



Akron Public Schools®

MARKETING/COMMUNICATIONS GUIDELINES

The role of the APS Communications Department is to help the district schools and departments promote their programs and good news, answer media inquiries and maintain the APS brand in all marketing communications/advertising activities at the school and district level.

We've compiled the following FAQs to help answer questions you may have about getting started with a marketing/communications project for your school/department/program.

GENERAL INFORMATION

What does the APS communications department do?

- Maintains relationships and works closely with members of the media to tell the APS story
- Monitors and maintains the APS social media accounts (Twitter, Facebook, LinkedIn, etc.) to keep the community and employees informed of what's going on in the district
- Manages advertising, marketing, public relations and video production. This includes *any* publicly distributed print pieces that are sent home to students, displayed on the website or for public use, including flyers, posters, brochures, rack cards, paid advertisements, mailers, paid digital media, billboards, bus signs and more.
- Manages and maintains the integrity of the APS brand

Who is in the communications department and how do I reach them?

Mark Williamson, director of communications

Office: 330.761.2930

Mobile: 330.289.3468

Email: maw45602@apslearns.org

Rene Garrett, secretary

Office: 330.761.2929

Email: rgarrett@apslearns.org

Miklos Janosi, programmer analyst

Office: 330.761.2865

Email: mjanosi@apslearns.org

Thomas Bruno, general manager of 91.3 The Summit

Office: 330.761.3095

Email: tommy@thesummit.fm

MEDIA

What do I say if a reporter contacts me about a story?

Direct them to the communications department. Mark Williamson, director of communications, is the district spokesperson. If it is determined that they need additional information or a quote from you, Mark will coordinate and act as a liaison with the media.

Mark Williamson, director of communications

Office: 330.761.2930

Mobile: 330.289.3468

Email: maw45602@apslearns.org

What if I have information for the media?

Contact the communications department before speaking to the media. The department is experienced in dealing with the media and has long-standing relationships and can help facilitate the process.

What do I do if I have written a news release?

Contact the communications department for proofreading and release. Only the communications department is permitted to send a media release on behalf of Akron Public Schools.

What do I do if I have an event with my class or an in-class project that I think might be of interest to the community?

Our communications department can advise you on what kinds of events or stories might be of greatest interest. APS can tell the community about such events in advance and after-the-fact.

If I want to promote a fundraiser or an event that takes place outside of school for my class or school, how do I go about doing that?

APS promotes events, including fundraisers with local business partners, on its website and social media. Contact the communications department via email with the information you need to distribute.

If my school or class has invited an interesting guest in to speak to an assembly, or demonstrate something interesting to students, how might I let the media know about it?

Contact the communications department and we will extend invitations to media in greater Akron.

Where do I go to get media releases for my students?

The APS media release information is contained in eSchool-PLUS for all students that attend that location.

If I attend an activity or event with my students away from school, how can I promote that within APS and in our local community?

Use your phone to take a few pictures of students engaged in activities. Please send photos, along with a simple paragraph about the activity to the communications department. We will use these to share information about your event on our website and social media.

ADVERTISEMENTS

All advertising purchased by any department, program and/or budgetary unit within Akron Public Schools must be approved by the communications department. No advertisement of any kind should be purchased without approval from the communications department.

What if I need to design something to advertise in a local publication?

Contact the communications department to seek approval for the ad at least four weeks before the ad is due. Required information includes: purpose of ad, audience, ad specs and due date.

WEBSITE

Akronschools.com, the Hub and the APS intranet system are maintained by the IT department.

Where do I go to get something posted on my school's website?

If it is something the district has posted to the main APS website that you would like included on your school site, please contact:

Miklos Janosi, programmer analyst
Email: mjanosi@apslearns.org

For all other requests, each school has a building tech whose responsibility is to post news items about your school and calendar events. Please remember that *akronschools.com* is for public information only. Internal documents should be placed on The Hub.

What if I am a building tech and am having trouble signing in to *akronschools.com*?

Contact:
Miklos Janosi, programmer analyst
mjanosi@apslearns.org

Where is the best place to go if I have information on something that might be of interest to my colleagues?

