



## **ABCAA-AR1: DISTRICT BRAND STYLE GUIDE**

Regulations for Communicating on Behalf of West Fargo Public Schools, or an Associated Entity, under the Guidance of Administrative Policy ABCAA: Licensing Guidelines

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## INTRODUCTION

### Definition

brand *n.* A name, term, design, symbol, or combination of these elements that identifies a business, product, or service, and sets it apart from its competitors.<sup>1</sup>

Every organization has the ability to brand itself, even at the most basic level. Without branding, someone else has the ability to create the identity of our school district and tell our stories. Branding is a powerful tool that allows us to write our own narrative and to shape the perception of our school district within our community and beyond. However, branding is not just designing a logo or having a business card in your pocket. Our brand is the beliefs, goals, language, and image that are consistently used to represent West Fargo Public Schools.

An organization's vision identifies its core beliefs and goal. An organization's mission identifies how it is going to work toward, and ultimately reach, its vision.

We ask all members of the WFPS community to use the following brand and style guidelines to ensure that our visual and written communications, whether print or electronic, convey a cohesive image.

## OUR MESSAGE

### Our Mission

Educating all learners for tomorrow's world.

### Our Vision

West Fargo Public Schools aligns instructional practices and resources to create a nurturing, learner-centered environment. Learners are empowered to develop knowledge, skills, and dispositions to thrive in a rapidly changing world.

### Our Beliefs

#### **Self-Efficacy & Agency**

We believe in building self-efficacy (the belief they can) and agency (the desire to act), empowering all learners to advocate for their own learning and the supports they need to be successful.

#### **Relationships**

We believe that learning has a social component, and that learners need to be engaged in safe and nurturing relationships that allow them to develop their intellectual, physical, social, and emotional well-being.

#### **Guaranteed & Viable Curriculum (GVC)**

We believe that teaching is both an art and a science. We believe in a district GVC: defined as clearly articulated, evidence-based, transparent, and measurable proficiency in knowledge, skills, and dispositions for each course for each grading period.



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<sup>1</sup> (Schneider Farese, Kimbrell, & Woloszyk, p. 731)

**Assessment & Feedback**

We believe in timely, actionable, and relevant feedback in all aspects of education; empowering learners to determine and act on their next steps with guidance and support to move them to independence.

**Goal Setting & Reflection**

We believe in providing learners with resources, support, and spaces that empower them to determine appropriate learning pathways and drive their progress within a given timeframe.

**Pathways & Pacing**

We believe goal setting and reflection are critical components of the learning process; encouraging learners to examine their decisions, resources, resilience, and responsibility.

## WEST FARGO PUBLIC SCHOOLS: AN ALPHABETICAL LIST

The following is a list of our facilities and their associated identities. Refer to this list for accurate logos, titles, spelling, capitalization, and punctuation practices.

### A

Aurora Elementary School  
3420 9<sup>th</sup> St W  
West Fargo, ND 58078

*Aurora All-Stars*



Community High School  
311 1<sup>st</sup> Ave E  
West Fargo, ND 58078



### B

Book Warehouse  
1007 2<sup>nd</sup> Ave W  
West Fargo, ND 58078



### D

Deer Creek Elementary School  
6400 54<sup>th</sup> Ave S  
Fargo, ND 58104

*Deer Creek Cardinals*



Brooks Harbor Elementary School  
801 22<sup>nd</sup> Ave W  
West Fargo, ND 58078

