



LORAIN
CITY SCHOOLS



BRAND GUIDELINES

Identity and Style Manual for Lorain City Schools

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COMMUNICATIONS

WHO WE ARE



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WHY OUR BRAND MATTERS

WE ARE A REFLECTION OF OUR VALUES AND OUR VISION

At Lorain City Schools, We Believe in the collective power of our community. We believe in the brilliance of our students, the dedication of our staff, and the importance of showing up each day with pride and purpose.

That belief isn't just spoken. We show it in our work every single day.

Our brand guidelines are more than design preferences. They're a visual reflection of our strategic plan and the shared values that guide our work: equity, opportunity, and excellence for every child in our care.

When we use our logo consistently...

When we stick to our colors and fonts...

When we present a unified visual identity across buildings and departments...

We send a powerful message: We are one district. One team.

This consistency builds recognition. It builds trust. And it strengthens our ability to speak clearly and confidently to students, families, and the broader community.

So whether you're designing a flyer for a family night, ordering spirit wear for your school, or putting together a presentation for your staff, your choices matter. Every piece contributes to the larger picture of who we are and what we stand for.

Let's represent Lorain City Schools with the care, pride, and unity our students deserve.

BRAND COMPONENTS

ENSURING BRAND CONSISTENCY

Our brand's visual identity - the logo, typefaces, and colors that complement it - creates one of the first impressions the public at large, our community, staff, and students see of Lorain City Schools. Each employee and board member has a responsibility for promoting our brand identity and ensuring its consistency.

Although there may be occasions when a degree of flexibility is required, the standards in this manual will help ensure our brand identity is applied correctly in a wide variety of environments.

The Communications Director is responsible for ensuring brand consistency across the district. If you have questions about the district brand and using any of the elements within, please contact Lisa Roberson at lroberson@lorainschools.org.

LOGO USAGE

Our logo is the visual representation of our brand and one of the first impressions of our organization. Used consistently, it will become a strong, recognizable symbol of who we are and what students, parents, and the broader community can expect from us.

COLOR PROFILES

Consistently using color visually reinforces our identity to all stakeholder groups, increasing recognition of our brand and message in all our communications. This also fosters trust that information being shared - especially online and in the social media landscape - is an official message from the District.

TYPE FACES

The Lorain City School District's brand includes the use of complementary typefaces, which characterize our schools by proudly commanding attention and are easy to read in multiple languages.

BRAND COMPONENTS

DISTRICT LOGO

LOGO ARCHITECTURE

MAINTAIN A MARGIN OF WHITE SPACE SURROUNDING LOGO



MAINTAIN A MARGIN OF WHITE SPACE SURROUNDING LOGO

LIGHT BACKGROUND



DARK BACKGROUND



BRAND COMPONENTS

ADDITIONAL LOGOS & USE



STRATEGIC PLAN



GENERAL USE



SUMMER CAMP



FAMILY ACTION
MEMBERS



COMMUNITY
EVENTS



ENGAGEMENT
CENTER



ELEMENTARY TITUS



SECONDARY TITUS

BRAND COMPONENTS

INAPPROPRIATE LOGO USE

Neither the name of the district nor any District logo may be used in a manner that could adversely affect the District's image or standing or for any other reason that would be inappropriate.

Do not change fonts, typeface or alignment



Do not use logo on a similar colored background



Do not use logo on busy or distracting backgrounds



Do not stretch, skew or cut-off the logo



Do not overlap logos



Do not use retired logos

BUILDING IDENTITY WITHIN OUR BRAND

WHY IT MATTERS

Every flyer, sign, sweatshirt, and social media post tells our story. When we use a single logo, a consistent color palette, and unified messaging, we show that we are one district, one band, one sound. That's why we don't change the logo, create school-specific versions, or assign new mascots.

We are all Titans.

We all rep Titan Blue and Gray.

SO, HOW CAN SCHOOLS SHOW THEIR UNIQUE FLAVOR?

