

S H E L B Y C O U N T Y S C H O O L S

District Style Guide



TABLE OF CONTENTS

OVERVIEW	1
GRAMMAR, PUNCTUATION, SPELLING AND CAPITALIZATION	2-7
REFERENCING SHELBY COUNTY SCHOOLS.....	7
FONTS AND FORMATTING	8
POWERPOINT PRESENTATIONS	9
DISTRICT EMAIL.....	10
LETTERHEAD AND BUSINESS CARDS	11-12
LOGO AND VISUAL IDENTITY	13-14
OUR COLORS	15
AFFIRMATIVE ACTION STATEMENT.....	16
PHOTOGRAPHY	17

OVERVIEW

As employees of an education institution, Shelby County Schools (SCS) employees are held to a high standard for consistency, accuracy and correctness in all communications.

To uphold a cohesive image of SCS and support the creation and delivery of consistent and clear communication, the Communications Department has prepared this style guide for the creation and delivery of district-level communications by central office employees. District-level communication is defined as any form of communication coming from central office that represents SCS as a whole.

This style guide can be helpful for school-level employees as well. However, because school level communications are often more tailored for specific purposes and individual communities, more flexibility in style may be needed. School-level communications should always be reviewed for proper grammar, spelling and punctuation, as well as for correct references to the District.

In addition to rules for written communication, this style guide also includes graphic standards that are designed to strengthen the overall brand of SCS and establish a common visual identity to reinforce the District's public image.

The only instances in which guidelines may be altered are headlines, ads and social media messages.

Elements of this style guide include:

- Grammar, Punctuation, Spelling & Capitalization
- References to Shelby County Schools
- Fonts
- PowerPoint Presentations
- Letterhead & Business Cards
- Logo & Visual Identity
- Graphic Design Standards

Style guidelines should be uniformly applied to all forms of district-level communications, including:

- | | |
|--------------------------|----------------------------|
| • Formal Emails | • Letterhead |
| • District Notifications | • Newsletters |
| • Formal Letters | • PowerPoint Presentations |
| • Press Releases | • Websites |
| • Brochures | • Advertisements |
| • Flyers | • Reports |
| • Exhibits/Displays | • Training Material |
| • Business Cards | |

If you have any questions about this style guide or any general questions on communications, please contact us at (901) 416-5628.

GRAMMAR, PUNCTUATION, SPELLING & CAPITALIZATION

Below are the style guidelines for some of the most commonly used elements of written communication, including grammar, punctuation, spelling and capitalization. These guidelines should be applied consistently to all forms of written district-level communication.

The only instances in which guidelines may be altered are headlines, ads and social media messages.

*Alphabetical List

Acronyms

All acronyms, even commonly used education acronyms, should be fully spelled out on first reference. The acronym should appear in parentheses on first reference and appear without parentheses thereafter. *Ex. Students will participate in multiple Advanced Placement (AP) courses. SCS offers 45 AP courses.*

Addresses

For numbered addresses, always abbreviate *Ave., Blvd., St., Rd., Dr. and Cv.*, as well as directional cues (N., E., S., W.). Always spell out other words such as alley or way. Always spell out the full address when there is no number. If a street name is a number, spell out First through Ninth and use figures for 10th and higher. *Ex. 101 N. Grant St.; Northwestern Ave.; South Ninth St.; 102 S. 10th St.; 605 Woodside Dr.*

Ages

Always use numbers for ages. If the age is used as an adjective or as a substitute for a noun, then it should be hyphenated. Don't use apostrophes when describing an age range. *Ex. A 21-year-old student; The girl, 8, has a brother, 11.; The contest is for 18-year-olds.; He is in his 20s.*

Board Meetings

Always capitalize formal meetings of the Board of Education, including Business Meeting, Work Session, Special Called Business Meeting and all committee meetings.

