



COMMUNICATION STANDARDS GUIDE

ESC REGION 12

Region 12
Education Service Center

INTRODUCTION

Education Service Center Region 12 projects a professional identity by creating a positive image to our schools, partners and community. Our name and logo identifies who we are to our customers, strengthening our presence in the educational and business world.

By using a standardized look we brand our identity. It's important that everyone follow these guidelines on all communication channels and utilize templates where applicable so we are easily recognized and our publications are professional.

This guide and templates will assist you in creating and designing publications and other promotional pieces.

To request special graphic designed publications or assistance with these guidelines and templates, please submit a Communications Project Request (CPR) or contact the Customer & Marketing Support team.



MISSION

We partner with schools and communities to achieve student success.



VISION

Innovative Solutions. Empowered Learners. Educated Communities.



QUALITY POLICY

Provide services and solutions of the highest standards to satisfy our customers' expectations.



STRATEGIC PRIORITIES

ESC Region 12 is committed to the Continuous Improvement Model for enhancing programs and services as defined in the following four strategic priorities:

- > Assist school districts in improving student performance
- > Assist school districts in increasing effectiveness & economy of operations
- > Assist school districts in the implementation of statewide & regional initiatives
- > Provide timely & relevant information as the key to productive partnerships with schools and communities

NAME USAGE

When using the Education Service Center Region 12 name in written documents, please adhere to the following usages:

- > **Education Service Center Region 12**
- > **ESC Region 12 (when using the abbreviation, make an initial reference to the abbreviation)**

This includes events where another organization is promoting an event and ESC Region 12 is a partner, co-sponsor or host of the event. ESC Region 12 staff should approve external publicity prior to release of that publicity.

When referring to the Education Service Center Region 12 repeatedly throughout a document, you may subsequently refer to the ESC Region 12 as the “service center.”

When referring to the Education Service Center Region 12 in a document that makes reference to each of the 19 other Education Service Centers, you may refer to the Education Service Center as “ESC Region 12.” It is appropriate to use RESC as the second reference for Regional Education Service Centers.

FOOTERS

Document identification is required on all ESC Region 12 publications as part of our quality operations. Footers should be placed in the lower margin in 9 point Times New Roman Italics. Footers should be listed in the following format:

- > *month-date/department abbreviation*

Department abbreviation may be followed by a revision number if the document has gone through several revisions to help staff keep track of the most current copy. Refer to the Procedures Manual for more information.

ABOUT STATEMENT

The below approved About ESC Region 12 statement may be used on publications where applicable.

About ESC Region 12

Education Service Center Region 12 focuses on helping schools save money and leverage resources into the classroom. One of 20 regional education service centers statewide, ESC Region 12 offers training and expert assistance to educators and school personnel to increase student achievement. ESC Region 12 offers effective, economical programs and services through professional development, expert assistance, direct services and alternative educator certification.

Based in Waco, ESC Region 12 serves 76 school districts, 10 charters and private/parochial schools in Bell, Bosque, Coryell, Falls, Freestone, Hamilton, Hill, Lampasas, Limestone, McLennan, Mills and Navarro counties. Everything the center offers focuses on helping educators be successful and helping schools save money and leverage resources - driving more money to students in the classroom - where it matters most.

COPYRIGHT MATERIALS

All original materials developed for ESC Region 12 workshops, technical assistance or other uses must include a copyright notation. Use the following statement in the left-hand footer on ESC Region 12 documents. (The document owner should insert their information at the end of the statement.)

Example of Copyright Line:

>> Copyright © 2017 Education Service Center Region 12. All rights reserved. Permission to duplicate or otherwise use this material for solely nonprofit educational use is hereby granted, provided this copyright notice is given. For further information, please contact [Insert Name, Company, Address, Telephone, Fax, E-mail]. <<

WEB-BASED ARTICLES & INFORMATION

Articles and graphics found on the Internet should be regarded as copyright protected and written permission should be obtained from the author, publisher or organization prior to using. To obtain permission, email the company, organization or person. Include the title, author and/or editor of the article or the image for which you are requesting copyright permission and how it will be used.

