Brand Identity Guide

San Bernardino County Superintendent of Schools

Transforming lives through education

November 2023

Contents

Introduction

San Bernardino County Superintendent of Schools (SBCSS) is a lead agency for K-12 education in the County of San Bernardino. We are a team of educators committed to inspiring and innovative practices that transform lives through education. The programs and services offered by SBCSS directly impacts students, school districts, families and other agencies to improve the quality of life for our communities.

Publications produced by SBCSS staff are representative of the county superintendent and the work of the organization, therefore, all print and digital media will be presented professionally, clearly, concisely and accurately.

To meet quality and branding requirements, all digital and print publications are subject to review and approval by Communications prior to distribution. Please plan projects and events accordingly and allow up to five working days for the review process. Requests for support and review may be submitted through the Communications Services Request Form.

The Brand Identity Guide

The purpose of this guide is to ensure that all communication from SBCSS is presented in a professional and consistent manner, following standard design and accessibility practices. This includes but is not limited to flyers, reports, presentations, webpages, forms and formal letters. It is important to share a unified and cohesive message and identity across our branches, departments and programs.

SBCSS produces an immense depth of work. We appreciate our content experts and don't want to diminish the individual identity of any branch, department or program; however, we are unified under the San Bernardino County Superintendent of Schools brand identity. It is vital that our audiences understand they are working with SBCSS and that all of our work meets a standard that reflects its importance.

The majority of the information contained within the guide is based on the Associated Press Stylebook and the Merriam-Webster dictionary. The SBCSS Brand Identity Guide supersedes any information contained in outside references. When in doubt, please contact Communications.

Why Branding Matters

No matter our job title, any one of us can boost or harm the image of SBCSS. The messages we send — verbal, written, image, video — can affect the image of this office and public education in general.

The SBCSS brand is its identity. A brand is more than just a logo or mission statement. It includes organizational beliefs and values, the way we interact with our community, and practices and experiences that determine how the public views the organization.

Our Mission

The mission of the San Bernardino County Superintendent of Schools is to transform lives through education. Working in collaboration with school districts, families, our community partners, and other agencies, we provide leadership, advocacy and services to ensure equitable, innovative and inspiring educational practices. This endeavor is essential to the quality of life and economic vitality of our communities.

We Believe

- The human mind is incredibly powerful and through life-long learning has unlimited potential.
- All people have value, and deserve to be treated equally with dignity and respect.
- Educational equity is achieved when organizational policies, practices of leading, teaching and learning are aligned to benefit each student.
- Each person is unique, has purpose and can make a powerful contribution to the good of humanity.
- Character, governed by integrity, builds positive relationships that transform lives.
- People are meant to serve and care for each other.
- Faith, hope, love and compassion are essential to a positive life experience.
- Individuals have the power to make choices, which ultimately determine their course in life.
- Communities are interdependent, and grow stronger through collaboration and communication.
- There is strength in unity.

Our Brand Promise

With integrity, collaboration, expertise and leadership, *we will* transform lives through education.

The Name of Our Organization

The official name of our organization is the San Bernardino County Superintendent of Schools. The full name should be spelled out on first reference. In subsequent references, SBCSS or County Schools are acceptable. The SBCSS acronym should only be included after the full name in parentheses if the acronym is used in subsequent references.

All official documents, publications and paper correspondence about our organization and its programs and services should carry this name on the cover or first page using our official logos. Generally, the SBCSS logo should be larger than any other logos.

Referring to Our Organization

- San Bernardino County Superintendent of Schools
- San Bernardino County Superintendent of Schools (SBCSS) as first reference
- SBCSS (no "the" before)
- County Schools
- The County Schools office (note the "O" is not capitalized)
- The county office of education (is not capitalized)

Administrative Offices and Centers

- Brier Building
- Desert Mountain Children's Center
- Desert/Mountain Educational Service Center
- Dorothy Inghram Learning Center
- Mountain View
- Roy C Hill Education Center (no period after C)
- Sunwest Building
- Support Center
- West End Educational Service Center

Branches and Departments

There are seven branches with departments that oversee programs and services within SBCSS:

- **Office of the Superintendent**
  - Communications/Intergovernmental Relations
  - Equity and Access
- **Business Services**
  - Business Advisory Services
  - Business Support Services
  - District Financial Services
  - Internal Business Services
- **Education Support Services**
  - College and Career Success
  - Curriculum/Instruction and Academic Enrichment
  - Early Education and Development
  - Leadership and Outreach
  - Local Control Accountability Plan Support and Advisory Services
- **Human Resources**
  - Certificated
  - Classified
  - Risk Management
- **Innovation and Engagement**
  - Children Deserve Success
  - Healthy SBCSS
  - Learning Systems and Supports
  - Mountain Desert Career Pathways
  - Workforce SBCSS
- **Student Services**
  - Desert/Mountain Student Services
  - East Valley Student Services
  - West End Student Services
- **Technology Services**
  - Technology JPA
  - Technical Services

"Branch," "department" and "program" are not part of the official name of these groups and should not be capitalized.

Correspondence Guidelines

Letterhead

The San Bernardino County Superintendent of Schools preprinted letterhead with the blue and gold color logo should be used for external correspondence and formal recognition of SBCSS employees.

Templates

Preformatted templates for use on preprinted letterhead are available to staff and include electronic versions for emailing purposes. Templates in a Microsoft Word format can be downloaded from the eNet website here. Memorandum templates, fax cover sheets, SBCSS logos, as well as commonly used forms and resources are all available on eNet.

Letterhead may be developed for consortiums, bodies and/or joint powers authorities that have their own governing boards that include entities other than SBCSS only after review by Communications and with the approval of the superintendent. Separate letterhead not using the approved, unaltered organizational logo for internal SBCSS committees, branches or departments is not permitted.

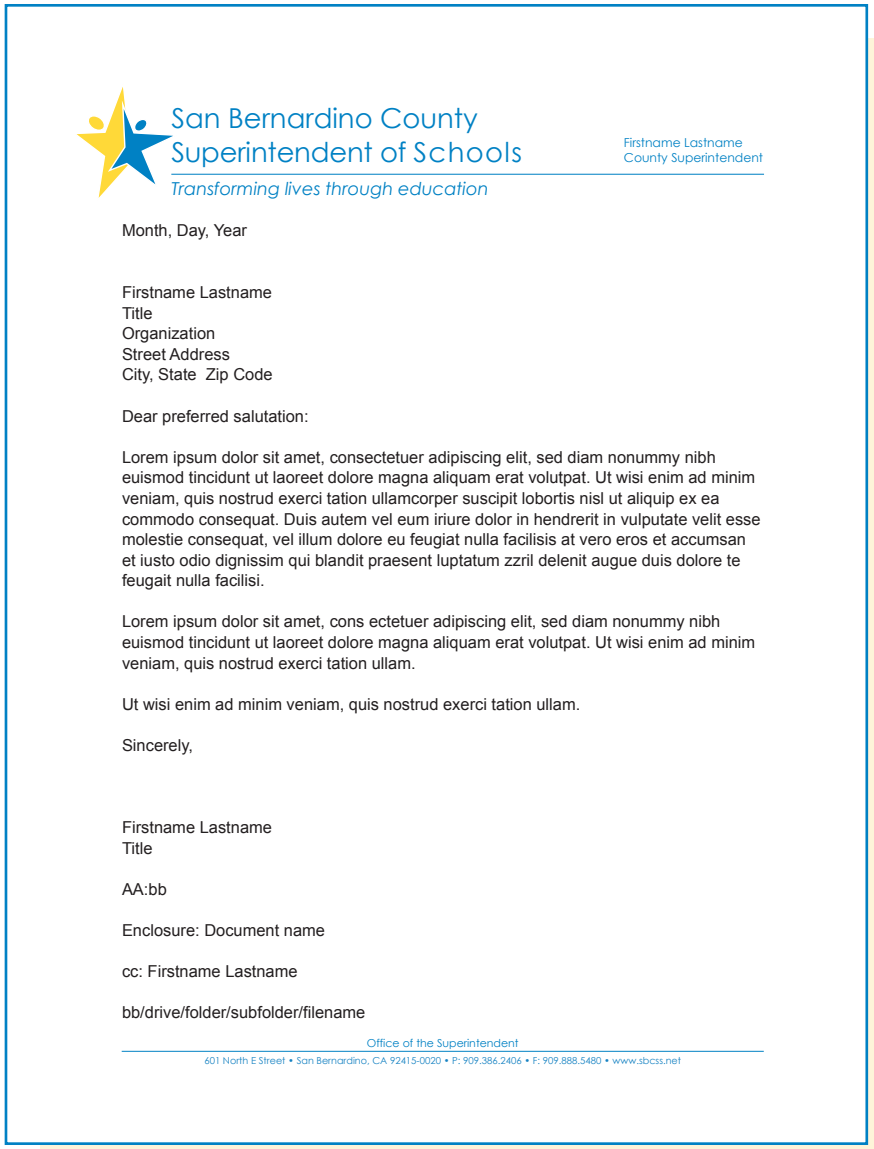
Personalized Footers and Letterhead

Preformatted templates include personalized branch/department footers that cannot be altered or augmented with department or branch slogans. All correspondence should have an identifying footer on the first page but is not required on subsequent pages. Personalized letterhead/memo templates are ONLY created and issued by Communications as determined by Executive Cabinet. Personalization is reserved for the county superintendent, members of executive cabinet and department directors. Exceptions are determined by Executive Cabinet.

