



CHARLES CITY DISTRICT

COMMUNICATION STYLE GUIDE

FORWARD:

Why this is important

The purpose of this style guide is to help produce consistency throughout the Charles City Community Schools publications, communication, website and partners. A cohesive language eliminates confusion for our stakeholders and is part of our cohesive brand image.

The Office of Communications will update this document regularly on the website as new items become add worthy. If you see something worthy of being considered for a change or addition please contact the Office of Communications.

The following are preferred styles and correct usages for written material with Charles City Community Schools. While many style guides exist, the Office of Communications generally conforms to AP Style because this is most commonly used.

The guidelines are based on the Associated Press (AP) Stylebook, Webster's New World Dictionary, and local usage. In cases of conflict, Charles City Community Schools District Style Guide supersedes the AP Stylebook and AP supersedes Webster's. Entries address questions that may commonly arise when writing about the District, such as building and place names, and proper reference to various District organizations. Please consult the AP Stylebook or Webster's Dictionary for further reference.

Email questions or comments to the Director of Communications. jdevore@charlesccityschools.org

BRAND CLARIFICATION

After several years of using the new marks the Charles City Community School District has experienced some questions and challenges with the new branding package. This addendum to the style guide serves to correct some non-sanctioned uses and provide clarification on the use of the District branding. This addendum means to serve as additional clarification from the Brand System Official Usage and Style Guide.

Clarification points

All branding uses inside the Charles City Community Schools family must be approved by the Office of Communications effective October 1, 2018.

Justin DeVore, Director of Communications
641-257-6500 communications@charlescityschools.org

Advice: Follow the rules specified in the Branding Usage and Style Guide - get product checked by the Office of Communications - go into production.

All clothing for activities should contain at least one visible piece of District branding.

We encourage the first use of the words "Charles City" to be branded. However, this is not a requirement.



Comets should always be branded.



The flame on the C is appropriate only for the letter C. You can not use the flame on other letters.



BRAND CLARIFICATION

“Chuck town” is a brand of the Charles City Area Chamber of Commerce and Community Revitalization. It is not consistent with the brand of the District. The use of this term isolates the District into only representing one community and we serve four communities. *“Chuck town” should never be used when referring to activities within the Charles City Community Schools.*

We do not personify the Comet.

Non-standard Comets may not be used. The only Comet that is allowed is the Comet contained within the branding guidelines.



Our main font headline is Franchise. You may download this font on the District website. Please do not use the impact font as a substitute for Franchise. Our main body font is Calibri.

The Comet Tail is always on the left and the head is always on the right.

Youth organizations not directly affiliated with the District are encouraged to use District branding but must follow the same rules established and obtain approval.

How organizations use the branding will be taken into consideration when determining family benefits such as charges related to facilities and custodial fees. **To book facilities contact** Todd Forsyth, Director of Activities - 641-257-6510 - tforsyt@charlescitieschools.org

Designers and printers may be held responsible for printing incorrect branding including revocation of future contracts with the Charles City Community School District if the designs have not been approved.

The Charles City Community School District maintains the Trademark on these marks and logos. We trust this helps clarify the appropriate use of the logos and trademarks outlined in the Brand System Official Usage and Style Guide

BRAND CLARIFICATION

It is the coach's and director's responsibility to ensure compliance for the organization and all groups affiliated with the organization. Under no circumstances is printing allowed without approval from the Office of Communications.

The word Comets must be branded as per the District branding style guidelines - the word Comet does not have to be branded.

All posters must be approved by the Office of Communications.

The Office of Communications will send coaches an email with final approval to print. Please provide this approval email to your printer / designer before printing.

The flame on the C may not be added to any inanimate objects.

We do have a Comet sound effect available from the Office of Communications.

District funds will not be used to pay for incorrectly branded materials unless the product has been approved by the Office of Communications.

No product should be produced with district branding that would be in violation of a campus dress code.

