

Charleston County School District

Office of Strategy and Communications

Guidelines

Design & Style | Publicity & Media

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Guidelines

Design & Style | Publicity & Media

INTRODUCTION

OVERVIEW

Charleston County School District's (CCSD) Guidelines were developed to assist all staff district-wide in the production of publications, print resources, marketing and correspondence materials, as well as the tools necessary to help you to effectively promote positive news. Thank you for following these guidelines, which are in place to help you communicate your and CCSD's message of achieving excellence consistently and clearly to all audiences. If you have any questions or need any assistance, please contact the Office of Strategy and Communications at 843-937-6303 or communications@charleston.k12.sc.us.

DESIGN OBJECTIVES

Guidelines help to:

- Implement a consistent visual identity for CCSD through printed and digital publications
- Provide information to “customers” that is clear and professional in appearance
- Promote consistency of branding while allowing for flexibility and individuality

CREATING AND APPROVING PUBLICATIONS

QUESTIONS TO CONSIDER BEFORE CREATING A PUBLICATION:



MAIN MESSAGE

What is the intended purpose of this publication?

You will want to clearly communicate your main point with your design.

TARGET AUDIENCE

Whom am I trying to reach with this document? Which design will best reach this audience?

If your audience is comprised of students, you will want to ensure that the vocabulary level is appropriate. Anything written for parents should be written clearly – with all abbreviations clearly explained – so that the reader can quickly scan and understand the content. A document created for a business audience should use a professional and clean design.

CONTACT INFORMATION

How can people learn more about this topic, and how can I convey the intended next steps into my design?

You will want to ensure that you include a telephone number, email address, or website address that people can access for more information. Are there registration procedures or minimum requirements? If so, be sure to clarify these details.

BRANDING

What branding aspects of my school or office do I want to incorporate into the publication's design?

For schools, the school colors, at least one of the marketing messages, and perhaps the school logo, mascot, or crest should be present. Offices should clearly explain their mission.

CREATING AND APPROVING PUBLICATIONS – *continued*

THE FIVE SECOND RULE

Test the effectiveness of every design!

Ask someone (ideally, someone in your target audience who was not part of the design process) to look at your draft for about five seconds. Once the person is looking away from the design, ask him or her to answer the following three questions:



1. WHAT is this document conveying? (the message)

The person's answer should come quickly and should clearly address your main topic. For example, if the publication is advertising an upcoming event, the first thing people notice should be the name of the event.

2. WHO is sharing this message? (the speaker of the publication)

Can the person identify that it is coming from your school or department? This is where your branding is crucial.

3. TO WHOM is the document directed? (the intended audience)

The reader should be able to clearly identify if the message was for the general public or a specific group.

ADDITIONAL RESOURCES








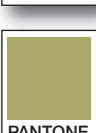
Did you know that the Design and Style Guide is posted on the CCSD Communications Intranet webpage?

Visit the webpage today for printable checklists, templates for various types of publications, and information on upcoming trainings focused on publication designs.

If you have any questions or would like more support while designing a publication for your school or office, please contact the Office of Strategy and Communications at (843) 937-6303 or visit the CCSD intranet page for the service request form.

CREATING AND APPROVING PUBLICATIONS – *continued*

FONT TYPE AND TYPEFACES

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Text in all documents should be Adobe Garamond, Arial, Calibri, Garamond Light Roman (for headlines only), Garamond FB Light Italic (for subheads), Helvetica Neu Condensed, Lucida, Tahoma, Times New Roman, or Verdana. The font used on the CCSD website is Roboto. For body text in letters, brochures, and newsletters, the font size should be between 10 and 12 points depending on the typeface. As a part of ongoing efforts to help establish a consistent and professional district image, the Office of Strategy and Communications asks that each document has a maximum of two fonts throughout. For example, if titles of a newsletter are in Arial, the supporting text could be in one of the other fonts listed above.