We do want your school's voice to shine. Here's how you can personalize your presence—without compromising the brand:

✓ Use building-specific slogans or themes

Your school can create a unique tagline or message that reflects your vibe.

→ Example: "Larkmoor Elementary School: A Place Where We Are Committed To Academic Excellence!"

✓ Spotlight your stories

Post photos and videos that highlight what makes your students and staff special—showcase events, traditions, and culture-building moments that are uniquely yours.

✓ Celebrate Titans your way

You don't need a new logo or mascot—make the Titan identity your own through spirit days, classroom themes, morning announcements, or staff gear.

Need Support or Ideas?

The Communications Team is here to help you promote your school and protect our brand.

✉ Email: Lisa at lroberson@lorainschools.org

Design requests | Template needs | Branding questions



LARKMOOR ELEMENTARY SCHOOL
**"A Place Where We Are Committed To
Academic Excellence!"**

COLOR PROFILES

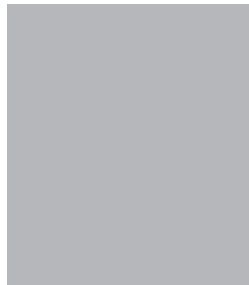
Use the exact Pantone, HEX (for web), or CMYK (for print) codes listed below. Avoid trying to match colors based on what you see on a computer screen or office printer. The appearance of the colors will vary widely on different media; using the PMS/CMYK/HEX colors will ensure accuracy.

Have questions or need help? Contact Lisa Roberson at lroberson@lorainschools.org

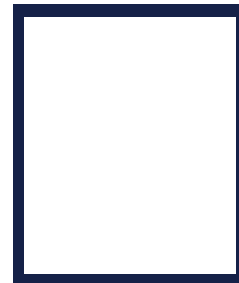
PRIMARY COLORS



PANTONE
2768 C
CMYK
90/60/0/71
HEX
#152148

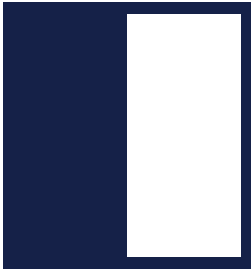


PANTONE
428 C
CMYK
12/6/5/12
HEX
#B6B7BB



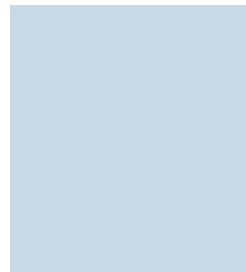
PANTONE
11-4001 TCX
CMYK
0/0/0/0
HEX
#FFFFFF

BACKGROUND OPTIONS



DISTRICT BLUE & TRUE WHITE

These are the preferred background and gradient colors; care should be taken in the selection of either with the end goal of allowing images of students and staff to always take center stage.



PALE BLUE

PANTONE 545 C
CMYK 13/6/0/9 **HEX** #C7D9E6

To be used sparingly, and only in times when an alternate background color becomes necessary. Not to be used as a gradient or tint.

SECONDARY COLORS | Strategic Plan Beliefs | Tints at 25%

HEALTHY CULTURE	PANTONE 231 C CMYK 0/59/23/0 HEX #FF66C4
EQUITY	PANTONE 2935 U CMYK 100/57/0/32 HEX #004AAD
TEACHING/LEARNING	PANTONE 1505 U CMYK 0/47/80/5 HEX #F17E30
STUDENT SUPPORTS	PANTONE 7488 C CMYK 42/0/60/15 HEX #7ed957
IMPROVEMENT PLAN	PANTONE Bright Red C CMYK 0/91/91/0 HEX #FF1616

TYPEFACES

The Lorain City School District's brand includes the use of complementary typefaces which characterize our schools by proudly commanding attention, and are easy to read in multiple languages.

PRIMARY HEADLINES

ALEGREYA SANS SC BLACK is the preferred typeface for primary headlines.

NOTES: To be used with all caps.

