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For Internal Audiences Printed February 2013
Introducing A Brand
In 2010, members of the Ankeny community including parents, business leaders, educators, students, alumni and others joined to begin a process of strategic planning for Ankeny Community Schools. This process is ongoing and will result in a roadmap that will guide and drive the focus, decisions and actions of the district.

**mission: our core purpose and distinction**

Ankeny Community Schools is unified in its commitment, passion, and vision so every learner is prepared to achieve a lifetime of personal success.

**core values: drivers of our words and actions**

**Community:** Learn and work together experiencing belonging, respect and collaboration

**Challenge:** Develop high expectations and rigor with accountability

**Excellence:** Pursue passionately world-class learning and continuous improvement

**Inspiration:** Nurture the diverse aspirations of all learners

**Leadership:** Model accountability to the district strategic road map, by acting intentionally, disciplined and compassionate in words and action

**vision 2014: what we intend to create**

Ankeny Community Schools will establish a culture known for:

**Achievement and Responsiveness** whereby:

- All students are engaged in and accountable for their learning
- All students are achieving their potential and prepared for success beyond K-12
- All students are accessing individualized and challenging programming

**Innovation and Professionalism** whereby:

- All staff are high quality and engaged with a clear focus on students and learning
- All students and staff are integrating technology innovations which accelerate learning and assure success for all

**Leadership and Unity** whereby:

- All embrace and are engaged and are utilizing the comprehensive strategic roadmap to guide every priority and decision
Introducing a Brand

A “brand” is the very essence of a company or organization, summed up in the mind’s recognition of visual and verbal cues. It is much more than simply a logo. It is a marriage of visual icons and the ideas they represent. A good brand will set an organization apart from its competition to be remembered in the minds of its “customers.”

Ultimately, a brand is a collection of perceptions. Defining what our brand should be creates a roadmap of behaviors to which we constantly aspire. When achieved consistently, these behaviors will define the brand in the minds of parents, patrons and community. A brand in action looks like this:

• Mission, vision, core values, descriptors >>
• Consistently achieving desired behaviors >>
• Association of behaviors with visual cues >>
• The brand slowly builds in the public’s mind >>
• The public can define brand nearly as written

Why develop a brand?

In August of 2013, the Ankeny Community School District will become the first Iowa school district in nearly four decades to divide from one high school to two high schools. At that time, the district will operate two complete feeder systems.

For the majority of the district’s 100 year history, one mascot – the Ankeny Hawk – has represented both the school district and Ankeny High School. When it was decided the Hawk would continue to represent Ankeny High School, it defined the need to create a new overarching brand and logo to represent the school district, as well as a second new logo to represent the second high school. This is the time to develop a strong, consistent, recognizable brand.

Other than a highly-recognizable logo, the district has had little in the way of a defined “brand” or consistent visual system in effect.

Creation of new logos for the school district is but one aspect of a greater overall brand system, which includes a common visual system with three similar, yet independent arms to represent the district, Ankeny High School (AHS), and Ankeny Centennial High School (ACHS).

Moreover, the creation of the brand incorporates the work of the strategic planning committee and creation of a mission, vision and values – the true basis of a brand.

In the case of the Ankeny Community Schools, there are many reasons to develop and follow a brand:

• Because the district will soon operate a multiple-secondary school system, there is a need for easy identification of schools, systems, and district materials for parents and patrons. A person comparing district, AHS and ACHS literature should be able to clearly discern that the materials came from the same school district, even though they represent different segments of the district.
• There is a need to reflect consistency, equity and unity between systems, K-12. It would not be acceptable for separate visuals to indicate that one system is somehow better than the other. The brand is a visual indicator that in Ankeny Schools “we are all on the same page.”
• As the district pursues “world-class education,” there is a need to heighten the perception of professionalism in communications. A consistent visual system models and encourages professionalism at all levels, while doing little to increase the costs.
• In addition, there is a need to better define the “value” of the district. Over time, when people
see the Ankeny district logo or colors, they should immediately think “world-class education,” without a word spoken. Part of this definition is accomplished through the development of the mission, vision, values and strategic plan.

The brand was first defined on paper, through the strategic planning process involving more than 60 members of the community. Parents, business leaders, educators, students, alumni, religious leaders, retirees and administrators met in several day-long meetings whereby a new mission, vision and core values were developed. From these meetings, a strategic plan is emerging that includes the mission, vision and values found on the first page of this guide.

A list of supporting descriptors was also developed that helps to define the brand:

- Champions of a world-class education.

The visual representations of the district should work hand in hand with these verbal elements, and a design firm was identified that could develop the visual elements and logos to represent them. Juls Design of Ankeny was selected to work with the district to develop logos, a visual system, and this brand identity guide. The team from Juls attended strategic planning sessions to hear first-hand community conversations, both regarding what the district is, and what they aspire for it to be.

**The District Logo**

The district logo was designed to visually express what the Ankeny Community School District represents. This is not simply a “sports logo,” but rather, a conceptual representation of the district as a whole.

The bands of color completing the “A” provide a feeling of forward motion, a world-class focus, and a sense of progress. The circular elements give the sense of a three-dimensional globe, as opposed to just a flat circle. The “A” breaks the boundaries of the circle, representing growth, opportunity and forward thinking.

The colors were chosen to visually represent the two feeder systems. The maroon “A” is the dominant color and will be the consistent color among all groups within the district. This represents the original primary color of the school district palette. The gold represents Ankeny High School and the silver represents the Ankeny Centennial High School feeder systems.

**Ankeny Centennial High School**

Mascot: Jaguar
Colors: Silver and Black with Maroon Accents

In 2009-2010, the community identified a new mascot and colors for the soon-to-open Ankeny Centennial High School and its respective feeder system. Input and suggestions were received from nearly 7,000 people. Options were narrowed by a committee, and then the first three graduating classes of the new school selected a Jaguar as the mascot. School colors were also selected at that time.

Juls Design considered feedback from students, parents and staff to develop a logo that was visually strong and aggressive. Goals included creating a logo that is dimensional, forward moving, solid, and able to easily transition to different mediums. The resulting logo is strong in any format (basketball floor to t-shirts) and reproduces well in one color as
well as in full color. The design is sleek and powerful, incorporates the school colors, and provides a three-dimensional, bold look.

A palette of Board-approved logo variations was also created, providing a variety of options that incorporate the “primary mark” of the Jaguar to create a consistent “brand” for the new high school.

Students and parents from the district were invited at stages of development to view the new logo and acceptance was overwhelming. The logo was approved and trademarked, and the district entered into an agreement with Licensing Resource Group (LRG) to manage trademark licensing on a national scale through their new high school logo management program.

**Ankeny High School**

Mascot: Hawk  
Colors: Maroon and Gold.

As the two new logos were being developed in 2010, it was determined it would be appropriate to refresh the hawk logo for the opening of the new Ankeny High School in 2011. This would be consistent with what was done in 1973 to prepare for the new high school at that time.

This update also allowed for an equal palette of Board-approved Hawk logo options to be added to the new suite of Jaguar logos. New high-quality art files were also created for varying uses.

Juls Design also updated this logo with strict instructions to pay respect to the history and tradition of the mark, remaining true to the original 1973 Lant Elrod concept. Students, parents and alumni association members were invited to view and comment on the logo during stages of development with excellent feedback.

The clean lines, stronger eye and head, shorter beak and longer tail feathers re-defined the Hawk and gave it new “life” for the 21st century, while continuing nearly 40 years of tradition in the “Flying A.”

**The Visual System**

A visual identity system, which is outlined in this booklet, has been developed for brochures, fliers, website pages, letterhead, booklets, newsletters and other materials. The system not only incorporates design elements, but also elements of the district’s mission, vision and values throughout. For example, most materials incorporate the vision elements of “community, challenge, excellence, inspiration, leadership.” The visual system includes logos, fonts, colors, designs and more. Templates are provided that may be utilized in one, two and four color printing.

**Responsibility of Staff**

You can take great pride in this brand and visual system. We are pleased to report that upon completion, all three logos were chosen to appear in the 2011 edition of *Trademarks USA*, an advertising industry publication showcasing outstanding branding work.

Although the district communications team will work to ensure the logos are used properly and the brand is supported, **it is the responsibility of all staff** who are users of the logos and the visual system to become familiar with this guide and help ensure the system is followed.

Please use this guide to help protect and advance the Ankeny Community School District brand.
Ankeny Community School District’s style guide has been developed to establish a consistent and solid visual identity both internally and externally.

**why a style guide?**

It is important that the standards set in this style guide are carefully read and understood before beginning production on any district material. When working with outside agencies/vendors, please make sure to review our district standards with them before any materials are produced.