Board Members

Each elected member of the SCBE is referred to as a Board Member. Board is always capitalized, and Member should only be capitalized when it is used as a formal title. *Ex. John Smith was elected to the Shelby County Board of Education.; Board Member Smith introduced the resolution.; Smith is one of seven new Board members this year.*

Books, Periodicals & Other Compositions

Use quotation marks around the titles of books, songs, television shows, computer games, poems, lectures, speeches and works of art. *Ex. He read from the new book, "When the White House Was Ours." The students sang "The Star-Spangled Banner" before the game. The students viewed Vincent van Gogh's "Starry Night."*

Magazines, newspapers and other periodicals/reference materials should be italicized. *Ex. The Washington Post; Parent Magazine; U.S. News; The American Journal of Medicine.*

Cabinet

Always capitalize Cabinet when referencing the superintendent's executive leadership team. Cabinet-level positions should also be capitalized when referring to a specific person.

C19TV & 88.5FM

The District's broadcast outlets, C19TV and 88.5FM, should always appear in all caps and without spaces, with the appropriate station identifiers – TV or FM.

Central Office

The Board of Education building, located at 160 S. Hollywood St., is often referred to as central office. Central office is also often used to describe all non-school-based employees. Central office should not be capitalized unless it begins a sentence.

Dates, Months, Years, Days of the Week

For dates and years, always use figures. Do not use st, nd, rd or th with number dates. Always capitalize and spell out months unless it is used with a number date. When used with a date, the following months may be abbreviated: Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Ensure consistent use of spelled/abbreviated dates throughout the communication. *Ex. January 1, 2014; January; Oct. 24, 2015; Not February 2nd, 2014.*

Commas are not necessary if only a year and month are given, but commas should be used to set off a year if the date, month and year are given. Use the letter s but not an apostrophe after the figures when expressing decades or centuries. An apostrophe should only be used before figures expressing a decade if numerals are left out. *Ex. Classes begin Aug. 25.; Purdue University was founded May 6, 1869.; The semester begins in January 2015.; The 1800s; The '90s.*

Capitalize days of the week, but do not abbreviate.

District

Always capitalize District when it is used as a formal replacement for Shelby County Schools. It should not be capitalized otherwise unless it is part of a formal title. *Ex. The District is committed to teacher and leader effectiveness.; All district-level staff should attend the meeting.*

Elementary/Middle/High School

These should only be capitalized when used with the full name of a school. *Ex. Ridgeway Elementary School; Ridgeway Middle School; Ridgeway High School.*

Email

Email is always spelled out without a hyphen. It should be lowercase unless it begins a sentence. *Ex. Check your email.; Email submission is required.; Not e-mail.*

Grades

Spell out first through ninth grades, and use numbers for 10th through 12th. Numbers and hyphens may be used to show grade ranges. *Ex. He is in first grade.; She is a 10th grade student.; The tests are administered for grades K-3, 4-8 and 9-12.*

Job Titles

Only Superintendent and Cabinet-level positions should be capitalized when referring to a specific person. Principal is capitalized when used as a formal title for a specific individual. Do not capitalize any job titles in general references. *Ex. Superintendent John Smith; John Smith, Chief Financial Officer; Principal John Smith; There will be a Cabinet meeting for directors and chiefs on Thursday.; John Smith was the 13th superintendent of the school district.*

Kindergarten

Kindergarten is always capitalized.

Mr., Mrs., Miss., Ms.

Do not use courtesy titles, such as Mr., Mrs., Miss or Ms., unless they are part of a direct quotation or are needed to differentiate between people of different genders who have the same last name.

Names

Always use a person's first and last name on first reference. Only use last names on second reference. *Ex. John Smith spoke to the group.; Smith was very informative.*

Numbers

Numbers lower than 10 should be spelled out. Numbers 10 and over should appear as numerals. *Ex. His favorite number is seven.; Her jersey number is 11.*

Always spell out a number if it begins a sentence, unless it is a year. *Ex. Two hundred freshmen attended.; Five actors took the stage.; 1776 was an important year.*

Office/Department/Division

Always capitalize when used in the full title of a district-level office. Do not capitalize in general references. *Ex. Send requests to the Communications Department.; All departments should submit their information by Friday.*

Online

Online is always one word, never separated by a hyphen. Ex. Online; Not on-line.