*Brooks Harbor Bobcats*



### E

Early Childhood Center  
330 3<sup>rd</sup> Ave E  
West Fargo, ND 58078



### C

Central Kitchen  
304 11<sup>th</sup> St W  
West Fargo, ND 58078



Eastwood Elementary School  
500 10<sup>th</sup> Ave E  
West Fargo, ND 58078

*Eastwood Eagles*



Central Maintenance  
300 11<sup>th</sup> St W  
West Fargo, ND 58078



### F

Freedom Elementary School  
401 26<sup>th</sup> Ave E  
West Fargo, ND 58078

*Freedom Flyers*



Cheney Middle School  
825 17<sup>th</sup> Ave E  
West Fargo, ND 58078

*Cheney Packers*



### H

Harwood Elementary School  
110 Freedland Dr  
Harwood, ND 58042

*Harwood Huskies*



Heritage Middle School  
6350 76<sup>th</sup> Ave S  
Horace, ND 58047



*Heritage Hawks*

Horace Elementary School  
50 Ironwood Dr  
Horace, ND 58047



*Horace Hornets*

Horace High School  
8100 Lakeview Dr  
Horace, ND 58047



*Horace High Hawks*

Hulbert Aquatic Center  
620 7<sup>th</sup> Ave E  
West Fargo, ND 58078



**I**

Independence Elementary School  
3700 54<sup>th</sup> St S  
Fargo, ND 58104



*Independence Bulldogs*

**L**

L.E. Berger Elementary School  
631 4<sup>th</sup> Ave E  
West Fargo, ND 58078



*Berger Bears*

Legacy Elementary School  
5150 9<sup>th</sup> St W  
West Fargo, ND 58078



*Legacy Lions*

Leidal Education Center  
207 W Main Ave  
West Fargo, ND 58078



Liberty Middle School  
801 36<sup>th</sup> Ave E  
West Fargo, ND 58078



*Liberty Mustangs*

**M**

Meadowlark Elementary School  
5801 51<sup>st</sup> Ave S  
Fargo, ND 58104



*TBD*

**O**

Osgood Elementary School  
5550 44<sup>th</sup> Ave S  
Fargo, ND 58104



*Osgood Owls*

**S**

Sheyenne High School  
800 40<sup>th</sup> Ave E  
West Fargo, ND 58078



*Sheyenne High Mustangs*

South Elementary School  
117 6<sup>th</sup> Ave W  
West Fargo, ND 58078



*South Stars*

**T**

Transportation Department  
440 29<sup>th</sup> Court NW  
West Fargo, ND 58078





**W**

West Fargo High School  
801 9<sup>th</sup> St E  
West Fargo, ND 58078

*West Fargo High Packers*



West Fargo Sports Arena  
520 32<sup>nd</sup> Ave W  
West Fargo, ND 58078



Westside Elementary School  
945 7<sup>th</sup> Ave W  
West Fargo, ND 58078

*Westside Wildcats*



Willow Park Elementary School  
4901 15<sup>th</sup> Ave S  
Fargo, ND 58103

*Willow Park Wolves*



## **COLORS**

The district's official colors are dark green, royal blue, and old gold. Each color comes from one of the district's three feeder-systems: green from the Packers, blue from the Mustangs, and gold from the Hawks.

Use of all district logos shall comply with the official, and specific, color codes. In branding, accurate color representation is a vital piece of identity.

For the most accurate color, create products and print with a spot color process that utilizes Pantone (PMS) colors. However, there are circumstances when Pantone is not a viable option, such as working with basic design and word processing software, and web design. In these circumstances, select one of the alternative codes for the specific color.

For the color codes of all trademarked district-logos, refer to [ABCAA-E1: West Fargo Public Schools Color Guide](#).

## LOGOS

### Definition

**Brand Licensing** *n.* A legal authorization by a brand owner to allow another company (the licensee) to use its brand, brand mark, or trade character for a fee. The agreement explains all the terms and conditions under which the brand may be used.<sup>2</sup>

West Fargo Public Schools has trademarked logos for each elementary school, district-level facility, and each partnering middle and high school. Additionally, the district has a trademarked logo to represent the identity of the district as a whole.

Only the district can facilitate the logo creation process on behalf of a building, department, program, or organization. District-affiliated groups wishing to create an original logo shall contact the Public Relations Department. The creation of new logos representing West Fargo Public Schools or any district building, department, program, team, organization, etc. is strictly prohibited without the consent of the Public Relations Department.

For additional information on West Fargo Public Schools licensing and trademark requirements, please review administrative policy [ABCAA-AP: Licensing Guidelines](#).

### Artwork

Current logos are not to be altered, but can be used in conjunction with unique artwork. It is important to understand the difference between the use of a “logo” and “artwork”. A logo is a symbol or wordmark adopted by an organization to represent its work, identity, messages, publications, etc. A logo must be consistently used to represent the overall organization, its mission, values, and voice.

