



# Brand Guide



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# WHY WE HAVE BRAND STANDARDS

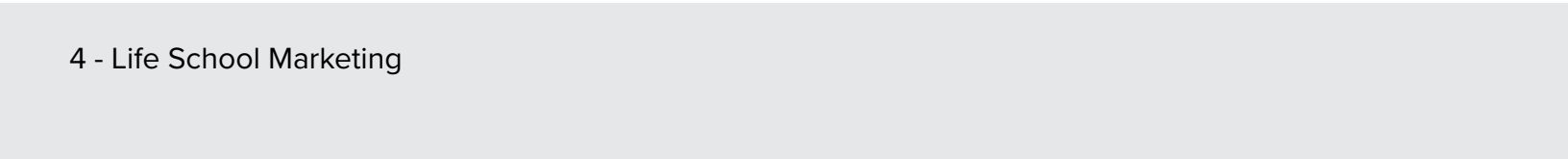
The Life School brand is more than a logo. It carries with it the promise of who we are — our mission, vision and values. Used consistently over time, a protected brand helps create recognition and quick recall.

This guide addresses visual elements and styles, including appropriate colors, logos, marks and typefaces. Please follow these guidelines in your communications. By coordinating our image and messaging, we are better stewards of the money invested in materials that promote Life School.

Thank you for your willingness to help elevate the image of the district.

The most recent version of this guide lives online at [lifeschool.net/marketing](https://lifeschool.net/marketing).

You can send questions or suggestions to [marketing@lifeschools.net](mailto:marketing@lifeschools.net).



1.0

# **PLANNING, DESIGN AND PRINTING**

# PLANNING

## Print materials should:

- Be necessary
- Adhere to a consistent style
- Belong visually in the Life School family of publications

## Ask key questions:

- Who is our audience?
- How many people do we need to reach?
- What is our budget?
- Is there a better way to reach our audience?
- What is the most important thing we want our audience to remember?
- What action do we want our audience to take?

## Consider your needs:

- Avoid producing too large of a quantity.
- Combine materials when beneficial.
- Follow the Life School design standards to ensure smooth, efficient approval processes.

Your project should begin with a conversation about needs and goals.

## To print or not to print?

There are alternatives to traditional print publications. To steward district resources, the following questions should always be asked prior to designing and printing a publication:

- Is this publication necessary?
- Is there an alternative?

In some instances, materials like pocket folders, brochures, videos, presentation templates, letterhead, envelopes, web pages, publications, and other materials may already exist — reducing time and costs.

## Designing a printed piece

All publications created by and distributed by district departments should be planned, carefully designed and unified to promote an accurate, consistent message and brand identity.

If materials exist that do not follow the Brand Book and Style Guide, Marketing will work with you to update materials.

## Canva

If you use Canva to design print materials for external purposes — note that Canva produces 3-color artwork (RGB; Red, Green, Blue) by default. RGB is a color mode intended only for digital screens. For print materials, please be intentional to change from RGB to CMYK (4-color; Cyan, Magenta, Yellow, Black), which is necessary for accurate printing of Life School colors.

## Brand Permission

This guide outlines the procedures for approval of all promotional and printed material. Use of logos and brand marks must be approved by Marketing.

Life School-related print materials that will be made available through vendors for sale or distribution should follow printing policies and have **appropriate trademark licensing**. Unauthorized parties (e.g. pop-up print shops) are not permitted to produce and sell Life School branded merchandise without approval from Life School Marketing.



# PRINTING

Print jobs fall into one of four categories:

- Photocopying/duplicating
- Collateral (stationery, business cards, etc.)
- Promotional printing for external use
- Promotional printing for internal use

## Collateral

Collateral includes items like letterhead, stationery and envelopes. These items are ordered in bulk by the Marketing and Communications Department.

## Promotional printing

Promotional printing other than photocopying/duplicating, regardless of job size, quantity or cost, should be reviewed by Marketing for consistent use of logos and colors.

### Publications intended for external use

Publications intended for external distribution should flow through Marketing for commercial printing. This allows marketing to secure competitive pricing and print quality.