Optional Schools

Always capitalize the 'O' and 'S' when used to reference to the entire program. When referring to a single school, only the 'O' should be capitalized. Ex. *Grahamwood Elementary is an Optional school.; Optional Schools applications are being accepted through August.*

Pre-K

Pre-K is always capitalized and should include a hyphen.

Principal

Do not capitalize in general references. Only capitalize when used as a formal title for a specific individual. Ex. *Principal Smith; The principal of Ridgeway Middle is retiring.; Smith is the principal of Ridgeway Middle.*

Punctuation

Use a single space after a sentence-ending punctuation mark.

Periods and commas go inside quotation marks. Ex. *"I did nothing wrong," he said.; She said, "Let's go to the Purdue game."*

When listing a simple series of things, do not use a comma before the conjunction. Ex. *We offer English, Math and Social Studies.; Not We offer English, Math, and Social Studies.*

An apostrophe should not be used to pluralize a word.

School Years

School years should appear as follows: *2014-15; Not 2014-2015; Not 14-15.*

Shelby County Board of Education

Always capitalize Shelby County Board of Education when written out.

Shelby County Schools

Always capitalize Shelby County Schools when written out.

State/Federal

State should be capitalized if it is used as a formal replacement for the Tennessee Department of Education. Otherwise, do not capitalize state and federal unless they are part of an official title. Ex. *The policy is based on state law.; That initiative was started by the Department of Federal Programs.; Scores have to be reported to the State by Friday.*

Strategic Goals

Only capitalize when used in official, complete references to the District's 80/90/100% Strategic Goals for College & Career Readiness. Do not capitalize in general references. *Ex. The Superintendent unveiled the 80/90/100% Strategic Goals for College & Career Readiness at the meeting.; The Board approved a public meeting schedule to discuss the new strategic goals.*

80/90/100% should always appear with backslashes and a % symbol. *Ex. The Superintendent's 80/90/100% Strategic Goals were shared at the meeting.; Not 80-90-100 or 80/90/100.*

Subjects

School subjects should be capitalized. *Ex. High school students must take English, Math and World History.; She teaches U.S. Government.*

Superintendent

Always capitalize when making a direct reference to the Superintendent or using it in place of his name. It should not be capitalized in general references. *Ex. Superintendent John Smith; John Smith was the 13th superintendent of the school district.; The Superintendent will issue a statement on the new policy.*

Teacher

Never capitalize teacher unless it is part of a formal title. *Ex. The new policy affects all teachers.; Attendance is required at New Teacher Orientation in July.*

Technology Terms

Here are the correct spelling and capitalization rules for some common technology terms:

- *download*
- *Facebook*
- *hashtag*
- *Internet*
- *iPad, iPhone, iPod*
- *social media*
- *Twitter, tweet, tweeted, retweet*
- *Website*
- *YouTube*

Tennessee

Tennessee should always be spelled out when used in a sentence unless it is accompanied by a city. *Ex. The policy is based on Tennessee law.; SCS is located in Memphis, TN.*

Tennessee Department of Education

Tennessee Department of Education should always be spelled out on first reference and accompanied by TDOE in parentheses. TDOE can be used in its place thereafter. TDOE is sometimes referred to as “the State.” State should only be capitalized when it is used in place of TDOE. *Ex. The Tennessee Department of Education (TDOE) released test scores today.; The TDOE will announce 2015 Reward Schools today.; Scores have to be reported to the State by Friday.*

Times

Times should always be accompanied by a.m. and p.m. – lowercase and separated by periods. Always spell out noon and midnight. Do not use :00. *Ex. 1 p.m.; 3:30 a.m.; 9 a.m. – noon; 10:30 p.m. – midnight.; Not 1:00 – 4:00 PM*

REFERENCING SHELBY COUNTY SCHOOLS

The formal name, Shelby County Schools, should always be spelled out on first reference with (SCS) in parentheses to specify subsequent references. SCS or District (capitalized) may be used thereafter. *Ex. Shelby County Schools (SCS) announced the results of its 2013-14 TCAP assessments today. SCS had the highest scores in the state. It's the third year in a row the District has led the state for TCAP scores.*

The formal name of our elected School Board is the Shelby County Board of Education. It should always be spelled out on first reference with (SCBE) in parentheses to specify subsequent references. SCBE, School Board or Board (capitalized) may be used thereafter. Careful consideration must be taken to protect and respect the District's reputation. Before using the SCS or SCBE name, consider whether the use would be supportive of the District's mission and reputation.

