

TIVERTON PUBLIC SCHOOLS

STYLE GUIDE



Style Guide & Graphic Standards
A reference for a cohesive brand image
Version 4.1 rev 7/11/2019

FOREWORD

In order to establish a cohesive image of the Tiverton School Department and to provide readers with consistent, clear communications, the School Committee ad hoc committee on communications has prepared this style guide as a guidebook of editorial style.

For our purposes, style is defined as rules regarding the mechanics of written communication, such as capitalization, spelling, and punctuation of words, not as rules of literary composition or forms of expression, such as manner and tone.

The Tiverton School Department Style Guide is based on reference works that will be uniformly applied to all formal school department publications. The style references contained herein are primarily based on the Associated Press Stylebook and Libel Manual and Webster's New World Dictionary, considered standard guides for most written forms of mass communication within the United States of America.

We invite you to adopt this manual for all written communications, particularly those directed to external audiences. These guidelines also apply to Web sites.

If you have questions, please contact the office of the Superintendent.

Note: This is the only hard copy of the Tiverton School Department Style Guide you will receive. Updates to this style guide as well as high-resolution copies of the department logo and stationery templates will be posted on the department Web site at <http://www.tivertonschools.org/styleguide/>. For any special graphic requests, please contact the Lead Communications Manager at (774) 836-3489.

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STYLE GUIDE KEY

This manual is organized like a dictionary. Following is a key to the entries.

Cities When naming cities within Rhode Island, it is not necessary to follow the city name with Rhode Island (*an exception to the Associated Press Stylebook*).

Entry words, in alphabetical order, are in **bold**. They represent the accepted word forms unless otherwise indicated.

Class of (year) Capitalize when referring to a specific graduating class (*Class of 1973 reunion*).

Text explains usage.

Examples of correct and/or incorrect usage are in *italics*.

classwork, course work

Some entries simply give the correct spelling, hyphenation and/or capitalization.

co-author (*n.*) or **co-authored** (*v.*)
Hyphenate.

Abbreviations used in this manual: (*n.*) noun; (*v.*) verb; (*adj.*) adjective

composition titles See **titles**

Related topics are in **bold**.

A

a cappella

abbreviation Do not use abbreviations or acronyms the reader would not quickly recognize. Always spell out official names and titles on first reference. Delete all periods unless necessary for clarity. Special cases: some abbreviations are acceptable in technical writing. AN Example: *PE class* should be written as *Physical Education class*. (see guide for acronym use below)

acronym Avoid using an acronym on first reference, unless its meaning is readily recognized. Preferred form is to write a name in full on first reference, directly followed by the acronym in parentheses. An acronym then can be used in subsequent references - *American College Test (ACT)*. Use periods in two-letter abbreviations, but, generally, omit them in longer abbreviations and acronyms.

academic degrees Academic degrees include *Ph.D., Ed.D.*, etc. For public educators, use degrees following their names rather than using Dr. (John Smith, Ed.D.; not Dr. John Smith). Use an apostrophe in bachelor's degree and master's degree, but not in associate or doctorate degrees.

addresses Follow the guidelines established by the U.S. Postal Service for mailing addresses. When listing an address in a publication, use the state abbreviations in this guide with the city names. See states. Use abbreviations Ave., Blvd. and St. only with a numbered address. Spell out and capitalize First through Ninth when used as street names; use figures with two letters for 10th and above. Abbreviate compass points with a single, capital letter to indicate directional ends of a street in a numbered address, but spell out directions in a street name (*95 E. Pocasset Blvd., 9361 S. 300 East*).

Advanced Placement AP (no periods) is acceptable on second reference.

adviser *Not advisor*.

affect, effect *Affect*, as a verb, means to influence. *Affect*, as a noun, is best avoided. *Effect*, as a verb, means to cause. *Effect*, as a noun, means result.

African-American Acceptable for an American black person of African descent. Black is also acceptable

afterschool One word when referring to the programs run by the Tiverton School Department or Community Education. Two words when referring to a time (*The dance took place after school*).

ages Always use numerals (*The 68-year-old teacher has taught for seven years; Tom Smith, 8, was named Student of the Month*).

aid, aide *Aid* is assistance. An *aide* is a person who serves as an assistant.

alma mater

alumnus, alumni, alumna, alumnae Use *alumnus (alumni* in the plural) when referring to a man who has attended a school. Use *alumna (alumnae* in the plural) for similar references to a woman. Use *alumni* when referring to a group of men and women.

a.m., p.m. Lowercase with periods.

American College Test ACT is acceptable on second reference.

ampersand (&) Use as part of an organization's formal name (*Procter & Gamble Co.*). The ampersand should not be used in place of and.

annual An event cannot be described as annual until it has been held in at least two successive years.

area code Always use with telephone numbers. Use the form (*401*) 624-8475.

