REYNOLDSBURG CITY SCHOOLS BRAND BOOK

Telling the RCS Story in a clear, consistent manner.

A working document

REYNOLDSBURG CITY SCHOOLS BRAND BOOK

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REYNOLDSBURG CITY SCHOOLS BRAND BOOK

Dear Reynoldsburg City Schools Staff,

In an effort to showcase the Reynoldsburg brand and ensure a consistent look and feel across our communication channels, I am pleased to introduce the Reynoldsburg City Schools Brand Book. This is a working document that you can reference as you go about creating communication pieces for your staff, building or social media. These guidelines can be helpful to ensure that no matter who is sending the communication, the message will be consistent and the reader will know it is coming from RCS.

All of our messaging should reflect our mission statement as appropriate for the given audience:

Empowering leaders who impact the NOW and innovate the FUTURE

We have four key vision statements to support our Mission:

Student Learning: enable students to take ownership of their learning and achieve full potential through challenging, engaging and relevant learning experiences.

Student Experience: Build an inclusive community where students feel safe, supported and engaged.

Communication: Promote a school community culture that allows all involved to have a voice and remain informed.

Finances: Equitably distribute resources to promote instructional programs that will support the District Mission.

As you are creating messages, please use the brand book to ensure we are putting forth a professional image. Each communication will be shaped by this book.

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Style Guidelines:

The Communications department of Reynoldsburg City Schools uses AP Style (Associated Press) when writing press releases and formal communications from Central Office. AP Style Guides can be found at any book store, or there is a searchable version online: https://www.apstylebook.com/

Web and social media communications may be less formal to address the appropriate audience.

Quick Tips for RCS Communications Consistency:

- School Board and Board of Education is always capitalized.
- District is always capitalized.
- Reynoldsburg City Schools may be abbreviated to RCS after first mention.
- School names should always include a designation (Elementary, Middle/Junior, and High) and should be capitalized.
- Use only one space between sentences. This will help with formatting when text is translated to Web or graphic layouts.
- Superintendent is always capitalized.
- When writing from or about the Superintendent, please use PhD designation and middle intial: Dr. Tracy R. Reed.

Font:

The official RCS font is Minion Pro. Headers should be in Minion Pro, size 14. Sub heads should be in Minion Pro and italicized in size 12. Body text should be Arial or Times New Roman, no smaller than size 10, no larger than size 12.

Ex:

Header
Sub-head
Body text

Web Access and Guidelines:

- Only staff with access to eSchoolView can update reyn.org.
- All text should follow the written communication guidelines above.
- All photos must have alt text and all downloads must be saved as either a PDF or Word doc AND in Rich Text Format (.rtf) to comply with ADA regulations.
- Videos must be close captioned to comply with ADA regulations.
- School Web pages should be updated often and in a timely manner. Information should be updated or removed as it changes/expires.
- Stories that can be linked to social media should always tag the Reynoldsburg City Schools Facebook page.
- Create bitlys for external links to keep character count to a minimum.

If you are the designated person within your building to update specific pages of reyn.org, you must complete ADA training. If there is a new contact within your building to update the website, or if you have additional questions regarding the website, please contact the Communications Director if you have any questions.

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Visual Identity:

The RCS colors are purple and athletic gold.

The official PMS/HEX Colors are:
Purple: 269C or #512D6D
Athletic Gold: 123C or #FFC72C

The official RGB/CMYK Colors are:
Purple: 81, 45, 109 or 26, 59, 0, 57
Athletic Gold: 255, 199, 44 or 0, 22, 83, 0

Did you know? Vector art and .eps files of the Pirate and RCS Logo are available from the Executive Director of Communications

The RCS mascot is Rocky the Raider Pirate.



Reynoldsburg City Schools



Reynoldsburg City Schools

The RCS logo is the Reynoldsburg City Schools Circle Logo. **We are no longer using the "Learners Today, Leaders Tomorrow" logo.**





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The 9X Impact Branding

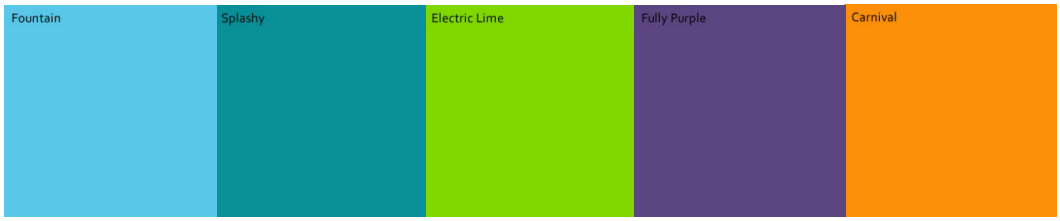
The 9X Impact is our Freshman Academy. It is housed at RHS' Livingston Campus.

