



SALT LAKE CITY
SCHOOL DISTRICT
Your Best Choice

Style Guide & Graphic Standards

A reference for a cohesive brand image

FOREWORD

In order to establish a cohesive image of the Salt Lake City School District and to provide readers with consistent, clear communications, the Communications Department has prepared this style guide as a guidebook of editorial style.

For our purposes, style is defined as rules regarding the mechanics of written communication, such as capitalization, spelling, and punctuation of words, not as rules of literary composition or forms of expression, such as manner and tone.

The Salt Lake City School District Style Guide is based on reference works that will be uniformly applied to all district and school publications. The style references contained herein are primarily based on the Associated Press Stylebook and Libel Manual and Webster's New World Dictionary, considered standard guides for most written forms of mass communication.

We invite you to adopt this manual for all written communications, particularly those directed to external audiences. These guidelines also apply to Web sites.

If you have questions, please contact the Communications Department at (801) 578-8352.

TABLE OF CONTENTS

Foreword..... 1

Style Guide Key.....3

A to Z Listing of Guides to Capitalization, Abbreviation, Spelling, Numerals, and Usage..... 4

District Organizational Chart..... 16

District Mission and Vision Statements.....17

District Logo Style and Usage 18

STYLE GUIDE KEY

This manual is organized like a dictionary. Following is a key to the entries.

cities When naming cities within Utah, it is not necessary to follow the city name with Utah (an exception to the *Associated Press Stylebook*).

Entry words, in alphabetical order, are in **bold**. They represent the accepted word forms unless otherwise indicated.

Text explains usage.

Class of (year) Capitalize when referring to a specific graduating class (*Class of 1973 reunion*).

Examples of correct and/or incorrect usage are in *italics*.

classwork, course work

Some entries simply give the correct spelling, hyphenation and/or capitalization.

co-author (*n.*) or **co-authored** (*v.*) Hyphenate.

Abbreviations used in this manual: (*n.*) noun; (*v.*) verb.; (*adj.*) adjective

composition titles See **titles**

Related topics are in **bold**.

A

a cappella

abbreviations Do not use abbreviations the reader would not quickly recognize. Always spell out official names and titles on first reference. Delete all periods unless necessary for clarity. Special cases: some abbreviations are acceptable in catalogs or technical writing.

acronyms Avoid using an acronym on first reference, unless its meaning is readily recognized. Preferred form is to write a name in full on first reference, directly followed by the acronym in parentheses. An acronym then can be used in subsequent references - *American College Test (ACT)*. Use periods in two-letter abbreviations, but, generally, omit them in longer abbreviations and acronyms.

academic degrees Academic degrees include Ph.D., Ed.D., etc. For public educators, use degrees following their names rather than using Dr. (*John Smith, Ed.D.*; not *Dr. John Smith*). Use an apostrophe in bachelor's degree and master's degree, but not in associate or doctorate degrees.

addresses Follow the guidelines established by the U.S. Postal Service for mailing addresses. When listing an address in a publication, use the state abbreviations in this guide with the city names. See states. Use abbreviations *Ave.*, *Blvd.* and *St.* only with a numbered address. Spell out and capitalize *First* through *Ninth* when used as street names; use figures with two letters for *10th* and above. Abbreviate compass points with a single, capital letter to indicate directional ends of a street in a numbered address, but spell out directions in a street name (*95 E. Wasatch Blvd.*, *9361 S. 300 East*).

Advanced Placement AP (no periods) is acceptable on second reference.

adviser Not *advisor*.

affect, effect *Affect*, as a verb, means to influence. *Affect*, as a noun, is best avoided. *Effect*, as a verb, means to cause. *Effect*, as a noun, means result.

African-American Acceptable for an American black person of African descent. *Black* is also acceptable

after- Follow after with a hyphen when it is used to form compound modifiers as adjectives and referring to the programs run by Community Education. *Students attend the Community Education After-School Program. Chess Club is an after-school program enrichment activity.*

ages Always use numerals (*The 68-year-old teacher has taught for seven years; Tom Smith, 8, was named Student of the Month*).

aid, aide *Aid* is assistance. An *aide* is a person who serves as an assistant.

alma mater

alumnus, alumni, alumna, alumnae Use *alumnus* (*alumni* in the plural) when referring to a man who has attended a school. Use *alumna* (*alumnae* in the plural) for similar references to a woman. Use *alumni* when referring to a group of men and women.

a.m., p.m. Use lowercase a.m. and p.m., with periods. Always use figures, with a space between the time and the a.m. or p.m.: *By 6:30 a.m. she was long gone.* If it's an exact hour, no ":00" is required.

American College Test ACT is acceptable on second reference.

American Federation of Teachers-Utah AFT-Utah is acceptable on second reference.

ampersand (&) Use as part of an organization's formal name (*Procter & Gamble Co.*). The *ampersand* should not be used in place of and.

annual An event cannot be described as *annual* until it has been held in at least two successive years.

area code Always use with telephone numbers. Use the form 801.567.8100.