Asian Acceptable for people of Asian descent.

Aspen Student Information System (SIS) Capitalize the Aspen Parent Portal. *Aspen* or *ASPEN* is acceptable on all references.

assistant Do not abbreviate. Capitalize only when used in a formal title before a name. See titles

assistant principal Not *vice principal* in the Tiverton School Department. Do not abbreviate. Capitalize only when used as a formal title before a name. See titles.

assistant superintendent Do not abbreviate. Capitalize only when used as a formal title before a name. See titles.

athletic department Not athletics department.

associate degree Not associate's degree.

association Do not abbreviate. Capitalize as part of a proper name.

association names See acronyms

B

bachelor's degree Not *baccalaureate* or *bachelor degree*. Capitalize *Bachelor of Arts* or *Bachelor of Science* when referring to a specific degree.

buildings Capitalize official building names (*School Department Office, Tiverton High School, etc.*).

busing, buses Not *busses*.

C

capital, capitol Capital describes money, equipment or property used in a business, or the city where a seat of government is located. Capitol refers to a building and is capitalized in reference to a specific capitol building.

capitalization In general, avoid unnecessary capital letters. See departments and titles.

Caucasian

cell phone Two words.

chairman, chairwoman The term chair should not be used. Only use chairperson or chair if it is the organization's formal title for an office.

child care Two words.

cities When naming cities in publications being sent within Rhode Island, it is not necessary to follow the city name with Rhode Island (*an exception to the Associated Press Stylebook*).

Class of (year) Capitalize when referring to a specific graduating class (*Class of 1973 reunion*).

classwork, course work

co-author (*n.*) or **co-authored** (*v.*) Hyphenate.

coed, coeducation No hyphen.

colleges/universities Spell out on first reference and use acronym on second reference (*Dartmouth College; DC*).

commas Do not use a comma at the start of an indirect or partial quotation (*She said “the school strives for academic excellence.”*). Use a comma to complete a quotation (*“The school strives for academic excellence,” she said.*). Also use a comma to introduce a complete one-sentence quote (*She said, “The school strives for academic excellence.”*). See punctuation.

compact disc *CD* is acceptable on second reference.

composition titles See titles.

co-worker Hyphenate.

council, counsel Council refers to a deliberative body and those who are members of it. To counsel is to advise. A counselor is one who advises.

course numbers Use figures and capitalize the subject when used with a numeral (*History 3*).

courtesy titles See **titles**.

D

database One word.

data A plural noun. Singular is *datum*.

dates Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only *Jan., Feb., Aug., Sept., Oct., Nov. and Dec.* (*Dec. 18, Oct. 2*) Spell out when using a month alone or with a year. Do not separate the month and the year with a comma (*January 2003*). When a date refers to a month, day and year, separate with a comma (*Jan. 1, 2003*). Capitalize and spell out days of the week.

daylight-saving time Not savings. Note the hyphen.

days of the week Capitalize. Do not abbreviate except in a tabular format. See dates.

degrees See academic degrees.

departments Uppercase departments with their formal names (*English Department, Communications Department, etc.*). See List of Department Names.

disabled, handicapped, impaired In general, do not describe an individual as disabled or handicapped unless it is necessary. Acceptable terms to describe disabilities include: *disabled* (general term for a physical or cognitive condition that substantially limits one or more major daily life activity), *blind* (a person with complete loss of sight), *visually impaired* (partial loss of sight), *deaf* (a person with total hearing loss), *partially deaf*, *mute* (a person who physically cannot speak), *speech impaired*, *wheel-chair user*. Avoid the terms handicapped, deaf-mute and confined to a wheelchair.

disk; diskette Not *disc* for computer-related references.

district Capitalize only when part of a proper name. The five Tiverton Public Schools are considered a department, not a district.

doctorate Doctorate degree, not doctor's degree.

drivers education No apostrophe.

E

email Always lowercase. When listing an email address, use all lowercase letters and do not use quotation marks (susan.smith@tivertonschools.org).

e-commerce, e-advertising Always lowercase and use a hyphen.

Ed.D. See academic degrees.

effect See affect, effect

end-of-level Hyphenate when used as an adjective (*end-of-level testing*).

English as a Second Language *ESL* is acceptable on second reference.

English Learner *ELs* is acceptable on second reference.

entitled Books and other works are titled, not entitled. Entitled means a right to do or have something.

exclamation point (!) Avoid overuse.

executive director Capitalize only as a formal title before a name.

ext. Do not capitalize. Abbreviated form preferred to *extension* in a phone number. Use a comma between the number and the extension as in *401.624.8475, ext. 13*.

extracurricular No hyphen.

