

JEFFERSON PARISH PUBLIC SCHOOL SYSTEM  
COMMUNICATIONS DEPARTMENT

# DISTRICT STYLE GUIDE

(As of March 27, 2018)



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## INTRODUCTION

As employees of a school district, all staff members of the Jefferson Parish Public School System (JPPSS) are held to a high standard for proper punctuation, spelling and grammar use in their communications.

In an effort to establish a cohesive image of JPPSS and to provide support for delivering consistent, clear communications, the Communications Department has prepared this style guide for use by central office employees for district-level communications. Though school-based employees may adopt this style guide for school-level communications, they are not required to do so.

Style is defined as rules regarding the mechanics of written communication, such as capitalization, spelling, and punctuation of words. Style also includes graphic standards that are designed to strengthen the overall JPPSS brand. Developing a common visual identity is an essential step in reinforcing the district's image in the community.

These guidelines are designed to be consistent and easily understandable. As the district finalizes additional guidelines, including guidelines for web content and websites, this document will be updated accordingly.

Style guidelines should be uniformly applied to all district publications, including:

- Brochures
- Exhibits/displays
- Business cards
- Fliers
- Letterhead
- Newsletters
- Posters
- Presentations
- Reports
- Emails
- Webinars
- Any other printed or online material

If you have any questions about this style guide or any general questions on communications, please contact us at [communications@jppss.k12.la.us](mailto:communications@jppss.k12.la.us).

## GRAMMAR & PUNCTUATION

JPPSS uses *The Associated Press Stylebook* as a guide for grammar and punctuation.

For a brief summary on the most common style rules from the stylebook, please visit the following site:

<https://owl.english.purdue.edu/owl/resource/735/02/>

## REFERENCING JPPSS

The formal name, the Jefferson Parish Public School System, should be used in the first reference in any communication. It should be followed by “(JPPSS)” to specify subsequent references. It may also be referred to as “the district” (not capitalized) or “Jefferson Parish Public Schools” in subsequent references.

## TYPOGRAPHY

Readability is the most important consideration in font selection. For this reason, the district requires the following typefaces for all official district communications.

For general use, including documents, PowerPoint presentations, emails, and websites:

Arial Regular

*Arial Italic*

**Arial Bold**

***Arial Bold Italic***

Calibri

*Calibri Italic*

**Calibri Bold**

***Calibri Bold Italic***

Helvetica

*Helvetica Italic*

**Helvetica Bold**

***Helvetica Bold Italic***

For use in text-heavy documents:

Times New Roman Regular

*Times New Roman Italic*

**Times New Roman Bold**

***Times New Roman Bold Italic***

Cambria Regular

*Cambria Italic*

**Cambria Bold**

***Cambria Bold Italic***

For use on the web or for design elements in documents:

Gill Sans Regular

*Gill Sans Italic*

**Gill Sans Bold**

***Gill Sans Bold Italic***

## EMAIL SIGNATURE

The purpose of an email signature is to act as a reference for people to find your contact information. Your signature should not distract from the content of your email.

Your email signature should be in black and use a sans serif font (i.e. Arial, Calibri, Helvetica) in 12 pt font or smaller. Please see the template and example below.

### Template:

Name (may bold if desired)

Title

Department, Unit, or School (optional)

Jefferson Parish Public School System

Address

Office Telephone # (Use O:) | Fax # (Optional - Use F:) | Cell # (Optional – Use C:)

Email | [jpschools.org](http://jpschools.org)

To get the “|” symbol, hit shift and the forward slash (\) key on the keyboard, just above the enter key.

Please make sure your title and department (or unit) name are consistent with the way they are represented in the official organizational chart. If you have questions about your department name or title, please consult your supervisor.

### Example:

**Jane Doe**

Specialist

Jefferson Parish Public School System

501 Manhattan Blvd | Harvey, LA 70058

O: 504-349-1234 | F: 504-123-4567

[jane.doe@jppss.k12.la.us](mailto:jane.doe@jppss.k12.la.us) | [jpschools.org](http://jpschools.org)

### DO NOT:

- Add anything additional to your signature besides your contact information.
- Add decorative or whimsical animations to your signature.
- Use “stationery” (backgrounds or wallpaper), or any other colored background in e-mails.

# TEMPLATES

## LETTERHEAD

The letterhead template should be reproduced using white paper. Since most letterhead is used for correspondence between departments, schools, and outside sources, it is important to maintain these standards in order to present a cohesive brand image.

