



NCPS Style Guide + Brand Standards



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Introduction

The purpose of branding is to attach meaning to our organization's visual elements through unified messaging and consistency. It is absolutely critical that the standards in this guide are followed so that all district collateral reinforces the message we want to send and is presented in a polished and professional manner.

A well-defined, consistent image will reinforce our name and presence as a professional and committed public school system in the eyes of the public, the community, and our supporters. Please contact the Department of Communications if you have questions or concerns regarding the use of the logo or the district's brand and style strategy.

The NCPS logo is the official trademark of the school district. Permission must be obtained to use the logo outside of official school system publications. The logo is never to be used for commercial or political purposes. Please contact the Department of Communications with questions about usage or requests for the official logo.

Nash County Public Schools' graphic identity is an important element in the branding and marketing of the school district. The school district logo must appear on all school district materials, including but not limited to publications, presentations, student handbooks, district-wide documents, district-wide surveys, websites, and school stationery (letterhead, envelopes, and business cards).

It is imperative to use the official stationery templates provided to maintain consistency with branding and to comply with ADA II requirements.

For downloads and other information, please visit the following link
<https://www.ncpschools.net/page/ncps-brand-and-style-guide>

Logo Style Standards for Print & Multimedia Use



Appearance

The Nash County outline should never be used alone as a logo, though it may be used as an artistic element. The official district logo no longer includes a pencil or the word "Nash." The "N" should not be filled with any words unless approved.

The logo should never be rotated in any manner, including on its side or upside down. It should appear right side up exactly as shown. However, the logo may be used with a vertical orientation so that the square with the large "N" is above or to the left of the district name. The full district name must always be displayed. Preferably, use the logo in color; however, solid black or white is acceptable.

Logos are available for download at the following link:

<https://www.ncpschools.net/page/ncps-brand-and-style-guide>

Select the Logo Files Category Dropdown Option:

NCPS Logo Rebrand - Staff Hub

Google Slides Templates	+
Google Doc Templates	+
Logo Files	-
<ul style="list-style-type: none">• Icon Only• Rectangle/Horizontal Logo Format• Vertical/Stacked Logo Format	
Logo Color Guide	+



Official Colors

Nash County Public Schools' official colors are Teal and Deep Ocean Blue. Our complementary color palette includes cyan blue, yellow, white, and gray. These colors are integral to our brand identity and must not be altered or changed in any manner.

The following PMS color codes (for coated paper stock) are the specific colors from the Pantone Color Match System (PMS) selected for use in all publications and multimedia applications:

Logo Usage for Colors Guide

Shading effects must never be applied to the logo. Ensure that the logo is consistently represented in all materials to maintain brand integrity.

Logos are available for download at the following link:

<https://www.ncpschools.net/page/ncps-brand-and-style-guide>

Select the Logo Color Guide Category Dropdown Option:

NCPS Logo Rebrand - Staff Hub

Google Slides Templates	+
Google Doc Templates	+
Logo Files	+
Logo Color Guide	—

- [Color Guide](#)

PRIMARY COLORS



SECONDARY COLORS



PRIMARY



- **RGB:** R (15), G (76), B (129)
- **HEX Code:** #0f4d81
- **CMYK:** C (99.09%), M (76.11%), Y (23.97%), K (8.1%)
- **Pantone:** 541C



- **RGB:** R (75), G (159), B (150)
- **HEX Code:** #4b9f96
- **CMYK:** C (71.01%), M (18.77%), Y (44.92%), K (0.8%)
- **Pantone:** Pantone P-131-4C

SECONDARY



- **RGB:** R (166), G (196), B (221)
- **HEX Code:** #a6c4dd
- **CMYK:** C (34%), M (14%), Y (5%), K (0%)
- **Pantone:** 277C



- **RGB:** R (244), G (237), B (0)
- **HEX Code:** #f4ed00
- **CMYK:** C (8%), M (0%), Y (98%), K (0%)
- **Pantone:** 803 C



- **RGB:** R (177), G (120), B (123)
- **HEX Code:** #75787b
- **CMYK:** C (56%), M (46%), Y (44%), K (10%)
- **Pantone:** Cool Gray 9C

Typography

The typography chosen for NCPS plays a major role in creating a consistent look on all materials. The official fonts are **Tahoma** and **Arial**.