Standard promotional printing requires 2-3 weeks for delivery. Offices should allow additional time for design and editing.

### Publications intended for internal use

Publications intended for internal distribution (no external usage) may be printed directly using district copiers and printers.

## Templates

Marketing provides templates for certain digital materials on [lifeschool.net/marketing](https://lifeschool.net/marketing).

- Memorandums
- Fax Cover Sheets
- Presentation Decks / Stacks
- LifeLeader Kits



# 1.1

## **BUSINESS CARDS, LETTERHEAD, ENVELOPES AND MEMOS**

## Fax cover sheet



LIFE SCHOOL

## Fax

To: \_\_\_\_\_ From: \_\_\_\_\_

Of: \_\_\_\_\_ Of: \_\_\_\_\_

Date: \_\_\_\_\_ Sender's Phone #: \_\_\_\_\_

Fax Number: \_\_\_\_\_ Amount of Pages: \_\_\_\_\_

## Memorandum



LIFE SCHOOL

## Memo

To:

From:

Date:

Re:

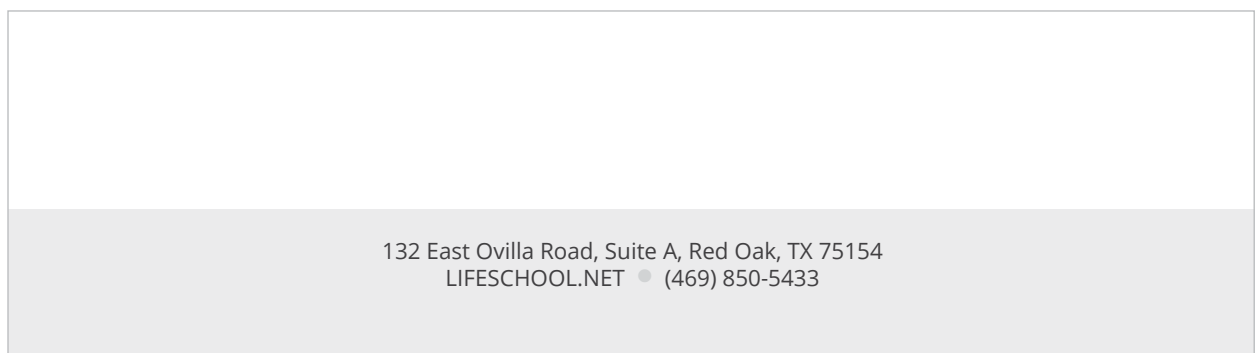
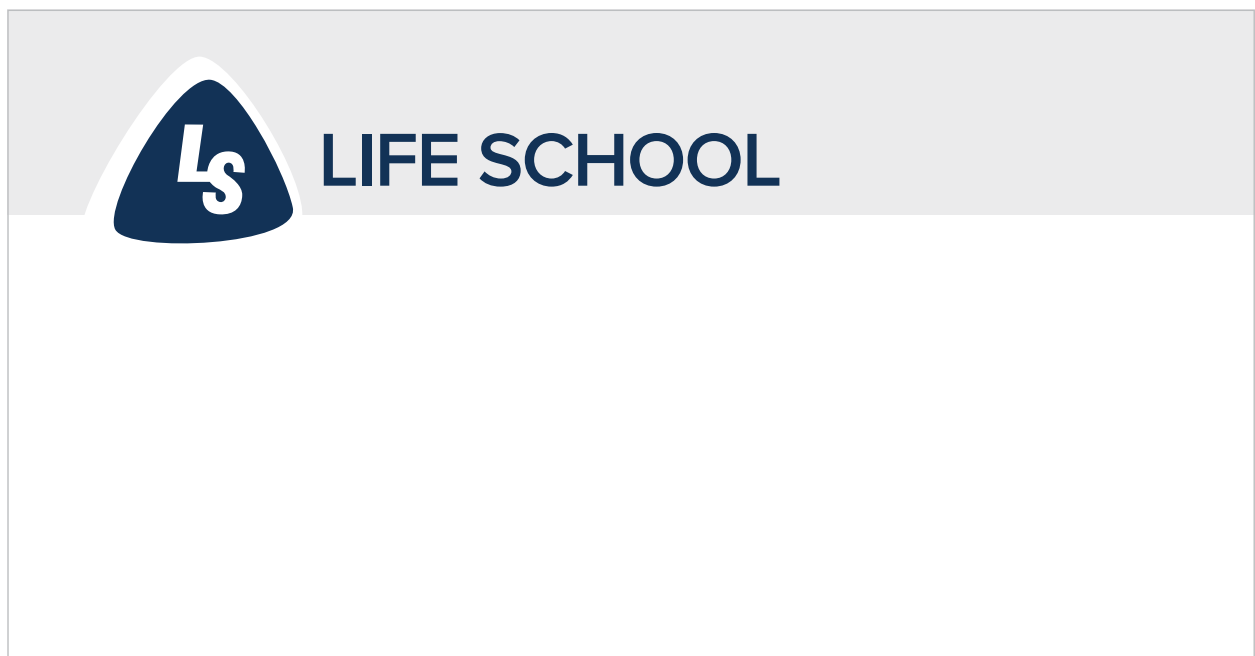
Message:

te A, Red Oak, TX 75154  
IET • (469) 850-5433

## Business card - front



## Sample letterhead



## #10 envelope

Envelopes of other sizes follow the same design.



**LIFE SCHOOL**

132 East Ovilla Road, Suite A  
Red Oak, TX 75154

1.2

# RESOURCES

# STRATEGIC BRIEF

Promotional work begins with the strategic brief to ensure that the end product fulfills the objectives.

**Primary decision maker:** \_\_\_\_\_

**Project / event:** \_\_\_\_\_

**Who is the intended audience?**

Be as detailed as possible. If possible, explain how the audience currently thinks, feels and behaves.

**What is the primary communication objective?**

**Are there any supplemental objectives?**

These may be used for support documentation. But, they should not overshadow the primary objective.

**What is the single most important thing to say?**

This is the most persuasive, concise statement we can make to achieve the objective. Avoid generalities.

**What is the call to action?**

What do you want the audience to do?

**What assets does Marketing need before we can begin the project?**

(e.g. photos, copy, mailing lists)

**When should Marketing expect to receive the assets?** \_\_\_\_\_

**Who is responsible for providing the assets?** \_\_\_\_\_

**Project timeline:**

Production timelines vary by project type and priorities.

**Technical details:**

Budget, mailing dimensions, etc.

# STORYTELLING BRIEF

The storytelling brief helps craft compelling stories. This differs from press releases and is used for stories focused on narrative.

**What point does the story convey?**

Does it illustrate a LifeLeader attribute; demonstrate the Life School mission, vision or values; or showcase the district strategic plan?

---

**Who is the protagonist of the story?**

Remember, Life School is not the protagonist. The subject is the protagonist. Life School is helping the protagonist achieve their goals and become Ready for Life.

---

**What does the audience need to know about the protagonist to understand their "world in balance"?**

Will the protagonist be the first in their family to graduate? What is the conflict that will later be resolved?

---

**What is the inciting incident that upsets this "world in balance" and sends the protagonist in pursuit of a goal?**

These may be used for support documentation. But, they should not overshadow the primary objective.

---

**What is the protagonist's goal?**

---

**What is the first barrier standing in the protagonist's way?**

It can be internal or external.

---

**Describe any subsequent barriers and how they are overcome.**

---

**What is the moment of truth in the story?**

---

**What is the meaning of the story? What do you want the audience to take away?**

---

**How does the story relate to Life School's mission, vision or values?**

---





2.0

# **LOGOS, COLORS, AND TYPEFACES**

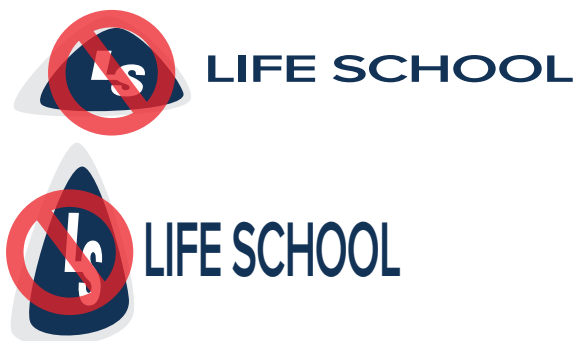


## Standard Usage

The rules of use apply to all logos and brands in the Life School Brand Book.

