

BRANDING *guide*



VALLEJO CITY
UNIFIED SCHOOL DISTRICT



WE ARE VALLEJO

No matter what walk of life, we welcome all children. We thrive to provide high-quality education while also nurturing the mental well-being and physical growth of each child who enters our doors. Together, with the help of our growing community, we want to ensure the future of our city.

INTRODUCTION

This guide is a reference tool for applying a consistent look, feel, voice, and tone for the Vallejo City Unified School District brand.

Sending a consistent and controlled message of who we are is essential to presenting our district's strong, unified image.

These guidelines reflect Vallejo City Unified School District's commitment to quality, consistency, and style.

Graphic standards include messaging, logo usage, color, photography, and typefaces. You will also find guidance for organizing the elements through sample layouts, templates, and guidelines.

We are all brand ambassadors. Each of us is responsible for protecting the district's interests by preventing unauthorized or incorrect use of the Vallejo City Unified School District's name and marks.



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Apparel, Promotion,24
and Photography

OUR VISION

To be the schools that are the pride of the community, the envy of the region, and the launch pad of bright and amazing futures and productive and fulfilling lives for ALL our Vallejo students.

OUR MISSION

To meet our students and families where they are and to provide a high-quality, rich educational experience that seeks to elevate each student's potential and connect to each student's passion providing a strong foundation for a productive and fulfilling future on the pathway of their choice.



CORE BELIEFS AND VALUES

WE STAND FOR universal respect, full inclusion and full equity in our schools and practices.

That every child is gifted and every child is a gift, and that every student is worthy and capable of learning and achieving in a rigorous, world-class learning environment.

WE STAND FOR the highest standards and expected efforts from all students, teachers, and staff.

That schools are the center of community life and community aspirations, and that schools are established in service to the community and its families.

WE STAND FOR community-responsive, community-centered, and community-enhancing schooling and service for the city of Vallejo.

That the conditions of learning and allocation of resources must reflect the values and aspirations we hold, the imperatives of student learning and support, and the sustainability of our efforts on behalf of our students.

WE STAND FOR quality and excellence in our learning environments and responsible and accountable stewardship of our resources.

That the world of the future will demand thoughtful, inquisitive, learned, engaged, literate, eloquent, compassionate, courageous, and creative citizens and contributors to an ever-changing society.

WE STAND FOR a well-rounded, inquiry-based, culturally-responsive, and intellectually-rigorous course of study delivered by expert educators dedicated to developing these traits and caring for their students.

That our people—students, teachers, staff, and leaders—are our greatest resource.

WE STAND FOR developing and equipping our people to be the best they can be for our students.