When using Canva, it's **Poppins** for typeface.

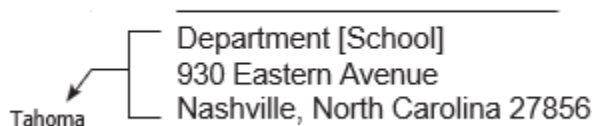
Standard NCPS fonts

Tahoma | Poppins in Canva

Arial

Return Address

The NCPS return address should appear in color or black as shown using font size 10 in Tahoma. Keep in mind that the same protected area and proper scale guidelines apply with the return address



Department [School]
930 Eastern Avenue
Nashville, North Carolina 27856

Tahoma

Department Logos & Art



Logo Dimensions and Proper Usage

The NCPS logo has been meticulously crafted to ensure readability across a spectrum of sizes, from expansive banner-size prints to the compact confines of business cards.

We provide two (2) standard dimensions for the logo:

Stacked: 2" x 1.1179"

Horizontal: 2" x 0.6908"

However, in instances where space is limited, the logo may be scaled down to as small as 1 inch by half an inch. It is crucial to adhere to the minimum allowed dimensions, ensuring the logo retains its clarity and impact without distortion.

For optimal scalability and versatility, we recommend utilizing PNG format with a transparent background. This ensures seamless integration into various backgrounds and maintains clarity when resized.

However, depending on the project size and specific requirements, we encourage you to contact the Communications Department. We can provide the best vector format, such as SVG (Scalable Vector Graphics), ensuring maximum scalability without compromising quality.

If you encounter any blurriness or uncertainty regarding logo usage, please don't hesitate to reach out to the Communications Department for expert guidance. Your commitment to upholding our brand standards is paramount to our collective success.



Logo Usage Guidelines

The district's logo stands as a cornerstone of our branding and identification strategy. Its integrity must remain uncompromised by any visual elements. When divisions and departments disseminate materials to the public, they must unmistakably showcase affiliation with Nash County Public Schools. Therefore, incorporating the district logo in a manner consistent with our established brand standards is imperative.

Understanding the distinction between a "logo" and "art" is equally vital. A logo serves as a symbol or wordmark representing the organization's activities and publications, among other aspects. As such, it must consistently and accurately reflect the organization's identity.

On the contrary, "art" offers greater flexibility, adapting to each campaign or initiative's specific message and intended audience.

Below are examples illustrating this distinction:



Guidelines for Brand Consistency

To reinforce the unified image of NCPS, divisions and departments are requested to discontinue the use of independent logos. Such logos may inadvertently convey a message of separateness from the district, diluting our overall brand impact. However, departments are encouraged to leverage "art" in their communications to craft unique and compelling messages.

Furthermore, when ordering clothing, accessories, giveaways, banners, and other promotional materials, all departments must adhere strictly to the official colors of Nash County Public Schools. There should be no deviation from the prescribed color palette. For example, colors such as green, purple, orange, coral, red, pink, burgundy, and gold are not permitted.

All apparel, accessories, and promotional items representing Nash County Public Schools, especially those associated with school system departments, must exclusively feature colors outlined in the official brand guide. This ensures a cohesive and recognizable brand identity across all touchpoints.

Some examples are provided below on using the brand colors properly:



Guidelines for Brand Consistency Continued



Stationery, Presentations & Letterhead



Business Cards

The NCPS logo is on file with two local print shops, Allegra and Key Printing. Should your department prefer or use a different local printer, kindly reach out to our Communications Department. Simply tell us of your preferred local printer service, and we'll ensure they receive the necessary files promptly. No other logos are to be included on a Nash County Public Schools business card. We do not design business cards.