### Warping

The logo should not be stretched or compressed in a way that alters its proportions.



### Overprinting

Do not place text over the top of Life School logos.



### Additional strokes

Do not add strokes to the outside of the logo.



### Fonts

No other fonts should be used or combined with the logo. The colors of the Life School logo should not be changed.

### Files size and image quality

A 72-dpi (dots per inch) image is a web quality image and will print pixelated. Use a vector image or 300-dpi rasterized image for all printed materials.

### Other usage standards

- The logo should be no smaller than 1/2-inch tall.
- Allow for 1/2-inch of space around all sides so that the logo is cleanly visible.
- In busy or complex designs, the logo should be surrounded by appropriate white space.
- Logos may vary in size, but cannot otherwise be altered, tampered with, modified or overprinted.
- Logos should not be combined.
- Use approved Life School colors. In 1-color publications, use the approved black and white variations.
- Do not emboss or add an outer glow or shadow beyond what is designed into the logo.
- Appropriate printing procedures must be followed. See the Printing Procedures section of this manual for details.



## VIDEO BUG

For readability, the Life School name is now located outside of the primary logo shape.

In select circumstances, the version with the name contained may be used. This is most commonly appropriate when a "video bug" is needed in the lower corner of a commercial or promotional video.

## TYPEFACES

### Standard typefaces

Life School uses a consistent set of fonts for marketing materials. *(These fonts are not required for routine communication. They are only required for marketing or promotional communication.)*

Proxima Nova is available through the Life School Adobe site license. Open Sans is a suitable substitute if preferred. These fonts are available for download from [lifeschool.net/marketing](https://lifeschool.net/marketing).

**The Life School font is Proxima Nova Semibold** in all capital letters.

### Decorative typefaces

Life School allows selective use of decorative typefaces for promotional materials. Decorative fonts should never supercede the official brand and should never be used to create a design that may be construed as a Life School logo.

### Typeface selection

Typefaces should always be easy to read and complement Life School's visual identity.

Use contrasting styles for headers versus body copy. For example, a sans-serif headline would pair with a serif body font.

Remember that sans-serif fonts read easiest on screen.

