BRAND STANDARDS GUIDE

What is a brand?

A brand is more than just a logo. It is more than the product you produce. It is not just a company's identity. Brand is the personality of a business. It is what a person thinks and feels about your organization. Therefore, the way we interact with others, whether in person, via print, or what they observe from afar, all are part of our brand. That is why it is important to have consistent messaging in logos, color schemes, the language we use, and our customer service. Every one of these things influence how others perceive Everett Public Schools, and are therefore essential to our brand.

LETTER FROM THE SUPERINTENDENT

Amazon. Boeing. Nordstrom. Seahawks. Microsoft. UW. All of these Puget Sound powerhouses have strong brands. You hear their name, you know what they are about, what you can expect when you interact with them, and how much quality you can expect. Everett Public Schools has worked diligently over many years to build a strong, consistent brand in our community. Branding is important because it is what represents our memorable impression on community members and allows them to know what to expect from our organization. It's a way of distinguishing us from other districts and clarifying what's unique and special about us. Our brand is built to be a true representation of who we are as an organization, and how we wish to be perceived. Our promises, express and implied, and how we deliver on them are essential to building community trust in our brand.

Why branding is important? Why invest the time and effort to catalogue and define our brand standards and make it available to you? Because you are responsible for the brand. This guide helps you enforce and strengthen our brand. It promotes consistency, professionalism, and confidence, which compliments how we represent ourselves to the community. It boils down to engaging families and community and developing advocates. People promote brands they love. People wear brands, eat brands, listen to brands, and they're constantly telling others about the brands they admire. Conversely, you can't tell someone about a brand you can't remember.

If family members of our students come to admire our brand, it may engage them more in their students' learning. And, it may increase informed supporters of the work we do.

Our brand, traditionally known as the Everett Way, should stand the test of time. It should be predictable. It should be reliable. People must know what to expect when they interact with Everett Public Schools. That constancy, that coherence of approach, that transparency and accountability breeds confidence.

Are we living up to our brand? It's a good question to ask ourselves. Is the way we treat each other, communicate with families, prepare for lessons, present a report, or post to our website reinforcing our brand? Or detracting from it? Our challenge is to ensure that everything we do and say, and how we communicate, strongly reinforces our brand and our mission to provide the very best education for Everett Public Schools students. If you are using this guide, you are helping to strengthen that brand.

Dr. Ian Saltzman
Superintendent

LOGO AND GRAPHIC STANDARDS

LOGO & ICON

The Everett Public Schools logo is the key element of our brand identity. Consistent use of the mark is essential to maintaining our identity and gaining instant recognition across all marketing channels and media.

The position, size and proportional relationship of the logo elements and typography have been carefully determined and may not be altered. The logo and icon shall always appear with the accompanying trademark "®" symbol.

Everett Public Schools primary logo

This is the primary logo for Everett public Schools. Whenever possible, use this full color version.

Horizontal logo

When necessary, this horizontal version of the logo may be used.

Icon

When necessary, the logo icon may be used on its own.

LOGO APPLICATION

Digital files with .eps or .pdf extensions should be used for printed materials. Logo files with the .jpg, .gif, or .png files should be used for on-screen applications. Please consult your vendor for their preferred file format before submitting artwork for production.

Please contact the communications department for appropriate file formats.

Clear space

Clear space is the area that surrounds the logo and maximizes the visual impact of the logo. This space should be free of any other elements including text, graphics, borders or other logos. The clear space may be white or the neutral color of the background medium. For placement on dark colors, please refer to proper usage of a reversed logo. The clear space minimum measurement should be no smaller than the width of the capital "E" in Everett.

Minimum size of logo

In order to maintain logo legibility, the minimum size the logo may be presented is 1.5". The width is measured form the left side of the "swoosh" to the right side of "SCHOOLS".

LOGO DOS

Below is a range of approved Everett Public Schools logos for various applications. The logo should remain clear and readable at all times.

Grayscale logo

Use this logo for any application that allows only black & white or grayscale printing.

One color logo

If only one color is used for reproduction, the entire logo should be printed in 100% of the color, with no gradients or screens.

Grayscale logo reversed

If your project has a dark background and is only black & white or grayscale, use this logo.

One color logo reversed

For dark colored backgrounds, reverse the logo like this, with no gradients or screens.

Color logo light blue background

If your project has a light blue background and is in color, the above logo treatment can be used.

Color logo dark blue background

If your project has a dark blue color background and is in color, the above logo treatment can be used.

LOGO DON'TS

To preserve the integrity of the Everett Public Schools logo, never alter the approved logo configuration, substitute elements, or deviate from the guidelines presented in this guide. The examples below demonstrate misuses of the Everett Public Schools logo.

DO NOT use logo text without the logo icon

DO NOT add unofficial copy or taglines

DO NOT add borders, outlines or boxes

DO NOT add unofficial graphics covering any part of the logo

BRAND COLORS

The approved colors for the Everett Public Schools brand are as follows:

Pantone 295c
CMYK: 100/57/0/40
RGB: 0/68/124
HTML: #01447b

Pantone 5435c
CMYK: 13/3/0/17
RGB: 185/199/212
HTML: #bcc7d3

Pantone 180c
CMYK: 0/79/100/11
RGB: 217/83/30
HTML: #d9531e

Pantone 152c
CMYK: 0/48/100/0
RGB: 248/151/29
HTML: #e57200

LOGO TYPOGRAPHY

The following typefaces Arial and Georgia are the authorized fonts to be used in all Everett Public Schools communication materials. A variety of weights and italic styles may be used.

Arial Regular - *online*
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Georgia Regular - *online*
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Neutra Text Demi may only be used for designing headlines and other display purposes.

Neutra Text Demi
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqurstuvwxyz

FONT SUBSTITUTION

If the above fonts are not available on your computer, the below substitutions can be made.

If **Arial** is not available	Use **Helvetica** as the substitute
If **Georgia** is not available	Use **Times** as the substitute
If **Neutra** is not available	Use **Futura** as the substitute

FAMILY BRAND LOGOS

The following sub-brands have been approved for usage. Consistent use of the marks are essential to maintaining our identity and gaining instant recognition across all marketing channels and media. The position, size and proportional relationship of the logo elements and typography have been carefully determined and may not be altered. The same color, usage standards, and dos & don'ts apply.

STEM logo

Career Connected Learning logo

21st Century Skills logo

Early Learning logo

24 Credits logo

75 min LIF logo

ICON USAGE & STYLE

The need for icons is often necessary to enhance design and aid in visual messaging. Please ensure any future icons are consistent with the below style. Colors should be consistent, or complimentary, to the brand standards. Icon colors can be inverted when placed in circles.

DO NOT use clip art which is inconsistent in style, and not in keeping with brand standards.

TEMPLATE STANDARDS

DESIGN ELEMENTS OVERVIEW

When creating a poster, banner, flyer, brochure or other collateral items please reference the following pages for guidance. While every design may require its own unique layout, a consistent look must be kept between all marketing content.
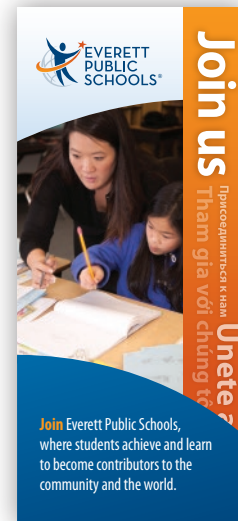
Use the following elements to enhance your designs: swoops, photos in circles, dynamic large text, student photos, blue & orange, color bands, image cutouts and color overlays.
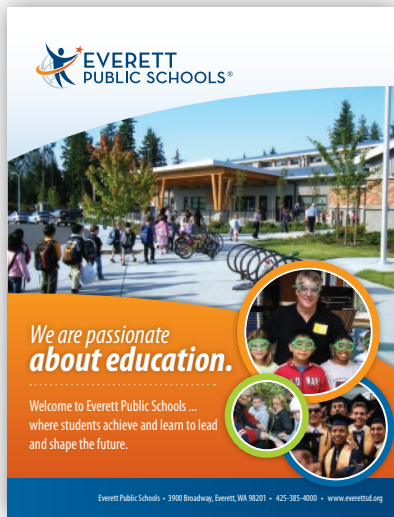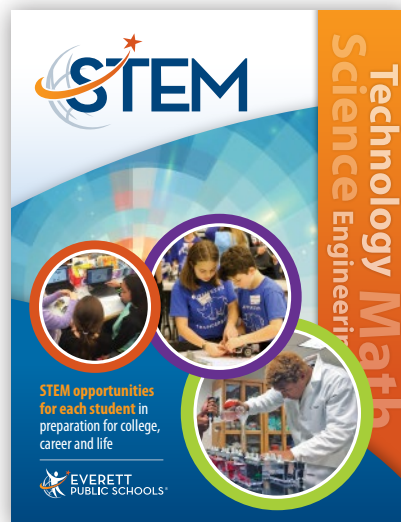