F

fax Not *facsimile* or *Fax*. The term *fax* should not be used as a verb (*I sent a fax to Robert Jones; not I faxed Robert Jones*).

flier, flyer *Flier* is the preferred term for an aviator or a handbill. *Flyer* is the proper name of some trains and buses.

foundation Capitalize only when part of a proper name (*Rhode Island Education Foundation*).

formal titles See *titles*.

fort Spell out on all uses (Fort Barton).

Fort Barton School Spell out the name in its entirety when using formal text.

full-time Hyphenate when used as an adjective (*full-time student*).

fundraiser (*event or person*), **fundraising** (*adj.*) One word in all cases.

G

General educational development diploma GED is acceptable on all references.

governor Capitalize and abbreviate as *Gov.* when used as a formal title before a name.

grade-point average *GPA* is acceptable in all references. Students' *GPA*s should never be published without their written permission, even if the student has a 4.0 *GPA*.

grade, grader Avoid using *grader* as a noun (*first-grader*). Hyphenate the adjective form of *grade* (*She is a 12th-grade student; He is in the fourth grade*).

H

handicapped See the listing for disabled, handicapped, impaired.

half-mast, half-staff Flags not on ships are flown at half-staff. Department and school flags are only flown at half-staff when directed by the governor. The flag status is updated daily at <http://www.governor.ri.gov/>

halftime One word.

health care Two words.

Hispanic A person from, or whose ancestors are from, a Spanish-speaking land or culture. *Latino* and *Latina* are sometimes preferred.

holidays Official Tiverton School Department school holidays include *Independence Day, Labor Day, Columbus Day, Veterans Day, Thanksgiving Recess, Winter Recess, Dr. Martin Luther King Jr. Day, Presidents Day, Good Friday, Spring Recess and Memorial Day*.

homeroom (adj., n.) One word.

home schooling, home-schooled, home-schooler

home page Two words.

honors program Not honours programme.

Human Resources Department Not *Human Resource Department* or *Personnel Department*.

HTML, HTTP Uppercase in text, lowercase in Web addresses. See Web addresses.

hyphens *Hyphens* are used strictly for hyphenating words or line breaks. If a word may be used with or without a *hyphen*, preferred use is to omit the *hyphen*.

I

i.e. Abbreviation for the Latin *id est* or *that is* and is always followed by a comma.

incorporated Abbreviate and capitalize as *Inc.* when used as part of a corporate name. Do not set off with commas.

Individualized Education Program Please spell out in first use. *IEP* is acceptable on second reference.

Individual Learning Plan Please spell out in first use. *ILP* is acceptable on second reference.

initials Use periods and omit spaces between initials (*E.B. White*, not *E. B. White*).

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

intelligence quotient *IQ* is acceptable in all references.

interoffice No hyphen. Refers to distribution within a single office or location.

Intradepartmental No hyphen. Refers to multiple locations within the department.

International Baccalaureate *IB* is acceptable on second reference.

Internet Always capitalize.

intramural No hyphen.

italic; italicize Not italics.

J

junior Abbreviate as *Jr.* only with full names of persons and do not precede with a comma (*John F. Kennedy Jr.*).

K

kindergarten Not capitalized.

kids Avoid in formal contexts. Use *children* or *students*.

L

listserv One word.

login, logon, logoff All one word.

logos **DISTRICT LOGO:** An approved Tiverton School Department logo should be included on formal Department documents and publications sent to the public.

SCHOOL LOGOS: Written school correspondence sent to the public should contain the department's logo. Only the approved Tiverton School District logo should be used. See the official Tiverton School Department logo detail page.

M

make up (v.), **makeup** (n., adj.) No hyphen in the noun or adjective form (*The teacher scheduled a makeup exam; The couple decided to make up.*).

Dr. Martin Luther King Jr. Day No comma.

master's degree Master's degree in education, not master's degree of education. Capitalize when referring to a specific degree (Master of Arts).

memorandum Not memo.

months See dates.

more than Preferred instead of *over* when estimating numbers (more than 100 students).

motto The Tiverton School Department official motto is *These Doors Lead to Excellence*.

MP3 Acceptable in all references to the music compression format.

N

names (first reference) Preferred use is title and last name. See titles. Use of middle initials is encouraged in formal context. School Committee members' names should always appear in formal form.

names (second reference) In general, the use of courtesy titles (*Mr., Mrs., Miss, Ms.*) in written correspondence is encouraged. Always use titles specifically directed to parents and/or students.

National Education Association NEA is acceptable on second reference.

Native American Acceptable for those in the U.S. Where possible, be precise. (*He is a Navajo commissioner.*)

No Child Left Behind Act of 2001 *NCLB* is acceptable on second reference.

noon Not *12 p.m.* or *12 noon*.

nontraditional No hyphen. Acceptable reference to schools not on a traditional school year schedule, although the preference is to state the type of schedule (*year-round, extended, split-session, etc.*).

numbers Spell out numbers below 10, use figures for 10 and above. Spell out first through ninth when indicating a sequence. If you must begin a sentence with a number or year, spell it out (*Twelve students received the award*).