PRIMARY MASTERMARK



FULL COLOR
ON LIGHT OR WHITE BACKGROUNDS



FULL COLOR
ON DARK OR PATTERNED BACKGROUNDS



ONE COLOR
ON LIGHT OR WHITE BACKGROUNDS



ONE COLOR (GRAYSCALE)
ON DARK OR PATTERNED BACKGROUNDS

PRIMARY MARK - COMETS LOGO



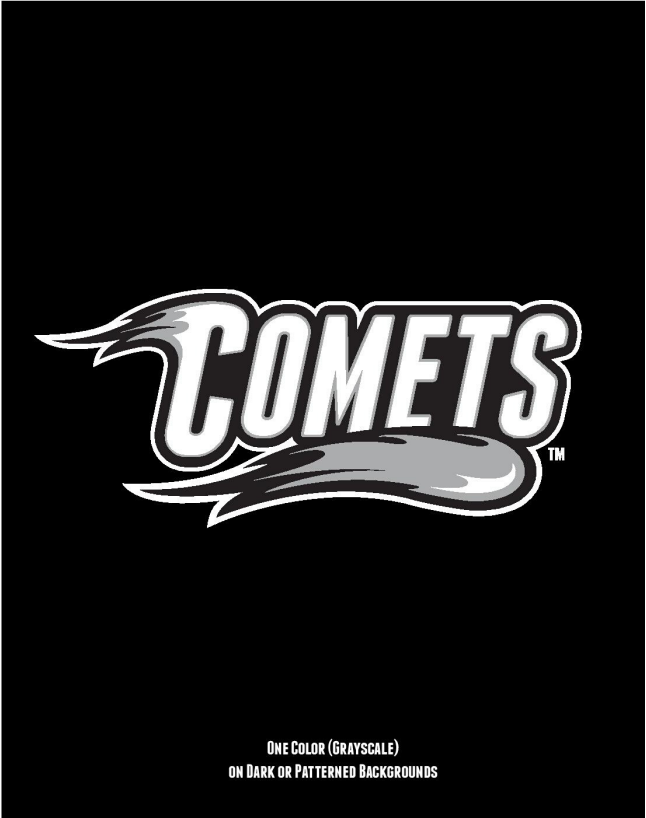
FULL COLOR
ON LIGHT OR WHITE BACKGROUNDS



FULL COLOR
ON DARK OR PATTERNED BACKGROUNDS



ONE COLOR
ON LIGHT OR WHITE BACKGROUNDS



ONE COLOR (GRAYSCALE)
ON DARK OR PATTERNED BACKGROUNDS

PRIMARY MARK - "CC" LETTERMARK



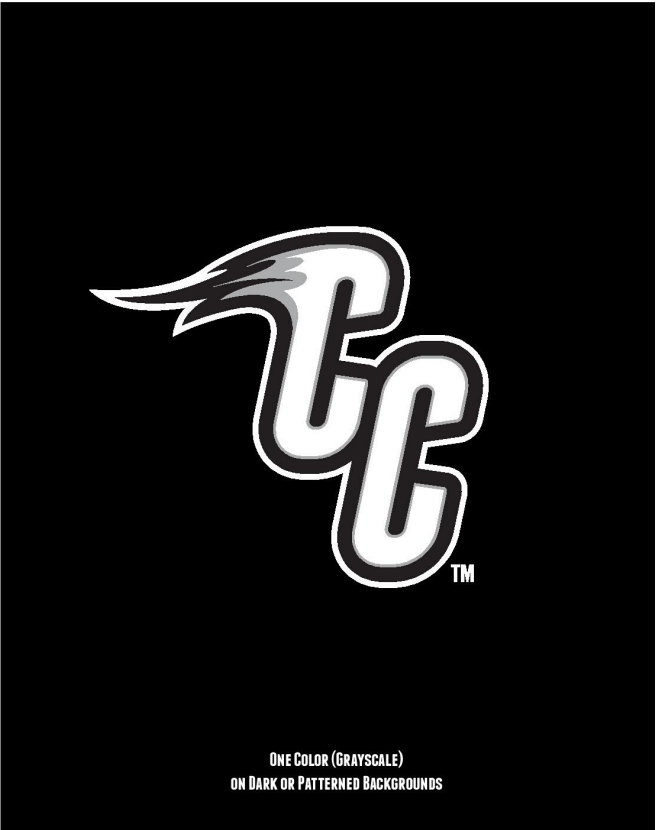
FULL COLOR
ON LIGHT OR WHITE BACKGROUNDS