Newsletters
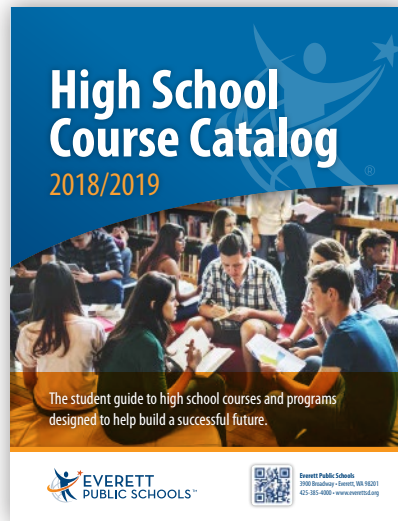
Catalogs

Rack Cards

Posters

Brochures

Flyers

POWERPOINT TEMPLATES
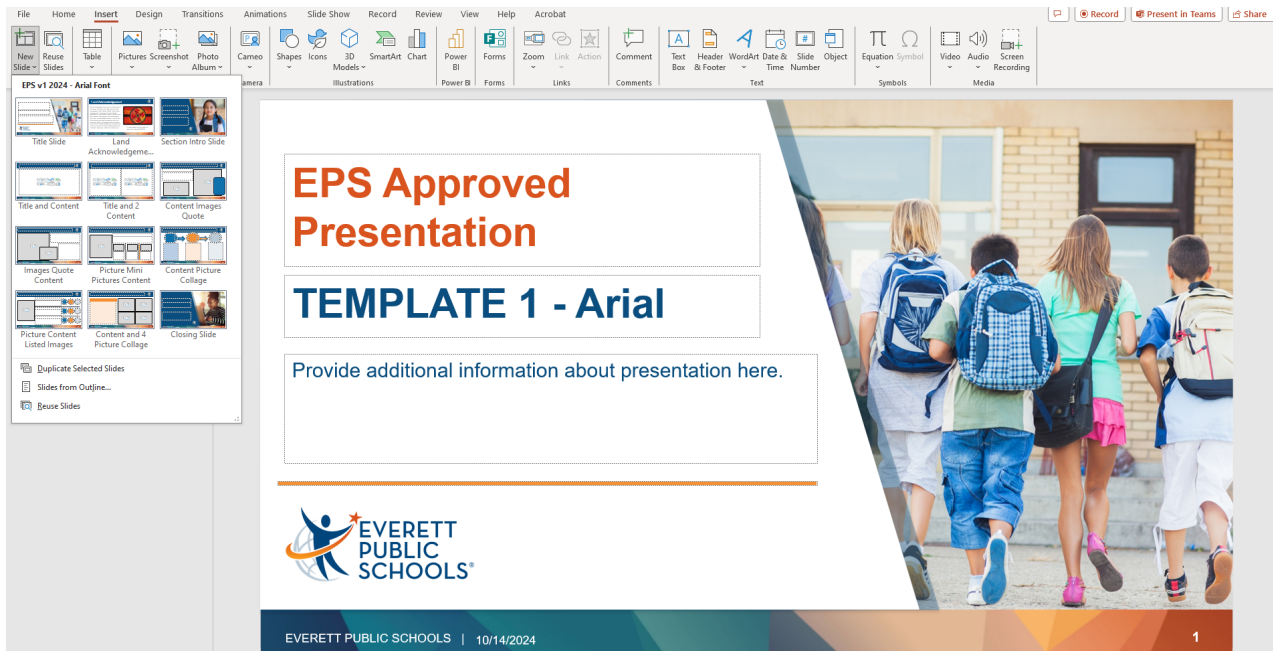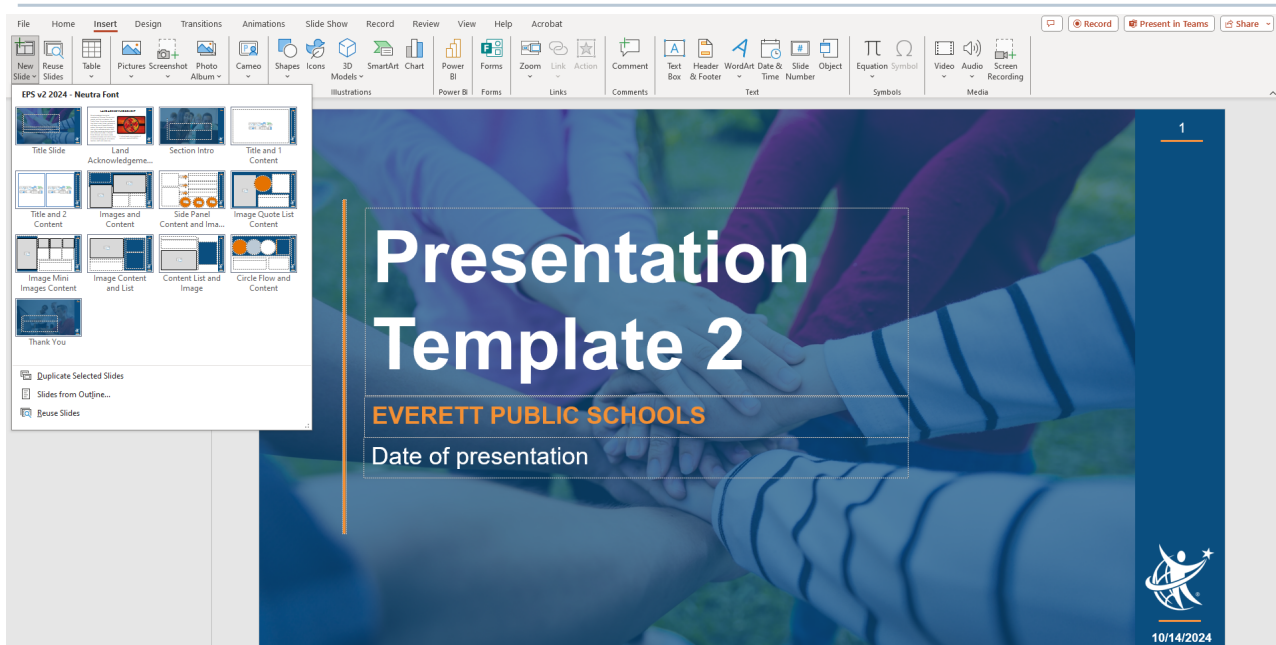
Two versions of PowerPoint templates have been created for district usage. Please use the layout that best compliments your presentation. Layouts must not be altered from their defined style. Each version has a template in Arial, Georgia, and Neutra font. Download from DocuShare and click on insert new slide to see the layouts.

PowerPoint EPS v1 2024

PowerPoint EPS v2 2024

FLYER TEMPLATES

Three flyer templates have been created for district usage and are outlined below. Please use the layout that best suits your needs. Layouts must not be altered from their defined style. If you encounter font issues, please reference the "Font Substitution" section in this document.

Please contact the Communications Department directly for help with additional flyer designs at x4040 or communications@everettsd.org.