An additional space between words may be necessary at times for maximum legibility.

ALEGREYA SANS SC BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 | !@#\$%^&*()?

SUBHEADERS & BODY TEXT

RALEWAY is the preferred typeface for secondary headlines and body text.

NOTES: Subheads should be in all caps. Bold to be used for emphasis in subheadings and body text.

RALEWAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 | !@#\$%^&*()?

ALTERNATE TEXT OPTION

VERDANA is the preferred typeface for headings and body text when the options above are unavailable.

NOTES: Verdana is the primary typeface used in electronic software applications, including the district website, superintendent's e-newsletter, SchoolMessenger and the Google Suite.

VERDANA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 | !@#\$%^&*()?

CAMPAIGN FONTS

Playlist Script is used to reference the "We Believe" strategic plan

We Believe

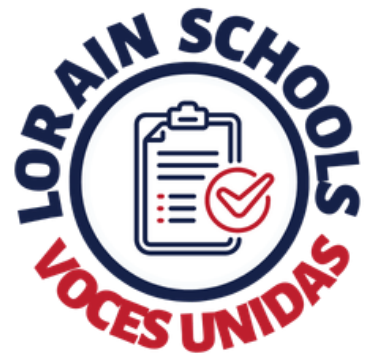
INTERCULTURAL COMMUNICATION

The Lorain City Schools is committed to promoting mutual respect among cultures by strengthening intercultural understanding within our schools, district, and community.

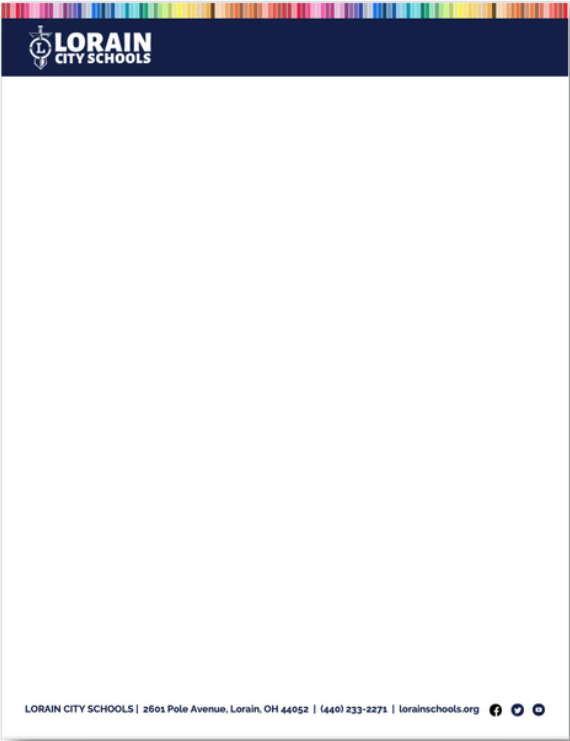
Intercultural describes communities in which there is a deep understanding and respect for all cultures. Intercultural communication focuses on the mutual exchange of ideas and cultural norms and the development of deep relationships. In an intercultural society, no one is left unchanged because everyone learns from one another and grows together.

We will do this by:

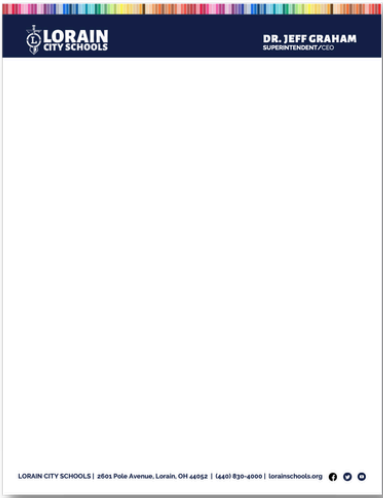
- Ensuring district, school, and classroom communications are translated into the home language to ensure every family has equal access to information
- Developing an interpreter network within our school system to help effectively communicate with and provide services to our families and community members who speak languages other than English
- Providing professional development to collectively improve our cultural competency as a learning community
- Developing and promoting programming with our families that celebrates the many cultures of those we serve
- Engaging our families who speak languages other than English through surveys, focus groups, and Town Halls to gain valuable feedback and input affecting the future of Lorain City Schools