Art and/or artwork are elements used in relation to an official trademark to identify a specific entity, such as an initiative, department, program, or team. The logo must remain as the pillar of the overall design; artwork can be used to enhance the message of the visual.

The work of incorporating artwork into a logo must be conducted by, or in collaboration with, the Public Relations Department.

West Fargo Public Schools recognizes both the need and the benefit of departments, programs, or activities having their own unique brand, but it is the job of the Public Relations Department to ensure that uniqueness remains aligned with our district’s overall brand. To that end, there are three courses of action that a department, program, or activity can take when exploring the creation of a unique brand using artwork. Regardless of which course of action is selected, the first step is to contact the Public Relations Department. They will provide guidance on which route fits your situation best, as well as ensure you understand all parameters for artwork creation.

- 1) Request the creation of artwork by the Public Relations Specialist (free of charge)
- 2) Work with an individual associated with the group to create artwork (typically free of charge, as the artist would have a connection to the group)
- 3) Contract with a graphic designer to create artwork (typically a paid service, which would be the responsibility of the group to cover)

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<sup>2</sup> (Schneider Farese, Kimbrell, & Woloszyk, p. 736)

In all three instances, the artwork must be approved by the Public Relations Department prior to use. Once approved, all artwork becomes property of the district.

If your group currently has artwork in use, please share the file(s) with the PR Department and indicate how they were created (learner, staff member, paid service, etc.). Changes to existing artwork will only be requested if what is being used violates district brand and style guidelines.

Please contact Public Relations with any questions.

### **Monogram**

Each high school's logo package includes a monogram of the school name. The monogram is exclusive to the school and is only to be created and sold internally for use by students and staff; vendors do not have permission to reproduce the monogram for their own sale.

The monogram is to be used for academic purposes, inclusive of diplomas and certificates, and may be used by the Activities Department at the discretion of the Activities Director.

### **Retired Logos**

Schools, departments, and programs are asked to discontinue the use of independent logos which may give the impression that they stand apart from West Fargo Public Schools and therefore do not reinforce the district brand.

The use of any district-affiliated logos that have since been updated or replaced is prohibited. The following (and their colored variations) are considered retired logos of West Fargo Public Schools and are not to be published or produced by the district (inclusive of all affiliates) or any [authorized vendor](#). West Fargo Public Schools reserves the right to utilize the logos for historical reference.



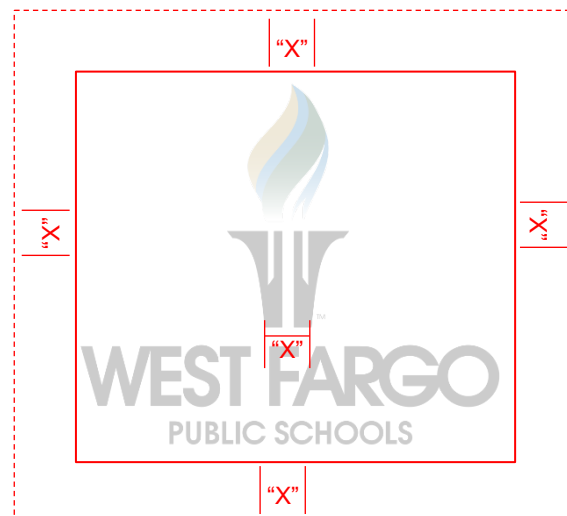
### **Scale & Size**

All logos associated with West Fargo Public Schools must maintain their proportions in the production process.

**Primary District Logo.** The primary logo is to appear on all brand materials, with an aspect ratio of 1” in height and 1.13” in width.

This logo must be printed on a white or light background that provides enough contrast for all elements.

A clear field equal to the height of “X” must surround the logo at all times. “X” equals the width of the torch base. For example, if the final design of the logo establishes a torch base width of one inch, the entire logo is to have a one-inch barrier between it and additional content or design.