All brochures and flyers for the public need to be reviewed by the Communications Department.
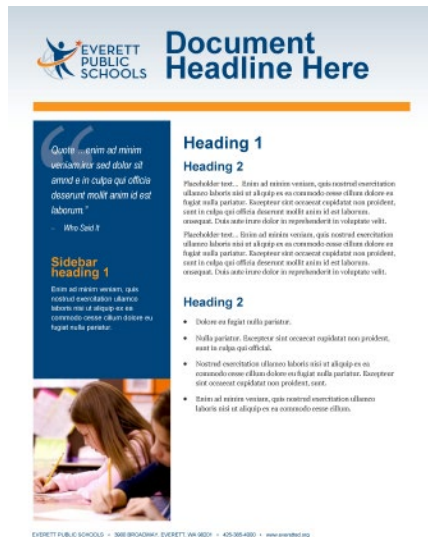
Flyer template no. 1

Flyer template no. 2

Flyer template no. 3

COLLATERAL TEMPLATES

Formal letterhead example (use the margins to set up your letter, but formal letters must be printed onto formal letterhead stationery)

EVERETT PUBLIC SCHOOLS®

3900 Broadway, Everett, WA 98201
www.everettsd.org

Board of Directors

Pam LeSesne
President

Traci Mitchell
Vice President

Jen Hirman
Legislative Representative

Andrew Nicholls
Parliamentarian

Caroline Mason

Administration

Dr. Ian B. Saltzman
Superintendent

Dr. Peter Scott
Deputy Superintendent

Dr. Shelley Boten
Chief Academic Officer

Dr. Pete Misner
Regional Superintendent/Chief Strategist

Dr. Chad Golden
Executive Director of Human Resources

Mike Gunn
Executive Director of Facilities & Operations

Jeff Moore
Chief Financial Officer

Larry Fleckenstein
Regional Superintendent

Dr. Cathy Woods
Regional Superintendent

Kathy Reeves
Director of Communications

Sarah Mack
General Counsel

1.9" margin

2.2" margin

1" margin

.75" margin

October 19, 2018

Firstname Lastname
Address
Everett, WA 98205

Dear Mr. Lastname:

Thank you for taking time to attend a board meeting to share your questions and thoughts about subject A during the September 10 board meeting.

Filler text filler text.

Filler text filler text.

Filler text filler text.

Filler text filler text.

.5" header margin

Mr. Lastname
October 19, 2018
Page 2

2 lines

Filler text filler text

Sincerely,   1 line

3 lines

Firstname Lastname
Director
Department
email@everettsd.org
425-385-4040

Name
Title
Department
email
phone
fax (optional)

Informal letterhead template example

**EVERETT
PUBLIC
SCHOOLS**®

PO Box 2098, Everett, WA 98213
www.everettsd.org

Date

Firstname Lastname
Address
City, State Zip

Dear Mr./Ms./Mrs. Lastname:

Paragraph 1

Paragraph 2

Paragraph 3

Conclusion

Sincerely,

Firstname Lastname
Director

Memo template example

EVERETT
PUBLIC
SCHOOLS®

PO Box 2098, Everett, WA 98213
www.everettsd.org

Date: February 6, 2023

To: Firstname Lastname

From: Firstname Lastname

Regarding: Subject

Your Title Here

2022-23

PO Box 2098
Everett, WA 98213
www.everettsd.org

EVERETT
PUBLIC
SCHOOLS ®

Fax cover template

EVERETT PUBLIC SCHOOLS®
3900 Broadway
Everett, WA 98201

Fax Cover Sheet

Date:

Pages including cover sheet:

To: **From:**

Department: **Department:**

Phone Number: **Phone Number:**

Fax Number: **Fax Number:**

REMARKS

_____ **Urgent**   _____ **For Your Review**   _____ **Reply ASAP**   _____ **Please Comment**

Notecard template (can be ordered from Evergreen Printing with or without name and title included)

Dr. Ian Saltzman
Superintendent

EMAIL
STANDARDS

EMAIL STANDARDS

Email is a major communication tool and should also follow branded standards, which include:

- Do not use backgrounds

- Do not use memo format in emails

- Do not send letters or memos as Word document attachments in formal communications; use .pdf

- Keep "sig lines" brief, relevant, tasteful

- Use brand signature format options, shown below:

Kathy Reeves
Communications Director, PIO
Communications Department
INSPIRE | ACHIEVE | THRIVE
kreeves@everettsd.org
425-385-4049 | 425-385-4012 Fax

Dr. Catherine Matthews
Director of Assessment and Research
Assessment and Research Department
cmatthews@everettsd.org
425-385-4058 | 425-385-4052 Fax

Jennifer Goodhart
Communications Coordinator
Communications Department
INSPIRE | ACHIEVE | THRIVE
jgoodhart@everettsd.org
425-385-4042 | 425-385-4012 Fax

WEBSITE STANDARDS

HOMEPAGE SECTION STANDARDS
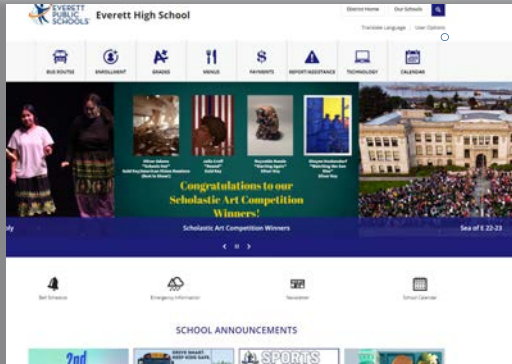
For site & subsite directors

Maintain consistent layouts between sections. **Use Chrome, not IE or Firefox.**

Announcements

Review announcements weekly.

Headings

Headers—do not change *font size)*.

Text

Do not change font name or size. All pages should display the default font.

Color—Black is the preferred color. Avoid red, green or yellow as people with color perception issues may have trouble seeing the text.
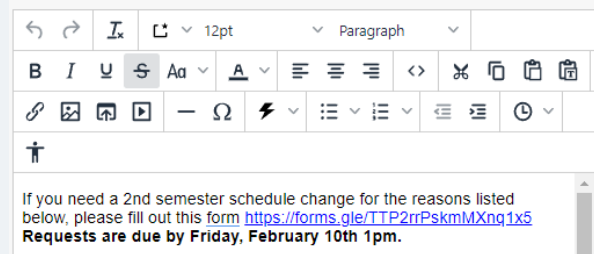
- No scrolling or flashing text as visitors may find it distracting and skip it.
- Your school colors are automatically part of web design.
  - District branding colors are:
    - Orange (#d9531e)
    - Blue (#01447b)

Copying and pasting content

When copying text from Microsoft® Word, consider removing all Word formatting by using *Paste as Text* and reformatting it in the *Editor*.

Spell check

Run Spell Check and correct any spelling errors. Remember, it does not check grammar!

Links

- Verify that links to outside web pages are functioning, current and appropriate.
- Links to outside web pages and files should open in a new window.
- Create hyperlinks rather than spelling out URLs or email addresses.

File sizes

- Be aware of the file size of your images, documents and podcasts. Large files take a long time to download—visitors may become frustrated waiting for the content.
- Consider uploading podcasts to a third-party service and use the *Embed Code* app. Youtube (http://www.youtube.com/) is recommended for video.
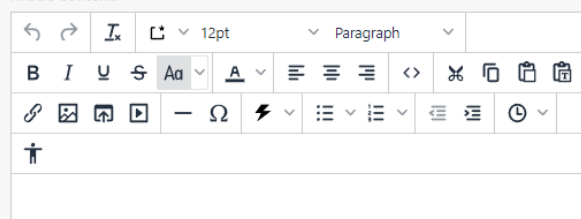
Tables

- Table appearance may be different, depending on the browser you use.
- Set table width to 90-95 percent to avoid content spilling off the page.
- Be aware of large images which could force a scroll bar to display.
- Set *Image Properties* to wrap text around a photo rather than inserting the image in a table.
- Tables should only be used for displaying data only, not as a text formatting tool.
- To meet ADA compliance for tables, use the Table app provided by the Content Management System:
  - Set the table headers in the app
  - Include a caption (can function as the title for the table)
- Do not include images unless they are part of a data display and sized to scale with the other data.
- Set image properties to wrap text around the photo rather than inserting the image in a table.

Photos of students

Ensure students are FERPA cleared before posting. If an elementary or middle school student, do not use student's last name with the photo, if possible.

Images and videos

- Insert a **photo** that relates to your announcement. **Do not use clipart on a home page**. Avoid animated images.

Staff Health & Wellness

A well-designed wellness program can increase productivity, boost morale and reduce stress. Wellness programs help employees make smart and healthy choices that can reduce health care costs and increase vitality. We invite our Everett Public Schools employees to participate in free staff wellness activities.