The use of the District's name must NOT:

- Be associated with activities or entities that compromise the integrity or credibility of SCS
- Be used for personal gain
- Be used in print or electronic form if it implies commercial or political endorsement of a product, service, project or individual without prior written authorization

Fonts & Formatting

Readability is the most important consideration in font selection. For this reason, SCS requires the following fonts to be used for all official communications sent by the District.

The only instances in which these guidelines should be altered are when the Communications Department provides graphic design assistance for advertisements, marketing materials, promotional websites or other communications that may be viewed by large internal or external audiences.

Fonts for general use (documents, emails, websites):

Recommended size – 12pt (no more than 16pt, no less than 10pt)

- | | | |
|-------------------------------------|---------------------------------------|-----------------------------------|
| • Arial Regular | • Cambria Regular | • Times Regular |
| • Arial Italic | • <i>Cambria Italic</i> | • <i>Times Italic</i> |
| • Arial Bold | • Cambria Bold | • Times Bold |
| • <i>Arial Bold Italic</i> | • <i>Cambria Bold Italic</i> | • <i>Times Bold Italic</i> |
| | | |
| • Calibri | • Helvetica | |
| • <i>Calibri Italic</i> | • <i>Helvetica Italic</i> | |
| • Calibri Bold | • Helvetica Bold | |
| • <i>Calibri Bold Italic</i> | • <i>Helvetica Bold Italic</i> | |

Fonts for text-heavy documents (letters, reports):

Recommended size – 12pt (no less than 10pt)

- | | | |
|-------------------------------------|---------------------------------------|-----------------------------------|
| • Arial Regular | • Cambria Regular | • Times Regular |
| • Arial Italic | • <i>Cambria Italic</i> | • <i>Times Italic</i> |
| • Arial Bold | • Cambria Bold | • Times Bold |
| • <i>Arial Bold Italic</i> | • <i>Cambria Bold Italic</i> | • <i>Times Bold Italic</i> |
| | | |
| • Calibri | • Helvetica | |
| • <i>Calibri Italic</i> | • <i>Helvetica Italic</i> | |
| • Calibri Bold | • Helvetica Bold | |
| • <i>Calibri Bold Italic</i> | • <i>Helvetica Bold Italic</i> | |