LOGO





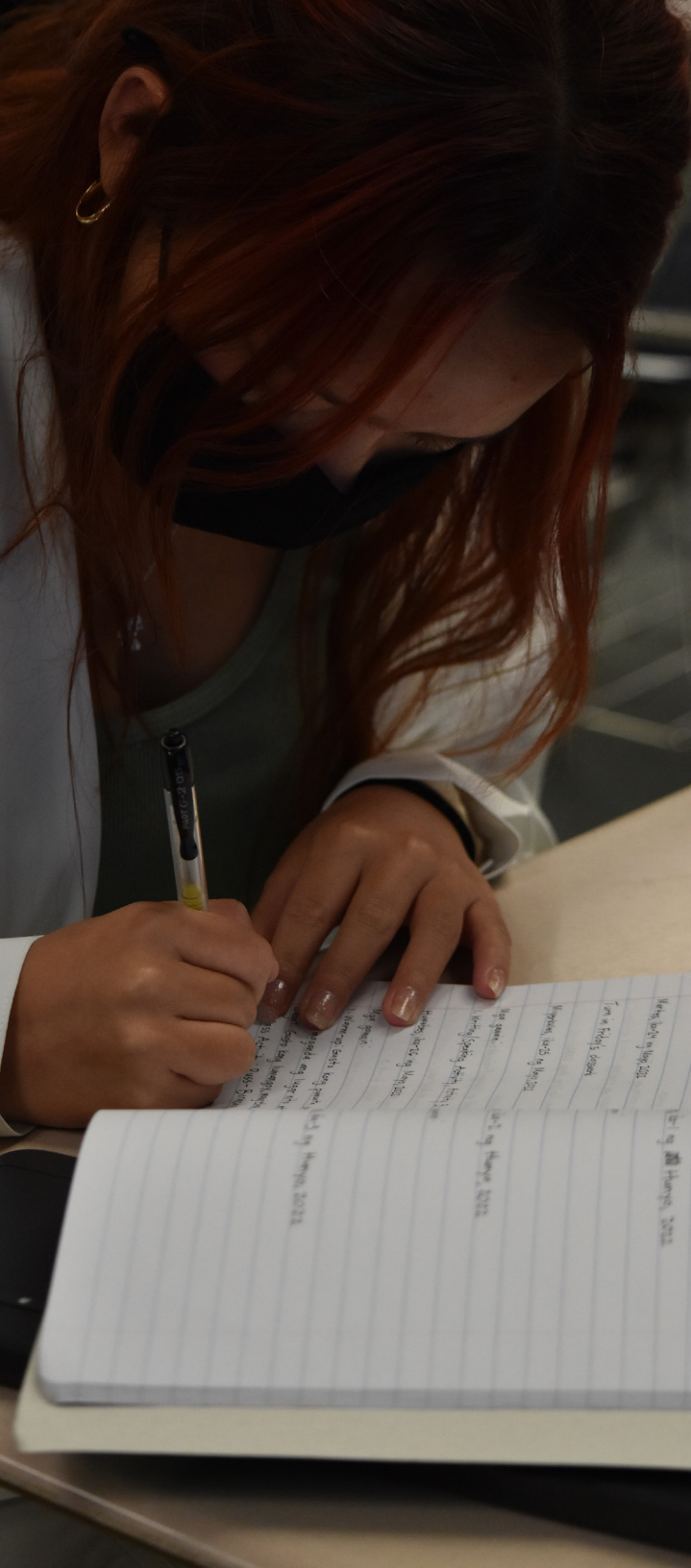
VALLEJO CITY
UNIFIED SCHOOL DISTRICT



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UNIFIED SCHOOL DISTRICT



DEPARTMENT LOGOS

It's important that every department and program think of themselves as a component of the larger organization — and that as an organization, we project unification.

District divisions/departments/programs **ARE NOT** to develop marks or logos on their own. If you would like to inquire about obtaining a division/department/program mark, please contact the communication office.

**HUMAN
RESOURCES**



**STUDENT SUPPORT
SERVICES**



**TEACHING &
LEARNING**



OPERATIONS



BUSINESS SERVICES



**SUPERINTENDENT'S
OFFICE**





PROHOBITED USES

In order to be effective, our logo must appear in its original proportion and configuration. **DO NOT** change the logo for any reason.



