West Fargo Public Schools

# Brand Guide

ABCAA-AR1: DISTRICT BRAND STYLE GUIDE

Educating all learners for tomorrow's world

# Introduction

## Our Brand

Every organization has the ability to brand itself, even at the most basic level. Without branding, someone else has the ability to create the identity of our school district and tell our stories. Branding is a powerful tool that allows us to write our own narrative and to shape the perception of our school district within our community and beyond. However, branding is not just designing a logo or having a business card in your pocket. Our brand is the beliefs, goals, language, and image that are consistently used to represent West Fargo Public Schools.

We ask all members of the WFPS community to use the following brand and style guidelines to ensure that our visual and written communications, whether print or electronic, convey a cohesive image.

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# **Our** Message

# EDUCATING ALL LEARNERS FOR TOMORROW'S WORLD

## Our Vision

West Fargo Public Schools aligns instructional practices and resources to create a nurturing, learner-centered environment. Learners are empowered to develop knowledge, skills, and dispositions to thrive in a rapidly changing world.

# Our Message

## Our Beliefs

### Guaranteed and Viable Curriculum

We believe that teaching is both an art and a science. We believe in a district GVC: defined as clearly articulated, evidence-based, transparent, and measurable proficiency in knowledge, skills, and dispositions for each course for each grading period.

### Assessment and Feedback

We believe in timely, actionable, and relevant feedback in all aspects of education; empowering learners to determine and act on their next steps with guidance and support to move them to independence.

### Relationships

We believe that learning has a social component, and that learners need to be engaged in safe and nurturing relationships that allow them to develop their intellectual, physical, social, and emotional well-being.

### Self-Efficacy and Agency

We believe in building self-efficacy (the belief they can) and agency (the desire to act), empowering all learners to advocate for their own learning and the supports they need to be successful.

### Goal Setting and Reflection

We believe goal setting and reflection are critical components of the learning process; encouraging learners to examine their decisions, resources, resilience, and responsibility.

### Pathways and Pacing

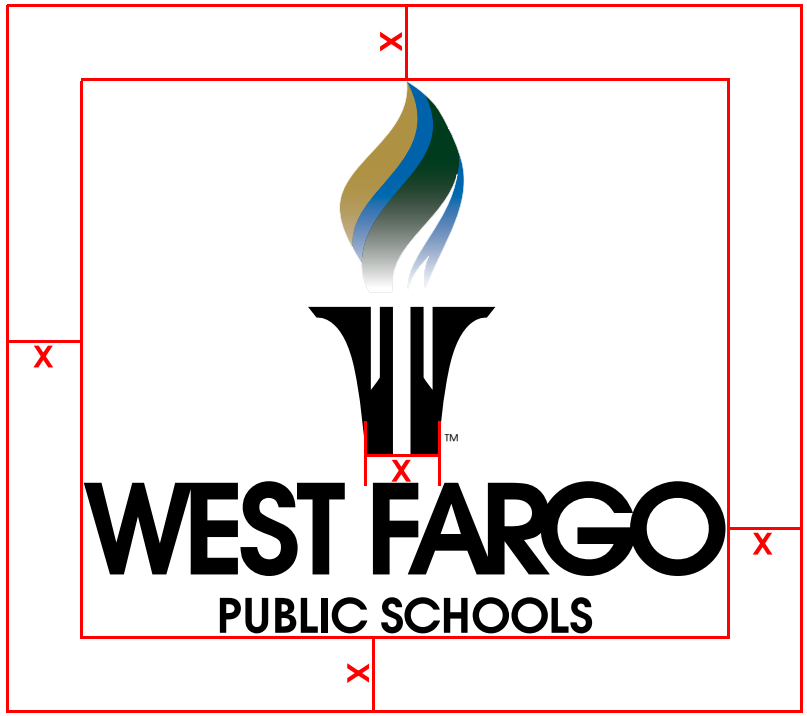
We believe in providing learners with resources, support, and spaces that empower them to determine appropriate learning pathways and drive their progress within a given timeframe.

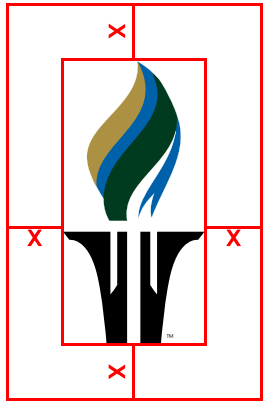
# **Our** Brand

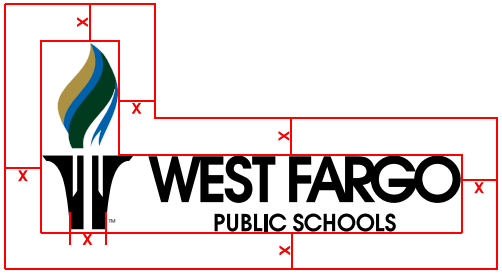
West Fargo Public Schools has trademarked logos for each elementary school, district- level facility, and each partnering middle school and high school. Additionally, the district has a trademarked logo to represent the district as a whole. Only the district can facilitate the logo creation process on behalf of a building, department, program, or organization.

