IRVING
Independent School District

BRANDING AND STYLE GUIDELINES

IRVING ISD CENTRAL STAFF

TABLE OF CONTENTS

BRANDING GUIDELINES

3 Introduction
4 Logo
8 Department Identifiers
10 Program Identifiers
12 Initiative Identifiers
14 Iconography
16 Typography
18 Color Palette

OUR BRAND IN ACTION

20 Collateral
26 Videotaping Guidelines
29 Communication Channels
33 Social Media

EDITORIAL GUIDELINES

37 Official Style Guide Reference
42 Translation Services
44 Internal Communications

INTRODUCTION

The Irving ISD Department of Marketing and Communications is excited to share the district's Branding and Style Guidelines. This guide contains information about the district's brand, which represents who we are. This gives our stakeholders a clear understanding of the "why" behind our work.

Employees can incorporate the standards from this guide in their work, including assistance with the writing and designing of publications, newsletters, reports, letters and presentations to maintain the integrity of the district's brand.

The following information can be found in this guide:

- Logo
- Department identifiers
- Color palette
- Iconography
- Design of publications
- Videotaping guidelines
- Communication protocols to families
- Social media guidelines
- and more!

Please keep it on hand both in print and digital format alongside other essential writing tools (e.g. a dictionary, a thesaurus). Questions about this guide may be directed to the Irving ISD Marketing and Communications Department at 972-600-5200.

An electronic copy of the guide, official logos, PowerPoint template and letterhead are available for download at IrvingISD.org/StyleGuide.

Employees can also make project service requests of the Department of Marketing and Communications by visiting IrvingISD.net/Communications. The department offers the following services:

- Graphic design
- Media relations
- Partner engagement
- Special event planning
- Video production
- Translation and interpretation services
- Crisis communications
- and more!

For questions about the team's services and/or this guide, please call 972-600-5200.

LOGO USAGE

LOGO USAGE

The Irving ISD logo is the property of the school district. The Irving ISD logo should be used to promote Irving ISD-related activities. Employees may use the logo to promote the district, schools, departments and initiatives.

The logo should always appear in a solid color format that can be used for district correspondence, envelopes, reports, business cards, electronic presentations, videos, awards, publications, promotional materials, website, printed materials, etc. Acceptable colors for the logo include Pantone 7693 C navy blue or white. When materials are printed in black and white, the logo will appear black.

The Irving ISD logo is horizontal and should always appear with “Irving” on top and “Independent School District” on the bottom. In order to maintain brand integrity, the logo should never be altered, cropped or stretched.

CORRECT USE

LOGO COLOR

The logo must be presented in Pantone 7693 C navy blue or white.

CMYK:
100,73,27,12

RGB:
0,77,124

HEXADICIMAL:
004d7c

On specialty items such as pens, the logo should be resized as needed, but must be kept proportional and legible.

LOGO CLEAR SPACE AND SIZE

The minimum amount of clear space around the district logo is .25" all around.

The logo should never appear smaller than 1" wide.

BACKGROUNDS

Legibility and contrast should always be kept in mind when using the logo. The white logo should be kept on a dark background, and the blue logo should be kept on a light background.

White logo on Primary Blue

Logo on background image

INCORRECT USE

The Irving logo should never be altered, cropped, stretched or placed onto a busy background.

DON'T:

Change the logo colors

Change the logo proportions

Add drop shadows

Rearrange the elements of the logo

Outline the logo

Rotate the logo

Crop the logo

Place the logo on a busy background

DEPARTMENT IDENTIFIERS

DEPARTMENT IDENTIFIERS

Department identifiers connect the central staff brand identity to the district logo. The two approved formats include a horizontal and vertical identifier. Acceptable colors for the department identifiers include Pantone 7693 C navy blue or white. To protect the integrity of the brand, departments will no longer have individual logos. There are two approved layouts for department identifiers:

Horizontal:
Pantone 7693 C navy blue and white

Vertical:
Pantone 7693 C navy blue and white

Horizontal:
Pantone 7693 C navy blue and white

Vertical:
Pantone 7693 C navy blue and white

PROGRAM IDENTIFIERS

PROGRAM IDENTIFIERS

Program identifiers are categorized as short-term plans that will achieve specific results. They are temporary but can be seasonal, yearly or recurring. Program identifiers will only be font treatments without icons or imagery of any kind. The program name will be in Roboto font, and "IRVING ISD" will appear below it in Roboto Condensed font. Acceptable colors for the department identifiers include Pantone 7693 C navy blue or white.