**who is the district style guide for?**

The district style guide is for all persons involved in any phase of designing, ordering and producing collateral or promotional material branded as Ankeny Community School District.

Thank you in advance for your cooperation.

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**more information**

If you have questions regarding the style guide’s content, how to implement the standards, or if your needs are not referred to in this guide, please contact Jarrett Peterson, Coordinator of Communications and Marketing at 515-289-3950, jarrett.peterson@ankenyschools.org.

Your use of this guide is critical to establishing a consistent district style. Additional questions may be directed to Dr. Matt Adams, Assistant Superintendent of Organizational Development and Learning, at 515-289-3931, matt.adams@ankenyschools.org.
The Ankeny Community School District has developed a strong brand to establish a consistent visual identity both internally and externally. The brand consists of a common visual system with three independent logos representing the district itself, Ankeny High School, and Ankeny Centennial High School. These logos represent specific concepts and entities, and it is important that they be used not only consistently, but correctly.

**trademarks, policy and licensing**

The district has taken several steps to help protect its logos and ensure their proper use. It is important that you become familiar with these rules and guides before using the logos of the district.

- The district has trademarked its logos.
- The Board of Education has created Policy 1004.21 - Advertising and Promotion to govern use of its logos. Under this policy, use of logos for promotional purposes and/or retail sale requires licensing.
- Licensing requires the user to follow the guidelines both in this book and of the policy.

It is important that the standards in this book are carefully read and understood before beginning production on any material that will incorporate a logo of the Ankeny Community School District.

At the Ankeny Community School District, we take great pride in our identity. We hope that you will, too.

**more information**

If you have questions regarding the style guide’s content, how to implement the standards, or if your needs are not referred to in this guide, please contact the Coordinator of Communications and Marketing at 515-289-3950, jarrett.peterson@ankenschools.org.
Ankeny Community School District - The “Circle A” is the primary logo of the school district and may not be licensed by other organizations and companies. It is used on all letterhead and business cards. All versions of this logo may only be used by the district, its schools, and its employees to represent the organization.

Ankeny Hawk - The Ankeny Hawk represents Ankeny High School and its feeder schools. To comply with the district’s trademark, the new (2010) version of the hawk must be used, as opposed to any previous versions of the hawk. This logo may be licensed for both promotional use and creation of licensed goods.

Ankeny Jaguar - The Ankeny Centennial Jaguar represents Ankeny Centennial High School and its feeder schools. This logo may be licensed for both promotional use and creation of licensed goods.

General rules for use of Hawk & Jaguar logos include:

• Use of the logos/trademarks, and any messages, graphics or designs with the logo may not conflict with the mission, vision, values, goals, objectives or policies of Ankeny Community Schools.

• Promotional use must be in compliance with state and federal laws governing the school district.

• School logos may not be used to disparage or taunt other schools. Additionally, Ankeny logos may not be used to promote conflict or negative rivalry between schools within the district. The school district considers Ankeny to be one community, and therefore the “rivalry messages” often seen in collegiate sports (i.e., shirts with “Beat State,” or “House Divided”) are inappropriate for use with Ankeny Schools’ logos.

• The school district reserves the right to order any company, individual or organization to cease and desist use of a logo, or to deny use of its logos to any individual, company or organization for any reason, but especially to those:
  
  • who violate the rules noted within Board policy, those in the logo use guide, or in the licensing agreements
  
  • whose products are deemed inappropriate for minors by the district or by law
  
  • whose advertising or promotion is deemed inappropriate by the school district
  
  • who make inappropriate or fraudulent claims or offers as determined by the school district
  
  • which are under investigation or are not in good standing in the community
  
  • who have engaged in activities or events have transpired with which association would be detrimental to the reputation of the school district

• Ankeny Community School District reserves the right to request submission of designs for approval at any time during the licensing agreement.

• Ankeny Community School District reserves the right to require tagging of merchandise in its local program. As of this time of this printing, tagging is not required through the local program.
SYMBOL AND LOGOTYPE

The district logo was designed to visually express who we are and what we represent. The bands of color completing the “A” provide a feeling of moving forward and a world-class outlook with a sense of progress and motion. The “A” is breaking the boundaries of the circle, representing growth, opportunity and forward thinking.

The figure below shows the preferred district logo.
Our logo consists of:

Element A: Symbol (Process Black, PMS 202, PMS 124 and PMS 877 Metallic)

Element B: Logotype (PMS 202)
When the preferred logo will not work in an application or design, one of the following may be used in its place.

These logos must be used as shown. Do not try to recreate, scan or screen capture the logo. Use of the provided artwork will ensure the highest level of quality, accuracy and consistency in all applications. You can contact Jarrett Peterson, Coordinator of Communications at 515-289-3950, jarrett.peterson@ankenyschools.org for electronic art files of any logo.
ELECTRONIC USE

The graphic standards in this booklet apply to electronic media as well as traditional print production. To maintain the integrity of the district logo when working electronically, always move the logo as a complete graphic element without separation of elements. Use your software’s appropriate resize tool to maintain the logo’s original proportions. Never drag or “stretch” the logo when trying to move or resize.

CLEAR ZONE

The district logo is a dominant logo that demands a sufficient amount of area around it where no distracting graphic elements should be placed. This space is generally referred to as the “clear zone,” and encompasses an area the height of the logotype, designated by the “x” in the diagram below. While it is acceptable to display the district logo over certain backgrounds (see page 2.1.9), it is not acceptable to place any other graphic element within the clear zone defined above. This applies to all versions of the logo. It is important for the district logo to maintain its own presence and message; crowding of the clear zone would affect the presentation of the logo.
SIZE

While the district logo is clean and reproduces well down to small sizes, it is necessary to maintain readability. Logos should be no smaller than 1.5 inches in width. On a typical 8.5 inch x 11 inch sheet, keep logos no larger than five inches in width. Please monitor your application/design for integrity and quality of reproduction.
Unwavering use of the system color scheme is another way of preserving the design integrity. The Pantone colors for the district are Process Black, PMS 202, PMS 124 and PMS 877 Metallic for coated paper stock applications. In situations where an uncoated paper stock is being used, PMS 124 must be substituted with PMS 7406. In situations where PMS 877 Metallic cannot be used, PMS Cool Gray 7 may be substituted in its place. Primary Colors are as follows:

<table>
<thead>
<tr>
<th>Logo Colors</th>
<th>Coated Paper Stock</th>
<th>Uncoated Paper Stock</th>
</tr>
</thead>
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<td><strong>PRIMARY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>877 C</td>
<td>877 U</td>
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<tr>
<td><strong>CMYK Equivalent</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cyan 0%</td>
<td>Magenta 0%</td>
</tr>
<tr>
<td></td>
<td>Yellow 0%</td>
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<tr>
<td><strong>RGB Equivalent</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Red 167</td>
<td>Green 169</td>
</tr>
<tr>
<td></td>
<td>Blue 172</td>
<td></td>
</tr>
<tr>
<td><strong>WEB Color</strong></td>
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<td></td>
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<tr>
<td></td>
<td>a7a9ac</td>
<td></td>
</tr>
<tr>
<td><strong>ISACORD Threads</strong></td>
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<td></td>
</tr>
<tr>
<td></td>
<td>3971</td>
<td></td>
</tr>
</tbody>
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| **SECONDARY**|                    |                      |
|             | 202 C              | 202 U                |
| **CMYK Equivalent** |                    |                      |
|             | Cyan 0%            | Magenta 100%         |
|             | Yellow 61%         | Black 43%            |
| **RGB Equivalent** |                    |                      |
|             | Red 152            | Green 0              |
|             | Blue 46            |                      |
| **WEB Color** |                    |                      |
|             | 98002e             |                      |
| **ISACORD Threads** |                    |                      |
|             | 2123 or 2113       |                      |

| **SUPPORT**  |                    |                      |
|             | 124 C              | 7406 U               |
| **CMYK Equivalent** |                    |                      |
|             | Cyan 0%            | Magenta 28%          |
|             | Yellow 100%        | Black 6%             |
| **RGB Equivalent** |                    |                      |
|             | Red 238            | Green 177            |
|             | Blue 17            |                      |
| **WEB Color** |                    |                      |
|             | eeb111             |                      |
| **ISACORD Threads** |                    |                      |
|             | 0704               |                      |

| **SUPPORT**  |                    |                      |
|             | Black C            | Black U              |
| **CMYK Equivalent** |                    |                      |
|             | Cyan 0%            | Magenta 0%           |
|             | Yellow 0%          | Black 100%           |
| **RGB Equivalent** |                    |                      |
|             | Red 0              | Green 0              |
|             | Blue 0             |                      |
| **WEB Color** |                    |                      |
|             | 000000             |                      |
| **ISACORD Threads** |                    |                      |
|             | 0020               |                      |
## District Colors

### Process Black

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### PMS 202

ONLY USE PMS 202 at 100% of its value.
Never use it as a screened color.