District-affiliated groups wishing to create an original logo shall contact the Public Relations Department. The creation of new logos representing West Fargo Public Schools or any district building, department, program, team, organization, etc. is strictly prohibited without the consent of the Public Relations Department.

For additional information on West Fargo Public Schools licensing guidelines and trademark requirements please review administrative policy ABCAA-AP: Licensing Guidelines



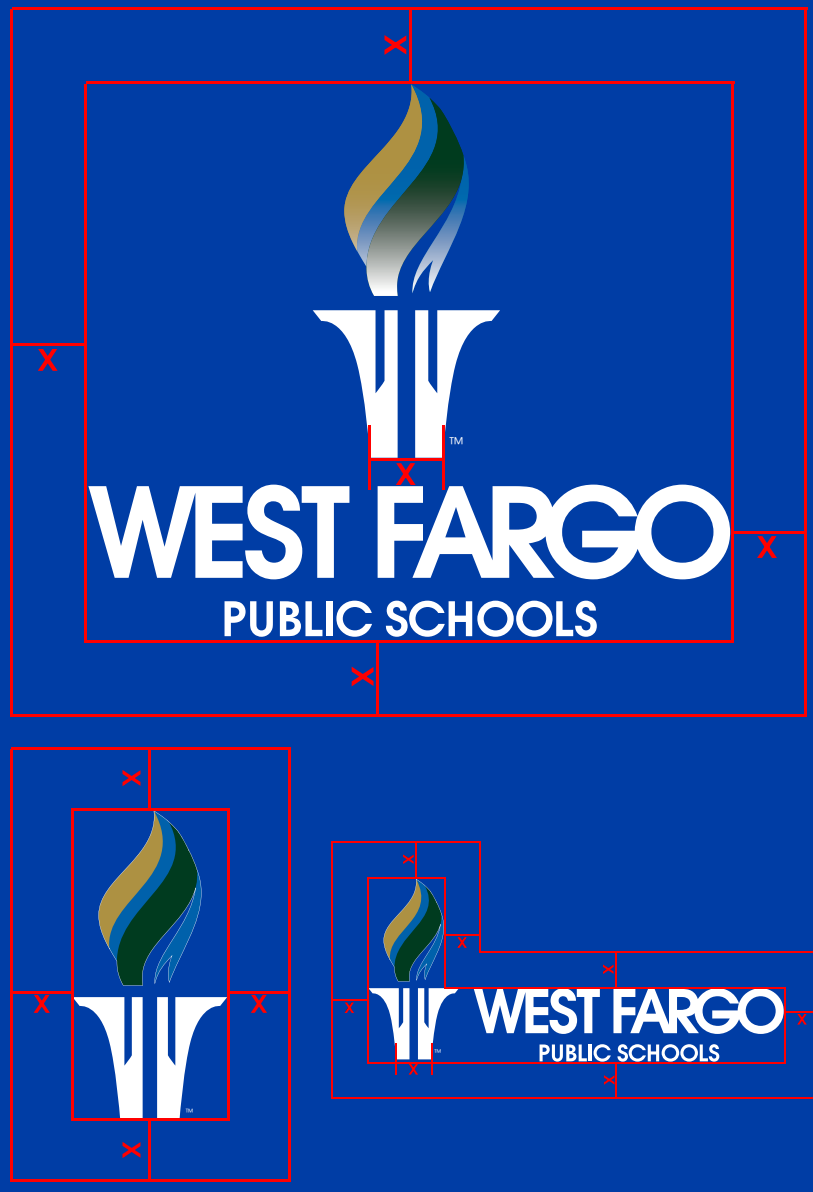


# **Our** Brand

The primary logo is to appear on all brand materials, with an aspect ratio of 1" in height and 1.13" in width.

This logo must be printed on a background that provides enough contrast for all elements.

A clear field equal to the height of "X" must surround the logo at all times. "X" equals the width of the torch base. For example, if the final design of the logo establishes a torch base width of one inch, the entire logo is to have a one-inch barrier between it and additional content or designs.



# Our Brand

## Artwork

Current logos are not to be altered, but can be used in conjunction with unique artwork. It is important to understand the difference between the use of a "logo" and "artwork." A logo is a symbol or wordmark adopted by an organization to represent its work, identity, messages, publications, etc. A logo must be consistently used to represent the overall organization, its mission, values, and voice.

Art and/or artwork are elements used in relation to an official trademark to identify a specific entity, such as an initiative, department, program, or team. The logo must remain as the pillar of the overall design; artwork can be used to enhance the message of the visual.

The work of incorporating artwork into a logo must be conducted by, or in collaboration with, the Public Relations Department.

West Fargo Public Schools recognizes both the need and benefit of departments, programs, or activities having their own unique brand. To that end, there are three courses of action a department, program, or activity can take when exploring the creation of a unique brand using artwork. Regardless of the course of action, the first step is to contact the Public Relations Department.