NEW TEACHER ACADEMY
IRVING ISD

GUEST EDUCATOR PROGRAM
IRVING ISD

LEARN2INSPIRE
IRVING ISD

LEARN2LEAD
IRVING ISD

NEW TEACHER ACADEMY
IRVING ISD

GUEST EDUCATOR PROGRAM
IRVING ISD

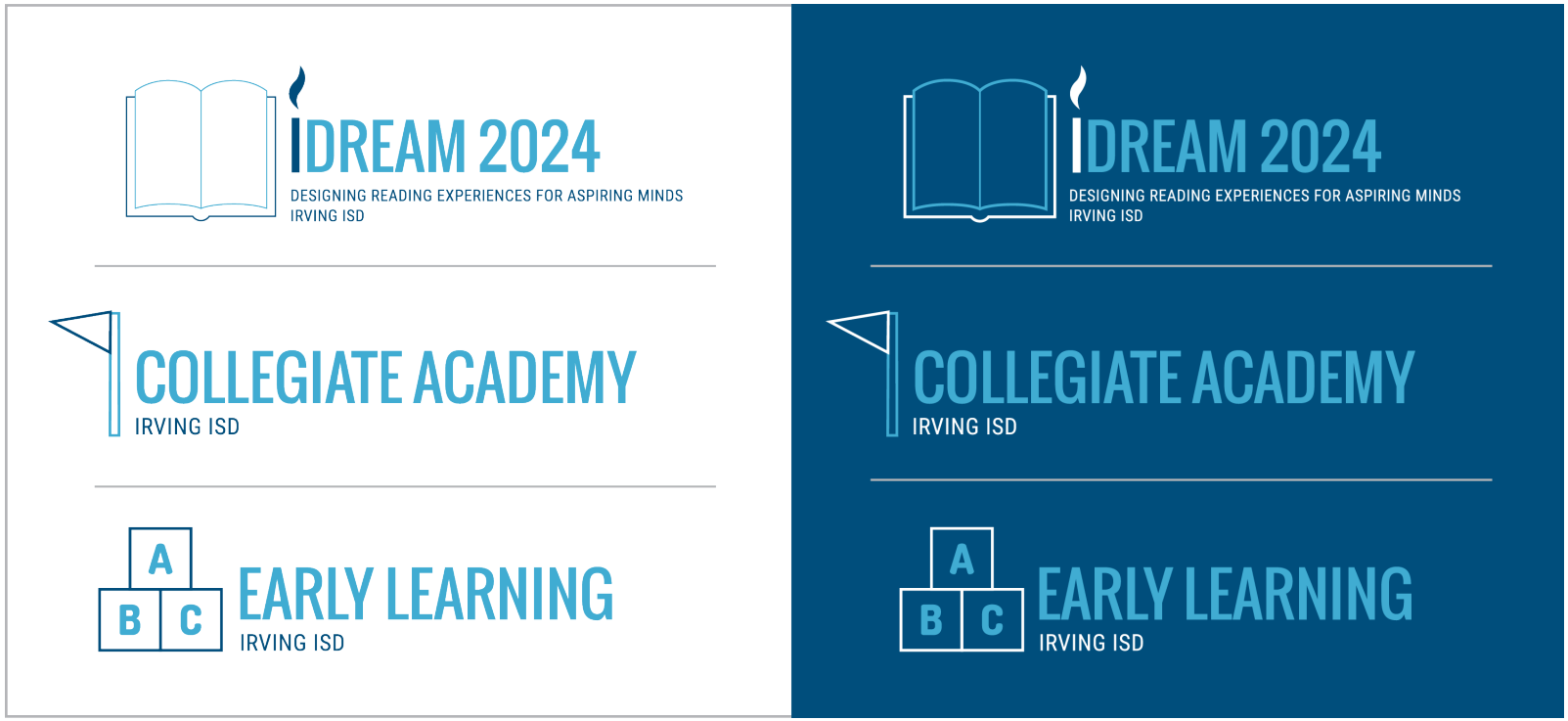
LEARN2INSPIRE
IRVING ISD

LEARN2LEAD
IRVING ISD

INITIATIVE IDENTIFIERS

INITIATIVE IDENTIFIERS

Initiative identifiers are categorized as solving a problem or challenge that will last as long as needed to achieve the desired result. They have a Oswald font treatment that is in line with acceptable district fonts (see page 17) and can include simple illustrative style icons (see page 15). The initiative identifiers should always use colors from the district color palette (see page 19).



ICONOGRAPHY

ICONOGRAPHY

Icons should be simple linework and single colored to convey concepts. Any iconography should always use colors from the district color palette (see page 19).

TYPOGRAPHY

TYPOGRAPHY

Consistent typography reaffirms the Irving ISD brand. Below are the district-approved fonts. These fonts may be used with their font families. A font family is a set of fonts that differ in style such as the weight (light, normal, italic, semi-bold, bold, etc.). An example of a font family is Roboto, which consists of thin, regular, italic, medium, medium italic and bold versions of the same typeface.

If you do not have these fonts installed on your computer, visits fonts.google.com to download them. After selecting the font that is needed, the entire font family can be downloaded on the upper right by clicking "Download Family". Afterwards, the compressed font file must be unzipped and each font will need to be intalled individually after double cliking .ttf or .otf. If you have questions or need help downloading the fonts, please contact the department of Marketing and Communications at 972-600-5200.