The 9X Impact, when used in writing, is always bold and italicized.

The logo uses the RCS standard colors, Purple and Athletic Gold.



The secondary colors are:



The official **PMS/HEX** Colors are:
Fountain: 305C or #5ac8ed
Splashy: 321C or #0a9099
Electric Lime: 375C or #81d800
Fully Purple: 668C or #5a4681
Carnival: 1375C or #fc900a

The official **RGB/CMYK** Colors are:
Fountain: 900, 200, 233 or 61, 14, 0, 9
Splashy: 10, 144, 153 or 93, 6, 0, 40
Electric Lime: 129, 216, 0 or 40, 0, 100, 15
Fully Purple: 91, 70, 129 or 29, 46, 0, 49
Carnival: 252, 144, 10 or 0, 43, 96, 1

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CO-BRANDING

Every school is part of Reynoldsburg City Schools as a whole, adding to and gaining from the District's reputation. Therefore, the District encourages schools to co-brand to maintain clear affiliation with RCS and our mission: Empowering leaders who impact the NOW and innovate the FUTURE.

Preserving the integrity of our visual identity is essential for communicating the school and District's academic and programming excellence to both internal and external communities.

Co-branded logo

Please use your co-branded school logo on every official internal and external communication message, including: e-mails, documents, flyers, presentations, etc.

Quick Tips for Co-Branding Consistency:

- Always try to use the best quality logo. Enlarging a small image will result in a pixelated, low quality image.
- To keep the proportions in scale, hold down the SHIFT button while resizing.
- If you want to use the logo with a background that is not white, use the .png version. Jpg files will always display a white box around the image- .png files have a transparent background.

If you are working with an outside print company, please contact the communications director to request the .ai or .eps files.

Examples of Co-branded logos



Reynoldsburg City Schools
French Run Elementary



Reynoldsburg City Schools
French Run Elementary

Incorrect Usage

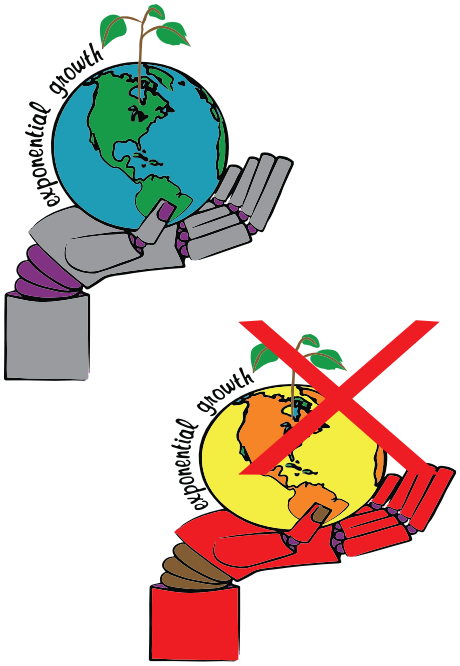
To establish and maintain the strength of the Reynoldsburg City Schools brand, correct and consistent use of the logo must be followed:

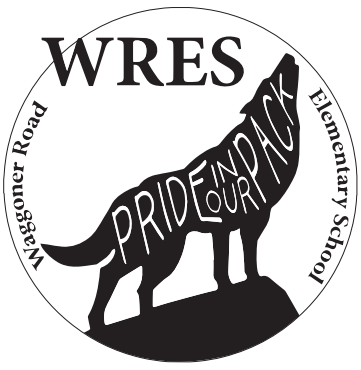
- Elements of the logo should not be obscured or covered by design elements such as background photos or graphics.
- The presentation of the design elements should not be altered by the insertion of shadows or screens that change the official school or District colors.
- Using the correct file type is important to ensure the clarity, sharpness, and consistency of the District visual identity assets.
- Print: at least 300 dpi at the actual size which the logo will appear on the web.
- Email and Presentations: at least 72 dpi at the actual size it will appear on the screen.

Do not alter logos by adding elements without the permission of the communications director.
Do not use retired logos.

Please reach out to the Executive Director of Communications with any questions or concerns.

Logos should avoid being stretched out of scale, recolored, redrawn, or have additional typefaces or text added.