Asian Acceptable for people of Asian descent

assistant Do not abbreviate. Capitalize only when used in a formal title before a name. See **titles**.

assistant principal Not *vice principal* in the Salt Lake City School District.

athletic department Not *athletics department*.

associate degree Not *associate's degree*.

associate superintendent Do not abbreviate. Capitalize only when used as a formal title before a name. See **titles**.

association Do not abbreviate. Capitalize as part of a proper name.

association names See **acronyms**

B

bachelor's degree Not *baccalaureate* or *bachelor degree*. Capitalize Bachelor of Arts or Bachelor of Science when referring to a specific degree.

board Do not capitalize when used alone or in the term *board members*.

Board of Education Capitalize when part of a proper name or when referring to the Salt Lake City School District Board of Education. Do not capitalize the word board when used alone (*see above*).

buildings Capitalize official building names (*District Office, Auxiliary Services Building, etc.*).

busing, buses Not *busses*.

Brigham Young University *BYU* is acceptable on all references.

C

capital, capitol Capital describes money, equipment or property used in a business, or the city where a seat of government is located. Capitol refers to a building and is capitalized in reference to a specific capitol building.

capitalization In general, avoid unnecessary capital letters. See departments and titles.

Career and Technical Education (formerly Applied Technology Education) CTE is acceptable on second reference.

career ladder days Discontinued. Use *teacher quality* days.

Caucasian

cell phone Two words.

chairman, chairwoman The term *chair* should not be used. Only use *chairperson* or *chair* if it is the organization's formal title for an office.

child care Two words.

cities When naming cities in publications being sent within Utah, it is not necessary to follow the city name with Utah (an exception to the *Associated Press Stylebook*).

Class of (year) Capitalize when referring to a specific graduating class (*Class of 1973 reunion*).

classwork, course work

co-author (n.) or **co-authored** (v.) Hyphenate.

coed, coeducation No hyphen.

colleges/universities Spell out on first reference and use acronym on second reference.

commas Do not use a comma at the start of an indirect or partial quotation (*She said “the school strives for academic excellence.”*). Use a comma to complete a quotation (*“The school strives for academic excellence,” she said.*). Also use a comma to introduce a complete one-sentence quote (*She said, “The school strives for academic excellence.”*). See **punctuation**.

compact disc *CD* is acceptable on second reference.

composition titles See titles.

co-worker Hyphenate.

council, counsel *Council* refers to a deliberative body and those who are members of it. To *counsel* is to advise. A *counselor* is one who advises.

course numbers Use figures and capitalize the subject when used with a numeral (*History 3*).

courtesy titles See **titles**.

D

database One word.

data A plural noun. Singular is *datum*.

dates Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only *Jan.*, *Feb.*, *Aug.*, *Sept.*, *Oct.*, *Nov.* and *Dec.* (*Dec. 18, Oct. 2*) Spell out when using a month alone or with a year. Do not separate the month and the year with a comma (*January 2003*). When a date refers to a month, day and year, separate with a comma (*Jan. 1, 2003*). Capitalize and spell out days of the week.

daylight-saving time Not savings. Note the hyphen.

days of the week Capitalize. Do not abbreviate except in a tabular format. See dates.

degrees See academic degrees.

departments Uppercase district departments with their formal names (*Human Resources Department, Communications Department*, etc.). See List of Department Names on page 16.

disabled, handicapped, impaired In general, do not describe an individual as disabled or handicapped unless it is necessary. Acceptable terms to describe disabilities include: *disabled* (general term for a physical or cognitive condition that substantially limits one or more major daily life activity), *blind* (a person with complete loss of sight), *visually impaired* (partial loss of sight), *deaf* (a person with total hearing loss), *partially deaf*, *mute* (a person who physically cannot speak), *speech impaired*, *wheel-chair user*. Avoid

the terms *handicapped*, *deaf-mute* and *confined to a wheelchair*.

disk; diskette Not *disc* for computer-related references.

district Capitalize only when part of a proper name. See **Salt Lake City School District**.

district mail Include the full school or department name in addresses for intradistrict mail.

districtwide One word.

doctorate Doctorate degree, not doctor's degree.

drivers education No apostrophe.

E

email Always lowercase. When listing an email address, use all lowercase letters and do not use quotation marks (*susan.smith@slc.k12.ut.us*).

e-commerce, e-advertising Always lowercase and use a hyphen.

Ed.D. See academic degrees.

effect See **affect, effect**

end-of-level Hyphenate when used as an adjective (*end-of-level testing*).

English as a Second Language *ESL* is acceptable on second reference.

entitled Books and other works are *titled*, not *entitled*. *Entitled* means a right to do or have something.

exclamation point (!) Avoid overuse.

executive director Capitalize only as a formal title before a name.

ext. Do not capitalize. Abbreviated form preferred to *extension* in a phone number. Use a comma between the number and the extension as in 801.578.8300, ext. 857.

extracurricular No hyphen.