Aa

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Roboto Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Barlow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Barlow Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Oswald

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOR PALETTE

COLOR PALETTE

The Irving ISD color palette maintains the brand image for the district. It is separated into primary and secondary colors. The primary colors give the brand recognition, while the secondary colors are accent colors to the primary ones. The primary blue should be used whenever possible. When using secondary colors, never use more than three colors at once.

PRIMARY:

RGB: 0, 77, 124
CMYK: 100, 73, 27, 12
HEX: 004d7c

RGB: 179, 181,184
CMYK: 0, 0, 0, 34
HEX: b3b5b8

SECONDARY:

RGB: 64,172,210
CMYK: 59, 0, 0, 17
HEX: 40acd2

RGB: 222, 31, 52
CMYK: 8, 100, 87, 0
HEX: de1f34

RGB: 243, 198, 60
CMYK: 5, 21, 88, 0
HEX: f3c63c

RGB: 118, 0, 26
CMYK: 8, 100, 72, 57
HEX: 76001a

RGB: 0, 40, 69
CMYK: 100,41, 11, 77
HEX: 002845

COLLATERAL

POWERPOINT

The Irving ISD PowerPoint template is available for download at IrvingISD.net/PowerPoints. Below are recommendations for font and font sizes to use throughout the PowerPoint.

Title Slide:

Title

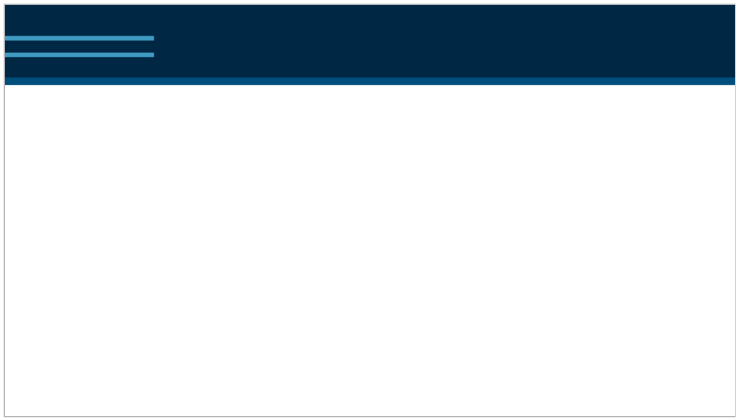
Font: Roboto, Barlow, Oswald, Montserrat, Poppins

Size: 36 pt - 48 pt

Subtitle

Font: Roboto, Roboto Condensed, Barlow Condensed

Size: 24 pt - 32 pt



Body Slide:

Title

Font: Roboto, Barlow, Oswald, Montserrat, Poppins

Size: 24 pt - 36 pt

Subtitle

Font: Roboto, Roboto Condensed, Barlow Condensed

Size: 18 pt - 24 pt

Body

Font: Roboto, Roboto Condensed, Barlow Condensed

Size: 14 pt

LETTERHEAD

The margins are 1" margins on each side, excluding the bottom margins, which are 0.5". Roboto Condensed bold 15 pt must be used for the heading. Roboto Condensed regular must be used for the subtitle/date in 13 pt and body copy in 11 pt.

IRVING
Independent School District

June 23, 2020

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Sincerely,

Enter Name

2621 W. Airport Fwy. Irving, TX 75062 | 972.600.5000 | IrvingISD.net

SUPERINTENDENT'S STATIONERY

Letters from the superintendent should be printed on the superintendent's stationery. Letters prepared for the superintendent's signature should be formatted as detailed below and submitted to the Department of Marketing and Communications and the Executive Assistant to the Superintendent for approval.

- Letters should be prepared in block style with all copy flush left.
- Paragraphs should be justified with single spacing between them.
- The left and margins should be 1".
- Type font should be Roboto Condensed 11 pt.
- The date should be one to three lines below the header, depending on the length of the letter.
- The salutation should be two lines below the date.
- Leave a space between the salutation and the beginning of the letter.
- Leave a space between the last line of the letter and the closing.
- Close letters with: Sincerely,
- Four lines should be allowed for the superintendent's signature.
- The name typed below the superintendent's signature should read: Dr. Dorian Galindo
- On the next line, include the title: Superintendent of Schools
- If at all possible, letters should be limited to one page. If a second page is needed, use a plain white page (no logo).