DO NOT stretch the logo



DO NOT place the logo on the wrong color background



DO NOT separate the shield from the type

VALLEJO CITY
UNIFIED SCHOOL DISTRICT



DO NOT reconfigure or resize the parts the logo



DO NOT change the typeface in Vallejo City Unified School District



VALLEJO CITY
UNIFIED SCHOOL DISTRICT

DO NOT change the type in the shield



VALLEJO CITY
UNIFIED SCHOOL DISTRICT

DO NOT change the color of any part of the logo



Mr. Smith

DO NOT create your own department logo

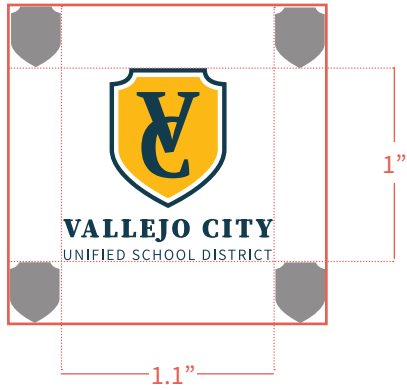


VALLEJO CITY
UNIFIED SCHOOL DISTRICT

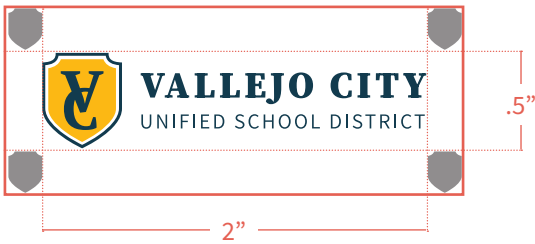
DO NOT change the colors of logo

MINIMUM SIZES AND CLEAR SPACE

In order to be effective, our logo must never appear smaller than the sizes shown below. Also, there must be adequate space around the logo.



The required space around the vertical version of our logo is equal to 50% of the shield shape.



The required space around the horizontal version of our logo is equal to 50% of the shield shape.

TYPOGRAPHY



TYPOGRAPHY

Source Sans Pro, Adobe's first open source typeface family, was designed by Paul D. Hunt. It is a sans serif typeface intended to work well in user interfaces.

Source Serif Pro is a serif typeface in the transitional style, designed to complement the Source Sans Pro family. The close companionship of Serif and Sans is achieved by a careful match of letter proportions and typographic color.

Source Sans Pro

V V V V V V
ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 12345678890-=();',. !#\$%&/

V V V V V V
ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 12345678890-=();',. !#\$%&/

SOURCE SERIF PRO

V V V V V V
ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 12345678890-=();',. !#\$%&/

V V V V V V
ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 12345678890-=();',. !#\$%&/

TAGLINE

WE ARE VALLEJO'S SCHOOLS

WE ARE VALLEJO

WE ARE VALLEJO'S SCHOOLS

WE ARE VALLEJO

WE ARE VALLEJO'S SCHOOLS

WE ARE VALLEJO

COLOR *palette*



COLOR

Our colors are one of our most distinctive visual identity traits. It's important to understand what is provided and what each type is used for. Understanding color will ensure the best final product.

VALLEJO GOLD

HEX #FDB913
R 253 G 185 B 19
C 0 M 30 Y 100 K 0



VALLEJO NAVY

HEX #243746
R 36 G 55 B 70
C 86 M 69 Y 51 K 46



VALLEJO GREEN

HEX #007F6D
C 99 R 0 M 26 G 127 Y 66 B 109 K 10



VALLEJO ORANGE

HEX #F68A3D
C 0 R 246 M 56 G 138 Y 85 B 61 K 0



VALLEJO BROWN

HEX #492B00
C 17 R 73 M 52 G 43 Y 100 B 0 K 79



VALLEJO BLUE

HEX #B4CCDC
C 28 R 180 M 10 G 204 Y 7 B 220 K 1



VALLEJO PURPLE

HEX #775F73
C 55 R 119 M 64 G 95 Y 38 B 115 K 14



VALLEJO RED

HEX #E46055
C 6 R 228 M 77 G 96 Y 67 B 85 K 0



VALLEJO TURQUOISE

HEX #0088A4
C 100 R 0 M 5 G 136 Y 20 B 164 K 22



VALLEJO GREY

HEX #454A4D
C 74 R 69 M 64 G 74 Y 61 B 77 K 32



BRAND *applications*



SLIDES templates

District approved PowerPoint templates and Google Slides are strongly recommended as a secondary aid to deliver your message to internal and external audiences. Presentations should include bullet points of key ideas and should not be overcrowded with text. Wherever possible, include photography and other visuals to help illustrate your message. **Do not use clip art.**



VALLEJO CITY
UNIFIED SCHOOL DISTRICT

TITLE

Presented by:



VALLEJO CITY
UNIFIED SCHOOL DISTRICT

TITLE

Presented by:



VALLEJO CITY
UNIFIED SCHOOL DISTRICT
OPERATIONS

TITLE

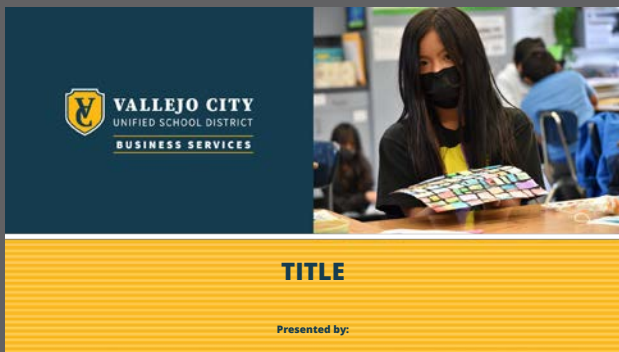
Presented by:



VALLEJO CITY
UNIFIED SCHOOL DISTRICT
SUPERINTENDENT'S
OFFICE

TITLE

Presented by:



VALLEJO CITY
UNIFIED SCHOOL DISTRICT
BUSINESS SERVICES

TITLE

Presented by:



VALLEJO CITY
UNIFIED SCHOOL DISTRICT
TEACHING & LEARNING

TITLE

Presented by:



VALLEJO CITY
UNIFIED SCHOOL DISTRICT
HUMAN RESOURCES

TITLE

Presented by:



VALLEJO CITY
UNIFIED SCHOOL DISTRICT
STUDENT SUPPORT SERVICES

TITLE

Presented by:



VALLEJO CITY
UNIFIED SCHOOL DISTRICT

STATIONERY *templates*

Templates for letterhead and memos are available for download from vcusd.org/branding. In order to maintain consistency and support the district's brand, please do not modify any current templates or create your own. There may be situations where a custom letterhead is required to accommodate a specific need. In these cases, please contact the director of communication. Letterhead, envelopes and business cards can be purchased from Solano County Office of Education's print shop.

The image displays three stationery templates for Vallejo City Unified School District (VCUSD). Each template features the district's logo, a shield with a stylized 'V' and 'C', and the text 'VALLEJO CITY UNIFIED SCHOOL DISTRICT'.

Letterhead Template (Left): The header is yellow with the logo and name. The main body is white. On the left, it lists the 'BOARD OF EDUCATION' members: William Spalding (Superintendent), Christy Gardner (President), Dr. Latyna Young (Vice President), John Fox (Trustee), Carlos Flores (Trustee), and Glenn Amboy (Trustee).

Business Card Template (Middle): A vertical card with a yellow front and a dark blue back. The front features the logo and name. The back lists contact information for William Spalding, Superintendent: supt@vcusd.org, 707-556-8921, 665 Walnut Avenue, Vallejo, CA 94592.

Sign Template (Bottom): A rectangular sign with a yellow background and horizontal lines. It reads 'WE ARE VALLEJO'S SCHOOLS' and 'WE ARE VALLEJO' in large, bold letters. A dark blue footer contains the website 'VCUSD.ORG'.

Letterhead Template (Right): A blank white page with a yellow header containing the logo and name.

Page-Footer: A dark blue bar at the bottom of the page contains the contact information: 'VALLEJO CITY UNIFIED SCHOOL DISTRICT • 665 Walnut Avenue • Vallejo, CA 94592 • 707-556-8921'.