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Official Letterhead

All communications from Central Office will be distributed on RCS letterhead with the RCS banner in purple across the top, the Mission Statement underneath and the RCS logo on the right:

REYNOLDSBURG CITY SCHOOLS

Empowering leaders who impact the NOW and innovate the FUTURE

Board of Education
Angela Abram, President • Jeni Quesenberry, Vice President
Kendra Mckay • Neal Whitman • Mandy Young
Dr. Tracy R. Reed, Superintendent • Angéle Latham, Treasurer

www.reyn.org 7244 E. Main Street, Reynoldsburg, Ohio 43068 (614) 501-1020

School Logos and Letterhead:

All schools have their own logos and letterhead.
If you are sending Building Communication, especially from the Principal, the School letterhead should be used instead of District letterhead.
School logos can be used in place of the RCS Circle Logo in your automatic signature on email. Please reach out to the Executive Director of Communications for any logos and letterhead.

Media Relations Guidelines

All media requests must come through the Executive Director of Communications at Central Office. If a reporter emails you directly, please forward the email to Valerie Wunder at valerie.wunder@reyn.org. She will follow up with the reporter and schedule an interview if appropriate.

- Any quotes to reporters must be approved by the Executive Director of Communications at the Central Office.
- Any press releases or Superintendent communications will come from the Communications Director at Central Office.

The Executive Director of Communications will do her best to alert the school of media activity on their campus. She will accompany journalists to staff interviews. Journaliasts will never be given free range of the school or be left alone with students or staff.

- Media Release forms for students must be on file with the school secretaries for photo opportunities.
- Media training is available from the Executive Director of Communications, for those who are interested.

Email Guidelines

All emails should include an auto-signature with your:

•Name
•Title
•District Name
•Office Address
•Phone Number
•Email
•RCS Circle Logo or School Logo

Valerie Wunder
Executive Director, Communications and Outreach
Reynoldsburg City Schools
7244 E. Main St
Reynoldsburg, OH 43068
office: 614-501-5790
valerie.wunder@reyn.org

Social Media

RCS currently uses reyn.org, Facebook, Twitter, Instagram and the REYN App to disseminate social messages. The website is updated at a minimum three to four days a week (Mon-Fri) during the school year and one to two times a week (Mon-Fri) during the summer.

Social Media: @ReynSchools

Quick Tips for RCS Communications Consistency on Social Media:

- Facebook and Twitter posts are sent out at a minimum of daily (Mon-Fri) during the school year and twice a week (Mon-Fri) during the summer.
- RCS tags community partners wherever possible to generate followers and engagement. Schools that have a Facebook or Twitter account should tag RCS in all of their posts.
- Schools should make an effort to invite the Communications Director to events, or send photos for web stories and social media posting.
- Photo Credits must be given on all social postings if the poster did not take the photo themselves. Generic images from Google Images should be used sparingly, and always use photos "labeled for reuse" under the "usage rights" drop down under the "tools" drop down.
- When posting, make sure content is appropriate, family-friendly. Ask yourself, "Would I be embarrassed to show this to a member of my family?" If the answer is yes, don't post!
- **All students in photos MUST have a media release form on file with the school secretary.**

Any questions about proper social media postings should be directed to the Executive Director of Communications.

Follow us and tag us when you post on Social Media!
We use **#REYNProud** as our hashtag on Twitter.

Crisis Communication

As issues arise, the Executive Director of Communications, Safety and Security Coordinator and Superintendent
will work together to craft strategic, thoughtful messages for students, families and the community. RCS currently has templates for several means of communications.

A Quick Step-by-Step Guide to the Communication Process in a Crisis:

1. Call 911
2. Control the situation and get people safe
3. Call the Director of Safety and Security
4. Reference your school's Emergency Response Plan

Together, the DSS and Executive Director of Communications, will issue an initial communication via Instant
Connect. A second communication will follow, either with more details or alerting readers that the situation has been resolved. Notifications will continue until the situation is resolved.

Instant Connect:

RCS uses a one-call system called Instant Connect for a variety of communications, but it is especially helpful in an emergency situation. RCS recommends training on Instant Connect through our vendor Bright Arrow, and understanding the different benefits between messages that are sent via:

1. Text
2. Phone
3. Email

Quick Tips Regarding Instant Connect Communications:

- When sending emails via instant connect, use the HTML option and include the school or District letterhead. Instant Connect does not have Minion Pro, use Arial font.
- When sending phone messages, use the female voice options for non-emergency situations. The male voice will be used for emergency situations only.

Communications Contact and Role

Executive Director, Communications and Outreach.
Valerie Wunder
(614) 501-5790
valerie.wunder@reyn.org

Office Responsibilities

- Internal communications with district staff
- External communications with the community
- Media contact
- District website development and management
- Social media manager