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</tr>
<tr>
<td>60%</td>
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<td>c9acc</td>
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<td>50%</td>
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<td>208,211,212</td>
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</tr>
<tr>
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<td>dadbcd</td>
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<tr>
<td>30%</td>
<td>0,0,0,12</td>
<td>226,227,228</td>
<td>e2e3e4</td>
</tr>
<tr>
<td>20%</td>
<td>0,0,0,8</td>
<td>235,235,236</td>
<td>ebecbc</td>
</tr>
<tr>
<td>10%</td>
<td>0,0,0,4</td>
<td>243,243,244</td>
<td>f3f4f4</td>
</tr>
</tbody>
</table>
There are six color options for logo color usage:

1. Reverse
2. All Black
3. All PMS 202
4. Black, PMS 202, PMS 124 and PMS 877 Metallic

The examples on this page illustrate the only approved color options for the logo in print applications. Strong logo visibility is important when selecting options for background colors assuring every part of the logo contrasts.

If printing in black only, always use option number two.

If printing in two color (Black and PMS 202), always use option number three.

If printing in full color or laser printing in color, always use option number six.

**Etching/Engraving/Embossing**

It is permissible to etch, engrave or emboss the district logo into wood, glass or other materials. However, take extreme care that all parts of the logo are visible and accurately represented. Use one of the one-color logos.
INCORRECT USAGE

It is important for the district logo to appear as it was intended. Do not try to re-create the district logo or alter the color of the logo in any way.

- Do not tilt the logo
- Do not distort the logo horizontally
- Do not distort the logo vertically
- Do not flip the logo
- Do not place boundaries around the logo
- Do not screen the logo
- Do not use the logotype without the symbol
- Do not treat the logo as type
- Do not typeset the logotype
- Do not use a heavy pattern background
- Do not use dark colored background
- Do not use the logo as a background

The Ankeny Community School District is committed to excellence.
The Ankeny Community School District is committed to excellence.

- Correct colored paper background
- Correct option to use symbol without logotype
- Correct reverse on black background
- Correct clear zone around logo
- Correct light colored printed background
A strong brand is an asset. It adds value. To maintain a strong brand we must embrace a common set of guidelines regarding how we present ourselves.

These logo identity standards are designed to advise us and guide us as we present the Jaguars to the public. It is not a rule book intended to make us walk down the road to sameness. It is not intended to answer every conceivable question. It is intended to help us move forward consistently. Most importantly, it is intended to help us enhance the value of the Jaguar brand in our community.

This booklet contains guidelines and directions for the Jaguar brand. The Jaguar logo will appear on all Jaguar communications, packaging, correspondence, items and specialties.

Please adhere to the logo standards detailed in this booklet. If you have questions or need further information on the use of the Jaguar brand, contact Jarrett Peterson, Coordinator of Communications at 515-289-3950, jarrett.peterson@ankenyschools.org

Thank you for helping us achieve our goal of community, identity and brand.
The Jaguar logo has 10 different options that can be used. The primary logo will be used in the majority of applications/designs. These logomarks must be used as shown below. Do not try to re-create, scan or screen capture the logo. Use of the provided artwork will ensure the highest level of quality, accuracy and consistency in all applications/designs. You can contact Jarrett Peterson, Coordinator of Communications at 515-289-3950, jarrett.peterson@ankenyschools.org for electronic art files of any logomark.
ELECTRONIC USE

The graphic standards in this booklet apply to electronic media as well as traditional print production. To maintain the integrity of the Jaguar logo when working electronically, always move the logo as a complete graphic element without separation of elements. Use your software’s appropriate resize tool to maintain the logo’s original proportions. Never drag or “stretch” the logo when trying to move or resize. Refer to page 2.2.7 for examples.

CLEAR ZONE

The Jaguar logos are dominant logos that demand a sufficient amount of area around it where no distracting graphic elements should be placed. This space is generally referred to as the “clear zone,” and encompasses an area the width of the “S” in “Jaguars”, designated by the “x” in the diagram below. While it is acceptable to display the Jaguar logo over certain backgrounds (see page 2.2.8), it is not acceptable to place any other graphic element within the clear zone defined above. This applies to all versions of the logo. It is important for the Jaguar logos to maintain their own presence and message; crowding of the clear zone would affect the presentation of the logos.
While the Jaguar logos are clean and reproduce well down to small sizes, it is necessary to maintain readability. Logos should be no smaller than 1.5 inches in width. On a typical 8.5 inch x 11 inch sheet, keep logos no larger than 3.5 inches in width. Please monitor your application for integrity and quality of reproduction.
LOGO COLORS

Unwavering use of the system color scheme is another way of preserving the design integrity. The Pantone colors for the Jaguars are PMS 202, PMS 877 Metallic and Process Black. In situations where PMS 877 Metallic cannot be used, PMS Cool Gray 7 may be substituted in its place (for both coated and uncoated paper stock).

<table>
<thead>
<tr>
<th></th>
<th>CMYK Equivalent (for four-color process)</th>
<th>RGB Equivalent (for web, multimedia and MS Office applications)</th>
<th>WEB Color (for web use)</th>
<th>ISACORD Threads (for embroidery)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRIMARY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coated Paper Stock &gt;</td>
<td>Black C</td>
<td>Cyan 0% Red 0 000000 0020</td>
<td>0020</td>
<td></td>
</tr>
<tr>
<td>Uncoated Paper Stock &gt;</td>
<td>Black U</td>
<td>Magenta 0% Green 0</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Yellow 0% Blue 0</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Black 100%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SECONDARY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coated Paper Stock &gt;</td>
<td>877 C</td>
<td>Cyan 0% Red 167 a7a9ac 3971</td>
<td>a7a9ac</td>
<td>3971</td>
</tr>
<tr>
<td>Uncoated Paper Stock &gt;</td>
<td>877 U</td>
<td>Magenta 0% Green 169</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Yellow 0% Blue 172</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Black 40%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SUPPORT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coated Paper Stock &gt;</td>
<td>202 C</td>
<td>Cyan 0% Red 151 98002e 2123 or</td>
<td>98002e</td>
<td>2123 or 2113</td>
</tr>
<tr>
<td>Uncoated Paper Stock &gt;</td>
<td>202 U</td>
<td>Magenta 100% Green 0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Yellow 61% Blue 46</td>
<td>46</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Black 43%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
There are five color options for logo color usage:
1. Reverse on Black
2. All Black
3. All PMS 877 Metallic
4. Black and PMS 877 Metallic
5. Black, PMS 877 Metallic and PMS 202

The examples below illustrate the only approved color options for the logo in print applications. Strong logo visibility is important when selecting options for background colors assuring every part of the logo contrasts.

**Etching/Engraving/Embossing**
It is permissible to etch, engrave or emboss the Jaguar logo into wood, glass or other materials. However, take extreme care that all parts of the logo are visible and accurately represented. Use the one-color logos on page 7.2.1-7.2.2 for these applications.
It is important for the Jaguar logo to appear as it was intended. Do not try to re-create the Jaguar logo or alter the color of the logo in any way.

**Jaguar Top Ten Rules:**
1. Walk in the halls.
2. Use indoor voices.
The Jaguar logo is intended for a white or light-colored background. Do not place heavy pattern backgrounds behind logo. Color should only show through white areas when unavoidable, as in using colored paper.

**Jaguar Top Ten Rules:**
1. Walk in the halls.
2. Use indoor voices

- no heavy pattern background
- no dark colored paper background
- incorrect one-color on light background
- do not use logo as pattern background
- do not screen the logo and do not print over top

- correct light colored printed background
- correct on colored paper background; apparel rule is different
- correct reverse on black background
- correct one-color reverse on black
JAGUAR USAGE ON APPAREL

“distressing” of the logo is okay, within reason

“splatter,” “tribal,” “tattoo” or other style graphical backgrounds are okay on apparel

when using heavy pattern around logo, an ample clear zone is preferred

text may run behind logos that do not include text, with a clear space cut around preferred.

text may also be used in designs, providing minimal clear space is observed and the text does not create a new “logo”

More than one logo may be used on apparel if in different “design spaces”

JAGUAR INCORRECT APPAREL USAGE

do not imprint white on light colored apparel

do not allow apparel color to show through

do not separate pieces of the logo

do not combine logos into one design space; i.e., two logos together on the front, etc.

integrity of borders and internal space must be maintained; artwork may not cross in front of or encroach into the logo

do not print over the top of the logo

“college-style” rivalry messages and “house-divided” messages are inappropriate

logos cannot be modified to create new versions due to the trademark; do not modify text
The examples below illustrate approved color options for the logo in apparel applications.