The official JPPSS letterhead should have the following elements and use the Arial typeface:

- District logo (can be color or black and white) in left hand corner
- Name (font size 9, bold, all caps) and title of superintendent (font size 7, all caps) under the logo
- Centered on page
  - Department or Unit Name (font size 9, bold, all caps)
  - Jefferson Parish Public School System (font size 14, bold, small caps)
  - District Address (font size 9, all caps)
  - Department or Unit Phone Number and/or Email (font size 9)
  - Website Address (font size 9)
- (Optional) Name and title of department/unit chief on the right hand side, directly opposite the page from the name and title of the superintendent

### Example letterhead for the Operations Unit:



**DR. CADE BRUMLEY**  
SUPERINTENDENT

OPERATIONS UNIT  
**JEFFERSON PARISH PUBLIC SCHOOL SYSTEM**  
4600 RIVER ROAD  
MARRERO, LOUISIANA 70072  
(504) 349-7600  
jpschools.org

**LALE GEER**  
CHIEF OPERATIONS OFFICER

If you would like an example of the letterhead as a word document, please email [communications@jppss.k12.la.us](mailto:communications@jppss.k12.la.us).

## POWERPOINT

The district has created a PowerPoint slide deck that must be used for district presentations. The slide deck has multiple slide design options that can be mixed and matched to suit the needs of the presentation.

The template may be downloaded at <http://jpschools.org/employees/employee-resources/> under the Communications section.

If you are reusing information from past PowerPoint presentations, please update your presentation using the new slide deck.

School-based staff may use their own PowerPoint template. However, if the school is delivering a presentation on behalf of JPPSS or representing the district as a whole in some other way, the school should use the approved slide deck.

When preparing a presentation, use the following guidelines:

- Use high contrast colors. Use white on dark blue or black or use black or blue on white. Pastels will wash out and appear almost white. The audience will not be able to read red, blue or green on dark colored backgrounds.
- Darken and increase photo contrast. Photos should appear slightly dark on a normal monitor to be normal on an LCD projector. The picture toolbar in PowerPoint will allow you to adjust brightness and contrast.
- Do not overload on bullets and words on a single slide. **A PowerPoint presentation should not be used as a substitute for a hand out, a prompter, or an excel spreadsheet.**
- Use strong images/photos (but not more than one or two at a time) to make your point, rather than spelling your point out in words.
- Test your PowerPoint before the actual presentation if possible. Differing room conditions, lighting, and equipment will change the way your presentation looks to the audience. Testing first will allow you to make adjustments to ensure your presentation will display properly.
- For more tips on PowerPoint, see <http://www.slideshare.net/thecroaker/death-by-powerpoint>.



## OUR LOGO



The JPPSS logo is available in color and black and white. Either may be used where appropriate.

Please discard all old versions of the logo and use the logos above. If you need high quality logos for print or for use on the web, you may download them at <http://jpschools.org/employees/employee-resources/> under the Communications section.

### DO NOT USE THE LOGO IN THE FOLLOWING WAYS:

1. Sized smaller than one inch wide



2. Elongated, stretched, or condensed in any way (always keep the original proportions of the image)



3. Sliced or cut off



4. Omitted pieces or altered in any way



5. Surrounded with a pattern or design



6. Added words, images, or new elements



7. Boxed in white over a different background color



8. Used on a dark background so district name is difficult to read



9. Changed color



10. Low quality/pixelated (especially important for print pieces)



Before using the JPPSS logo, consider whether the use would be supportive of the district's mission and reputation.

The use of the district's name and logo must not:

- Be associated with activities or entities that bring its integrity or credibility into question. Careful consideration must be taken to protect and respect the district's reputation and standing.
- Be used for personal gain.
- Be used in print or electronic form if it implies commercial or political endorsement of a product, service, project, or individual without prior written authorization.

## OUR COLORS

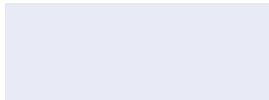
The color palette used by the district is as follows:



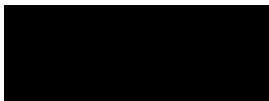
PMS Blue 647C  
CMYK: 79, 43, 0, 33  
RGB: 35, 97, 170  
Hex: #2361AA



PMS Yellow 116  
CMYK: 0, 34, 96, 0  
RGB: 252, 209, 22  
Hex: #FCD116



PMS 656 C  
CMYK: 7, 5, 0, 0  
RGB: 232, 234, 246  
Hex: #E8EAF6



Process Black  
CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
Hex: #000000

## PHOTOGRAPHY

High quality images are an important design element that can help make your communications stand out. The strongest images are those featuring JPPSS students and staff in classrooms and schools, or participating in extracurricular activities.

