Shawano Schools
Hawk Way Brand Guide

Updated 4/27/16

Shawano Schools Brand

So what is a brand? Simply put, a brand is a collection of experiences perceived in the heart and mind of our students, staff and community. Every time anyone from one of these groups engages with us, experiences grow.

At Shawano Schools, our brand, The Hawk Way, is a promise that we make to our families, staff and community. A promise we strive to fulfill at every opportunity–from initial contact with a new family to staff development for employees to activities for students and beyond.

As we move forward, The Hawk Way, our vision, our mission, our beliefs statements, and our guiding principles will guide the elements of our brand. Our look, our voice, our interactions will be used to tell our story in an insightful and inspiring way.

Learning, Living, Leading The Hawk Way
Be Respectful
Take pride in your work. Share your positive energy. Be a great listener.

Be Responsible
Show integrity. Model good behaviors.
Be open to critical conversations. Be an inspiration.

Be Safe
Take care of yourself and others. Be reflective. Foster positive relationships.

And Be Your Best!

District Vision
All Shawano School District students will be prepared with the skills and knowledge to achieve excellence.

District Mission
Shawano School District students will experience education by Learning, Living, and Leading the Hawk Way:

- Students will be actively engaged and challenge themselves in the learning process.
- Staff will reach and inspire all students by seeking and utilizing best practices.
- The Shawano School Board and community will support the learning process and lead our district in providing the necessary resources for student success.

District Beliefs Statements

We believe a quality education demands a quality, reflective staff dedicated to

1. We believe all students can learn and excel.
2. We believe our schools enhance the quality of life in our community.
3. We believe a home/school/community partnership with effective communication is essential in providing each student the support and resources to be successful.
4. We believe diversity challenges family, school, and community to be responsible to individual needs and enhances the learning experience.
5. We believe students learn best when provided a learning environment focused on being respectful, responsible and safe.
6. We believe we inspire students to contribute to society as knowledgeable, responsible, and cultured citizens.
7. We believe that positive relationships are a foundation of successful schools.
8. We believe that individuals have the ability to create change and must quickly adapt to educational changes.
9. We believe a commitment to continuous improvement, and to personal and organizational accountability is essential to the educational process.

District Guiding Principles

1. Make conscientious and sustainable budget decisions based on the district mission and vision.
2. The Shawano School District Board of Education will strive to provide compensation packages to attract and retain a high quality staff.
3. Board of Education and Administration will strive to provide staff with professional development opportunities that enhance student learning.
4. All teaching staff will use best instructional practices and current resources to achieve student learning objectives.
5. We will aggressively incorporate proven technology in the educational and learning process.
6. We are committed to the Continuous Improvement Model and the use of data in evaluating programs and decision making.
7. Extra-curricular programs will be robust and diverse to promote well-rounded student experiences and leadership opportunities.

Logo

Our official District logo is a Hawk over an "S" encircled with the "Learning, Living, Leading The Hawk Way" tagline. The logo can also be used without the text (usually when placed in a document that is already text heavy) or just as the Hawk (often used on apparel or where vertical space is limited).

There are also secondary logos used by Hillcrest Primary School and LEADS Charter Primary School, in addition to the District logo. These supplementary logos should be used for school-specific publications and materials.

Full Logo with District Tagline

Logo without District Tagline

Hawk Logo

Color

Color is a critical element in creating a memorable and lasting brand. The official colors of the Shawano School District are Shawano red, black, and white. Grey can also be used as an accent color. Accent colors should be used to highlight important components of your materials, but should not be the dominant color.

The following palette includes Hex, RGB and CMYK codes. These are used to find the precise color rather than a version that is similar to one of the colors listed below.

- RGB is primarily for electronic communication, PowerPoint presentations, websites, and online publications, such as emails and clip art.
- HEX numbers are commonly used in web-based applications.
- CMYK is used for projects created in Adobe Creative Suite or when working with printers and graphic artists.

Shawano Schools Color Palette

Shawano Red	Black	Grey	White
RGB: 153-0-0	RGB: 0-0-0	RGB: 128-128-128	RGB: 255-255-255
Hex: #990000	Hex: #000000	Hex: #808080	Hex: #ffffff
CMYK: 0-100-100-40	CMYK: 75-68-67-90	CMYK: 52-43-43-8	CMYK: 0-0-0-0

Font Selection

The welcoming and professional feel of our District is found not just in the words we choose, but in the "form" of our words. Typography is the element that gives our words a distinctive look and feel even before someone reads the text.