The white imprint can be applied to **any color shirt**. The shirt color must be dark enough for easy readability.

The black and white imprint can be applied to **any color shirt**. The shirt color must be dark enough for easy readability.

The black, white, PMS 877 and PMS 202 imprint can be applied to **any color shirt**. When PMS 877 Metallic isn’t available, it may be substituted with PMS Cool Gray 7. The shirt color must be dark enough for easy readability.
The Jaguar’s face should never appear reversed as it is shown in examples 6, 9, 10 and 11. Additionally, colored apparel cannot show through the face as is shown in examples 5 and 8.
A strong brand is an asset. It adds value. To maintain a strong brand we must embrace a common set of guidelines regarding how we present ourselves.

These logo identity standards are designed to advise us and guide us as we present the Hawks to the public. It is not a rule book intended to make us walk down the road to sameness. It is not intended to answer every conceivable question. It is intended to help us move forward consistently. Most importantly, it is intended to help us enhance the value of the Hawk brand in our community.

This booklet contains guidelines and directions for the Hawk brand. The Hawk logo will appear on all Hawk communications, packaging, correspondence, items and specialties.

Please adhere to the logo standards detailed in this booklet. If you have questions or need further information on the use of the Hawk brand, contact Jarrett Peterson, Coordinator of Communications at 515-289-3950, jarrett.peterson@ankenyschools.org

Thank you for helping us achieve our goal of community, identity and brand.
The Hawk logo has 10 different options that can be used. The primary logo will be used in the majority of applications/designs. These logomarks must be used as shown below. Do not try to re-create, scan or screen capture the logo. Use of the provided artwork will ensure the highest level of quality, accuracy and consistency in all applications/designs. You can contact Jarrett Peterson, Coordinator of Communications at 515-289-3950, jarrett.peterson@ankenyschools.org for electronic art files of any logomark.
ELECTRONIC USE

The graphic standards in this booklet apply to electronic media as well as traditional print production. To maintain the integrity of the Hawk logo when working electronically, always move the logo as a complete graphic element without separation of elements. Use your software’s appropriate resize tool to maintain the logo’s original proportions. Never drag or “stretch” the logo when trying to move or resize. Refer to page 2.3.7 for examples.

CLEAR ZONE

The Hawk logos are dominant logos that demand a sufficient amount of area around it where no distracting graphic elements should be placed. This space is generally referred to as the “clear zone,” and encompasses an area the width of the “S” in “Hawks”, designated by the “x” in the diagram below. While it is acceptable to display the Hawk logo over certain backgrounds (see page 2.3.8), it is not acceptable to place any other graphic element within the clear zone defined above. This applies to all versions of the logo. It is important for the Hawk logos to maintain their own presence and message; crowding of the clear zone would affect the presentation of the logos.
While the Hawk logos are clean and reproduce well down to small sizes, it is necessary to maintain readability. Logos should be no smaller than 1.5 inches in width. On a typical 8.5 inch x 11 inch sheet, keep logos no larger than 3.5 inches in width. Please monitor your application for integrity and quality of reproduction.
Unwavering use of the system color scheme is another way of preserving the design integrity. The Pantone colors for the Hawks are PMS 202, PMS 124 and Process Black for coated paper stock applications. In situations where an uncoated paper stock is being used, PMS 124 must be substituted with PMS 7406.

<table>
<thead>
<tr>
<th>PRIMARY</th>
<th>Coated Paper Stock &gt;</th>
<th>Uncoated Paper Stock &gt;</th>
<th>CMYK Equivalent (for four-color process)</th>
<th>RGB Equivalent (for web, multimedia and MS Office applications)</th>
<th>WEB Color (for web use)</th>
<th>ISACORD Threads (for embroidery)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>202 C</td>
<td>202 U</td>
<td>Cyan 0%</td>
<td>Red 152</td>
<td>98002e</td>
<td>2123 or 2113</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Magenta 100%</td>
<td>Green 0</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Yellow 61%</td>
<td>Blue 46</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Black 43%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECONDARY</th>
<th>Coated Paper Stock &gt;</th>
<th>Uncoated Paper Stock &gt;</th>
<th>CMYK Equivalent (for four-color process)</th>
<th>RGB Equivalent (for web, multimedia and MS Office applications)</th>
<th>WEB Color (for web use)</th>
<th>ISACORD Threads (for embroidery)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>124 C</td>
<td>7406 U</td>
<td>Cyan 0%</td>
<td>Red 238</td>
<td>eeb111</td>
<td>0704</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Magenta 28%</td>
<td>Green 177</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Yellow 100%</td>
<td>Blue 17</td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Black 6%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
There are five color options for logo color usage:
1. Reverse
2. All Black
3. All PMS 202
4. All PMS 124
5. PMS 202 and PMS 124

The examples below illustrate the only approved color options for the logo in print applications. Strong logo visibility is important when selecting options for background colors assuring every part of the logo contrasts.

**Etching/Engraving/Embossing**
It is permissible to etch, engrave or emboss the Hawk logo into wood, glass or other materials. However, take extreme care that all parts of the logo are visible and accurately represented. Use the one-color logos on page 7.3.1-7.3.4 for these applications.
It is important for the Hawk logo to appear as it was intended. Do not try to re-create the Hawk logo or alter the color of the logo in any way.

- **Do not tilt logo**
- **Do not distort the logo horizontally ("stretch")**
- **Do not distort the logo vertically ("squeeze")**
- **Do not flip the logo**
- **Do not place boundaries around the logo**
- **Do not screen the logo or print over top**
- **Only use logos in their approved color schemes**
- **Do not treat the logo as type**
- **Don’t use multiple logos together in a design or on a page**

**Hawk Top Ten Rules:**

1. Walk in the halls.
2. Use indoor voices.
3. The Hawk are committed to excellence.
4. Hawk Newsletter
The Hawk logo is intended for a white or light-colored background. Do not place heavy pattern backgrounds behind logo. Color should only show through white areas when unavoidable, as in using colored paper.

Hawk Top Ten Rules:
1. Walk in the halls.
2. Use indoor voices
Hawk usage on apparel

“distressing” of the logo is okay, within reason

“splatter,” “tribal,” “tattoo” or other style graphical backgrounds are okay on apparel

When using heavy pattern around logo, an ample clear zone is preferred

Text may run behind logos that do not include text, with a clear space cut around preferred

Text may also be used in designs, providing minimal clear space is observed and the text does not create a new “logo”

More than one logo may be used on apparel if in different “design spaces”

Hawk incorrect apparel usage

Do not imprint white on light colored apparel

Do not allow apparel color to show through

Do not separate pieces of the logo

Do not combine logos into one design space; i.e., two logos together on the front, etc.

Integrity of borders and internal space must be maintained; artwork may not cross in front of or encroach into the logo

Do not print over the top of the logo

“college-style” rivalry messages and “house-divided” messages are inappropriate

Logos cannot be modified to create new versions due to the trademark; do not modify logo text

2.3.9
The examples below illustrate approved color options for the logo in apparel applications.

The white imprint can be applied to any color shirt. The shirt color must be dark enough for easy readability.

The black and white imprint can be applied to any color shirt. The shirt color must be dark enough for easy readability.

The white, PMS 877 and PMS 202 imprint can be applied to any color shirt. The shirt color must be dark enough for easy readability.
In 2010, the Ankeny Hawk was updated for the new century and to take advantage of new styles that had emerged in logo design. Under the district’s trademark, the new Hawk logo should always be used and the old Hawk logo can no longer be used. If you have previously produced materials with the old Hawk logo and are uncertain of whether you are using the new logo or old logo, the above chart has several reference points to help you quickly determine whether you have the correct art file.
COLOR MATCHING AND LOGO USE ON UNIFORMS

Fabrics that are available for athletic and activities uniforms will frequently be limited to choices that do not perfectly align with the school district’s specified colors. In these cases, it is preferable to match any screen printed or embroidered colors to the colors of the uniform fabric, not the specified district colors, so that the colors do not clash.

Logo use should, however, follow basic color designs. For example, a white hawk should not be used with a gold outline, as this is not one of the approved color combination options. This is primarily because it is difficult to distinguish these colors from each other at a distance. A white hawk or a gold hawk may be used, but not with an additional outline.

(See pages 2.2.6 and 2.3.6 of this guide for color combination options.)

