LORAIN
CITY SCHOOLS

BRAND GUIDELINES
Identity and Style Manual for Lorain City Schools

CONTENTS

COMMUNICATIONS
WHO WE ARE

CHRISTA LOKIEC
Director of Communications & Community Relations
clokiec@lorainschools.org
(440) 830-4093

LISA ROBERSON
Associate Director of Communications
lroberson@lorainschools.org
(440) 830-4057

WALESKA SOTO
Intercultural Communications Coordinator
wsoto@lorainschools.org
(440) 830-4082 | (440) 830-4088

MICHAEL PACIOTTI
TV20 | Multimedia Technology Coordinator
mpaciotti@lorainschools.org
(440) 282-8400

STRATEGIC PLAN

OUR GOAL

By spring 2025 and beyond all Lorain City Schools students in grades PK-12 will be on track for college and careers upon graduation from our district. This means that within six months of graduation, our graduates will be ready to either enroll in a post-secondary institutions, secure employment, enroll in an apprenticeship, or enlist in the military.

We will do this by challenging each child in our care through the process of discovery and learning, preparing for fulfilling post0high school paths, empowered to become a resilient, lifelong learner and contributor to society.

OUR BELIEFS

HEALTHY CULTURE	EQUITY	TEACHING/ LEARNING	STUDENT SUPPORTS	IMPROVEMENT PROCESS
WE BELIEVE a successful healthy culture involves clear & consistent communication to provide a sense of belonging.	WE BELIEVE equity is at the heart of all we do to ensure that each individual member of the Titan community is successful within his or her social and cultural realities.	WE BELIEVE curriculum is a combination of instructional & assessment practices with learning resources that are culturally relevant when influenced by the events within our local, national, and global communities.	WE BELIEVE all students can learn through continuous proactive & preventative supports that meet the individual needs of all students.	WE BELIEVE the Titan Improvement Process is an organizational approach to problem solving that requires a high level of staff engagement and collaboration.

BRAND COMPONENTS

ENSURING BRAND CONSISTENCY

Our brand's visual identity - the logo, typefaces, and colors that complement it - creates one of the first impressions the public at large, our community, staff, and students see of Lorain City Schools. Each employee and board member has a responsibility for promoting our brand identity and ensuring its consistency.

.Although there may be occasions when a degree of flexibility is required, the standards in this manual will help ensure our brand identity is applied correctly in a wide variety of environments.

The Communications Director is responsible for ensuring brand consistency across the district. If you have questions about the district brand and using any of the elements within, please contact Christa Lokiec at clokiec@lorainschools.org

LOGO USAGE

Our logo is the visual representation of our brand and one of the first impressions of our organization. Used consistently, it will become a strong, recognizable symbol of who we are and what students, parens and the broader community can expect from us.

COLOR PROFILES

Using color in a consistent way visually reinforces who we are with all stakeholder groups to increase recognition with our brand and message in all we communicate. This also fosters trust that information being shared - especially online and in the social media landscape - is an official message from the District.

TYPE FACES

The Lorain City School District's brand includes the use of complementary typefaces which characterize our schools by proudly commanding attention, and are easy to read in multiple languages.

DISTRICT LOGO

LOGO ARCHITECTURE

MAINTAIN A MARGIN OF WHITE SPACE SURROUNDING LOGO

LORAIN CITY SCHOOLS

MAINTAIN A MARGIN OF WHITE SPACE SURROUNDING LOGO

LIGHT BACKGROUND

DARK BACKGROUND

ADDITIONAL LOGOS & USE

STRATEGIC PLAN

GENERAL USE

SUMMER CAMP

FAMILY ACTION MEMBERS

COMMUNITY EVENTS

ENGAGEMENT CENTER

MASKED TITUS

ELEMENTARY TITUS

SECONDARY TITUS

BRAND COMPONENTS

INAPPROPRIATE LOGO USE

Neither the name of the district nor any District logo may be used in a manner that could adversely affect the District's image or standing or for any other reason that would be inappropriate.

Do not change fonts, typeface or alignment

Do not use logo on a similar colored background

Do not use logo on busy or distracting backgrounds

Do not stretch, skew or cut-off the logo

Do not overlap logos

Do not use retired logos

COLOR PROFILES

Use the exact Pantone, HEX (for web) or CMYK (for print) codes listed below. Avoid trying to match colors based on what you see on a computer screen or office printer. The appearance of the colors will vary widely on different media; using the PMS/CMYK/HEX colors will ensure accuracy.