Copyright permission should be in writing (which includes email communications) and kept with the document files. The image or article should give credit to the owner when used in your publications.

Examples of Permission Statements:

- > Permission has been granted to use this article/image.
- > Reprinted with permission.

FONT USAGE

The following are the font types recommended for creating ESC Region 12 publications. They are not required, but are recommended based on their readability.

FONT TYPE	FONT FAMILIES	FONT SIZE
Open Sans	You may use all font families: Bold, Condensed, Italics, Narrow You may change font effects, like All Caps, Small Caps, Drop Shadow, Emboss, etc.	Font size used depends on document size
Open Sans Condensed Light		
Gill Sans MT		
Minion Pro		

IMAGES, GRAPHICS & PHOTO USAGE

Guidelines for Images, Graphics & Photos

- Use high-quality images
- **Do not** stretch or squeeze images to fit a particular area - they should be sized proportionately
- Save photos as a JPG image
- Save graphics as a PNG image when trying to preserve transparency
- Images for the web should be saved as a PNG image
- Avoid using clip art - unprofessional
- High-quality stock images available upon request from Customer & Marketing Support - email publicinfo@esc12.net.

>> Photo Captions & Credits

Captions on photos are used to denote who the individuals are in a photo. When listing a caption on a photo in a publication, please follow this example:



Front (L-R): John Doe, Jane Doe
Back (L-R): John Smith, Sally Smith

Credit should be attributed to the source on images and photographs to ensure copyright compliance. When crediting an image, please follow this example:



John Doe Photography

Note: When images are purchased via a stock or royalty-free website subscription, you do not need to attribute credit to the website or source.

PHOTO USAGE

When creating ESC Region 12 publications, use photos of service center staff and school administrators and participants if they are available and relevant to your publication. This creates a connection between our staff and customers while strengthening our presence in the region.

Stock photos may be used in creating your publications as well, which may be obtained from the Customer & Marketing Support department where licensing is permitted.

>> Tips:

- Use high resolution photos (150-300 dpi)
- Use photos with people smiling
- Close-up photos of buildings, landscapes and objects give a clear picture

PHOTO USAGE CONTINUED

>> Photos of School Staff

A release form is not required when using photographs of district staff. However, use best judgment and ask verbally when possible. For promotional, for-profit projects or publications, an adult release form is suggested and may be obtained through Customer & Marketing support.

>> Photos of Children/Students

All students shown in ESC Region 12 publications or video footage should have district-provided releases signed by their parent or guardian. Releases must be provided for photos that will be used for promotional purposes. Otherwise, it is recommended to tell schools that media have been invited and photos will be taken.