F

fax Not *facsimile* or *Fax*. The term *fax* should not be used as a verb (*I sent a fax to Robert Jones*; not *I faxed Robert Jones*).

flier, flyer *Flier* is the preferred term for an aviator or a handbill. *Flyer* is the proper name of some trains and buses.

foundation Capitalize only when part of a proper name. See **Salt Lake Education Foundation**.

formal titles See **titles**.

fort Spell out on all uses (*Fort Union Boulevard*).

full-time Hyphenate when used as an adjective (*full-time student*).

fundraiser (*event or person*), **fundraising** (*adj.*) One word in all cases.

G

General Educational Development Diploma GED is acceptable on all references.

governor Capitalize and abbreviate as *Gov.* when used as a formal title before a name.

grade-point average *GPA* is acceptable in all references. Students' *GPA*s should never be published without their written permission, even if the student has a 4.0 *GPA*.

grade, grader Use numbers to describe grade levels (*4th grade, 8th grade*) but spell out the grade at the beginning of a sentence (*First grade students at Wasatch Elementary School attended the school fair.*) Avoid using *grader* as a noun (*1st grade student*, not *1st grader*).

H

handicapped See the listing for **disabled, handicapped, impaired**.

half-mast, half-staff Flags not on ships are flown at *half-staff*. District and school flags are only flown at *half-staff* when directed by the governor.

halftime One word.

health care Two words.

Hispanic A person from, or whose ancestors are from, a Spanish-speaking land or culture. *Latino* and *Latina* are sometimes preferred.

holidays Official Salt Lake City School District school holidays include *Independence Day, Pioneer Day, Labor Day, Professional Convention (not UEA), Thanksgiving Recess, Winter Recess, Dr. Martin Luther King Jr. Day, Washington and Lincoln Day, Spring Recess* and *Memorial Day*.

homeroom (*adj., n.*) One word.

home schooling, home-schooled, home-schooler

home page Two words.

honors program Not *honours programme*.

Human Resources Department Not *Human Resource Department* or *Personnel Department*.

HTML, HTTP Uppercase in text, lowercase in Web addresses. See Web addresses.

hyphens *Hyphens* are used strictly for hyphenating words or line breaks. If a word may be used with or without a *hyphen*, preferred use is to omit the *hyphen*.

I

i.e. Abbreviation for the Latin *id est* or *that is* and is always followed by a comma.

incorporated Abbreviate and capitalize as *Inc.* when used as part of a corporate name. Do not set off with commas.

initials Use periods and omit spaces between initials (*E.B. White*, not *E. B. White*).

in-service Hyphenate. Should only be used as an adjective (in-service training, in-service credit) and not as a stand-alone noun.

intelligence quotient *IQ* is acceptable in all references.

interoffice No hyphen. Refers to distribution within a single office or location.

intradistrict No hyphen. Refers to multiple locations within the district.

Intermountain West Capitalize.

International Baccalaureate *IB* is acceptable on second reference.

internet AP style now says internet should not be capitalized, but *Internet* is still widely accepted and used.

intramural No hyphen.

italic; italicize Not *italics*.

J

junior Abbreviate as *Jr.* only with full names of persons and do not precede with a comma (*John F. Kennedy Jr.*).

K

kindergarten Not capitalized.

kids Avoid in formal contexts. Use *children* or *students*.

L

language arts Not capitlaized

listserv One word.

login, logon, logoff All one word.

logos DISTRICT LOGO: An approved Salt Lake City School District logo should be included on formal district documents and publications sent to the public. SCHOOL LOGOS: Written school correspondence sent to the public should contain the school's logo.

M

make up (*v.*), **makeup** (*n., adj.*) No hyphen in the noun or adjective form (*The teacher scheduled a makeup exam; The couple decided to make up.*).

Dr. Martin Luther King Jr. Day No comma. Not *Civil Rights Day*.

master's degree *Master's degree* in education, not *master's degree of education*. Capitalize when referring to a specific degree (*Master of Arts*).

math/mathematics Not capitalized

memorandum Not memo.

months See **dates**.

more than Preferred instead of *over* when estimating numbers (*more than 100 students*).

motto The Salt Lake City School District's official motto is *Your Best Choice*.

MP3 Acceptable in all references to the music compression format.

N

names (first reference) Preferred use is first and last name, followed by title or position. See titles. Use of middle initials is encouraged in formal context. Board members' names should appear in formal form.

names (second reference) In general, avoid the use of courtesy titles (*Mr., Mrs., Miss, Ms.*) in written correspondence. However, since these titles are commonly used in schools, exceptions may be made for publications specifically directed to parents and/or students.

National Education Association *NEA* is acceptable on second reference.