## Uniforms

Only the district may purchase competitive uniforms for an associated team or organization. All uniforms are purchased on a rotational basis, typically every five years, or as district budget allows.

In an effort to provide equity to every student-athlete throughout the district, funds earned from student, team, organization, or parent fundraising efforts cannot be used to purchase competitive uniforms.

Uniforms must be purchased under the parameters set forth in the district’s purchasing contract with BSN Sports for Sheyenne High School and Universal Athletics for West Fargo High School. All competitive uniforms are to abide by the [National Federation of State High School Association](#) guidelines.

**Design.** When a team is up in the rotation for new uniforms, the Activities Director will facilitate the design process with the school’s contracted competitive merchandise vendor and the coaching staff.

All high school activities are to utilize a logo (bull, mustang, or hawk) from its school-affiliated logo booklet in the design of uniforms, spirit wear, and signage. In the event a team wishes to utilize the school monogram, permission must be received by the Activities Director prior to the start of the design process.

Uniforms must be in one of the feeder-system color palettes, as indicated in the West Fargo Public Schools Color Guide. Allowable neutral colors for all three feeder-systems include white, black, and grey.

Final approval of a uniform design must be granted in writing to the authorized vendor by the Activities Director.

**Special Events.** A team is allowed one special event (Dig for the Cure, Cancer Awareness, etc.) per season. In the event a team wishes to hold a special event, any additional competitive gear (uniforms, warm-ups, etc.) must be provided through a full donation.

No district funds (inclusive of fundraising dollars associated with the team or organization) can be used to purchase such merchandise.

Any such merchandise cannot be a color of the school's color palette and must be branded according to the cause (pink for breast cancer awareness, purple for Alzheimer's, etc.)

Letterman jackets are to be in the school's primary color and must include the logo in the upper left shoulder and the school monogram as the awarded academic, activity, and athletic letter patches.

## STATIONARY

### Business Card

A request for business cards for any district employee should be submitted to the Public Relations Department. The district provides every administrator and lead administrative assistant with district-branded business cards upon request; other employees may submit an order with the approval of their building principal or direct supervisor.

### Email Signature

The purpose of an email signature is to provide contact information and reinforce the district's brand. Your email signature is your digital business card; every district employee is expected to utilize the following parameters in establishing a desktop and mobile email signature.

An email signature should be made in size 11 Bookman Old Style and left aligned.

An email signature must include first and last name (**bold**), job title (*italicized*), district facility (hyperlinked to appropriate webpage, if desired), facility address, and facility phone number. Optional additions include preferred salutation (Mr., Ms., or Dr.), fax number, cell phone number (only if funded by the district), building logo, and social media icons (hyperlinked to district, facility, or professional account).

Do not include other pictures, quotes, background stationary, personal data, or extraneous information.

#### EXAMPLE:

**Jane Doe**  
*Language Arts Teacher*  
[Liberty Middle School](#)  
801 36<sup>th</sup> Ave E | West Fargo, ND 58078  
P: 701-356-2671



**John Doe**  
*5<sup>th</sup> Grade Teacher*  
[Eastwood Elementary School](#)  
500 10<sup>th</sup> Ave E | West Fargo, ND 58078  
P: 701-356-2030



### Fax Sheet

West Fargo Public Schools has a district-branded fax sheet that is to be used when communicating on behalf of the district. District-level departments, programs and initiatives should utilize the fax sheet as presented; colors, typeface, size, and images are predetermined and included in the template.

Each school is provided a district-branded fax sheet by the Public Relations Department. Every building is expected to utilize the fax sheet as presented when communicating on behalf of the school; colors, typeface, size, and images are predetermined and included in the template.

## Letterhead

West Fargo Public Schools has a district-branded letterhead that is to be used when communicating on behalf of the district. District-level departments, programs and initiatives should utilize the letterhead as presented; colors, typeface, size, and images are predetermined and included in the template.

Each school is provided a district-branded letterhead by the Public Relations Department. Every building is expected to utilize the letterhead as presented when communicating on behalf of the school; colors, typeface, size, and images are predetermined and included in the template.

If necessary, a staff member may add his/her signature image, line, and date at the bottom of a letterhead.

