

FORT THOMAS

INDEPENDENT SCHOOLS

Communications Guide



Visual Identity



Writing Guide

GETTING APPROVAL

Any communication piece—print, advertising or electronic—going to the entire community, District or school must be submitted to Superintendent John Williamson for approval. Please plan ahead. Advance notice is appreciated; same day service is not always possible.

CONTACT INFO

For general questions regarding print communication, printing and copy:

Central Office
859.781.3333

For general questions regarding online communication:

Diana McGhee
Director of Technology
Diana.Mcghee@fortthomas.kyschools.us

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From the Superintendent.

3

FORT THOMAS INDEPENDENT SCHOOLS

January, 2010

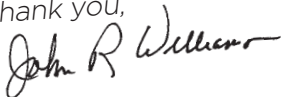
Taking Tradition to the Next Level is not just a saying at Fort Thomas—it's our mission. At every level, we value excellence. Consistent communication and professional presentation of the Fort Thomas Independent Schools' brand is a crucial component of our image.

This **Communication Guide** outlines the visual and written communication standards for Fort Thomas Independent Schools. Each time we incorporate these identity standards, we build recognition and remind our audience who we are.

In these pages, employees and vendors will find direction on how to correctly use and apply the **FTIS style** in different branding situations. By following the same set of rules and standards for **all FTIS communications**, we will continue to build successful constituency relationships while strengthening our identity.

Following these **Communication standards** will save time and provide quality assurance for the FTIS identity. If you have any questions about this guide, contact the District's Central Office at 859.781.3333.

Thank you,



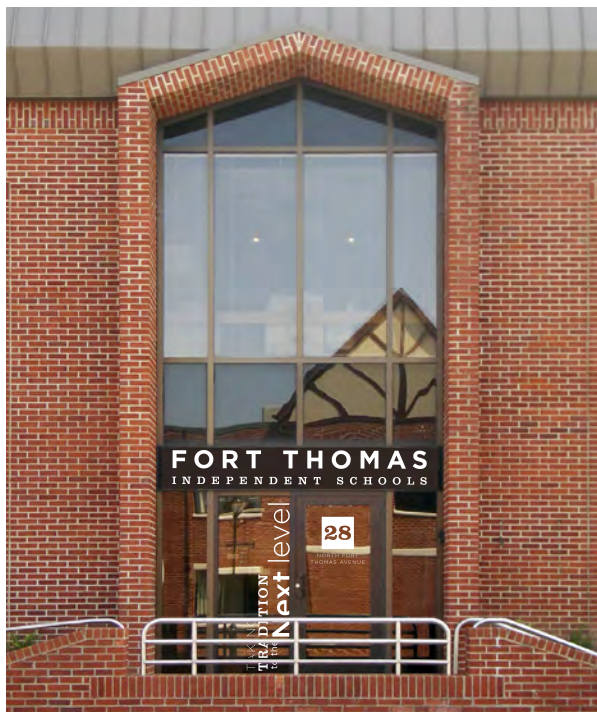
John Williamson
Superintendent

LOGOTYPE: PRIMARY MARK

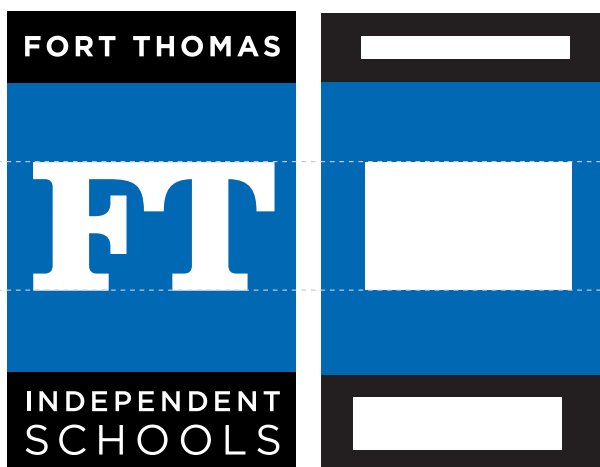
FORT THOMAS

INDEPENDENT SCHOOLS

The primary mark for FTIS floats the name in blue Gotham against white above a black bar of reversed type. Set on a grid above, the relationship of size and scale must be maintained, whether the mark is used large-scale for signage or very small, as on the pen below.