## Artwork

1. Request the creation of artwork by the Public Relations Department (free of charge)
2. Work with an individual associated with the group
3. Contract with a graphic designer to create artwork

Any costs associated with the creation of the artwork are to be paid by the group that is wanting the artwork. In all instances, the artwork must be approved by the Public Relations Department prior to use. Once approved, all artwork becomes property of the district.

If your group currently has artwork in use, please share the file(s) with the PR department and indicate how they were created (learner, staff member, paid service, etc.) . Changes to existing artwork will only be requested if what is being used violates district brand and style guidelines.

Contact the Public Relations Department with any questions.

## Artificial Intelligence

West Fargo Public Schools is committed to maintaining a consistent, high-quality visual identity across all district and school communications. To protect the integrity of our brand, maintain accessibility standards, and ensure compliance with trademark and licensing requirements, the use of artificial intelligence (AI) tools to create graphics is not permitted for any district-affiliated communication channels, including websites, social media, newsletters, presentations, or printed publications.

District and school logos are trademarked and may not be altered, recreated, stylized, or reproduced using AI tools under any circumstances. This includes, but is not limited to, AI-generated logo redesigns, filters, image upscaling or "enhancement," or AI-based conversions of logos into new formats or styles. All logo usage must follow the guidelines established in this document and must be facilitated or approved by the Public Relations Department.

Staff are encouraged to use district-approved resources, such as the stock graphics library and existing templates, when developing visual materials for official communications.

If you have questions about acceptable design tools or need assistance creating compliant graphics, contact the Public Relations Department.

# Our Brand

## Monogram Logos

Each high school's logo package includes a monogram of the school name. The monogram is exclusive to the school and is only to be created and sold internally for use by the students and staff. Vendors do not have permission to reproduce the monogram logo for their own sale.

The monogram is to be used for academic purposes, inclusive of diplomas and certificates, and may be used by the Activities Department at the discretion of the Activities Director.

## Retired Logos

Schools, departments, and programs are asked to discontinue the use of independent logos which may give the impression that they stand apart from West Fargo Public Schools and therefore do not reinforce the district brand.

The use of any district-affiliated logos that have since been updated or replaced is prohibited. The following logos and their color variations are considered to be retired logos of WFPS and are not to be published or produced. West Fargo Public Schools reserves the right to utilize and reproduce retired logos for historical reference and special events. The Public Relations Department must approve of any reproduction of retired logos.



# Our Brand

## Uniforms

Only the district may purchase competitive uniforms for an associated team or organization. All uniforms are purchased on a rotational basis, typically every five  years, or as district budget allows.

In an effort to provide equity to every student-athlete throughout the district, funds earned from student, team, organization, or parent fundraising efforts cannot be used to purchase competitive uniforms. Uniforms must be purchased under the parameters set forth in the district's purchasing contract with BSN Sports. All competitive uniforms are to abide by the National Federation of State High School Association guidelines. Letterman jackets are to be in the school's primary color and must include the logo in the upper left shoulder and the school monogram as the awarded academic, activity, and athletic letter patches.

### Special Events

- A team is allowed one special event (e.g., Dig for the Cure, Cancer Awareness) per season.
- Any additional competitive gear (uniforms, warm-ups, etc.) for the event must be provided through a full donation.
- No district funds—including team or organization fundraising dollars—can be used to purchase such merchandise.
- The merchandise cannot be a color from the school's color palette and must be branded according to the cause (pink for breast cancer awareness, purple for Alzheimer's, etc.).

### Design

- When a team is up for new uniforms, the Activities Director facilitates the design process with the school's contracted competitive merchandise vendor and coaching staff.
- All high school activities must use a logo from the school-affiliated logo booklet in uniforms, spirit wear, and signage.
- Uniforms must use one of the feeder-system color palettes per the WFPS Color Guide.
- Allowable neutral colors for all three feeder-systems are white, black, and grey.
- Final approval of a uniform design must be granted in writing to the authorized vendor by the Activities Director.