Native American Acceptable for those in the U.S. Where possible, be precise. (*He is a Navajo commissioner.*)

noon Not *12 p.m.* or *12 noon*.

nontraditional No hyphen. Acceptable reference to schools not on a traditional school year schedule, although the preference is to state the type of schedule (*year-round, extended, split-session, etc.*).

numbers Spell out numbers below 10, use figures for 10 and above. Spell out first through ninth when indicating a sequence. If you must begin a sentence with a number or year, spell it out (*Twelve students received the award*).

O

OK, OK'd, OK'ing, OKs Do not use *okay*.

off campus, on campus (*subject*); **off-campus, on-campus** (*adj.*) Hyphenate the adjective form (*The recruiter conducted on-campus interviews; The interview was conducted off campus*).

online One word.

over Preferred use with a number is *more than* (*more than 100 students; not over 100 students*).

P

Pacific Islander Do not hyphenate

paraprofessional One word, not paraeducator.

parent teacher association Capitalize when part of a proper name. *PTA* is acceptable on all references.

parent teacher student association Capitalize when part of a proper name. *PTSA* is acceptable on second reference.

parent-teacher conferences Hyphenate.

PDF Acceptable on all references to the Adobe Acrobat® portable document format.

percent Spell out unless used in a table or a financial publication. Numbers should be used when expressing a percent.

Ph.D. see academic degrees.

phone numbers On very stylized documents (business cards and letterhead) use periods between the numbers - *801.578.8352*. For general text, put parentheses around the area code and use a hyphen - *(801) 578-8352*.

physical education *P.E.* is acceptable in all references.

p.m., a.m. Lowercase with periods.

podcast One word.

preschool One word.

president Capitalize only as a formal title used directly before an individual's name. Lowercase all other uses (*Board President Kristi Swett*).

Presidents Day No apostrophe. In Utah, the official holiday is called Washington and Lincoln Day.

principal Do not confuse with principle. Capitalize only when used as a formal title before a name (*Principal Jane Doe*).

professor Never abbreviate. Lowercase before a name. See titles.

punctuation In general, think of punctuation as a courtesy to your readers, designed to help them understand your message. See commas, hyphens and quotations.

Q

quarter fall *quarter*, winter *quarter*, etc.

quotations Open-quote marks and close-quote marks are used to surround the exact words of a quote (*"I will not stay," he replied; "I do not object," he said, "to the tenor of the report."*). Place quotation marks outside periods and commas.

R

résumé Accents optional.

R.S.V.P. Use periods.

S

Saint Abbreviate in proper names (*St. George*).

Salt Lake City Never write as SLC. See cities.

Salt Lake City School District Board of Education Spell out on first reference. On second reference, use *Board of Education* (capitalized). Always use formal names for board members.

Salt Lake City School District Not *Salt Lake School District*. Spell out on first reference. Use *district* (not capitalized) on second reference. Do not use SLCS D as an acronym.

Salt Lake Community College *SLCC* is acceptable on second reference.

Salt Lake Education Foundation Spell out on first reference. Do not use an acronym except in reference to the *foundation* Web site (www.sledfoundation.org). Use *foundation* (not capitalized) on second reference to the non-profit organization established to secure and manage funds received by the Salt Lake City School District from the private sector.

Scholastic Aptitude Test For the college entrance exam, *SAT* is acceptable on second reference.

school Capitalize only when part of a proper name (*Highland High School*). The word school should be included after the name on first reference (*Escalante Elementary School*). The word school can be dropped on second reference.

school years See **years**.

schoolwide One word.

seasons Lowercase fall, spring, summer and winter unless part of a proper name.

secretary Capitalize only when part of an official corporate title. See titles.

sports scores Game scores should be written in numerals, even if fewer than 10 (*The final score was 33-6*).

spring recess Not *Spring Break*.

states Use the following state abbreviations in conjunction with the name of a city in printed materials (postal code abbreviations are shown in parentheses):

Ala. (AL)	Alaska (AK)	Ariz. (AZ)	Ark. (AR)
Calif. (CA)	Colo. (CO)	Conn. (CT)	Del. (DE)
Fla. (FL)	Ga. (GA)	Hawaii (HI)	Idaho (ID)
Ill. (IL)	Ind. (IN)	Iowa (IA)	Kan. (KS)
Ky. (KY)	La. (LA)	Maine (ME)	Md. (MD)
Mass. (MA)	Mich. (MI)	Minn. (MN)	Miss. (MS)
Mo. (MO)	Mont. (MT)	Neb. (NE)	Nev. (NV)
N.H. (NH)	N.J. (NJ)	N.M. (NM)	N.Y. (NY)
N.C. (NC)	N.D. (ND)	Ohio (OH)	Okla. (OK)
Ore. (OR)	Pa. (PA)	R.I. (RI)	S.C. (SC)

S.D. (SD)	Tenn. (TN)	Texas (TX)	Utah (UT)
Vt. (VT)	Va. (VA)	Wash. (WA)	W.Va. (WV)
Wis. (WI)	Wyo. (WY)	Washington, D.C.	

statewide One word.

student body (*n.*) **student-body** (*adj.*) No hyphen unless used as an adjective (*The student body elected a new president; Student-body elections determined the new president.*)

Student Educational Plan *SEP* is acceptable on second reference.