In the event a school is recognized as a National Blue Ribbon School by the U.S. Department of Education and the North Dakota Department of Public Instruction, the official Blue Ribbon seal will be added to the school's letterhead. This seal is valid for five years from the year of recognition.

## PowerPoint Presentation

West Fargo Public Schools has multiple district-branded PowerPoint presentations that are to be used when communicating on behalf of the district. District-level departments, programs and initiatives should utilize one of the presentations as designed; colors, typeface, size, and images are predetermined and included in the template.

Each school is provided a district-branded PowerPoint presentation by the Public Relations Department. Every building is expected to utilize the presentation as designed when communicating on behalf of the school; colors, typeface, size, and images are predetermined and included in the template.

## Typography

The district utilizes three typefaces (fonts) systemically; two for general design practices and one for the creation of legally binding documents

### Primary Typeface Family

ITC Avant Garde Pro Book

ITC Avant Garde Pro Medium

### **ITC Avant Garde Pro Bold**

### Secondary Typefaces

Bookman Old Style

Century Gothic

### Legal Typeface

Arial

Staff are encouraged to utilize one of the three fonts in all communications, depending on what is available within the selected software.



## EDITORIAL STYLE & VERNACULAR

The following are guidelines established by *The Associated Press Stylebook* and preferred by West Fargo Public Schools. If you have additional questions regarding grammar or language usage, please contact the Public Relations Department.

### Abbreviations

For additional reference, ABCAA-E2: District & Industry Acronyms includes a list of commonly used acronyms within the district and education industry.

Avoid abbreviation and acronyms that the intended audience would not quickly recognize. This is especially important when communicating with stakeholders outside of the district (families, businesses, senior citizens, etc.).

Always use the full name of a person, institution, or organization upon first reference; follow first reference with the appropriate acronym in parentheses.

Avoid using abbreviations or acronyms in headlines or titles.

**Address.** Abbreviate *avenue*, *boulevard*, and *street* in numbered addresses and spell out completely when utilized as a proper name.

#### EXAMPLE:

Leidal Education Center  
207 W Main Ave  
West Fargo, ND 58078

The Leidal Education Center is located off the corner of Sheyenne Street and Main Avenue.

**Month.** Do not abbreviate the name of a month.

#### EXAMPLE:

We will meet at the Leidal Education Center on Thursday, February 13.

Registration forms for elementary basketball intramurals are due to the office by Friday, October 16.

**Proper Name.** On first reference, always utilize the non-abbreviated form followed by the abbreviation in parentheses; thereafter, the acronym may be used. If an acronym would not be clear on second reference without the use of dashes or parentheses, do not use it.

#### EXAMPLE:

The North Dakota High School Activities Association (NDHSAA) establishes expectations for the state's high school athletes. A common requirement of NDHSAA is for students to maintain a successful academic standing in the majority of their coursework.

**State.** Abbreviate the names of U.S. states in a numbered address. Spell out states when utilized in the body of a story, whether standing alone or in conjunction with a city, town, village, or military base.

#### EXAMPLE:

Leidal Education Center  
207 W Main Ave  
West Fargo, ND 58078

The Leidal Education Center is located in West Fargo, North Dakota.

## Capitalization

**Title, Department.** Use lowercase except for words that are proper nouns or adjectives, or when department is part of the official and formal name.

### EXAMPLE:

Mr. Jones is representing our math department at the local education conference. In addition, Mrs. Smith is representing both the science department and the English department.

The Public Relations Department is responsible for facilitating all interview and information requests from media agencies.

**Title, Degree.** The type of degree and degree subject matter should not be capitalized.

If using the rare format of the formal degree title, then capitalize it. Note: There is no apostrophe used in this format; there is never an apostrophe used in *associate degree*.

### EXAMPLE:

Mr. Smith recently earned his associate degree in graphic design.

Superintendent Smith holds a bachelor's in elementary education and a master's in educational leadership.

Superintendent Smith has a bachelor's degree in elementary education and a master's degree in educational leadership.

Superintendent Smith earned a Master of Science in Educational Leadership from the University of North Dakota and a Bachelor of Science in Elementary Education from Minnesota State University Moorhead.