O

OK, OK'd, OK'ing, OKs Do not use *okay*.

off campus, on campus (subject); **off-campus, on-campus** (adj.) Hyphenate the adjective form (*The recruiter conducted oncampus interviews; The interview was conducted off campus*).

online One word.

over Preferred use with a number is *more than* (*more than 100 students; not over 100 students*).

P

Pacific Islander Do not hyphenate

paraprofessional One word, not paraeducator.

parent teacher committee Capitalize when part of a proper name. *PTC* is acceptable after the first reference.

parent teacher organization Capitalize when part of a proper name. *PTO* is acceptable after the first reference.

parent-teacher conferences Hyphenate.

PDF Acceptable on all references to the Adobe Acrobat® portable document format.

percent Spell out unless used in a table or a financial publication. Numbers should be used when expressing a percent.

Personal Literacy Plan Please spell out in first use. *PLP* is acceptable on second reference.

Ph.D. see academic degrees.

physical education P.E. is acceptable in all references.

p.m., a.m. Lowercase with periods.

Pocasset School Spell out the name in its entirety when using formal text.

podcast One word.

preschool One word.

president Capitalize only as a formal title used directly before an individual's name. Lowercase all other uses (*Board President John Smith*).

Presidents Day No apostrophe. In Rhode Island, the official holiday is called Presidents Day vs. Washington and Lincoln Day.

principal Do not confuse with principle. Capitalize only when used as a formal title before a name (*Principal Jane Doe*).

professor Never abbreviate. Lowercase before a name. See titles.

punctuation In general, think of punctuation as a courtesy to your readers, designed to help them understand your message. See commas, hyphens and quotations.

Q

quarter fall *quarter*, winter *quarter*, etc. Preferred use is *term*.

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

R

résumé Accents optional.

Rhode Island Department of Education *RIDE* is acceptable on second reference.

R.S.V.P. Use periods. (Derived from the phrase written in French; “Répondez s’il vous plaît ”)

Response to Intervention *Rtl* or *RTI* are both acceptable on second reference.

S

Saint Abbreviate in proper names (*St. George*).

Scholastic Aptitude Test For the college entrance exam, *SAT* is acceptable on second reference.

school Capitalize only when part of a proper name (*Tiverton High School*). The word school should be included after the name on first reference (*Pocasset School*). The word school can be dropped on second reference.

school years See years.

schoolwide One word.

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

secretary Capitalize only when part of an official corporate title. See titles.

Section 504 Accommodation Plan - Please spell out in first use. *504 plan* is acceptable on second reference.

Special Education Do not abbreviate. Not *sped*. See student.

sports scores Game scores should be written in numerals, even if fewer than 10 (*The final score was 33-6*).

spring recess Not Spring Break.

states Use the following state abbreviations in conjunction with the name of a city in printed materials (postal code abbreviations are shown in parentheses):

Ala. (AL)	Kan. (KS)	N.M. (NM)	Va. (VA)
Alaska (AK)	Ky. (KY)	N.Y. (NY)	Wash. (WA)
Ariz. (AZ)	La. (LA)	N.C. (NC)	W.Va. (WV)
Ark. (AR)	Maine (ME)	N.D. (ND)	Wis. (WI)
Calif. (CA)	Md. (MD)	Ohio (OH)	Wyo. (WY)
Colo. (CO)	Mass. (MA)	Okla. (OK)	Washington, D.C.
Conn. (CT)	Mich. (MI)	Ore. (OR)	
Del. (DE)	Minn. (MN)	Pa. (PA)	
Fla. (FL)	Miss. (MS)	R.I. (RI)	
Ga. (GA)	Mo. (MO)	S.C. (SC)	
Hawaii (HI)	Mont. (MT)	S.D. (SD)	
Idaho (ID)	Neb. (NE)	Tenn. (TN)	
Ill. (IL)	Nev. (NV)	Texas (TX)	
Ind. (IN)	N.H. (NH)	Utah (UT)	
Iowa (IA)	N.J. (NJ)	Vt. (VT)	

statewide One word.

student Always use the *person first language* style; *students in grade nine, students with special needs* (if applicable, see disabled, handicapped, impaired).

student body (n.) **student-body** (adj.) No hyphen unless used as an adjective (*The student body elected a new president; Student-body elections determined the new president*).

street names See addresses.

substitute teacher Avoid using *substitute* as a noun. Never abbreviate as *subs*.

superintendent Do not abbreviate. The formal position title is superintendent of schools. Capitalize only when used as a formal title before a name (Superintendent John Doe, Ed.D.). Always use the superintendent's full name in print.