Student Educational Occupational Plan *SEOP* is acceptable on second reference.

street names See addresses.

substitute teacher Avoid using *substitute* as a noun. Never abbreviate as *subs.*

superintendent Do not abbreviate. The formal position title is *superintendent of schools*. Capitalize only when used as a formal title before a name (*Superintendent McKell Withers, Ed.D.*). Always use the superintendent's full name in print.

T

teen, teen-ager (*n.*), **teen-age** (*adj.*) Do not use *teen-aged*.

telephone numbers Use the form (801) 567-8100 in letters and memos. A more stylized form is used for business cards and district letterhead, 801.578.8100.

theater Not *theatre*.

times Use figures except for *noon* and *midnight*. Use a colon to separate hours from minutes, but avoid “:00” to represent the top of the hour (*10:45 a.m., 4 p.m.*). Avoid such redundancies as *7 a.m. this morning, 7 p.m. tonight* or *12 noon*. See **noon, a.m., p.m.** Never use *o'clock* or figures with *noon* or *midnight* (*not 12 noon*).

titles

COMPOSITION TITLES: Capitalize the principal words. Italicize or put quotation marks around the names of all works. These rules apply to book titles, movie titles, musical works, play titles, poem titles, titles of lectures and speeches, and works of art.

COURTESY TITLES: In general, avoid the use of courtesy titles (*Mr., Mrs., Miss, Ms.*) in written correspondence. However, since these titles are commonly used in schools, exceptions may be made for publications specifically directed to parents and/or students.

JOB TITLES: In general, confine capitalization to formal titles used directly before an individual's name (*Superintendent John Smith; teacher Patrick Jones; Chris Johnson, school secretary*). Lowercase titles when not used with an individual's name (*The superintendent issued a statement; the board president approved the measure*).

trimester No hyphen.

U

University of Utah *U of U* is acceptable on second reference.

United States The abbreviation *U.S.* is acceptable in all uses.

URL Acceptable in all references to Uniform Resource Locator. Preferred terms in most correspondence are Web site or Internet address.

Utah Never abbreviate except in an address followed by a ZIP code for mailing purposes.

Utah Core Utah's set of academic standards, not Common Core.

Utah Education Association *UEA* is acceptable on second reference.

Utah High School Activities Association Not *Athletics Association*. *UHSAA* is acceptable on second reference.

Utah State Legislature Capitalize when using the formal title. Otherwise lowercase *legislature*.

Utah State Office of Education *USOE* is acceptable on second reference.

Utah Valley University *UVU* is acceptable on second reference.

Utahn Not *Utahan*.

V

Valentine's Day Use an apostrophe.

Veterans Day No apostrophe.

vice principal The correct title is *assistant principal*. There are no *vice principals* in the Salt Lake City School District.

W

Wasatch Front, Wasatch Mountains

Wasatch Front School Districts *Canyons, Davis, Granite, Jordan, Murray City, and Salt Lake City*.

web Short form of World Wide Web. The web is not the same as the internet, but is a subset; other applications such as e-mail, exist on the internet.

web addresses Avoid long, complicated addresses and italicize in text. The official district web address is *www.slcschools.org*.

webpage, website One word. Do not capitalize.

webcast, webcam, webmaster All are one word, lowercase.

-wide No hyphen (*worldwide, nationwide, districtwide*)