Google Slide Templates

Google Slide Templates for District presentations which can be customized are available for download at <https://www.ncpschools.net/page/ncps-brand-and-style-guide>. Select the Google Slides Templates Dropdown Option. Please be sure to select copy presentation, versus editing the Google Slide.

NCPS Logo Rebrand - Staff Hub



Please bear in mind that all presentations constitute public records. In the event that you are distributing or showcasing an incomplete presentation, kindly add a "draft" watermark to it. Additionally, exercise caution regarding the sharing privileges granted when disseminating your presentations. Your attention to these details ensures professionalism and confidentiality in your communications.

Google Doc/Letterhead Templates

Google Doc Letterhead Templates for District correspondence which can be customized with specific contact information are available for download at <https://www.ncpschools.net/page/ncps-brand-and-style-guide>
Select the Google Doc Templates Category Dropdown Option:

NCPS Logo Rebrand - Staff Hub

Google Slides Templates	+
Google Doc Templates	-
• Google Doc Letterheads	
Logo Files	+
Logo Color Guide	+

Publication Signature

930 Eastern Ave,
Nashville, North Carolina 27856-
252-459-5300
www.ncpschools.net

930 Eastern Ave, Nashville, North Carolina 27856

Communication Design Services & Tips



Guidelines for Communication Design Services

The Department of Communications is fully committed to supporting all district communication efforts and publications. While we strive to accommodate every project, the sheer volume makes it impractical for us to handle them all. Therefore, NCPS departments and schools are empowered to create their own materials using the provided guidelines and templates available for download on our website.

It's important to note that any promotional or informational materials created internally within NCPS must undergo approval by the Communications Team (pr-dept@ncpschools.net) before being utilized or distributed. This ensures alignment with NCPS brand guidelines and maintains consistency in messaging and presentation.

We understand that certain projects may require our direct involvement, and we're more than happy to provide assistance. Our services include graphic design, photography, video production, website and social media training, Alerts Training, Thrillshare training, copywriting, marketing support, collaboration strategy, and more! To streamline the process and ensure prompt delivery of your design requests, please complete the online Request Form at <https://docs.google.com/forms/d/e/1FAIpQLSfUKjN1dqAW4I6r-CPFO9U28LbEf4tcbu6jpTlxCEm1wxROtA/viewform>. Keep in mind that our team serves the entire district, so please allow us sufficient time to fulfill your requests. Additionally, don't forget to include any feedback and delivery time goals in your schedule for smooth coordination.

As the subject matter experts, each NCPS department and school holds the responsibility for crafting and refining their digital communication content. The Department of Communications is happy to offer copyright, design and structural collaboration, as well as training for Communications on Thrillshare editing.

When developing your own elements, such as graphics to submit to be distributed or for presentations, remember the mantra: "simpler is better." Small or ornate fonts can pose readability challenges on screens, while an excess of graphics can clutter your message.

General Communication Guidelines:

- Graphics, banners, and similar elements are meant to captivate users' attention, acting as enticing "teasers." There's no need to overload them with details; they should serve as gateways to more comprehensive **presentations**.
- Utilize official NCPS fonts, chosen for their legibility across various applications.
- Opt for a single, impactful photo or image to complement your message, avoiding clusters that diminish available space.
- Text can overlay photos, but ensure legibility over patterns or certain colors.
- When submitting department-designed elements for distribution by the Department of Communications, provide a .jpg file alongside the source file from the creation platform (e.g., Photoshop, InDesign) (if available).
- The Comms team retains the right to edit all elements from district departments to enhance effectiveness and uphold the NCPS brand. We'll collaborate with department contacts on any changes or recommendations before distribution.
- We have constraints on the number of toggles and banners we can exhibit simultaneously. The Communications Department reserves the right to add, remove, or decline various communication elements from the homepage as deemed necessary based on the topic.
- By adhering to these guidelines, you'll ensure your communication presence resonates effectively while maintaining the integrity of the NCPS brand.