T

teen, teen-ager (n.), **teen-age** (adj.) Do not use teen-aged.

telephone numbers Use the form (401) 624-8475. See ext.

theater Not theatre.

times Use figures except for noon and midnight. Use a colon to separate hours from minutes, but avoid ":00" to represent the top of the hour (10:45 a.m., 4 p.m.). Avoid such redundancies as 7 a.m. this morning, 7 p.m. tonight or 12 noon. See noon, a.m., p.m. Never use o'clock or figures with noon or midnight (not 12 noon).

titles COMPOSITION TITLES: Capitalize the principal words. Italicize or put quotation marks around the names of all works. These rules apply to book titles, movie titles, musical works, play titles, poem titles, titles of lectures and speeches, and works of art.

COURTESY TITLES: In general, use courtesy titles (*Mr., Mrs., Miss, Ms.*) in written correspondence.

JOB TITLES: In general, confine capitalization to formal titles used directly before an individual's name (*Superintendent John Doe; teacher Patrick Jones; Chris Johnson, school secretary*). Lowercase titles when not used with an individual's name (*The superintendent issued a statement; the board president approved the measure*).

Tiverton School Committee Spell out on first reference. On second reference, refer to it simply as the committee (not capitalized). Always use formal names for board members.

Tiverton School Department Not Tiverton School District. Spell out on first reference. Avoid using TSD as an acronym. Use *department* (not capitalized) on second reference.

trimester No hyphen.

U

United States The abbreviation *U.S.* is acceptable in all uses.

University an acronym is acceptable on second reference. (*University of Rhode Island; URI*)

University of Rhode Island URI is acceptable on second reference.

URL Acceptable in all references to Uniform Resource Locator. Preferred terms in most correspondence are Web site or Internet

V

Valentine's day Use an apostrophe.

Veterans day No apostrophe.

vice principal The correct title is assistant principal. There are no vice principals in the Tiverton School Department.

W

Walter E. Ranger Elementary School Spell out the name in its entirety. Do not use Ranger School in formal text.

web Short form of World Wide Web. The Web is not the same as the Internet, but is a subset; other applications such as e-mail, exist on the Internet.

web addresses Avoid long, complicated addresses and italicize in text. The official district Web address is *www.tivertonschools.org*.

webpage, website One word. Do not capitalize.

webcast, webcam, webmaster All are one word, lowercase.

-wide No hyphen (*worldwide, nationwide, districtwide*)

winter recess Not Christmas break.

world wide web Preferred use is the *Internet*.

X-Y-Z

Xerox A trademark, never a verb. Use a generic term, such as *photocopy*.

year-round Hyphenate when used as an adjective.

years Use an s without an apostrophe to indicate spans of decades or centuries (*the 1980s, the 1800s*). Avoid using an apostrophe when omitting the first two numbers of the year (*'98*). School years should be written as *1998-99*, omitting the century in the second year.

ZIP code Use all caps for **ZIP** but lowercase *code*

LIST OF DEPARTMENT NAMES

Tiverton School Committee

Office of the Superintendent

- Assistant Superintendent for Curriculum & Instruction
- Finance & Administration Director
- Maintenance & Facilities Director

BRAND IMAGE

The graphic standards in this manual are designed to strengthen the overall Tiverton School Department brand. Developing a common visual identity is an essential step in reinforcing our image in the community. Our graphic standards are created to unify what we say about ourselves and how we say it.

These guidelines apply to external communications. They are designed to be consistent, easily understandable, and comprehensive. By using them as a reference for your communication materials, you and your fellow employees will play a critical role in reinforcing the department's brand and people's perceptions of the Tiverton School Department.

We believe that knowledgeable employees who support our branding efforts are an important factor in our success. Please share this information with everyone who is involved in your communications efforts, including staff members, photographers, freelance designers, printers, and other vendors. With your help, we can strengthen and clarify the department brand as you simultaneously promote your specific services to our community.

If you have questions, please contact the Communications Department, at (774) 836-3489 or [visit www.tivertonschools.org/depts/communications/contact.php](http://www.tivertonschools.org/depts/communications/contact.php).

GENERAL GUIDELINES FOR LOGO USE

The Tiverton School Department logos are a very important part of the department's identity. This section of the graphic standards explains the rules and guidelines for logo placement on all external communication materials. The logo should be used on collateral only in the ways outlined in the graphic standards. The logo may not be used unless otherwise stated in this manual, or has been approved by the Superintendent. For convenience, use the logo files provided at <http://www.tivertonschools.org/style-guide/> instead of trying to re-create the logo. This ensures that the logo and word mark remain in the same proportion when the logo is resized.