# **Our** Schools

## Elementary Schools

### Aurora Elementary
3420 9th St. W.
West Fargo, ND 58078

Aurora All-Stars

### Brooks Harbor
801 22nd Ave. W.
West Fargo, ND 58078

Brooks Harbor Bobcats

### Deer Creek Elementary
6400 54th Ave. S.
Fargo, ND 58104

Deer Creek Cardinals

### Early Childhood Center
330 3rd Ave. E
West Fargo, ND 58078

ECC Honeybees

### Eastwood Elementary
500 10th Ave. E.
West Fargo, ND 58078

Eastwood Eagles

### Freedom Elementary
401 26th Ave. E.
West Fargo, ND 58078

Freedom Flyers

### Harwood Elementary
110 Freedland Dr.
Harwood, ND 58042

Harwood Huskies

### Horace Elementary
50 Ironwood Dr.
Horace, ND 58047

Horace Hornets

### Independence Elementary
3700 54th St. S.
Fargo, ND 58104

Independence Bulldogs

# **Our** Schools

### L.E. Berger Elementary

631 4th Ave. E.
West Fargo, ND 58078



Berger Bears

### Legacy Elementary

5150 9th St. W.
West Fargo, ND 58078



Legacy Lions

### Meadowlark Elementary

5801 51st Ave. S.
Fargo, ND 58104



Meadowlark Leopards

### Osgood Elementary

5550 44th Ave. S.
Fargo, ND 58104



Osgood Owls

### South Elementary

117 6th Ave. W.
West Fargo, ND 58078



South Stars

### Westside Elementary

945 7th Ave. W.
West Fargo, ND 58078



Westside Wildcats

### Willow Park Elementary

4901 15th Ave. S.
Fargo, ND 58103



Willow Park Wolves

# **Our** Schools

## Secondary Schools

### Cheney Middle School
825 17th Ave. E.
West Fargo, ND 58078

Cheney Packers

### Community High
311 1st Ave. E.
West Fargo, ND 58078

### Heritage Middle School
6350 76th Ave. S.
Horace, ND 58078

Heritage Hawks

### Horace High School
8100 Lakeview Dr.
Horace, ND 58047

Horace Hawks

### Liberty Middle School
801 36th Ave. E.
West Fargo, ND 58078

Liberty Mustangs

### Sheyenne High
800 40th Ave. E.
West Fargo, ND 58078

Sheyenne Mustangs

### West Fargo High
801 9th St. E.
West Fargo, ND 58078

West Fargo High Packers

### West Fargo Virtual Academy
311 1st Ave. E.
West Fargo, ND 58078

# **Our** Schools

## Facilities

### Book Warehouse
825 17th Ave. E.
West Fargo, ND 58078

### Central Kitchen
311 1st Ave. E.
West Fargo, ND 58078

### Central Maintenance
311 1st Ave. E.
West Fargo, ND 58078

### District Support Center
2028 2nd Ave. NW.
West Fargo, ND 58078

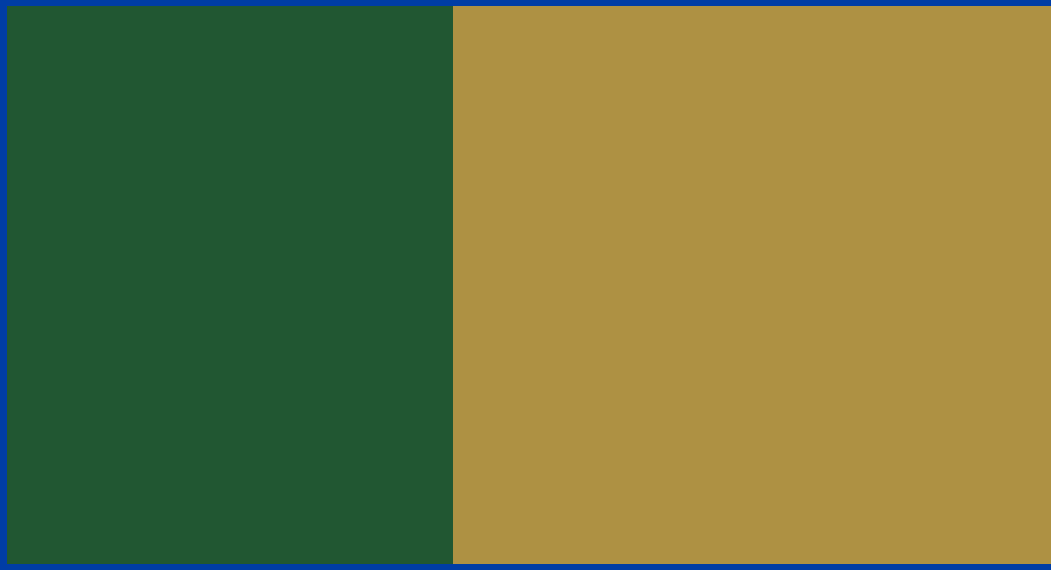
### Hulbert Aquatic Center
620 7th Ave. E.
West Fargo, ND 58078