Any updates to letterhead can be made by submitting a Communications Services Request Form at https://tinyurl.com/2aur22cw or by contacting Communications at 909.386.2412.

Ordering Stationery Supplies

Preprinted letterhead, envelopes and mailing labels can be ordered through Stores. For more information on the Stores ordering process, contact Purchasing/Contracts at 909.386.9508.



San Bernardino County Superintendent of Schools
Transforming lives through education

Firstname Lastname
County Superintendent

Month, Day, Year

Firstname Lastname
Title
Organization
Street Address
City, State Zip Code

Dear preferred salutation:

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Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam.

Sincerely,

Firstname Lastname
Title

AA:bb

Enclosure: Document name

cc: Firstname Lastname

bb/drive/folder/subfolder/filename

Office of the Superintendent
601 North E Street • San Bernardino, CA 92415-0020 • P: 909.386.2406 • F: 909.888.5480 • www.sbcss.net

Letter Format—Flush Left Style

Flush left or ragged right is the recommended format for letters and memos.

The entire letter and each paragraph are aligned with the left margin. Do not justify the right margin as it creates uneven spaces and effects readability. Single space and left justify each paragraph within the body of the letter. Leave a blank line between each paragraph.

This style of letter is written as follows:

Margins, Spacing and Alignment

Use the following margins:

- Top – 2 - 2.25 inches
- Left and right – 1 inch
- Bottom – .65 inch minimum

Font and Type Specifications

Arial or Avenir, 12-point font is recommended for letters, memos, fax cover sheets, envelopes and labels. Point size should never be smaller than 12 points.

One-Page Letter

Dateline

Type the date on the third line below the letterhead, or on the first line two inches below the top of the paper.

Inside Address

Triple space between the date and the inside address. Type the recipient's full name, title, address and ZIP code.

Salutation

Place the salutation two spaces below the inside address. The salutation contains the person's preferred gender expression or academic title (if known) and name, followed by a colon. If you are on a first-name basis with the recipient, include the full name and preferred expression gender title in the inside address, but use only the first name in the salutation. If you are not sure of the intended recipient's gender, use their first and last name only.

If a woman expresses a preference for Mrs., Miss or Ms., then honor her request. Avoid vague salutations such as "To Whom It May Concern" or "Dear Sir" whenever possible; however, if you do not have the person's name, then use a generic title.

Address legislators as "Honorable" in correspondence or by their title:

For emails:

To the Honorable Firstname Lastname,
Assembly District 00:

For letters:

Firstname Lastname, 00th Assembly District
State Capitol
P.O. Box 12345
Sacramento, CA 94249-0047

Dear Assemblymember Firstname Lastname,

Message or Body

Start the body of the letter two spaces below the salutation using only one space between sentences. Type paragraphs flush left; do not indent them. Single space within paragraphs and double space between paragraphs. Leave two spaces between the body of the letter and the closing.

Complimentary Closing

Use a formal closing, such as "Sincerely." Type your full name four lines below, aligned with the closing. Type your business title on the next line. Sign the letter in the space between the complimentary closing and your typed name. If you are writing to someone with whom you are on a first-name basis, sign only your first name. In all other cases, sign your full name.

NOTE: If the superintendent will be signing the letter, type the superintendent's name and title as shown in the example on page 4.

Reference Initials

Reference initials include the initials of the typist and sometimes those of the writer as well. Reference initials are not necessary when the writer is also the typist.

Enclosure Notation

Notations indicate that the writer is enclosing materials along with the letter. There is not one standard form for the enclosure notation; select the form that seems most helpful to the reader. For clarity, the enclosed material should be mentioned in the body of the letter.

Copy Notation

This notation indicates who will receive copies of the letter. Use a copy notation (cc) for photocopies.

For blind copies, put notation (bcc) only on copies going to those recipients.

Names may be listed alphabetically or by rank.

File Name Notation

Includes typist's initials and a coded notation that indicates where the document is stored in the computer memory. Use a smaller font size if preferred.

Two-Page Letter

Margins remain unchanged with the exception at the top:

- Top 1 inch
- Left and right 1 inch
- Bottom .65 inch

Heading

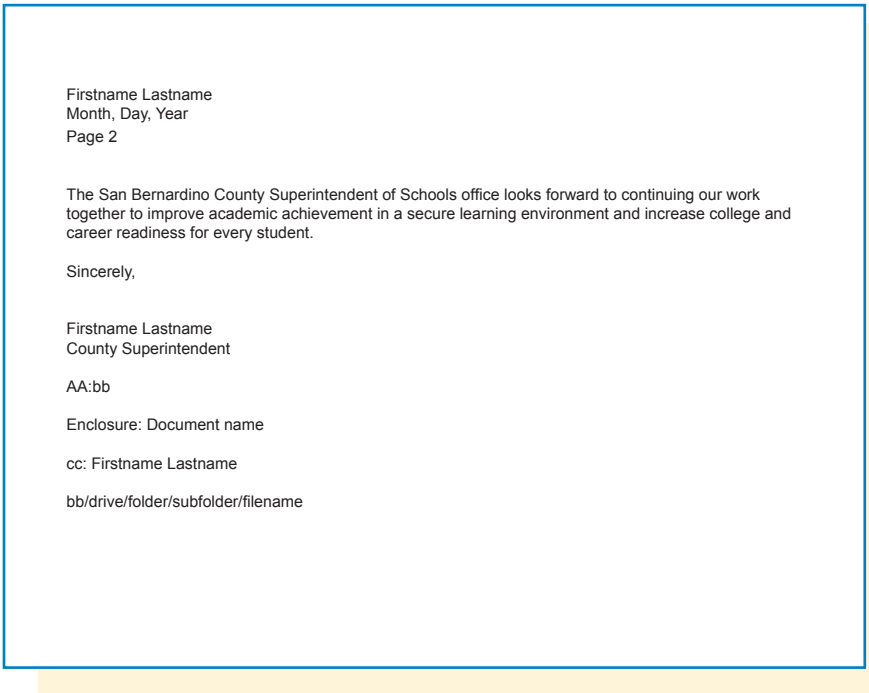
Type the heading three lines below the top of the second page. The heading should include:

- Name of person to whom letter is addressed
- Date
- Page number

Message or Body of Second Page

Always include at least two lines of body text.

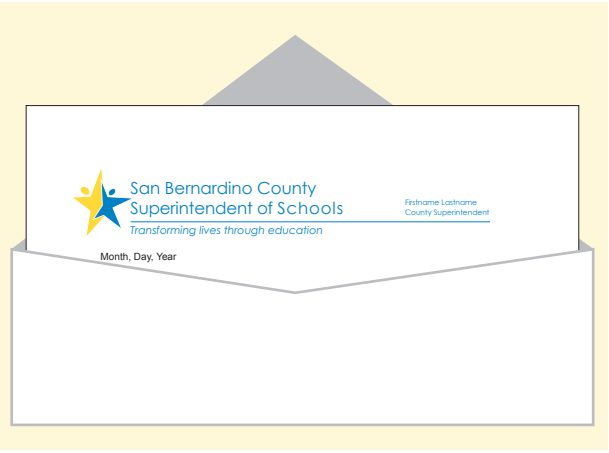
Begin typing the text three lines below the page number line.



