



BRANDING
**Style
Guide**



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THE PURPOSE

The purpose of this guide is to establish and maintain the consistent use of Jefferson Parish School District's logo, type, font & color palette.

Branding is more than a logo. A well-developed brand is built on a foundation that represents the essence of the school's mission, vision, core values, attributes and qualities of both its core academic and extracurricular programming.

Brands encourage loyalty and create a sense of pride.

WHO WE ARE

Jefferson Parish Schools is the largest and most diverse public school system in Louisiana and the 98th largest in the nation. Our system of 85 schools serve around 50,000 students on both sides of the Mississippi River. With approximately 7,000 employees, JP Schools is one of the largest employers in Jefferson Parish. Our district exists to provide the education our students deserve to succeed in life and make our world a better place.

OUR BRAND

Our brand reflects our true identity—a bold school district leading a movement that is devoted to the goal of strengthening Jefferson Parish and Louisiana.

Its basic elements—logo, color palette, and fonts—are the building blocks for consistently and effectively communicating who we are and our impact.

Consistent use of our branding helps ensure we are speaking with a unified voice.

BRANDING RESOURCES

All resources, logos, and fonts are available for download at:

jpschools.org/branding

COMMUNICATION STANDARDS

Across all forms of communications, the first reference should always be "Jefferson Parish Schools". Subsequent references can read the same or "JP Schools", "the District" or "the system".

JP Schools uses The Associated Press Stylebook as a guide for grammar and punctuation.

FOR BRANDING STANDARD & STYLE GUIDELINE QUESTIONS

Please contact Kaela Lewis, Executive Director of Communications, kaela.lewis@jpschools.org or communications@jpschools.org.

PRIMARY COLORS

JP Schools Blue

Pantone 653
 CMYK 96 : 69 : 23 : 6
 RGB 52 : 87: 133
 HEX #345785

Brighter Future

Pantone 129
 CMYK 5 : 17 : 95 : 0
 RGB 243 : 204 : 48
 HEX #F3CC30

EXPANDED COLOR PALETTE

Knowledge Blue

Pantone 2767
 CMYK 91:78:49:53
 RGB 24 : 40 : 61
 HEX #18283D

Sky's the Limit

Pantone 549
 CMYK 67:22:18:0
 RGB 83 : 162 : 190
 HEX #53A2BE

Capstone Gray

Pantone 656
 CMYK 7 : 6 : 0 : 0
 RGB 233 : 234 : 245
 HEX #E9EAF5

Energize Orange

Pantone 1235
 CMYK 0:36:100:0
 RGB 255 : 173 : 5
 HEX #FFAD05

COLOR LINGO

We specify colors in several different ways, depending on the intended use. Use the definitions below to help you navigate the color vernacular so you can choose the correct color formulas for your materials.

PMS

An abbreviation for Pantone Matching System®, this color system is also often referred to as "spot" colors. This color system is for print jobs when an exact color match of our colors is necessary.

CMYK

CMYK (or "process") refers to the 4 ink colors that are used to create every other color of the rainbow. Those colors are cyan (C), magenta (M), yellow (Y) and black (K). This is the color system used for most print pieces.

RGB

RGB stands for Red (R), Green (G), and (B) Blue, the primary colors that, when combined in varying intensities, produce the entire spectrum of hues seen on computer screens, televisions, and mobile devices.

HEX

Hex refers to the hexadecimal number assigned to solid colors when intended for on-screen viewing. Hex formulas appear as #xxxxxx.

RALEWAY REGULAR

For use in paragraphs and body copy. Use the definitions

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

RALEWAY family is easy to read at large and small sizes and in a variety of applications. It has many uses beyond on-screen applications - office communication, marketing collateral, ads. Variations that are also acceptable are **BOLD** and *ITALIC*

FIRA SANS EXTRA-BOLD

For use in marketing materials as titles and graphical elements only

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

FIRA is an accent typeface allowed for use in print materials when used sparingly, and only for display (i.e. headline) or similar graphic element usage

TYPE TIPS

Display typeface refers to type that is specifically used for headlines or small amounts of non-body copy. Body copy is defined as the main information on a page, usually found in paragraph form. Because of the amount of text and the detailed nature of information conveyed, a highly readable typeface is preferable.