IRVING Office of the Superintendent

June 23, 2020

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel'illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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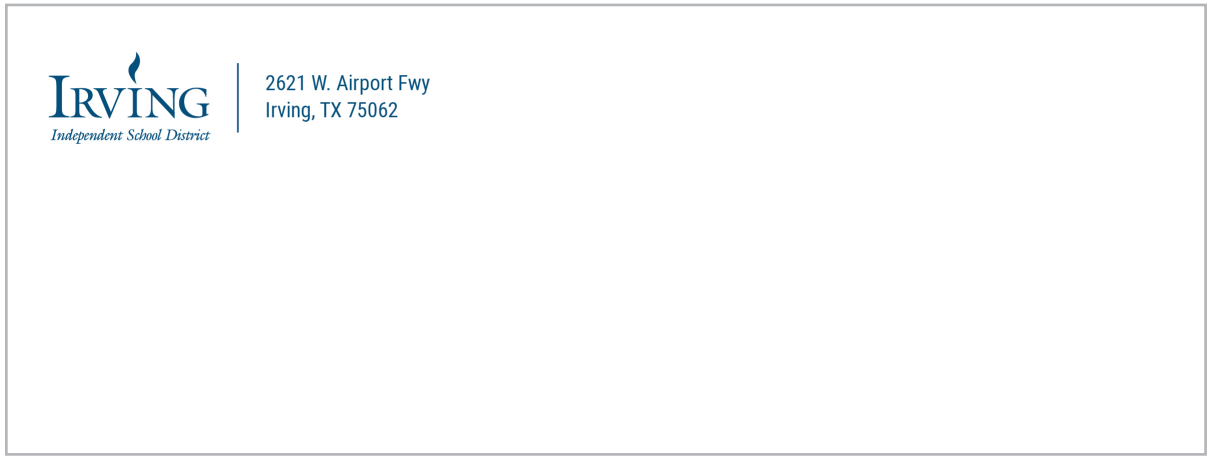
Sincerely,

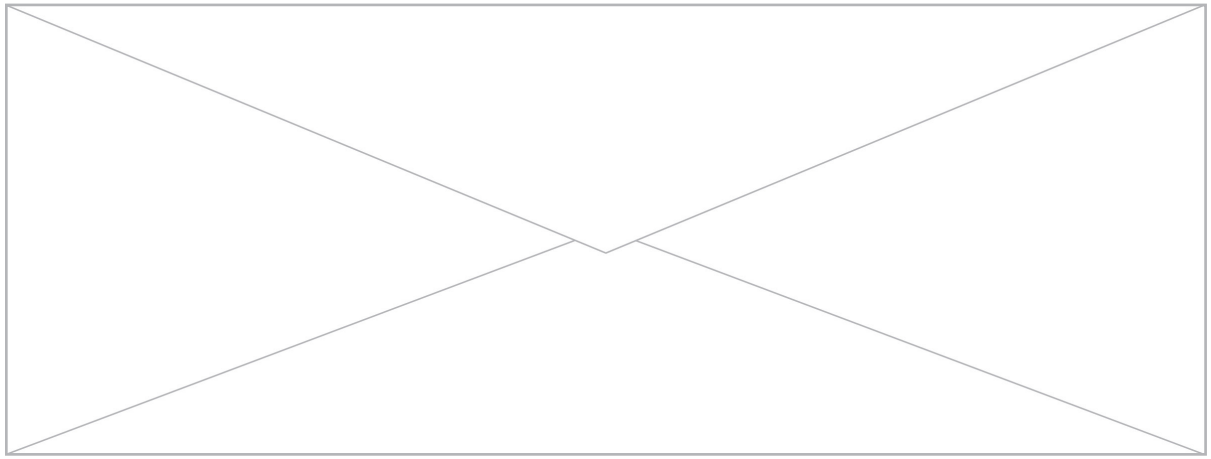
Dr. Dorian Galindo
Superintendent of Schools

2621 W. Airport Fwy. Irving, TX 75062 | 972.600.5000 | IrvingISD.net

ENVELOPE

Below is the approved envelope template. Envelopes are available for purchase through the district's Print Shop by calling 972-600-5144.





BUSINESS CARDS

Below is the approved business card template. Business cards are available for purchase through the district's Print Shop by calling 972-600-5144.

VIDEO GUIDELINES

BEST PRACTICES FOR CAPTURING VIDEO ON A PHONE OR TABLET

We love spotlighting our students, staff and teachers through video to promote the great things happening in Irving ISD. As you capture video, please use these best practices to ensure the picture is clear, the volume is loud and the person being videotaped looks good!

Industry standards and analytics show that videos should be kept short!

- 90 seconds – Maximum
- 60 seconds – Ideal
- 30 seconds – Best!

Tip 1: Select HD Setting

Set your camera on High Definition (HD).

- If you are using an Apple device, use the HD setting: (HD) 1080P 30fps.
- If you are using a Samsung device, use the HD setting: FHD 1920x1080 (in this case FHD stands for Full High Definition).

Tip 2: Go to a Well-Lit Location

Videotape in a well-lit area where your main light source (i.e. room light or sunlight) is casting light on the person(s) you are videotaping and not behind them.

Tip 3: Find a Quiet Place

Whether you are using the built-in microphone on your device or an external microphone, find a quiet place to videotape. Background noise can make it hard for the person to be heard clearly. If you are recording outside, take traffic and weather into account. Heavy winds can also ruin the audio.