- Include meaningful *alternate text* for the image to keep the site ADA compliant. Screen reader applications for visually impaired readers read this too.
- Recommended image width when wrapping text is present:
  - 250 pixels = 2.5 inches: landscape and portrait
  - 500 pixels = maximum width for imbedded video
- Use JPG and JPEG images for photos and GIF for poster-type artwork.
- When resizing, it is best to go from a larger image to a smaller one. Making a small image larger can result in a grainy, or *pixelated*, image.
- After you've uploaded, resized, and inserted image, then right-click the image.
  - Select insert/edit image
  - Click *Advanced* tab
  - Enter 5 for vertical and horizontal space settings
- Avoid background colors and images on pages. If background colors are used, maintain high contrast between background colors and font for improved readability.

Rotating multimedia photos

- The size for multimedia photos is 1024x645 pixels.
- Use JPG or JPEG images. Crop your images to this setting and be mindful of the 'star' default image placement.
- Use three to six photos.
- Update one or two of the photos each week, if possible.

Copyright©

- Give proper credit for content that is posted from other sites.
- Copyright infringement occurs when an individual inappropriately reproduces a work that is protected by a copyright.
- You should make a standard practice of requesting permission from the holder of the work if your use of the material has the potential of being considered an infringement.

Miscellaneous standard style rules

- Use hyphens for phone numbers instead of dots, parentheses or slashes. (e.g. 425-385-4000).
- No superscripts (e.g. 12th). Instead use April 12.
- Headers and subheaders should be **BOLD** only, not underlined (to avoid confusion with hyperlinks).
- File names should be saved as: Title case, no spaces (e.g. FileName).
- Book titles should be *italicized,* not underlined.

Mission

Standard font italicized.

QuickLinks

- Keep under 10 links (preferably no more than seven).
- Links should be applicable 'schoolwide' – not club or grade specific.

Upcoming Events

- Shows seven events within the next 30 days.
- Make sure all upcoming events are listed on your school calendar as well.

Announcements

- Review and update weekly.
- Photos should be 286 pixels wide and 198 pixels high.
- The optimum number of announcement headlines is eight.
- Types of information to go in the announcement section:
    - School wide announcements
    - Good news/PR for the school

Text in announcements

- Do not change font name or size. All pages should display the default font.
- Text should be left justified.
- Using a photo,always use 286 x 198 pixels.
- Color, black is the preferred color. Avoid red, green or yellow as people with color perception issues may have trouble seeing the text.

Images for announcements

- Insert a photo that relates to your announcement. Do not use clip art.
- Be sure imagery reflects your student population.
- Include meaningful alternate text - ADA compliance.

ADA compliance

Nearly 20 percent of our nation's population has a disability. In Washington state, nearly 284,000 are hearing impaired and nearly 163,000 are visually impaired.* We want to reach all our audiences by providing content that is accessible.

Focusing on good design and flow will help create sites that are better for everyone. The Washington Content Accessibility Guidelines 2.0 say Web design and flow should be accessible and be:

- Perceivable – users need to be aware of Web content
- Operable – users need to be able to navigate, find and interact with Web content
- Understandable – users need to be able to comprehend all navigation, interaction and content
- Robust – enable users to choose technologies to meet their needs

School districts and other public agencies are also required to provide information that people with disabilities can access. Here are some tips and tools to keep your website and the documents within it ADA compliant: http://bit.ly/EPS_ADAcompliance

*Source: 2015 Disability Status Report by Cornell University and OSPI

DEPARTMENT SECTION STANDARDS

For site & subsite directors

- Maintain consistent editor layouts between sections.
- Menu items (left side) navigate in the same channel (a channel is the top navigation - "Our District," "Departments," etc. in the blue bar at the top) and Quicklinks (right side) navigate externally to other channels or outside the district webpage.
- Limit usage of sub menu items/collapsible on left menu.

New pages

- Remember to **click on Options and fill in your App Name** with the name of your section (since you've named it here, you DO NOT need to type it again into the text field of your new page).
- Remember to **click the box Show the app name on my page.**

  ☑ Show the app name on my page.

- Using this option for each of your apps ensures a consistent look as styling for this option is controlled by the site template.
- Remember to also click "open in new page."

Text standards

- Font should be *normal.* Do not change font name or size. That way it will display the default font chosen by the district.
- Headers—Use drop-down menu for *headers* (do not change *font size*).
- Color—Black is the preferred color. Avoid red, green or yellow as people with color perception issues may have trouble seeing the text.
- Avoid using flashing or scrolling text as visitors may find it distracting and skip.

Files

- Use Portable Document Format (PDF) when posting files. If you post file types such as DOC, WPD, PUB or INDD, visitors may not have an application to open those files.
- Display DOC, DOCX, XLS, XLSX, PPT, PPTX, PDF and PAGES files with the *Document Viewer* app.

Copying and pasting content

- When copying text from Microsoft® Word, consider removing all Word formatting by using Paste *Text Only* and reformatting it in the *Editor.*
- Or use the Paste from *Word.*

Spell check

Run *Spell Check* and correct any spelling errors. Remember that it does not check grammar!

Links

- Verify that links to outside web pages are functioning, current and appropriate.
- Links to outside web pages and files should open in a new window.
- Please create hyperlinks rather than URLs or spelled out email addresses.

Calendars

- Calendars need to include: title, date, time, location. A short event description will boost attendance.
- Click on link for instructions on exporting/importing calendars from Outlook to webpage and vice versa.

Blogs

If you host a blog, you are responsible for maintaining the content. Blog postings should include material that is relevant to curriculum or class discussion. Visitor comments should require approval before being posted.

File sizes

Be aware of the file size of your images, documents and podcasts. Large files take a long time to download—visitors may become frustrated waiting for the content. Consider uploading podcasts to a third-party service and use the Embed Code app. Youtube (http://www.youtube.com/) is recommended for video.

Tables

- Table appearance may be different, depending on the browser you use.
- Set table width to 90-95 percent to avoid content spilling off the page.
- Tables should only be used for displaying data only, not as a text formatting tool.
- To meet ADA compliance for tables, use the Table app provided by the Content Management System:
  - Set the table headers in the app
  - Include a caption (can function as the title for the table)
- Do not include images unless they are part of a data display and sized to scale with the other data.
- Set image properties to wrap text around the photo rather than inserting the image in a table.
- Be aware of large images which could force a scroll bar to display.

Images

- Use the Insert Image wizard to add images.
- Insert a photo that relates to your department. Clipart is not acceptable on home page.
- Include meaningful alternate text for the image. This makes the site ADA compliant. Screen reader applications for the visually impaired readers who read this too.
- Recommended image sizes when wrapping text is present: 150 pixels = 1.5 inches: portrait 250 pixels = 2.5 inches: landscape
- Keep images narrower than 500 pixels wide.
- Accent Images: Keep image width and height between 25-150 pixels. Any accent image with a width greater than 150 pixels is resized to 150 pixels.
- Avoid animated images.
- Use JPG and JPEG images for photos and GIF for poster-type artwork.
- When resizing, it is best to go from a larger image to a smaller one. Making a small image larger can result in a grainy or pixelated image.

- Avoid background colors and images on pages. If background colors are used, maintain high contrast between background colors and font for improved readability.

Photos of students

Check to make sure students are FERPA cleared before posting. If elementary/middle school student, do not use student's last name with the photo.

Photo galleries

The recommended setting for the *Gallery Width* is 1024x645 pixels. Use JPG or JPEG images.

Copyright©

- Give proper credit for content that is posted from other sites.
- Copyright infringement occurs when an individual inappropriately reproduces a work that is protected by a copyright.
- You should make a standard practice of requesting permission from the holder of the work if your use of the material has the potential of being considered an infringement.

Apps and page layout

- Choose a page layout suitable for the apps and content you wish to display on the page.
- Use the *Flex Editor* app when no other app will do.

Apps options

If available, use social media elements to enhance app content by including the options Community Editing, Commenting and Rating.

Contact information page

This is the format all departments should use when listing their contacts.

Hyperlink Email to name, Title
xxx-xxx-xxxx

Street address (if not at 3900 Broadway, otherwise omit)
City, State Zip (if not at 3900 Broadway, otherwise omit)

See example below if you have more than one contact (in the same department).