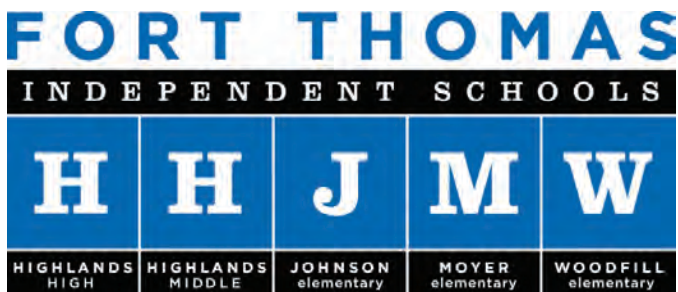


Note: The generic formula on the right indicates a relative proportion scale. The stacking may benefit from a larger bottom bar to increase overall stability.



The logotypes for the FTIS system follow a modular, snap-together approach. They combine blue and black in alternating stripes with white lettering in a mix of newer Gotham with more traditional Clarendon (Typography pages 8-9). The effect should be consistent across all the usages of these logotypes.

SECONDARY MARKS



The downward baseline shift (subscript)—displayed in the Taking Tradition to the Next Level logotype below—implies potential energy, while superscripting implies achievement or potential realized.



SECONDARY MARKS

BLUEBIRD VARIATIONS



Flat color



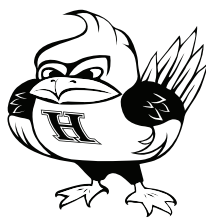
Gradient color



with Name



Black & White



with Letter



Reversed

SECONDARY SCHOOL ICONS

PANTONE
293

WHITE

Highlands Mascot:
BluebirdPANTONE
293PANTONE
COOL GRAY #4

Highlands High School uses Pantone 293 blue in combination with white. Highlands Middle School uses the blue and Pantone Cool Gray #4 to distinguish itself. All elementary school logos are blue and white.

BLACK
60%BLACK
20%

If color is unavailable, use white, black and percentages of black for a consistent look as shown left.

ELEMENTARY SCHOOL ICONS



Mascot: Jaguar



Mascot: Mustang



Mascot: Wildcat

PRIMARY COLOR SYSTEM

PANTONE
293PANTONE
COOL GRAY #4

The consistent use of the primary brand colors—in combination with black and white—is imperative for FTIS identity recognition and image-building.

SECONDARY COLOR SYSTEM

PANTONE
376PANTONE
Orange 021PANTONE
116

A secondary color system is available in the FTIS brand architecture. Limiting secondary colors to this palette helps create a memorable identity while providing a means to highlight information or effect the tone of information visually.

TYPOGRAPHY SAMPLES

Type plays an important role in FTIS visual and communications identity. When used consistently with other visual elements, it is key in creating the Fort Thomas "look."

The Clarendon LT serif typeface can be used for text settings, as well as headline and display work. Clarendon is connected to the traditions of education back to the first McGuffey Readers. It carries the message of tradition. Clarendon™ is a trademark of Linotype and is available in OpenType, making it compatible with newer Macintosh or Windows operating systems.

TYPOGRAPHY USAGE

Gotham is thoroughly modern and carries the message of progress and contemporary chic. This sans serif expanded typeface features multiple widths and weights, providing visual variety. **Gotham** may be used in headlines or body copy and *should always be used* when referencing "next level" or "this is where we are going"-style of communication.

The **Clarendon** font is appropriately used when referring to heritage or tradition.

Limiting FTIS printed materials to the use of these two typefaces further establishes the Fort Thomas distinction to its publics.