COLOR PALETTE FOR DOCUMENTS

The CCSD colors reflect the colors used in the CCSD logo/wordmark and complementary colors. In addition to black and white, the palette includes the primarily-utilized colors of navy and warm red. The complementary colors are cream, aqua and sky blue. Please refer to the chart at left for the Pantone Matching System (PMS) colors with their corresponding CMYK and RGB values. The CMYK formulas are helpful when utilizing four-color process printing. When not using four-color process, please provide the printer with the appropriate PMS number for best reproduction. All central and area office publications are limited to these colors unless prior approval is granted by the Office of Strategy and Communications.

PUBLICATION APPROVAL AND TIPS

The Office of Strategy and Communications asks that all publications – including newsletters, invitations, and flyers – include a contact number, as well as an identified school or office in case the reader/audience has any questions. The CCSD main website and/or the website of the school or department should also be provided. The CCSD wordmark (logo) should be prominently featured and schools may also use their approved school logos.

Schools may produce publications as needed, but are invited to contact the Office of Strategy and Communications if they have any questions regarding the guidelines for publications, or if they would like additional proofing or assistance.

CCSD departments are asked to submit any new publications designed for general and large audiences to the Office of Strategy and Communications for review before sending to the printer or copier. Examples include flyers, postcards, handbooks, and the first issue of an unapproved newsletter. Publications should be thoroughly edited for content, grammar and style before submission. The Office of Strategy and Communications will review all design elements upon receipt of the service request form.

CCSD LOGO

The district logo/wordmark should be positioned in the top left corner of the document. The logo should be used on every district and school publication, such as newsletters, note cards, business cards, envelopes, letters, posters, reports, flyers, and brochures. The logo should always be placed on the cover of a printed piece.

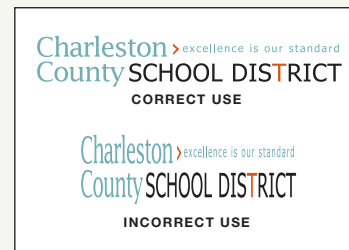


CCSD LOGO

These wordmarks were created based on the input from district staff, community members, and marketing and design professionals. In order to convey a cohesive image for CCSD and to prevent any confusion, frustration, and dilution of the brand caused by using multiple CCSD logos and graphics, all offices should be incorporating these primary identifiers into documents.

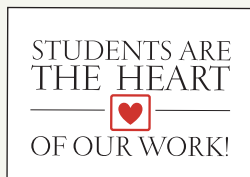
The combination of a traditional font and a modern font illustrates the bridge between the past and future in CCSD. It offers a traditional blue color palette with a sophisticated black tone and an accent of warm burgundy. The bold accent color is illustrative of the bold innovations in CCSD. The arrow, with its forward motion, indicates the progress of the District. The burgundy 'T' provides visual interest and a subtle nod to "teamwork" that makes CCSD successful.

In order to ensure clear reproduction and legibility, the wordmark should not be reduced any smaller than 1 1/2 inch in length and should never appear down the side of a page. The dimensions/ aspect ratio of the wordmark should be maintained. If you need to customize the size of the wordmark to fit your use, remember to hold down the SHIFT key so that the dimensions stay the same. For documents printed in color, the colors of the wordmark should be unaltered.

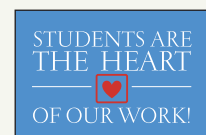


When creating documents with a CCSD approved color as the background, utilize the white district logo/landmark.

"STUDENTS ARE THE HEART OF OUR WORK" LOGO/TAGLINE



This logo/tagline was created to illustrate the fact that students are central to the district's efforts. The heart icon is a visual representation of the importance of students to the district and reinforces the value of putting student learning and well being first and foremost.



The "Students Are the Heart of Our Work" logo should be positioned along with the district logo whenever possible. The district logo should be placed on the lower left and the heart logo on the right as is displayed at the bottom of the pages of this guide (SEE BELOW). When utilizing a dark background color, select a white variation of this logo as shown at right.

CCSD LOGOS AND TAGLINE – *continued*

THE CCSD TAGLINE

The only tagline for all central offices and area offices is “Students are the Heart of Our Work”. This unifying, strong statement is central to CCSD’s mission and is relevant to all departments and schools. Schools are encouraged to retain school taglines but are asked to also use the CCSD tagline in publications, phone greetings, and email correspondences.