Kathy Reeves, Director, Communications Department
425-385-4049

Jennifer Goodhart, Coordinator
425-385-4042

Linda Carbajal, Digital Media Specialist
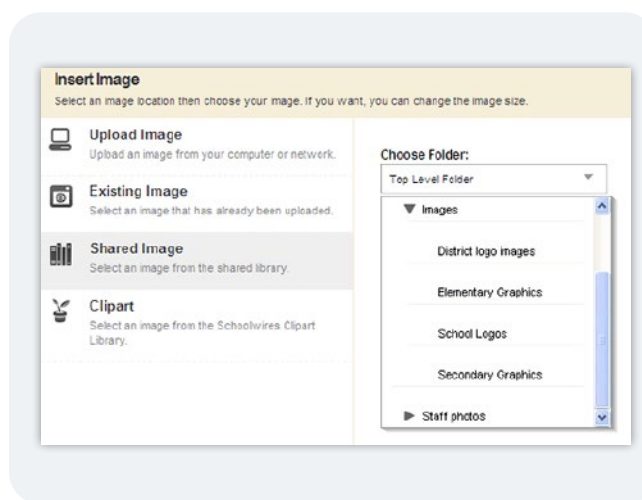425-385-4041

Miscellaneous standard styles rules

- Use hyphens for phone numbers, no dots, parentheses or slashes
  (e.g. 425-385-4000)
- No superscripts (e.g. 12th)
  (e.g. April 12 or 12th of April)
- Headers and subheaders should be **BOLD** only, not underlined (to avoid confusion with hyperlinks).
- File names should be saved as:
  Title case, no spaces
  (e.g. FileName)
- Book titles should be *italicized,* not underlined.

Links to helpful information

- The *How do I…?* tab is very helpful!
- Schoolwires Editor Best Practices
- Exporting Outlook Calendar
- New Logos for the Web

Inserting an image in Blackboard:

- Click on Upload Image to load your own photo.
- Click on *Clipart* to get to Blackboard provided clipart.
- Click on *Shared Image* to access graphics provided by the district

ADA compliance

Nearly 20 percent of our nation's population has a disability. In Washington state, nearly 284,000 are hearing impaired and nearly 163,000 are visually impaired.* We want to reach all our audiences by providing content that is accessible.

Focusing on good design and flow will help create sites that are better for everyone. The Washington Content Accessibility Guidelines 2.0 say Web design and flow should be accessible and be:

- Perceivable – users need to be aware of Web content
- Operable – users need to be able to navigate, find and interact with Web content
- Understandable – users need to be able to comprehend all navigation, interaction and content
- Robust – enable users to choose technologies to meet their needs

School districts and other public agencies are also required to provide information that people with disabilities can access. Here are some tips and tools to keep your website and the documents within it ADA compliant:
http://bit.ly/EPS_ADAcompliance

*Source: 2015 Disability Status Report by Cornell University and OSPI

TEACHER SECTION STANDARDS
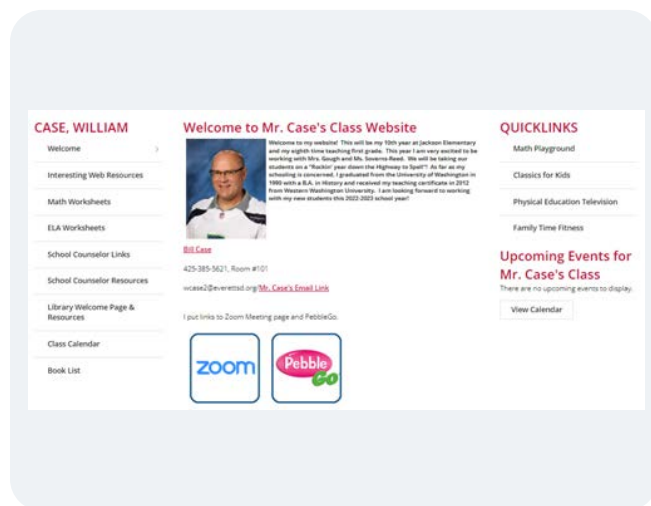
For site & subsite directors

Maintain consistent editor layouts between sections.

New pages

- Remember to **click on Options and fill in your App Name** with the name of your section (since you've named it here, you DO NOT need to type it again into the text field of your new page).

- Remember to **click the box** *Show the app name on my page.*

- Using this option for each of your apps ensures a consistent look as styling for this option is controlled by the site template.

Text standards

- Font should be *normal.* Do not change font name or size. That way it will display the default font chosen by the district.
  - Headers – Use drop-down menu for *headers* (do not change *font size*).
  - Color – Black is the preferred color. Avoid red, green or yellow as people with color perception issues may have trouble seeing the text.

- Avoid using flashing or scrolling text as visitors may find it distracting and skip.

Files

- Use Portable Document Format (PDF) when posting files. If you post file types such as DOC, WPD, PUB or INDD, visitors may not have an application to open those files.

- Display DOC, DOCX, XLS, XLSX, PPT, PPTX, PDF and PAGES files with the *Document Viewer* app.

Web hosting

- Web hosting should all be housed in-district. Off site web hosting services such as Weebly, blogs, etc. are against district policy.

Copying and pasting content

- When copying text from Microsoft® Word, consider removing all Word formatting by using *Paste Text Only* and reformatting it in the *Editor.*

- Or use the *Paste from Word.*

Spell check

Run *Spell Check* and correct any spelling errors. Remember that it does not check grammar!

Links

- Verify that links to outside web pages are functioning, current and appropriate.

- Links to outside web pages and files should open in a new window.

- Please create hyperlinks rather than URLs or spelled out email addresses.

Calendars

- Calendars need to include: title, date, time, location. A short event description will boost attendance.

- Click on link for instructions on exporting/importing calendars from Outlook to webpage and vice versa.

Blogs

If you host a blog, you are responsible for maintaining the content. Blog postings should include material that is relevant to curriculum or class discussion. Visitor comments should require approval before being posted.

File sizes

Be aware of the file size of your images, documents and podcasts. Large files take a long time to download—visitors may become frustrated waiting for the content. Consider uploading podcasts to a third-party service and use the *Embed Code* app. Youtube (http://www.youtube.com/) is recommended for video.

Tables

- Table appearance may be different, depending on the browser you use.
- Set table width to 90-95 percent to avoid content spilling off the page.
- Be aware of large images which could force a scroll bar to display.
- Set *Image Properties* to wrap text around a photo rather than inserting the image in a table.
- Consider creating your table in a Word document and display it using the *Document Viewer* app.
- Tables should only be used for displaying data only, not as a text formatting tool.
- To meet ADA compliance for tables, use the Table app provided by the Content Management System:
  - Set the table headers in the app
  - Include a caption (can function as the title for the table)
- Do not include images unless they are part of a data display and sized to scale with the other data.
- Set image properties to wrap text around the photo rather than inserting the image in a table.

Images

- Use the Insert Image wizard to add images.
- Insert a photo that relates to your department. Clipart is not acceptable on home page.
- Include meaningful alternate text for the image. This makes the site ADA compliant. Screen reader applications for the visually impaired readers who read this too.
- Recommended image sizes when wrapping text is present: 150 pixels = 1.5 inches: portrait 250 pixels = 2.5 inches: landscape

- Keep images narrower than 500 pixels wide.
- Accent Images: Keep image width and height between 25-150 pixels. Any accent image with a width greater than 150 pixels is resized to 150 pixels.
- Avoid animated images.
- Use JPG and JPEG images for photos and GIF for poster-type artwork.
- When resizing, it is best to go from a larger image to a smaller one. Making a small image larger can result in a grainy or pixelated image.
- Avoid background colors and images on pages. If background colors are used, maintain high contrast between background colors and font for improved readability.

Photos of students

Check to make sure students are FERPA cleared before posting. If elementary/middle school student, do not use student's last name with the photo.

Photo galleries

The recommended setting for the *Gallery Width* is 640x345 pixels. Use JPG or JPEG images.

Copyright©

- Give proper credit for content that is posted from other sites.
- Copyright infringement occurs when an individual inappropriately reproduces a work that is protected by a copyright.
- You should make a standard practice of requesting permission from the holder of the work if your use of the material has the potential of being considered an infringement.

Apps and page layout

- Choose a page layout suitable for the apps and content you wish to display on the page.
- Use the *Content* app when no other app will do.

Apps options

If available, use social media elements to enhance app content by including the options Community Editing, Commenting and Rating.

★ ★ ★ ★ ☆ (15)

Miscellaneous standard style rules

- Use hyphens for phone numbers, no dots, parentheses or slashes
  (e.g. 425-385-4000)
- No superscripts (e.g. 12th)
  (e.g. April 12 or 12th of April)
- Headers and subheaders should be **BOLD** only, not underlined (to avoid confusion with hyperlinks).
- File names should be saved as:
  Title case, no spaces
  (e.g. FileName)
- Book titles should be *italicized*, not underlined.