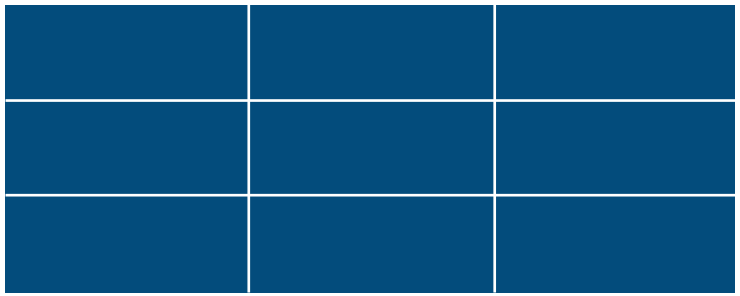
Tip 4: Use the Right Composition

Short-form videos, such as reels, should be filmed in portrait orientation since they are optimized for vertical viewing on platforms like Instagram and Facebook. Longer-form videos or those intended for YouTube or websites should be filmed in landscape orientation (horizontally).

BEST PRACTICES FOR CAPTURING VIDEO ON A PHONE OR TABLET

Things to keep in mind:

- Headroom - Leave some distance between the top of your subject's head and the top of the frame, also known as the screen. You want "some" headroom but not a lot.
- Lead Space (Nose Room) - This is the amount of space in front of the subject when capturing your subject in profile. In this case, you want to leave more room in the direction the subject is looking.
- Rule of Thirds: Both Headroom and Lead Space can be addressed using the rule of thirds, which breaks the screen into thirds horizontally and vertically to find your points of interest. For Headroom, you want your subject's eyes on the top line. For Lead Space, you can use the vertical lines to frame your subject so there is more room in the direction they are looking



- For Headroom, you want your subject's eyes on the top line.
- For Lead Space, you can use the vertical lines to frame your subject so there is more room in the direction they are looking.

Tip 5: Send it Off

If you are sending the video to the Department of Marketing and Communications, please send your video through:

- Email: This is the easiest way to send, assuming the file isn't too large.
- Google Drive: If your video is too large, your video can be sent through your Google Drive. Just make sure you give proper permissions for the recipient to view and download the video.
- Dropbox or similar storage apps: Feel free to use these apps as a way to send the video.

COMMUNICATION CHANNELS

COMMUNICATION CHANNELS

Irving ISD understands the importance of providing strong communication to our families. To ensure all families receive communication through various channels and in a timely manner, both the district and schools can communicate in the following ways:

School Messenger:
This automated parent notification system provides the district and schools the ability to generate telephone, email and/or text notifications to families.

Tips for Successful Messages:

- Keep messages short. Stay within 45 to 60 seconds.
- Categorize your message depending on the purpose. Categories are:
    - Emergencies
    - Weather
    - Attendance
    - General announcements
- Broadcasts can be sent to an entire school or to a specified group of students or staff
- Have a translator translate messages. The translator feature on School Messenger is not accurate.
- Keep current parent phone numbers and email addresses. School Messenger will email a report to the person who sent the message. The report will include the message delivery rate as well as the number of incorrect phone numbers and/or email addresses.
- To add a School Messenger user, email IT at TechSupport@IrvingISD.net.
- For more information, check out the School Messenger FAQ at IrvingISD.net/SchoolMessengerFAQ.

COMMUNICATION CHANNELS

Peachjar

Irving ISD has gone digital, and Peachjar is a great resource for digitally sending out flyers. Each school has a Peachjar account and can send digital flyers out prior to event dates, deadlines and other notifications.

Tips for using Peachjar:

- Make sure to post your flyers in advance, giving families ample time to prepare, mark their calendars, etc.
- Provide both an English and Spanish version of your flyers for Spanish-speaking families.
- Include only the most important information in your flyer. To make sure families have all the information needed, provide a website link, evite, etc. on your flyer so they can learn more information.
- To add employees to your school account, email IT at TechSupport@IrvingISD.net.

The Insider (online newsroom)

The Insider is Irving ISD's one-stop shop online newsroom that connects readers to the Irving ISD "stories and news that matter to you." From breaking news and human-interest stories, to news briefs and videos, The Insider is the go-to news source for Irving ISD parents, students, neighbors and the community at large.

Weekly Email (Constant Contact)

The top stories from The Insider are compiled into a weekly newsletter sent out to all Irving ISD stakeholders – staff, parents, trustees and other community members. Special editions of the email may also be sent to introduce a new feature series or to share prominent information, such as Back to School details.

COMMUNICATION CHANNELS

Website

Irving ISD partners with Blackboard to host the district website. Starting Fall 2020, the district website will transition to a custom template, making it more visually appealing, customer friendly and branded to the district's colors and messaging.

Every school has assigned several people access to the website to maintain its accuracy. For access to the website, email IT at TechSupport@IrvingISD.net.

Tips for a Good Website

- Use customer-friendly language that makes sense to your audience (parents, community and/or staff). Avoid using educational jargon. Appeal to your audience.
- Less is more. Sentences should be short and only include the most important information.
- Include visuals. Use pictures, upload videos and include your department identifier whenever possible.
- Accuracy. Make sure dates are current, information is accurate and website links work.
- Get trained! The Marketing and Communications Department offers several training sessions per year to give website editors an opportunity to learn how to navigate the website.