FONT SUBSTITUTIONS

Approved substitute fonts:

Bookman Old Style for Clarendon

Century Gothic for Gotham Book

CLARENDON LT ROMAN

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
0123456789

BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
0123456789



GOTHAM

LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
 QqRrSsTtUuVvWwXxYyZz
 0123456789

BOOK

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
 QqRrSsTtUuVvWwXxYyZz
 0123456789

BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
0123456789

BLACK

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
0123456789

CONDENSED BOOK

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
 0123456789

CONDENSED MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
 0123456789

CONDENSED BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

CORPORATE STATIONERY

FORT THOMAS
INDEPENDENT SCHOOLS

LETTERHEAD

FORT THOMAS
INDEPENDENT SCHOOLS

28 NORTH FORT THOMAS AVENUE
FORT THOMAS, KENTUCKY 41075-1555

John Williamson
SUPERINTENDENT
John.Williamson@fortthomas.kyschools.us

PH 859.815.2020
FAX 859.442.4016
CELL 859.466.6560

2-SIDED BUSINESS CARD

FORT THOMAS
INDEPENDENT SCHOOLS

28 NORTH FORT THOMAS AVENUE
FORT THOMAS KENTUCKY 41075-1555
WWW.FORTTHOMAS.KYSCHOOLS.US

2-SIDED ENVELOPE (FRONT)

(BACK)

TAKING
TRADITION
to the **Next level**

28 NORTH FORT THOMAS AVENUE | FORT THOMAS, KENTUCKY 41075-1555
859.781.3333 ph | 859.442.4016 fax | WWW.FORTTHOMAS.KYSCHOOLS.US

Thank You

To maintain consistent use of the FTIS logo on all formal stationery items, order letterhead, envelopes and business cards through the District's Central Office.

Special-use needs which bear the FTIS logo—cards, flyers, etc.,—are to be approved by the Superintendent before distribution. Contact the District's Central Office with your request: 859.781.3333

SCHOOLS' LETTERHEAD AND ENVELOPE SYSTEM

STATIONERY

HIGHLANDS

HIGH SCHOOL

A NATIONAL BLUE RIBBON SCHOOL OF EXCELLENCE

HIGHLANDS

MIDDLE SCHOOL

WOODFILL

ELEMENTARY SCHOOL

1025 ALEXANDER PARK | FORT THOMAS, KENTUCKY 41075
859.441.2506 | 859.441.2755 | WWW.FORTTHOMAS.KYSCHOOLS.US

MOYER

ELEMENTARY SCHOOL

A NATIONAL BLUE RIBBON SCHOOL OF EXCELLENCE

219 HIGHLAND AVENUE | FORT THOMAS, KENTUCKY 41075
859.441.7180 | 859.441.9440 | WWW.FORTTHOMAS.KYSCHOOLS.US

JOHNSON

ELEMENTARY SCHOOL

A NATIONAL BLUE RIBBON SCHOOL OF EXCELLENCE

JOHNSON
ELEMENTARY SCHOOL
1180 N. FORT THOMAS AVENUE
FORT THOMAS, KENTUCKY 41075
WWW.FORTTHOMAS.KYSCHOOLS.US

1180 N. FORT THOMAS AVENUE | FORT THOMAS, KENTUCKY 41075
859.441.2444 | 859.272.4949 | WWW.FORTTHOMAS.KYSCHOOLS.US

FORT THOMAS
INDEPENDENT SCHOOLS

HIGHLAND HIGH
HIGHLAND MIDDLE
JOHNSON ELEMENTARY
NORTH ELEMENTARY
WILDFIRE ELEMENTARY

TO: Harcourt School Publishers	FROM: Maggie Mueller
859-495-2578	859-442-4016
SUBJECT: Final Book Schedule	DATE: 09-04-2007
FILE	TIME: 4:30:10

fax

This is sample letter content. It is only meant to show what an example letter might look like in this template. It is in no way meant to be construed as letter content. Simply select this sample text and type over it, and it's formatting will already be present in your letter's real content. This is sample letter content. It is only meant to show what an example letter might look like in this template. It is in no way meant to be construed as letter content. Simply select this sample text and type over it, and it's formatting will already be present in your letter's real content.