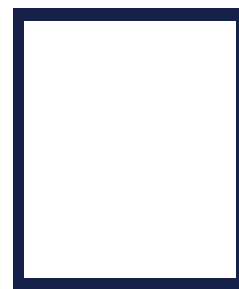**Have questions or need help?** Contact Communications Director Christa Lokiec at clokiec@lorainschools.org

PRIMARY COLORS

PANTONE
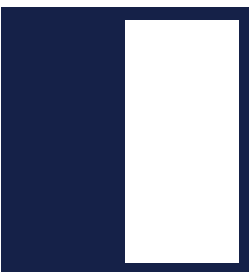2768 C

CMYK
90/60/0/71

HEX
#152148
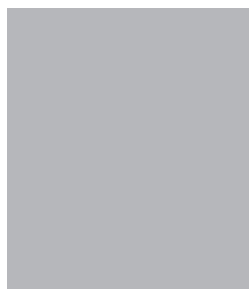
PANTONE
428 C

CMYK
12/6/5/12

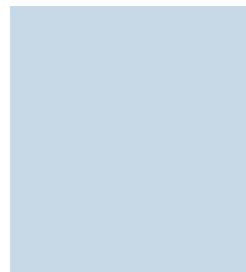**HEX**
#B6B7BB

PANTONE
11-4001 TCX

CMYK
0/0/0/0

HEX
#FFFFFF

BACKGROUND OPTIONS

DISTRICT BLUE & TRUE WHITE

These are the preferred background and gradient colors; care should be taken in the selection of either with the end goal of allowing images of students and staff to always take center stage.

PALE BLUE

PANTONE 545 C
CMYK 13/6/0/9   **HEX** #C7D9E6

To be used sparingly, and only in times when an alternate background color becomes necessary. Not to be used as a gradient or tint.

SECONDARY COLORS | Strategic Plan Beliefs | Tints at 25%

| HEALTHY CULTURE | **PANTONE** 231 C | **CMYK** 0/59/23/0 | **HEX** #FF66C4 |
|---|---|
| EQUITY | **PANTONE** 2935 U | **CMYK** 100/57/0/32 | **HEX** #004AAD |
| TEACHING/LEARNING | **PANTONE** 1505 U | **CMYK** 0/47/80/5 | **HEX** #F17E30 |
| STUDENT SUPPORTS | **PANTONE** 7488 C | **CMYK** 42/0/60/15 | **HEX** #7ed957 |
| IMPROVEMENT PLAN | **PANTONE** Bright Red C | **CMYK** 0/91/91/0 | **HEX** #FF1616 |

COLOR PROFILES

WHY DOES **COLOR MATTER?**

- Color plays a major role in establishing the identity and should be implemented consistently in all applications.

- Lorain City Schools takes every opportunity to promote our district's celebration of diversity in all we communicate with stakeholders. In fact, the visual inspiration for the "We Believe" strategic plan originated with the Crayon company.

- In the image at right, ou can see how Crayola's foundation of eight colors never changed over the years, never went away, but were built upon with increasing detail and complement in a vibrant celebration of diversity.