Links to helpful information

- The *How do I…?* tab is very helpful!
- Schoolwires Editor Best Practices
- Exporting Outlook Calendar
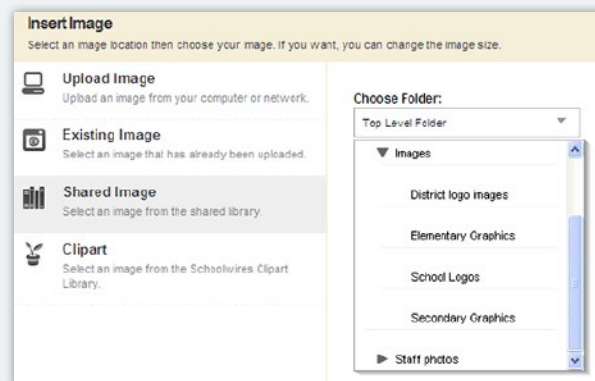- New Logos for the Web

Teacher home page

- Three apps should appear on the teacher home page titled: QuickLinks, Upcoming, and Welcome
- **Open** each app, **click on Options and click the box** *Show the app name on my page.*
- Welcome (*Content* App) should contain the following:
  - Professional photo of the teacher set to 150px width.
  - A welcome message that includes your alma mater.
  - Contact information with email and phone number (may use school phone number in lieu of classroom phone).
- Additional Information such as class schedule can be placed underneath.

Inserting an image in Blackboard:

- Click on *Clipart* to get to Blackboard provided clipart.
- Click on *Shared Image* to access graphics provided by the district.

ADA compliance

Nearly 20 percent of our nation's population has a disability. In Washington state, nearly 284,000 are hearing impaired and nearly 163,000 are visually impaired.* We want to reach all our audiences by providing content that is accessible.

Focusing on good design and flow will help create sites that are better for everyone. The Washington Content Accessibility Guidelines 2.0 say Web design and flow should be accessible and be:

- Perceivable – users need to be aware of Web content
- Operable – users need to be able to navigate, find and interact with Web content
- Understandable – users need to be able to comprehend all navigation, interaction and content
- Robust – enable users to choose technologies to meet their needs

School districts and other public agencies are also required to provide information that people with disabilities can access. Here are some tips and tools to keep your website and the documents within it ADA compliant:
http://bit.ly/EPS_ADAcompliance

*Source: 2015 Disability Status Report by Cornell University and OSPI

SOCIAL MEDIA
STANDARDS

®

SOCIAL MEDIA GUIDELINES

District social media posts should meet at least one of the following categories:

- Learning or education (including citizenship)
- District events
- School-sponsored activities (including school athletics)
- Individual accomplishments if at a regional, state or national level (more local achievements should be considered if an elementary or middle school student)
- Strategic Plan
- Stories already published by other media (as appropriate)
- Staff professional achievements and recognitions
- Community events (National Night Out, local filming of football team, etc.)
- Educational tips for parents

SOCIAL MEDIA PROTOCOLS

Social media posts are designed to support district communication goals and highlight the district mission and key priorities.

 Strive for ratio:

- 50 percent original content (district)
- 30 percent curated (share other content)
- 20 percent call to action (promotional)

 Standards:

- Be clear in post what that post is referencing (use appropriate hashtags for tracking)
- Post should reflect the district, district schools, programs, achievement, partnerships or resources that support students/families and learning.
- Avoid "cutesie" and ensure post is professional
- It is appropriate to share or like posts that show classroom learning, teaching, achievement, partnerships, resources, etc.
- Balance posts to humanize them, but avoid being too silly
- Review responses to questions asked on district social media accounts with communications director or designee before posting a reply.

CONTENT STANDARDS

CONTENT EXAMPLES

Everett Public Schools brand voice samples — Website copy, news releases, and announcements (always written in a "corporate" third-person voice):

Example 1: Example of individual school website page following style guidelines
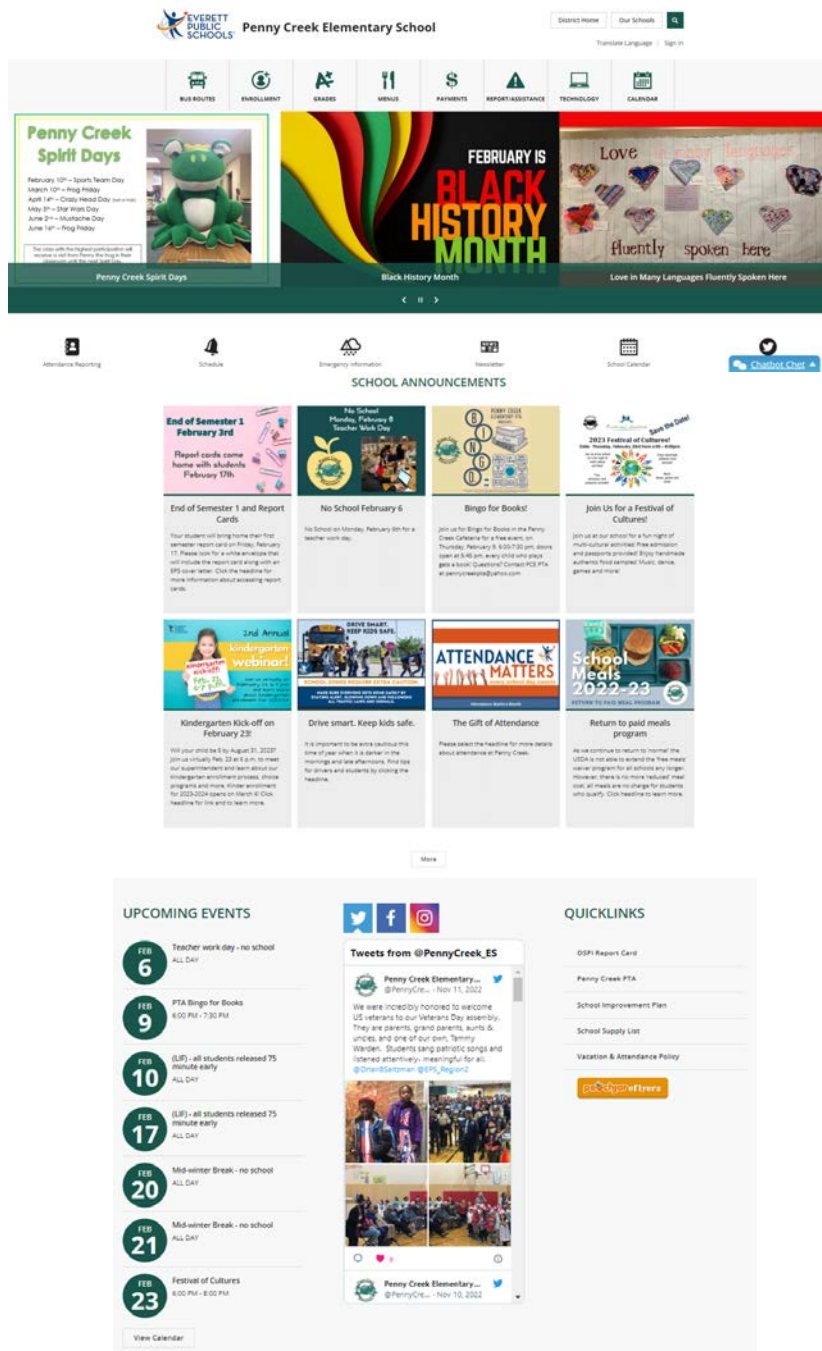
- Features welcoming and clear photo slides of staff and school grounds, including a great head shot of principal with link to her friendly message.

- Features timely and easy-to-scan announcements.

Example 2: Sample of website or news release (third-person voice) within style guidelines

[Everett, WA] — The Everett School Board has been selected as a 2022 WSSDA Board of Distinction for presenting exemplary evidence of ongoing professional development, addressing opportunity gaps and practicing governance that reflects the Washington School Board Standards during the 2021-22 school year.

Example 3: Sample newsletter and announcement copy

School Stakeholder Annual Survey coming soon!

This survey gives school leaders and staff important information to guide school improvement. Please look for communication from your school regarding this survey and thank you for partnering with us as we work to understand the strengths and challenges impacting school quality. Our School Stakeholder Annual Survey begins Feb. 22. We are looking forward to hearing from you, your voice is important to us!