### Leidal Education Center
207 W Main Ave.
West Fargo, ND 58078

### Transportation Department
440 29th Court NW.
West Fargo, ND 58078

### West Fargo Sports Arena
520 32nd Ave. W.
West Fargo, ND 58078

# Color Guide



# **District** Colors

**HEX: #215732**
**PMS: 357 C**
**RGB: 33, 87, 50**
**CMYK: 80, 9, 88, 60**

**HEX: #003da8**
**PMS: 293 C**
**RGB: 0, 61, 165**
**CMYK: 100, 76, 0, 9**

**HEX: #ae9142**
**PMS: 4021C**
**RGB: 175, 147, 53**
**CMYK: 32, 38, 88, 6**

# **Secondary School** Colors

## Cheney Middle School

HEX: #215732
PMS: 357 C
RGB: 33,87,50
CMYK:84,40,91,38

HEX: #ffffff
RGB: 255,255,255
CMYK: 0,0,0,0

## Horace High School

HEX: #a39142
PMS: 10127 C
RGB: 175,147,53
CMYK: 32,38,88,6

HEX: #000000
RGB: 0,0,0
CMYK: 75,68,67,90

## West Fargo High School

HEX: #215732
PMS: 357 C
RGB: 33,87,50
CMYK:84,40,91,38

HEX: #ffffff
RGB: 255,255,255
CMYK: 0,0,0,0

## Community High School

HEX: #662d91
PMS: 526 C
RGB: 102,45,145
CMYK: 75,100,0,0

HEX: #40db00
PMS: 2287 C
RGB: 64,219,0
CMYK: 75,100,0,0

## Liberty Middle School

HEX: #003da5
PMS: 293 C
RGB: 0,61,165
CMYK: 100, 87,0,0

HEX: #003da5
PMS: 293 C
RGB: 0,61,165
CMYK: 100, 87,0,0

## West Fargo Virtual Academy

HEX: #215732
PMS: 357 C
RGB: 33,87,50
CMYK:84,40,91,38

HEX: #003da5
PMS: 293 C
RGB: 0,61,165
CMYK: 100, 87,0,0

HEX: #a39142
PMS: 10127 C
RGB: 175,147,53
CMYK: 32,38,88,6

## Heritage Middle School

HEX: #a39142
PMS: 10127 C
RGB: 175,147,53
CMYK: 32,38,88,6

HEX: #000000
RGB: 0,0,0
CMYK: 75,68,67,90

## Sheyenne High School

HEX: #003da5
PMS: 293 C
RGB: 0,61,165
CMYK: 100, 87,0,0

HEX: #003da5
PMS: 293 C
RGB: 0,61,165
CMYK: 100, 87,0,0

# **Elementary School** Colors

## Aurora Elementary

HEX: #e31b23
PMS: 1797 C
RGB: 227, 27, 35
CMYK:5,100,100,0

HEX: #0054a4
PMS:Reflex Blue C
RGB: 0, 84, 164
CMYK: 98, 74, 2,0

## Early Childhood Center

HEX: #009a17
PMS: 2272
RGB: 0,154,23
CMYK: 84,13,100,2

HEX: #fce300
PMS: 116 C
RGB: 252,227,0
CMYK: 3,5,100,0

## Harwood Elementary

HEX: #215732
PMS: 357 C
RGB: 33,87,50
CMYK:84,40,91,38

HEX: #ffffff
RGB: 255,255,255
CMYK: 0,0,0,0

## Brooks Harbor Elementary

HEX: #003da5
PMS: 293 C
RGB: 0,61,165
CMYK: 100, 87,0,0

HEX: #f45900
PMS: 172 C
RGB: 244, 89, 0
CMYK: 0,79,100,0

## Eastwood Elementary

HEX: #006225
PMS: 357 C
RGB: 0,98,37
CMYK: 90,35,100,30

HEX: #000000
RGB: 0,0,0
CMYK: 75,68,67,90

## Horace Elementary

HEX: #0054a4
PMS: Reflex Blue C
RGB: 0,84,164
CMYK: 98,74,2,0

HEX: #f9c511
PMS: 123 C
RGB: 249,197,17
CMYK: 2,22,100,0

## Deer Creek Elementary

HEX: #af231c
PMS: 2350 C
RGB: 175,35,28
CMYK: 22,98,100,14

HEX: #fac700
PMS: 116 C
RGB: 250,199,0
CMYK: 2,22,100,0

## Freedom Elementary

HEX: #e31b23
PMS: 1797 C
RGB: 227,27,35
CMYK: 5,100,100,0

HEX: #003b8c
PMS: Reflex Blue C
RGB: 0,59,140
CMYK: 100,88,15,3

## Independence Elementary

HEX: #0054a4
PMS: Reflex Blue C
RGB: 0,84,164
CMYK: 98,74,2,0

HEX: #b6b8ba
PMS: 422 C
RGB: 182,184,186
CMYK: 29,22,22,0

# **Elementary School** Colors

## L.E. Berger Elementary

HEX: #215732
PMS: 357 C
RGB: 33,87,50
CMYK:84,40,91,38

HEX: #000000
RGB: 0,0,0
CMYK: 75,68,67,90