SOCIAL MEDIA

WE ARE STRONG



WE ARE VALLEJO'S SCHOOLS

WE ARE VALLEJO

WE ARE VIBRANT



WE ARE VALLEJO'S SCHOOLS

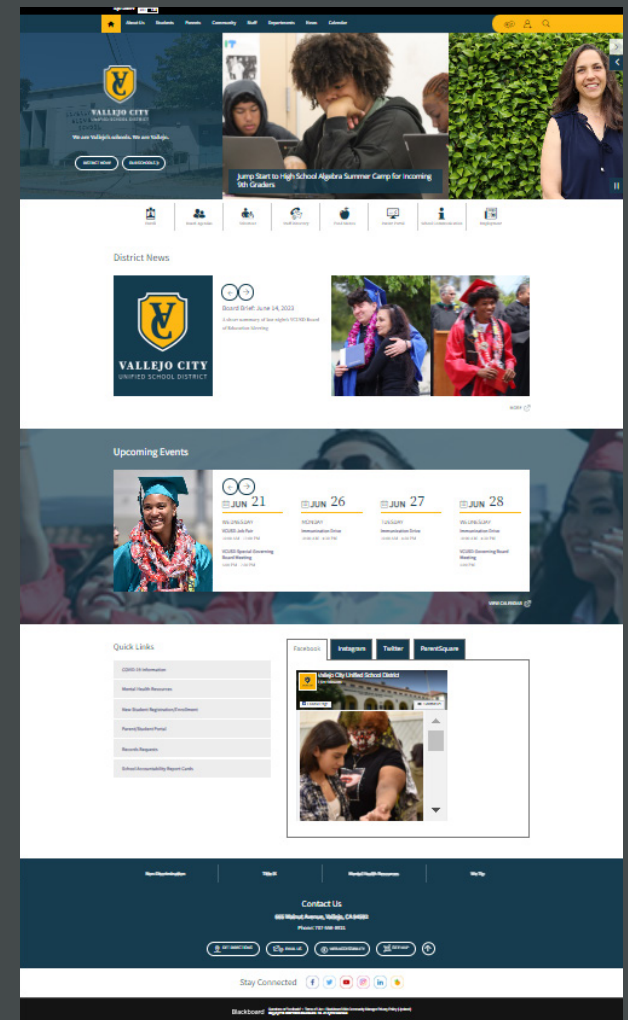
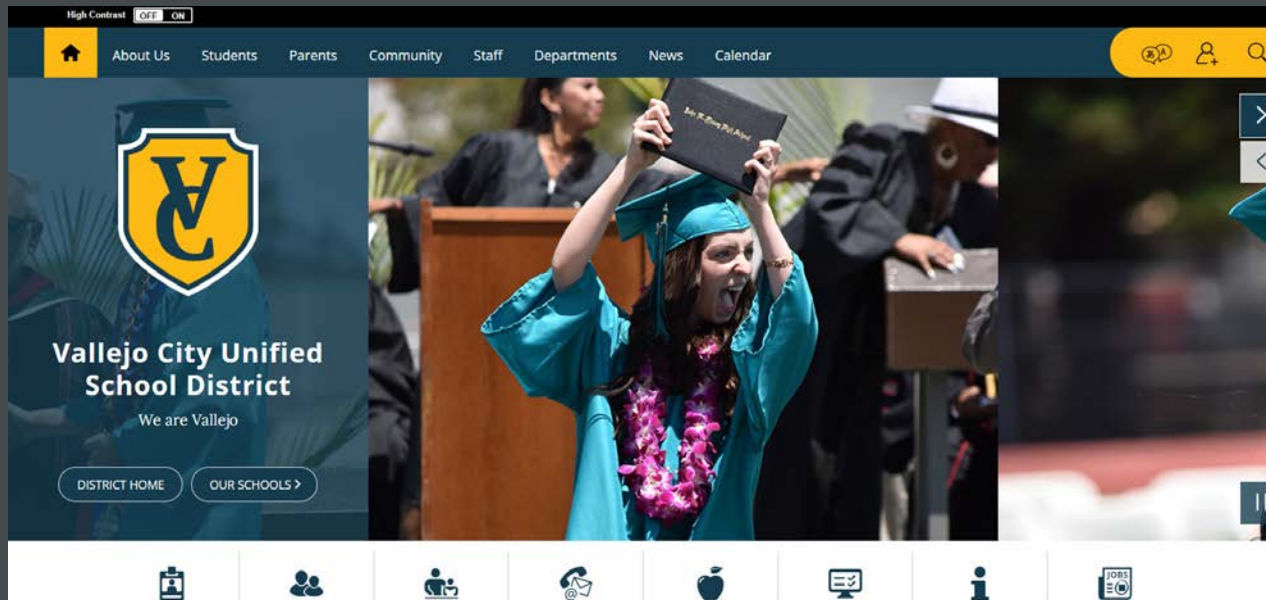
WE ARE VALLEJO