**Title, Job.** Job titles are not capitalized unless used directly before an individual's name.

### EXAMPLE:

The School Board reviewed the final materials for two remaining finalists for the position as the district's next superintendent.

It was advised by Superintendent Slette that school be cancelled for the following day.

**Title, School District.** The official name of a school district is always capitalized. However, any proceeding reference of said district as "the district" is not to be capitalized.

### EXAMPLE:

West Fargo Public Schools is the fastest growing district in the state of North Dakota. Neighboring districts include Fargo Public Schools and Moorhead Area Public Schools.

The district gains an average of 400 new students each year.

## Dates

When referencing a date, always use Arabic figures, without the superscript (<sup>st</sup>, <sup>nd</sup>, <sup>rd</sup>, or <sup>th</sup>).

**Day.** A day of the week should be written in its entirety and capitalized.

**Range.** A range of dates should be written in its entirety to include the month and date.

**EXAMPLE:**

The West Fargo High School Hall of Fame nomination window is open December 13 – January 31.

**Time.** Utilize clock time when communicating time; include the hour and minutes separated by a colon and the morning (AM) or evening (PM) label.

**EXAMPLE:**

The meeting is at the Leidal Education Center at 8:00AM on Monday, February 3.

The Student Success Forum will be from 7:00PM – 8:30PM on Tuesday, February 4.

**Year.** When a phrase refers to a month and day within the current year, do not include the year. If the reference is to a past or future year, include the year and set it off with a comma.

**EXAMPLE:**

The last day of school is May 28.

My first day of employment with West Fargo Public Schools was July 17, 2009.

Use an s without an apostrophe to indicate spans of decades or centuries.

**EXAMPLE:**

Education of the 1900s was very different than education today.

When referencing a century, spell out numbers under ten and do not capitalize “century” unless it is part of a proper name.

**EXAMPLE:**

We empower students to continuously improve and connect 21<sup>st</sup> century skills and academic proficiency.

## Punctuation

**Apostrophe.** For plural nouns ending in s, add only an apostrophe.

**EXAMPLE:**

The West Fargo High School girls’ basketball team excelled this season.

For singular common nouns ending in s, add ‘s.

**EXAMPLE:**

The business’s door was locked at closing time each night.

For singular proper names ending in s, use only an apostrophe.

**EXAMPLE:**

West Fargo Public Schools' future is looking bright.

For plurals of a single letter, add 's.

**EXAMPLE:**

The Minnesota Twins defeated the Oakland A's at last night's game.

**Comma.** For complete clarity, in a series of three or more terms with a single conjunction, use a comma after each term except for the last.

**EXAMPLE:**

I like cooking, my family, and my pets.

**Period.** Use a single space after a period.

Place a period, without a space, between initials.

**EXAMPLE:**

L.E. Berger was the superintendent of West Fargo Public Schools from 1936 – 1972.

## **Organization**

Our school district is officially named **West Fargo Public Schools**. Previously used names that are no longer appropriate include: West Fargo Schools, West Fargo #6, West Fargo #6 School District, and West Fargo School District. The identifier West Fargo Public School District #6 is used in official legal documents at the direction of the business manager.

The district is comprised of three feeder-systems. A feeder-system a set of one high school, one middle, and the elementary schools that “feed” into the secondary spaces. The term “feeder-system” is an internal term used to describe the Hawk, Mustang, and Packer systems and their affiliated schools and programs. A “feeder-system,” or “feeder,” is only synonymous with district affiliation and sponsorship; it is not to be used to describe outside agencies, programs, businesses, or teams.

At the highest level, West Fargo Public Schools is managed by the West Fargo School Board. West Fargo Public Schools has a **School Board**, not a Board of Education. The School Board oversees the leadership of the superintendent and the daily operations of the district, inclusive of finances, policy, and staff.

West Fargo Public Schools is organized by departments at the district-level; these departments oversee operations of the entire district and are managed by the superintendent, assistant superintendents, and business manager:

**Accounting Department.** The Accounting Department is led by the Director of Accounting and includes staff in the areas of accounting, purchasing, and finance.