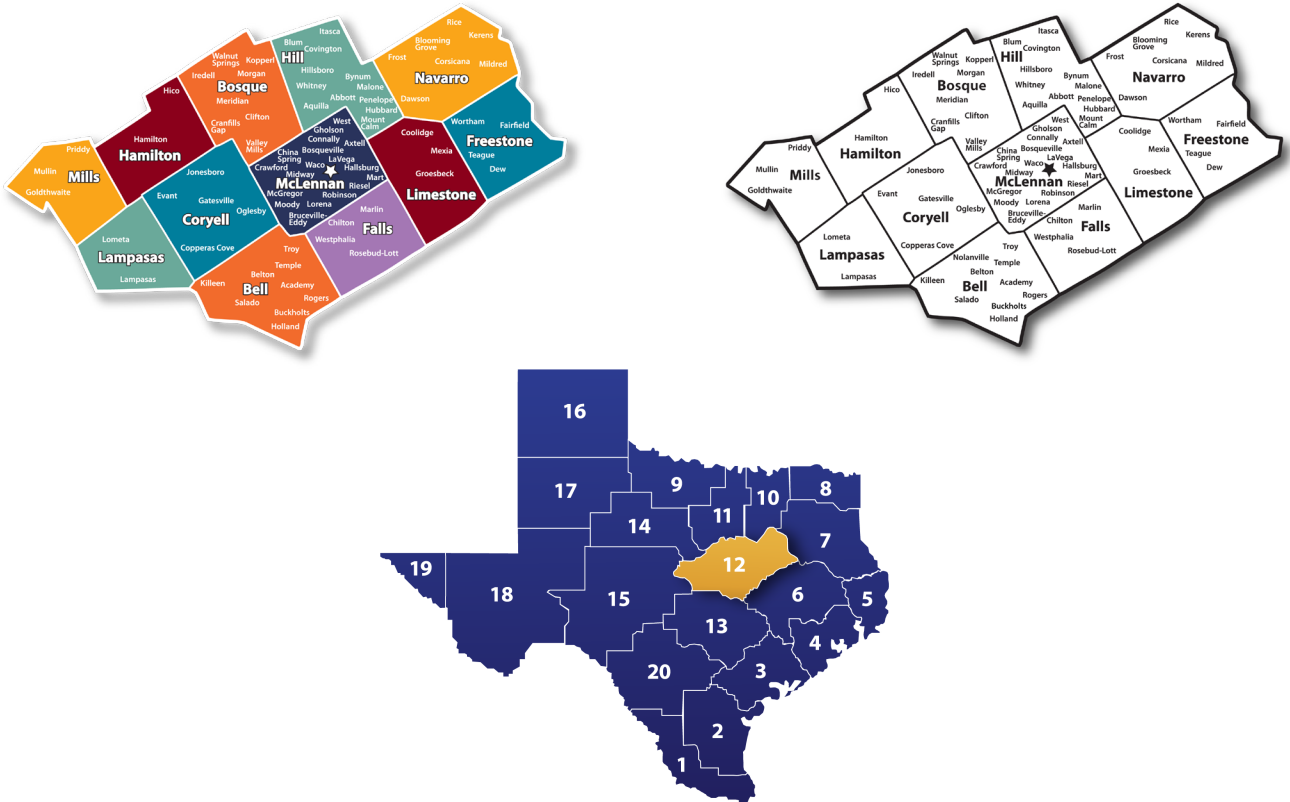
When photographing Special Education children/students, please remember:

- > School releases must be signed before photos or videotapes of the students are used for instructional or public information purposes. Such releases are valid for the life of the product.
- > Guests and schools should be notified of special events to which news media has been invited and coverage or publicity is expected.

ESC Region 12 has no legal responsibility for the photographing or videotaping of students by news media but Customer & Marketing Support will work closely with media and act as a liaison..

COUNTY AND REGION MAPS AVAILABLE

The county maps of Region 12 and the regional Texas ESCs map are available to download in our Employee Web.



LOGO USAGE

The ESC Region 12 logo may only be used by ESC Region 12 staff in communications related to ESC Region 12's offerings. The logo may be used on any internal printed or digital items prepared by or for ESC Region 12.

- > The ESC Region 12 logo should only be provided to other organizations or promotional vendors with notification and/or review from Customer & Marketing Support. This includes events where another organization is promoting an event in which ESC Region 12 is a partner, co-sponsor or host of the event. Customer & Marketing Support will correspond directly with the partnering organization(s).
- > The ESC Region 12 logo should not be redesigned, embellished or combined with any other objects that alter the logo's design.
- > On all printed materials when the ESC logo is used, the phrase "Education Service Center" must also be used on the same page or surface, whether the provided name plate is used or typed text. Exceptions for this must be approved by Customer & Marketing Support.
- > Use of the logo on speciality promotional items, i.e. t-shirts, cups, bags, pens, etc., must be approved by Customer & Marketing Support to protect the branding. *Note: It is okay to use current approved vendors for ordering ESC shirts, t-shirts and other clothing items.*

In electronic media, the logo in its RBG color and JPG or PNG format should always be used. If you require a different version of the logo, please consult Customer & Marketing support.

Approved ESC Region 12 logo variations:

- > JPG format includes a white background
- > PNG format includes a transparent background - best for use when logo is placed on top of color

Black & White Logos



Color Logos



All logos are available with or without the approved tagline.