HYPHENATION AND JUSTIFICATION

Hyphenation at the end of a line is to be avoided in body copy and headline copy whenever possible. If hyphenation cannot be avoided, do not have hyphens appear on consecutive lines of copy.

Left justify (left-align) body copy whenever possible. Left aligned copy is the easiest for our eyes to follow and will therefore make your copy easier to read.

Centering text is not a good practice when working with large amounts of copy, and should be reserved for small bits of information, such as date, time and location on an event poster. Body copy should not be centered.

Fully justified type (type that stretches from margin to margin to create an even block, often seen in newspaper columns) should never be used. This type of alignment creates uneven and gaping word spacing that makes reading copy cumbersome and difficult.

INSTALL FONTS

Unzip the fonts first. Fonts cannot be installed if they are zipped.

Right click the font file and select 'Install.'



ONE-COLOR VERSIONS

Can be used in any of the district's colors, black or white.



1 Color for applications where color and tone are limited. Examples: t-shirts (silkscreened), embroidery, and vinyl decals. Recommended for any application smaller than 1.25"



1 Color Reversed for 1 color applications on dark backgrounds. General rule with the one color versions is the fleur-de-lis and "JEFFERSON" are to always be lighter than the background.



Grayscale for black & white production, laser printing, and photocopying. For applications smaller than 1.25", please use the 1 color version.

SPECIALTY USE

Generally for use by the Print Shop and outside vendors.



Spot Color for applications where only color is limited. Examples: tshirts (silkscreened)



4 color spot for applications where only tone is limited. Examples: vinyl decals, and embroidery.

When placing the logo over a background photo or other element, make sure the logo is clearly visible and doesn't get overpowered by the background. This may mean choosing a different photo, using a different version of the logo or repositioning the logo so it rests on a less busy area of the photo. Also be aware of not covering up a critical area of the photo.

CLEAR SPACE

An area of clear space should be maintained around the logo that is equal to or greater than the height of the blue banner.

BANNER HEIGHT



Any text, framing, or other elements should fall outside of this space.

SCALING LOGO

To change the logo size (or any art or photo element), be sure to size it proportionally so as not to stretch it out of its original shape.

To do so, hold the shift key as you drag the bounding box corner to the size you need.

MINIMUM SIZE

Two options for minimum size brand marks:

Whenever possible, the fullcolor option should be used. When printing with a black & white printer, the black & white version should be used.

A one-color version is available for smaller uses or mass production by the Print Shop.



FILE TYPES

Several file types are available for your use for each logo element and lockup. Use the guidelines below to help you choose the correct file for your needs. File names are available with .ai, .eps, .jpg and .png extensions.

.EPS FILES

Use these for print pieces (including banners, tablecloths, etc.), apparel and promotional items. Background is transparent, color formula is CMYK. These native .eps files are infinitely scalable, so this is the file type to use when creating a banner or large item when a large logo is needed. See page 15 for advice on how to properly scale the logos without distortion.

.JPG FILES

JPG logo files will have a white background. RGB color formula and lower resolution make these best for web or on-screen use, not print.

.PNG FILES

With a transparent background, these files are ideal for web and other on-screen use, as well as the preferred file type for Microsoft products (Word, PowerPoint). Color formula is RGB.

INCORRECT LOGO USE

Logo marks and lockups have been carefully designed as elements to be visually balanced and represent our brand appropriately. They're the correct color builds, and include the right elements. No alteration or customization of these marks is allowed. The logo may not be altered in size, angle, or color, rearranged, or used with poor contrast or over busy backgrounds.

Please note that it is **NOT** acceptable to:



Distort, stretch or apply special effects



Change the relative size or positioning of elements



Reproduce the logo in non-approved colors



Place a dark logo on a dark background or a light logo on a light background



Remove elements of the logo



Edit logo or apply new elements



Substitute fonts



Outline or inline images



Combine elements into one image



Fill the logo with photos or patterns



Use the logo as part of a sentence

LETTERHEAD & BUSINESS CARDS

The Print Shop, upon request, provides custom digital letterheads and business cards.