Sincerely,

John Williamson
John's Job Title
Fort Thomas Independent Schools

28 NORTH FORT THOMAS AVENUE | FORT THOMAS, KENTUCKY 41075
859.784.0333 ext. 1 | 859.442.4016 fax | WWW.FORTTHOMAS.KYSCHOOLS.US

FAX TEMPLATE

FTIS electronic communications follow an established style, as shown in these documents. Microsoft Word templates are available from the Central Office. Use the Gotham typeface for all correspondence.

FORT THOMAS
INDEPENDENT SCHOOLS

HIGHLAND HIGH
HIGHLAND MIDDLE
JOHNSON ELEMENTARY
NORTH ELEMENTARY
WILDFIRE ELEMENTARY

TO:	FROM:
SUBJECT:	DATE:
FILE:	TIME:

memo

This is sample letter content. It is only meant to show what an example letter might look like in this template. It is in no way meant to be construed as letter content. Simply select this sample text and type over it, and it's formatting will already be present in your letter's real content. This is sample letter content. It is only meant to show what an example letter might look like in this template. It is in no way meant to be construed as letter content. Simply select this sample text and type over it, and it's formatting will already be present in your letter's real content.

Sincerely,

John Williamson
John's Job Title
Fort Thomas Independent Schools

28 NORTH FORT THOMAS AVENUE | FORT THOMAS, KENTUCKY 41075
859.784.0333 ext. 1 | 859.442.4016 fax | WWW.FORTTHOMAS.KYSCHOOLS.US

MEMO TEMPLATE

FTIS E-MAIL

When using e-mail professionally, avoid:

- Using emoticons (:o).
- Being too informal.
- Misspellings and poor grammar.
- All lower-case type.

Rules for writing professional e-mail:

- Use the FTIS signature format.
- Show respect and restraint.
- Use the subject line to make your reason for writing obvious.
- Identify yourself clearly.
- If responding to an e-mail, include the original message in the reply, to provide a quick context.
- Acknowledge e-mail promptly.
- Don't rely on spell check alone. It won't catch words that are spelled correctly, but misused within the context.
- Never use all capital letters. It is difficult to read and may be perceived as yelling.
- Keep your address simple; avoid unprofessional sounding lingo.
- Proofread before clicking the send button.
- Don't assume privacy.

PROFESSIONAL E-MAIL SIGNATURE

Request a professional signature jpeg—as shown below—from Director of Technology Diana McGhee at Diana.McGhee@fortthomas.kyschools.us

Paste into the end of all e-mail business correspondence.

FORT THOMAS
INDEPENDENT SCHOOLS

John R. Williamson | Superintendent

28 N. Fort Thomas Avenue | Fort Thomas, KY 41075

John.Williamson@fortthomas.kyschools.us

Phone | 859.815.2020 Fax | 859.442.4016

<http://www.fortthomas.kyschools.us>



BUILDING FORT THOMAS PRIDE!

Brand recognition and pride are built by using the FTIS color and logo consistently on specialty items. Any products bearing the Fort Thomas mark are to be approved by the Central Office prior to ordering.



DUOTONES / TITLING


A powerful use of the FTIS color system is to duotone photographs and combine them with same-colored title type in combination with the cut-off subscript effect.


Often, the trick to blending tradition with a cutting-edge contemporary feel will lie not in the type itself but in its setting. Undermining user expectations of how type is put on a page can often put something very mundane or normal in an unfamiliar context and harness surprise.


Black and white images are also nice because they 'improve' shots that are otherwise not that great (it's a trick of simplification).

