

Keller ISD

Communications Department

Editorial Style Guide



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Official Keller ISD Name

- Use Keller ISD on first reference
- On subsequent references, use KISD or district. Do not capitalize district when it is not part of a proper name
- Do not use the entire name unless in a formal or legal document
 - INCORRECT: *After KISD's fall break, the District will implement the new policy.*
 - CORRECT: *After Keller ISD's fall break, the district will implement the new policy.*

Official Keller ISD Campus Names

- A school is an inanimate object. When using as a pronoun to refer to school, use "it" or "its":
INCORRECT: *Fossil Ridge High School is heading to the playoffs for **their** second straight year.*
CORRECT: *Fossil Ridge High School is heading to the playoffs for **its** second straight year.*
- Always use the complete name of the school the first time it is referenced, and drop the "elementary school," "intermediate school," "middle school," or "high school" on subsequent references
 - Exception: Keller High School and Keller Middle School must be "Keller High" or "Keller Middle," respectively, on subsequent references to avoid confusion between the two campuses.
- Proper abbreviations may also be used on subsequent references:
 - **Basswood Elementary School** = BWES
 - "Basswood" is one word (NOT "Bass Wood")
 - Also the name of a street. When using in subsequent references among information regarding nearby streets, may need to use abbreviation or full campus name.
 - **Bear Creek Intermediate School** = BCIS
 - **Bette Perot Elementary School** = BPES
 - **Bluebonnet Elementary School** = BES
 - **Caprock Elementary School** = CES
 - "Caprock" is one word (NOT "Cap Rock")
 - **Central High School** = CHS
 - **Eagle Ridge Elementary School** = ERES
 - **Florence Elementary School** = FES
 - If mentioning multiple KISD elementary schools, may want to avoid using this abbreviation to avoid confusion with Friendship and Freedom.
 - **Fossil Hill Middle School** = FHMS
 - **Fossil Ridge High School** = FRHS
 - **Freedom Elementary School** = FRES
 - If mentioning multiple KISD elementary schools, may want to avoid using this abbreviation to avoid confusion with Friendship and Florence.

- **Friendship Elementary School** = FSES
 - If mentioning multiple KISD elementary schools, may want to avoid using this abbreviation to avoid confusion with Florence and Freedom.
- **Heritage Elementary School** = HES
- **Hidden Lakes Elementary School** = HLES
- **Hillwood Middle School** = HMS
 - “Hillwood” is one word (NOT “Hill Wood”)
- **Independence Elementary School** = IES
- **Indian Springs Middle School** = ISMS
- **Keller Center for Advanced Learning** = KCAL
 - Houses high school CTE programs, but do not refer to as “CTE Center.”
 - Can be referred to as “KCAL” or simply “Center for Advanced Learning” (no “Keller”) on subsequent references or when in internal messaging.
- **Keller Collegiate Academy** = KCA
 - Keller Collegiate Academy is a school located within the Keller Center for Advanced Learning campus.
- **Keller Compass Center** = KCC
 - Formerly the New Directions Learning Center, the campus houses New Direction High School (NDHS) as well as the District’s Disciplinary Alternative Education Program (DAEP)
- **Keller High School** = KHS
- **Keller Middle School** = KMS
- **Keller-Harvel Elementary School** = KHES
 - “Keller-Harvel” is hyphenated (NOT “Keller Harvel”)
- **Liberty Elementary School** = LES
- **Lone Star Elementary School** = LSES
 - “Lone Star” is two words (NOT “Lonestar”)
- **North Riverside Elementary School** = NRES
 - Also the name of a street. When using in subsequent references among information regarding nearby streets, may need to use abbreviation or full campus name.
- **Park Glen Elementary School** = PGES
 - “Park Glen” is two words (NOT “Parkglen”)
- **Parkview Elementary School** = PES
 - “Parkview” is one word (NOT “Park View”)
- **Parkwood Hill Intermediate School** = PHIS
- **Ridgeview Elementary School** = RES
 - “Ridgeview” is one word (NOT “Ridge View”)
- **Shady Grove Elementary School** = SGES
- **Sunset Valley Elementary School** = SVES
 - “Sunset” is one word (NOT “Sun Set”)
- **Timber Creek High School** = TCHS