### Sans-serif

Proxima Nova Regular

**Proxima Nova Bold**

**Proxima Nova Extrabold**

Open Sans Regular

**Open Sans Bold**

**Open Sans Extrabold**

### Serif

Freight Text Pro Book

**Freight Text Pro Bold**

### Slab Serif

**ROCKWELL STD**



LIFE SCHOOL



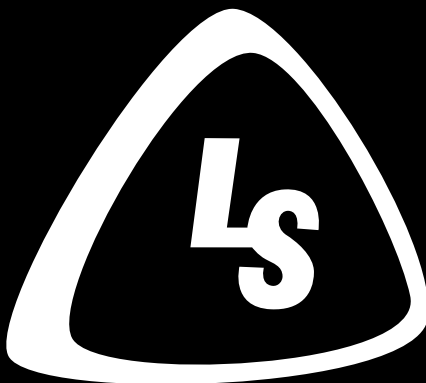
LIFE SCHOOL



**LIFE SCHOOL**

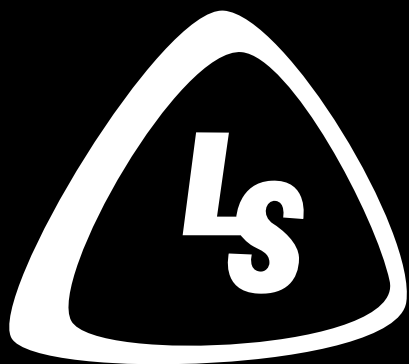


**LIFE SCHOOL**

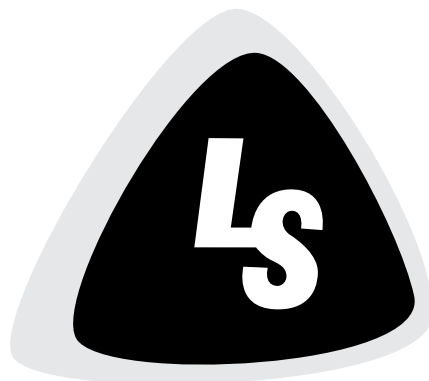


**LIFE SCHOOL**

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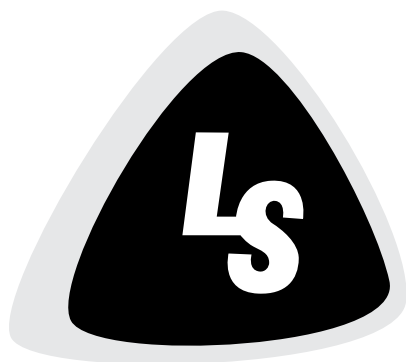


**LIFE SCHOOL**



**LIFE SCHOOL**

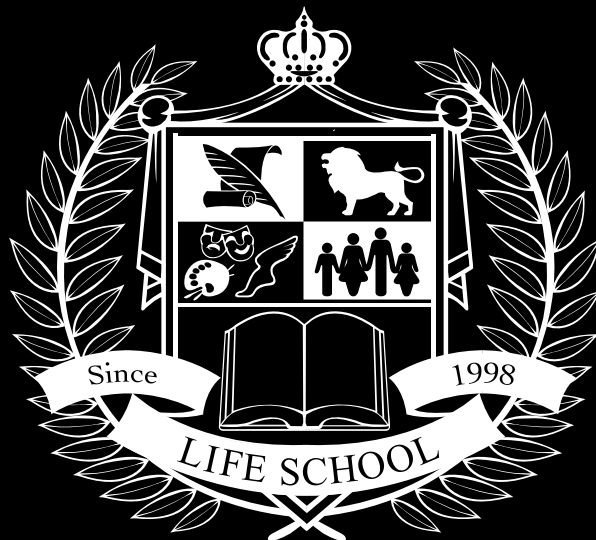
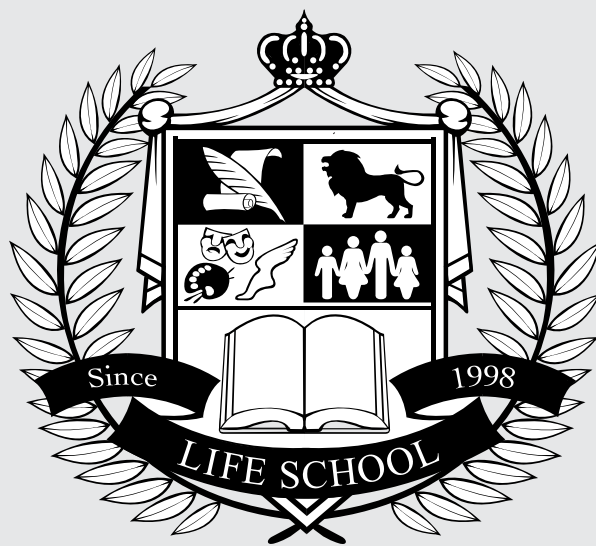
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**LIFE SCHOOL**

# LIFE SCHOOL CREST

The crest is reserved for administrative documents, Superintendent use and approved formal events.







### LIFE RED

CMYK 12% 100% 99% 3%

PMS 1795C

HEX #cd0729

RGB 205, 7, 41

### LIFE BLUE

CMYK 100% 83% 40% 33%

PMS 534C

HEX #133156

RGB 19, 49, 89

### LIFE YELLOW

CMYK 2% 8% 92% 0%

PMS 107C

HEX #fde22c

RGB 253, 226, 44

### LIFE SKY

CMYK 100% 0% 0% 0%

PMS 801C

HEX #00a4ef

RGB 0, 173, 239

### LIFE TEAL

CMYK 100% 4% 78% 0%

PMS 340C

HEX #00a46e

RGB 0, 164, 110

# COLORS:

## CENTRAL OFFICE

Navy is the color of the main Life School logo and is the primary color for all campuses.

The Life School master brand also uses gray.