SCHOOL AND DEPARTMENT IDENTITIES

Schools may desire to use their own school logos and taglines reflecting quality on school-level publications in addition to the district logo/wordmark.

- School logo example: Baptist Hill Middle High School’s logo is a bobcat.
- School tagline example: R.B. Stall High School’s tagline is “It’s a Great Day to be a Warrior.”

THE CCSD LOGO/WATERMARK AND SCHOOL/DEPARTMENT LOGOS

- **Central and Area Offices:** Department names may be used on publications relevant to their department, but **no other logos should be used to identify departments within the District.** For example, the Office of Strategy and Communications should not have its own logo to use in conjunction with the CCSD logos/wordmarks.
- **Schools:** Schools may use **one** cleanly designed district-approved school logo **in conjunction with** the CCSD logos/wordmarks on publications.

LEAVING A POSITIVE IMPACT: PRINTED DOCUMENTS

THREE TYPES OF LETTERHEAD

1. **Superintendent’s letterhead:** This letterhead features Dr. Postlewait’s name at the top in burnt sienna, along with the names of Board of Trustees Members. This letterhead is only used by the Superintendent.
2. **School letterhead:** This letterhead is used by individual schools and is available as a template through the Intranet and through RICOH. Each school has one and only one letterhead. The letterhead features school name, Dr. Postlewait’s name, the deputy superintendent’s name, the executive director’s name and title, the principal’s name and title, and school contact information (which may include the website, and is located at the bottom of the page in the footer. The school logo also may be included on the letterhead.) This information changes with each school; all other CCSD branding stays the same. Other additions or changes are discouraged on this letterhead.
3. **Central and Area Office letterhead:** This letterhead is to be used by everyone else, and is available as a download from the Intranet and through RICOH. If you are not representing an individual school, please use this letterhead. The contact information in the footer may be changed to represent your location – 75 Calhoun, Bridgeview, etc. **Other additions or changes are discouraged on this letterhead. Note: Please ensure names, titles, and office names are up to date.**

LEAVING A POSITIVE IMPACT: PRINTED DOCUMENTS – *continued*

LETTERHEAD STANDARDS

All printed letters should be on the appropriate color letterhead. Color letterhead with the appropriate details can be ordered most economically through RICOH. The letterhead can also be printed from a color printer when necessary. The typeface for all text within a document is Arial, Calibri, Tahoma, Times New Roman, or Verdana. The margins should be set to: left margin = 2.3 inches, right margin = .5 inches, and top margin = 1.5 inches. No other changes to the margins are necessary. Additional pages in a letter are to be blank pages with the same margin settings as the first page. A blank letter template is provided on the Intranet with preset margins. No margin setting or changing is necessary when using this template.

BLOCK LETTER FORMATTING

1. **Return Address:** Your return address is already printed on the letterhead so there is no need to retype it.
2. **Date:** Type the date of your letter two lines below the letterhead.
3. **Inside Address:** Type the name and address of the person and/or company to whom you are sending the letter, three lines below the last character you typed.
4. **Salutation:** Type the recipient's name three lines below the inside address.
5. **Body:** Single space each line, double space between paragraphs. Do not indent paragraphs.
6. **Complimentary Close:** What you type here depends on the tone and degree of formality. For example, “Respectfully yours” is very formal, while “Sincerely” is typical and less formal.
7. **Signature Block:** Leave four blank lines after the complimentary close to sign your name. Sign your name exactly as you type it below your signature. The title is optional depending on relevancy and degree of formality.
8. **Identification Initials:** If someone typed the letter for you, he or she would typically include three of your initials in all uppercase characters, then two of his or hers in all lowercase characters. Common styles are JAD/cm, JAD:cm, and clm. If you typed your own letter, please skip this step.
9. **Enclosure Notation:** This line tells the reader to look in the envelope for more information. Type the singular for only one enclosure, and plural for more. Common styles are Enclosure, Enclosures: 3, and Enclosures (3). If you do not enclose anything, please skip this step.
10. **CC:** Stands for courtesy copies (formerly carbon copies). List the names of people to whom you will distribute copies in alphabetical order. If addresses would be useful to the recipient of the letter, include them. If you do not copy your letter to anyone, please skip this step.