SOCIAL MEDIA

SOCIAL MEDIA

Social Media Guidelines

Irving ISD utilizes social media to promote and inform families about upcoming events, important announcements, program offerings, award recognitions and much more. The targeted audience for social media is our families, students and community. The district uses the following social media outlets on constant basis to engage our audience:

- Facebook (@IrvingSchools)
- Facebook Espanol (@IrvingSchoolsEspanol)
- Twitter (@IrvingISD)
- Instagram (@IrvingISD)
- Nextdoor (@Irving-ISD)

Schools and departments wanting to create social media accounts will need to submit a request to the Department of Marketing and Communications. Someone from the department will work with the requester to create an account that aligns with the brand of the district. Marketing & Communications can request access to your accounts at any time.

Tips for Social Media Management

For the best social media practices, ensure that you are posting appropriate content with proper netiquette procedures. This includes, but is not limited to:

Media Consent & Student Privacy

- Verify media consent before posting students.
- Do not share sensitive student information.
- Be mindful of names, locations and information visible in photos or videos.
- When unsure, check with campus administration or Communications.

Trends & Content Creation

- Use trends when they align with district standards and campus culture.
- Avoid inappropriate, controversial or unsafe trends.
- Consider copyright, student privacy and brand reputation before participating.

SOCIAL MEDIA

Captions

- Keep captions clear, concise and audience-friendly.
- Proofread names, dates, times and links.
- Use district-approved terminology.
- Limit emojis and hashtags to those that add value.
- Include a clear call to action when appropriate.

Monitoring Accounts

- Monitor comments and messages regularly.
- Respond professionally and avoid public arguments.
- Never discuss individual student situations publicly.
- Escalate sensitive, safety-related or legal concerns to Communications.

Account Security

- Use strong passwords and two-factor authentication.
- Limit account access to authorized staff.
- Remove access when employees leave or change roles.
- Report compromised accounts immediately.

Sensitive Situations

- Do not independently post about emergencies, safety incidents or other sensitive situations.
- Pause scheduled content when appropriate.
- Direct media inquiries to Communications.
- Contact Communications before responding to significant or potentially viral issues.

Branding

- Follow approved Irving ISD logos, colors, fonts and templates.
- Use consistent campus account names, profile images and bios.
- Do not create unofficial district branding without approval.

SOCIAL MEDIA

Tips for Hashtags

Including hashtags in your posts can lead to greater engagement and help build your brand. Hashtags also add context to social media posts and allow users to take part in a larger conversation (think affinity days or special Irving ISD celebrations). For effective, engaging hashtags, follow these tips:

- Keep it short and sweet. Hashtags should be less than 20 characters.
- Capitalize the first letter of each word.

  #IrvingGoesToCollege

- Do not use spaces, punctuation or symbols.
- Limit the number of hashtags you use.

Tips for Posting

Social media is more than a bulletin board. Use your platforms to show what makes your campus unique, celebrate your people and give families a reason to feel connected to your school.

Reaching the Right Audience

Think about who your audience is with every post to make the best connection and performance. Use this key for the best results.

Families: This audience is typically reached through Facebook. Posts with student success, need-to-know info and campus pride work best here.

Students: This audience is typically reached through Instagram. Posts with trendy concepts, reels and student highlights work best here.

Staff: This audience is typically reached through Twitter. Posts with staff success, campus pride and overall updates work best here.

OFFICIAL STYLE GUIDE REFERENCES

OFFICIAL STYLE GUIDE REFERENCES

The primary source of the rules in the Irving ISD Style Guide is the latest edition of the Associated Press Stylebook. Generally considered a guide to news writing, the AP Stylebook provides guidance on a variety of writing questions. Its major focus is providing writing guidance for representatives of the news media. However it is an ideal companion for any writer who seeks to create copy that can be clearly understood by the average reader.

The AP Stylebook may not agree with the Irving ISD Branding and Style Guidelines in every instance. In these cases, writers should look to the district Editorial Guidelines as their primary reference.

Editorial Guidelines
Below are some frequent exceptions to AP Stylebook rules used in Irving ISD:

Addressing Students' Parents/Guardians

To be respectful of the many and varied family structures of students who attend Irving ISD, the preferred address for all letters, forms and requests for personal information/signatures from students' parents or guardians is "**Dear, Irving ISD Families**." However "Parent/Guardian" may also be used.

AM/PM

Time descriptors are denoted by capitalized letters and no periods.

- **AM** not a.m.
- **PM** not p.m.

Board of Trustees

References to the **Irving ISD Board of Trustees** or the **Board of Trustees** as an entity are capitalized. When referring to the board without using its full, official name, board is not capitalized. Members of the **Irving ISD Board of Trustees** should be referred to as "trustee," with a lowercase "b" if a name is not used.