winter recess Not *Christmas break*

X-Y-Z

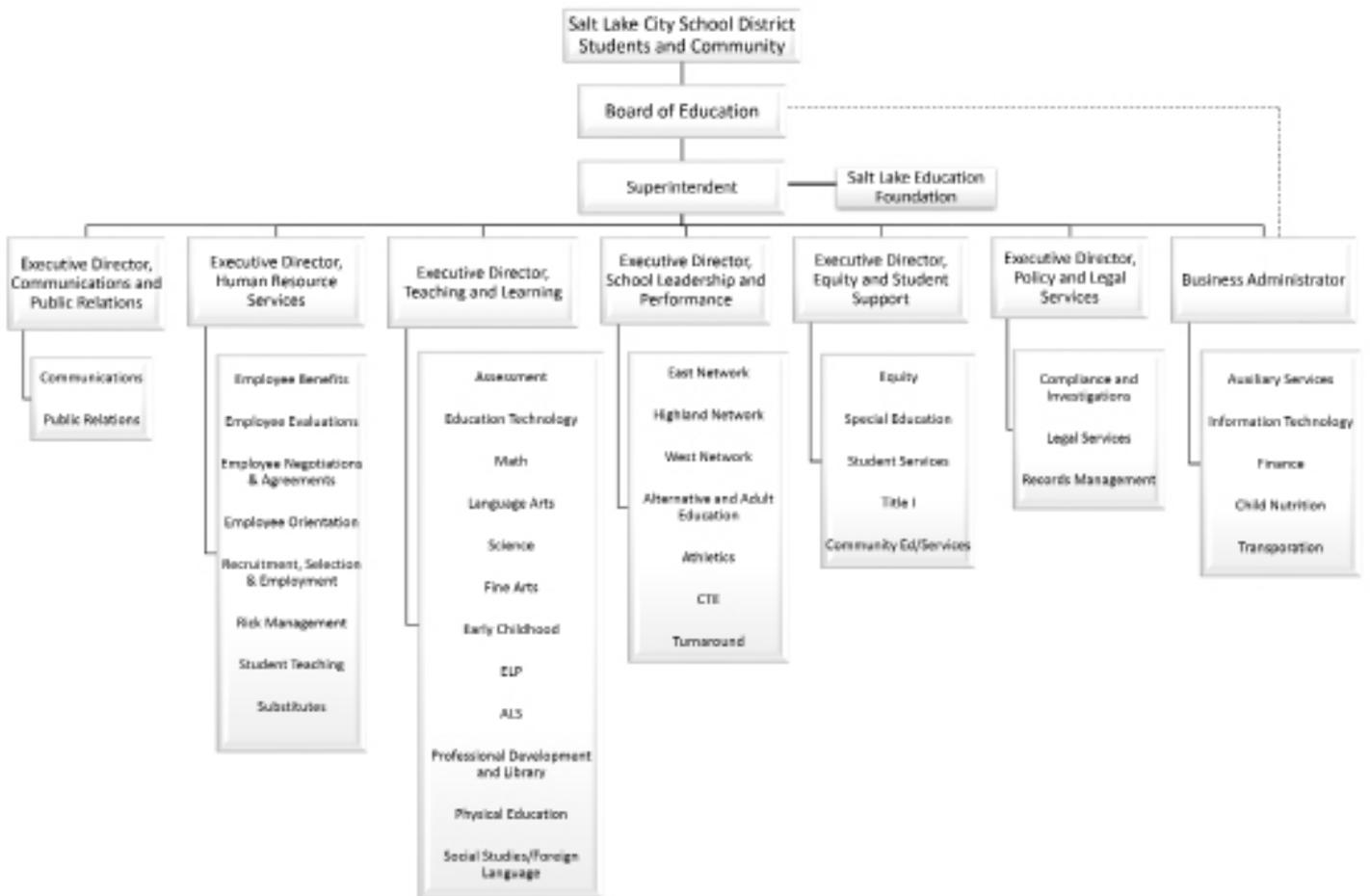
Xerox A trademark, never a verb. Use a generic term, such as *photocopy*.

year-round Hyphenate when used as an adjective.

years Use an s without an apostrophe to indicate spans of decades or centuries (*the 1980s, the 1800s*). Avoid using an apostrophe when omitting the first two numbers of the year ('98). School years should be written as 1998-99, omitting the century in the second year.

ZIP code Use all caps for *ZIP* but lowercase *code*.

ORGANIZATIONAL CHART



MISSION AND VISION STATEMENTS

Mission Statement

Salt Lake City School District cultivates a love of learning in a diverse and inclusive school community, committed to educational excellence and integrity. In collaboration with families and community, we hold high expectations for all students, respond effectively to individual needs, and provide a safe, healthy environment in which every student can learn the academic, problem-solving, and social skills required for success in college, career, and life.

Vision Statement

Excellence and Equity: every student, every classroom, every day

BRAND IMAGE

The graphic standards in this manual are designed to strengthen the overall Salt Lake City School District brand. Developing a common visual identity is an essential step in reinforcing our image in the community. Our graphic standards are created to unify what we say about ourselves and how we say it.

These guidelines apply to external communications. They are designed to be consistent, easily understandable, and comprehensive. By using them as a reference for your communication materials, you and your fellow employees will play a critical role in reinforcing the district's brand and people's perceptions of the Salt Lake City School District.

We believe that knowledgeable employees who support our branding efforts are an important factor in our success. Please share this information with everyone who is involved in your communications efforts, including staff members, photographers, freelance designers, printers, and other vendors. With your help, we can strengthen and clarify the district brand as you simultaneously promote your specific services to our community.

If you have questions, please contact the Communications Department, at 801.578.8352 or visit <http://www.slcschools.org/depts/communications/contact.php>.