ENVELOPES

All central offices should use the black and white envelope featuring the CCSD logo/ wordmarks, available through RICOH and on the intranet. Schools may print their school names and school addresses on envelopes. The school name should be on the first line; the words “Charleston County School District” on the second line; and the address on the following two lines.

LEAVING A POSITIVE IMPACT: PRINTED DOCUMENTS – *continued*

MEMOS FOR INTERNAL COMMUNICATION

Proper memo format on plain paper should be used for internal communication.

BUSINESS CARDS

The business card template is available through RICOH and on the intranet. There is only one business card template for all employees. Please make do not additions or changes. Stocked business cards may be used before ordering new ones.

FOOTERS

All documents should have footers noting the name or initials of the author, the date (created or last revised) and office. This helps keep track of the “who and when” on all internal documents.

LEAVING A POSITIVE IMPACT: OTHER COMMUNICATION TOOLS

POWERPOINT PRESENTATIONS

All central office PowerPoint presentations should feature the CCSD color and the CCSD logo/wordmark. The PowerPoint template can be found on the Intranet.

PROMOTIONAL MATERIALS (SHIRTS, MUGS, ETC.)

Recognizing space limitations and the high costs of these items, more flexibility in regards to identifying CCSD and the school/department is allowed. Ideally, the full-color CCSD logo/wordmark should appear on each item. If cost or space limit the inks that may be used, please contact the Office of Strategy and Communications Department about the possibility of printing the logo/wordmark in only one color. When using the logo/wordmark is not possible, the words “Charleston County School District” may be used instead. Please ensure that all items distributed to the public clearly indicate a relationship with the district and have been approved.

LEAVING A POSITIVE IMPACT: OTHER COMMUNICATION TOOLS

– *continued*

GREETINGS ON PHONES AND ELECTRONIC COMMUNICATION

Greetings should be fairly brief. All phone calls should be answered cheerfully and in the following way:

“This is (NAME) with (SCHOOL/DEPARTMENT). How may I help you?” Following the school/department with the tagline, “where students are the heart of our work” is optional for all schools and departments.

Voicemail box messages should say: “You have reached the voicemail box of (NAME) with (SCHOOL/DEPARTMENT) where students are the heart of our work. Please leave a message at the tone and I will return your call. If you need immediate assistance, please (INSTRUCTIONS ON CONTACTING AN ALTERNATE CONTACT).”

Please refrain from personal well wishes such as, “Have a blessed, happy or super day.” Convey a professional but friendly message. If you will be out of the office for an entire day the voicemail greeting should be changed to reflect the schedule change. During the summer, please also include the hours of operation.

PHONE MESSAGES

Returning calls promptly is important to delivering good customer service. Set a schedule to return messages (once an hour, four times a day, etc.). Providing accurate information in the voicemail greeting sets up a reasonable expectation of the return phone call.

When you leave a message for someone else, please remember to speak clearly and provide your phone number slowly. Be brief, but include information the person will need so that the return phone call can be quick and productive.

EMAIL SIGNATURES

Gmail signatures should read:

Name

Title

Location (School Name or Department)

Address

Phone number

Fax number

www.ccsdschools.com

twitter.com/ccsdconnects

facebook.com/ccsdconnects

Students are the Heart of Our Work. (Schools may also use school tagline, website, Twitter and/or Facebook)

PLEASE REFRAIN FROM INSERTING PERSONAL/RELIGIOUS QUOTES OR STATEMENTS AFTER YOUR SIGNATURE.

DO NOT FORWARD EMAILS UNBEKNOWNST TO THE ORIGINAL SENDER OF THE EMAIL.

THE PUBLICITY REPRESENTATIVE'S ROLE

- **Establish your role within your school/office community.**

You may want to work with your principal/supervisor to develop and communicate a system through which your colleagues can send you potential news stories.