FULL COLOR
ON DARK OR PATTERNED BACKGROUNDS



ONE COLOR
ON LIGHT OR WHITE BACKGROUNDS



ONE COLOR (GRAYSCALE)
ON DARK OR PATTERNED BACKGROUNDS

PRIMARY MARK - MASCOT LOGOMARK



FULL COLOR
ON LIGHT OR WHITE BACKGROUNDS



FULL COLOR
ON DARK OR PATTERNED BACKGROUNDS



ONE COLOR
ON LIGHT OR WHITE BACKGROUNDS



ONE COLOR (GRAYSCALE)
ON DARK OR PATTERNED BACKGROUNDS

COMMON MISUSE AND VIOLATIONS

BRAND STANDARDS:

For Charles City Community Schools to maintain brand integrity and maximize each logo's effectiveness as an identifier, all logos must be applied — without modification — according to the guidelines in this manual.



NEVER USE UNAPPROVED COLORS



NEVER ALTER TYPOGRAPHY



NEVER DISTORT MARKS



NEVER RESIZE MASTERMARK ELEMENTS



NEVER FLIP OR REVERSE MARKS



NEVER REARRANGE THE MASTERMARK

COMMON MISUSE AND VIOLATIONS



NEVER ALTER THE ANGLE OF MARKS



NEVER USE INAPPROPRIATE TAGLINES



NEVER ADD SHAPES



**NEVER USE LOGOMARKS
WITHOUT SPECIFIED OUTLINE ON A DARK
OR PATTERNED BACKGROUND**



**NEVER USE LETTERMARKS
WITHOUT SPECIFIED OUTLINE ON A DARK
OR PATTERNED BACKGROUND**

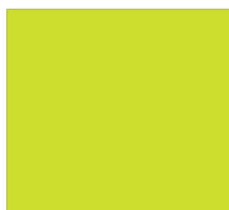


Digital & Print Color Palette



PRIMARY

Comet Orange
#F89728



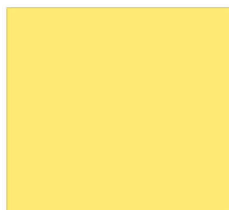
SECONDARY

Comet Lime
#CEDE2E



TERTIARY

Comet Berry
#52307C



SECONDARY

Comet Lemon
#FFEA76



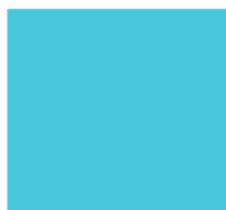
TERTIARY

Comet Pineapple
#F0C323



SECONDARY

Comet Bleu Cheese
#137584



TERTIARY

Comet Smurf
#49C6D9

HEADLINE FONT FRANCHISE

Body Font Calibri

STYLE GUIDE KEY

This manual is organized like a dictionary in the model of The Associated Press Stylebook. Following is a key to the entries.

North Grand Auditorium The official auditorium <i>Do not refer to this as the Middle School accepted word forms unless Auditorium or the 500 N. Grand Auditorium</i>	Entry words. In alphabetical order, are in boldface . They represent the accepted word forms unless otherwise indicated.
Project RISE RISE is always capitalized. The acronym stands for Respect, Integrity, Strength, Empowerment.	Text explains usage
Power School	Some entries simple give the correct spelling, hyphenation, and/orcapitalization.

1 Comet Drive Address of the Charles City High School. Do not use #1 Comet Drive.

activity department *Do not use athletic department*

Address punctuation is no longer desired by the USPS in mailings. No commas or periods should be used in addresses. Please reference this [USPS Abbreviations link](#). It is important to use correct abbreviations in PowerSchool.

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

Affordable Care Act The full name of the bill is the Patient Protection and Affordable Care Act and the Health Care and Education Reconciliation Act of 2010 also known as "Obamacare". The act should never just be referred to as "Obamacare".

Alumni Alumnus is used to referring to a male graduate or former student. **Alumni** is the plural of alumnus but can also be used to refer to a group of men and woman graduates / former students. **Alumna** is used to referring to a woman graduate or former student. **Alumnae** is the plural of **alumna**.

ampersand an ampersand (&) should only be used when it is part of a proper name: Communications & Community Engagement. It should not be used as a substitute for "and" (unless in a tweet when space is a concern).

associate principal not assistant principal, better yet field administrator

board of education capitalize only when part of a proper name. The board of education acted on the proposal. The Charles City Board of Education meet in regular session

breaks Winter Break, Spring Break, Thanksgiving Break

canceled this is the American spelling, the British spelling is cancelled. Please use one l when canceling events.