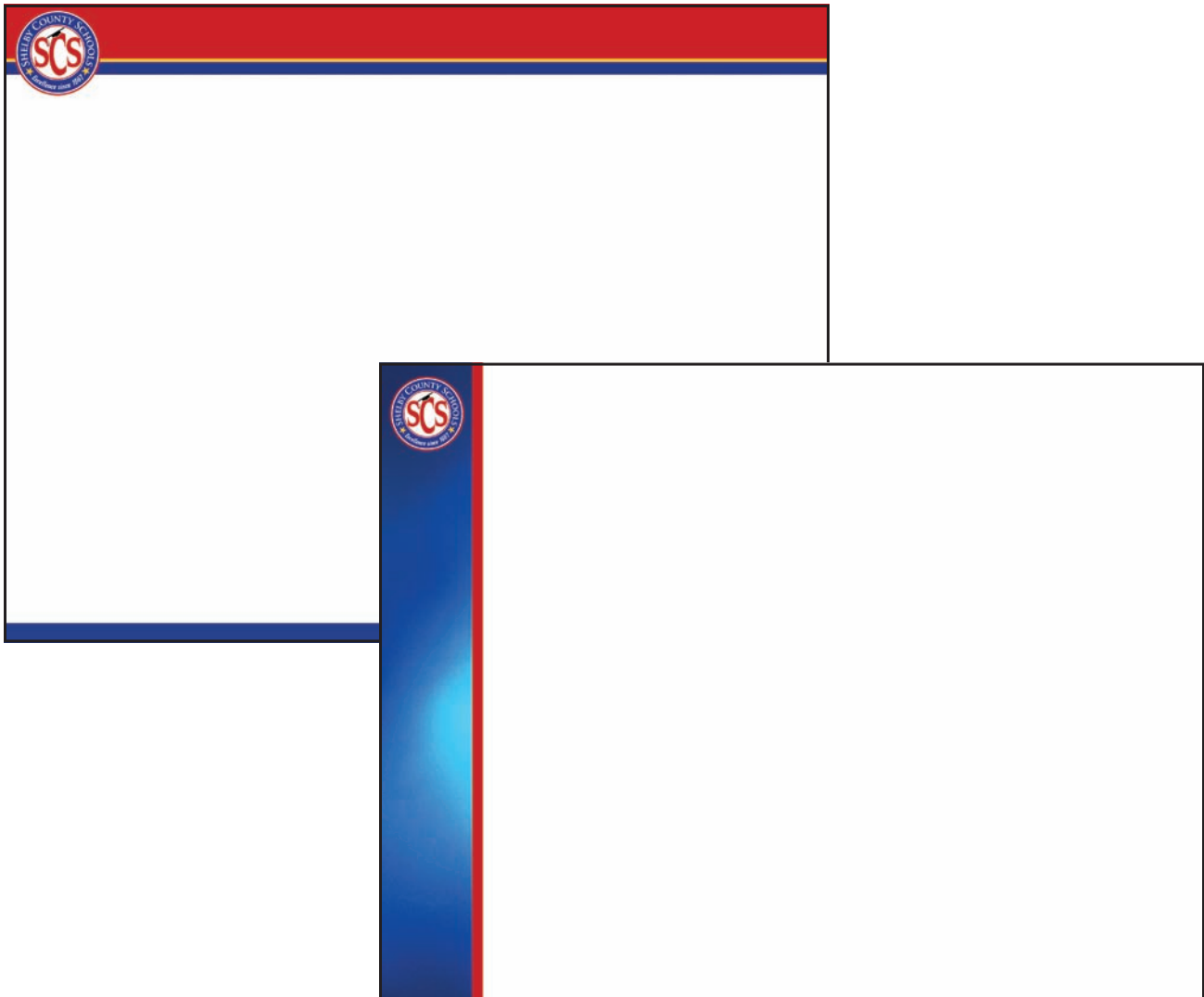
For websites:

Recommended size – 12pt (no more than 16pt, no less than 10pt)

- | | |
|-----------------------------------|------------------------------|
| • Arial Regular | • Trebuchet MS |
| • Arial Italic | • <i>Trebuchet MS</i> |
| • Arial Bold | • Trebuchet MS |
| • <i>Arial Bold Italic</i> | • <i>Trebuchet MS</i> |

POWERPOINT PRESENTATIONS

All official District presentations should be done on an approved PowerPoint template slide provided by the Communications Department.



Presentations should be prepared with the audience in mind, not the presenter. A PowerPoint should be a summary of key points, not a full report. The presenter is expected to expound verbally.

Helpful Tips for an Effective Presentation:

- Text – No less than 24pt
- Headings – No less than 44pt
- Consistent fonts throughout
- 4-6 brief bullets per slide (one thought per line)
- Avoid complex, hard-to-read charts
(summarize key points; divide charts into larger, more readable sections)
- Use high-contrast colors for optimal visibility (light colors do not present well)
- Spell check & test your slideshow before presenting

DISTRICT EMAIL

Emails should be set with one of the approved general use fonts (Calibri, Arial, Helvetica or Cambria). Email font should be black and no less than 12pt or no larger than 14pt. Your email signature serves as a reference for people to find your contact information and should not distract from the content of your email.