To receive your own business card, please submit your information at jpschools.org/Page/3530

CUSTOM BUSINESS CARD STEPS:

1. Fill out the form on jpschools.org/Page/3531 if ordering business cards for one employee.
2. For orders of two or more employees, access the Google Sheet at jpschools.org/Page/3532 and duplicate it.
3. Enter the necessary information for each employee in the duplicated Google Sheet.
4. Verify the accuracy of the spelling and contact information for each employee.
5. Share the final Google Sheet to Karen Richmond at the Print Shop by emailing it to karen.richmond@jpschools.org

LETTERHEADS:

1. Email your request to karen.richmond@jpschools.org at the Print Shop.
2. Please include all contact information that you would like to be on the letterhead.
3. Use only upper/lowercase letters in your request.



POWERPOINT

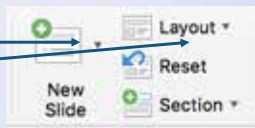
The district has created a PowerPoint slide deck that must be used for district presentations. The slide deck has multiple slide design options that can be mixed and matched to suit the needs of the presentation.

School-based staff may use their own PowerPoint template. However, if the school is delivering a presentation on behalf of JP Schools or representing the district as a whole in some other way, the school should use the approved slide deck.

Slides & Layouts add variety to your slide show

Alternate Styles of slide are available in this template

- Click "New Slide" arrow
- Or click "Layout"



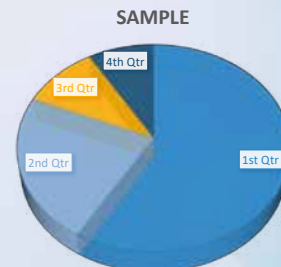
Breaking up your information with beautiful images gets amazing results



Use your own photos or any of the general photos provided at the JP Schools branding page.

JP Schools Themes

The JP Schools Theme can be downloaded and installed to apply to tables, charts, as well as graphs.



PRESS RELEASE

A template has been created to ensure that all press releases are consistent and within our brand. If you would like assistance in creating a press release, or have questions regarding one of our releases, please contact the Communications Department.

FOR IMMEDIATE RELEASE



Kaela B. Lewis
Executive Director of Communications
Jefferson Parish Schools
501 Manhattan Blvd | Harvey, LA 70058
O: 504-xxx-xxxx | C: 504-xxx-xxxx

EMAIL SIGNATURE

The purpose of an email signature is to act as a reference for people to find your contact information. Your signature should not distract from the content of your email.

Your email signature should be in black and use a sans serif font (i.e. Raleway) in 12 pt font or smaller. Please see the template and example below.

TEMPLATE:



FIRSTNAME LASTNAME

Title
 Department-Unit or School
 Jefferson Parish Schools
 501 Manhattan Blvd., Harvey, LA 70058
 O: 504-349-1111 | F: 504-349-2222 | C: 504-555-5555
 firstname.lastname@jpschools.org | www.jpschools.org

To get the "j" symbol, hit shift and the forward slash (\) key on the keyboard, just above the enter key.

Please make sure your title and department (or unit) name are consistent with the way they are represented in the official organizational chart. If you have questions about your department name or title, please consult your supervisor.

Click the following link to create your own email signature:

https://docs.google.com/document/d/1N-615wLXsowikfMC1yvS_GwwD1QYjsV4sJHcaY2hYFQ/edit?usp=sharing

EXAMPLE:



JANE DOE

Specialist
 Student Support
 Jefferson Parish Schools
 501 Manhattan Blvd | Harvey, LA 70058
 O: 504-349-1234 | F: 504-123-4567
 jane.doe@jpschools.org | jpschools.org

DO NOT:

- Add anything additional to your signature besides your contact information.
- Add decorative or whimsical animations to your signature.
- Use "stationery" (backgrounds or wallpaper), or any other colored background in e-mails.

CO-BRANDING

Co-branding shows a partnership between Jefferson Parish Schools and another company or community organization. When we co-brand, we're lending our credibility to a smaller brand — or benefiting from the credibility of a larger one. Co-brands are often used on materials, like presentations and marketing collateral, where both brands have ownership.