### LIFE BLUE

CMYK 100% 83% 40% 33%

PMS 534C

HEX #133156

RGB 19, 49, 89

### LIFE GRAY

CMYK 16% 13% 13% 0%

PMS Cool Gray 2 C

HEX #d4d2d2

RGB 212, 210, 210

## IMPORTANT

When printing on white, the Life School "pick" should always include the gray stroke.

When printing on a darker background, the white stroke is preferred.



**LIFE SCHOOL**



**LIFE SCHOOL**

The outer stroke of the logo should always be visible and not disappear when printed.

# CAMPUS BRANDING:

## **CEDAR HILL**

Navy is the color of the main Life School logo and is the primary color for all campuses.

Each campus is assigned one additional, complementary color that coordinates with navy.

Color matching can be difficult depending on where and how it is being printed. Please be sure to use the color key below to ensure proper colors in your final product.

### **LIFE BLUE**

CMYK 100% 83% 40% 33%

PMS 534C

HEX #133156

RGB 19, 49, 89

### **LS GRAY**

CMYK 16% 13% 13% 0%

PMS Cool Gray 2 C

HEX #d4d2d2

RGB 212, 210, 210



## **CAMPUS LOGOS**

Team logos may be broadly used by campuses.

Where practical, the Life School logo (page 20) should be used for formal communication.

# LIFE



# CEDAR HILL

VARIATION 1

**LIFE**  
  
**COUGARS**

VARIATION 2

**LIFE**  
  
**SCHOOL**  
**COUGARS**

VARIATION 3

**LIFE**  
**SCHOOL**  
  
**COUGARS**

VARIATION 4

**LIFE**  **SCHOOL**



**LIFE SCHOOL**

CEDAR HILL



**LIFE SCHOOL**

CEDAR HILL



**LIFE SCHOOL**

CEDAR HILL



**LIFE SCHOOL**

CEDAR HILL

# CAMPUS BRANDING: **MOUNTAIN CREEK**

Navy is the color of the main Life School logo and is the primary color for all campuses.

Each campus is assigned one additional, complementary color that coordinates with navy. In the instance of Mountain Creek, minimal uses of MC Gold may be used as an accent.

Color matching can be difficult depending on where and how it is being printed. Please be sure to use the color key below to ensure proper colors in your final product.

## **LIFE BLUE**

CMYK 100% 83% 40% 33%

PMS 534C

HEX #133156

RGB 19, 49, 89

## **MC GREEN**

CMYK 90% 33% 99% 26%

PMS 349

HEX #006938

RGB 16, 106, 43

## **MC GOLD**

CMYK 13% 27% 100% 0%

PMS 7752C

HEX #e0b726

RGB 224, 183, 38



## **CAMPUS LOGOS**

Team logos may be broadly used by campuses.

Where practical, the Life School logo (page 20) should be used for formal communication.



# LIFE



## MOUNTAIN CREEK

VARIATION 1

**LIFE**



**EAGLES**

VARIATION 2

**LIFE**



**SCHOOL**

**EAGLES**

VARIATION 3

**LIFE**

**SCHOOL**



**EAGLES**

VARIATION 4

**LIFE**  **SCHOOL**



**LIFE SCHOOL**  
MOUNTAIN CREEK



**LIFE SCHOOL**  
MOUNTAIN CREEK



**LIFE SCHOOL**

MOUNTAIN CREEK



**LIFE SCHOOL**

MOUNTAIN CREEK

# CAMPUS BRANDING: **RED OAK AND WAXAHACHIE**

Navy is the color of the main Life School logo and is the primary color for all campuses.

Each campus is assigned one additional, complementary color that coordinates with navy.

Color matching can be difficult depending on where and how it is being printed. Please be sure to use the color key below to ensure proper colors in your final product.

## **LIFE BLUE**

CMYK 100% 83% 40% 33%

PMS 534C

HEX #133156

RGB 19, 49, 89

## **LS RED**

CMYK 0% 99% 97% 0%

PMS 485C

HEX #e31019

RGB 227, 16, 25



## **CAMPUS LOGOS**

Team logos may be broadly used by campuses.