DO NOT:

- Add any content to your signature besides your contact information (i.e. quotes, affirmative action statement, etc.)
- Add additional graphic elements to your signature
- Use colored or formatted email backgrounds

Note: *The affirmative action statement is only required on external publications (see pg. 16)*

Email signatures are recommended for use by all departments of the district. Email signatures should include the approved email signature artwork produced by the Communications Department (no custom images):

The following contact information should be included in your signature:

Name (may bold if desired)

Title

Department/School

Address

Main Office Telephone # | Direct # (optional) | Fax # (optional) | Cell # (Optional Email)



John P. Doe

Director of Student Services

Department of Research and Records

160 S. Hollywood St., Memphis, TN 38112

Off: (901) 416-5300 Fax: 416-0000 Cell: 416-1234

John P. Doe

Director of Student Services

Department of Research and Records

160 S. Hollywood St., Memphis, TN 38112

Off: (901) 416-5300 Fax: 416-0000 Cell: 416-1234



LETTERHEAD & BUSINESS CARD

The Communications Department has created official letterhead for all departments and schools. Schools may incorporate their official logo into the letterhead, as long as no other elements of the letterhead are altered.

Electronic copies of the letterhead can be requested through Graphic Services at 416-5678. Printed reams of letterhead can be ordered through Printing Services at 416-3564.



DEPARTMENT OF COMMUNICATIONS AND BROADCAST SERVICES

160 South Hollywood Street • Memphis, TN 38112 • (901) 321-2520 • Fax (901) 312-2559 • www.scsk12.org

John Doe
Telecommunications Center
Manager 1
johndoe@scsk12.org



MAXINE SMITH STEAM ACADEMY

John Doe
Principal
johnd1@scsk12.org

Shelby County Schools offers educational and employment opportunities without regard to race, color, religion, sex, or

750 East Parkway South • Memphis, TN 38104 • (901) 416-4536 • Fax (901) 416-5338 • www.scsk12.org

Shelby County Schools offers educational and employment opportunities without regard to race, color, religion, sex, creed, age, disability, national origin, or genetic information.

Business cards can be ordered through Printing Services at (901) 416-3564.

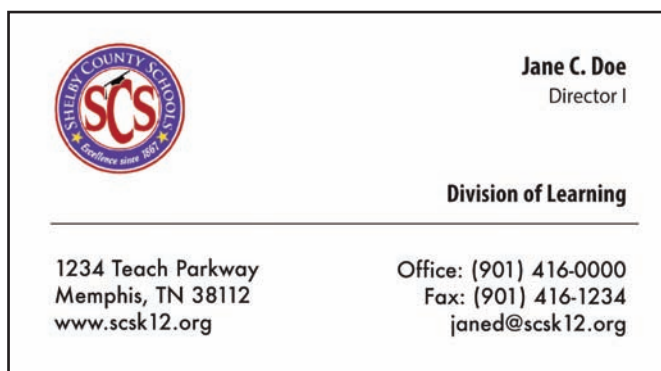
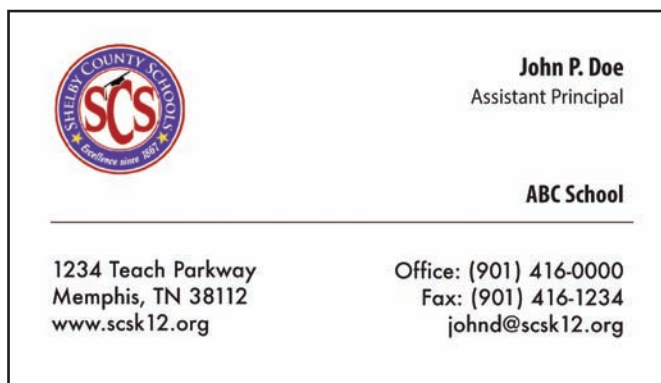
Business card content is limited, as it appears on the image below.

SCS office, cell and fax numbers can be listed. Absolutely no personal cell or home telephone numbers can be listed on the business cards.