Any teacher-to-teacher or school-to-school communications should be directed to The Hub.

PRINTED MATERIALS

Can I design a printed piece myself for my school/department/program/event?

Most **internal** documents do not need to be designed or approved by the communications department. This would include letters to parents, classroom materials, handbooks, manuals, agendas, classroom or curriculum instructions, permission slips, waivers, etc. However, we do ask that you follow our APS brand and logo guidelines (see page 5).

There are some instances where an internal project is big enough or important enough that we can and should help. When in doubt, call us to find out how to proceed.

All **external** printed materials for APS must be coordinated through the APS communications department. This includes, but is not limited to, any printed pieces that are sent home to students, displayed on the website or intended for public use.

More specifically, if your project falls into one or more of these three categories, then please contact the communications department:

- Urgent/important district-wide communication – media alert, news release, letters to the community/parents/students, All-Call
- Informational piece – brochure, poster, newsletter, manual/handbook, policies and procedures, guidelines, video with a goal of teaching or informing your audience vs. promoting
- Marketing – brochure, sell sheet, rack card, signage, banners, posters, invitations, flyers, letters, mailers, videos, advertisements, etc. with a goal of raising awareness, attendance or support for APS or an individual program or event.

What type of initial information do I need to request a printed piece?

- The type of project you are working on
- The intended audience
- Quantity
- A timeline - the date you would like to receive the finished piece and/or mail the finished piece
- Any copy you may have already written
- Photo/graphics requests, if applicable
- Which department/program will be charged for the project costs
- If you are mailing:
 - Date of mailing (timeframe)
 - Mailing list (or do you need us to obtain a list for you?)
 - Quantity

If I have text/copy for my materials, what is the best format to use?

We prefer that you send us everything in a plain Word document. We will also accept Google docs as long as they are not locked.

How long does it take to fill my request?

That greatly depends upon your request. It is best to allow us as much time as possible to fill your request, but no less than four weeks.

Who pays for the materials?

Your department will generally pay for the materials you request. When you make a request, be sure to have the correct approval and account codes.

Can you take my Publisher document and “spruce it up” a bit?

We prefer to create things from scratch. We do not work in Publisher. We use professional industry standard software (Adobe Creative Suite). Text/copy should be sent in a plain Word or Google doc.

If I request work from communications and I have photos to provide, will you use them?

We want your product to be top quality and that includes good quality images. We will look at your photos and let you know if they will work for your publication. We use high resolution images and also pay close attention to composition of the image. Images taken with a cell phone, pulled from the Web, and taken with many regular cameras may not have a high enough resolution for print publications.

Can I have photos taken?

The communications department does not have an in-house photographer, but in special circumstances, we are able to hire an outside photographer if they are necessary to finish your project. Usually, we have photos that can be used for your project or will purchase stock photography.

GENERAL BRANDING INFORMATION

What is the official name of the school district?

The district should always be referred to as Akron Public Schools or APS.

What are the approved fonts for the APS brand and how should I use them?

The APS brand uses two typefaces: Giovanni and Myriad Pro.

Giovanni is a serif typeface, featured in the APS logo. Its primary use is for titles, such as "Akron Public Schools," or use on formal documents like stationary or letterheads. It should be used sparingly and only in the bold style. Giovanni is not available on all systems and no other font should be used to stand-in for Giovanni.









Myriad Pro is a sans-serif typeface that should be used as the primary font for most APS documents/advertisements/printed/online materials and as needed. Variations of this font are available in condensed, regular, italic, semibold, bold and black. All variations are approved for use. Myriad Pro is available on most systems.

Can you create a logo for my school/department/event?

We do not create logos for individual schools, departments or events. However, we can modify the current APS logo for you for your school. If you would like printed materials developed, we will design them so they are in compliance with the APS look and brand.

What are the approved colors for the APS brand?

The APS brand uses eight approved colors. The primary colors that should be used most often are "Red 3," "Blue 2," and "Yellow 3." Refer to the following chart.