HIGHLANDS HIGH SCHOOL

Capstone Program


Mass Communications


Performing Arts


Pre-Engineering

TAKING
TRADITION
to the
Next level

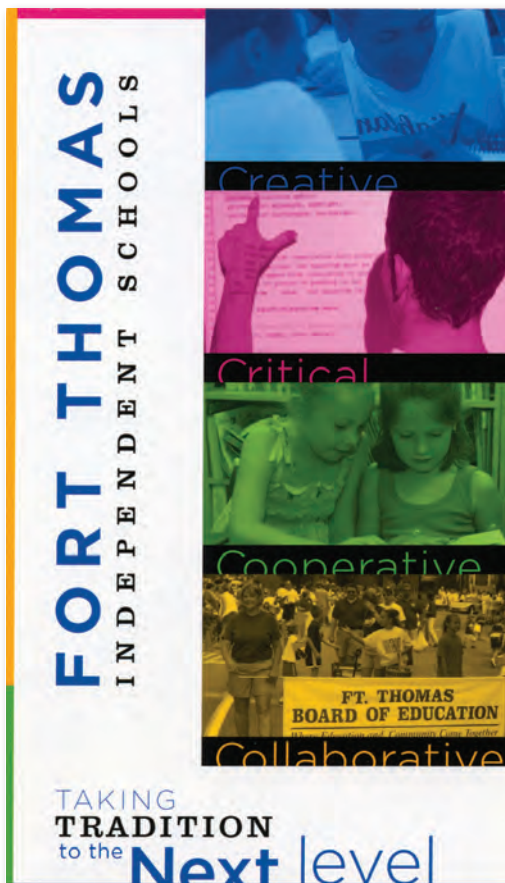
As the **top performing K-12 District in Kentucky for the last 13 years**, Fort Thomas Independent Schools has an academic tradition that is undeniable. But Fort Thomas does not settle for being the best. They challenge themselves to be better than before—to move from good to great. Moving from good to great takes effort, and the Fort Thomas Independent Schools is committed to great schools. The District's Vision 2020 initiative challenges students, faculty, staff and the entire Fort Thomas community to **Take Tradition to the Next Level**.

VISION 2020 focuses on three essential principles:

- Creative and Critical Thinking**
Active learning opportunities for engaged learners in energetic classrooms
- Cooperative Decision Making**
Fiscal responsibility, shared resources and pride in our facilities
- Collaborative Spirit**
Timely communication, service learning projects and strong community ties

TAKING
TRADITION
to the
Next level

IMAGE / WORD PAIRS IN TITLING



Only the primary identity color system (outlined on page 7) is to be used for building signage.



main office
cafeteria
audiovisual lab
gymnasium



214
audiovisual lab

Applications of the system should display a cool, clean, fresh, contemporary feeling while still maintaining connections to tradition and the identity of Fort Thomas. Striking that balance is always the challenge in producing Fort Thomas communications.

The most important rule in using imagery is to use images that RELATE TO THE TEXT CONTENT. Do not use meaningless or obliquely related photography!

Image / word pairs should be carefully selected and crafted as pertinent introductions to article content.

The cutoff text effect of subscribing should always about another space on a page so as to imply a spatial depth, that one plane of type is emerging from underneath another.

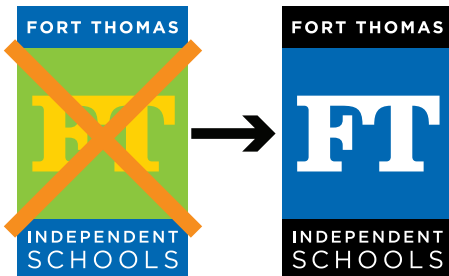


- 1 | **Follow the positive examples in this guide**
And make more of your own! These are only examples.
- 2 | **Ask for help if you're unsure!**
See the TIP below. The Central Office is always willing to help.
- 3 | **Find resources already created**
Don't reinvent the wheel every time you have something to say.

**Wondering if your design piece meets Fort Thomas standards?
Or do you need help putting something together to represent your group?**

E-mail info@Fortthomas.kyschools.us or call 859-781-3333 at the Central Office. They'll be happy to help you produce what you need according to the tips here, and probably already has something similar to get you started!

- 1 | **No clip art**
Don't use icons or vector clip art to represent Fort Thomas.
- 2 | **School name is always in Gotham**
Don't set any school name in Clarendon, only Gotham.
- 3 | **No secondary school colors in primary logos**
Do not mix the secondary colors into the overall FTIS logos.
- 4 | **Never stretch non-proportionally**
Be careful to scale any graphics or text equally in both directions.
- 5 | **No arbitrary use of subscript text crop**
The text crop effect should always illustrate two overlapping planes.
- 6 | **Pair secondary assets with primaries**
Don't use a secondary asset alone without identifying the main school name.
- 7 | **No shaped text boxes: clean planes**
Do not fill a layout with clever shaped objects. Clean rectangular planes only.