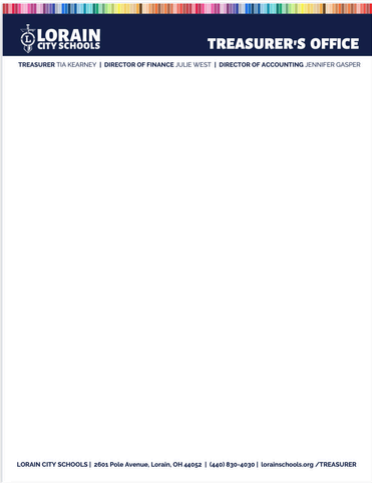
BRAND USAGE



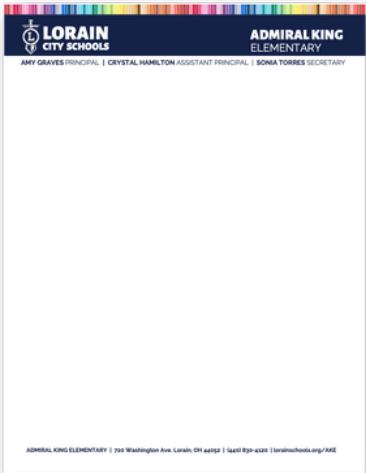
DISTRICT LETTERHEAD



PERSONAL
LETTERHEAD



DEPARTMENT
LETTERHEAD



BUILDING
LETTERHEAD

BRAND USAGE

BUSINESS CARDS & ENVELOPES

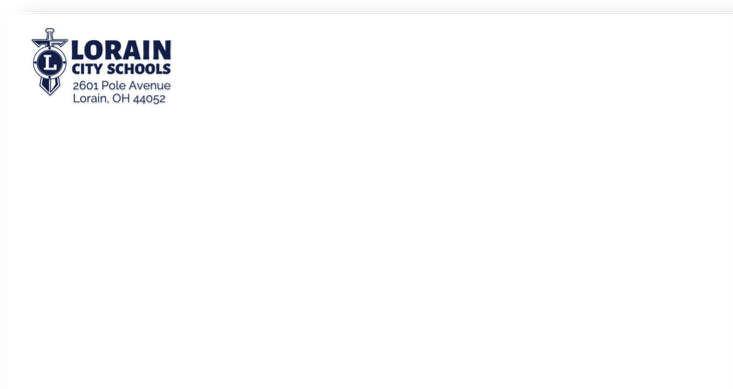
Official Lorain City Schools business cards and envelopes can be ordered from the Print Shop.



BUSINESS CARD **FRONT**



BUSINESS CARD **BACK**



ENVELOPE **FRONT**

PRINT SHOP



RENEE FORMAN

Print Shop Coordinator
rforman@loraincsd.org
(440) 830-4115

PHOTOGRAPHY

PHOTOGRAPHY STANDARDS

District photography standards help ensure that the images which tell our story are high quality, depict our actual students, staff and families, and create genuine and authentic communications.

Quality images of our students, staff and families engaged in learning are critical to help us showcase what is unique about Lorain City Schools, and help us connect what's happening in our classrooms to their loved ones at home.

PHOTO PERMISSIONS

Lorain City Schools requires family/guardian permission to capture and share images of their child(ren). The communications team relies upon building administration, teachers and staff to help identify any student who cannot be photographed, for safety, legal and/or privacy reasons.

ORIGINAL vs. STOCK PHOTOGRAPHY

Whenever possible, using original imagery will add to the authenticity of our story and develop the visual strength of our brand. When shooting original imagery, use the examples shown as a visual reference and follow style considerations (see below) to capture the essence of the Lorain City Schools photography style.

