



# Standards and Guidelines

Broward County Public Schools Communication Guide

STANDARDS and GUIDELINES

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BROWARD COUNTY PUBLIC SCHOOLS

## Quick Reference Sheet

### Building Our Brand

Broward County Public Schools (BCPS) is a brand. A brand is the image we present to the public. Everything we do, everything we say, and everything we write — from the smallest tweets to daily memos and epic documents — can either build the brand or harm the brand.

### Who We Are

We are Broward County Public Schools (BCPS) or the District. In documents, after the first reference to Broward County Public Schools, additional references in the same document can be BCPS. If you plan to use BCPS in the document, however, put it in parentheses on first reference. *Example: Broward County Public Schools (BCPS) is educating today's students to succeed in tomorrow's world. This year, BCPS is launching several new academic initiatives.*

You can also refer to Broward County Public Schools as the District. Always capitalize the "D." *Example: Broward County Public Schools provides many educational options for students. To learn more, visit the District's website, browardschools.com.*

### Use Consistent Messaging

Before you send out any communication, ensure the messaging reflects District Standards and Guidelines as part of the BCPS brand. There should be no typos or misuse of language and grammar.

### Use Fonts that Resonate

The preferred BCPS fonts are Century Gothic, Helvetica and Arial. These fonts resonate well on a multitude of channels - print and electronic (e.g., posters, online, PDFs, etc.)



### Ten Questions to Ask Yourself

1. Am I communicating clearly and succinctly to my intended audience?
2. Am I representing the BCPS brand appropriately?
3. Are my facts accurate?
4. Have I triple-checked spelling, grammar and punctuation?
5. Is it written in the BCPS voice - positive, aspirational, professional?
6. Does this communication incorporate the BCPS guidelines?
7. Do I have all the necessary approvals? This includes signed photo releases and approvals from supervisors and/or the PIO.
8. Have I included the approved logo?
9. Have I included the appropriate contact information?
10. Have I included a mechanism for people to get more information — Web address, phone number, etc.?



## BCPS Color Palette

The color palettes for BCPS reflect our brand personality, which is dynamic and welcoming. Consistent use of the brand's colors is essential to our brand identity. These are the BCPS primary colors. To review the complete color palette, please refer to the BCPS Standards and Guidelines.

### Primary Colors

Blue	Green	Orange
<b>CMYK</b> C100 M13 Y1 K2	<b>CMYK</b> C93 M0 Y63 K0	<b>CMYK</b> C0 M69 Y100 K0
<b>PMS Coated</b> Process Blue	<b>PMS Coated</b> Green	<b>PMS Coated</b> 021 C

## When Referring To:

The Broward County School Board in printed and written materials, use Broward County School Board or School Board. Additional references in the same document can be "the Board." Be sure to capitalize the "B." *Example: The Broward County School Board held its regular meeting today. In a 9-0 vote, the Board approved the new policy.*

Departments, use a capital "D" on first reference, then lowercase on additional references. *Example: The Math Department is holding a competition. If you need details, call the department office.*

### Schools:

- On first reference, always use the complete school name. For subsequent references, you can drop "school" from the name. *Example: Bayview Elementary School won the competition. The students on the Bayview Elementary team devoted weeks to preparing for the event.*
- For official documents, use the full school name. *Examples include school memos, letterhead, etc.*
- When compiling a list of schools, separate them by grade level. *Example: The following schools participated in the program:*

*Elementary: Driftwood, Hallandale and Lakeside;  
Middle: Seminole, Silver Trail and Westglades;  
High: Coconut Creek, Dillard and Hallandale;  
Centers: Atlantic Technical and Lanier-James.*

The superintendent, on first reference, use Broward County Public Schools Superintendent Robert W. Runcie. In subsequent references, use "the Superintendent." Be sure to capitalize the "S." *Example: Broward County Public Schools Superintendent Robert W. Runcie attended the celebration. The Superintendent congratulated students for their achievements.*

## To Learn More:



Visit the Marketing & Communication Center at <http://web/communications> and download the complete BCPS Standards and Guidelines, located in the Marketing Toolkit.

For questions about marketing or design, contact the Public Information Office at 754-321-2300 or [bcps.pio@browardschools.com](mailto:bcps.pio@browardschools.com).

## Approved BCPS Logos

Logos are available for download in the Marketing & Communication Center.



**The School Board of Broward County, Florida** Donna P. Korn, Chair • Dr. Rosalind Osgood, Vice Chair • Robin Bartleman • Heather P. Brinkworth  
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