Regarding specific uniform colors, uniform colors are currently standardized as:

Ankeny High School
- Maroon / Light Maroon (Addidas)
- Gold 1235 - College Gold (Addidas)

Ankeny Centennial High School
- Black (Addidas)
- Ice Gray (Addidas)
- Maroon Accents (Addidas)

Use of Logos on Helmets

The one and only exception to the rule of not “flipping” the logo is on football and other helmets that need a logo on both sides. In this circumstance, the logo on each side of the helmet should face the front of the helmet (face mask) much as would be seen on professional or collegiate football helmets. If only one side of the helmet is to have a logo affixed, it should be the right side, so that the logo both faces the front and is represented in its normal format.
GRAPHICS
PHOTOGRAPHY AND ILLUSTRATION
The term ‘graphics’ defines all photography and illustration – created or chosen – for promotional or communications material for the district, Jaguars and Hawks. When selecting graphics, make sure they reflect the district brand.

When creating a visual communication piece, please use appropriate photography.

It is unacceptable to obtain images from Web sites or other sources without obtaining the proper permissions. Legal action can be taken against our district regarding any licensing violations.

Choose images that are simple, clean and reproduce well in black and white.

It is unacceptable to obtain images from Web sites due to their poor print reproduction quality (images on the Internet are typically 72 DPI – Dots Per Inch – which is considered low resolution, and not suitable for printing. Print – high resolution – graphics are usually 300 DPI or higher).

Do not choose images that are high saturated in color, busy and reproduce very dark in black and white.
The term ‘graphics’ defines all photography and illustration – created or chosen – for promotional or communications material for the district, Jaguars and Hawks. When selecting graphics, make sure they reflect the district brand.

When creating a visual communication piece, please use appropriate illustrations.

Care should be taken to obtain the proper permissions when obtaining illustrations from websites or other sources (such as Google search). Legal action can be taken against our district regarding any licensing violations.

It is unacceptable to obtain low-resolution illustrations from websites for use in print due to their poor reproduction quality (images on the Internet are typically 72 DPI – Dots Per Inch – which is considered low resolution, and not suitable for printing. Print – high resolution – graphics are usually 300 DPI or higher).

Microsoft clip art, cartoons and abstract art that do not align with our message should not be used to maintain an impression of quality and professionalism.

Use graphs, charts, maps, diagrams and illustrations that are simple, clean and easy to understand, in our colors.

Do not choose graphs, charts, maps, diagrams and illustrations that are unprofessional, cartoonish or cluttered.
FONTS
CONSISTANT AND LIMITED FONT USE HELPS TO KEEP OUR MESSAGE CLEAR. THESE ARE THE ONLY FONTS WE USE IN COMMUNICATIONS TO THE PUBLIC, AND THEY SHOULD NOT BE SUBSTITUTED OR ALTERED IN ANY WAY.

**Internal Communications/Microsoft Office Applications**

*Century Gothic* > used for headlines and sub-headlines, call-out copy

*Century Gothic Bold* > **used for headlines and sub-headlines, call-out copy**

*Century Schoolbook* > used for body copy

*Century Schoolbook Italic* > **used for call-outs within body copy**

*Century Schoolbook Bold* > used for call-outs within body copy

*Century Schoolbook Bold Italic* > **used for call-outs within body copy**

*Arial* > used for headlines and sub-headlines (web only)

*Georgia/Times New Roman* > used for body copy (web only)

**External Communications/Brand/Marketing**

*Trajan* > **used for mastheads and titles**

*Trajan Bold* > **used for mastheads and titles**

*Univers Condensed* > used for volumes and page numbering

*Century Gothic* > used for headlines and sub-headlines, call-out copy

*Century Gothic Bold* > **used for headlines and sub-headlines, call-out copy**

*Century Schoolbook* > used for body copy

*Century Schoolbook Italic* > **used for call-outs within body copy**

*Century Schoolbook Bold* > used for call-outs within body copy

*Century Schoolbook Bold Italic* > **used for call-outs within body copy**

*Rilo* > **used for Ankeny Hawks**

*Diamon* > **used for Ankeny Centennial Jaguars**

**Trajan**

**Trajan Bold**

Univers Condensed

Century Gothic

*Century Gothic Bold*  

Century Schoolbook

*Century Schoolbook Italic*  

Century Schoolbook Bold

*Century Schoolbook Bold Italic*
Print and Promotional Applications

NOTE: The templates shown on the following pages are required for district, building-wide and department-wide publications and communications with the public. They are not required for classroom-level materials and communications.
September 17, 2010

Dear FirstName LastName,

Ud modoreet, velit adignim diam, sim vero dolortinim velesquisis dolutat. Ut praestoasdf conse core do euguerat, se magnat lan henim ad tat, con henim quemet praesed ting ea con vel irit dolore mod modipit crat wismodo consequat. Ut ercipit doluptatis dolenih etue digna adiam alit veliquip elit ipiti, senim ipiti susc ill anadatue magna facidunt il iliqamoconmy sa dfnulpit laorerit ins num inurectum quant lobore magnim ilis eum exerci ex ea feugait veniasat at. Hent ea augiam dolore voloborpero doluptat volore magna feummy nismo lortincin bent wis nismolo boreetum zzrit wis.

Conulpute dolorting eugiam, verat, quismod delissequat do odolent vel ulla aliquam ing en dreem nonsequam, quisi blu ad tat. Em in ent ea faci eugiam, commy nihb et augiat veliquip elenim iure feu feum zrrillam ing ea alis nisi.

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Exmessed tis et nihb ex et, quate ea ad tat ametuex ex exerex nissi et, si. Delis dunt utem sd delit dolessequm, sum etum zrrillaore tet, sumsan henim dolum dolorpe rijpis ero con asdf senibh el ip ese feugiat praesectem nim in henisl eros augait lut ad dunt la accummy nos df num dolesto con vuluptatio odiomulla. Ut velit nulput ad magnim vulla commodo diate do lenim volorem am quisit la feugiat.

La feu feugait ip ex feugueraseto commy nulls alis adignibh eu facidunt ilis il in ullandrer sim aliquat. Do et lutpatio dolenibh eui bla feu facillan heniam, quiss nim vulla facilit ut iniam, bore magna commy nulla feugue connectet ipis eugue dolent lor si blan vulput alit lum dolor aliisc laorper sis adionum sandre tis duisim alisim nos ad tio dolendi ametuero odo dipis ad dionsesequis dolore feugiatuer senisi.

Sincerely,

FirstName LastName
Ankeny Community School District does not discriminate based on race, color, creed, religion, national origin, sex, gender identity, age, disability, marital status, sexual orientation, physical attributes, physical or mental ability or disability, ancestry, political party preference, military affiliation, socioeconomic status, or familial status.

Inquiries and grievances may be directed to Dr. Bruce Kimpston, Assistant Superintendent of Organizational Development and Learning, 306 S.W. School Street, P.O. Box 189, Ankeny, Iowa 50021-0189, (515) 965-9600, or the Director of the Iowa Civil Rights Commission, 500 West Madison Street, Suite 2800, Chicago, IL 60661.
District website templates are essentially locked with little artistic variation available. They are included here for the purpose of showing the complete brand including all treatments and their alignment.
Use the provided pre-set logo templates with artwork built into master slides.

Century Gothic, 36 pt
Line spacing .85 Line
Before and After Paragraph 0 Lines
Maroon from Template Palette

Century Gothic, 20 pt
Line spacing .85 Line
Before and After Paragraph 0 Lines
Gray from Template Palette

Century Gothic, 32 pt
Line spacing .85 Line
Before and After Paragraph 0 Lines
White from Template Palette

Century Gothic, 24 pt
Line spacing .85 Line
Before Paragraph 0 Lines
After Paragraph .7 Lines
Black from Template Palette

Second-Tier Bullet Points Should Be
Century Gothic, 20 pt
Line spacing .85 Line
Before Paragraph 0 Lines
After Paragraph .7 Lines
Black from Template Palette

ALWAYS include last template slide incorporating the mission statement and the district equity statement.
Our Mission:
Ankeny Community Schools is unified in its commitment, passion, and vision so every learner is prepared to achieve a lifetime of personal success.
PROMOTIONAL ITEM SAMPLES

Drinkware

Name Badges

Notepads

Pens

Apparel
MISCELLANEOUS LOGO ITEMS

- Security Badges and Badge Holders
- Lapel Pins
- Lanyards
- Podium Signage
SIGNAGE

District Banner

Jaguar Banner

Hawk Banner
On the following sheets you will see all approved logos in all color formats. File names are below each for easy reference. Jpegs files are also provided.
1-COLOR REVERSE TO WHITE (PRINT)

ACSD1_R.eps

ACSD2_R.eps

ACSD3_R.eps

ACSD4_R.eps
1-COLOR
PMS 202 (PRINT)

ANKENY
COMMUNITY SCHOOL DISTRICT

ACSD1_202.eps

ANKENY
COMMUNITY SCHOOL DISTRICT

ACSD2_202.eps

ANKENY
COMMUNITY SCHOOL DISTRICT

ACSD3_202.eps

ANKENY
COMMUNITY SCHOOL DISTRICT

ACSD4_202.eps

7.1.3
4-COLOR
BLACK, PMS 202, PMS 877 METALLIC AND PMS 124 (PRINT)
On the following sheets you will see all approved logos in all color formats. File names are below each for easy reference. Jpegs files are also provided.
1-COLOR
PMS 877 METALLIC (PRINT)

ACHS1_877.eps   ACHS2_877.eps

ACHS3_877.eps   ACHS4_877.eps

ACHS5_877.eps   ACHS6_877.eps

ACHS7_877.eps   ACHS8_877.eps

ACHS9_877.eps   ACHS10_877.eps

7.2.2
2-COLOR
BLACK AND PMS 877 METALLIC (PRINT)
3-COLOR
BLACK, PMS 202, PMS 877 METALLIC (PRINT)
On the following sheets you will see all approved logos in all color formats. File names are below each for easy reference.