GENERAL GUIDELINES FOR LOGO USE

The Salt Lake City School District logos are a very important part of the district's identity. This section of the graphic standards explains the rules and guidelines for logo placement on all external communication materials. The logo should be used on collateral only in the ways outlined in the graphic standards. The logo, consisting of the apple, may not be used alone or without the district name unless otherwise stated in this manual, or has been approved by the Communications Department. For convenience, use the logo files provided at <http://www.slcschools.org/styleguide/> instead of trying to re-create the logo. This ensures that the logo and word mark remain in the same proportion when the logo is resized.

PRIMARY LOGO



PRIMARY LOGO FULL-COLOR APPLICATION

Gradient

The full-color applications of the primary logo are shown below. The first application features the use of gradient colors within the apple graphic. The leaf consists of a linear gradient, light green (C: 75 M: 0 Y: 100 K: 0) to dark green (C: 86 M: 17 Y: 100 K: 4). The apple consists of a radial gradient stretching from the center of the 'L' near the top of the letter, down to the bottom of the apple, red (C: 5 M: 90 Y: 75 K: 0) to dark red (C: 18 M: 100 Y: 91 K: 8). In addition, the stem is brown (C: 43 M: 60 Y: 98 K: 37), district text is black, and the slogan is District Red (C: 14 M: 100 Y: 100 K: 5).



Solid

The second application features solid colors within the apple graphic. The leaf is District Green (C: 86 M: 17 Y: 100 K: 4), the stem is brown (C: 43 M: 60 Y: 98 K: 37), district text is black, the apple and slogan are District Red (C: 14 M: 100 Y: 100 K: 5).



PRIMARY LOGO ONE-COLOR APPLICATIONS

While the full-color logo is preferred for use in most cases, a one-color version may be more appropriate for certain applications. For these applications, black is the acceptable one-color version of the logo that may be used.



PRIMARY LOGO REVERSE APPLICATIONS: FULL-COLOR

In circumstances in which the logo appears in full-color on a solid, dark background (such as black, as shown), several minor modifications have been made to the mark to ensure optimal legibility and visual impact. Please use the artwork provided.



PRIMARY LOGO REVERSE APPLICATIONS: ONE-COLOR

In circumstances in which the logo appears reversed out in white on a solid, dark background (such as black, as shown), several minor modifications have been made to the mark to ensure optimal legibility and visual impact. Please use the artwork provided.



SECONDARY LOGO

The secondary logo is a horizontal rendering of all the primary logo elements, with the mark to the left of the type, and is for use in all applications in which a horizontal format is appropriate. All the same color and clear space guidelines apply to the primary and secondary logos.

FULL-COLOR GRADIENT



FULL-COLOR SOLID



ONE-COLOR



REVERSE: FULL-COLOR GRADIENT



REVERSE: FULL-COLOR SOLID



REVERSE: ONE-COLOR



SLOGAN

The primary and secondary logos are **always** displayed with the slogan—“Your Best Choice”—appearing below the district text. The slogan should appear in District Red (C: 14 M: 100 Y: 100 K: 5), as indicated. All the same color and clear space guidelines apply to the primary and secondary logos.



DEPARTMENT DESCRIPTORS

With approval from the Communications Department, both primary and secondary logos may include a departmental descriptor below the district text, in place of the slogan. The departmental extender should appear in District Red (C: 14 M: 100 Y: 100 K: 5), as indicated. All the same color and clear space guidelines apply to the primary and secondary logos.



WORDMARK VERTICAL FORMAT

The vertical format word mark is for use without the district mark. The horizontal format should never be modified from the examples shown below. Please use the artwork provided.

**SALT LAKE CITY
SCHOOL DISTRICT**

**SALT LAKE CITY
SCHOOL DISTRICT**

CLEAR SPACE GUIDELINES



MINIMUM SIZE GUIDELINES

To ensure maximum legibility and impact of the logo, it should not appear at any size smaller than those indicated below: 1.0" for the primary logo, .75" for the secondary logo.



OUTDATED LOGOS (DO NOT USE)

Logos used by the district and individual departments in earlier times will compete with the current logo and confuse audiences. The logos below should no longer appear in district communications.



IMPROPER USEAGE

The examples provided below address the most obvious misuses of color and structure for the logo.



PRIMARY COLOR PALETTE

The district brand primary color palette is comprised of two colors - District Red and District Black. Please refer to the corresponding RGB and CMYK breakdowns indicated below.



DISTRICT RED
C:14 M:100 Y:100 K:5
R:200 G:32 B:38



BLACK
C:0 M:0 Y:0 K:100
R:0 G:0 B:0

SECONDARY COLOR PALETTE

The district brand secondary color palette is comprised of four colors—Cool Gray, District Blue, District Green, and District Orange. Please refer to the corresponding RGB and CMYK breakdowns indicated below.



