MAINTAIN our
GRAPHIC STANDARDS MANUAL
BRAND

KANSAS CITY
PUBLIC SCHOOLS
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Introduction

A brand is a promise that exists in the minds of our community. It’s hard to keep a promise when what you are promising keeps changing.

Kansas City Public Schools is a professional organization, and we want to project that professionalism in every action we take.

Maintaining a consistent message, look and feel across all of our communication platforms is an important part of reinforcing and preserving the Kansas City Public Schools' promise to our community.

Inconsistent and/or sloppy use of our logo and brand projects an unprofessional image.

In addition, our region presents unique challenges that further enhance the need for consistent communication. Several school districts serve parts of the city of Kansas City, Mo., not to mention we share our name with our sister city on the other side of the state line. With many districts sharing similar names and territories, clear and consistent use of our brand is imperative.

We’ve prepared this graphic standards manual to help KCPS team members as they prepare various communication materials.
Style Guide

*Each day, we teach our students the importance of grammar, spelling and style.*

Consistent and correct word usage is essential to the success of our students, and as role models and mentors, it is important for us to practice what we preach.

To that end, we have prepared the following style guide to help all district employees communicate consistently.
GENERAL TIPS

ABBREVIATIONS, ACRONYMS, INITIALISMS AND JARGON
Many conversations about education can be dominated by an alphabet soup of acronyms and initialisms for various programs and agencies. This kind of shorthand is fine for internal conversations among district employees who know all the lingo, but it is overwhelming and confusing to those outside the education profession. In an effort to make all district communications clear and accessible to the general public, avoid jargon, acronyms and initialisms.

The first time you use a name or term in either written or oral communication, always use the full name.
Never abbreviate or use initials on first reference.
It is acceptable to use a common abbreviation or acronym/initialism in subsequent uses within the same document. If you are working on a very long document, and it has been several pages since you used the full name, consider using the full name to aid reader comprehension.

Capitalization
As a general rule, only capitalize words when they are used as part of the full proper name of something.
When a word is used as a shorthand for a longer term (for example, saying the district instead of the Kansas City Public Schools), it should be lowercase.
Titles should only be capitalized if it is a formal title preceding a person’s name. Otherwise, it should be lowercase.
SPECIFIC GUIDELINES

Board of Directors of the Kansas City Public Schools
This is the proper name for the school board, but it is rarely used in anything but the most formal of communication (e.g. official correspondence from the board, legal matters).

are acceptable in all uses. is acceptable on second reference. Note that is lowercase in all uses, except when part of the full name or part of a formal title preceding a name.

Correct uses:
- Board of Directors of the Kansas City Public Schools
- Kansas City, Missouri Board of Education
- the school board
- the board
- board member
- board president
- Board Member Jane Smith
- Jane Smith, a member of the school board
- Board President Jane Smith
- Jane Smith, president of the school board

Kansas City Public Schools
This is the proper name of the district and should be used on first reference in all written communication.

KCPS is acceptable on second reference. Other names (e.g. KCSD, KCMO Schools, KCMOSD, etc.) are never acceptable. When referring to KCPS as , the “d” should be lowercase.

Correct uses:
- Kansas City Public Schools
- KCPS
- the school district
- the district

KCPS’s official school district number issued by the state of Missouri is 33, but use of the district number should be limited to official correspondence with other government jurisdictions in which the official district number is relevant.
SPECIFIC GUIDELINES

Interscholastic League
In all external communication (e.g. information for parents, students, news media, the general public) use the full name on first reference. IL is acceptable on second reference. IL is also acceptable for all references in internal communications (e.g. staff memos). If there is a reasonable chance that an internal document could be shared externally, spell out on first reference.

Missouri Assessment Program
In all external communication (e.g. information for parents, students, news media, the general public) use the full name on first reference. MAP or MAP Test are acceptable on second reference. MAP is also acceptable for all references in internal communications (e.g. staff memos). If there is a reasonable chance that an internal document could be shared externally, spell out on first reference.