Jpegs files are also provided.
2-COLOR
PMS 202 AND PMS 124 (PRINT)

AHS1_202_124.eps  AHS2_202_124.eps
AHS3_202_124.eps  AHS4_202_124.eps
AHS5_202_124.eps  AHS6_202_124.eps
AHS7_202_124.eps  AHS8_202_124.eps
AHS9_202_124.eps  AHS10_202_124.eps

7.3.5
On the following sheets you will see all approved logos in all color formats. File names are below each for easy reference.
BLACK IMPRINT (APPAREL)

ACSD1_K.eps

ACSD2_K.eps

ACSD3_K.eps

ACSD4_K.eps
BLACK, PMS 202, PMS 877 METALLIC AND PMS 124 IMPRINT (APPAREL)
On the following sheets you will see all approved logos in all color formats. File names are below each for easy reference.
WHITE IMPRINT (APPAREL)
Hawk apparel logos

On the following sheets you will see all approved logos in all color formats. File names are below each for easy reference.

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WHITE IMPRINT (APPAREL)
WHITE, PMS 202 AND PMS 124 IMPRINT (APPAREL)
PUBLICATION STYLE GUIDE
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ANKENY COMMUNITY SCHOOL DISTRICT PUBLICATION STYLE GUIDE

Ankeny Community School District is committed to developing and enhancing the district brand as world-class. For this reason a publication style guide was created to clearly outline guidelines for grammar, punctuation, spelling and usage for materials intended for public and staff communications. Creating clear and consistent messaging across all mediums of publication is essential for the district’s audience, as many of them receive multiple communications from a variety of places throughout the district.

Many guides and rulebooks exist, many of which include contradictions. While some rules taught in particular classrooms or environments are different, it is important as a district that we follow a consistent set of guidelines in our communication with the public. This guide primarily follows the Associate Press (AP) Stylebook, but also draws upon other style guides and standards. For additional guidelines not found in this guide, please follow the AP Stylebook as the governing style for print and web publications.

The following guidelines should be applied for all external communications including letters, fliers, newsletters, press releases, posters, program materials and website content. This guide in intended for external and staff communications, not academic or technical writings.

Ankeny Community School District’s Communication Department maintains this guide and makes periodic updates according to new standards and practices. Please contact the Communications Department at 515-289-3950 for questions, suggestions or comments.

How to Use this Guide:

The guide is set up in three sections: Usage, Web publications and Tips for Writing Effective Communications. The first section, Usage, is organized like a dictionary with entry words in alphabetical order and **bold**, followed by an explanation and examples of correct or incorrect usage in *italics*.

Please familiarize yourself with these entries and the information that follows.
abbreviation: Do not use abbreviations or acronyms the general public would not recognize. Always spell out official names and titles on first reference. Delete all periods unless necessary for clarity. The abbreviation can be used alone on second reference.

acronym: An acronym is a word formed from the first letter or a series of words (SCUBA). An abbreviation is not an acronym. Acronyms should be spelled out on first reference. Preferred form is to write a name in full on first reference, directly followed by the acronym in parenthesis. (Ankeny Community School District (ACSD)) The acronym may then be used in all subsequent references.

academic degrees: Academic degrees include Ph.D., Ed.D., bachelor’s, etc. Abbreviation should only be used on first reference and accompanying a full name. Referencing an academic degree is not necessary on second reference. Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference. (Dr. John Doe, Ph.D.) Use an apostrophe in bachelor’s degree and master’s degree, but not in associate or doctorate degrees.

academic programs: Capitalize proper names, but not the word program (the Special Education program).

addresses: When listing an address in a publication, use the state abbreviation (see states) with the city names. Use abbreviation Ave., Blvd., and St. only with a numbered address. Spell out and capitalize First through Ninth when used as street names; use figures for 10th and above. Abbreviate compass points with a single, capital letter to indicate directional ends of street in numbered addresses but spell out if part of the street name or if the number is omitted (1302 N. Ankeny Blvd.; 1000 East St.; West First Street). These rules apply to addresses within body copy, not addresses on envelopes.

administration: Lowercase (the district’s administration team).

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

adviser: Not advisor.

ages: Always use figures. Use hyphens for ages expressed as adjectives before a noun or as substitute for a noun (The 6-year-old girl).

aid, aide: Aid is assistance. An aide is a person who serves as an assistant.

AEA: As AEA could represent both the Ankeny Education Association and the Heartland Area Education Agency, it is recommended that the full name be spelled out on first reference, and that AEA not be used in any article or publication where both entities are referenced.

AELP: Acceptable on second reference for the Ankeny Extended Learning Program.

alumnus, alumni, alumnae: Use alumnus (alumni is the plural) when referring to a man who has attended school. Use alumna (alumnae is the plural) for similar references to a woman. Use alumni when referring to a group of men and women.

a.m., p.m.: Lowercase with periods. Avoid the redundant 9 a.m. this morning.

American College Test: ACT is acceptable on second reference.

Ankeny Board of Education: When referring to the Ankeny Board of Education, Board should be capitalized in all instances, including when it stands alone (the Ankeny Board of Education; the Board of Education; the Board).

Ankeny Community School District: Use full name on first reference. The district may also be referred to as Ankeny Schools or Ankeny Community Schools. ACSD is acceptable on second reference.

Ankeny School Foundation: Only capitalized when using the full name. (The Ankeny School Foundation is having a fundraiser; The foundation will hold a meeting on Friday).

annual: An event cannot be described as annual until it has been held at least two successive years. Do not use the term first annual, instead note that the sponsors plan to hold an event annually.

assistant: Do not abbreviate. Capitalize only when used in a formal title before a name. See titles.

assistant principal; associate principal: The correct title is assistant principal or associate principal. There are no vice principals in the district.

activities department: Not athletic department.

associate degree: Not associate’s degree. See academic degrees.

associate superintendent: Do not abbreviate. Capitalize only when used as a formal title before a name. See titles.

association: Do not abbreviate. Capitalize as part of a proper name (Ankeny Alumni Association).

bachelor’s degree: Not baccalaureate or bachelor degree. Capitalize Bachelor of Arts or Bachelor of Science when referring to a specific degree. See academic degrees.

blog: A website where short entries (blog posts) are presented. Can include news, photos or video. Shortened from the original Web log.
**Board of Education:** Use Ankeny Board of Education on first reference. Capitalize Board on all other references. See Ankeny Board of Education.

**boys’ or girls’ sports:** Always designate sports teams as a plural possessive. (*The boys’ soccer team won the game; Girls’ tennis tryouts will be this weekend*).

**brand names:** Always capitalized. See copyright and trademark.

**buildings:** Capitalize official building names. (*District Office, Annex, Ankeny High School, etc.*)

**cabinet:** Capitalize when referring to a specific body of advisers. (*The superintendent’s Cabinet was present at the meeting*).

**canvas, canvass:** *Canvas* is a heavy cloth traditionally used for art. *Canvass* is a noun or a verb denoting a survey.

**capital (city):** Do not capitalize (*The capital of Iowa is Des Moines*).

**capitalization:** In general, avoid unnecessary capital letters. See departments and titles.

**Capitol (building):** Capitalize *U.S. Capitol or the Capitol* when referring to the building Washington, D.C. Follow the same practice when referring to state capitols (*The Iowa Capitol is in Des Moines*).

**Career and Technical Education** (formerly Applied Technology Education) *CTE* is acceptable on second reference.

**census:** Capitalize in specific references to the *U.S. Census Bureau* and lowercase in other instances (*the census data will be reviewed next month*).

**cities:** When naming cities in publication within Iowa, it is not necessary to follow the city name with Iowa (*The softball tournament will take place in Fort Dodge*).