Approved logo variations:



Incorrect Usage

Avoid placing the ESC Region 12 logo on color tones that make the logo appear washed out or that diminish the impact of the logo. Do not place the logo on pattern backgrounds that would affect logo readability. Do not crowd the logo with text or other graphic elements.

File formats provided for staff use should not be sent to outside companies, as specific file formats are needed for promotional items and off-set printing. Request these file formats from Customer & Marketing Support.

Resizing Logos

Avoid distorting the logo as it is designed to a specific height and width ratio. Even slight distortions can impact the consistency. When resizing the logo, stretch from the lower right hand corner or, when possible, re-size using proportional horizontal and vertical numeric or percentage values. Some software will allow you to hold the Shift key while resizing to maintain the ratio.

Logo Usage on Garments & Promotional Items

The ESC Region 12 logo is acceptable in its official Red and Blue (see above approved variations) colors when used on a light background (white, light blue, ivory, khaki, etc.). The logo may be used in a solid color as a tone-on-tone or in a color complimentary to the shirt color.

All logo usage on garments should be approved prior to placing any orders. Bids/quotes for all external printing should be secured and approved by the Print Center.

POSTERS/DISPLAYS

All poster and display materials should include the ESC Region 12 logo. Poster designs can be requested through Customer & Marketing Support.

SIGNS/BANNERS

The ESC Region 12 logo should be incorporated on all inside and outside signage. White, gray or off-white backgrounds are preferred for outside signs.

Company vehicles will use the name only, "ESC Region 12," excluding the logo, applied in black lettering.

Banners may be used to advertise our programs and services, or for special events, conferences or job fairs. Contact Customer & Marketing Support for design and production.

PRINTING CONSIDERATIONS

In-house printing is handled through the Print Center and should be used for all publications except in special situations. Out-source printing requires verbal or written quotes depending on the printing cost. Contact the Print Center with any questions or for assistance with the bid/quote process.

SOCIAL MEDIA PROFESSIONAL USE

Refer to the Procedures Manual for full details.

TEMPLATES

Electronic flier templates are available on the Employee Web. A variety of standardized publication templates have been created in Canva. Staff may access these templates and change the color scheme and photos, keeping the templates professional and the communication clear. Fonts used on the template and those listed in this guide are suggested.

Using a Canva Template

- > Locate the templates on the eWeb.
- > Click the template you would like to use. This will open your template in your web browser in Canva.
- > **After opening the Master copy, go to File > Make a Copy to save your own copy to your library.**
- > Open your copy of the template and customize your text.
- > Photos and images may be replaced to coordinate with the program or service you are advertising.
- > Colors may be changed to match your branding.
- > Proofread your document, and have at least one other staff member proofread it.
- > Always refer to your Proofing Checklist.

Emailing & Printing Templates

- > Please PDF documents before emailing. This ensures that the recipient(s) will be able to open and view the document from different devices. This also protects the document from being altered.
- > Submit only PDFs to the Print Center for printing.

If additional assistance is needed, please contact Customer & Marketing Support.

EDITING TIPS

◆ Company Name

- > Use **Education Service Center Region 12** in documents in the first reference.
- > Use **ESC Region 12** in documents in second reference and throughout remainder of document.

◆ Titles for Employees

- > Titles following a name within text should be lowercase.
- > Titles preceding a name should be upper and lower case.
- > Use ESC Region 12 with employee titles.

◆ Abbreviations/Acronyms

- > Only recognizable/acceptable abbreviations or acronyms should be used on first reference.
- > Explain what an abbreviations means the first time it occurs.
 - >> *Example: Regional Education Service Centers (RESCs)*
- > Abbreviate avenue, boulevard and street only with a numbered address. Spell out and capitalize when part of a street name without a number.
 - >> *Example: 123 Maple Ave. versus Maple Avenue*
- > Spell out the name of states when they stand alone.
- > When states are used in conjunction with a city, abbreviate the state.