- “Timber Creek” is two words (NOT “Timbercreek”)
- **Timberview Middle School** = TMS
 - “Timberview” is one word (NOT “Timber View”)
- **Trinity Meadows Intermediate School** = TMIS
- **Trinity Springs Middle School** = TSMS
- **Whitley Road Elementary School** = WRES
 - Also the name of a street. When using in subsequent references among information regarding nearby streets, may need to use abbreviation or full campus name.
- **Willis Lane Elementary School** = WLES
 - Also the name of a street. When using in subsequent references among information regarding nearby streets, may need to use abbreviation or full campus name.
- **Woodland Springs Elementary School** = WSES
 - Also the name of a street. When using in subsequent references among information regarding nearby streets, may need to use abbreviation or full campus name.
- **Vista Ridge Middle School** = VRMS
 - “Vista Ridge” is two words (NOT “Vistaridge”)
- **High Schools**
 - When addressing an audience within Keller ISD, do not put “Keller” in front of the names of KISD’s high schools (other than Keller High).
 - When referencing another high school not in Keller ISD, it is appropriate to put the city name in front of the high school name:
 - *Arlington Lamar High School*
 - *Dallas Skyline High School*
 - It is not necessary to include the city or school district name when a high school’s location is easily identifiable:
 - *Haltom High School* NOT *Haltom City Haltom High School*
 - *Richland High School* NOT *North Richland Hills Richland High School*
 - *Saginaw High School* NOT *Eagle Mountain-Saginaw Saginaw High School*
 - When mentioning a high school not in Texas, include the state abbreviation in parenthesis after the first reference
 - *Jenks High School (Okla.)*
 - *Bishop Gorman High School (Nev.)*

Other Keller ISD Facility Names

- **Keller ISD Education Center**
 - “Education Center” on subsequent references
 - NOT “KISD Administrative Building” or “Administrative Building”
 - Descriptive “administrative building” may be used to explain the purpose of the Education Center.
 - “Rock Gym” refers to the Keller ISD Boardroom, a location at the Keller ISD Education Center. “Rock Gym” should not be used to describe the Education Center in general
 - “Teacher Training Center” refers to a location at the Keller ISD Education Center. “Teacher Training Center” should not be used to describe the Education Center in general.
- **Keller ISD Education Center Annex**
 - “Education Center Annex” or “Annex” on subsequent references
 - Houses: Technology, Records, Media Production, Special Education, and meeting facilities
 - Located at 10310 North Riverside Drive, Fort Worth
- **Keller ISD Natatorium**
 - Swimming and diving complex located at 1000 Bear Creek Parkway
 - “KISD Natatorium” an acceptable alternative
 - “Natatorium” may be used on subsequent references; must be capitalized if referring to the facility itself
- **Maintenance and Operations Facility**
 - Houses transportation, custodial, and warehouse services
 - Located at 11300 Alta Vista Road, Fort Worth
 - “M&O Facility” acceptable on subsequent references
- **Keller ISD Agriscience Learning Center**
 - Animal housing and CTE classroom facility located at 11277 North Beach Street
 - “Agriscience Learning Center” or “ALC” acceptable on subsequent references

Font and typography guidelines

- Use capital letters sparingly
 - WHEN PEOPLE WRITE IN ALL CAPS IT'S LIKE THEY ARE SCREAMING!
- Exclamation points
 - When wanting to convey excitement in a written piece, only one exclamation point is necessary.
WRONG: We are so excited to welcome Keller Middle School grandparents to our campus!!!
CORRECT: Caprock Gators are the best!
- Use italics sparingly
 - Large blocks of italicized text are hard to read. Use *only* for emphasis.
- Font size
 - In the body of an email, letter, or body of web copy, avoid using font sizes smaller than 10 point or larger than **14 point**.
- ***See also, Punctuation***

Addresses

- Use abbreviations (St., Ave., Blvd., etc.) only with a numbered address such as *3901 Thompson Rd.*
- Spell out when used without the number.
Example: *Fossil Ridge High School is located off of North Tarrant Parkway near North Beach Street.*

Ages

- Always use numerals
- Ages expressed as adjectives before a noun or as substitutes for a noun should be hyphenated.
Examples:
The student was 8 years old.
The 8-year-old student enjoyed the math lesson.