Using uniform fonts and style ensures consistency and readability and sets the proper tone. The official District fonts are Garamond (serif) and Arial (sans serif). Both fonts are open-source fonts and should be standard on most computers. The fonts below are clean, modern and easy to read in their respective formats (usually serif font for print documents and sans serif for online).

Printed Documents

Garamond

Garamond Bold

Garamond Italic

Garamond Bold Italic

(Standard font size is body 12 point, headings 14 point or higher.)

Web-based Documents, Websites, PowerPoint Presentations, etc.

Arial

Arial Bold

Arial Italic

Arial Bold Italic

(Use size 16 for body, size 20 for headings on the District website.)

Best Practices in Font Selection
- Creative fonts may be used on a limited basis when setting a casual or playful tone. For example, using the Broadway font for the title in a flier for a school play.
- Limit fonts to no more than two fonts on the same page.
- To draw attention to content, you can use font color, UPPER CASE, scale (size) or weight (**bold**).
- Underline formatting for common words should be used sparingly as many people associate underlined words with hyperlinks to websites. In electronic communication, do not use underlining except where a hyperlink is present.
- Remember that the ultimate goal is readability.

Imagery

Images are used to reinforce or enhance key messages. They can include photographs or graphics like icons or charts. At Shawano, we want to ensure our images help to effectively tell our story. When selecting images, please keep the following goals in mind:

> **Student-centered:** Imagery should be student-centered and tell a story. Have students look at the camera and smile when possible. Use actual Shawano students as opposed to stock images.
>
> **Positive:** At Shawano, we aspire to Learn, Live, Lead The Hawk Way. Ensuring our images portray positive and engaging energy is essential.
>
> **Excellence:** Not only should the contents of the images communicate a high-quality experience, but the quality of the image is also important. Ensure that subjects are well-lit, the image is high resolution and that it is well composed.

Photographs

The use of photographs is recommended to add interest and break up large blocks of copy in publications. Photographs should reflect the diversity (gender, ethnicity, ages and varying abilities, etc.) of the students and staff of the District.

- Brands unrelated to Shawano Public Schools should not be visible in images (i.e., Gap, Abercrombie, Dasani, etc.). Socioeconomic and brand stereotypes are often portrayed through corporate branding. Shawano wants to communicate an inclusive and welcoming environment for all students and staff, regardless of socioeconomic status. Additionally, we do not want to publicize a brand or have a particular brand associated with Shawano Public Schools unless it is our own.
- Photos in which students are not complying with District policy (i.e., dress code policy) should not be used in school publications.

Clip Art

Clip art is allowed in publications, but use it sparingly. It can easily become distracting if used inappropriately.

Any imagery, including photos and clipart, used on the Web or in printed documents must be owned by the person or the District. Persons who use images that are not royalty-free may be liable for any fees incurred. The District has access to royalty-free stock images and clipart via iCLIPART, the world's largest royalty-free image site. Please contact the Communications Specialist in the District Office for access to this website.

Brochures and Publications

All District stationery, as well as promotional and informational publications, should adhere to the standards and procedures outlined in this document. Printed materials and supplies that are used on a daily basis and represent schools and/or departments should include the District logo. Page numbers should be included on any document that exceeds two pages. Official District business cards can be requested through the Communications Specialist in the District Office.

Letterhead

Letterhead should be used in formal communication. Electronic letterhead in a Microsoft Word template is available. The Communications Specialist can provide design assistance and templates for department and/or school use.

Email Standards

Much like our website and District publications, emails sent from employees represent the District.

- Use of the signature setting is recommended. The signature setting should include your name, position, building and contact information.
- District branding messages following the email signature are encouraged. Educational or subject-area quotes related to the sender's area of expertise are also acceptable.

Website Standards

The website is a representation of the District. It is important that it be accurate, professional and easily accessed, viewed, and navigated by parents, students, teachers and community members.