- In the Lorain City Schools we strive to capture that spirit by celebrating our school communit as one of the most colorful places on Earth, with a kid-inspired culture focused on empowered learning at all ages, stiumulating minds and bringing imaginations to life.
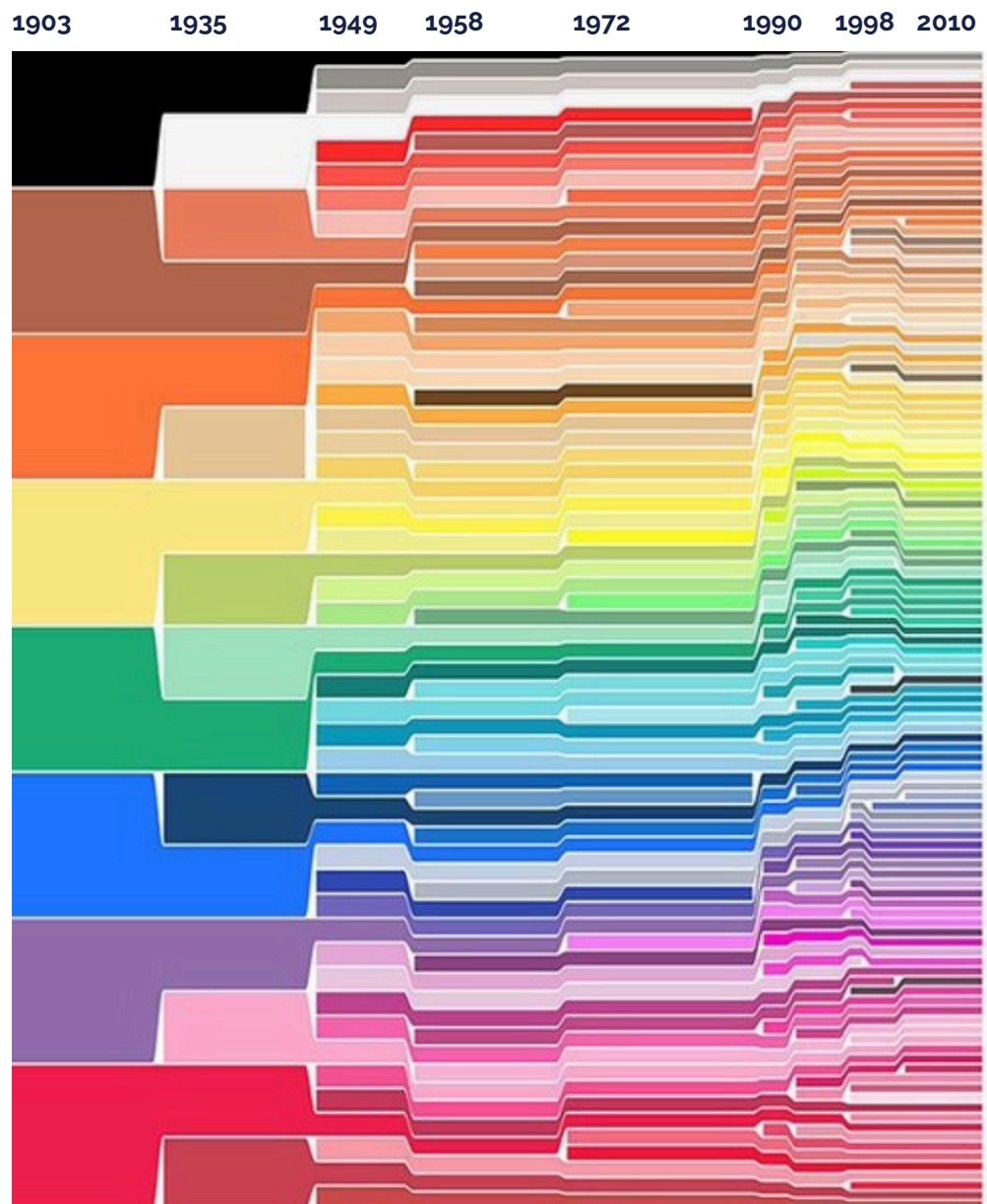
1903   1935   1949   1958   1972   1990   1998   2010

TYPEFACES

The Lorain City School District's brand includes the use of complementary typefaces which characterize our schools by proudly commanding attention, and are easy to read in multiple languages.

PRIMARY HEADLINES

ALEGREYA SANS SC BLACK is the preferred typeface for primary headlines.

NOTES: To be used with all caps.
An additional space between words may be necessary at times for maximum legibility.

ALEGREYA SANS SC BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 | !@#$%^&*()?

SUBHEADERS & BODY TEXT

RALEWAY is the preferred typeface for secondary headlines and body text.

NOTES: Subheads should be in all caps. Bold to be used for emphasis in subheadings and body text.

RALEWAY
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 | !@#$%^&*()?

ALTERNATE TEXT OPTION

VERDANA is the preferred typeface for headings and body text when the options above are unavailable.

NOTES: Verdana is the primary typeface used in electronic software applications, including the district website, superintendent's e-newsletter, SchoolMessenger and the Google Suite.

VERDANA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 | !@#$%^&*()?

CAMPAIGN FONTS

Playlist Script is used to reference the "We Believe" strategic plan

We Believe

Brandon Grotesque Black is used in the "Find Yourself" recruitment campaigns

**FIND YOURSELF IN LORAIN CITY SCHOOLS**

INTERCULTURAL COMMUNICATION

The Lorain City Schools is committed to promoting mutual respect among cultures by strengthening intercultural understanding within our schools, district and community.

Intercultural describes communities in which there is a deep understanding and respect for all cultures. Intercultural communication focuses on the mutual exchange of ideas and cultural norms and the development of deep relationships.In an intercultural society, no one is left unchanged because everyone learns from one another and grows together.