## Osgood Elementary

HEX: #003da5
PMS: 293 C
RGB: 0,61,165
CMYK: 100, 87,0,0

HEX: #f45900
PMS: 172 C
RGB: 244, 89, 0
CMYK: 0,79,100,0

## Willow Park Elementary

HEX: #788d60
PMS: 5773 C
RGB: 17,24,61
CMYK: 55,31,72,9

HEX: #01183d
PMS: 2766 C
RGB: 1,24,61
CMYK: 100,89,41,56

## Legacy Elementary

HEX: #f9c511
PMS: 123 C
RGB: 249,197,17
CMYK: 2,22,100,0

HEX: #0054a4
PMS:Reflex Blue C
RGB: 0, 84, 164
CMYK: 98, 74, 2,0

## South Elementary

HEX: #e31b23
PMS: 1797 C
RGB: 227,27,35
CMYK: 5,100,100,0

HEX: #003b8c
PMS: Reflex Blue C
RGB: 0,59,140
CMYK: 100,88,15,3

## Meadowlark Elementary

HEX: #f9c511
PMS: 123 C
RGB: 249,197,17
CMYK: 2,22,100,0

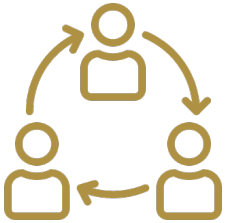
HEX: #000000
RGB: 0,0,0
CMYK: 75,68,67,90

## Westside Elementary

HEX: #215732
PMS: 357 C
RGB: 33, 87, 50
CMYK: 80, 9, 88, 60

HEX: #ffffff
RGB: 255,255,255
CMYK: 0,0,0,0

# **Profile of a Graduate** Icons



Collaboration



Critical Thinking



Responsibility



Resilience



Communication



Reflection



Compassion



Creativity

# **Belief System** Icons



Assessment &
Feedback



Pathways &
Pacing



Guaranteed &
Viable Curriculum



Relationships



Goal Setting &
Reflection



Self Efficacy
& Agency

# Stationary

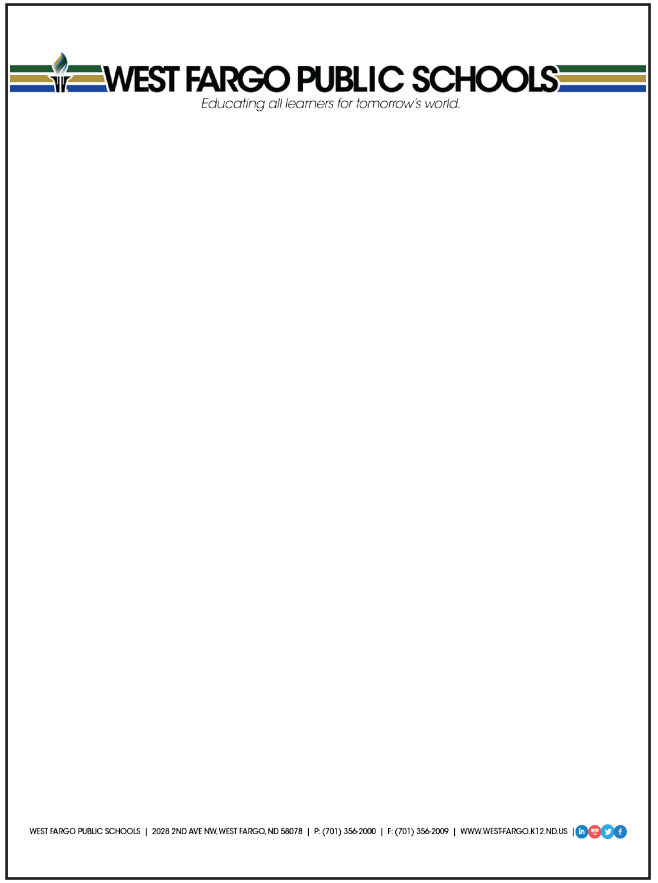
## Letterhead

West Fargo Public Schools has a district-branded letterhead that is to be used when communication is on behalf of the district. District-level departments, programs and initiatives should utilize the letterhead as presented; colors, typeface, size, and images are predetermined and included in the template.

Each school is provided a branded letterhead by the Public Relations Department. Every building is expected to utilize the letterhead as presented when communicating on behalf of the school.

If necessary, a staff member may add his/her signature image at the bottom of a letterhead.

In the event a school is recognized as a National Blue Ribbon School by the U.S. Department of Education and the North Dakota Department of Public Instruction, the official Blue Ribbon seal will be added to the school's letterhead. This seal is valid for five years from the year of recognition.



# Stationary

## Email Signature

The purpose of an email signature is to provide contact information and reinforce the district's brand. Your email signature is your digital business card; every district employee is expected to utilize the following parameters in establishing a desktop and mobile email signature.

An email signature should be Bookman Old Style, size 11, left-aligned

An email signature must include first and last name (bold), job title (italicized), district facility (hyperlinked to appropriate webpage, if desired), facility address, and facility phone number. Optional additions include preferred salutation, fax number, cell phone number (only if funded by the district), building logo, and social media icons (hyperlinked to district, facility, or professional account).

Do not include other pictures, quotes, background stationary, personal data, or extraneous information.