WE ARE STRONG
WE ARE DIVERSE
WE ARE POWERFUL

WE ARE VIBRANT
WE ARE DETERMINED
WE ARE CREATIVE

WE ARE TENACIOUS
WE ARE DYNAMIC
WE ARE THE FUTURE

WEBSITE



ADS

VALLEJO CITY UNIFIED SCHOOL DISTRICT

COLLEGE AND CAREER HIGH SCHOOL OPEN HOUSE

READY
Vallejo City Unified School District

TUESDAY 5/24 2022
JESSE BETHEL HIGH SCHOOL
 IN THE STUDENT UNION
 Call (707) 556-5700 for more information.

WEDNESDAY 5/25 2022
VALLEJO HIGH SCHOOL
 IN THE MAIN GYM
 Call (707) 556-1700 for more information.

JOIN US TO LEARN ABOUT OUR:
 Academic Programs
 Career Technical Education (CTE) Pathways
 Specialized Programs

Talk to administrators, staff members and students about the educational experiences on their campuses.

TIME
5:30 PM – 7:00 PM

#WE_ARE_VALLEJO_PROUD

FIND YOUR NEXT JOB
 at the Vallejo City Unified School District Job Fair!

Tuesday, July 19, 2-4 p.m.
 At the District Offices
 665 Walnut Ave., Vallejo, CA
vcusd.org

VALLEJO CITY UNIFIED SCHOOL DISTRICT

VALLEJO CITY UNIFIED SCHOOL DISTRICT

JOB FAIR

Tuesday, July 19
2-4 p.m.
 At the District Offices
vcusd.org

VALLEJO CITY UNIFIED SCHOOL DISTRICT

VALLEJO CITY UNIFIED SCHOOL DISTRICT

BACK TO SCHOOL

Our brand goes far beyond a logo, taglines and color palettes. It defines who we are. It's in every message we send and every personal encounter on behalf of our District. From new hires to our youngest students, our brand is integrated into our daily interactions on behalf of Vallejo City Unified School District.

Our writing is as important as our appearance. Above all, every written communication should be clear, accurate and engaging. Our written words should deliver something more – a consistent voice or tone that sets us apart and helps us connect with our audience.

THE VCUSD VOICE IS:

- More friendly than formal
- Active instead of passive
- Grammatically correct

The Associated Press Stylebook is our primary editorial guide. This section includes some of the items you are likely to encounter.

We will periodically update this guide as our style preferences evolve and when guidelines are clarified.

DISTRICT LANGUAGE

The Communications department uses Associated Press (AP) style in all marketing and media communications, including writing that appears on vcusd.org. The AP Stylebook, a grammar and style guide used by professional communicators of all types, specifies that professional titles that appear without a name or after a person's name are to be lower-case. Therefore, the following will appear in communications produced by the department:

- Vallejo City Unified School District is overseen by a five-member School Board and an appointed superintendent. *(Because the title is not accompanied by an individual's name, it is lower-case.)*
- William Spalding, Vallejo City Unified School District superintendent, was appointed in 2020. *(Because the title comes after the individual's name, it is lower-case.)*
- Superintendent William Spalding was appointed in 2020. *(Because the title comes before an individual's name, it is upper-case.)*

Adherence to AP style is not required of other departments within the district, but good grammar is. Remember that in everything you do, you reflect the quality of education we are delivering to our students. **Check your spelling. Check your punctuation. Always use a proofreader.** For any questions regarding district language, please contact Director of Communications Celina Baguiao.

ACADEMIC DEGREES

When writing advanced degrees, use the abbreviation with periods (Ex. Susan Jones, Ed.D.) For the second reference, you may use Dr. Jones. Use an apostrophe for bachelor's degree and master's degree. Omit the apostrophe in associate degree and doctoral degree.