Folding Correspondence

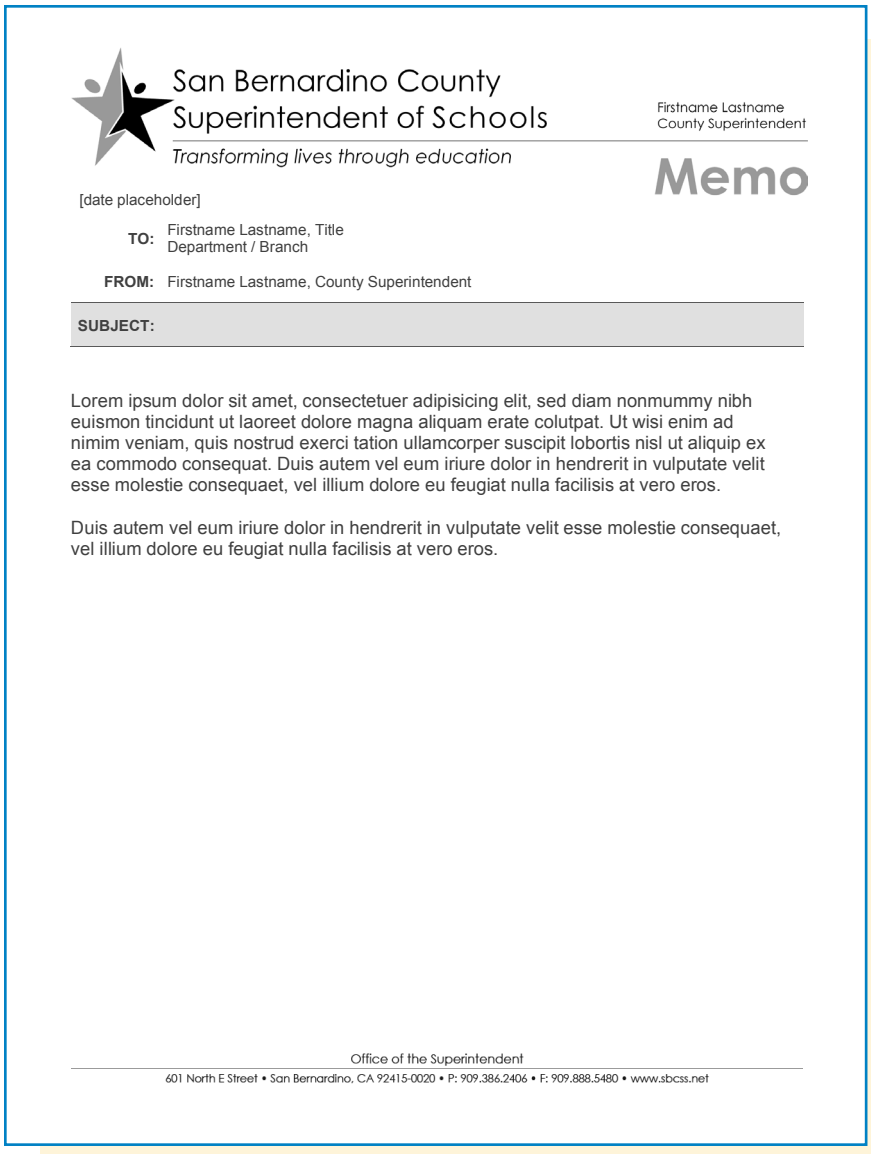
Z-Fold or Fan

Whenever possible, it is recommended that correspondence be z-folded (also known as fan-fold or zig-zag) with the logo and addressee facing the flap so it is visible when it is removed from the envelope. Half-folds for larger documents in manila envelopes should also have the logo and addressee facing the back flap.



Memo Use

Memos are most often used to communicate within an organization and are less formal than letters. For consistency, approved and preformatted memo templates are available in Microsoft Word and can be found on eNet here. Adhere to the correspondence guidelines for enclosure, copy and other notations.


San Bernardino County
Superintendent of Schools
Transforming lives through education

Firstname Lastname
County Superintendent

Memo

[date placeholder]

TO: Firstname Lastname, Title
Department / Branch

FROM: Firstname Lastname, County Superintendent

SUBJECT:

Lorem ipsum dolor sit amet, consectetuer adipisicing elit, sed diam nonmummy nibh euismon tincidunt ut laoreet dolore magna aliquam erate colutpat. Ut wisi enim ad nimim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequaet, vel illium dolore eu feugiat nulla facilisis at vero eros.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequaet, vel illium dolore eu feugiat nulla facilisis at vero eros.

Office of the Superintendent
601 North E Street • San Bernardino, CA 92415-0020 • P: 909.386.2406 • F: 909.888.5480 • www.sbcss.net

Flush Left or Ragged Right Style

Flush left or ragged right is the recommended format for letters and memos.

The entire letter and each paragraph are aligned with the left margin. Do not justify the right margin as it creates uneven spaces between words and effects readability. Single space and left justify each paragraph within the body of the letter. Leave a blank line between each paragraph.

A handwritten or digital initial signature should be included.

Margins, Spacing and Alignment

Margins are preset at 1 inch. Single space content in between sentences and within each paragraph. Double space (two blank lines) between paragraphs. The entire memo is aligned with the left margin and justified at the right margin.

Mailing Labels/Envelopes

Mailing Labels

Use the size and type of label that best suits your project; however, a preprinted label (3 inches x 5 inches) with the SBCSS logo and return address is available from SBCSS Stores. This label is most commonly used for half-sized or letter-sized manila envelopes.

Mailing labels in different sizes are available through Office Depot. The most commonly used is the Avery 5160 (1 inch x 2.625 inches, 3 column). Another commonly used size is Avery 5161 (1 inch x 4 inches, 2 column).

Standard Envelopes

(4.125 x 9.5 inches)

Preprinted standard size 10 envelopes are available from SBCSS Stores with the return address of several administrative sites. If a custom envelope is required, please submit a SBCSS Communications Request form.

SBCSS White Envelope with Logo

(9.5 x 4.125 inches)

This envelope includes preprinted department name and return address on it. Allow a 2 inch top margin. Begin the address 4.5 inches from the left edge of the envelope. Labels should be placed in this general area. This envelope should be used for copies of original letterhead or any other type of non-letterhead correspondence (e.g., flyer announcements, forms, brochures are mailed in this envelope).

Half-Sized Manila Envelope

(6.5 x 9.5 inches)

A half-sized manila envelope may have the address typed directly on the envelope or have a label with the address affixed to the envelope. In either case, position the envelope so that the flap and opening are to the right of the address. Allow a 3.5 inch top margin. Begin the address 4 inches from the left edge of the envelope. This size envelope may be necessary to accommodate large/thicker than normal contents.

Letter-Sized Manila Envelope

(9 x 12 or 10 x 12 inches)

The address may be typed directly on a letter-sized manila envelope or have a label with the address affixed to the envelope. In either case, position the envelope so that the flap and opening are to the right of the address. Place the first line of the mailing address 4.5 inches (for 9 x 12 inch envelopes) or 5 inches (for 10 x 12 inch envelopes) from the top edge and 4.5 to 5 inches from the left edge, depending upon the length of the address lines. This size envelope may be necessary to accommodate large/thicker than normal contents.

Preprinted Special Occasion Envelopes

(5.25 x 7.25 inches • 4.375 x 5.75 inches)

Special occasion envelopes have the address typed directly on the envelope or have a label with the address affixed to the envelope. Allow for a 3 inch top margin. Begin the address 3.5 inches from the left edge of the envelope. This size envelope may be used for formal invitations and/or preprinted note cards. This envelope is preprinted on the back flap with the main office (601) return address only.

Preparing Labels for Mailing

SBCSS uses the U.S. Postal Services guidelines for preparing mailing labels ONLY. These recommendations include a sans serif font such as Arial, all caps, no punctuation and single space. These directions do not apply to body copy. The mailing label guidelines also state that:

1. A return address should always be used.
2. If an attention line is necessary, always put it first.
3. On the line with the street address, P.O. Box number, rural route number or highway route number, the following should be included:
   - N (North), S (South), E (East), W (West), NE, NW, SE, or SW (if part of the address)
   - AVE (Avenue), ST (Street), DR (Drive), RT (Route), PL (Place), or CIR (Circle)
   - RM (Room), STE (Suite), or APT (Apartment). If these designations cannot fit on the same line as the street address, they should be placed on the line above.
4. Always put the ZIP code on the last line next to the city and state.

FIRSTNAME LASTNAME
TITLE
ORGANIZATION
STREET ADDRESS
CITY, STATE ZIP CODE

Miscellaneous Stationery

Memo Pads

(8.5 x 3.625 inches • 5.5 x 4.25 inches)

Customized memo pads are available through the Print Shop in two sizes in either black and white or color. They come in pads of 50 sheets each in multiples of three (long format) or four (small format)

A template to create your own customized memo pad master is available on the SBCSS template library on eNet here.