All schools should have photography releases for its students so that staff can take photos of students during various in-school events and use them for district communications. However, it is wise to double check with the school before scheduling a photo shoot or taking photos of students at an event.

In general, photos of students should not contain any other identifying information, such as nametags, unless the photo is an accompaniment to a specific announcement or story that identifies students (e.g. student awards/honors).

Photographs should be high quality for both digital and print communications. Because photos can always be made smaller, it is suggested that you take photographs at the highest resolution possible.

### **Photography Database**

The Communications Department has begun to accumulate a database of high quality images for use in district materials and communications. If you are interested in viewing the database or using one of our photos, please contact us at [communications@jppss.k12.la.us](mailto:communications@jppss.k12.la.us).

If you have high quality photos that you would like to add to the database of photos, please contact us at [communications@jppss.k12.la.us](mailto:communications@jppss.k12.la.us).

**IMPORTANT:** Please adhere to copyright laws when using images. If you wish to use an image that does not belong to you or JPPSS, you must show that you have obtained permission to do so from the owner of the image. You may have to pay for usage.

## URL AND CONTACT INFORMATION

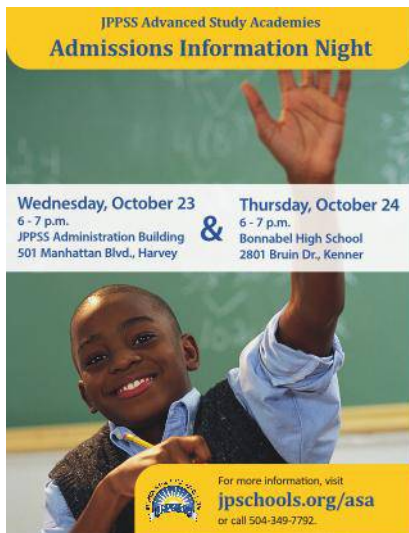
The JPPSS website URL should be presented as [jpschools.org](http://jpschools.org).

The appropriate district website URL should be placed prominently on communications or promotional materials created by the district, including both print and digital items. Because the website generally has the most detailed and up-to-date content available, it is usually helpful to direct people to the web for more information. This allows you to have less text and reduce clutter on your materials or communication items.

If other contact information, such as a phone number and/or address, is important, be sure to make that information easy to locate in your communication as well.

# DESIGN EXAMPLES AND SUPPORT

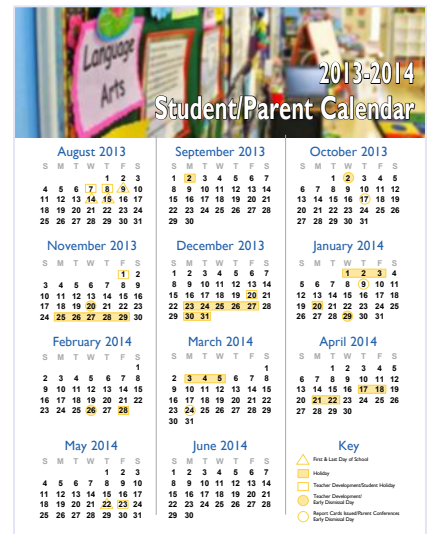
Some of recent examples of district promotional materials are as follows:



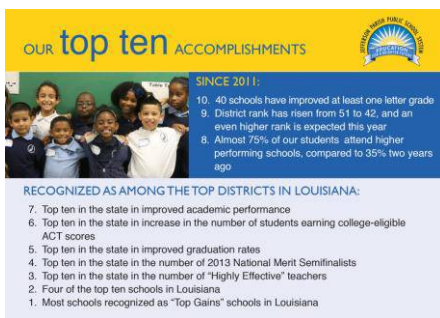
ASA Admissions Night Flier



District 1-Pager



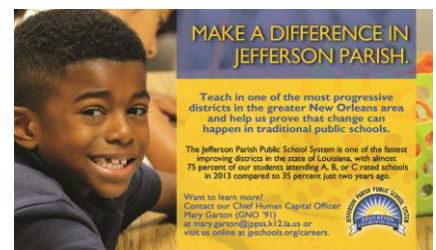
Student/Parent Calendar



Top 10 Postcard



Millage Informational Postcard



Recruitment Ad

The Communications Department offers limited design support for district-level communications and promotional items based on availability of staff members. If you would like to request support, please contact [communications@jppss.k12.la.us](mailto:communications@jppss.k12.la.us).