PRIMARY LOGO



PRIMARY LOGO FULL-COLOR APPLICATION

Solid

The full-color applications of the primary logo are shown below. The first application features the use of solid colors within the graphic. The letter “T” (left side) consists of Harvest Gold (R:192 G:145 B:0 PANTONE® 123 C) and outlined in True Maroon (R:77 G:25 B:51 PANTONE® 7418 C) The letter “T” (right side) consists of a linear True Maroon (R:77 G:25 B:51 PANTONE® 7418 C). The letters spelling out “Tiverton” within a text banner, uses True Maroon outlined in Harvest Gold, and is located centered under the bridge of the “T”.



PRIMARY LOGO ONE-COLOR APPLICATIONS

While the full-color logo is preferred for use in most cases, a one-color version may be more appropriate for certain applications. For these applications, black is the acceptable one-color version of the logo that may be used.



PRIMARY LOGO REVERSE APPLICATIONS: FULL-COLOR

In circumstances in which the logo appears in full-color on a solid, dark background (such as black, as shown), minor modifications have been made to the mark to ensure optimal legibility and visual impact. Please use the artwork provided.



PRIMARY LOGO REVERSE APPLICATIONS: ONE-COLOR

In circumstances in which the logo appears reversed out in white on a solid, dark background (such as black, as shown), several minor modifications have been made to the mark to ensure optimal legibility and visual impact. Please use the artwork provided.



SLOGAN

The primary and secondary logos can be displayed with the slogan—“Excellence in Education” —appearing below the department text. The slogan should appear in True Maroon (R:77 G:25 B:51 PANTONE® 7418 C) outlined in Harvest Gold (R:192 G:145 B:0 PANTONE® 123 C) , as indicated. All the same color and clear space guidelines apply to the primary and secondary logos.



DEPARTMENT DESCRIPTORS

Using the approved logos with descriptors, both primary and secondary logos may include a departmental descriptor below the department text, in place of the slogan. The departmental extender should appear in Tiger Eye Black (CR:0 G:0 B:0 PANTONE® 5C) or True Maroon outlined in Harvest Gold, as indicated. All the same color and clear space guidelines apply to the primary and secondary logos. See official letter heads within this style guide (the last five pages).



WORDMARK VERTICAL FORMAT

The vertical format word mark is for use without the district mark. The horizontal format should never be modified from the examples shown below. Please use the artwork provided.

TIVERTON SCHOOL
DISTRICT



INDIVIDUAL SCHOOL LOGOS

Using the approved logos with descriptors, both primary and secondary logos may include a departmental descriptor below the department text, in place of the slogan. The departmental extender should appear in Tiger Eye Black (R:0 G:0 B:0 PANTONE® 5 C), as indicated. All the same color and clear space guidelines apply to the primary and secondary logos. See official letter heads within this style guide (the last five pages).