We will do this by:

- Ensuring district, school and classroom communications are translated into the home language to ensure every family has equal access to information

- Developing an interpreter network within our school system to help effectively communicate with and provide services to our families and community members who speak languages other than English

- Providing professional development to collectively improve our cultural competency as a learning community

- Developing and promoting programming with our families that celebrates the many cultures of those we serve

- Engaging our families who speak languages other than English through surveys, focus groups, and Town Halls to gain valuable feedback and input affecting the future of Lorain City Schools

LÍNEA ESPAÑOLA 440.830.4088

LORAIN SCHOOLS VOCES UNIDAS

SUSCRIBIRSE AL BOLETÍN ELECTRÓNICO
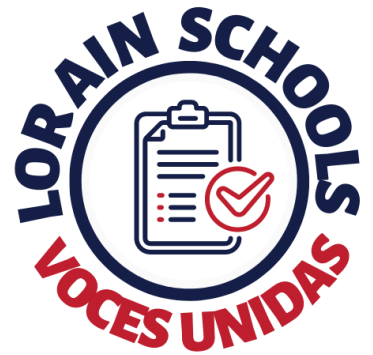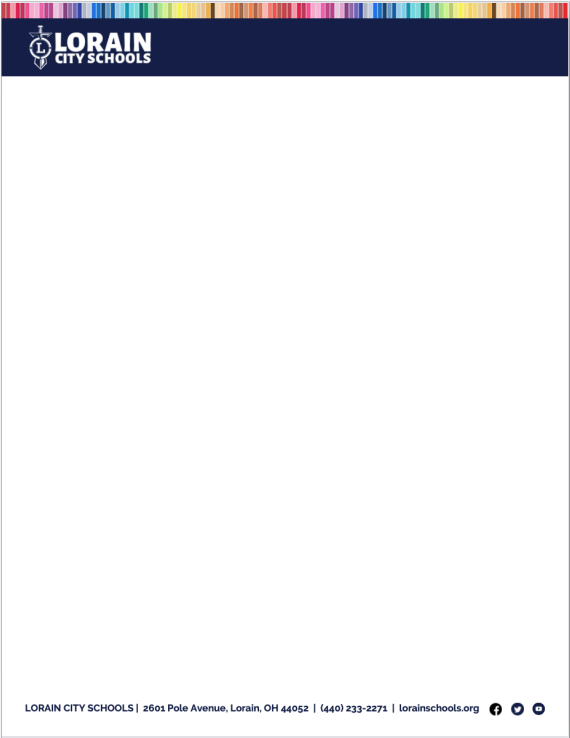
BRAND USAGE

DISTRICT LETTERHEAD
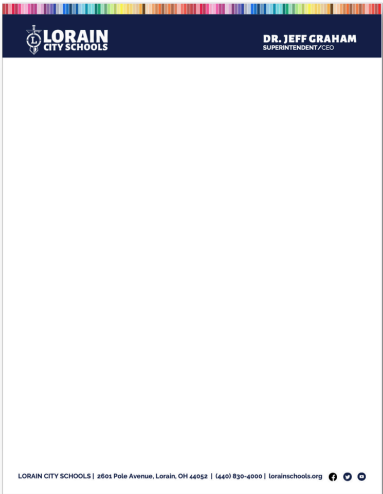
PERSONAL LETTERHEAD

DEPARTMENT LETTERHEAD
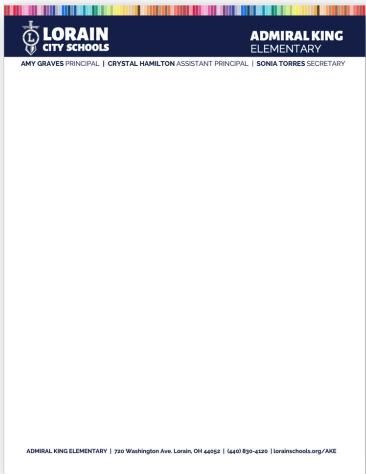
BUILDING LETTERHEAD

BRAND USAGE

BUSINESS CARDS & ENVELOPES

Official Lorain City Schools business cards and envelopes can be ordered from the Print Shop.

BUSINESS CARD **FRONT**

BUSINESS CARD **BACK**
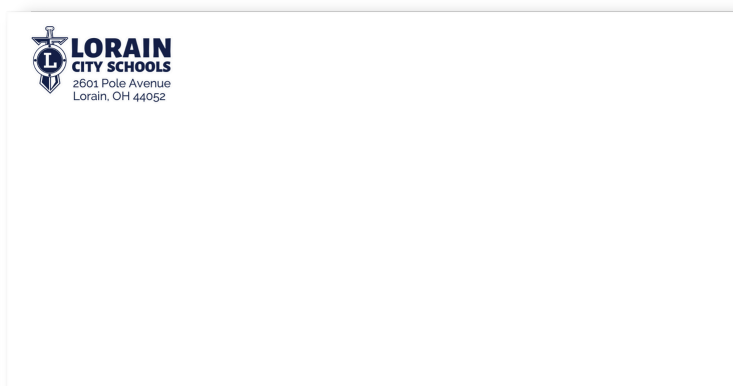
ENVELOPE **FRONT**

PRINT SHOP

JIM KOLACZKO
Print Shop Coordinator
jkolaczko@loraincsd.org
(440) 830-4101

RENEE FORMAN
Publications Technician
rforman@loraincsd.org
(440) 830-4115

PHOTOGRAPHY

PHOTOGRAPHY STANDARDS

District photography standards help ensure that the images which tell our story are high quality, depict our actual students, staff and families, and create genuine and authentic communications.