**Class of (Year):** Capitalize when referring to a specific graduating class (*Class of 1995 reunion*).

**classes and courses:** Use lowercase when referring to a class or course, unless you use the specific and complete title (*She was late for biology; He was enrolled in Introduction to Construction*). The exception is languages: *English, Spanish, French, etc.*

**classwork, course work**

**co-author, co-sponsor, co-worker:** Hyphenate.

**coed, coeducation:** No hyphen.

**colleges/universities:** Spell out on first reference and use acronym on second reference (*University of Northern Iowa won the game; The student attends UNI*).

**comma:** Commas can be used to separate elements in a series, but do not put a comma before the conjunction in a simple series (*The flag is red, white and blue*).

**commencement:** Use lowercase in text, unless used as a title (*The students prepared for the commencement ceremony; The 2011 Commencement*).

**committee:** Do not abbreviate. Capitalize when part of a formal title (*the School Improvement Advisory Committee*).

**composition titles:** See titles.

**copyright and trademark:** Always include a © (copyright), ® (registered trademark) or ™ (trademark) symbol when referring to a product, brand, copyrighted material, etc on first reference. The symbol is not necessary on second reference. Do not include a copyright or trademark symbol in a headline.

**council, counsel:** *Council* refers to a deliberative body and those who are members of it. *To counsel* is to advise. A counselor is one who advises.

**courtesy titles:** See titles.

**dates:** Capitalize the names of months in all uses except when a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. (*Dec. 24, Oct. 31*), however it is preferred not to abbreviate if space is available. Spell out when using a month alone or with a year. Do not separate the month and the year with a comma (*January 2011*). When a date refers to a month, day and year, separate with a comma (*Jan. 1, 2011*). Capitalize and spell out days of the week.

**daylight saving time:** Not savings. No hyphen. Lowercase in all uses.

**days of the week:** Capitalize. Do not abbreviate except in tabular format.

**degrees:** See academic degrees.

**departments:** Capitalize district departments with their formal names (*Human Resources Department, Communications Department, etc.*)

**district:** Capitalize only when part of the formal name (*The district has set policy; the Ankeny Community School District*). See Ankeny Community School District.

**district-wide:** Hyphenate.

**doctorate:** Doctorate degree, not doctor’s degree. See academic degrees.
dollar amounts: Use a dollar sign followed by numerals. Do not use .00 with dollar values ($25 not $25.00).

E

e.g., i.e.: *I.e.* is the abbreviation for the Latin id est or *that is* and is always followed by a comma. *E.g.* literally means *for example* and should also be followed by a comma. *I.e.* and *e.g.* should not be used interchangeably.

e-mail: Always lowercase and hyphenated. When listing an e-mail address, use all lowercase letters and do not use quotation marks (john.doe@ankenyschools.org).


Ed.D.: See academic degrees.

English as a Second Language: ESL is acceptable on second reference.

English Language Learners: ELL is acceptable on second reference.

exclamation point (!): Avoid overuse. Exclamation points should only be used to express a high degree of surprise, amazement or other strong emotion (The girls’ soccer team won the state tournament!).

executive director: Capitalize only as a formal title before a name.

extracurricular: No hyphen.

F

fax: Preferable over facsimile in all instances. The term *fax* should not be used as a verb (I sent a fax to John Doe; not I faxed John Doe).

federal: capitalize only when a part of a proper noun. (*Federal Bureau of Investigation* or *Federal Insurance Contributions Act.*) When writing about the Federal Government in its official capacity using the term as an official title, you should capitalize both Federal and Government. Most of the time, we use federal simply as a form of general classification, which would not require us to capitalize it. (Once a year, federal employees have an opportunity to choose a different health care provider.)

flier, flyer: While both are used interchangeably, *flier* is the preferred American English use and *flyer* is the preferred British English use.

foundation: Capitalize only when part of a proper name. See Ankeny School Foundation.

formal titles: See titles.

Four-H Club: *4-H* is preferred. Members are *4-H’ers*.

freshman: See student classifications.

fundraiser (event or person), fundraising (adj.): One word in all cases.

G

General Educational Development Diploma: *GED* is acceptable on all references. *GED* should be used as a noun, not an adjective. Those passing the exam earn a *GED diploma or certificate*, not a *GED*.

girls’ or boys’ sports: Always designate sports teams as a plural possessive. (The boys’ soccer team won the game; Girls’ tennis tryouts will be this weekend).

government: Always lowercase and never abbreviated (the state government; the U.S. government). See legislature.

governor: Capitalize and abbreviate as *Gov.* when used as a formal title before a name.

grade-point average: *GPA* is acceptable in all references. Students’ GPAs should never be published without their written permission, even if the student has a 4.0 GPA.

grade, grader: Hyphenate in combining forms (a fifth-grade student, the 12th-graders).

grade levels: When referring to students of a particular grade, it is acceptable to use numerals and a contraction (th, rd, st) (the 2nd graders).

halftime: One word.


homecoming: Lowercase unless used in a title (The homecoming dance is Saturday).

home-school (v.), home-schooler (n.), home-schooled (adj.), home schooling (n.)

home page: Two words.

Human Resources Department: Not *Human Resource Department* or *Personnel Department*. *HR* is acceptable on second reference.

HTML, HTTP: Capitalize in text, lowercase in Web addresses. See Web addresses.
hyphens: Hyphens are used strictly for hyphenating words or line breaks. If a word may be used with or without a hyphen, preferred use is to omit the hyphen.

i.e., e.g.: i.e. is the abbreviation for the Latin id est or that is and is always followed by a comma. E.g. literally means for example and should also be followed by a comma. I.e. and e.g. should not be used interchangeably.

Individual Educational Plan: IEP is acceptable on second reference.

initials: Use periods and omit spaces between initials (E.B. White, not E. B. White).

institutions and organizations: Capitalize the full names of organizations and institutions.

intelligence quotient: IQ is acceptable in all references.

interoffice: No hyphen. Refers to distribution within a single office or location.

intradistrict: No hyphen. Refers to multiple locations within the district.

Internet: Always capitalize.

intramural: No hyphen.

Iowa: Never abbreviated in datelines or stories.

Iowa Department of Education: IDOE is acceptable on second reference.

italics: Italicize all publications, composition titles, names of artwork, etc.

J

junior: See student classifications.

K

kindergarten: Not capitalized in sentences. Capitalize the K when using it alone to represent the word kindergarten (K-12 students will receive new curriculum next year).

kids: Avoid in formal contexts. Use children or students.

L

legislature: Capitalize when preceded by the name of a state (the Iowa Legislature). Retain capitalization if the state name is dropped but is still referring to that state’s legislature (The Legislature is currently in session).

login, logon, logoff: All one word unless used in verb form (The login button didn’t work; I log in to my computer).

logos:

DISTRICT LOGO: An approved Ankeny Community School District logo should be included on formal district documents and publications sent to the public. Also used on all letterhead and business cards.

SCHOOL LOGOS: Written school correspondence which is not on the school letterhead and is sent to the public should contain the school’s logo (hawk or jaguar).

M

makeup (n., adj.) No hyphen in the noun or adjective form (The teacher scheduled a makeup exam).

master’s degree: A master’s degree or master’s is acceptable in any reference. Capitalize when referring to a specific degree (Master of Arts). See academic degrees.

months: See dates.

more than: Preferred instead of over when estimating numbers (more than 100 students).

MP3: Acceptable in all references to the music compression format.

N

names: (first reference) Preferred use is first and last name, followed by title or position. See titles. Board members’ names should appear in formal form (Director John Doe; Board President John Doe).

National Education Association: NEA is acceptable on second reference.

No Child Left Behind Act of 2001: NCLB is acceptable on second reference.

noon: Not 12 p.m. or the redundant 12 noon.

numbers: Spell out numbers below 10, use figures for 10 and above. Spell out first through ninth when indicating a sequence. If you must begin a sentence with a number or year, spell it out (Twelve students received the award).

O

OK, OK’d, OK’ing, OKs: Do not use okay.

off campus, on campus (subject): off-campus, on-campus (adj.): Hyphenate the adjective form (The recruiter conducted on-campus interviews; The interview was conducted off campus).
online: One word in all cases.

over: Refers to spatial relationships (The plane flew over the city). Preferred use with a number is more than (more than 100 students; not over 100 students).

P

parent teacher organization: PTO should be spelled out on first reference and PTO is acceptable in all subsequent references. If spelling it out, capitalize when part of a proper name (Prairie Trail Elementary Parent Teacher Organization).

parent-teacher conferences: Hyphenate.