TIVERTON HIGH SCHOOL

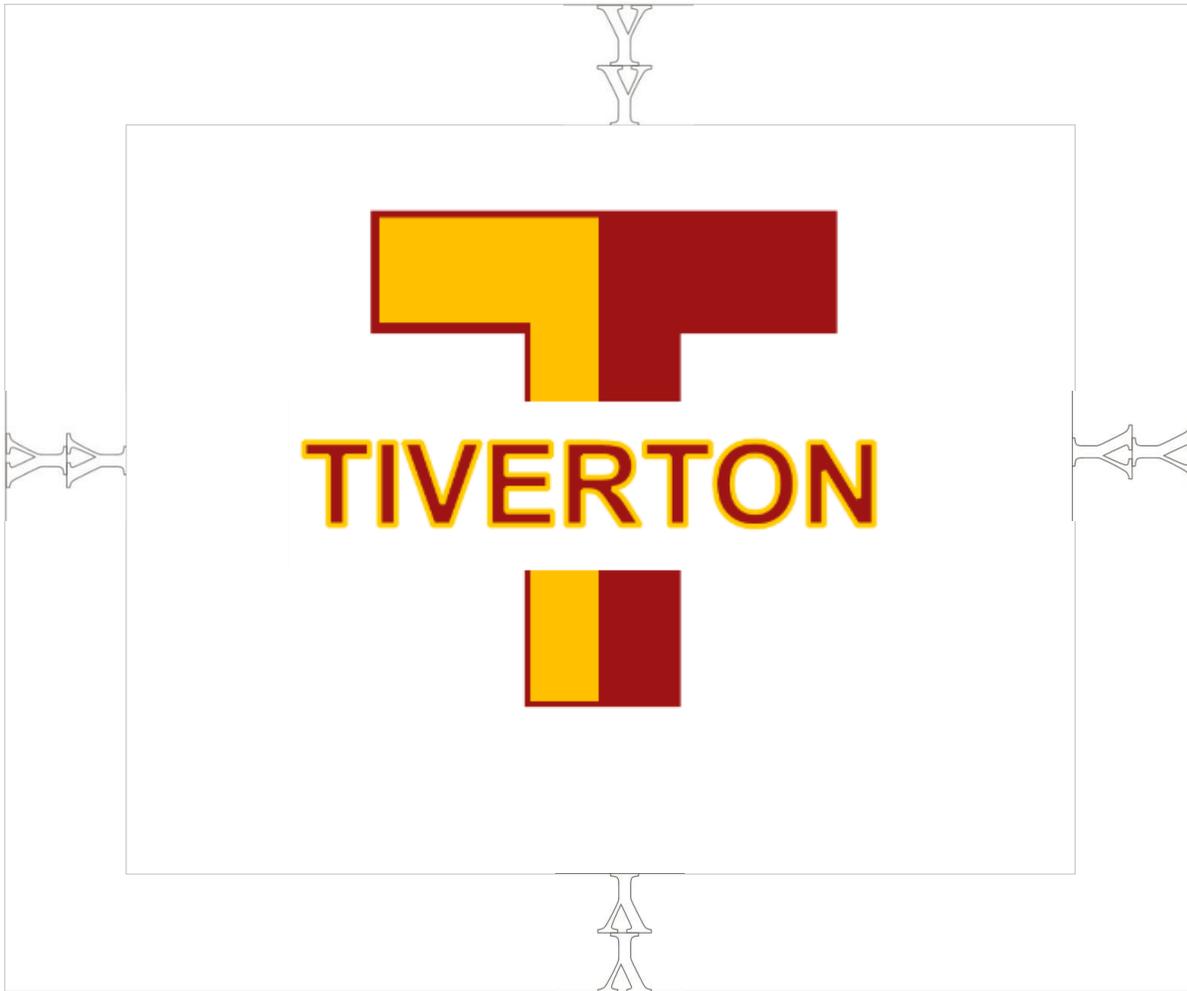


TIVERTON MIDDLESCHOOL



CLEAR SPACE GUIDELINES

The primary and secondary logos can be displayed with the slogan—“Excellence in Education” —appearing below the department text. The slogan should appear in True Maroon and Harvest Gold (see color chart on page 26) as indicated. All the same color and clear space guidelines apply to the primary and secondary logos.



MINIMUM SIZE GUIDELINES

To ensure maximum legibility and impact of the logo, it should not appear at any size smaller than those indicated below: 1.5" for the primary logo, 2" for the secondary logo.



OUTDATED LOGOS (DO NOT USE)

Logos used by any school and individual departments in earlier times will compete with the current logo and confuse audiences. The logos below should no longer appear in district communications.



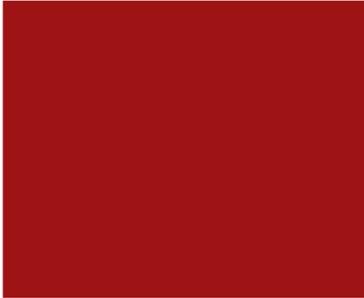
IMPROPER USAGE

The examples provided below address the most obvious misuses of color and structure for the logo. When adjusting the size of any logo (or picture), activate the logo by clicking anywhere in the area until the sides appear with four squares and the corners appear with circles. Hover your mouse over the circle until a double-sided arrow appears. Click and drag the corners to adjust the logo to the desired size. Avoid using sizes that cause the logo to pixelate. See page 22 for minimum sizes.



PRIMARY COLOR PALETTE

The department brand logo primary color palette is comprised of four colors - *True Maroon*, *Harvest Gold*, and *Tiger Eye Black*. Please refer to the corresponding RGB and PANTONE® breakdowns indicated below.



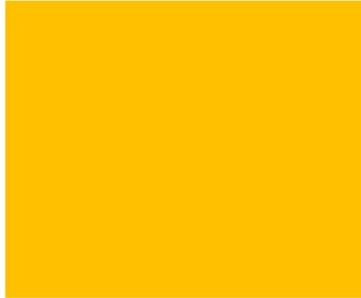
TRUE MAROON

R:158

G:20

B:20

PANTONE® - 7418 C



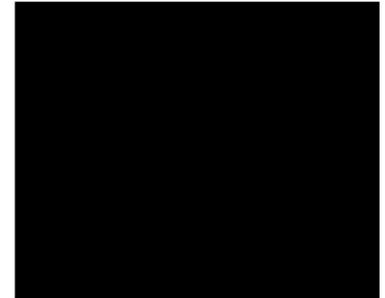
HARVEST GOLD

R:255

G:192

B:0

PANTONE® - 123 C



TIGER EYE BLACK

R:0

G:0

B:0

PANTONE® - 5 C



Excellence in Education

TYPOGRAPHY

Calibri was selected as the Tiverton School Department typeface for its traditional appeal and wide-spread availability. Three versions of this typeface may be used for the applications indicated. Calibri small caps should be used for headlines only. Calibri bold should be used for sub-headings. Calibri regular should be used for all other applications, including body copy.