Career and Technical Education CTE is acceptable on second reference.

Carrie Lane High School This is a program of the Charles City High School. Located at the First Congregational Church as of October, 2018.

Central Rivers Area Education Agency Formerly known as AEA 267.

Central Services the offices that contain office of talent, office of finance, office of the superintendent, and office of Communications & Community Engagement. Formerly known as Central Office.

Charles City Community Excellence in Education Foundation spell out on first reference. On second reference, refer to it simply as the foundation (not capitalized).

Charles City Community School District or Charles City Community Schools. Serves families in Bassett, Charles City, Colwell, Floyd, and Roseville. On second reference, District or the District (capitalized) may be used. Do not use Charles City Schools.

Charles City High School Gym

this is the gymnasium located at 1 Comet Drive inside of the Charles City High School. Often will be written as Charles City High School Gym (1 Comet Drive). *Do not refer to this at Competition Gym 2.*

The Charles Theatre not Theater

Chuck Town is not appropriate for formal writing. The Charles City Community School District represents four communities. When this term is used it isolates the services the district provides to only one of the four communities.

College Grounds home to the former bus barn (now storage) and the soccer fields for the YMCA youth soccer program in the spring.

Comet Café Café should have an accent mark on the e. Keyboard command for this is holding the option key and typing e and then immediately typing e again.

Comet Drive begins at the entrance to the Charles City High School parking lot and connects to the transportation center and the Charles City Middle School. This is a two-way drive.

Comet Field is the field for football, marching band, soccer, and track & field. It is the location of the Blaine Thorson Track inside of Comet Field.

Comet Gym this is the gymnasium located at 1200 1st Avenue inside of the Charles City Middle School. Often will be written as Comet Gym (1200 1st Avenue). *Do not refer to this at Competition Gym 1.*

commencement

dates events do not need the superscript identifier at the end of the number. June 3 not *June 3rd*, September 25 not *September 25th*.

Directors

Director of Activities
Director of Communications
Director of Finance/Board
Secretary
Director of Operations
Director of Technology

effect vs. affect consider changing the word to impact. **Affect**, as a verb, means to influence. **Effect**, as a verb, means to cause. **Effect**, as a noun, means result.

email one word, no hyphen.
Publicly facing email addresses for staff should use
@charlescityschools.org domain name whenever possible, student email addresses only use the domain @charles-city.k12.ia.us. Both email addresses come to the same account.

FFA do not use Future Farmers of America.

Field Administrators principals and associate principals

Gil & Donna White Charles City FFA Enrichment Center at the Floyd County Fairgrounds first reference use the entire name, second reference FFA Enrichment Center.

grade-point average, GPA No periods. Use GPA on first reference when used with figures: a 2.5 GPA is required.

grade, grader Avoid using grader as a noun. First grade student is acceptable.

gymnasiums see Comet Gym, Charles City High School Gym, and North Grand Gym

halftime one word. The Pom Squad will perform at halftime.

Home School Assistance Program first reference use the entire name, second reference HSAP is acceptable.

Individual Educational Plan IEP is acceptable on second reference.

internet is no longer capitalized

Iowa BIG North a collaborative program of the Charles City Community School District, Osage Community School District, New Hampton Community School District, the Rudd-Rockford-Marble Rock Community School District, Turkey Valley Community School District, North Butler Community School District and Riceville Community School District. BIG is always capitalized.

Northeast Iowa Conference the conference of schools containing the following school districts: Charles City, Crestwood, Decorah, New Hampton, Oelwein, Waukon, Waverly-Shell Rock.

North Grand Auditorium the official auditorium of the Charles City Community School District. *Do not refer to this as the Middle School Auditorium or the 500 N. Grand Auditorium.*

North Grand Building The building containing Central Services, Iowa BIG North, Home School Assistance Program, and the North Grand Auditorium. *Do not refer to this as Old Middle School. Do not abbreviate as N. Grand Building. NGB is acceptable for internal communications only.*

North Grand Gym this is the gymnasium located at 500 N. Grand Avenue inside of the North Grand Building. Often will be written as North Grand Gym (500 N. Grand Avenue).