In the event that original photography does not exist or cannot be used or created to help tell a specific story, stock photography may be used. Always abide by usage rights from the stock photography provider.

CLIP ART should NOT be used.

SHARE THE LOVE

- Have some great images you'd like to see shared on the website and social media?
- Need to schedule a photographer or videographer for a special event?

Contact MORIAH BALLARD
moballard@lorainschools.org
(440) 830-4081

PHOTOGRAPHY

OUR PHOTO FOCUS

EMOTION

Emotion-based imagery draws us in, helping us experience the same joy, excitement and discovery our students feel in our classrooms. Each captures a moment in time, ripe with feelings ranging from happiness to intensity. Focused deeply on the person or persons, emotion-based imagery should be direct and powerful and be strong enough to stand alone.



ENVIRONMENT

Environment-based imagery evokes a sense of destination. Each photograph provides context for the sense that Lorain City Schools is a place where great things happen – where students learn, are cared for, and breakthroughs are achieved.



CONNECTION

Relationship-based imagery is a reminder that Lorain City Schools is an institution in which ALL ARE WELCOME. It is an absorbing entry point for our audiences to understand that our work embraces the humanity found within each moment within our schools.



PHOTOGRAPHY

TAKE BETTER PHOTOS WITH YOUR PHONE

Important moments are happening in your classroom each day, and we want to help you share them with your students, with their families and (selfishly) with us! The information below will help you to use the one camera you've always got on you to its full potential -- your cell phone. Send your best to LISA ROBERSON at lroberson@lorainschools.org.

1) Clean the lens(es). You'll be amazed by the improvement a simple wiping of the lens can do. Use a soft cloth, preferably one that won't leave lint, and give it a quick swipe before every photo session.

2) Capture multiple shots. This is especially critical when you're taking photos of children -- not only are they moving a LOT, but they are pretty awesome at treating us to plenty of surprises. Keep your settings on "burst" to capture multiple shots as your subjects move -- you can then select the best shots and delete the rest!

3) Learn what your camera can do. Start by taking some time to find out exactly what your phone's camera is capable of. Analyze the auto mode and look at how it focuses and takes an exposure to light, which is normally done by touching the screen where you want the focus point to be, but it's good to check.

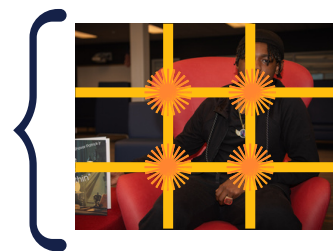
4) Make the most of natural light. If your classroom has windows, try positioning your subject to face the natural light. This soft, even lighting helps reduce harsh shadows and makes colors pop. Overhead fluorescents can cast unflattering tones, so if possible, rely more on window light for a warmer, more natural look.

5) Avoid digital zoom. Digital zoom nearly always produces poor results as it reduces the resolution of the image. If you need to zoom, simply move closer to your subject.

6) Capture candid moments. Don't worry about trying to get a perfectly posed shot. Just focus on capturing photos of your students doing what they do best -- let kids be kids and capture the magic of them being their own fantastical selves.

7) Keep backgrounds clean. A simple background helps the subject stand out. Watch for messy desks, cables or posters that steal attention.

8) Apply the rule of thirds. It's kind of amazing how important math is when it comes to art. To apply the rule of thirds, split your image into nine equal blocks that form a three-by-three grid. You should aim to get the most interesting parts of your image where these segments intersect, where the imaginary gridlines meet.



9) If it's dark, rest your phone on a flat surface. In dark conditions your photos can become blurry easily, with even the slightest movement. The camera will also push up the ISO (light sensitivity) which will lead to "noise" or graininess in your pictures. To reduce this, simply lean your phone on a flat surface like a wall, table or ledge, then click away!