Quality images of our students, staff and families engaged in learning are critical to help us showcase what is unique about Lorain City Schools, and help us connect what's happening in our classrooms to their loved ones at home.

PHOTO PERMISSIONS
Lorain City Schools requires family/guardian permission to capture and share images of their child(ren). The communications team relies upon building administration, teachers and staff to help identify any student who cannot be photographed, for safety, legal and/or privacy reasons.

ORIGINAL vs. STOCK PHOTOGRAPHY
Whenever possible, using original imagery will add to the authenticity of our story and develop the visual strength of our brand. When shooting original imagery, use the examples shown as a visual reference and follow style considerations (see below) to capture the essence of the Lorain City Schools photography style.

In the event that original photography does not exist or cannot be used or created to help tell a specific story, stock photography may be used. Always abide by usage rights from the stock photography provider.

CLIP ART should NOT be used.

SHARE THE LOVE

- Have some great images you'd like to see shared on the website and social media?

- Need to schedule a photographer or videographer for a special event?

Contact LISA ROBERSON lroberson@loraincsd.org (440) 830-4057

PHOTOGRAPHY

OUR PHOTO FOCUS

EMOTION
Emotion-based imagery draws us in, helping us experiencethe same joy, excitement and discovery our students feel in our classrooms. Each captures a moment in time, ripe with feelings ranging from happiness to intensity. Focused deeply on the person or persons, emotion-based imagery should be direct and powerful and be strong enough to stand alone.

ENVIRONMENT
Environment-based imagery evokes a sense of destination. Each photograph provides context for the sense that Lorain City Schools is a place where great things happen – where students learn, are cared for, and breakthroughs are achieved.

CONNECTION
Relationship-based imagery is a reminder that Lorain City Schools is an institution in which ALL ARE WELCOME. It is an absorbing entry point for our audiences to understand that our work embraces the humanity found within each moment within our schools.

PHOTOGRAPHY

TAKE BETTER PHOTOS WITH YOUR PHONE

Important moments are happening in your classroom each day, and we want to help you share them with your students, with their families, and (selfishly) with us! The information below will help you to use the one camera you've always got on you to its full potential -- your cell phone. Send your best to LISA ROBERSON at lroberson@loraincsd.org.

1) Clean the lens(es). You'll be amazed by the improvement a simple wiping of the lens can do. Use a soft cloth, preferably one that won't leave lint, and give it a quick swipe before every photo session.

2) Capture multiple shots. This is especially critical when you're taking photos of children -- not only are they moving a LOT, but they are pretty awesome at treating us to plenty of surprises. Keep your settings on "burst" to capture multiple shots as your subjects move -- you can then select the best shots and delete the rest!

3) Learn what your camera can do. Start by taking some time to find out exactly what your phone's camera is capable of. Analyse the auto mode and look at how it focuses and takes an exposure to light, which is normally done by touching the screen where you want the focus point to be, but it's good to check.

4) Use natural light where possible. Very few smartphones can produce quality indoor shots due to their small sensors. Whenever possible, take photos outdoors in the proper lighting conditions to get better results. Stuck inside? Turn off the overheads and maximize the natural light flowing in through your windows. It makes a world of difference!

5) Avoid digital zoom. Digital zoom nearly always produces poor results as it reduces the resolution of the image. If you need to zoom, simply move closer to your subject.

6) Capture candid moments. Don't worry about trying to get a perfectly posed shot. Just focus on capturing photos of your students doing what they do best -- let kids be kids and capture the magic of them being their own fantastical selves.

7) Use HDR. High Dynamic Range adds detail from the dark and light areas to provide better balanced exposure. This means that it prevents light areas from being too bright (such as the sky), and dark areas from being too dark (such as shadows).

8) Apply the rule of thirds. It's kind of amazing how important math is when it comes to art. To apply the rule of thirds, split your image into nine equal blocks that form a three-by-three grid. You should aim to get the most interesting parts of your image where these segments intersect, where the imaginary gridlines meet.

9) If it's dark, rest your phone on a flat surface. In dark conditions your photos can become blurry easily, with even the slightest movement. The camera will also push up the ISO which will lead to "noise" or graininess in your pictures. To reduce this, simply lean your phone on a flat surface like a wall, table or ledge, then click away!