Example 4: Everett Public Schools brand voice sample - Teacher website pages (usually written in personable, second-person voice)

Hello Families,

I am so excited to be your child's ELA teacher this year. I look forward to working together to make distance learning a positive experience for your child. All student and parent communication will be through Canvas this year. Please check your email for steps on how to access Canvas. Please contact me if you have any questions.

OFFICIAL SCHOOL NAMES

School names are proper nouns and must always be spelled out with initial capitalization. Always include Elementary School, Middle School or High School and do not abbreviate. Example: My children attend Forest View Elementary School. Clarifying explanation: My son goes to Mill Creek for speech therapy. Is Mill Creek a school, a clinic or a city? Better: My son goes to Mill Creek Elementary School for speech therapy.

High Schools

Cascade High School

Everett High School

Henry M. Jackson High School
    (H.M. Jackson High School)

Online High School

Sequoia High School

K-12 School
Port Gardner Partnership K-12

Middle Schools

Eisenhower Middle School

Evergreen Middle School

Gateway Middle School

Heatherwood Middle School

North Middle School

Elementary Schools

Cedar Wood Elementary School

Emerson Elementary School

Forest View Elementary School

Garfield Elementary School

Hawthorne Elementary School

Jackson Elementary School

Jefferson Elementary School

Lighthouse Cooperative

Lowell Elementary School

Madison Elementary School

Mill Creek Elementary School

Monroe Elementary School

Penny Creek Elementary School

Silver Firs Elementary School

Silver Lake Elementary School

Tambark Creek Elementary School

View Ridge Elementary School

Whittier Elementary School

Woodside Elementary School

CONTENT STYLES

Acronym rule: At first reference spell out all initial capitalized words followed by the acronym in parentheses. After first reference, use acronym throughout. e.g., Career and Technical Education (CTE), then use CTE in later references.

*Everett Public Schools uses many acronyms well known within its education community, and therefore prefers abbreviating proper names of organizations, services and departments as a means of creating a clear and consistent communications experience. The AP Stylebook second-reference rule is to spell out names not commonly used by the public.

Section 1. Frequently Used Words and Phrases

AP	Advanced Placement	See Acronym rule above Section 1.
ASB	Associated Student Body	See Acronym rule above Section 1.
CFAC	Capital Facilities Advisory Council	A group of representatives from the district and community who provide guidance and recommendations in aligning long range facilities planning to programmatic priorities driven by student learning. See Acronym rule above Section 1.
CTE	Career and Technical Education	See Acronym rule above Section 1.
CTSO	Career and Technical Student Organization	See Acronym rule above Section 1.
Cedar Wood Elementary School		Use full name. Usage: Cedar Wood Elementary School students recently planted a school garden.
CAA	Certificate of Academic Achievement	Usage: Most students will meet the graduation requirements by passing state assessments. Some students may meet graduation requirements through CAA options. See Acronym rule above Section 1.
Challenging Options		Classes and programs providing extra academic challenges for students in second through 12th grades. Use initial capitalization for Challenging Options.
CCSS	Common Core State Learning Standards	See Acronym rule above Section 1.
ACFR	Annual Comprehensive Financial Report	Award winning fiscal activities report of Everett Public Schools. See Acronym rule above Section 1.
DEI	Diversity, Equity and Inclusion	See Acronym rule above Section 1.
DocuShare	DocuShare	One word. Initial capitalize the 'S.'

ECEAP	Early Childhood Education and Assistance Program	The Early Childhood Education and Assistance Program is a preschool and parent program for low-income families based on the Head Start model. See Acronym rule above Section 1.
e-flier		Online community opportunity information is posted on the e-flier DocuShare page. Always use the AP Style and American spelling of the word flier preceded by a lowercase 'e' and a hyphen. Only capitalize the 'e' when beginning a sentence. Examples: "For information about Everett Public Schools e-fliers page …" or "E-fliers are considered for approval when …"
e.g., and i.e.,		The AP Stylebook definition of e.g.,: "meaning, for example, it is always followed by a comma." The AP Stylebook definition of i.e.,: "Abbreviation for the Latin id est or that is and is always followed by a comma." Usage: The class has a typical school supply list (e.g., pencils, crayons, erasers), but this year the list is more involved (i.e., they need specific supplies for advanced science projects).
EPR	Elementary Progress Report	See Acronym rule above Section 1.
email		Per 2011 AP Stylebook revision, omit the dash between the 'e' and 'mail.' Leave lowercase. Initial capitalize when used in the beginning of a sentence. To link to an email message, highlight an email address or a person's full name when listed in a directory. Example: For more information, email Diane Bradford at dbradford@everettsd.org.
e-newsletter		Use the dash between the lowercase 'e' and 'newsletter.' Only initial capitalize when it is used in the beginning of a sentence. The current AP Stylebook prefers using the dash in less commonly used electronic abbreviations.
EOC Exams	End of Course Exams	Math and Science course-related assessments. See Acronym rule above Section 1. NOTE: After first reference, use the acronym EOC followed by the word Exams.
ML	Multilingual Learner	See Acronym rule above Section 1. If ML precedes the word services, do not initial cap services. Example: ML services.
EALRs	Essential Academic Learning Requirements	At first reference always spell out all initial capitalized words followed by the acronym (EALRs) in parentheses with a lowercase 's.' See rule under Section 1
Everett High School Little Theater		Spell out all words with initial capitalization. Use the American spelling of the word Theater to describe a building; Use theatre—the former British spelling—to describe the art.

Everett Public Schools Board of Directors		The AP Stylebook preference is when using full proper noun, initial capitalize all words. Otherwise always lowercase board of directors when it is used alone. Examples: "The August school board meeting will cover several topics from the board of directors." Or, "The new website includes a page dedicated to the outstanding work of the Everett Public Schools Board of Directors."
Everett Public Schools Foundation		See Acronym rule above Section 1. No need to add an apostrophe to either form.
FAC	Fiscal Advisory Council	See Acronym rule above Section 1.
Food and Nutrition Services		Use full department title.
Grades		Per AP Stylebook, spell out kindergarten through ninth grade and use digits for 10th grade through 12th grade (remember to undo superscript). Hyphenate when used in combination forms (a fourth-grade pupil, a 12th-grade student, first-grader).
GLAD	Guided Language Acquisition Design	Portfolio of instructional strategies and practices that help make academic content more understandable for students learning English. See Acronym rule above Section 1.
HIB	Harassment, Intimidation or Bullying	See Acronym rule above Section 1. Include a comma after Harassment. Never use the word 'and' in place of 'or.'
Highly Capable Program		Spell out with initial capitalization. When used to describe students or classrooms, the word Program can be omitted. Do not abbreviate as High Cap or HC.
HSPE	High School Proficiency Exam	See Acronym rule above Section 1.
i.e., and e.g.,		The AP Stylebook definition of i.e.,: "Abbreviation for the Latin id est or that is and is always followed by a comma." Usage: The class has a typical school supply list (e.g., pencils, crayons, erasers), but this year the list is more involved (i.e., they need specific supplies for advanced science projects).
ILE	Imagine Learning English	Definition: An adaptive computerized program available in all 17 Everett Public Schools elementary schools for beginner and advanced beginner ELL students. See Acronym rule above Section 1.
IEP	Individualized Education Program	Definition: Specially designed instruction in a special education program that meets a child's needs. See Acronym rule above Section 1.
InTouch		Everett Public Schools communications department periodic e-newsletters. One word with initial cap I and T.