North Iowa Area Community College NIACC is acceptable on second reference.

numbers spell out whole numbers below 10; use figures for 10 and above: There are eight periods in the day. Each class is 46 minutes long.

With ordinal numbers, spell out first through ninth when they indicate sequence in time or location. Starting with 10th, use figures Mike was seventh in line. The runner finished in 12th place.

Grade levels in formal writing always spell out until ninth grade, then use sophomore, junior, senior. Jonah is in 4th grade. The lead in the musical is a junior.

Always use figures for ages the lead in the musical production is 16. The baby is 8 months old.

Use figures for percentages and use the % sign our enrollment increased by 1.3%. **Use figures for money** 5 cents, \$1.05, \$1.8 million.

Obamacare see Affordable Care Act.

online

paraeducator

parent-teacher conference Hyphenate. P-T conference is acceptable on second reference

professional development Not in-service day.

Project RISE RISE is always capitalized. The acronym stands for Respect, Integrity, Strength, Empowerment.

grade, grader Avoid using grader as a noun. First grade student is acceptable.

PowerSchool

schools On external communications the full name of the school should be used on first reference: Washington Elementary School, Lincoln Elementary School, Charles City Middle School, Charles City High School. CCMS and CCHS are acceptable on second reference. WE, LE, MS, HS is acceptable for internal communications only.

school districts when Iowa schools consolidate the district name is hyphenated. Example: Rudd-Rockford-Marble Rock Community School District, Nashua-Plainfield Community School District.

senior leadership is comprised of all field administrators and directors.

SMART lunch SMART is always capitalized. The acronym stands for Students Maximizing Achievement, Resources, and Time.

Spaces use one space after a period between sentences.

Sportmen's Park the current park containing Mark Fluhrer and Pat LaBarge softball diamond and Louis Koenigsfeld baseball diamond and tennis courts. This property is owned by the City of Charles City and maintained by the Charles City Community School District custodial staff.

times

Do not use :00 with a time unless it's a very formal publication in which it would be appropriate—for instance, invitations.

Lowercase *a.m.* and *p.m.*

It is sometimes permissible to remove the periods in a.m. and p.m. in tables and lists if space is tight, but use the periods in running text.

Noon, not *12 p.m.* or *12 noon*.

Do not use *o'clock* unless it's in quoted material or formal contexts such as invitations.

Transportation Center the location of District buses and vehicles located on Comet Drive. The postal address for this building is 1204 1st Avenue. District technology offices are also located at the Transportation Center. Do not refer to this as the Bus Barn.

webpage, website One word. Do not capitalize

Wi-Fi

world languages not foreign languages

NAMES:

Comet Café Lundberg

Café should have an acute accent mark on the e. Keyboard command for this holding the option key and typing e and then immediately typing e again.

DeVore Capitalize the V

LeAnn Smith Capitalize the A

Mike Fisher Superintendent of the Charles City Community School District.

McInroy Capitalize the I

O'Brien Apostrophe after the O, capitalize the B

VanderWerf Capitalize the W

WEBSITES:

CharlesCitySchools.org official website of the Charles City Community School District, always capitalize as above when printing. Capitalization doesn't matter when entering into a browser.

CharlesCityPAN.com official website of the Charles City Public Access Network containing Charles City Board of Education meeting playback, along with other videos. Always capitalize as above.

CONCEPT:

The Charles City Comet is stylistically designed to represent integrity, pride and tradition. The Comet embodies "Blazing a Trail" forward-thinking, as well as the leadership found in Charles City Community Schools and community. The Charles City Community Schools brand system fulfills this sentiment by establishing unified marks, colors and fonts to create a comprehensive brand.

BRAND STANDARDS:

For Charles City Community Schools to maintain brand integrity and maximize each logo's effectiveness as an identifier, all logos must be applied — **without modification** — according to the guidelines in this manual.

CONTACT:

All logos and artwork included in this guide are trademarks of Charles City Community School District. Reproduction without the expressed written consent of Charles City Community Schools or its licensing agent is strictly prohibited.

For information about the specifications included in this guide or questions regarding specific use, please contact:

Office of Communications
Charles City Community Schools
641.257.6500