Preprinted Note Cards

(5 x 7 inches • 4.25 x 5.5 inches)

Preprinted note cards are available through the Print Shop website. Note cards come folded, with the SBCSS two color brand in two sizes. These cards can be used with the special occasion envelopes.

Front

San Bernardino County Superintendent of Schools
Transforming lives through education

Back

Transforming lives through education

San Bernardino County Superintendent of Schools
601 North E Street, San Bernardino, CA 92415-0020
909.888.3228 | www.sbcss.net

Business Cards

(2 x 3.5 inches)

For SBCSS management employees who regularly conduct business with external clients, an organizational business card can be ordered. Classified employees may order business cards with the approval of their supervisor. The approved two-sided sample format is applicable to all employees regardless of program, grant or region.

Titles used on business cards must match the job announcement document issued by Human Resources. Doctorates are now approved to be used in front of the person's name (e.g., Dr. Jill Smith). This is a deviation from Associated Press Style as requested by the county superintendent and now part of the SBCSS Brand Identity (see Courtesy Titles/ Academic Degrees for more information).

Certifications should be used sparingly and only as they apply to that person's current position within SBCSS (e.g., Jill Smith, APR, Chief Communications Officer).

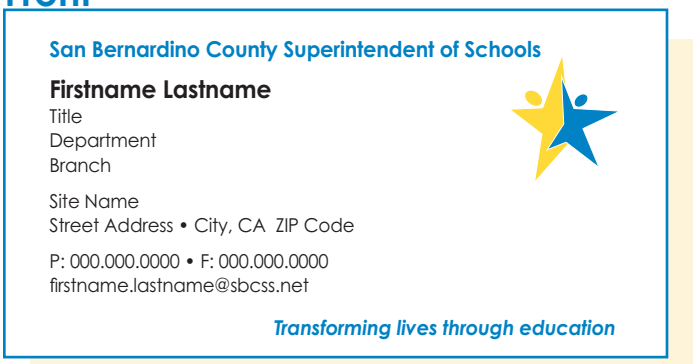
As per the county superintendent, only the SBCSS logo, graphics, job title (on the job flyer as issued by Human Resources), office, fax, and mobile phone numbers (optional), location and SBCSS email addresses will be printed on organizational business cards. **San Bernardino County Superintendent of Schools business cards are for organizational business only.** National, state or local positions held by SBCSS staff, while related to the business of education, are separate from the SBCSS Brand Identity.

Organizational business cards may be ordered online at the eNet website here.

Orders received by the 10th of the month will normally be completed by the end of the month, except for large volume jobs (moves, new phone systems, etc.). Under these circumstances, please verify print schedule with the Print Shop at 909.386.2472. If your order is submitted after the monthly deadline, it will be placed on the following month's schedule for processing. Minimum quantity is 200 per individual order.

The printing of business cards with alternate formats with or without approved logos at desktop printers or with outside vendors is prohibited.

Front



Back

Usage and Style

Quality, correctness and consistency are standards of the SBCSS Brand Identity.

The following usage and style tips are provided based on frequently asked questions. The SBCSS Brand Identity Guide supersedes all outside references. Outside reference guides (updated within the last five years) are recommended to address issues not mentioned in this guide.

Abbreviations and Short Forms

When in doubt, spell it out. Use abbreviations sparingly and consistently. Here are a few guidelines for using short forms in publications.

1. The first time an entity is referred to in a publication, spell out the name. Put the abbreviation or short form that will be used for succeeding references in parentheses. Do not use acronyms in the headlines of flyers, programs, banners or other marketing materials.

   The forms should be returned to John Bevans in the Education Support Services (ESS) branch by May 31. Several ESS staff members will process the forms.

   The Parent-Teacher Association is holding a rally in April. All PTA members in the area are invited.

   NOTE: Since PTA is universally used as an abbreviation for Parent-Teacher Association, (PTA) is not needed after the full name.

2. In external publications, spell out San Bernardino County Superintendent of Schools, followed by (SBCSS) in parentheses on first reference.

   The following short forms are acceptable for successive references without a parenthetical reference: *County Schools, County Board of Education, Board of Education, Board, County Superintendent.*

   In internal communications, all short forms for County Schools, County Superintendent, as well as the three short forms for the Board, are acceptable for all uses, although it is good practice to give the full name of each on first reference in formal documents.

3. When used with a specific date, abbreviate only the months of Jan., Feb., Aug., Sept., Oct., Nov., and Dec. (see more in Capitalization).

4. Abbreviations of government agencies, common educational terms, ZIP Code, state abbreviations and the like do not take periods: *IRA, ADA, CBEST, CA, NY, SELPA*.

   NOTES: USD may be used on first reference to stand for Unified School District as part of a district title. The ZIP in ZIP Code is an all-uppercase acronym.

5. Academic degrees, abbreviated city names, and times of day, among other abbreviations, do take periods: *Ed.D., Ph.D., L.A., N.Y., a.m., p.m., U.S.*

   For usage of academic degrees see Courtesy Titles/Academic Degrees

6. SBCSS is organized by branches, departments and programs; however, they are not part of the formal name of each group. Each branch within SBCSS uses a specific style with no ampersands and should be observed in all documents (online or digital): *Education Support Services is a branch within the organization. The Education Support Services branch is part of the organization. Innovation and Engagement is a dynamic group of programs that supports students and families.*

7. Use i.e. when the items that follow it encompass all the possible choices (i.e. means that is (to say) or in other words).

   The forest provides us with newspapers—i.e., paper is made of wood from trees.

8. Use e.g. when the items that follow it are examples of the possible choices (e.g., means for example).

   Committee members may include community representatives (e.g., business owners, city council members).

   NOTES: Use i.e. and e.g. sparingly. Never use the abbreviation etc. in conjunction with e.g. The abbreviations i.e. and e.g. are always followed by commas.

Courtesy Titles/Academic Degrees

1. Doctorates are now approved to be used in front of a person's name (e.g., Dr. Jill Smith). This is a deviation from Associated Press Style as requested by the county superintendent and now part of the SBCSS Brand Identity. This supersedes the previous standard to use academic abbreviations after the last name (e.g. John Smith, Ph.D.) and should be reflected in all publications.
2. Use an apostrophe in bachelor's degree (e.g. a master's), but there is no possessive in associate degree, Bachelor of Arts or Master of Science.
3. All references to honorary degrees should specify that the degree was honorary.
4. Names followed by Jr., Sr. or a Roman numeral do not have a comma after the last name: *Martin Luther King Jr., Hardy Brown II*

Top Style Points

1. **Single space**—When typing correspondence, brochures or other bodies of text, single space between sentences.
2. **When in doubt spell it out**—In general, avoid acronyms. Refer to "abbreviations and short forms" for more information.
3. **SBCSS**—Capitalize San Bernardino County Superintendent of Schools and short forms like County Schools. SBCSS and its long form do not take the possessive apostrophe. See "Apostrophes" for more information. However, try not to refer to SBCSS as the San Bernardino County Office of Education or education office, but if these terms are present they are NEVER capitalized.
4. **Roy C Hill**—The former county superintendent did not have a middle name and used only his middle initial. There is no period used after C in this instance.
5. **Board**—Capitalize Board when referring to the San Bernardino County Board of Education.
6. **Executive Cabinet**—Capitalize Executive Cabinet when referring to the superintendent's senior administrative advisory group. Full cabinet is not capitalized.
7. **Position titles**—Lowercase position titles when used alone or following names in text. Uppercase position titles only when they precede the individual's name.
8. **Numbers**—In text, spell out numbers one through nine and express all other numbers in numerals. Indicate school grades the same way: *ninth grade, 10th grade*. Do not use superscript.
9. **Dates**—Put a comma after the year in a date if the day of the month is given: *March 27, 2001, is the deadline*. Do not use a comma if only the month and year are given: *The students will graduate from high school in June 2013.*
10. **Quotation marks**—Put punctuation marks such as commas, periods, question marks, inside quotation marks.
11. **Hyphen/slash**—Use a hyphen to indicate and or to: parent-teacher conference, pages 18-28. Use a slash to indicate options or to stand for per: either/or, 16 feet/second.
12. **Ampersands**—The ampersand should not be used in place of *and*, except for some accepted abbreviations: *B&B, R&B*. Use the ampersand when it is part of a company's formal title: *House & Garden, Procter & Gamble*.