Calibri Small Caps:

abcdefghijklmnopqrstuvwxy

Example Headline Usage at 13pt:

lorem ipsum dolor sit amet.

Calibri Bold:

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

1234567890

Example Sub-head Usage at 11pt:

lorem ipsum dolor sit amet, consetetuer adipiscing elit sed diam nonummy.

Calibri Regular:

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

1234567890

Example Usage at 10pt:

Lorem ipsum dolor sit amet, consetetuer 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.

STATIONERY TEMPLATES BUSINESS CARD & ENVELOPE

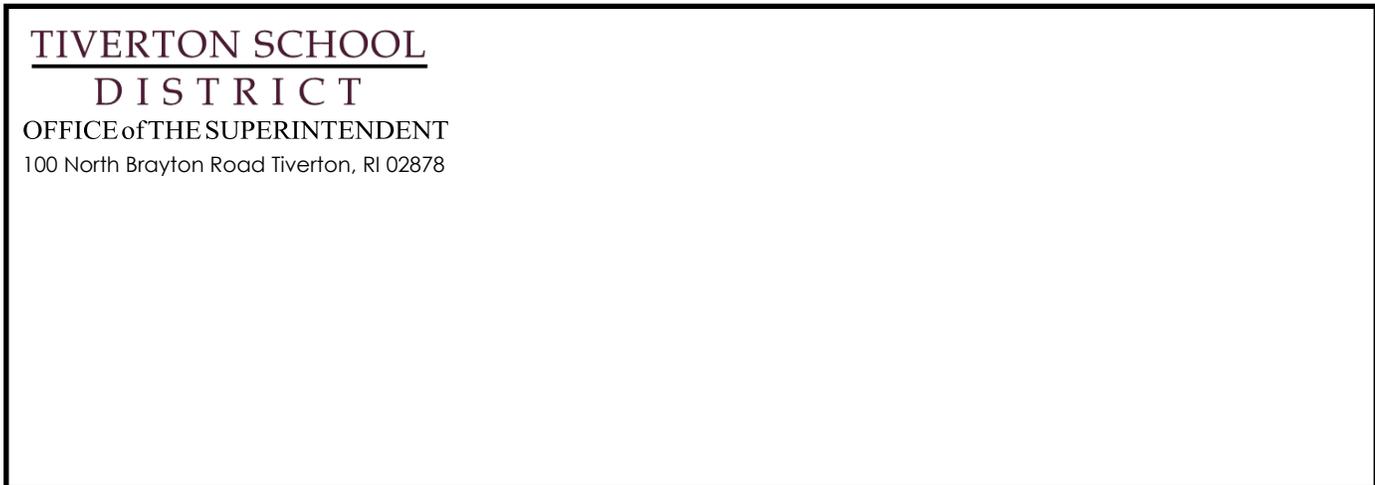
The department’s double-sided business card features the primary logo and our social media addresses in white reversed out of a True Maroon background. The thin color Harvest Gold strip bordering the top of the information area separates the logo. In the middle of the card is the owner’s name, bold and with their title directly below. The individual’s contact information is listed at the bottom of the card. All text on this side is in white. Personalized cards will be provided, upon request, by the Communications Department. To request personalized business cards, visit <http://www.tivertonschools.org/styleguide/request.php>. All the same typography guidelines apply.

The business letterhead envelope features the a wordmark slightly tilted in the upper left corner. The specific return label area can be slightly modified to include the department’s mailing address. All envelopes will be available to order online at <http://www.tivertonchools.org/styleguide/request.php>.

Business cards - standard matte: Front side



Business cards - standard matte: Back side



E-MAIL AUTOMATIC SIGNATURE TEMPLATES

The department's email system features the ability to create an automatic signature to appear on the bottom of all electronically sent correspondence. An automatic signature is required on all department e-mail accounts. Below is a suggested format for the automatic signature.

mandatory Information

first & last Name
title
email address
Tiverton School Department
100 North Brayton Road
Tiverton, RI 02878
www.tivertonschools.org
Facebook.com/Tivertonschools
Twitter.com/tivertonschools

optional Information

Academic degrees achieved
Department
School Name
Inspirational Quotation (*please make sure your quote could not be considered offensive and complies with Tiverton School Department Policy*).

E-MAIL PROFILE PICTURE

The department's email system features the ability to create a personalized profile picture to appear with every email that you send. Please make sure your picture could not be considered offensive and complies with Tiverton School Department Policy. Note that your picture will be visible to the public.

Suggested ideas for profile pictures (department employees are not limited to these suggestions)



If any assistance is need in creating your profile picture or your auto signature, please contact the communications department at (774) 836-3489



Prepared by the Communication Department

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