SOCIAL MEDIA



DISTRICT ACCOUNTS

Facebook.com/TheLorainCitySchools

Facebook.com/LorainSchoolsEspanol

Facebook.com/LorainTV20

Linkedin.com/company/LorainCitySchools

Instagram.com/LorainCSD

Youtube.com/user/LorainSchoolsTV20

PRIMARY SCHOOL ACCOUNTS

ADMIRAL KING

Facebook.com/AKE1920

FRANK JACINTO

Facebook.com/FJESchool

GARFIELD

Facebook.com/GarfieldLCS

HAWTHORNE

Facebook.com/LCSHawthorne

HELEN STEINER RICE

Facebook.com/LCSHSR

LARKMOOR

Facebook.com/LCSDLarkmoor

PALM

Facebook.com/PalmElementary

STEVAN DOHANOS

Facebook.com/StevanDohanos

TONI MORRISON

Facebook.com/ToniMorrison

WASHINGTON

Facebook.com/WashingtonElementarySchoolLorain

SECONDARY SCHOOL ACCOUNTS

GENERAL JOHNNIE WILSON

Facebook.com/GJWLorain

LONGFELLOW

Facebook.com/LongfellowMiddleSchool

SOUTHVIEW

Facebook.com/TheSouthviewMiddleSchool

LORAIN HIGH

Facebook.com/LHSTitans

Facebook.com/LorainSuccessAcademy

Facebook.com/EarlyCollegeLHS

STYLE GUIDE

ABBREVIATION

- Avoid using abbreviations the reader would not quickly recognize.

ACADEMIC DEGREES

- A degree can either precede a name, such as: Dr. Susan Enfield; or follow the name, such as: Susan Enfield, Ed.D.
- Do not precede a name with a courtesy title for an academic degree and follow the name with the degree abbreviation in the same reference.
 - Incorrect: Dr. Susan Enfield, Ed.D.
- Use an apostrophe in bachelor's degree, a master's degree, etc.
- Do not use an apostrophe in associate degree.
- Capitalize degree names if used in full: Master of Education, Bachelor of Science, Doctor of Education, etc. Lowercase, otherwise.
 - Incorrect: Master's degree of education
 - Correct : master's degree in education

ACADEMIC DEPARTMENTS

- Capitalize department names.
 - Office of Communications or
 - Communications
 - Safety and Security

ACCEPT, EXCEPT

- Accept means to receive.
- Except means to exclude.

ACRONYM

- Avoid using an acronym on first reference, unless its meaning is readily recognized.
- Write a name in full on first reference, directly followed by the acronym in parentheses. An acronym then can be used in all subsequent references. Example: Advanced Placement - AP is acceptable on second reference.

ADVISER

- Not advisor

AFFECT, EFFECT

- Affect, as a verb, means to influence:
 - The game will affect the standings.
- Effect, as a verb, means to cause:
 - He will effect changes in the company.
- Effect, as a noun, means result:
 - The effect of the program was amazing.

AGES

- Always use numerals. Examples:
 - The 68-year-old teacher has taught for seven years;
 - The man is in his 40s;
 - The student is 12 years old;
 - Tom Smith, 68, was named Teacher of the Year.

ALUMNUS, ALUMNI

- Use alumnus (alumni in the plural) when referring to an individual who has attended a school.
- Use alumni when referring to a group.

AMPERSAND (&)

- Use as part of an organization's formal name: Procter & Gamble Co. The ampersand should not be used in place of "and" except in web writing. See Writing for Web (pg.).

ANNUAL

- A first-time event cannot be the first annual. Instead, note that sponsors plan to hold the event annually.

ASSISTANT PRINCIPAL

- Capitalize only when part of a formal title before a name:
 - Assistant Principal John Smith. (see titles)

STYLE GUIDE

BILINGUAL

- One word, no hyphen

BILLITERATE

- One word, no hyphen

BOARD OF EDUCATION

- Always lowercase unless using as a proper name (Lorain City Schools Board of Education)

BUILDINGS

- Capitalize official building names
 - Garfield Elementary School
 - Administration Office

BUSING, BUSES

- Not busses or bussing

CABINET

Lowercase. Use superintendent's cabinet when referencing in external-facing documents.