Capitalization

- **Capitalize proper nouns**
 - Do not capitalize curriculum areas: *math, science, career and technical education*
 - Specific courses are proper nouns and can be capitalized: *Algebra I, Physics II, Introduction to Engineering Principles*

Common Spelling Mistakes

- **All right vs. alright:** “All right” is the correct usage.
- **Complement vs. compliment:**
 - “Complement means to complete something or bring something to perfection (*The new book complements the class*).
 - “Compliment” means to praise something (*I want to compliment the author on a job well done*).
- **Effect vs. affect:** In most cases, “effect” is a noun and “affect” is a verb.
 - An effect is a result or consequence. (*The damage caused a crackling effect to be heard through the speakers.*)
 - “Affect” means “to influence.” (*The sound system was affected by the rain.*)

- **Insure, ensure, assure:**
 - “Insure” means to limit financial liability.
 - “Ensure” means to make certain.
 - “Assure” means to reduce or eliminate one’s doubt or anxiety.

- **Its vs. it’s:**
 - “Its” is the possessive form of the word “it.”
 - “It’s” is the contraction of the phrase “it is.”

- **Their, they’re, there:**
 - “Their” is the possessive form of “they.”
 - “They’re” is the contraction of the words “they are.”
 - “There” refers to a location.

- **Which vs. that:**
 - “Which” is used to provide additional information about the item being discussed. (*Bonnie finally passed the exam, which was a stumbling block for her.*)
 - “That” is used to create a distinction between the item being discussed and other similar items. (*Billy failed the first exam that was offered last week.*)

- **Who vs. that:**
 - “Who” is generally used when referring to a person. (*Annie is the one who rescued the bird.*)
 - “That” is generally used when referring to an object. (*Luke is on the team that won first place.*)

- **Worse vs. worst:**
 - “Worse” is used to make a comparison against a finite number of other items. (*The day could not have started any worse for Sylvia.*)
 - “Worst” is the superlative; it means that nothing is less desirable. (*Jennifer knew that the first day was always the worst.*)

- **You’re vs. your:**
 - “Your” is the possessive form of “you.”
 - “You’re” is the contraction of the words “you are.” (*You’re responsible for your own work.*)

Dates and Times

- When writing out the time, date, and location for an event, place the information in that order (**Time/Date/Place**)
 - Examples:
INCORRECT: *Timber Creek's annual musical opens in the Fine Arts Center on Thursday, February 18, at 7 p.m.*
CORRECT: *The next Keller ISD Board Meeting will be at 6:30 p.m. Thursday, January 22, at the Education Center.*
- a.m. or p.m. (not "am" or "PM")
 - When citing a period of time, use a hyphen between the two numbers where you might say "to"
Example: "Six to eight p.m." becomes "6-8 p.m."
 - Always include a space between the number and "a.m." or "p.m." ("7 a.m." not "7am")
 - If both times are a.m. or both times are p.m., only reference once:
 - 6-8 p.m. or 6 a.m.-8 p.m.
 - NOT 6 p.m.-8 p.m.
- Ordinal indicating suffixes ("-st," "-nd," "-rd," "-th") are not necessary following a date.
 - April 22
 - NOT April 22nd

Dimensions/Measurements

- Use numerals to spell out pounds, ounces, tons, inches, feet, and yards.
- Hyphenate when dimensions are used as adjectives. (*The 10-foot-wide hallway was not large enough for the students.*)

Directionals

- Capitalize directionals like east and west only when part of a proper name.
Examples:
Timberview is just east of the Early Learning Center.
The new principal is joining us from a school in West Texas.