- The Board of Trustees voted to approve the budget.
- In Texas, school boards are responsible for policy.

OFFICIAL STYLE GUIDE REFERENCES

- Trustee Jane Doe will speak to students on Monday.
- John Smith, the trustee for District 8, will address parents.

Career Pathways and Programs of Study

The terms **career pathways** and **programs of study** as well as the names of specific career pathways and programs of study are not capitalized. Signature programs of study, known as Schools of are capitalized.

- Drone engineering, aviation and aviation technology are the career pathways offered in the School of Aviation at Irving High School.

Clubs and Organizations

Do not capitalize the names of student clubs and organizations unless the name is unique to that particular club or an official name.

- Students may participate in chess club, photography club, student council and Future Teachers of America.

Department Names

Official administrative department names are capitalized. Functions are not.

- The Purchasing Department will advertise for bids.
- Some new guidelines have been prepared for purchasing.

District Name

Irving Independent School District is the official name of the district and should be used when referencing the district for the first time in formal documents.

OFFICIAL STYLE GUIDE REFERENCES

Irving ISD is an abbreviation of the official name and may be used in second references and beyond in formal documents and in all references in more conversational pieces - video scripts, social media mentions, flyers, etc. The abbreviation "IISD" should be avoided.

These rules also apply to communications written in Spanish.

Facility Names

Facilities are referenced by the last name. Avoid using first names, except to distinguish between similarly named facilities - Thomas Haley Elementary School and John Haley Elementary School.

Months

All months are spelled out in every use, regardless of if a date is used.

- **January** not Jan.
- **February 1** not Feb. 1

Program Names

Only the official names of specific programs are capitalized. The word "program" is typically lowercase, unless it is part of the official title.

- Gifted and Talented **program**
- The English as a Second Language **program** helps students develop proficiency in the English language.

Quote Attribution

When attributing quotes in news stories, use the present tense.

- "Irving ISD is the best school district in the nation," **says** Superintendent Magda Hernandez, not "Irving ISD is the best school district in the nation," said Superintendent Magda Hernandez.

OFFICIAL STYLE GUIDE REFERENCES

Subject Names

Areas of instruction and specific subjects are not capitalized, with the exception of languages, such as English, Spanish or Vietnamese. The name of a department specializing in a subject area may be capitalized.

- Jim's sister likes mathematics best, but Spanish is Jim's favorite subject.
- The Reading Department has issued new guidelines.

Telephone Numbers

Telephone numbers are distinguished by periods, not dashes or parentheses.

- 972.600.5000

Titles

Titles used before a name are capitalized. Titles that follow the name are in lower case. Do not capitalize titles when the proper name is set off by commas. Courtesy titles such as Dr.,Ph.D., and Ed.D. are used to identify district employees in published information, including programs, directories,newsletters and the district's website.

- Executive Director Jane Doe called a principals' meeting on Thursday.
- John Smith, athletic director, was first on the agenda.
- Superintendent of Schools Magda Hernandez attended the meeting.

Web Addresses

When listing web addresses, it is not necessary to include "http://," "https://" or "www." Capitalize Irving, ISD and the first letter of each word in the web address.

- IrvingISD.net
- IrvingISD.net/BackToSchool

TRANSLATION SERVICES

TRANSLATION SERVICES IN LANGUAGES OTHER THAN ENGLISH

Translation Services, a division of the Department of Marketing and Communications, provides language support in between schools and parents to increase engagement in school activities and districtwide functions.

Our Services

- Interpretation (Oral): For districtwide and schoolwide functions, we offer oral consecutive or simultaneous interpretation services (consecutive or simultaneous) into Spanish. Interpretation to languages other than Spanish is available for district wide events on a case-by-case basis and depending on availability.
- Translation (Written): We offer translation services of a wide variety of documents into Spanish through our in-house staff. Translations into other languages are also available on a case-by-case basis (sub-contracted). Documents submitted for translation will be processed in the order received and typical turn-around time is three to five business days, although this may vary due to availability, complexity of the document and length.
- American Sign Language Interpretation (ASL): We offer districtwide and schoolwide support through a third-party vendor for interpretation services into American Sign Language (ASL) upon request.
- Over-the-phone Interpretation (OPI): For simple matters not requiring an in-person interpreter OPI services are available in more than 100 languages through an over the phone interpreting service. The service is available to anyone with Irving ISD credentials. Please contact the Department of Marketing and Communications for detailed information about this service.

Request Services

- District employees may request interpretation services through a Google Form located at IrvingISD.net/CommunicationRequests.

INTERNAL COMMUNICATIONS

IN THE KNOW

What is ITK?

In The Know is the primary communication channel for Irving ISD staff. This channel is used to share reminders, training and learning opportunities, event invites and other need-to-know news.

What can I find in the ITK newsletter?

The In The Know newsletter features three key sections: Action Required, Events Calendar and Need to Know.