COOL GRAY
C:0 M:0 Y:0 K:72
R:105 G:106 B:108



DISTRICT BLUE
C:100 M:35 Y:15 K:40
R:0 G:88 B:123



DISTRICT GREEN
C: 86 M: 17 Y: 100 K: 4
R:0 G:147 B:68



DISTRICT ORANGE
C:0 M:50 Y:100 K:0
R:247 G:147 B:30

TYPOGRAPHY

Georgia was selected as the Salt Lake City School District typeface for its traditional appeal and wide-spread availability. Three versions of this typeface may be used for the applications indicated. Georgia small caps should be used for headlines only. Georgia bold should be used for sub-headings. Georgia regular should be used for all other applications, including body copy.

GEORGIA SMALL CAPS:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

EXAMPLE HEADLINE USAGE AT 13PT:

LOREM IPSUM DOLOR SIT AMET.

Georgia Bold:

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Example Sub-head Usage at 11pt:

Lorem ipsum dolor sit amet, consectetur adipiscing elit sed diam nonummy.

Georgia Regular:

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Example Usage at 10pt:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

STATIONERY TEMPLATES LETTERHEAD

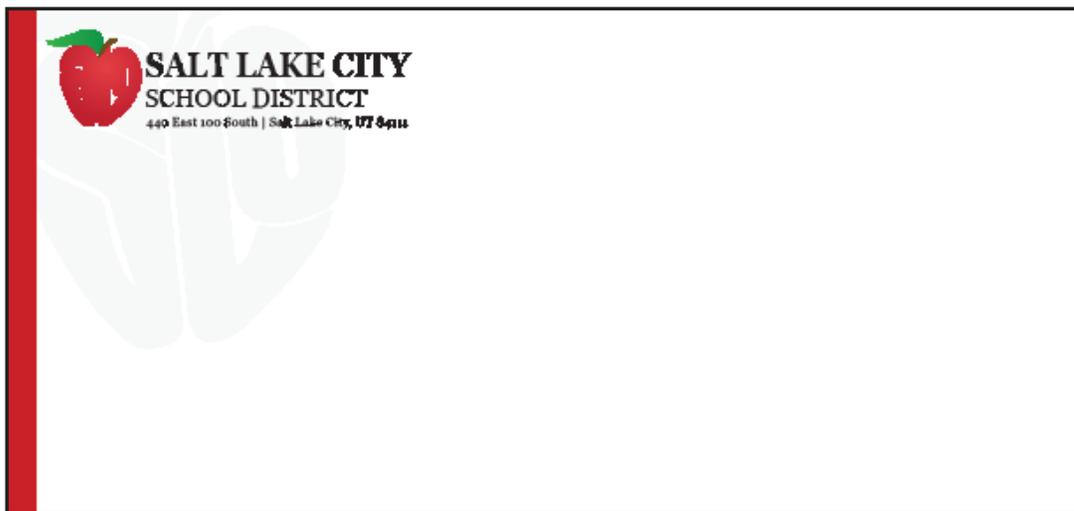
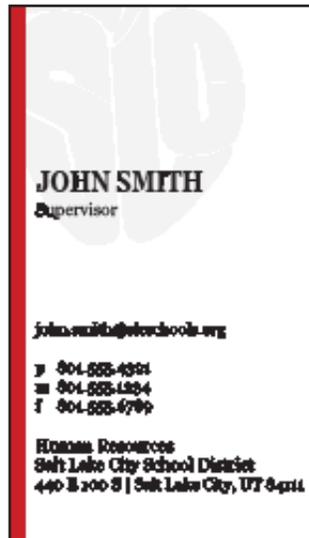
Below are general guidelines for stationery. The stationery template should be reproduced using white paper. Since most stationery is used for correspondence between departments, schools, and outside sources, it is important to maintain these standards in order to present a cohesive brand image. Department stationery will be provided, upon request, by the Communications and Community Relations Department. All the same typography guidelines apply.



STATIONERY TEMPLATES BUSINESS CARD & ENVELOPE

The district's double-sided business card features the primary logo in white reversed out of a District Red background. The opposite side features a thin color strip bordering the left side with the logo mark as a watermark slightly tilted in the upper left corner of the card. In the middle of the card is the owner's name, bold and in all caps with their title directly below. The individual's contact information is listed at the bottom of the card. All text on this side is in black. Personalized cards will be provided, upon request, by the Communications Department. To request personalized business cards, visit <http://www.slcschools.org/styleguide/request.php>. All the same typography guidelines apply.

The business letterhead envelope features a thin color strip bordering the left side with the logo mark as a watermark slightly tilted in the upper left corner. The secondary logo is displayed in the return label area and has been slightly modified to include the district's mailing address. All envelopes will be available to order online at <http://www.slcschools.org/styleguide/request.php>.



CLOTHING APPLICATIONS

The examples here offer a variety of options for how the various individual elements of the district brand can extend into wearable merchandise applications that promote the district.





**PREPARED BY THE COMMUNICATIONS AND
COMMUNITY RELATIONS DEPARTMENT**



**SALT LAKE CITY
SCHOOL DISTRICT**
Your Best Choice

rev. February 2021