SOCIAL MEDIA

[Facebook] [Twitter] [YouTube] [LinkedIn] [Translate]

DISTRICT ACCOUNTS

Facebook.com/TheLorainCitySchools
Facebook.com/LorainSchoolsEspanol
Facebook.com/LorainTV20
Linkedin.com/company/LorainCitySchools
Twitter.com/LorainCSD
Youtube.com/user/LorainSchoolsTV20

PRIMARY SCHOOL ACCOUNTS

ADMIRAL KING
Facebook.com/AKE1920

FRANK JACINTO
Facebook.com/FJESchool

GARFIELD
Facebook.com/GarfieldLCS

HAWTHORNE
Facebook.com/LCSHawthorne

HELEN STEINER RICE
Facebook.com/LCSHSR

LARKMOOR
facebook.com/LCSDLarkmoor

PALM
Facebook.com/PalmElementary

STEVAN DOHANOS
facebook.com/StevanDohanos

TONI MORRISON
Facebook.com/ToniMorrison

WASHINGTON
facebook.com/WashingtonElementarySchoolLorain

SECONDARY SCHOOL ACCOUNTS

GENERAL JOHNNIE WILSON
Facebook.com/GJWLorain

LONGFELLOW
Facebook.com/LongfellowMiddleSchool

SOUTHVIEW
Facebook.com/TheSouthviewMiddleSchool

LORAIN HIGH
Facebook.com/LHSTitans
Facebook.com/LorainSuccessAcademy
Facebook.com/EarlyCollegeLHS

ABBREVIATION

- Avoid using abbreviations the reader would not quickly recognize.

ACADEMIC DEGREES

- A degree can either precede a name, such as: Dr. Susan Enfield; or follow the name, such as: Susan Enfield, Ed.D.

- Do not precede a name with a courtesy title for an academic degree and follow the name with the degree abbreviation in the same reference.
  - Incorrect: Dr. Susan Enfield, Ed.D.

- Use an apostrophe in bachelor's degree, a master's degree, etc.

- Do not use an apostrophe in associate degree.

- Capitalize degree names if used in full: Master of Education, Bachelor of Science, Doctor of Education, etc. Lowercase, otherwise.
  - Incorrect: Master's degree of education
  - Correct : Master's degree in education

ACADEMIC DEPARTMENTS

- Capitalize department names.
  - Office of Communications or
  - Communications
  - Safety and Security

ACCEPT, EXCEPT

- Accept means to receive.
- Except means to exclude.

ACRONYM

- Avoid using an acronym on first reference, unless its meaning is readily recognized.
- Write a name in full on first reference, directly followed by the acronym in parentheses. An acronym then can be used in all subsequent references. Example: Advanced Placement - AP is acceptable on second reference.

ADVISER

- Not advisor

AFFECT, EFFECT

- Affect, as a verb, means to influence:
  - The game will affect the standings.
- Effect, as a verb, means to cause:
  - He will effect changes in the company.
- Effect, as a noun, means result:
  - The effect of the program was amazing.

AGES

- Always use numerals. Examples:
  - The 68-year-old teacher has taught for seven years;
  - The man is in his 40s;
  - The student is 12 years old;
  - Tom Smith, 68, was named Teacher of the Year.

ALUMNUS, ALUMNI

- Use alumnus (alumni in the plural) when referring to an individual who has attended a school.
- Use alumni when referring to a group.

AMPERSAND (&)

- Use as part of an organization's formal name: Procter & Gamble Co. The ampersand should not be used in place of "and" except in web writing. See Writing for Web (pg.).

ANNUAL

- A first-time event cannot be the first annual. Instead, note that sponsors plan to hold the event annually.

ASSISTANT PRINCIPAL

- Capitalize only when part of a formal title before a name:
  - Assistant Principal John Smith. (see titles)

STYLE GUIDE

BILINGUAL
- One word, no hyphen

BILLITERATE
- One word, no hyphen

BOARD OF EDUCATION
- Always lowercase unless using as a proper name (Lorain City Schools Board of Education)

BUILDINGS
- Capitalize official building names
  - Garfield Elementary School
  - Administration Office

BUSING, BUSES
- Not busses or bussing

CABINET
Lowercase. Use superintendent's cabinet when referencing in external-facing documents.

CAPITALIZATION
- Avoid unnecessary capitalization.

CLASS OF (YEAR)
- Capitalize when referring to a specific graduating class: Class of 1973 reunion.

DISTRICT
- Avoid using "the district," instead use "Lorain City Schools."
- "The district" may be used to avoid confusion.
- Reference specific individuals or groups whenever possible, i.e. The school board approved the resolution; district leaders are hosting a community meeting.