Every case is different. It is your responsibility to understand and obtain the proper permissions from both Jefferson Parish Schools and the partner involved. When co-branding, use all established guidelines for the standard use of our logo and apply these co-branding guidelines in addition:

1. Jefferson Parish Schools should always appear to be visually equal to the co-branding partner. Our logo should never appear subordinate in size.
2. The logos should not be positioned in such a way that creates confusion as to the partnership to Jefferson Parish Schools.
3. The logos should be separated using the spacing standards on page 6.
4. When side-by-side, the logos should be vertically center aligned. When stacked, the logos should be horizontally center aligned.
5. The partner should not incorporate any Jefferson Parish Schools mark into their own logo. When partners are using our logo in their co-branded materials, they should observe our visual guidelines but not emulate or recreate our signature visual style.
6. Partners must submit all co-branded material to the Communications Department, communications@jpschools.org for approval prior to use.

EXAMPLE OF CO-BRANDING



PHOTOGRAPHY

High quality images are an important design element that can help make your communications stand out. The strongest images are those featuring JP Schools students and staff in classrooms and schools, or participating in extracurricular activities.

All schools should have photography releases for its students so that staff can take photos of students during various in-school events and use them for district communications. However, it is wise to double check with the school before scheduling a photo shoot or taking photos of students at an event.

In general, photos of students should not contain any other identifying information, such as nametags, unless the photo is an accompaniment to a specific announcement or story that identifies students (e.g. student awards/honors).

Photographs should be high quality for both digital and print communications. Because photos can always be made smaller, it is suggested that you take photographs at the highest resolution possible.

PHOTOGRAPHY DATABASE

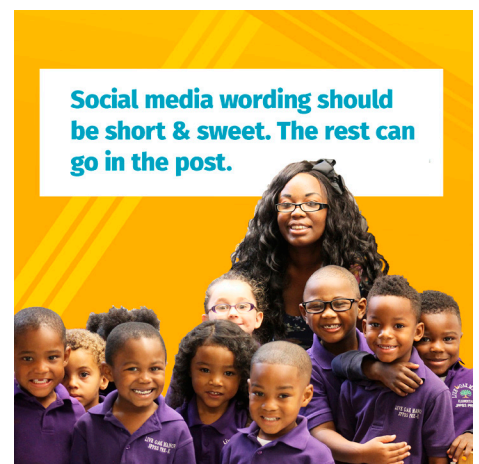
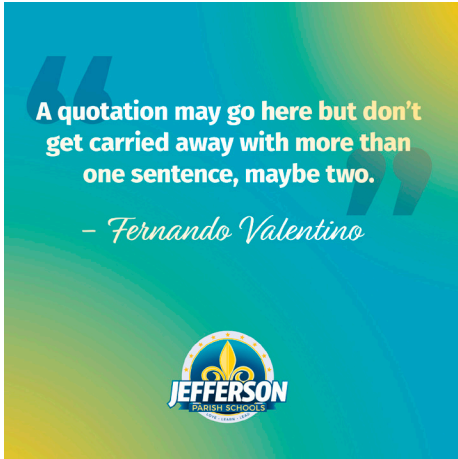
The Communications Department has begun to accumulate a database of high quality images for use in district materials and communications.

If you are interested in viewing the database, using one of our photos, or have high quality photos that you would like to add to the database, please contact the Communications Department.

IMPORTANT: Please adhere to copyright laws when using images. If you wish to use an image that does not belong to you or JP Schools, you must show that you have obtained permission to do so from the owner of the image. You may have to pay for usage.

SOCIAL MEDIA INSPIRATION

By sharing visually engaging content and telling our brand story through captivating captions, we can inspire and engage our followers.



Keep it concise: Captions should be brief, easy to read and understand, and should leave room for the image or video to shine.

Tell a story: Use captions to share a story or give context to the post. This can help to build a connection with your audience and make your brand more relatable.

Use humor: Humor can be an effective tool in making your brand more approachable and memorable. But, be careful not to be too playful or inappropriate, as it can harm the brand image.

Use call-to-action: Encourage your followers to take action by including a call-to-action in your captions, such as "click the link in bio" or "double tap if you agree".

Be strategic with hashtags: Use relevant and popular hashtags to increase the visibility of your posts and attract new followers.

Maintain brand voice: Ensure that your captions align with your brand voice and messaging. Use a consistent tone, style, and language to reinforce your brand identity.

Encourage engagement: Ask questions, run contests or quizzes, or encourage your followers to share their thoughts or experiences related to your brand.

Monitor and adjust: Keep an eye on your analytics to see what works best and adjust your strategy accordingly.