CAPITALIZATION

- Avoid unnecessary capitalization.

CLASS OF (YEAR)

- Capitalize when referring to a specific graduating class: Class of 1973 reunion.

DISTRICT

- Avoid using "the district," instead use "Lorain City Schools."
- "The district" may be used to avoid confusion.
- Reference specific individuals or groups whenever possible, i.e. The school board approved the resolution; district leaders are hosting a community meeting.

DISTRICTWIDE

- One word, no hyphen

EMAIL

- Always lowercase; do not use a hyphen.
- When listing an email address, use all lowercase letters and do not use quotation marks: bsmith@loraincsd.org

ETHNIC GROUPS

- Official ethnic categories are Black/African-American, Asian, Pacific Islander/Native Hawaiian, American Indian/ Alaska Native, Latino/Hispanic, white.
- Capitalize ethnicity, except 'white.'
- Also acceptable: Black, Pacific Islander, Native American or Indigenous Peoples.
- Do not call out race or ethnicity when not central to the message.
- If in doubt, ask the individual.

EXTRACURRICULAR

- No hyphen

FULL-TIME

- Hyphenate when used as an adjective:
 - Full-time student; He works full time.

GRADE, GRADER

- Avoid using grader as a noun: first grader.
- Hyphenate the adjective form of grade: She is a 12th-grade student.
- He is in the fourth grade.

HIS, HER

- Do not presume maleness in constructing a sentence. Use the gender-neutral pronoun "their" when an indefinite antecedent may be male or female:
 - A reporter attempts to protect their sources.
 - The best choice is a slight revision of the sentence: Reporters attempt to protect their sources.

STYLE GUIDE

HOLIDAYS

- Official district holidays when school is not in session: Veterans Day, Independence Day, Labor Day, Thanksgiving, Martin Luther King Jr. Day, Presidents Day and Memorial Day.

IN-SERVICE

- Hyphenate.
- Should only be used as an adjective and not as a stand-alone noun: in-service training, in-service credit.

JARGON

- Avoid jargon.
- When it is appropriate in a special context, include an explanation of any words likely to be unfamiliar to the reader.

KIDS

- Avoid in formal contexts. Use children or students.

OFF CAMPUS, ON CAMPUS (SUBJECT)

- Off-campus, on-campus (adj.)
- Hyphenate only the adjective form:
 - The recruiter conducted on-campus interviews;
 - The interview was conducted off campus.

PARENT TEACHER ASSOCIATION

- PTA is acceptable on all references

PARENT-TEACHER CONFERENCES

- Hyphenate

PERCENT

- Spell out in formal context (press release, financial publication or email).
- Numbers should be used when expressing a percent:
 - The Lorain High dropout rate is less than 4 percent.

QUOTATIONS

- Open-quote marks and close-quote marks are used to surround the exact words of a quote: "I will not stay," he replied; "I do not object," he said, "to the tenor of the report."
- Place quotation marks outside periods and commas.

RANGES

- Correct: \$13 million to \$14 million.
 - Incorrect: \$12 to \$14 million.
- When using "from" you must use a connecting word (to, through).
- Correct: from April 2 through April 15
- Correct: April 2-15
 - Incorrect: from April 2-15

SCHOOL

- Capitalize only when part of a proper name: Southview Middle School.
- The word school should be included after the name on first reference: Admiral King Elementary School
- "Elementary/middle/high school" can be dropped on second reference: i.e. Admiral King.

SCHOOL BOARD

- Lowercase in most references.
- Capitalize when used as a proper name: Lorain City School Board

SEASONS

- Lowercase fall, spring, summer and winter unless part of a proper name.

SUPERINTENDENT

- Do not abbreviate.
- Capitalize only when used as a formal title before a name: Superintendent Graham

STYLE GUIDE

WEBSITE

- One word. No capitalization.