Capitalization

1. Capitalize the full title San Bernardino County Superintendent of Schools and its short forms: *County Schools, County Office*.
2. Do not capitalize branch or department when referring to a specific group: *the Education Support Services branch; approval by branch directors. The Curriculum/Instruction and Academic Enrichment department.* Avoid using these terms and simply use: *Education Support Services is now home to Curriculum/ Instruction and Academic Enrichment.*
3. Capitalize Board Room (two words) only when referring to the room in which the San Bernardino County Board of Education meets: The county board listens to public comment during the beginning of its meetings in its Board Room.
4. Capitalize Executive Cabinet in all cases when referring to the superintendent's senior administrative advisory group.
5. Capitalize West End, East Valley, High Desert, and Desert/Mountain (with slash) in all cases when referring to service regions.
6. Days and months are always capitalized. When used with a specific date, abbreviate only the months of Jan., Feb., Aug., Sept., Oct., Nov., and Dec. When listing only month and year, do not separate the year with commas. When listing day, month and year, set off the year with commas.
7. Capitalize formal titles when they precede a name: *Superintendent Jane Smith and Principal John Smith attended the meeting. John Smith, principal of First Elementary School attended the meeting.*
8. Do not capitalize occupational descriptions (except in lists; see below): *fifth-grade teacher Jane Smith.*
9. Capitalize the word state only when used in a specific official title or short form. Lowercase it when it is used generically. *The state superintendent of Public Instruction sent out the memorandum. The County Office provides a number of state-mandated services for school districts and students.*
10. Capitalize the full titles *California Department of Education and California State Board of Education*. Do likewise with federal entities: *U.S. Department of Health and Human Services.*

    You may use the informal designations *state Department of Education and state Board of Education.*
11. Capitalize legislature only when referring to the California Legislature; otherwise, lowercase it.
12. Capitalize the official name of a conference or program, but don't capitalize the words conference or program when used alone within the same document: *Attendance at the Conference on the Future was greater than expected. Everyone who attended the conference was pleased with it.*
13. Formal committee names should be capitalized, but successive reference to the committee in a document should be lowercased: *All members of the Critical Issues Advisory Committee attended. The committee discussed each agenda item for 15 minutes.*

    Generic committee names should not be capitalized: *The superintendent has appointed an advisory committee.*
14. Generic form names need not be capitalized: *Turn in an absence report as soon as you return.*

    If your document requires precise reference to forms, including numbers, use this format: *Before you can be reimbursed for mileage expenses, you must submit a Mileage Expense Claim (Form No. 501-029).*
15. The SBCSS employee intranet is styled as eNet. Lowercase e and capital N.

Headings and Titles of Works

1. Capitalize nouns, verbs, adjectives, adverbs and pronouns regardless of length.
2. Capitalize articles (a, an, the, etc.), conjunctions (and, or, but, etc.) and prepositions (in, on, through, etc.) if they contain four or more letters, if they are the first or last word of the title or heading or if they follow a mark of punctuation.
3. Capitalize both elements of a hyphenated compound only when used in a heading or title: *Long-Term, One-Sided*.

Italics or Quotes

1. Italicize titles of books and periodicals (journals, magazines, etc.).
2. Use quotation marks with titles of magazine and journal articles, book chapters, movies, TV shows, podcasts, brochures and other short works that are not reference materials.

Punctuation

Apostrophe

1. Use an apostrophe for contractions: doesn't, can't. Attempt to avoid contractions in formal writing. This will help with clarity and readability.
2. Use an apostrophe to form possessives: Dr. Kim's project.

   NOTE: When common nouns or proper nouns end with an s, only add an apostrophe to make them plural (e.g., horses' feed, not horses's feed).
3. Use an apostrophe to replace numerals: The summer of '99 was unusually cool.
4. Form the plural of single letters and abbreviations with periods by using an apostrophe and s: A's, B's, the three R's, Ph.D.'s. But form the plural of multiple letters and numbers, including years, by adding an s only (no apostrophe): ABCs, VIPs, 1990s (the '90s). Also see Plurals.

Colon

The most frequent use of a colon is at the end of sentence to introduce lists, tabulations, texts, etc. There are three countries beginning with V: Vanuato, Venezuela and Vietnam.

Bulleted Lists (colon, punctuation if completing a stem vs. not completing a stem, capitalization, etc.)

Comma

1. Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series; *The flag is red, white and blue. He would nominate Tom, Dick or Harry.* A longer series would require a comma; *the student was awarded a scholarship, diploma, medal, stole, and trophy for their accomplishments.*

   Put a comma before the concluding conjunction in a series, however, if an integral element of the series requires a conjunction: *I had orange juice, toast, and ham and eggs for breakfast.*

   Use a comma also before the concluding conjunction in a complex series of phrases: *The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.*
2. Use a comma and a little conjunction (and, but, for, nor, yet, or, so) to connect two independent clauses: *He hit the ball well, but he ran toward third base.*
3. Use a comma to set off introductory elements: *Running toward third base, he suddenly realized how silly he looked.*
4. Use commas to set off parenthetical information: *Gloria Montez, the personnel director, also attended.*
5. Use a comma with a month, date, and year, but not with a month and year only: *He gave May 15, 2001, as the deadline. My son will graduate in June 2001.*

Quotation Marks

Quotation marks are most often used to set off direct quotes (usually speech) from the rest of the writing. They also are used to set off titles of poems, short stories, television episodes, scenes from movies and other short works.

While knowing when to use quotation marks is not usually too difficult, knowing whether to punctuate inside or outside of the quotation marks can sometimes be problematic. In most instances, punctuation is placed within the quotation marks, with few descriptions as explained below.

Commas and periods placement: A period or comma closing a quote should always be placed within the quotation marks, even single quotation marks.

Question mark placement: A question mark almost always follows the same rules as commas and periods.

The exception, however, is when the actual sentence is a question but the direct quote is not. Only one question mark should be used outside of the quotation marks, marking that the entire sentence is a question. No period or comma should be placed within the final quote. Similarly, if a piece (poem, story, episode) is in quotes, but the sentence is a question, the question mark should appear outside of the quotes.

If both the sentence and quote within the sentence are questions, only use one question mark, placed inside of the quotes.

NOTE: Recast your text whenever possible to avoid punctuation outside the quotation marks.

Semicolon

In general, use the semicolon to indicate a greater separation of thought and information than a comma can convey but less separation than a period implies.

Use semicolons to separate elements of a series when items in the series are long or when individual segments contain material that also must be set off by commas: *He is survived by a son, John Smith of Chicago; three daughters, Jane Smith, of Wichita, Kans., Mary Smith, of Denver, and Susan of Boston; and a sister, Martha, of Omaha, Neb.*

NOTE: The semicolon is used before the final and in such a series.

Semicolons should be used before coordinating conjunctions—that is, terms such as and, or, and but joining independent clauses—when the clauses are long and have internal punctuation: *The package was due last week; it arrived today.*

Numbers

1. In text, spell out numbers one through nine and express all other numbers in figures: She has 25 students, who share five computers.

   NOTE: The use of numbers 1-9 in a headline is acceptable in order to save space.

2. For sequences (ordinal numbers) in text, follow the same guidelines: *fifth, ninth, 10th, 11th;*

   Spell out first through ninth when numbers indicate sequence in time or location: f*irst base, the First Amendment, she was first in line.* Starting with number 10, use figures.

3. Grade numbers are treated the same way: *He teaches the sixth grade; she teaches the 12th grade. When the grade number follows the word "grade," it is permissible to use this form: The test was given to students in grades 8 to 10.*

4. For schools named for numbered streets, use figures and spell out street: *4th Street School, 42nd Street School.*
5. In business writing, use numerals without -st, -nd, -rd or –th: July 28, not July 28th. An exception: *the Fourth of July. The event will be held on March 23.*

   NOTE: First Annual is contradictory and should read Inaugural or avoid using a numerical reference for the first event. The following years' event should then be Second Annual.
6. Spell out a number, even if it is over 10, at the start of a sentence: *Twenty-three children took the test. The exception is starting a sentence with a year: 1999 was a productive year.*

   If the number starting the sentence has three or more digits, it is probably better to recast the sentence: *The rally attracted 720 concerned citizens instead of Seven hundred twenty concerned citizens attended the rally.*
7. Use numerals for ages of nouns. Age used as a modifier before a noun requires a hyphen. Thus: *She is a 17-year-old student. The building is 17 years old.*
9. Time is expressed in numerals: 10:00 a.m., 3:30 p.m. Always lowercase and use periods to separate a.m. and p.m. Noon and midnight should be expressed as noon and midnight. Avoid 12 noon and 12 midnight, since they are redundant. *The meeting will last from 10:30 a.m. - 1:00 p.m. The event is being held from noon - 4:00 p.m.* Capitalize noon in a flyer when simply stating a start or range of time *Noon - 4:00 p.m.*
10. Fiscal Years use an en dash (–) or slash (/); Fiscal year 2008–09 or 2008/09.
11. Measurements use numerals throughout; *The floor is 15 feet long and 8 feet wide.*
12. Money. When referring to whole sums of money (such as $5 or $500), do not use a decimal point and accompanying zeros unless the sums appear in the same context with fractional amounts; *Gerald told the salesman that $25,000 was a steep price. Jennifer paid $1.35, Jimmy paid $1.25 and Heather paid $1.00 (not $1).*