**Example:**

**First Last**
*Kindergarten Teacher*
School Name
2028 2nd Ave. NW | West Fargo, ND 58078
P: 701-356-2000

# Stationary

**Fax Sheets:**

West Fargo Public Schools has a district-branded fax sheet that is to be used when communicating on behalf of the district. District-level departments, programs and initiatives should utilize the fax sheet as presented; colors, typeface, size, and images are predetermined and included in the template.

Each school is provided a district-branded fax sheet by the Public Relations Department. Every building is expected to utilize the fax sheet as presented when communicating on behalf of the school; colors, typeface, size, and images are predetermined and included in the template.

**PowerPoint Presentations**

West Fargo Public Schools has multiple district-branded PowerPoint presentations that are to be used when communicating on behalf of the district. District-level departments, programs and initiatives should utilize one of the presentations as designed; colors, typeface, size, and images are predetermined and included in the template.

Each school is provided a district-branded PowerPoint presentation by the Public Relations Department. Every building is expected to utilize the presentation as designed when communicating on behalf of the school; colors, typeface, and size are predetermined and included in the template.

# **Our** Typography




**Primary Typeface:**
ITC Avant Garde Gothic Pro Book
ITC Avant Garde Gothic Pro Medium
**ITC Avant Garde Gothic Pro Bold**

**Secondary Typeface:**
Bookman Oldstyle
Century Gothic

**Legal Typeface:**
Arial

# Media Relations

The Public Relations Department will be the district liaison with the public news media, often with the Superintendent serving as the spokesperson. All contacts and releases concerning district policies and regulations, matters of district-wide interest, or potentially controversial topics will be handled or cleared by the Public Relations Department. The goal of the Public Relations Department is to always provide the media with the best content expert available to speak on the matter at hand.

For additional information on how West Fargo Public Schools works with local media outlets, please review administrative policy KBA-AP: Relations with the News Media.

# Photography, Graphics, & Multimedia

When possible, the Public Relations Department attends events and visits schools to gather photographic and video record for use in district files and archives. However, it is impossible to be at every event and we welcome communication from staff regarding upcoming events, accomplishments, news, and photo or video footage.

**Archives**

The Public Relations Department coordinates the district's archives, inclusive of videos, photos, publications, and memorabilia. Any stakeholder wishing to donate items to the district's archives may do so at the District Support Center.

**FERPA**

Maintaining students' privacy is of the utmost importance to the mission of West Fargo Public Schools. At the beginning of each academic year, during the online registration process, each student's parent/guardian completes an age-appropriate (elementary or secondary) FERPA form granting or not granting permission for the student to be included in the yearbook, district photos, directories, and other areas where the student's identity may be made public. It is the responsibility of the district to abide by a parent/guardian's indicated wishes to the best of our ability.  Anytime a student's information is to be shared outside the walls of the school district, staff must review the permissions granted to the district on the student's FERPA form.

# Photography, Graphics, & Multimedia

### Staff Photos

West Fargo Public Schools requests the participation of every employee in the annual photo day event. The district contracts with a local photography company to provide photography services for students and staff each fall. While staff are not required to purchase photos, the company provides high-resolution digital files of each employee's photo. An employee's photo is used for the required staff badges and in district publications and communications (press release, presentations, website, etc). If a staff member cannot attend school photo day, they are encouraged to attend an event at a nearby school, a make-up day, or schedule a  free in-studio appointment with the photography company.

### Stock Graphics

The Public Relations Department maintains a library of stock graphics for use by district staff in social media posts, website management, and publications. The library includes internal district photos of students, staff, events, and facilities, as well as stock clipart, icons, backgrounds, and photos. All stock graphics are copyright compliant. Any staff member can request access to the library by contacting the Public Relations Department.

# Social Media Management

For the purpose of this document and its associated policies, social media includes the platforms approved for district use: Facebook, LinkedIn, Twitter, YouTube, Pinterest, Instagram, and blogs. These platforms have been approved as appropriate options because of their availability on the district and state-level servers, as well as their ability to archive and moderate posts, messages, and comments.

**Hashtags**

The district incorporates hashtags in social media messaging to identify our brand, and to connect our messaging to a larger audience and social media following. All district-affiliated social media accounts should utilize district-branded hashtags rather than attempting to create an alternative. These hashtags have an established following and are used district-wide to display pride and convey our voice.

The district's primary hashtag is #districtofchoice

The district's secondary hashtags include the following:

- #wfpackerpride – exemplifying pride for the Packer feeder-system
- #wfmustangpride – exemplifying pride for the Mustang feeder-system
- #wfhawkpride – exemplifying pride for the Hawk feeder-system
- #employerofchoice – recruitment

**Registration**

Per administrative policy ABCE-AP: Social Media Guidelines for District Employees, all district affiliated accounts must be registered with the Public Relations Department. This includes all accounts speaking on behalf of the district or an associated school, team, organization, or class. The Public Relations Department will work with all registered accounts to provide the necessary logo and supporting images to appropriately brand the account. Only registered accounts have permission to utilize a trademarked logo, school name, or district name. Unregistered accounts utilizing a trademarked logo will be contacted with a request to register the account or change associated names and images.