DO NOT mix the secondary colors into the overall FTIS logos



DO NOT scale graphics disproportionately

FTIS WRITING STYLE

AUDIENCE

We have multiple audiences: current students, parents, and community members, as well as prospective employees, students, parents, and surrounding community members. We should not assume everyone knows about the success of FTIS, nor should we assume they know educational jargon.

When speaking with people from outside Fort Thomas all schools need to be referred to as “Fort Thomas Highlands” or “Fort Thomas Moyer.” Different logo variations will also be used for different audiences. Refer to design portion of the communication guide for more information.

When writing a piece for a particular group, it’s critical to consider your audience. For example, the Communications staff would not write a letter to a senior citizens group in the same way they would write a letter to parents.

VOICE

Fort Thomas Independent Schools (FTIS) uses informal, conversational language that is people-friendly. The messages are about the people and the process of teaching and learning. Our voice is inclusive (no “edu-speak,” please) and our readability is simple, accessible and informational (like newspaper writing). The voice of FTIS should strive to be honest, open, friendly, and sincere.

Yes: Moving from good to great takes effort, and at the Fort Thomas Independent Schools we are committed to great schools. We are taking tradition to the next level. Working with teachers, staff, students, and the entire Fort Thomas community, the District is on the move, soaring to new heights.

No: Over the past few years the Fort Thomas Independent School District has been talking about moving from good to great. The District is on the brink of greatness, and needs more definition to take the tradition of excellence to the next level. Listed below is an outline of the District’s three initiatives that will help guide the District on their path. Together teachers, students, staff, and the entire Fort Thomas community will help move the District to the next level, and will be able to collectively celebrate the results of their work, and most importantly, the success of the students.

All FTIS articles are about people and the process of teaching and learning and not programs. However, the benefit of the program should be evident after hearing how it affected the people.

CAPITALIZATION RULES

- Subjects are only capitalized if a language or when a number follows it. **Examples:** math classroom; Jennie is taking Math 101.
- Board and Board of Education are always capitalized when specifically referring to the Fort Thomas Board of Education.
- Capitalize District when substituted for Fort Thomas Independent Schools.
- The word school, high school, or elementary school is capitalized when referring to the proper name of the school. If used alone it is not. **Example:** Highlands High School or high school
- All abbreviations are in capital letters **Examples:** KDE, LPC, FTIS
- All school mascots are capitalized, even when not paired with school name.
- Department names are capitalized.
- Titles are capitalized before a name, not after the name. **Example:** Superintendent John Williamson or John Williamson, superintendent

COMMON SPELLING/CAPITALIZATION REFERENCES

Alumnus (s.) / Alumni (pl.)
 Bluebirds
 Board Chair
 boys’ team or boy’s basketball
 curriculum (s.) / curricula (pl.)
 girls’ team or girl’s basketball
 Highlands’ students
 LadyBirds
 Tristate
 Taking Tradition to the Next Level