PDF: Acceptable on all references to the Adobe Acrobat® portable document format.

percent: Spell out unless used in a table or a financial publication. Numbers should be used when expressing a percent (The class average was 80 percent).

periods: Use a single space after a period at the end of a sentence and after a colon. Computerized typesetting adjusts the spacing automatically. Extra spaces can create gaps and can look unprofessional.

Ph.D.: see academic degrees.

physical education: PE is acceptable in all references.

p.m., a.m.: Lowercase with periods.

podcast: One word.

preschool: One word.

president: Capitalize only as a formal title used directly before an individual’s name. Lowercase all other uses (Board President John Doe; the board president called the meeting to order).

principal: Do not confuse with principle. Capitalize only when used as a formal title before a name (Principal Jane Doe; John Doe, the principal of Westwood Elementary).

quotations: Open-quote marks and close-quote marks are used to surround the exact words of a quote (“The students did well,” he replied; “I do not object,” he said, “to the tone of the report.”). Place quotation marks outside periods and commas.

race: Capitalize names of races (African American, Caucasian, Native American), but do not capitalize black or white when referring to a race.

rooms: Capitalize only when used with a number, letter or name. (We’ll be in Room 100).

SAT: SAT is acceptable in all references when referring to the previously designated Scholastic Aptitude Test.

school: Capitalize only when part of a proper school name (Prairie Ridge Middle School). The word school should be included after the name on first reference and can be dropped on second reference (Ashland Ridge Elementary School; Ashland Ridge Elementary).

school years: See years.

school-wide: Hyphenate.

seasons: Lowercase fall, spring, summer and winter unless part of a proper name.

secretary: Capitalize only when part of an official corporate title (Board Secretary Craig Hansel). See titles.

semesters: Do not capitalize in text. (The dance will be held in the spring semester).

senior: See student classifications.

sophomore: See student classifications.

spaying at ends of sentences: See periods.

special education: Capitalize when referring to Special Education programs. Otherwise it just means programs that are special.

sports scores: Sports scores should be written in numerals, even if fewer than 10 (The final score was 13-0).

states: Lowercase the word state in all constructions (the state of Iowa; state funding), but capitalize when part of a formal title (State Representative Kevin Koester).

Use the following state abbreviations in conjunction with the name of a city in printed materials, but spell out the name of a state when it stand alone. Don’t abbreviate Washington D.C. to D.C. or worse, DC.

Ala. Ind. Neb. S.C.
Alaska Iowa Nev. S.D.
Ark. Ky. N.J. Texas
Calif. La. N.M. Utah
Colo. Maine N.Y. Vt.
Hawaii Miss. Ore. Wyo.
Idaho Mo. Pa. Washington, D.C.
Ill. Mont. R.I.
student body (n.) student-body (adj.): No hyphen unless used as an adjective. (The student body elected a new president; Student-body elections will be held on Friday).

student classifications: Do not capitalize freshman, sophomore, junior or senior unless used as a class designation or a formal title. (She will be a junior next year; The Senior Class gift was presented to the principal).

street names: See addresses.

superintendent: Do not abbreviate. The formal position title is superintendent of schools. Capitalize only when used as a formal title before a name (Superintendent Dr. Matthew Wendt). Always use the superintendent’s full name in print.

T
telephone numbers: Use the form area code-####-#### (515-965-9600) or periods in designed publications (515.965.9600).

times: Use figures except for noon and midnight. Use a colon to separate hours from minutes. Avoid such redundancies as 7 a.m. this morning, 7 p.m. tonight or 12 noon. See noon, a.m., p.m. Never use o’clock or figures with noon or midnight (not 12 noon).

titles:
COMPOSITION TITLES: Italicize or put quotation marks around the names of all works. These rules apply to book titles, movie titles, musical works, play titles, poem titles, titles of lectures and speeches, and works of art.

FORMAL TITLES: In general, confine capitalization to formal titles used directly before an individual’s name (Superintendent John Smith; Jane Doe, school secretary). Lowercase titles when not used with an individual’s name (The superintendent issued a statement; the Board president approved the measure).

underlining: do not use underlining in text for emphasis, as the internet has changed underlining to mean the presence of a link. Although the original intent of a document may be to providing it as “print-only,” many documents eventually end up online, making the underline appear to be a broken link. Instead of underlining, use italics, bold, bold italics, and CAPITALIZED BOLD, and CAPITALIZED BOLD ITALICS for increasing levels of emphasis. Capitalization should be used sparingly, however, as it is often construed as shouting.

United States: The abbreviation U.S. is acceptable in all uses.

URL: Acceptable in all references to Uniform Resource Locator. Preferred terms in most correspondence are website or Web address.


vice principal: The correct title is assistant principal. There are no vice principals in the Ankeny Community School District.

W
web: Short form of World Wide Web. The web, like e-mail, is a subset of the Internet. They are not synonymous and should not be used interchangeably.

web addresses: Web addresses should be presented in lowercase and bold font. When at all possible, keep Web addresses on the same line of a publication. If it is necessary to break a Web address at the end of a line due to column width, do not hyphenate the address. Hyphens are thought to be part of the address and will cause confusion. In printed publications, do not underline Web addresses. Underlining indicates a hyperlink, which is not possible to follow in print and can cause confusion. The official district Web address is www.ankenyschools.org.

web feed, web page
website: One word. Do not capitalize.

webcast, webcam, webmaster: All are one word, lowercase.

winter break: Not Christmas break.

World Wide Web: See Web.

XYZ
Xerox: A trademark, never a verb. Use a generic term, such as photocopy.

year-round: Hyphenate.

years: Use an s without an apostrophe to indicate spans of decades or centuries (the 1980s, the 1900s). Avoid using an apostrophe when omitting the first two numbers of the year (‘98). School years should be written as 2011-2012. Do not omit the first two numbers and present as 11-12, as this may confuse the audience.

ZIP code: Use all caps for ZIP but lowercase code.
Web Publications

A visit to the district website is often the first engagement with parents and other community members. Whether they are searching for contact information or a specific form, people are more likely to check out a website before they pick up a phone. For this reason, it is important that our district and individual school Web pages reinforce the district brand and carry on consistent messaging.

- Information posted to the website must be relevant, consistent and reviewed for errors. Always check to insure your postings are clear of any grammatical or spelling errors.
- Please check pages frequently for broken links and outdated information.
- Make sure that you do not have too much information on one page, forcing readers to scroll down to find what they are looking for.
- Linking: Avoid using a link that just says click here. Use descriptive phrases instead (Download the full financial aid presentation here). Always check your link to ensure it works properly. Web and e-mail addresses found in text or articles should always be linked.
- If linking to a document in a website publication, the document should be in PDF format. Other formats, including Microsoft® Word documents, can be manipulated or appear different on the screen. A PDF cannot be changed or manipulated and will appear identical on all computers.
- When using a website address in your publication, keep the address on the same line. Do not allow the address to be hyphenated and separated onto two lines. Hyphens may be thought of as part of the address and will cause malfunction with the link.
- Photos and graphics should never appear stretched or distorted in web publications.
- Keep text simple and easy to read. There is no need to use background or font colors as your message is more likely to get lost.
- When using photos of students or school activities, you must make sure that students have been given Directory Information rights or information on this student is unpublishable.

Tips for Writing Effective Communications

Be consistent with terminology. The goal of using consistent terms and usage is clarity for the audience. Alternating between the terms student, children and pupils, for example, may lead to confusion. Always keep the audience in mind when deciding what term to use.

Writing Checklist

- Are my objectives clear and accurate?
- Is the document written for the target audience?
- Does the document meet requirements for district brand and this publication guide?
- Is the structure clear?
- Can my audience find things easily?
- Has the document been proofread by two colleagues?
- Have approvals, if necessary, been obtained?
**Brand:**
The name that is associated with the attributes of a product or service.

**Clear Zone:**
The minimum controlled area surrounding a logo that is to be clear of distracting imagery.

**Electronic Applications:**
These include applications such as Internet sites and e-mail newsletters/templates.

**Graphics:**
This defines all photography and graphs – created or chosen – for promotional or communications materials.

**Logotype:**
The name of a company or product in a special design used as a trademark in advertising.

**Palette:**
A range of compatible elements.

**PMS (Pantone Matching System):**
A color matching system that is used internationally to accurately specify colors.

**Point:**
A typesetting unit of measure used in specifying type size. There are 12 points to 1 pica (approximately 72 points per inch) or 28 points to 1 cm.

**Resolution:**
Describes the detail an image holds. In terms of print images, resolution is measured in Dots Per Inch (DPI). To maintain quality, images should remain around 300 DPI @ 100% of their usage size.

**Reverse:**
When the printed image appears white or lighter value than the background.

**Symbol:**
The graphic used with the logotype.

**X-height:**
This is the body or height of the letter without the ascender and descender.