Missouri Department of Elementary and Secondary Education
In all external communication (e.g. information for parents, students, news media, the general public) use the full name on first reference. DESE is acceptable on second reference. DESE is also acceptable for all references in internal communications (e.g. staff memos). If there is a reasonable chance that an internal document could be shared externally, spell out on first reference.

Missouri School Improvement Program
In all external communication (e.g. information for parents, students, news media, the general public) use the full name on first reference. MSIP is acceptable on second reference. MSIP is also acceptable for all references in internal communications (e.g. staff memos). If there is a reasonable chance that an internal document could be shared externally, spell out on first reference.

Titles
In general, titles should only be capitalized when preceding the person’s name: Superintendent Dr. John Smith
When the title is used alone, or follows the person’s name, it should be lowercase: Dr. John Smith, superintendent of the Kansas City Public Schools; The superintendent visited three schools today.
All faculty and staff who have earned a doctoral degree (Ed.D., Ph.D., J.D., M.D., etc.) should be referred to as Dr. unless specifically directed otherwise by that person.
**KANSAS CITY PUBLIC SCHOOLS**

The following is a list of all KCPS schools. Unless otherwise noted below, schools should be called by their full name on first reference. The shorter version may be used on second reference. The full name is also the name that should be used on school-specific letterhead.

<table>
<thead>
<tr>
<th>Full Formal/Primary Name</th>
<th>Secondary Reference Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>African-Centered College Preparatory Academy</td>
<td>African-Centered Prep</td>
</tr>
<tr>
<td>Crispus Attucks Elementary School</td>
<td>Attucks Elementary or Attucks</td>
</tr>
<tr>
<td>Benjamin Banneker Elementary School</td>
<td>Banneker Elementary or Banneker</td>
</tr>
<tr>
<td>Border Star Montessori School</td>
<td>Border Star</td>
</tr>
<tr>
<td>Carver Dual Language School</td>
<td>Carver</td>
</tr>
<tr>
<td>Central Academy of Excellence</td>
<td>Central</td>
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<tr>
<td>East High School</td>
<td>East High or East</td>
</tr>
<tr>
<td>Faxon Elementary</td>
<td>Faxon</td>
</tr>
<tr>
<td>Foreign Language Academy</td>
<td>FLA</td>
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<tr>
<td>Primitivo Garcia Elementary School</td>
<td>Garcia Elementary or Garcia</td>
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<tr>
<td>Garfield Elementary School</td>
<td>Garfield Elementary of Garfield</td>
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<tr>
<td>Gladstone Elementary School</td>
<td>Gladstone Elementary or Gladstone</td>
</tr>
<tr>
<td>John T. Hartman Elementary School</td>
<td>Hartman Elementary or Hartman</td>
</tr>
<tr>
<td>Harold L. Holliday Sr. Montessori School</td>
<td>Holliday</td>
</tr>
<tr>
<td>James Elementary School</td>
<td>James Elementary or James</td>
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<tr>
<td>Lincoln College Preparatory Academy</td>
<td>Lincoln Prep</td>
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<tr>
<td>Longfellow Elementary School</td>
<td>Longfellow Elementary or Longfellow</td>
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<tr>
<td>Manual Career and Technical Center</td>
<td>Manual</td>
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<tr>
<td>Northeast High School</td>
<td>Northeast High or Northwest</td>
</tr>
<tr>
<td>Paseo Academy of Fine and Performing Arts</td>
<td>Paseo Academy or Paseo</td>
</tr>
<tr>
<td>Trailwoods Elementary School</td>
<td>Trailwoods Elementary or Trailwoods</td>
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<tr>
<td>Martin Luther King, Jr. Elementary School</td>
<td>King Elementary or King</td>
</tr>
<tr>
<td>George Melcher Elementary School</td>
<td>Melcher Elementary or Melcher</td>
</tr>
<tr>
<td>Satchel Paige Elementary School</td>
<td>Paige Elementary or Paige</td>
</tr>
<tr>
<td>Wendell Phillips Elementary School</td>
<td>Phillips Elementary or Phillips</td>
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<tr>
<td>Pitcher Elementary School</td>
<td>Pitcher Elementary or Pitcher</td>
</tr>
<tr>
<td>J. A. Rogers Elementary School</td>
<td>Rogers Elementary or Rogers</td>
</tr>
<tr>
<td>Southwest Early College Campus</td>
<td>SWECC or Southwest</td>
</tr>
<tr>
<td>Troost Elementary School</td>
<td>Troost Elementary or Troost</td>
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<tr>
<td>Phillips Wheatley Elementary School</td>
<td>Wheatley Elementary</td>
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<tr>
<td>Whittier Elementary School</td>
<td>Whittier</td>
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<tr>
<td>Success Academy at Knotts</td>
<td>Success Academy or Knotts</td>
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<tr>
<td>Success Academy at Anderson</td>
<td>Success Academy or Anderson</td>
</tr>
</tbody>
</table>
Logo Usage