For Print									For Print/Web			For Web
Color		PMS	C	M	Y	K		R	G	B		HEX
	Blue 1	2925	85	21	00	00		00	154	217		009ad9
	Red 1	7620	00	95	94	28		182	35	29		bb231d
	Red 2	165	06	70	100	00		230	110	37		e66e25
	Red 3	186	02	100	85	06		218	26	50		da1a32
	Yellow 1	7408	00	29	100	00		253	186	18		fdbe12
	Yellow 2	100 (80%)	00	00	50	00		255	247	153		fff799
	Yellow 3	121	00	13	75	00		255	218	93		ffda5d
	Blue 2	7685	95	69	00	00		44	86	151		2c5697

What is the official logo of the school district?

The official APS logo is available in full color. The color logo should be used if possible. If a black and white version is needed, use the provided black and white logos instead of converting the color logo by printing in grayscale.

** Note: Our logo has been given official registered trademark status by the US Patent and Trademark Office. All logos must have the ® symbol after the word school.*



Note: Do not print color logo in grayscale.

APS LOGO USAGE GUIDELINES

What are the usage guidelines for the APS logo?

The APS brand adheres to specific guidelines to ensure the integrity of the APS brand identity. Please refer to the following guidelines for specific usage of the APS logo. For the full range of approved logo variations or to learn more about our logo guidelines and standards please visit akronschoools.com and click on the communications department page under the main navigation bar. The APS logo files will be in the left sidebar.

What are the different file formats and color modes used for?

The APS logo is provided in many file formats and color modes that have applicable uses for different applications. Understanding which to use is the first step in achieving accurate resolution and color reproductions. Please follow these general guidelines when using the APS logo.

In commercial printing situations, there are two options when selecting a color mode: PMS spot color or four-color

process (CMYK). Use files with an EPS or TIF extension as your file format.

If you are printing to a color copier, laser or inkjet printer, you will have more flexibility in choosing different file formats and color modes, however you may lose some control over the color accuracy based on the quality and accuracy of your printer. As a general rule, Microsoft Office applications work best with JPGs and TIFs, whereas Adobe Creative Suite applications prefer TIF and EPS files. Resolution for printing should be at least 200 dpi, with 300 dpi being standard for commercial printing.

All artwork used online and in digital applications such as PowerPoint should be at least 72 dpi and the color mode should be RGB. Most likely, you will use the JPG version of your logo for these instances, and the PNG version if a transparent background is preferred.

Please refer to the following chart for more information.

File Formats & Common Uses

.eps	Preferred file format for logos. It is a vector file which allows for scalability and crisp reproduction. <i>Ideal for professional design programs such as InDesign and Quark, commercial printing and signage.</i>
.tif	Appropriate for commercial and desktop printing, this format is a raster file and cannot be scaled larger without a breakdown in resolution (pixelation). <i>Ideal for Microsoft programs and inkjet printing; acceptable for professional design programs such as Quark / InDesign and commercial printing.</i>
.jpg	Perhaps the most commonly used file format, it is appropriate for online use and desktop printing with Microsoft applications. <i>Ideal for video graphics, digital and online use; may also be used for Microsoft programs (including Powerpoint), and desktop printing (300 dpi) and large format printing (150 dpi).</i>
.png	Commonly used online as an alternative to JPG files when a transparent background is required. <i>Ideal for online use and for Microsoft applications for desktop printing (300 dpi).</i>

Color Modes

PMS	Pantone Matching System – a standardized color system that printers and designers use to communicate information about a specific color. <i>Ideal for spot color printing situations such as screen printing for clothing, or corporate identity systems utilizing specific colors as part of a branding initiative.</i>
CMYK	Full color printing (sometimes referred to as process color or four color), consisting of cyan, magenta, yellow and black. <i>Ideal for digital and offset printing. If using more than two spot colors within a document to be printed offset, it may be more cost-effective to convert Pantone colors to CMYK.</i>
RGB	Additive color mode representing red, green and blue light. Monitors, televisions and other digital displays use RGB to reproduce a broad array of colors. <i>Ideal for digital and online use, as well as Microsoft programs. It may be used for desktop printing (300 dpi) and large format printing (150 dpi), as these printing devices can convert RGB to CMYK.</i>
HEX	A 6-digit color value consisting of numbers and letters. <i>Used for websites and other online content.</i>