is a historic figure.
- The students' field trip was to a historical village at Connor Prairie.

Homepage

Imply, Infer

To 'imply' is to hint at something. To 'infer' is to make a deduction.

- "The look on your face implies that you know what you did," says the teacher. "Can you infer what will happen next?"

Internet

Never capitalize (unless it begins a sentence or occurs in a heading).

It's, Its

'It's' is a contraction of "it is". Its is a possessive pronoun.

Lay, Lie

'Lay' means to put or to place. 'Lie' means to recline. Be careful; the past tense of 'lay' is 'laid' and the past tense of 'lie' is 'lay'. English is so confusing.

Lead, Led

'Lead' (rhymes with 'bed') refers to a type of metal. 'Led' is the past tense of the verb 'to lead' (rhymes with 'deed'), which means to guide or to be first.

Login (noun, adjective), Log in (verb)

Loose, Lose

'Loose' is usually an adjective describing something that is uncontained or free. 'Lose' is always a verb which means to misplace something or be defeated in a game.

Nonprofit

OK

Online

Never capitalize (unless it begins a sentence or occurs in a heading).

Opt-in (noun, adjective), Opt in (verb)

Pop-up (noun, adjective), Pop up (verb)

Editorial Style



Principal, Principle

'Principal' can be a noun or adjective. As a noun, it's the person in charge of a school. As an adjective, it's what's primary or most important. A 'principle' is always a noun. It is a firmly held belief or ideal.

Signup (noun, adjective), Sign up (verb)

Stationary, Stationery

'Stationary' means unmoving. 'Stationery' refers to corporate letterhead and other official documents.

Than, Then

'Than' is used for comparisons while 'then' is used to indicate time or sequencing.

Their, There, They're

'Their' is the possessive form of 'they'. 'There' indicates a place. 'They're' is a contraction of the words 'they' and 'are'.

To, Too

'To' is a preposition that can indicate direction. It can also be used with the infinitive form of verbs (e.g., 'to sing' or 'to study'). 'Too' is used to intensify and also means 'also' or 'in addition'.

Toward, Towards

'Toward' is standard in American English, and the British prefer 'towards'.

Username

URL

Website

Never capitalize (unless it begins a sentence or occurs in a heading).

We are grateful to the following organizations.
Their excellent work informed our process.

Grammarly Blog: Top 30 Commonly Confused Words in English
MailChimp Content Style Guide
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SCHOOL
CORPORATION

Administration Center
7203 E US Hwy 36 | Avon, IN 46123
(317) 544-6000 | avon-schools.org