- Action Required: This section is reserved for the most time-sensitive material. Examples include budget deadlines, nominations and training signups.
- Events Calendar: This will include reminders of upcoming PD and learning opportunities, district holidays and other events open to IISD staff.
- Need to Know: This will include department staffing updates, general reminders and staff newsletter reminders.

How often will I receive the ITK newsletter?

The ITK newsletter will be sent **every Thursday**. An ITK email will be sent in the case of emergencies or time-sensitive announcements from Irving ISD leaders. ITK content can also be viewed on the homepage of the staff intranet.

How do I submit content for the ITK newsletter?

District staff are welcome to submit material for upcoming ITKs. If you have information that needs to be shared with the entire district staff, please submit a Project Service Request with the Department of Marketing and Communications.

All content must be submitted by noon the day before the newsletter is scheduled to go out.

Questions?

If you have questions about an item in the ITK newsletter, simply reply to the email newsletter or reach out to the department contact, if listed.

STAFF INTRANET

What is the staff intranet?

The staff intranet is the one-stop-shop for Irving ISD staff resources, news and tools. Both central and campus staff will find updated information and resources needed for day-to-day and specialized responsibilities.

What can I find on the staff intranet?

- The staff intranet features several key sections: Staff Spotlights, District Calendar, Team Irving News, In The Know, Resources and Forms.
- Staff Spotlights: Found at the top of the staff intranet, this section features recent staff spotlights from the Irving ISD Insider.
- District Calendar: This will include district holidays, board meetings and other important dates.
- Team Irving News: This section reflects the latest news and features from the Irving ISD Insider. Stories include student spotlights, headlines, snapshots and more.
- In The Know: This will include the most recent ITK newsletter, which includes staff reminders, training and learning opportunities, event invites and other need-to-know news.
- Resources: On the resources tab, all Irving ISD staff can find resources and tools to help with day-to-day tasks, emergency responses and long-term planning.
- Forms: The forms tab is where you will find all forms that have been approved and posted by the Irving ISD Office of Document Services.

How can I add information to the staff intranet?

To request an update or additional information on the staff intranet, please fill out a Project Service Request with the Department of Marketing and Communications.

I'm having trouble accessing the intranet or a page within the intranet.

To request assistance, please fill out a **Technology Work Order**.

DISTRICT EMAIL AND VOICEMAIL PROTOCOL

Email Signature

In order to reflect the professional and unified voice of the district, all Irving ISD staff are advised to set up an email signature in the format listed below. Since district fonts are not available on Microsft Outlook, "Arial" will be utilized for the email signature.

JOHN SMITH — Arial Bold (All Caps) 12 pt

Director of Email Marketing — Arial Bold 10 pt

Irving Independent School District
2621 W. Airport Freeway | Irving, TX 75062
P.O. Box 152637 | Irving, TX 75015-2637
jdoe@irvingisd.net | 972.000.0000

Arial Regular 10 pt

Tips for your Email Signature:

- Do not use quotations, jokes or references to non-work related materials.
- Avoid hard-to-read fonts and colors
- Do not use images other than the district-branded logo, district identifiers and social media icons

Out of Office Notice

When possible, staff are advised to set up automatic replies in Outlook when they will be out of the office. Out of office notices should state:

- Date when you will return to the office or become available by email
- An alternative contact who can be reached in case of an emergency

Voicemail Greeting

All Irving ISD staff are advised to record a personalized greeting on their work phone. Voicemail greeting should include:

- Name and title/role
- An alternative contact/department who can be reached in case of an emergency

OFFICIAL SCHOOL & FACILITY NAMES

Schools:

Early Childhood School

Clifton Early Childhood School
Kinkeade Early Childhood School
Pierce Early Childhood School

Elementary School

Barton Elementary School
Brandenburg Elementary School
Britain Elementary School
Brown Elementary School
Davis Elementary School
Elliott Elementary School
Farine Elementary School
Gilbert Elementary School
Good Elementary School
John Haley Elementary School
Thomas Haley Elementary School
Hanes Elementary School
Johnston Elementary School
Keyes Elementary School
Lee Elementary School
Lively Elementary School
Schulze Elementary School
Stipes Elementary School
Townley Elementary School
Townsell Elementary School

Middle School

Austin Middle School
Bowie Middle School
Crockett Middle School
de Zavala Middle School
Houston Middle School
Johnson Middle School
Lamar Middle School
Travis Middle School

High School

Cardwell Career Preparatory Center
Irving High School
MacArthur High School
Nimitz High School
Singley Academy

Other Educational Facilities

Baby University North
Baby University South
Elise Walker Outdoor Learning Center
Joy and Ralph Ellis Stadium
Ratteree Career Development Center
Robert Scott Pohl Planetarium
Student Reassignment Center

Support Facilities

Administration Building
Administrative Annex
Facilities Service Center
Food Service Center
Hand-On Science Center
Special Education Annex

2621 W. Airport Fwy Irving , TX 75062 | 972.600.5000 | IrvingISD.net