Self-Service Design Tips

The goal of all district communications is to present a clear message targeted at a specific audience in a polished and professional manner. As you begin to draft your message and before you commit to a specific element, be sure to discuss with your team:

- **WHAT** am I communicating?
- **WHO** am I trying to reach?
- **WHERE** am I most likely to reach my target group --online, at schools, etc.?

Cut the Clutter

Keep the clipart to a minimum. Too many pictures and clipart will distract the viewer from the important content. Keep it relevant to the topic you are presenting, and avoid using unprofessional clip art in serious communications.

When in Doubt, Go Smaller

Oversized text appears clunky and

amateurish. Body copy should not be larger than 12-point type, preferably 10 points. For title headlines use bold text, five- or six-point sizes larger than the body copy.

When Everything Is Important, Nothing Is Remember, if everything is big and bold, nothing will stand out. Select only a short phrase or a few words to emphasize.

White Space is Golden

Don't place your text too close to the edge of the paper, to a photo, or to a graphic. Leave at least .25" margin on all sides.

Use Fewer Fonts

Standard NCPS fonts should be used primarily. Use stylized fonts VERY sparingly. For better end-user readability, contain the

number of fonts per publication to a maximum of two and avoid "fun" fonts.

Not all projects will require hard copy collateral (printed items such as flyers, brochures, and posters) and soft copy elements (digital items such as website, email blasts, and social media graphics). Some projects may be better served by a focused social media alert or in-school flyer while others may require more support.

Photography and Videography

The Department of Communications does not employ a full-time staff photographer or videographer. Instead, our Communications team captures photographs or videos of events they attend using professional cameras or mobile devices for distribution on various platforms and publications. The Technology Department does step in to assist for larger district wide events for videography efforts. We also rely on our media coordinators and webmasters at each school to capture photography and videography.

Throughout the year, the team engages third-party photography services to document specific events, expanding our image bank for district illustrations across official websites, print and media publications, and other materials. Aligned with the brand direction of the NCPS district, these images:

- Cultivate a distinctive, branded style reflecting the district's image and identity.
- Contribute to the marketing objectives and unique identity of NCPS.
- Refresh our inventory of marketing photos (access available upon request).

Should you require student, staff, or facility photographs for inclusion in your self-service collateral designs, please reach out to the Communications Team. Please note that we require a week's notice for any last-minute requests.

Please note that NCPS photography cannot be used for commercial purposes, and all photo requests will be assessed based on their final usage. Photography services will not be provided to any entity portraying NCPS in an unfavorable light.

For video or broadcast services and inquiries, please contact the communications department.

Editorial Style Guide

When crafting your message, it's crucial to remember that many of our audiences overlap. In a single week, one reader might receive various communications, such as the Parent Guardian Newsletter, a letter from the superintendent, a flyer about the Dual Language program, and a brochure about an engagement group. This scenario could lead to confusion if each publication uses English differently, leaving readers questioning if we're all referring to the same place.

For the sake of our readers and to maintain consistency, we advocate for using a clear, consistent, and contemporary writing style in all nonacademic and nonlegal documents originating from the school district. The Department of Communications endorses the Associated Press Stylebook, available for purchase at <http://www.ap.org/pages/product/order.html>.

Acronyms should be used on second reference in any communications. Write out the words that make up the acronym on first reference followed by the acronym in parentheses. For example:

Nash County Public Schools (NCPS) continue to meet Adequate Yearly Progress (AYP). The federal government requires schools to make AYP every year.

Thank you for your cooperation in adhering to these guidelines. Committing to district-wide consistency enhances the credibility of our publications and significantly improves our audiences' understanding of NCPS.

Contacts:

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Caroline Johnson, Digital Communication Specialist, Communication, Planning and Engagement Department

Sarita Lamm, Board Clerk and Communication Specialist, Communication, Planning and Engagement Department