**Behavioral Health & Wellness Department.** The Behavioral Health & Wellness Department is led by the Director of Behavioral Health & Wellness and includes staff in the areas of counseling, behavioral health, and social work.

**Buildings & Grounds Department.** The Buildings & Grounds Department is led by the Director of Buildings & Grounds and includes staff in the areas of maintenance, grounds, and custodial services.

**Curriculum & Instruction Department.** The Curriculum & Instruction Department is led by the Director of Curriculum & Instruction and includes staff in the areas of professional development, pedagogy, and technology integration.

**Food Service Department.** The Food Service Department is led by the Director of Food Services and includes staff in the areas of nutrition and food preparation.

**Human Resources Department.** The Human Resources Department is led by the Director of Human Resources and includes staff in the areas of payroll, recruitment, and benefits.

**Public Relations Department.** The Public Relations Department is led by the Director of Health, Safety, & Public Relations and includes staff in the areas of advertising, communications, media relations, and community engagement.

**School Safety & Security Department.** The School Safety & Security Department is led by the Director of Health, Safety, & Public Relations and includes the district's school resource officers contracted through the West Fargo Police Department. This department covers the areas of emergency response, visitor management, and drills.

**Special Education Department.** The Special Education Department is led by the Director of Special Education and includes staff in the areas of special education programming in all disability areas and oversight of IDEA practices.

**Technology Department.** The Technology Department is led by the Director of Technology and includes staff in the areas of systems and applications support, technology infrastructure, and end-user support.

**Transportation Department.** The Transportation Department is led by the Director of Transportation and includes staff in the areas of bussing and mechanical services.

## BUILDING SIGNAGE

### Interior

West Fargo Public Schools has established the following standard for all interior signage for new construction and new renovation, with a similar product to what is pictured.



**Top Line.** School name in ITC Avant Garde Pro Book

**Raised Text.** Room number (with Braille requirements below) in **ITC Avant Garde Pro Bold**.

**Top Fillable.** Employee Name

**Bottom Fillable.** Employee Position and/or grade level and subject

### Exterior

West Fargo Public Schools has established the following standard for all exterior signage for new construction and new renovation based on local law.

The building name, street address, and district name are to appear in the upper right-hand or upper left-hand corner of the building on the side of the primary entrance. All three lines of text are to be capitalized and use ITC Avant Garde Pro Medium or **ITC Avant Garde Pro Bold**. The height of the first two lines (school name and street address) are to be twice the size of the district name.

**LEIDAL EDUCATION CENTER** | 2 ("X") |

**207 W MAIN AVE** | 2 ("X") |

**WEST FARGO PUBLIC SCHOOLS** | "X" |

## MEDIA RELATIONS

The Public Relations Department will be the district liaison with the public news media, often with the Superintendent serving as the spokesperson. All contacts and releases concerning district policies and regulations, matters of district-wide interest, or potentially controversial topics will be handled or cleared by the Public Relations Department. The goal of the Public Relations Department is to always provide the media with the best content expert available to speak on the matter at hand.

For additional information on how West Fargo Public Schools works with local media outlets, please review administrative policy [KBA-AP: Relations with the News Media](#).

## **PHOTOGRAPHY, GRAPHICS, & MULTIMEDIA**

When possible, the Public Relations Department attends events and visits schools to gather photographic and video record for use in district files and archives. However, it is impossible to be at every event and we welcome communication from staff regarding upcoming events, accomplishments, news, and photo or video footage.

The Public Relations Department has created online forms notification of staff accomplishments, student accomplishments, upcoming events, individual state championships, and team state championships. All staff members are encouraged to submit the appropriate form to provide district-related updates to staff and the community.

### **Archives**

The Public Relations Department coordinates the district's archives, inclusive of videos, photos, publications, and memorabilia. Any stakeholder wishing to donate items to the district's archives may do so at the Leidal Education Center.

### **FERPA**

Maintaining students' privacy is of the utmost importance to the mission of West Fargo Public Schools. At the beginning of each academic year, each student's parent/guardian completes an age-appropriate (elementary or secondary) FERPA [form](#) granting or not granting permission for the student to be included in the yearbook, district photos, directories, and other areas where the student's identity may be made public.