*Public Relations and Marketing is responsible for maintaining the integrity of the KCPS brand.*

The following are guidelines to help all KCPS employees properly use the district brand on a daily basis. All questions regarding logo usage and standards should be directed to the public relations department.
LOGO USAGE

KCPS’s logo is the visual representation of the district to the public. It is the cornerstone of our brand, and should be used in all district wide marketing, promotional, advertising, recruiting, and other collateral materials.

Acceptable logo usage is represented below.

CLEAR SPACE

Adequate clear space around the logo allows it to stand out and ensures a clean visual aesthetic. The minimum acceptable clearance around the logo is equal to the chain of stars.

CLEAR SPACE IS EQUAL TO CHAIN OF STARS

Click here to download the logo
COLOR PALETTE

Primary

Secondary

COLOR VALUES

R0 G93 B171
100 / 66 / 0 / 2
#005DAB
PMS 286 C

R240 G179 B16
0 / 28 / 100 / 6
#F0B310
PMS 124 C

R113 G113 B116
0 / 2 / 0 / 68
#717174
PMS COOL GRAY 11 C

R229 G25 B55
0 / 100 / 81 / 4
#E51937
PMS 186 C

R0 G125 B195
89 / 43 / 0 / 0
#007DC3
PMS 285 C

R255 G212 B120
0 / 17 / 62 / 0
#FFD478
PMS 1225 C

R161 G161 B165
0 / 1 / 0 / 43
#A1A1A5
PMS COOL GRAY 8 C

R108 G174 B223
55 / 19 / 0 / 0
#6CAEDF
PMS 284 C

R255 G239 B188
0 / 5 / 31 / 0
#FFEFBC
PMS 1205 C

R201 G202 B204
0 / 0 / 0 / 24
#C9CACC
PMS COOL GRAY 4 C
**REPRODUCTION**

Logos should always be reproduced at the highest resolution practical for a given application.

Whenever possible, EPS files should be used to minimize degradation of image quality. This rule is of particular importance in large-format applications such as signage and billboards. When an EPS file is not possible in a given application, an image file (JPEG) may be substituted.

When the logo is being used in a printed application, the image resolution must be at least 300 dpi at 4” x 6”. When used in an electronic application, 96 dpi at 4” x 6” is acceptable.

**MODIFICATION**

The only acceptable modifications to the KCPS logo are the color alteration and reverse treatments previously explained in this manual. All other modifications to the logo are unacceptable.

It doesn’t matter what the reason, logo modifications other than those specifically described in the manual are never OK.
**BACKGROUND**

Whenever possible, the logo should be printed on a white background. When a white background is not available, other light neutral colors are acceptable. When printing on a dark background, the logo may be reversed in white.

The logo should never be placed on a “busy” background, such as a photo. When the logo must be placed on a busy background, place either the reversed white logo in a solid blue bar, or the regular logo in a white bar at the bottom of the image.
Fonts

There are two basic categories of fonts: serif and sans serif.

Serif fonts have “feet” at the ends of each stroke. These fonts are generally considered easier to read in long documents. Sans serif fonts do not have feet, and are often said to have a “cleaner” visual aesthetic.