Grade Level

- Spell out first through ninth and use numerals for 10th and above.
Examples:
He was a first grader this year.
The 10th grader felt comfortable showing freshmen to their classes.
He enrolled for 12th grade this year.
He was a ninth grader when he was in band.
- When providing information about multiple grades, the preferred usage is “grades” followed by the number range.
Examples:
Proficiency for students in grades 3-6 on state reading assessments should increase this year.
Keller ISD intermediate schools house grades 5-6.
- Spell out pre-kindergarten where possible. If you must abbreviate for space constraints or headlines, use pre-K. If part of a range, “PreK” is acceptable (ex. *Some elementary schools teach grades PreK-5.*).
- ***See also, Numbers/Numerals***

Internet Addresses

- When writing a web address in the body of a letter, email, or story:
 - Do not include “http://” unless it is a critical part of the address
 - Do not leave a space between the end of the web address and the period
 - Do not underline the address unless it appears in an online document and is actually an active hyperlink.
- Capitalize the “K” and “ISD” when referring to the district’s website: www.KellerISD.net.

Numbers/Numerals

- In general, spell out whole numbers one through nine and use numerals for 10 and above
- Always spell out numbers when they start a sentence, unless it is a calendar year
 - Avoid starting a sentence with the calendar year, if possible.
- Spell out the ordinal numbers first through ninth when they indicate a sequence in time or location (first base, First Amendment, first in line)
- Use 1st, 2nd, 3rd when indicating sequence in naming conventions (typically geographic, military, or political) like the 7th Fleet or 1st Place
- Always use numerals when discussing percentages and use the percent symbol rather than spelling out “percent” (*this is a recent update to AP Style*)
WRONG: 6 percent
WRONG: six percent
CORRECT: 6%
- Always use numerals for money amounts (5 cents, \$650,000 or \$1 million)
- Use decimals instead of fractions (“.75” for three-quarters, or “1.5” for one and one-half)
- ***See also, Grade Level***

Phone Numbers

- Use hyphens to separate series of numbers within a phone number, including the area code. (Avoid using parenthesis for the area code.)
CORRECT: 817-744-1000
INCORRECT: (817)744-1000
INCORRECT: 8177441000

Punctuation

- **Ampersands (&):** Do not use “&” in the body of a document, instead spell out “and.”
 - Exception: “&” is appropriate if it is the official title of a proper nounExamples:
AT&T
Toni & Guy

 - **The “at” symbol (@):**
 - Use only in an email address or with a social media username, not as a shorthand for “at” in a typical sentence.Examples:
CORRECT: *You can email information to Communications@KellerISD.net, and follow us at @KellerISD on Instagram.*
INCORRECT: *You can email information to Communications at KellerISD.net, and follow us at KellerISD on Instagram.*
CORRECT: *The meeting will be held at the Education Center.*
INCORRECT: *The meeting will be held @ the Education Center.*

 - **Semicolons:**
 - Use semicolons to link to independent clauses (each of which, by itself, could be its own sentence) together in a single sentence to give them equal position in a written piece.Examples:
CORRECT: *James always excelled at math; English was not his strongest subject.*
INCORRECT: *James always excelled at math, English was not his strongest subject.*
INCORRECT: *James always excelled at math; his strongest subject.*

 - Semicolons can also be used to link items or clauses to avoid confusion.
- Examples:
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- CORRECT:
- These new rules apply to elementary, intermediate, and middle schools; but high schools, along with other secondary campuses, will adhere to different sets of regulations.*
-
- INCORRECT:
- These new rules apply to elementary, intermediate, and middle schools, but high schools, along with other secondary campuses, will adhere to different sets of regulations.*

Spacing

- Include only one space after sentences, not two.
 - *Note: two spaces may be appropriate or required in other forms of writing, but one space is preferred in most modern situations.*