It is the responsibility of the district to abide by a parent/guardian's indicated wishes to the best of our ability. Anytime a student's information is to be shared outside the walls of the school district (social media, news, media, military, colleges, etc.), staff must review the permissions granted to the district on the student's FERPA form. Forms can be reviewed in the school office.

### **Staff Photos**

West Fargo Public Schools requests the participation of every employee in the annual photo day event. The district contracts with a local photography company to provide photography services for students and staff each fall. While staff are not required to purchase photos, the company provides high-resolution digital files of each employee's photo. An employee's photo is used for the required staff badges and in district publications and communications (press release, presentations, website, Annual Report, etc.). If a staff member cannot attend school photo day, they are encouraged to attend an event at a nearby school, a make-up day, or schedule a free in-studio appointment with the photography company.

### **Stock Graphics**

The Public Relations Department maintains a library of stock graphics for use by district staff in social media posts, website management, and publications. The library includes internal district photos of students, staff, events, and facilities, as well as stock clipart, icons, backgrounds, and photos. All stock graphics are copyright compliant. Any staff member can request access to the library by contacting the Public Relations Department.

## **SOCIAL MEDIA MANAGEMENT**

For the purpose of this document and its associated policies, social media includes the platforms approved for district use: Facebook, LinkedIn, Twitter, YouTube, Pinterest, and blogs. These platforms have been approved as appropriate options because of their availability on the district and state-level servers, as well as their ability to archive and moderate posts, messages, and comments.

### **Hashtags**

The district incorporates hashtags in social media messaging to identify our brand, and to connect our messaging to a larger audience and social media following. All district-affiliated social media accounts should utilize district-branded hashtags rather than attempting to create an alternative. These hashtags have an established following and are used district-wide to display pride and convey our voice.

The district's primary hashtag is **#districtofchoice**

The district's secondary hashtags include the following:

- **#wfpackerpride** – exemplifying pride for the Packer feeder-system
- **#wfmustangpride** – exemplifying pride for the Mustang feeder-system
- **#wfhawkpride** – exemplifying pride for the Hawk feeder-system
- **#employerofchoice** – recruitment

### **Registration**

Per administrative policy [ABCE-AP: Social Media Guidelines for District Employees](#), all district-affiliated accounts must be [registered](#) with the Public Relations Department. This includes all accounts speaking on behalf of the district or an associated school, team, organization, or class.

The Public Relations Department will work with all registered accounts to provide the necessary logo and supporting images to appropriately brand the account. Only registered accounts have permission to utilize a trademarked logo, school name, or district name. Unregistered accounts utilizing a trademarked logo will be contacted with a request to register the account or change associated names and images.



## **WEBSITE MANAGEMENT**

As content area experts, each district facility, department, and program is responsible for the management of its associated website and webpages.

The initial design and structure of a webpage is established in collaboration with the members of the web services team and the page's assigned editing team. Any district staff member needing access to maintain web content must possess a district email address and complete the mandatory website training with a member of the web services team.

### **ADA Compliancy**

West Fargo Public Schools is committed to ensuring accessibility of its website and any official district web presence for students, parents, and members of the public with disabilities.

All current, updated, and new pages on the district's website will conform to the W3C WAI's Web Content Accessibility Guidelines (WCAG) 2.0, Level AA conformance, or updated equivalents of these guidelines. This applies to any official district web presence that is developed, maintained, or offered through the district, third party vendors, or open sources. The district's website system is monitored by site editors, in collaboration with accessibility review software. The software indicates an accessibility percentage; to match the WCAG, the district has established an 85% accessibility rating for all website sections.

Any department or staff page with non-compliant webpages will be asked to correct the problem in a timely manner. Inaction or refusal to work toward compliancy will result in a loss of editing privileges.

## **SOURCES**

DeSieghardt, Kenneth. *School Communication that Works: A Patron-Focused Approach to Delivering Your Message*. Lanham: Rowman & Littlefield Publishers, 2013. Print.

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