ACRONYMS

Spell out the full name on the first reference unless the acronym is widely recognized. SAT is an example of a widely recognized acronym inside and outside Vallejo City Unified School District. Generally, omit periods in acronyms.

AGES

Always use figures. (Ex. The student is 15 years old. The law is 8 years old.) Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun. (Ex. the 7-year-old boy. The boy is 7 years old.)

AMPERSANDS

Spell out "and." Avoid using ampersands (&) unless they are part of an official title.

BULLETS

Each bullet should start with a capital letter. Keep the structure consistent and avoid mixing sentences and phrases in a bulleted list. Punctuation is not needed at the end of each bullet.

CLASSES AND COURSES

Lowercase general references to subjects. (Ex. mathematics, history, photography), unless they include the name of a country or language. (Ex. English literature). Capitalize exact course titles and those followed by a numeral. (Ex. U.S. Military History; Biology I).

COMMAS IN A SERIES

Eliminate the comma before the conjunction, unless it is needed for clarification. (Ex. The flag is red, white and blue. We learned more about the STEM, Culinary, and Career and Technical Education fields.)

DATES

When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. (Ex. Aug. 15, 2006, was the due date). Spell out all months if using them alone or with only a year. (Ex. August 1980 was one of the hottest months on record.) If only using a month and a year, do not separate the year with a comma. (Ex. October 1989 was unusually cold.) If using the month, day and year, set off the year with a comma. (Ex. Feb. 1, 2015, was the last day to register.)

GRADE LEVELS

Generally, spell out numbers one through nine. (Ex. ninth grade) Use figures for 10 and above. Use all numerals in a mixed situation. (Ex. 5th grade and 10th grade). Use a hyphen for ninth-graders, etc.

PERCENT

Spell out instead of using the % symbol when using percentages in text.

PREKINDERGARTEN

Use prekindergarten on first reference. You can use Pre-K on subsequent references.

SUPERINTENDENT

Use Vallejo City Unified School District Superintendent William Spalding on the first reference. On the second reference, you may use the superintendent (lowercase) or Mr. Spalding.

TELEPHONE NUMBERS

Use hyphens. (Ex. 707-556-8921)

TIME OF DAY

Use 8 a.m. instead of 8:00 a.m. Do not repeat a.m. and p.m. unnecessarily. (Ex. 4-5 p.m., 9 a.m.-3:30 p.m., 10 a.m.-noon, 2 p.m., 4 to 5 p.m., 9 a.m. to 3:30 p.m., etc.) Use noon and midnight.

TITLES

Capitalize when they precede a person's name. (Ex. The children sang to Principal Kimberly Mitchell Lewis as she entered the auditorium.)

VALLEJO CITY UNIFIED SCHOOL DISTRICT

For external audiences, use Vallejo City Unified School District on first reference. District (capitalized) is acceptable on second reference. Use VCUSD only when there is not enough space for one of the other forms, as in a photograph caption.

VALLEJO CITY UNIFIED SCHOOL DISTRICT BOARD OF EDUCATION

Use Vallejo City Unified School District Board of Education. On subsequent references, you can use the board or trustees. Do not capitalize on the second reference.

T-shirts, polos, lanyards and other items must follow the District's style guide and properly use the District logo and color palette. *Some items often ordered include:*

- T-shirts, polos and sweatshirts
- Lanyards
- Notebooks
- Pens
- Tote bags

If you have questions about adhering to the style guide when ordering apparel or promotional items, please email the communication director.

Photos help tell the story. Authentic photography throughout our classrooms and hallways captures our students, teachers, and community engagement in student achievement. Diverse, spontaneous, vibrant, high-resolution images best reflect the District's brand.

For best results, avoid:

- Low resolution or poor quality images
- Cell phone pictures*
- Clip art

* If a cell phone is your only option, be sure to use or send the original size image. Any images saved or sent as small, medium or large are too poor of quality to be used in communications, including the website and e-newsletters.

The communication office has an inventory of photos taken at our schools. Please contact the director of communication if you need assistance with photography coverage.



Jesse M. Bethel High School
Vallejo, California