◆ Hyphenation/Italicize

- > **Turn off the automatic hyphenation in all documents.**
- > Hyphenate words that may be misunderstood without a hyphen, such as co-worker, or grade levels or awards, like first-grader, first-place award.
- > Italicize or underline titles of books and articles.
- > Italicize letters used as statistical symbols and volume numbers in reference lists.

◆ Numbers/Percentages

- > Numbers 1 through 10 should be spelled out in copy text. The only exception to this is when these numbers are used with a specific measurement - then they should be used in figure form.
- > Numbers over 10 should be figures rather than spelled out, like 250 or 10,000.
- > Numbers at the beginning of sentences should be spelled out.
- > Spell out common fractions and expressions, like one-half, or Fourth of July.
- > Plural numbers should have an "s" added with no apostrophe, like 1980s.
- > Use the percent symbol (%) only with figures appearing in a number format, like 25%.
- > Spell out the word 'percent' in documents, like five percent.

◆ Phone Numbers

- > Use the following styles:
(254) 297-1212
254-297-1212, ext. 123
254.297.1212, ext. 123

EDITING TIPS CONTINUED

◆ Punctuation

- > Use commas in exact dates, like April 10, 1999. The comma is not necessary in month/year pairings, like April 1999.
- > Use parentheses to introduce an abbreviation, like Education Service Center (ESC).
- > To make numbers plural, add 's' with no apostrophe, like the 1980s.

◆ Time of Day

- > Use figures except for noon and midnight.
- > When the time is on the hour, delete the :00, like 9 a.m. - 1:30 p.m.
- > When times occur in the same frame, repeating the a.m. or p.m. distinction is not necessary, like 9 - 10 a.m.
- > The a.m. and p.m. distinctions should be lowercase and have a period after each letter.

◆ URL (Uniform Resource Locator) Address

- > Use www. in reference to URL addresses
- > In publications, list ESC Region 12's URL address and then direct readers to the specific section. Many special events or services may have a shortened URL available to use. For information about shortened URLs, or assistance with directing readers to different parts of the website, contact Customer & Marketing Support.

◆ Multimedia Resources

Stock Photo Resources

- > [iStock Photography \(send link of image to publicinfo\)](#)
- > [Pixabay.com](#)
- > [freepngs.com](#)
- > [Unsplash](#)
- > [StockSnap.io](#)
- > [Reshot](#)

Royalty-Free Music Resources

- > [Ben Sound](#)
- > [YouTube Audio Library](#)
- > [Incompetech](#)
- > [Envato, Premium Beat](#)

◆ Additional Resources

- > [Procedures Manual](#)
- > [Publication Proofing/Template Tips](#)
- > [Conference Planning Handbook](#)
- > [Canva Flyer Templates](#)
- > [Social Media Resources](#)
- > [Website Information/Training](#)

SOCIAL MEDIA GRAPHICS CHECKLIST

SOCIAL MEDIA GRAPHICS CHECKLIST

With every graphic you post on social media to advertise an upcoming session, it is important to make sure you provide all the necessary information to your audience. Double check that you've included the following:



DATE & TIME



SESSION NUMBER



LOGO



CONTACT INFO

Who to contact with questions or assistance



LINK

*txr12.escworks.net
or a specific page on
www.esc12.net*

ADDITIONAL DETAILS

Did you answered all the questions your audience will ask?



**IS THIS SESSION ONLY FOR A SPECIFIC AUDIENCE?
(I.E. ONLY ADMINISTRATORS, ONLY EARLY CHILDHOOD, ETC.)**



IS THIS SESSION VIRTUAL OR IN PERSON?