Calibri is KCPS’s sans serif font. It should be used for most applications, including letters, emails, websites, advertisements, banners, and signage. Garamond is KCPS’s serif font. It should be used in text-heavy applications.
Stationery

KCPS stationery package consists of:

- Letterhead/second sheet
- School-specific letterhead
- #10 envelope
- Business cards
- CD labels
- Email signature

Electronic templates are included in the stationery package for most items to reduce the amount of time spent formatting. An electronic version of the letterhead is also available when emailed documentation is necessary.

Ordering Stationary:

Please use OfficeMax when ordering stationary.

Click here to download the Print Services Work Order

Submit completed order form to Kyle Miller at DL-KCMSDPrint@officemax.com
Click here to download the letterhead Microsoft Word template.
Letterhead in black and white

Click here to download the letterhead Microsoft Word template.
Click here to download the school specific letterhead Microsoft Word template.
School-specific letterhead in black and white

Click here to download the school specific letterhead Microsoft Word template.
ENVELOPES

#10 Envelope - Central Office

Click here to download the envelope Microsoft Word template.

If you plan to order envelopes through OfficeMax, click here to download the Print Services Order Form. Submit to Kyle Miller, at DL-KCMSDPrint@officemax.com

#10 Envelope - School-specific
BUSINESS CARDS

Printing

Use white, uncoated paper stock
100# cover weight

Ordering Business Cards:

KCPS employees should go through OfficeMax to order business cards.

Click here to download the Print Services Order Form

Submit completed order form to Kyle Miller at DL-KCSDPrint@officemax.com
CD LABELS

Always goes here

File Name:
Garamond, Bold,
all caps, 14pt.

Date:
Garamond, 11pt

Compatible with Avery labels: 5692, 5931, 6692, 8691, 8699, 8931, 8942, 8962
EMAIL SIGNATURES

All emails originated by KCPS employees from their KCPS email accounts must use the following electronic signature. Use of e-signatures on replies and forwards is optional.

When composing an email on a computer using Outlook, Entourage, or a similar program, use Arial as the default font. When using a portable device (e.g. BlackBerry, iPhone, etc.), the default plain text is acceptable.

This format may not be modified in any way. Common examples of modifications include:

- Adding a favorite quote
- Changing fonts or colors
- Adding extra lines of information
- Adding a wallpaper
- Adding an image other than social media icons

In addition to ensuring a consistent and professional look, this e-signature is intended to reduce the likelihood that your legitimate email will get flagged as SPAM by the recipient’s email server. Emails with images in the e-signature and/or custom wallpapers are more likely to end up in SPAM folders. They are also annoying to many recipients, and are difficult to read on portable devices.

Name: Calibri bold, 13 pt, blue
Main Number: Calibri, 12 pt, gray
KCPS: Calibri bold, 12 pt, gray
Fax & Address: Calibri, 12 pt, gray
Web address: Calibri, 12 pt, blue
Approved icons only, seen here
Conf. Notice: Calibri, 11 pt, gray

Email: Calibri, 12 pt, blue

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To find your school’s friendly web address click here
Forms

*It is important that the graphic standards are followed on forms and internal communications. This helps reinforce the image and professionalism of the district at all levels both internally and externally.*

Electronic form templates are included for fax cover sheets and memorandums.
BROCHURES

The following brochure templates are provided as a reference to help KCPS employees brainstorm ideas for headlines, copy and imagery that might be included in an brochure.

Brochure copy and artwork can be customized for specific campaigns with the assistance and approval of the public relations department.

If your school or department needs to create a specific ad campaign, contact the public relations department.

All brochures must include the district website.

It must also include a phone number, but that number may vary depending on the nature of the brochure. The public relations department will work with you to determine the best number to use.

Ordering Brochures:

KCPS employees should go through OfficeMax to order brochures.

Click here to download the Microsoft Word template you can customize.

Click here to download the OfficeMax Print Services Order Form

Submit completed order form to Kyle Miller at DL-KCSDPrint@officemax.com
Contact

*Primary contact for questions about KCPS graphic standards:*

Andre Riley
Manager of Public Relations
ariley@kcpublicschools.org
816-418-7420