WEB PAGE

- Two words. No capitalization

YEARS

- Use an apostrophe when omitting the first two numbers of the year: '98.
- School years should be written as 2017-18, omitting the century in the second year.
- Apostrophe should curve to the left.

COMMAS

- Do not use the oxford comma unless needed for clarification
 - Correct: lions, tigers and bears
 - Incorrect: lions, tigers, and bears
- Commas should be used to separate independent clauses (phrases that could be whole sentences)
 - Ex: We are going to the store, and they want peanut butter.
- Commas should not be used before “and” unless it is followed by an independent clause.
 - Ex: We are going to the store and will buy peanut butter.

DATE AND TIME FORMATS

TIME

- Use colon and minutes.
- AM/PM, uppercase with a space after the numeral
 - Correct: 2:00 PM
 - Incorrect: 2 p.m.

DATES

- Use Arabic figures, without st, nd, rd or th.
 - Correct: December 7
 - Incorrect: December 7th

MONTHS

The following months can be abbreviated when used with a specific date:

- Jan., Feb., Aug., Sept., Oct., Nov., Dec.
- When abbreviating, use periods
- Spell out when using the name of the month alone or with a year alone.
 - Incorrect: The trip is on Aug. 2019
 - Correct: The trip is on August 2019

DASHES AND HYPHENS

- **EM dash (long dash—)** Used to separate relevant information that interrupts a sentence. Can replace parentheses. Never add a space on either side.
- **EN dash (single dash-)** Used to show a range (e.g., 2 - 4 cups). Do not use a dash when a range is in a sentence
 - Correct: Use 2 to 4 cups of flour.
 - Incorrect: Use 2 - 4 cups of flour.

WORD HYPHENS

- Hyphens are used strictly for hyphenating words or line breaks.
- If a word may be used with or without a hyphen, preferred use is to omit the hyphen.
 - Ex: eighth-grade level, fifth-grade student, 12th-grade student

STYLE GUIDE

NAMES

FIRST REFERENCE

- Preferred use is first and last name, followed by title or position. (See Titles.)

SECOND REFERENCE

- Avoid the use of courtesy titles (Mr., Mrs., Miss, Ms.) in written correspondence.
- However, since these titles are commonly used in schools, exceptions may be made for publications specifically directed to parents and/or students.

NAMES OF BUILDINGS

- See buildings.

NAMES OF SCHOOLS

- See school.

UNITED STATES

- Spell out when used as a noun.
- Abbreviate only when used as an adjective, using periods and no space.
 - Correct: U.S.
 - Incorrect: US

TITLES

- Confine capitalization to formal titles used directly before an individual's name.
- Lowercase titles when used informally, without an individual's name or after an individual's name.
 - Superintendent Jeff Graham, Ed.D.
 - teacher Stacey Vore
 - Ruth Pugh, school secretary
 - Executive Director Carol Gottschling
- Ex.: The superintendent issued a statement; the board president approved the measure.

COMPOSITION TITLES

- Capitalize the principal words, including prepositions and conjunctions of four or more letters.
- Capitalize an article –the, a, an– or words of fewer than four letters if it is the first or last word in a title.
- Translate a foreign title into English unless a work is known to the American public by its foreign name.
- Book titles and other composition titles should be placed in quotes
- Article titles should be italicized

STATES

- Spell out the state name in the body of a story; Use abbreviations in datelines, photo captions, lists, etc.
- Lowercase state when used as an adjective: a state map, the state flag.
- Don't capitalize state when used as an adjective to specify: i.e state funds, state Department of Transportation.
- Capitalize state when used as a noun referring to the state government: He worked for the State of Ohio.
- Capitalize the full name of state governmental units when used in formal and legal documents: Ohio State Department of Transportation.
- Do not capitalize "state" unless part of a formal title.
 - The Ohio State University
 - Ohio State Department of Ecology