DISTRICTWIDE
- One word, no hyphen

EMAIL
- Always lowercase; do not use a hyphen.
- When listing an email address, use all lowercase letters and do not use quotation marks: bsmith@loraincsd.org

ETHNIC GROUPS
- Official ethnic categories are Black/African-American, Asian, Pacific Islander/Native Hawaiian, American Indian/ Alaska Native, Latino/Hispanic, white.
- Capitalize ethnicity, except 'white.'
- Also acceptable: Black, Pacific Islander, Native American or Indigenous Peoples.
- Do not call out race or ethnicity when not central to the message.
- If in doubt, ask the individual.

EXTRACURRICULAR
- No hyphen

FULL-TIME
- Hyphenate when used as an adjective:
  - Full-time student; He works full time.

GRADE, GRADER
- Avoid using grader as a noun: first grader.
- Hyphenate the adjective form of grade: She is a 12th-grade student.
- He is in the fourth grade.

HIS, HER
- Do not presume maleness in constructing a sentence. Use the gender-neutral pronoun "their" when an indefinite antecedent may be male or female:
  - A reporter attempts to protect their sources.
  - The best choice is a slight revision of the sentence: Reporters attempt to protect their sources.

STYLE GUIDE

HOLIDAYS
- Official district holidays when school is not in session: Veterans Day, Independence Day, Labor Day, Thanksgiving, Martin Luther King Jr. Day, Presidents Day and Memorial Day.

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

JARGON
- Avoid jargon.
- When it is appropriate in a special context, include an explanation of any words likely to be unfamiliar to the reader.

KIDS
- Avoid in formal contexts. Use children or students.

OFF CAMPUS, ON CAMPUS (SUBJECT)
- Off-campus, on-campus (adj.)
- Hyphenate only the adjective form:
  - The recruiter conducted on-campus interviews;
  - The interview was conducted off campus.

PARENT TEACHER ASSOCIATION
- PTA is acceptable on all references

PARENT-TEACHER CONFERENCES
- Hyphenate

PERCENT
- Spell out in formal context (press release, financial publication or email).
- Numbers should be used when expressing a percent:
  - The Lorain High dropout rate is less than 4 percent.

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.

RANGES
- Correct: $13 million to $14 million.
  - Incorrect: $12 to $14 million.
- When using "from" you must use a connecting word (to, through).
- Correct: from April 2 through April 15
- Correct: April 2-15
  - Incorrect: from April 2-15

SCHOOL
- Capitalize only when part of a proper name: Southview Middle School.
- The word school should be included after the name on first reference: Admiral King Elementary School
- "Elementary/middle/high school" can be dropped on second reference: i.e. Admiral King.

SCHOOL BOARD
- Lowercase in most references.
- Capitalize when used as a proper name: Lorain City School Board

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

SUPERINTENDENT
- Do not abbreviate.
- Capitalize only when used as a formal title before a name: Superintendent Graham

STYLE GUIDE

WEBSITE
- One word. No capitalization.

WEB PAGE
- Two words. No capitalization

YEARS
- Use an apostrophe when omitting the first two numbers of the year: '98.
- School years should be written as 2017-18, omitting the century in the second year.
- Apostrophe should curve to the left.

COMMAS

- Do not use the oxford comma unless needed for clarification
  - Correct: lions, tigers and bears
  - Incorrect: lions, tigers, and bears
- Commas should be used to separate independent clauses (phrases that could be whole sentences)
  - Ex: We are going to the store, and they want peanut butter.
- Commas should not be used before "and" unless it is followed by an independent clause.
  - Ex: We are going to the store and will buy peanut butter.

DATE AND TIME FORMATS

TIME
- Use colon and minutes.
- AM/PM, uppercase with a space after the numeral
  - Correct: 2:00 PM
  - Incorrect: 2 p.m.

DATES
- Use Arabic figures, without st, nd, rd or th.
  - Correct: December 7
  - Incorrect: December 7th

MONTHS
The following months can be abbreviated when used with a specific date:
- Jan., Feb., Aug., Sept., Oct., Nov., Dec.
- When abbreviating, use periods
- Spell out when using the name of the month alone or with a year alone.
  - Incorrect: The trip is on Aug. 2019
  - Correct: The trip is on August 2019

DASHES AND HYPHENS

- **EM dash (long dash—)** Used to separate relevant information that interrupts a sentence. Can replace parentheses. Never add a space on either side.
- **EN dash (single dash-)** Used to show a range (e.g., 2 - 4 cups). Do not use a dash when a range is in a sentence
  - Correct: Use 2 to 4 cups of flour.
  - Incorrect: Use 2 - 4 cups of flour.

WORD 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.
  - Ex: eighth-grade level, fifth-grade student, 12th-grade student

STYLE GUIDE

NAMES

FIRST REFERENCE
- Preferred use is first and last name, followed by title or position. (See Titles.)