No personal titles are other than district titles are allowed on business cards. *Ex: Rev., Mr.*

Email is limited to SCS addresses ONLY.

The SCS address and web site appears on all business cards. Logos other than the SCS logo are not allowed on business cards.



LOGO & VISUAL IDENTITY

Careful consideration must be taken to protect and respect the District's reputation. Before using the SCS logo, consider whether the use would be supportive of the District's mission and reputation.

The use of the District's name and logo must NOT:

- Be associated with activities or entities that compromise the integrity or credibility of SCS
- Be used for personal gain
- Be used in print or electronic form if it implies commercial or political endorsement of a product, service, project or individual without prior written authorization

The SCS logo is available in color and black and white for official District materials.



Note: *Separate logos for District programs and initiatives may be used in conjunction with the official District logo. However, departments are discouraged from producing their own departmental logos. Departments that currently have their own logo are permitted to use them for internal communications only.*

Both logos can be downloaded from the Graphic Services section of the Communications Department website.

The SCS logo should NOT be used in the following ways:

- Sized smaller than 1 inch
- Elongated, stretched, condensed or out-of-proportion
- Covered or cut off
- Altered, deleted or added elements
- Surrounded by patterns or designs
- Boxed in white and placed on a colored background
- Low quality or pixelated



1 inch



Our Colors

The official colors of Shelby County Schools are PMS 187 Red, PMS 286 Blue and PMS 123 Gold. Besides reversed-out white, these are the only three colors in which the SCS logo may be used.

The PMS versions of the colors are preferred, but in some cases these versions may be used.

- | | | |
|---|--|---|
| <ul style="list-style-type: none">• CMYK Blue (for print)<ul style="list-style-type: none">- C = 100- M = 66- Y = 0- K = 2 | <ul style="list-style-type: none">• CMYK Red (for print)<ul style="list-style-type: none">- C = 0- M = 100- Y = 79- K = 20 | <ul style="list-style-type: none">• CMYK Gold (for print)<ul style="list-style-type: none">- C = 0- M = 24- Y = 94- K = 0 |
| <ul style="list-style-type: none">• RGB (for electronic media)<ul style="list-style-type: none">- R = 0- G = 93- B = 170 | <ul style="list-style-type: none">• RGB (for electronic media)<ul style="list-style-type: none">- R = 196- G = 18- B = 48 | <ul style="list-style-type: none">• RGB (for electronic media)<ul style="list-style-type: none">- R = 255- G = 196- B = 37 |
| <ul style="list-style-type: none">• Hexadecimal (used in HTML web page features.)<ul style="list-style-type: none">- H = 221- S = 100- B = 63 | <ul style="list-style-type: none">• Hexadecimal (used in HTML web page features.)<ul style="list-style-type: none">- H = 210- S = 67- B = 20 | <ul style="list-style-type: none">• Hexadecimal (used in HTML web page features.)<ul style="list-style-type: none">- H = 225- S = 100- B = 59 |



Affirmative Action Statement

The following statement must appear on all other publications and forms produced for off-campus distribution, as well as internal District websites. The statement should be set in 6- or 9-point type and centered on the back panel or back cover of each publication or at the bottom center of advertisements, flyers, etc.

English:

Shelby County Schools offers educational and employment opportunities without regard to race, color, religion, sex, creed, age, disability, national origin, or genetic information.

Spanish:

Shelby County Schools ofrece oportunidades educativas y de empleo sin distinción de raza, color, religión, sexo, credo, edad, discapacidad, origen nacional, o la información genética.

Current Shelby County Board of Education members should also be listed on publications distributed to the public.

PHOTOGRAPHY

High quality images are an important design element that can help make communications stand out. Photographs should be high quality for both digital and print communications. Because photos can always be made smaller, it is suggested that you take photographs at the highest resolution possible. 300 dpi is standard.



Be certain that media release forms are on file before publishing or sharing any photo an SCS student.

Photography Database

The Communications Department has a database of high quality images for use in communication materials. If you are interested in using one of our photos, please contact Graphic Services at (901) 416-5678.