# Website Management

As content area experts, each district facility, department, and program is responsible for the management of its associated website and webpages.

The initial design and structure of a webpage is established in collaboration with the members of the web services team and the page's assigned editing team. Any district staff member needing access to maintain web content must possess a district email address and complete the mandatory website training with a member of the web services team.

### ADA Compliance

West Fargo Public Schools is committed to ensuring accessibility of its website and any official district web presence for students, parents, and members of the public with disabilities.

All current, updated, and new pages on the district's website will conform to the W3C WAI's Web Content Accessibility Guidelines (WCAG) 2.0, Level AA conformance, or updated equivalents of these guidelines. This applies to any official district web presence that is developed, maintained, or offered through the district, third party vendors, or open sources. The district's website system is monitored by site editors, in collaboration with accessibility review software. The software indicates an accessibility percentage; to match the WCAG, the district has established an 85% accessibility target for all website sections.

Any department or staff page with non-compliant webpages will be asked to correct the problem in a timely manner. Inaction or refusal to work toward compliance will result in a loss of editing privileges.

# Interior Signage

West Fargo Public Schools has established the following standard for all interior signage for new construction and new renovation, with a similar product to what is pictured.

**Top Line:** School name in ITC Avant Garde Pro Book
**Raised Text:** Room number (with braille requirements below) in ITC Avant Garde Pro Bold
**Top Fillable:** Employee Name
**Bottom Fillable:** Employee Position and/or grade level and subject



# Exterior Signage

West Fargo Public Schools has established the following standard for all exterior signage for new construction and new renovation based on local law.

The building name, street address, and district name are to appear in the upper right-hand or upper left-hand corner of the building on the side of the primary entrance. All three lines of text are to be capitalized and use ITC Avant Garde Pro Bold. The height of the first two lines (school name and street address) are to be twice the size of the district name.

**LEIDAL EDUCATION CENTER**
**207 W MAIN AVE**
**WEST FARGO PUBLIC SCHOOLS**

# Editorial Style and Vernacular

**Organization**

Our school district is officially named West Fargo Public Schools. Previously used names that are no longer appropriate include: West Fargo Schools, West Fargo #6, West Fargo #6 School District, and West Fargo School District. The identifier West Fargo Public School District #6 is used in official legal documents at the direction of the business manager.

The district is comprised of three feeder-systems. A feeder-system is a set of one high school, one middle school, and the elementary schools that "feed" into the secondary spaces. The term "feeder-system" is an internal term used to describe the Hawk, Mustang, and Packer systems and their affiliated schools and programs. A "feeder-system," or "feeder," is only synonymous with district affiliation and sponsorship; it is not to be used to describe outside agencies, programs, businesses, or teams.

At the highest level, West Fargo Public Schools is managed by the West Fargo School Board. West Fargo Public Schools has a School Board, not a Board of Education. The School Board oversees the leadership of the superintendent and the daily operations of the district, inclusive of finances, policy, and staff.

West Fargo Public Schools is organized by departments at the district-level; these departments oversee operations of the entire district and are managed by the superintendent, assistant superintendents, and business manager:

# Editorial Style and Vernacular

**Organization (continued):**

**Accounting Department**. The Accounting Department is led by the Director of Accounting and includes staff in the areas of accounting, purchasing, and finance.

**Behavioral Health & Wellness Department.** The Behavioral Health & Wellness Department is led by the Director of Behavioral Health & Wellness and includes staff in the areas of counseling, behavioral health, and social work.

**Buildings & Grounds Department.** The Buildings & Grounds Department is led by the Director of Buildings & Grounds and includes staff in the areas of maintenance, grounds, and custodial services.

**Curriculum & Instruction Department.** The Curriculum & Instruction Department is led by the Director of Curriculum & Instruction and includes staff in the areas of professional development, pedagogy, and technology integration.

**Food Service Department.** The Food Service Department is led by the Director of Food Services and includes staff in the areas of nutrition and food preparation.

**Human Resources Department.** The Human Resources Department is led by the Director of Human Resources and includes staff in the areas of payroll, recruitment, and benefits.

# Editorial Style and Vernacular

**Organization (continued):**

**Public Relations Department.** The Public Relations Department is led by the Director of Health, Safety, & Public Relations and includes staff in the areas of advertising, communications, media relations, and community engagement.

**School Safety & Security Department.** The School Safety & Security Department is led by the Director of Health, Safety, & Public Relations and includes the district's school resource officers contracted through the West Fargo Police Department. This department covers the areas of emergency response, visitor management, and drills.

**Special Education Department.** The Special Education Department is led by the Director of Special Education and includes staff in the areas of special education programming in all disability areas and oversight of IDEA practices.

**Technology Department.** The Technology Department is led by the Director of Technology and includes staff in the areas of systems and applications support, technology infrastructure, and end-user support.

**Transportation Department.** The Transportation Department is led by the Director of Transportation and includes staff in the areas of bussing and mechanical services.