    For very large sums of money, use a dollar sign with the spelled-out number; *We have $4 million. The $2 billion gap is a significant problem for taxpayers.*
13. Percentages use numerals unless a sentence begins with a percentage. In running text, use percent, not the symbol %, with the numeral: *Lance Armstrong has a 95 percent chance of living until age eighty. Ten percent of the population participated.*

    In tables, figures, and the like, use the symbol % instead of percent. When using the % symbol, note that there is no space between the numeral and the symbol; 100%
14. SBCSS Style is to use periods in telephone numbers; *1.800.123.4567 or 909.123.4567*
15. Time of Day. In general, spell out times of day in running text, but use numerals to emphasize exact times: *The chairperson left sometime after four o'clock. The meeting is set for 9:30 a.m.*
16. Whole Numbers Plus Fractions. Amounts consisting of whole numbers and fractions are typically represented with numerals: *We need 8 1⁄2- by 11-inch paper. The playground is 79 3⁄4 feet long.*

Plurals

1. Use an apostrophe to pluralize single letters (both uppercase and lowercase) and abbreviations with periods: *A's, B's, the three R's, Ph.D.'s.*
2. Form the plural of decades and groups of letters used as words by adding s only (no apostrophe): *ABCs, VIPs, 1990s (the '90s).*
3. Pluralize proper names by adding s or es: *the Smiths, the Jordans, the Joneses, the Gonzalezes, the Harrises.*

To write the possessive of pluralized proper names, pluralize first, then add the apostrophe appropriately: *the Jordans' houseboat, the Gonzalezes' new house.*

Usage of Language

Subject – Verb Agreement

1. The phrases number of, total of, variety of and majority of may take singular or plural verbs.

   In general, when number, total, variety or majority is preceded by a, it takes a plural verb: *A number of consultants are attending the meeting.*

   In general, when number, total, variety or majority is preceded by the, it takes a singular verb: *The number of parents taking part is smaller than last year.*
2. With percent of, the "rule of attraction" prevails. If percent of is followed by a singular word, it takes a singular verb: *More than 75 percent of the county is flooded.*

   If percent of is followed by a plural word, it takes a plural verb: *More than 75 percent of the employees are insured.*
3. The decision to use a singular or plural verb with the subject staff can be tricky. Here are two general rules that might help:

   Use a singular verb if you are considering the group as a unit: *The entire staff is attending the retreat.*

   Use a plural verb if you are considering the individual members of the group separately: *Office staff [members] are notified annually about the status of their benefits.*

   The plural, staffs, should not be used to indicate multiple members of a single personnel support group, but rather such groups in the aggregate: *The staffs of several departments combined their efforts.*
4. Avoid using plural pronouns in singular constructions. Instead of Each one should bring their emergency guides, recast the sentence as: *Everyone should bring a copy of the emergency guide, or All participants should bring their emergency guides.*

Pronoun Problems

1. Intensive pronouns, ending in –self (singular) or –selves (plural), are used to emphasize words that precede them in the sentence.

   The teacher himself arranged the raffle. Or: I myself will take the blame.

   Don't say: *The principal congratulated my brother and myself.* Say: *"…my brother and me."* Don't say: *"I am humbled by this great honor you have given to myself."* Say: *"…given to me."*
2. Reflexive pronouns also end in –self or –selves, and are used to indicate that a subject is acting upon itself. Example: *The little boy hurt himself.*

Comparatives and Superlatives

1. Use the comparative to refer to two things, the superlative to more than two. *Both girls run fast, but the little one runs faster. All three girls run fast, but the little one runs fastest.*
2. Some adjectives and adverbs are absolute; that is, they cannot be compared (dead, perfect, unique). A thing cannot be more or fewer dead, perfect, unique, etc.

Gender Neutral Language

1. Never use the generic *he* to mean *he* or *she* (or the possessive his for his or hers). Where possible, rewrite your sentence so the plural pronoun *they* or *their* can be used or so no pronoun is needed. *Each employee has received a packet. All employees have received their own packets.*
2. If your context requires the use of a singular pronoun, use they as a singular pronoun, but this should not be overused. You would be better off recasting your sentence in most cases.
3. Avoid using occupational titles with the ending -man. Here are some common examples and suggested alternatives:

Example	Alternative
fireman	firefighter
policeman	police officer
mailman	mail carrier
salesman	salesperson

4. Be sensitive to classist, ableist, sexist, and other problematic words and phrases; substitute alternatives for them. Here are some common examples and suggested alternatives:

Example	Alternative
manpower	workforce
spokesman	spokesperson
chairman	chair or chairperson
culture of poverty	condition of poverty
low income	socioeconomically disadvantaged
minority student	minoritized student

Note: Avoid phrases that suggest victimhood or deficit.

Publication Guidelines

Planning a Publication

This section provides guidelines for planning publications such as brochures, newsletters, flyers and manuals.

To ensure SBCSS branding and standards are met, **all publications are subject to approval** by the superintendent or designee prior to distribution. Projects can be submitted for approval via the Communications Services Request Form. The form also is accessible via the employee intranet at https://enet.sbcss.k12.ca.us/.

There are many different programs available to staff to assist in creating their own marketing materials for recurring workshops and small-scale events. SBCSS has an organizational subscription to Marq, an online brand templating platform. This service is available only by request. Staff members seeking an account should contact communications@sbcss.net. Accounts are limited.

All publications produced by programs operated by SBCSS must include the SBCSS logo and wording that identifies the role of SBCSS. Also—whether a brochure, newsletter, flyer or manual—all publications produced by SBCSS should contain the following boilerplate information in addition to the logo:

- The branch name (and department or program name if appropriate);
- The address and telephone number of the branch and/or department or program, and main contact person;
- The SBCSS website url: www.sbcss.net.

When planning a publication timeline, it is best to begin with your desired distribution deadline and work backward, using a calendar to count workdays (not weekends or holidays).

Please contact Communications 909.386.2413 for additional clarification, assistance and advice.

Preparing Your Job for Printing

In order to avoid delays in processing your print project, please take time to ensure that your job is ready for Print Shop submission.

Here are a few tips:

- A .5" margin is recommended. No less than .25".
- Consider inside margins for projects that will be bound, hole punched or folded.
- Booklets (with staples on the spine) must have a page count in multiples of four (e.g., 4, 8, 12, 16, 20) in order to print properly and for binding.
- Submit digital files in PDF to avoid software, font and platform compatibility issues.
- Review all images, graphics and text in your document for any pixelating, color correction or quality issues.
- Keep all logos and images in proportion by holding the shift key when resizing.
- Large format documents should be prepared in their actual finished size whenever possible.
- Generally, printers, copiers and commercial presses do not apply ink/toner edge to edge. This effect is created by using a larger sheet of standard paper and trimming to final size. Graphics are specially prepared to have the image "bleed" on either side of the trim line to achieve an edge to edge color effect. *This incurs additional processing time and costs.*

Misuse of the SBCSS brand will result in projects being returned for correction.

Project Submission/Proofing Stages

Carefully reviewing your project before you submit it to the Print Shop will save time and money. You will be asked to proof it again during production. Please factor these reviews into your project timeline.

A sign-off proof is required in order to avoid mistakes in the final printing.

Submitting Your Job for Printing

Virtually all publications reproduced in the SBCSS Print Shop will be run on black-and-white or full-color copiers. Print jobs are submitted through the SBCSS Online Print Services website at http://printshop.sbcss.k12.ca.us. Once logged in, the Online Print Services website will ask the user for job specifications and will provide the client with an estimate for their print job.

Normal turnaround time for Quick Copy service up to 2,500 impressions is:

In by 9:30 a.m. • Out at 1:30 p.m.

In by 1:30 p.m. • Out at 4:30 p.m.

In by 3:30 p.m. • Out at 9:30 a.m. next day

Complex projects that include additional services (e.g., tabs, multiple color changes, binding, trimming, folding, three-hole drilling) require additional processing and should be factored into your deadline.

Color copying, large format printing and specialty service turnaround time is up to 10 working days, so please plan accordingly.