- **Use templates to inform the media and Office of Strategy and Communications of big stories and achievements.**

Email the Office of Strategy and Communications using the media advisory or press release template. In the email, attach one or two jpeg photos relevant to the news.

- **Help the Office of Strategy and Communications “pitch” stories.**

The Office of Strategy and Communications may contact you throughout the year in regards to media requests or potential lead stories on the district site.



If you have a powerful story or big item that could be “pitched” to the local media, please contact Andy Pruitt directly at (843) 937-6303.

MEDIA PROTOCOL AND WHAT'S NEWS

CCSD has a protocol for channeling media requests through the Office of Strategy and Communications. This process protects schools and offices, and it ensures a consistent and clear public message.

WHAT IF...

- **A high profile incident (i.e. accident arrest, emergency, or major altercation) occurs at my school that may generate media attention?**

Most reporters know the district's protocol, but some reporters will still try to contact the school immediately. The principal or designee should contact your Executive Director and the Office of Strategy and Communications and provide a brief update.

- **A media representative unexpectedly calls the school directly or comes on school grounds, or a reporter is being pushy with questions.**

Appropriate replies:

"I am not available for an interview right now, but please tell me your basic question and either I or a representative from the district's Office of Strategy and Communications will call you back with whatever answers we can provide."

"Have you had a chance to contact our Office of Strategy and Communications yet? They can be reached at 937-6303."

NOT NEWS

- **An event with no clear explanation of how it links to a school-wide or district-wide initiative or priority.**
- **Information or an event that occurs regularly with no new angle.**

NEWS

- **Something that makes your school or office different, or links to a school-wide or district-wide initiative or priority.**
- **Information with a personal story (i.e. an "emotional connection")**

Example: Staff members at (School) recently recognized _____ Awareness Week by wearing _____ clothing in memory and honor of _____ who passed away from the disease in December. (Last Name) taught at the school for over 25 years and was a leader in the community.... (Quote from a child/parent about the teacher)

CONTACTING THE MEDIA

USING THE MEDIA ADVISORY TEMPLATE

A Media Advisory informs the media about an upcoming positive event. The advisory should “hook” the media organizations and convince them to (1) attend and run a story on the event or (2) invite the general public.

- Try to keep your advisory to one page, but express why the event is important or newsworthy
- Information on the footer should be up to date with your school’s information (address, phone number, etc.)
- When emailing the Office of Strategy and Communications, please attach the advisory as a Word or PDF document

USING THE PRESS RELEASE TEMPLATE

A Press Release informs the media about past or ongoing positive news. The release may be used to attract the media’s attention for an original news story. Some media organizations may run the release as a ready-made web or print story.

- A press release can be longer than an advisory, but try to limit it to one page
Write the language for someone with no familiarity with your school, office, or news
- Information on the footer should be up to date with your school’s information (address, phone number, etc.)
- If possible, attach one or two electronic photographs as a jpeg attachment (the higher the resolution, the better)
Please do not send more than two pictures. If a media organization or the Office of Strategy and Communications needs additional pictures, they will ask you for them

HELPFUL TOOLS

- **Online Design and Style Guide:** Several resources are located on the CCSD Intranet Strategy and Communications Page and include a variety of samples
- **The Office of Strategy and Communications** will review a press advisory or release, provide recommendations, and send it to the media outlets on your behalf

Visit the Intranet Page on the CCSD website
for the most up-to-date Media Advisory &
Press Release templates.

Charleston County School District (CCSD) is a nationally-accredited school district that is committed to providing equitable and quality educational opportunities for all of its students. CCSD is the second-largest school system in South Carolina and represents a unique blend of urban, suburban, and rural schools spanning 1,300 square miles along the coast. CCSD serves more than 50,000 students in 87 schools and specialized programs.

CCSD offers a diverse, expanding portfolio of options and specialized programs, delivered through neighborhood, magnet, IB (international baccalaureate), Montessori, and charter schools. Options include programs in science, technology, engineering, and mathematics (STEM); music and other creative and performing arts; career and technical preparation programs; and military.

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Office of Strategy and Communications

843-937-6303