SECOND REFERENCE
- 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.

NAMES OF BUILDINGS
- See buildings.

NAMES OF SCHOOLS
- See school.

UNITED STATES
- Spell out when used as a noun.
- Abbreviate only when used as an adjective, using periods and no space.
  - Correct: U.S.
  - Incorrect: US

TITLES
- Confine capitalization to formal titles used directly before an individual's name.
- Lowercase titles when used informally, without an individual's name or after an individual's name.
  - Superintendent Jeff Graham, Ed.D.
  - teacher Stacey Vore
  - Ruth Pugh, school secretary
  - Executive Director Carol Gottschling
- Ex.: The superintendent issued a statement; the board president approved the measure.

COMPOSITION TITLES
- Capitalize the principal words, including prepositions and conjunctions of four or more letters.
- Capitalize an article –the, a, an– or words of fewer than four letters if it is the first or last word in a title.
- Translate a foreign title into English unless a work is known to the American public by its foreign name.
- Book titles and other composition titles should be placed in quotes
- Article titles should be italicized

STATES
- Spell out the state name in the body of a story; Use abbreviations in datelines, photo captions, lists, etc.
- Lowercase state when used as an adjective: a state map, the state flag.
- Don't capitalize state when used as an adjective to specify: i.e state funds, state Department of Transportation.
- Capitalize state when used as a noun referring to the state government: He worked for the State of Ohio.
- Capitalize the full name of state governmental units when used in formal and legal documents: Ohio State Department of Transportation.
- Do not capitalize "state" unless part of a formal title.
  - The Ohio State University
  - Ohio State Department of Ecology

ACRONYMS & FRIENDLY URLs

Acronyms are for internal use only. Do not use in family-facing documents.

SCHOOL/DEPARTMENT	ACRONYM	FRIENDLY URL
• **Admiral King** Elementary	AKE	lorainschools.org/**AKE**
• **Frank Jacinto** Elementary	FJE	lorainschools.org/**FJE**
• **Garfield** Elementary	Garfield	lorainschools.org/**Garfield**
• **Hawthorne** Elementary	Hawthorne	lorainschools.org/**Hawthorne**
• **Helen Steiner Rice** Elementary	HSR	lorainschools.org/**HSR**
• **Larkmoor** Elementary	Larkmoor	lorainschools.org/**Larkmoor**
• **Palm** Elementary	Palm	lorainschools.org/**Palm**
• **Stevan Dohanos** Elementary	SDE	lorainschools.org/**SDE**
• **Toni Morrison** Elementary	TME	lorainschools.org/**TME**
• **Washington** Elementary	Washington	lorainschools.org/**Washington**
• **General Johnnie Wilson** Middle	GJW	lorainschools.org/**GJW**
• **Longfellow** Middle	Longfellow	lorainschools.org/**Longfellow**
• **Southview** Middle	Southview	lorainschools.org/**Southview**
• **Lorain High**	LHS	lorainschools.org/**LHS**
		lorainschools.org/**CareerTech**
		lorainschools.org/**EarlyCollege**
		lorainschools.org/**SuccessAcademy**

DISTRICT DEPARTMENTS / FRIENDLY URLs

DISTRICT DEPARTMENTS	FRIENDLY URLs
• **Athletics**	lorainschools.org/**Athletics**
• **Communications**	lorainschools.org/**Communications**
• **Exceptional Students**	lorainschools.org/**StudentServices**
• **Federal Programs**	lorainschools.org/**FederalPrograms**
• **Fine Arts**	lorainschools.org/**FineArts**
• **Human Resources**	lorainschools.org/**HR**
• **Nutrition**	lorainschools.org/**Nutrition**
• **Operations**	lorainschools.org/**Operations**
• **Preschool**	lorainschools.org/**Preschool**
• **Registration & Records**	lorainschools.org/**Register**
• **Safety & Security**	lorainschools.org/**Safe**
• **Superintendent**	lorainschools.org/**Superintendent**
• **Teaching/Learning**	lorainschools.org/**Learn**
• **Technology**	lorainschools.org/**Technology**
• **Transportation**	lorainschools.org/**Transportation**
• **Treasurer**	lorainschools.org/**Treasurer**
• **Wraparound Services**	lorainschools.org/**Help**

INITIATIVES

Strategic Plan
lorainschools.org/**WeBelieve**

Alumni Association
lorainschools.org/**Alumni**

Share Your Story
lorainschools.org/**Inspire**

Community Resources
lorainschools.org/**Community**

Family Action Network
lorainschools.org/**FAM**

Kindness in our Schools
lorainschools.org/**Kindness**

History of Lorain City Schools
lorainschools.org/**History**