- Website pages should be created with a white background when possible. This ensures high readability by all ages.
- All school web pages will follow the same general format. It is understood that each school has its own personality. However, for ease of use, the navigational structure and general layout of each school website will stay the same.
- No student last names should be on the website except award winners and athletes, which are public data.

Referring to the District and Schools

Shawano Schools is the preferred way to refer to the District. Shawano School District is also acceptable. For first reference, use the proper name. After that, use the District.

Shawano School District is singular; verb use is singular.
- The Shawano School District is a leader in using classroom technology.

Shawano Schools, as an organization, is singular. The word "schools" in the collective is plural.
- Shawano schools are located in the Shawano community.
- Shawano Schools is an equal opportunity employer.

Either singular or plural form is acceptable, but be consistent within a document.

Official Name	Other Acceptable References	Abbr.	Incorrect
Shawano Schools	Shawano School District	SSD	
Shawano Community High School		SCHS	SHS
Shawano Community Middle School		SCMS	SMS
Olga Brener Intermediate School	Olga Brener, Brener	OB	OBIS, OBI
Hillcrest Primary School	Hillcrest	HPS	
LEADS Primary Charter School	LEADS Charter School, LEADS	LEADS	

Tone of Voice

Keep your audience in mind when writing messages for newsletters, fliers, presentations and emails. Ensure messages are clear and concise. Avoid jargon and acronyms whenever possible. When you do use them, be sure to explain them in the first usage.

- Example: The Shawano Community High School prom will be held on April 30. Students can purchase tickets at the SCHS Office.

Use an active voice when writing. It is more engaging to the reader.

- Passive: There was a graduation celebration for the kindergarten class.
- Active (better): Kindergarten students celebrated graduation.

Writing Style Basics

The District utilizes The Associated Press Stylebook for all publications. Further AP guidelines can be found at www.apstylebook.com.

Capitalization

Shawano School Board, Shawano Schools, and Shawano School District. The Shawano School Board is used for first reference. After that, use the Board. The Shawano School District is used for first reference. After that, use the District. Capitalize the Board, the District and the Administration when referring to Shawano specifically.

Capitalize titles when preceding a name or when it replaces a name. Do not capitalize a title if it is used in a general sense without reference to a specific individual.

- Example: Principal Kramer stated… *or* The Superintendent addressed...
- Example: The role of a superintendent is to...

Capitalize names of schools, departments, divisions and offices unless you are referring to high school or elementary school in general, not a specific school.

- Example: At Olga Brener Intermediate School, we prepare students to be successful in middle school by providing a solid foundation of coursework.
- Example: Math Department, Buildings and Grounds.

Use capital letters with official course titles. Do not capitalize names of curriculum areas, except when a language or other proper noun is included.

- Examples: AP U.S. History, math,, Spanish, physical education

Do not capitalize grade levels.

- Example: third grade or kindergarten

Do not capitalize to merely lend importance to certain words.

Apostrophes
Do not use an apostrophe for sports teams. The team consists of a group of girls or boys. They don't own the team.
- The boys basketball team went to state.
- The girls soccer team won the championship.

Do not use 's for plural numbers or multiple letter combinations: the late 1980s, ACTs.

Exclamation Points and Periods
Exclamation points should only be used to express a high degree of surprise, incredulity or other strong emotion. Do not use multiple exclamation points.

Quotation Marks
When using quotation marks, the punctuation always goes inside the quotation marks.

Dates
When a month is used with a specific date, abbreviate with Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out the name of the month when using it alone, or with a year alone. When writing a date, never use the st, nd, rd or th.
- Correct: Sept. 22 *or* July 1, 2016 *or* January 2016
- Incorrect: August 22nd, 2017 *or* School starts in Aug.

Numbers
Use figures when using a percent and spell out the word "percent" unless you are using it in scientific context or labeling a graph.
- 99 percent of families responded to the survey.

Spell out a number at the beginning of a sentence. The only exception is if it is for a calendar year.

Seasons
Seasons are considered descriptors rather than proper nouns, therefore they are lowercase unless they are part of a formal name, such as the Winter Olympics.
- The students are very excited for winter break.

Time
Use figures, except for noon and midnight. When writing time, drop the minutes if at the top of the hour and use a colon to separate hours from minutes. Separate a.m. and p.m. with periods, unless space is limited.
- 7 p.m. *or* 12:30 p.m.