Jackson Elementary School		Always spell out and double check to not confuse with Henry M. Jackson High School.
KIT Program	Kids in Transition Program	See Acronym rule above Section 1. NOTE: After first reference, use the acronym KIT followed by the word Program.
kindergarten		Always lowercase unless used at the beginning of a sentence. Example: Finn will be starting kindergarten next fall.
LAP	Learning Assistance Program	See Acronym rule above Section 1.
LMS	Learning Management System	See Acronym rule above Section 1.
Login and log in	Login and log in	Use login as a noun. Use log in as a verb.
MSP	Measurement of Student Progress	See Acronym rule above Section 1.
MAP	Minority Achievers Program	See Acronym rule above Section 1.
Moodle	Modular Object-Oriented Dynamic Learning Environment	Use acronym Moodle rather than spell out in any reference. Use initial capitalization.
MyPaymentsPlus(TM)		Formerly called MealPayPlus or MealPay, now renamed MyPaymentsPlus(TM). Include the TM in parentheses following the name and do not use superscript.
NAEP	National Assessment of Educational Progress	See Acronym rule above Section 1.
NFHS	National Federation of High Schools	See Acronym rule above Section 1.
NCLB	No Child Left Behind	See Acronym rule above Section 1.
OSPI	Office of Superintendent of Public Instruction	See Acronym rule above Section 1. See proper nouns entry.
online		One word with no hyphen. Lower case unless used at the beginning of a sentence.
paraeducator		An employee of Everett Public Schools. Capitalize only when used in the beginning of a sentence. Example: I am a paraeducator at Cedar Wood Elementary School. Joan Smith, paraeducator. Never use: ParaEducator or para-educator.
PTA	Parent Teacher Association	See Acronym rule above Section 1.
PTSA	Parent, Teacher and Student Association	See Acronym rule above Section 1.
PSAT	Preliminary Scholastic Aptitude Test	See Acronym rule above Section 1.
PILOT	Prepare to Integrate Learning Opportunities with Technology	See Acronym rule above Section 1.

Proper nouns and company names		A company name mentioned within Everett Public Schools communications needs to maintain its brand. When writing about partner companies, such as Microsoft or Boeing Company, never add an apostrophe. Example: "The Microsoft program preferred by Everett Public Schools teachers …" Not: Microsoft's or Everett Public Schools'
P.E.P. Club	Public Education Participation	Definition: Offered in appreciation for the support senior citizens provide to Everett Public Schools. See Acronym rule above Section 1. After first reference, use P.E.P. without spaces, followed by the word Club.
QuickLinks		Use as one word with capitalized 'L.' Sometimes it is used as a headline on the website and requires all capitalization. Examples: QuickLinks on main website right sidebar section. On individual school website home pages, featured headlines include QUICKLINKS and UPCOMING EVENTS.
Running Start		Provides students a program option consisting of attendance at certain institutions of higher education and the simultaneous earning of high school and college/university credit.
SIP	School Improvement Plan	Required by federal and state regulations for schools in academic status and the plan must cover two fiscal years. See Acronym rule above Section 1.
School names		Per the AP Stylebook, capitalize proper school names. Examples: My children attend Forest View Elementary School. My children are elementary school students. Always include Elementary School, Middle School or High School. Clarifying example: My son receives speech therapy at Mill Creek. Mill Creek is a city. Correct example: My son receives speech therapy at Mill Creek Elementary School.
Section 504		The official name is Section 504 of the Rehabilitation Act of 1973. When referencing, abbreviate as Section 504. Example: The student has learning accommodations through a Section 504 plan.
STEM Education Coalition	The Science, Technology, Engineering, and Mathematics Education Coalition	See Acronym rule above Section 1. After first reference, use STEM, followed by the words Education Coalition.
Stuff the Bus for Kids!		Always include the exclamation mark at the end. Initial capitalize the words Stuff, Bus and Kids.
Sungard TAC	Sungard Teacher Access Center	See Acronym rule above Section 1. After first reference use the initial capitalized word Sungard followed by the acronym TAC throughout.
Title 1 Program		Include the word Program in all references with initial cap.
Toward		Always toward; never towards.

WaKIDS	Washington Kindergarten Inventory of Developing Skills	Definition: A process for welcoming students and their families to kindergarten, and for assessing children's strengths and development. At first reference spell out all initial capitalized words with lowercase 'of' followed by the acronym (WaKIDS) with lowercase 'a.' See Acronym rule above Section 1.
WASL		Definition: Former proficiency exam replaced with MSP and HSPE.
WAAS	Washington Alternate Assessment System	Definition: A component of Washington's Comprehensive Assessment Program focused on providing access for students within the Individualized Education Program (IEP) to the state testing system. See Acronym rule above Section 1.
WCAP	Washington Comprehensive Assessment Program	Definition: Statewide mandatory testing program. At first reference spell out all initial capitalized words followed by the acronym (WCAP) in parentheses. See Acronym rule above Section 1.
WELPA	Washington English Language Proficiency Assessment	See Acronym rule above Section 1.
WIAA	Washington Interscholastic Activities Association	Definition: A nonprofit organization and rule-making body creating equitable playing conditions between Washington high school sports teams. See Acronym rule above Section 1.
website		One word with lowercase 'w.' Initial capitalize when used at the beginning of a sentence.
WOIS/The Career Information System		Definition: Career and educational planning resources. Always use the acronym WOIS and forward slash before the initial capitalized phrase "The Career Information System."

Section 2. Miscellaneous Style Rules

Book titles	*Italicized*, not underlined
Bullet Points	AP Stylebook and Gregg Manual prefer punctuating all sentences, longer phrases or after every bullet point that completes the introductory stem. *Omit punctuation with shorter phrases and one-word bullet points (AP and Gregg vary on this item).
Copyright©	Give proper credit for content posted from other sites. Review district policies for posting content and copyright rules. Copyright infringement occurs when an individual inappropriately reproduces a work that is protected by a copyright. Make a standard practice of requesting permission from the holder of the work if your use of the material has the potential of being considered an infringement.
em dash	Always use with spaces before and after) when inserting a thought or subtitle (e.g., "ASB purchase order and fundraising forms — acquire these forms from your school's treasurer." On the website, the em dash can be created by using two hyphens (e.g., "ASB purchase order and fundraising forms -- acquire these forms from your school's treasurer"). *The abovementioned rule follows AP Stylebook standards.
Headers and subheaders	Make **BOLD**. Avoid underlining (to avoid confusion with hyperlinks).
Period placement	Outside parentheses and inside quotation marks.
Phone numbers	Use hyphens instead of dots, parentheses or slashes. Example: 425-385-4000.
Question mark placement	Inside or outside quotation marks, depending on the meaning.
Registration marks and trademarks	Always use regular font. Never use superscript. Fact check company names, products and services to include the appropriate trademarks. Example: MyPaymentsPlus(TM) should always include the TM within parentheses.
Superscripts	Do not use. Always use regular font size (e.g., April 12 or 12th of April). Never use: 12th.
Time	Use a colon only when hours need to be separated from minutes (e.g., 1 p.m., 3:30 p.m., 9-11 a.m. BUT 9 a.m. to 5 p.m.).
Toward	Always toward; never towards.

Section 3. "Filler" Words and Phrases to Avoid

At this point in time	The phrase, "at this point in time" is redundant. Instead, use the phrase "at this point" or "at this time." Or narrow it down to the word, now.
District	Replace with Everett Public Schools unless it appears later in a sentence already containing Everett Public Schools. Example: "Everett Public Schools staff and teaching community consistently exceed state expectations – one of many reasons parents relocate their students to the sought-after high academic standards of this district."
In order to	The phrase, in order to is a lengthy way of saying to. Delete the first two words and use the word to instead.
It	Do your best not begin a sentence with the word, it.
That	Avoid using the word that instead of who or which. Sometimes that is used for no reason at all. When in doubt, reread the sentence after omitting the word that and if the sentence does not lose its meaning, delete that. In some cases that is necessary.
This	Try starting a sentence with the word, the, instead of the word, this. Example: "This 'pooling' of resources and costs…" should be changed to, "The 'pooling' of these resources and costs…"
Over	The preposition over describes an item as above another item. When describing a sum greater than another sum, use the words: more than. Example: Instead of using "For over 30 years," Use, "For more than 30 years…"
So	Try not to use as an adjective
Utilize	Avoid trying to use fancy words, such as utilize, when the word use makes more sense.

Helpful Resources:
AP Stylebook
The Gregg Reference Manual
Chicago Manual of Style Online

Per AP Stylebook, Wikipedia is not a reliable source.

PHOTO STANDARDS

PHOTOS

Photos used should adhere to the following criteria:

- Engaging
- Showing interactions (candid)
- Facing the camera (posed)
- No large crowd shots – needs to be more engaging and personal
- Students must be FERPA cleared to use photo
- Natural light when possible
- No overlapping photos in design
- Show the diversity of our staff and students
- Ensure that photos used are as high-resolution as possible (as appropriate), and that photo resizing is done in a way which maintains the original ratios (does not stretch or distort the image)

Examples of photos meeting criteria

Example of photo not meeting criteria