For custom printing needs, contact the Print Shop directly at 909.386.2472 or http://printshop@sbcss.k12.ca.us.

Distribution of Publications

The California Fair Political Practices Commission (FPPC) carries restrictions regarding the mailing of publication produced with public funds that include the name, office or photographs of an elected official affiliated with the agency (Political

Reform Act Regulation 18901). Check with Communications if your publication will include the name(s) or photograph(s) of the superintendent or board members and you have questions regarding FPPC regulations.

Publications Aimed at Other Audiences

Use of the SBCSS brand is required in all publications that are produced and distributed to the community. To assist staff in producing projects that meet SBCSS brand guidelines the Marq online platform may be available for those creating a high volume of flyers. Contact Communications for more information about this option.

Organizational logos, photos and a variety of templates are available to staff at https://enet.sbcss.k12.ca.us/.

Large-scale events should be submitted for support using the Communications Services Request Form. The form also is accessible via the employee intranet at https://enet.sbcss.k12.ca.us/.

If a template is not used, the following guidelines should be provided to the designer:

- Publications should be clean and elegant, with ample white space and a minimum of .5 inch margins.
- The SBCSS logo should be used on the front of the publication if possible. If the logo is not used on the front, the logo should be used on the back page.
- Creative design variations are permitted—indeed, encouraged—but all such variations require approval by Communications prior to publication. No variations on the SBCSS logo are permitted except those expressly mentioned in this manual.

The SBCSS Logo Mark

The SBCSS logo mark was developed in 2012 and symbolizes:

- Transformation
- Excellence
- Mentorship
- Unity
- Aspiration
- Inspiration
- Positivity

The SBCSS logo mark is three colors (**yellow, blue with a white outline within the star element**) and is the identifying symbol for official SBCSS publications. Its use is coordinated by Communications. Its form cannot be altered, and it may be reproduced only in its black and white or PANTONE Matching System (PMS) two-color version (see colors and reverses). EPS, PDF and PNG files of these two versions are available for download from the eNet website https://enet.sbcss.k12.ca.us/.

The EPS and PDF versions of the logo may be enlarged or reduced in size for print publications, but can only be used in the colors in which they are offered (2-color process and black). The PNG version should only be used for digital presentations and publications that will not be printed.

Logos must always be kept in proportion when being resized. Simply holding the shift key while resizing will ensure proportion is maintained. Also, resizing is limited to certain graphic formats and image quality.

Though technology is available which allows for many options such as animation and 3-D modeling, it is not appropriate to apply these techniques to any components of the SBCSS brand.

SBCSS Colors

Cyan/Magenta/Yellow/Black (CMYK)

SBCSS blue: C-94%, M-38%, Y-2%, K-0%
SBCSS yellow: C-0%, M-12%, Y-87%, K-0%

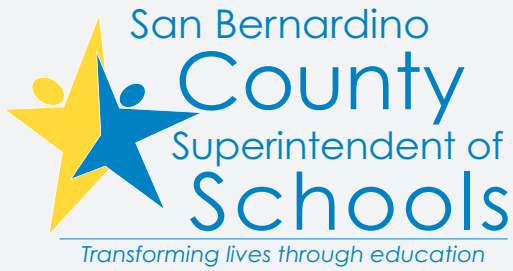
Red/Green/Blue (RGB)

SBCSS blue: R-0, G-129, B-196
SBCSS yellow: R-255, G-221, B-48

Logo Mark - Color

Primary Two-Line

Primary Four-Line



Secondary Two-Line

Secondary Four-Line

Colors and Reverses

A two-color logo can be used on any background that is dark enough to provide appropriate contrast. The version that includes a white text should be used whenever there is insufficient contrast between the logo and its background.

A version of the SBCSS brand is available with white text for use against any dark-colored background.

Primary Two-Line White Text

San Bernardino County Superintendent of Schools
Transforming lives through education

Primary Four-Line White Text

San Bernardino County Superintendent of Schools
Transforming lives through education

Generally, there are two types of logos, one for digital, on-screen presentations using the Red/Green/Blue (RGB) color spectrum and one for high-quality print projects using the Cyan/Magenta/Yellow/Black (CMYK color space).

Staging the Brand

With rare exceptions, the SBCSS logo mark should be properly "staged" when used in graphic communications. This means that adequate clear space or "staging area" should be maintained on all sides of the logo, free of graphic intrusions. This clear area will ensure a distinct visual impact for the logo. In most instances, a minimum one-third inch of staging distance should be maintained on all sides, clear of other visual elements or the edge of the printed surface. Exceptions to this rule include the horizontal line on stationery and business cards, and the return address when the logo is used as part of a mailer.

NOTE: Allow at least .25" inch of space between the logo and other elements. Additional white/open space is suggested and will help your document look less cluttered and increase its readability.

Minimum Size

The SBCSS logo mark has several different approved versions. The primary logo (icon, text, tagline) should feature prominently in all publications. Minimum size is 675 pixels or 2.25 inches wide.

No Transparency

The SBCSS logo mark has several different approved versions. The primary logo (icon, text, tagline) should feature prominently in all publications. Minimum size is 675 pixels or 2.25 inches wide.

SBCSS Logo Bug

The SBCSS logo bug consists of the two-figure star and is only available for projects with approval by the superintendent or designee.

If you need further accommodations for your project, contact Communications.

SBCSS Tagline

The official tagline or motto for County Schools is *transforming lives through education*. It should be featured within every external publication. It is styled in italics, semibold or bold, **with a capital T and no period when used separately (e.g. at the bottom of a flyer or program or signage)**. If the tagline is used as part of a sentence, then do not capitalize the T unless it is at the start of that same sentence. Correct grammar takes precedence. *Thank you for transforming lives through education*. ***Tranforming lives through education*** is the mission of the San Bernardino County Superintendent of Schools.

If the primary logo with the tagline is utilized, then the tagline does not need to be repeated within the same publication.

Different typefaces and fonts can be utilized and should always be clearly legible with the correct case and styling.

Correct Use (Capital T, lower case with no period)

Transforming lives through education

Transforming lives through education

Transforming lives through education

Transforming lives through education

Incorrect Use (Capital T, upper case with period)

Transforming Lives Through Education.

Transforming Lives Through Education.

Transforming Lives Through Education

Transforming Lives Through Education

Unacceptable Use of the Brand

Out of Proportion (left to right)

This version of the brand was resized without holding the shift key and is compressed from left to right.

Out of Proportion (top to bottom)

This version of the brand was resized without holding the shift key and is compressed from top to bottom.

No Embellishing

This version of the brand has added star elements that are not part of the approved logo.

No Boxes

The SBCSS brand mark should never be placed in a white box.

Uneven Background/Not Enough Contrast

This version of the brand has an uneven background and is difficult to read.

Light Background/Not Enough Contrast

This version of the brand has a light background which does not provide enough contrast. The brand fades into obscurity.

Pixelated/Poor Quality

This version of the brand is not in the right format for this use. Small logos in GIF, JPG or PNG obtained from the internet and resized may not be appropriate for print or high quality digital projects.

Typefaces

The Times New Roman (serif) and Arial (sans-serif) typefaces are recommended for use as primary typefaces in correspondence and publications destined for outside audiences. These typefaces are generally included with all new computers purchased by the organization and are widely available for both Macintosh and PC platforms.

It is a general rule to limit the number of typefaces to two or three within one publication. These typefaces were selected due to their extensive font families (e.g. regular, italic, bold, bold italic).

Contact Communications if you need further assistance.

Primary Serif Typeface

Times New Roman

Times New Roman Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Serif Typeface

Georgia

Georgia Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Georgia Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Georgia Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Georgia Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Primary Sans-Serif Typeface

Arial

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Sans-Serif Typeface

Avenir

Avenir Next Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Next Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Next Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Next Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Next Demi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Next Demi Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Next Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Next Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Next Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Next Heavy Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Typeface or Font

A typeface is a whole family or set of characters. It is the personality, appearance and aesthetics of the letters. For example, Avenir is a typeface which includes fonts within that type family such as Avenir Next Regular, Avenir Next Italic or Avenir Next Bold. Each point size of a given typeface such as 8 point, 10 point, 12 point - is considered a different font. Each letter or character is an individual shape called a glyph.

What is a Serif?

In typography, serifs are semi-structural details on the ends of some of the strokes that make up letters and symbols. A typeface that has serifs is called a serif typeface (or serifed typeface). A typeface without serifs is called sans-serif, from the French sans, meaning “without.”

Email Guidelines

Email is one of our most common forms of day-to-day communication, and one of the most visible ways we communicate with our audiences and each other. Clear, consistent email identification strengthens the SBCSS brand.