FTIS WRITING STYLE

CONSISTENCY IS KING

- Single space after a sentence.
- x10106 instead of ext. 10106
- 7am (no spaces, no periods, lowercase am and pm)
- ok (not okay or Okay)
- Include the area code prefix for all phone numbers, and use periods to separate the digits instead of hyphens: 859.781.3333 (toll-free numbers are handled in the same manner: 800.781.3333.)
- e-mail (not email)
- online (not on-line)
- Capitalize “school” when used in a title, e.g. Johnson Elementary School
- When referring to Board of Education you can say Board. When referring to the Fort Thomas Education Foundation Board, say Foundation Board.
- When referring to the Fort Thomas Education Foundation as an entity and not the Foundation Board, it can be referred to as the Foundation.
- The word District can be substituted for Fort Thomas Independent Schools.
- Use the number when referring to grades. Do not spell it out.
e.g. 8th grade not eighth grade
- No periods between abbreviated letters, e.g. KDE not K.D.E.
- When using words that can be abbreviated, always spell it out the first time and show in parenthesis how it can be abbreviated. Abbreviate every time after.
- Always spell out the word “Fort,” even in an address.
- The name is Fort Thomas Independent Schools not Fort Thomas Schools.
- Names should be **bolded** in all print pieces.
- Headlines should be short and catchy.
- All envelopes should be typed.
- Numbers one–nine are spelled out. Use numerals for numbers 10 and above.
- Do not use a comma before the word “and” when writing a list.
e.g., The student excels in math, science, English and history.
- Employees’ first and last name should be capitalized in e-mail addresses.
e.g., John.Williamson@fortthomas.kyschools.us
- All dates should have the day and date when written in text.
e.g., The Board meeting is Monday, September 10.
- No comma is necessary between a month and a year. e.g., June 2007

COMMON ABBREVIATIONS

KDE	Kentucky Department of Education
LPC	Local Planning Committee
DFP	District Facility Plan
KCCT	Kentucky Core Content Test
IEP	Individual Education Plan
ILP	Individual Learning Plan
BOE	Board of Education
SEEK	Support Education Excellence in Kentucky
KERA	Kentucky Educational Reform Act
IOWA	Iowa Test of Basic Skills
IC	Infinite Campus (student grading software)
ACT	American College Test
SAT	Scholastic Achievement Test
AP	Advanced Placement
KHPDA	Kentucky High Performing District Alliance
FTEF	Fort Thomas Education Foundation
FTEA	Fort Thomas Education Association
PAC	Performing Arts Center
PTO	Parent Teacher Organization
PTSO	Parent Teacher Student Organization
FTIS	Fort Thomas Independent Schools

FTIS WRITING STYLE

AVOID THESE

Certain writing tendencies can create disconnects for the reader. Here are some examples of common pitfalls to avoid:

“These things are great stuff...”
Avoid non-descript words like things and stuff.

“Have you heard about the success of the Fort Thomas Schools? Do you know how they became so successful? Do you want to learn more?”
Avoid using too many questions, especially questions to open your piece.

“It takes a village to raise a child.”
Avoid starting with a quote, unless the quote is from a person in our district.

“Let’s schedule a meeting with the KDE to discuss how we can write our DFP so we can see about changing the stipulations on Urgent Need Fund.”
Avoid too much edu-speak. Not everyone is familiar with these phrases. (See some alternatives below.)

YES
STUDENT LEARNING PHRASES

- teaching and learning
- administrative team
- students/learners
- assessment
- performing arts center
- freshmen
- sophomores
- juniors
- seniors
- assistant principal
- Fort Thomas Independent Schools
- exceptional children
- custodian
- student with disabilities
- faculty
- staff
- media center
- soccer field at Tower Park
- baseball field at Highland Park
- practice field
- Central Office
- portable classrooms
- Commonwealth of Kentucky
- Kentucky
- Family and Consumer Science
- Industrial Technology
- Central Office conference room
- Studio Theatre

NO
EDUCATIONAL JARGON

- curriculum
- administrators
- kids/children/pupils
- testing
- auditorium
- ninth grade
- tenth grade
- eleventh grade
- twelfth grade
- vice principal
- Fort Thomas Schools
- special education students
- janitor
- handicapped
- certified staff
- classified staff / support staff
- library
- soccer field
- baseball field
- death valley
- board office
- trailer / lawn unit
- state of Kentucky
- state of Kentucky
- Home Economics
- Industrial Arts
- board room
- Black Box Theatre

FORT THOMAS

INDEPENDENT SCHOOLS

H

H

J

M

W

HIGHLANDS
HIGH

HIGHLANDS
MIDDLE

JOHNSON
elementary

MOYER
elementary

WOODFILL
elementary

28 NORTH FORT THOMAS AVENUE | FORT THOMAS, KENTUCKY 41075-1555
859.781.3333 ph | 859.442.4016 fx | WWW.FORTTHOMAS.KYSCHOOLS.US