



STYLE GUIDE: For Logo and Name Usage

Updated August 2015

Included in this document, you will find guidance and information on the following marketing and communication branding standards for the JCISD:

Approved **logo variations** and uses (page 2)

Official **colors** (page 3)

Style guide for referencing of JCISD departments in writing (page 3)

Guidelines for letterhead and business card orders (page 4)

If you have any questions on the information presented in this document, please contact Kim Medlock at 517-768-5216 or communications@jcisd.org.

Introduction

In order to achieve the most effective marketing and branding benefits from using the new ISD logo, we must use it consistently from application-to-application and project-to-project. The following guidelines have been established for using the logo as well as the JCISD name(s) in public. **These standards MUST be followed whenever disseminating information to the public.** Please use this style guide to help you comply with our standards. If you have any questions, please call the Communications Dept. at 768-5216.

Our logo is available in several formats for you to use. The logos are available in one-color (black), four color (full color), and reverse (white). Please do not alter any elements within the logos and use it exactly as it appears. If you need a logo in a format other than what is presented, please call Julie Griswold, ISD Communications/Graphic Designer, at 768-5254.

Legal information

One of the two following text paragraphs should be included on all printed pieces that are distributed to the public. The type font should be as small as possible, but readable.

This statement should be used with student and programming related publications:

It is the policy of the Jackson County ISD not to discriminate on the basis of Protected Classes in its educational programs and activities and employment. Protected Classes and such others as defined in federal or state law generally include race, color, national origin, sex (including sexual orientation or transgender identity), disability, age, religion, height, weight, marital status, military status, ancestry, and genetic information. More detailed information can be found in the Board of Education Policies on www.jcisd.org. In addition, arrangements can be made to ensure that the lack of English speaking skills is not a barrier to admission or participation. Inquiries and complaints regarding discrimination in programming and employment may be referred to any of the following: Catherine Brechtelsbauer, Director of Human Resources and Legal Services, 517.768.5155; Mark Pogliano, Principal, Jackson Area Career Center, 517.768.5100; Amy Rogers, Principal, Lyle Tarrant and Kit Young Centers, 517.787.8910.

For employment-only purposes, the statement used is:

The Jackson County Intermediate School District subscribes to equal opportunity in its employment as required by laws and does not discriminate on the basis of race, color, national origin, sex (including sexual orientation or transgender identity), disability, age, religion, height, weight, marital status, military status, ancestry, and genetic information. Designated coordinators are: Human Resource Director, Kratz Education Center; Principal, Jackson Area Career Center; Principal, Tarrant Center & Kit Young Center. Contact information: 6700 Browns Lake Road, Jackson, MI 49201, phone (517)768-5200, TDD - Hearing Impaired 1-800-356-3232.

Logo Variations

Do not create any variations to the logos below except what has been approved by Management Team without receiving permission from the Communications Dept. This includes and changes to color and dimensions (i.e., stretching or shrinking). The current variations include:



(*Note: The words "Jackson County Intermediate School District" or "Jackson County ISD" should be placed nearby when using the logo with "JCISD" only)

Logo Placement

The logo should never be stretched or distorted. You should always keep the proportions constrained when sizing.



In order to present the logo in a clear manner, it is important that no other objects or text are too close to the logo. Space surrounding the logo is referred to as clear space.

The minimum amount of clear space to be given is measured from the edge of the logo and is to be (approximately) equal to the x-height of the letter "n." This is to the left, right, top and bottom of the logo.

Keep the clear area to each side of the logo equal to or greater than the height of the letter "n" (X). No type or any other element should be positioned inside this clear space. This measurement should be constant regardless of the logo size or format. Follow this standard for all media.



Colors

The consistent and exact use of our logo colors is extremely important to create our identity. Our colors areas follows:

PMS Colors		RGB		CMYK:	
PMS 201		R: 60.2% G: 10.1% B: 15.4%		C:0 M: 100 Y: 65 K: 34	
PMS 288		R: 0% G: 15.2% B: 43.5%		C:100 M: 65 Y: 0 K: 30	
Process Black		R: 0% G: 0% B: 0%		C:0 M: 0 Y: 0 K: 100	

Use of Names (in text)

When using the district's in text, it should be written out as "Jackson County Intermediate School District" the first time it is used. All instances following can be written as "Jackson County ISD" or "JCISD."

For our other units:

The first instance, use:

"Jackson Area Career Center"

All other instances, use:

"Career Center"

Do not use:

"JACC"

"Gerald B. Kratz Education Center" or
"Kratz Education Center"

"Kratz Center" or "KEC"

"KESC"

Note: Administrative or ISD offices are located at the KEC.

"Lyle A. Torrant Center" or
"Torrant Center"

"Torrant Center" or "Torrant"

"LTC" or "TC"

"Kit Young Center" or "Young Center"

"Young Center"

"Community Focused
Instruction" or "CFI"

Note: These terms may be used to refer to the program at the Young Center, not the facility itself. When referring to our three units (Special Ed., General Ed. or CTE), try not to use the word "divisions." The words "departments" or "branches" are acceptable substitutes.

Typography

Our official font (as seen in our logo) is ***Optima Bold Italic***.*

Acceptable fonts for official publications includes fonts from the Optima family.

For letters or body copy, it is recommended that you use a serif font (one that has feet) or a simple, clear (readable) choice. Suggestions include: Adobe Garamond, Times, Times New Roman, Century Schoolbook, or Arial.

**Note: The font used in our logo is different from the font found on most word processing programs. Do NOT try to recreate the logo yourself. Please use a .jpg or other format as “pictures” or artwork in your documents.*

Letterhead

Versions of letterhead with the logo have been created for the following departments:

- JCISD (includes KEC address, main switchboard number, business office fax number)
- JCISD Special Education (includes KEC, Tarrant, Young & Transportation addresses, switchboard numbers, fax numbers)
- Career Center (Career Center address, phone number, main office fax number).

A reminder: You may include your building, personal phone number, fax number, and email address under your signature.

You may order letterhead from the communications department.

Business Cards

Business cards are ordered for the entire JCISD twice per year, with exceptions made for occasions deemed necessary or at points of higher demand. Business card orders are made through the communications department only.

Business card design and information has been standardized for the entire organization. Thus, you may not modify or change the information or visual appearance of your business cards.

- Administrative and KEC employee business cards includes KEC address, personal desk line, fax number, and email address
- JCISD-issued cell phone numbers can be included at the employee's preference
- Personal phone numbers, websites or additional numbers are NOT to be included on business cards.