Organizational Email Signature

To communicate consistent brand identity, an organizational email signature template is provided for all staff for use with SBCSS email. The signature is for all Macintosh and PC users, either through use of the Microsoft Outlook application or the internet-based Outlook Web App (OWA).

The format is designed to provide contact information in a uniform, concise and professional manner.

The SBCSS email signature format includes:

First Last Names, Job title
Organization
Street, City, CA 00000-0000
P: 000.123.4567 | M: 000.123.4567
sbcss.net
Fax and mobile number are optional

When applicable, professional designations or certifications may be placed directly after your name. For example: *Jane Doe, APR*. It is appropriate to place a doctorate in the front of a name *Dr. Jane Doe*.

Your custom email signature can be created on eNet using an online form at https://tinyurl.com/fw8detcd.

Additional Automatically Attached Graphics

Automatically attached graphic files to email messages unnecessarily expand file sizes and can display incorrectly on different platforms. Images, poems, background wallpaper and slogans are inappropriate for organizational email.

Top Email Tips

- Refer to and abide by the SBCSS Electronic Network/internet Use Policy.
- Be informal, not sloppy. Your email message reflects you and the organization, so traditional spelling, grammar and punctuation rules apply.
- Keep messages brief and to the point.
- Use sentence case. USING ALL CAPITAL LETTERS LOOKS AS IF YOU'RE SHOUTING.
- Use the blind copy and courtesy copy appropriately. Don't use BCC to keep others from seeing who you copied; it shows confidence when you directly CC anyone receiving a copy. Copy only people who are directly involved.
- Be sparing with group email. Send group email only when it is useful to every recipient. Use the "reply all" button only when compiling results requiring collective input and only if you have something to add.
- Don't use email as an excuse to avoid personal contact. Don't forget the value of face-to-face or even voice-to-voice communication. Don't use email to avoid an uncomfortable situation or to cover up a mistake.
- Remember that email isn't private. Email is considered company property and can be retrieved, examined and used in a court of law and is an official public record. Always keep the content professional.
- Don't send chain letters, virus warnings or junk mail. Always check with the Technology Services Help Desk before sending out an alarm. Direct personal email to your home email account.

- Remember that your tone can't be heard in email. Have you ever attempted sarcasm in an email, and the recipient took it the wrong way? Email communication can't convey the nuances of verbal communication.

Organizational Email Signature Appropriate Use

Transforming lives through education
First Last, Job Title
San Bernardino County Superintendent of Schools
Street, City, CA 00000-0000
P: 000.123.4567 | M: 000.123.4567
sbcss.net

Transforming lives through education
First Last, Job Title
San Bernardino County Superintendent of Schools
Street, City, CA 00000-0000
P: 000.123.4567
sbcss.net

Organizational Email Signature Inappropriate Use

First Last Name
Job Title
Department
Branch
San Bernardino County Superintendent of Schools
Street, City, CA 00000-0000
(000) 123-4567 Phone
(000) 123=4567 FAX
www.programwebsite.com
Knowledge is for life!

Examples of Inappropriate Emails

- Messages of a commercial or personal nature (i.e., personal sales, holiday greetings, political or religious ideology, etc.)
- Email messages encouraging employees and students to vote for/against a particular candidate, issue or proposition, including any bond initiatives.
- Violations of copyright law.

Web Presence Standards

The SBCSS website—sbcss.net—reaches a large and diversified audience, presenting an excellent opportunity to provide an array of information and resources about County Schools programs and services directly to our clients and the worldwide community.

With thousands of visitors to our site each week and the growing reliance on information accessed over the internet, it is critical that a consistent identity of the County Schools brand be apparent on any web page administrated by the county superintendent. With this purpose in mind, all SBCSS websites shall follow the established SBCSS standards for website development and content to maintain uniformity of design, quality control and accessibility for persons with disabilities.

Departments are to contact the Communications web team for their web development needs. The web team employs a Content Management System (CMS) template that provides for consistent navigation, graphic standards, and content layout, but is flexible enough to permit content to be tailored to department and program needs. For support, please contact the webmaster at 909.386.2411 or at webmaster@sbcss.net.

Consortiums that have their own governing boards that include entities other than SBCSS may establish their own unique domain address and template design with the approval of the superintendent or his designee.

The County Schools public webserver is administered and maintained by Communications. This webserver currently hosts the SBCSS public (sbcss.net), intranet (eNet.sbcss.k12.ca.us), specialized programs (San Bernardino County Gangs and Drugs Task Force, Strategic Planning, Veterans Diploma Project) and district websites.

Branches and departments have assigned content editors who have the responsibility of maintaining and updating branch/department website content. SBCSS web team staff will train content editors and provide documentation to access and manage their respective webpages within the CMS in accordance with content standards and style guidelines. Content editors are asked to regularly review branch/department content, make updates as necessary, and report website concerns and technical problems to the SBCSS webmaster.

Website Content Standards and Style Guidelines

1. Ensure content does not violate copyright or intellectual property laws and secure consent of all involved parties for the right to distribute or publish recordings, photos, images, video, text, slideshow presentations, artwork or any other material(s) posted.
2. Ensure content does not include advertising for third party events or activities.
3. Respect the privacy rights of students, staff, parents/guardians, board members and other individuals, including student information and employee phone numbers and home addresses as required by policy and state and federal laws.
4. Do not use photographs, videos, other personally identifiable images, or names of minor students without parent/guardian written consent on file. The SBCSS 2023-2024 Media Release can be obtained by submitting a Communications Services Request at https://tinyurl.com/2aur22cw.
5. Do not post content that includes unsubstantiated claims, speculations, political positions or personal opinions.
6. Only those authorized by the superintendent may use SBCSS brand marks or logos on any SBCSS website.
7. Ensure content is clear, concise, complete and correct.
8. Avoid jargon and acronyms that may be unfamiliar to browsers.
9. Spell out names and titles the first time they are used; abbreviations may be used thereafter.
10. Convey important information early in the text.
11. Avoid underlining content for emphasis as this is typically interpreted as a hyperlink.
12. Avoid statements in ALL CAPS.
13. For security, documents should all be translated to Adobe PDF, unless it is a form which contains fields for the user to fill-in and return.

Social Media Policy

SBCSS recognizes the importance of social media as an effective communication method to inform the public about issues impacting public education and services provided by the county superintendent of schools. SBCSS uses social media to more effectively communicate with students, parents/guardians, staff and community members, and supports the use of social media platforms to help shape conversations, build community collaborations, promote learning and professional development, and create awareness. County Schools is committed to supporting responsible use of the internet and social media as a tool for sharing information and resources and for building knowledge.

The SBCSS Communications maintains a list of social media sites authorized by the county superintendent or designee for use by organizational departments and designated employee content publishers approved to post content.

Employee content publishers are expected to know and follow SBCSS social media policies and procedures.

They can be read in their entirety on the SBCSS eNet website under Policies and Procedures, Series 1000.

Content Guidelines

Ten most important tips for content publishers when posting to social media sites include (complete content guidelines are included in SBCSS Procedures for Social Media):

1. Disseminate time-sensitive information as quickly as possible.
2. Provide knowledgeable information in the area of expertise and offer unique, meaningful perspectives and differing opinions.
3. However, postings should not include unsubstantiated claims, speculations or personal opinions—you are a representative of SBCSS.
4. Keep postings civil and courteous; this includes respecting the rights of others, including rights of privacy, and staying away from topics that may be considered objectionable or inflammatory.
5. Do not violate copyright or intellectual property laws.
6. The postings of photographs, video, other personally identifiable images, or names of minor students require parent/guardian written consent. The SBCSS 2023-2024 Media Release can be obtained by submitting a Communications Services Request at https://tinyurl.com/2aur22cw.
7. Only those authorized by the superintendent may use SBCSS brand marks or logos in social media site postings.
8. If an error is made, the information should be corrected as soon as possible.
9. Always be mindful of not blurring professional and personal lives when administering SBCSS social networking sites.
10. Employees can be held individually legally liable for online postings to organizational social media sites.

San Bernardino County Superintendent of Schools

Transforming lives through education

The mission of the
San Bernardino County Superintendent of Schools
is to transform lives through education.
Working in collaboration with school districts, families, our community partners, and other agencies, we provide leadership, advocacy and services to ensure equitable innovative and inspiring educational practices. This endeavor is essential to the quality of life and economic vitality of our communities.

We promise that
with integrity, collaboration, expertise and leadership,
we will transform lives through education.

The San Bernardino County Superintendent of Schools Brand Identity Guide is produced by Communications.

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