**HOW MUCH DOES THIS SESSION COST?
IS THERE A DISCOUNT AVAILABLE?**

**When you post: Be sure to include info in text format for convenience and ADA compliance.*

*Need a graphic created for you or want an extra set of eyes on the graphic you've created?
Contact a member of CMS • publicinfo@esc12.net*

SOCIAL MEDIA POST CHECKLIST

SOCIAL MEDIA POST CHECKLIST

When posting about a session on social media, it is important to include all the necessary information in the body of your post. Double check that you've included the following:



GRAPHIC

see social media graphics checklist



IMPORTANT INFO

date / time / contact



HASHTAGS

relevant to your topic/audience/location



LINK

a direct link to the session on txr12.escworks.net or a specific page on www.esc12.net with more details



MENTIONS

the main ESC Region 12 account as well as other relevant ESC sub-accounts and any partners or sponsors

ACCESSIBILITY REQUIREMENTS

Add any text that appears on your graphic in the image description (twitter) or in the body of your post (facebook)

Capitalize the first letter of each word in all hashtags (CamelCase)



*Need help or have a question?
Contact a member of CMS • publicinfo@esc12.net*

If you have any questions or need additional assistance with any of the topics covered in this guide, contact a member of CMS at publicinfo@esc12.net.

4 THINGS ALL GREAT SESSION DESCRIPTIONS HAVE

1. **USEFUL.** Promise the prospect something that has value for him.
2. **ULTRA-SPECIFIC.** Get specific on HOW the potential attendee would find this training/service useful.
3. **URGENT.** Give the potential attendee a reason to acquire the benefit of the training/service sooner rather than later.
4. **UNIQUE.** Explain how there is one particular thing about this training/service that is different - in at least one small way - from every other training/service of that type. (Be real and concrete)

Templates: Session Description/FB Post

Stop wasting time

[DOING WHAT?]

Learn [WHAT] to/and [DO WHAT], [WHY /WHAT PROBLEM DOES IT SOLVE?] and [HOW DOES THIS MAKE MY LIFE/JOB EASIER?].

[WHAT] Basics: The # things all [AUDIENCE] needs to know

Overwhelmed by [A STRESSOR]? Join us and learn [WHAT] so you can [DO WHAT?] so [YOUR JOB LOOK LIKE WITHOUT THE STRESSOR].

[WHAT?] Challenges

[AUDIENCE] [VERB: Anticipate, deal with, prepare for] in [WHERE]

The [WHAT] is constantly evolving, and [AUDIENCE] must evolve along with it. Take a look at the top [WHAT] challenges [WHO, DO WHAT, WHERE] — and how you can overcome them.



ESC Region 12 Standards Quick Reference

APPROVED ESC REGION 12 LOGO VARIATIONS:

Color Logo:



Official Colors:



Color Logo Variations:



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LOGO USAGE:

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In electronic media, the logo in its RGB color and JPG or PNG format should always be used. If you require a different version of the logo, please consult Customer & Marketing Support.

Use of the logo on specialty promotional items, i.e. t-shirts, cups, bags, pens, etc., must be approved by Customer & Marketing Support to protect branding. Note: It is okay to use current approved vendors for ordering ESC shirts, t-shirts and other clothing items.

The ESC Region 12 logo should not be redesigned, embellished or combined with any other objects that alter the logo’s design.

JPG format includes a white background. PNG format includes a transparent background - best for use when logo is placed on top of color.

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Education Service Center Region 12

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month-year/department abbreviation

ex. 4-19/CMS

Department abbreviation may be followed by a revision number if the document has gone through several revisions to help staff keep track of the most current copy. Refer to the Procedures Manual for more information.

LOGO USAGE ON GARMENTS & PROMOTIONAL ITEMS

The ESC Region 12 logo is acceptable in its official Red and Blue (see above approved variations) colors when used on a light background (white, light blue, ivory, khaki, etc.). The logo may be used in a single color as a tone-on-tone or in a color complimentary to the shirt color. All requests for external graphic design, printing, promotional items and advertising are to be reviewed and approved by the Communications Office prior to development and/or ordering.

RESIZING LOGOS:

Avoid distorting the logo as it is designed to a specific height and width ratio. Even slight distortions can impact the consistency. When resizing the logo, stretch from the lower right hand corner or, when possible, re-size using proportional horizontal and vertical numeric or percentage values. Some software will allow you to hold the Shift key while resizing to maintain the ratio.

8-19/CMS



ELEVATING LIVES

through

*student
achievement*



ENHANCING SKILLS
educator success



BRIDGING GAPS
resource development



BUILDING ALLIANCES
community outreach

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Education Service Center

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