Where practical, the Life School logo (page 20) should be used for formal communication.



VARIATION 1



VARIATION 2



VARIATION 3



VARIATION 4





**LIFE SCHOOL**

WAXAHACHIE



**LIFE SCHOOL**

WAXAHACHIE



**LIFE SCHOOL**

**WAXAHACHIE**



**LIFE SCHOOL**

**WAXAHACHIE**



**LIFE SCHOOL**

RED OAK



**LIFE SCHOOL**

RED OAK





**LIFE SCHOOL**

RED OAK



**LIFE SCHOOL**

RED OAK

# CAMPUS BRANDING:

## **LIFE SCHOOL INNOVATION ACADEMY**

Navy is the color of the main Life School logo and is the primary color for all campuses.

Each campus is assigned one additional, complementary color that coordinates with navy.

### **LIFE BLUE**

CMYK 100% 83% 40% 33%

PMS 534C

HEX #133156

RGB 19, 49, 89

### **LS RED**

CMYK 0% 99% 97% 0%

PMS 485C

HEX #e31019

RGB 227, 16, 25



## **CAMPUS LOGOS**

Team logos may be broadly used by campuses.

Where practical, the Life School logo (page 20) should be used for formal communication.

**LIFE**



**INNOVATION  
ACADEMY**

VARIATION 1

**LIFE**  
  
**MUSTANGS**

VARIATION 2

**LIFE**  
  
**SCHOOL**  
**MUSTANGS**

VARIATION 3

**LIFE**  
**SCHOOL**  
  
**MUSTANGS**

VARIATION 4

**LIFE**  **SCHOOL**



**LIFE SCHOOL**  
INNOVATION ACADEMY

---



**LIFE SCHOOL**  
INNOVATION ACADEMY



**LIFE SCHOOL**  
INNOVATION ACADEMY

---



**LIFE SCHOOL**  
INNOVATION ACADEMY

# CAMPUS BRANDING:

## OAK CLIFF

Navy is the color of the main Life School logo and is the primary color for all campuses.

Each campus is assigned one additional, complementary color that coordinates with navy.

Color matching can be difficult depending on where and how it is being printed. Please be sure to use the color key below to ensure proper colors in your final product.

### LIFE BLUE

CMYK 100% 83% 40% 33%

PMS 534C

HEX #133156

RGB 19, 49, 89

### LC GOLD

CMYK 6% 10% 30% 2%

PMS 7501C

HEX #e8d9b4

RGB 232, 217, 180



## CAMPUS LOGOS

Team logos may be broadly used by campuses.

Where practical, the Life School logo (page 20) should be used for formal communication.

# LIFE



# OAK CLIFF

VARIATION 1

# LIFE



## LIONS

VARIATION 2

# LIFE SCHOOL



## LIONS

VARIATION 3

# LIFE SCHOOL



## LIONS

VARIATION 4

# LIFE SCHOOL



**LIFE SCHOOL**

OAK CLIFF



**LIFE SCHOOL**

OAK CLIFF





**LIFE SCHOOL**

OAK CLIFF



**LIFE SCHOOL**

OAK CLIFF

# LIFELEADER

The LifeLeader brand and icons provide a consistent identity for the LifeLeader attributes.

These can be creatively applied to each campus through materials and atmospheric signage.

Care should be given to use the correct icon and wording for each attribute.

Assets for materials can be downloaded from [lifeschool.net/lifeleader](https://lifeschool.net/lifeleader).

## LIFELEADER BLUE

CMYK 77% 15% 33% 0%  
PMS 7710C  
HEX #0b9fac  
RGB 38, 165, 172

## LIFELEADER GREEN

CMYK 49% 6% 100% 0%  
PMS 377C  
HEX #97bb20  
RGB 151, 187, 32

## LIFELEADER ORANGE

CMYK 0% 61% 99% 0  
PMS 716C  
HEX #ee7a05  
RGB 238, 122, 5

## READY TO LEARN



# READY TO LEAD



# READY FOR LIFE



# EDUCATION FOUNDATION



LIFE SCHOOL  
**EDUCATION  
FOUNDATION**



LIFE SCHOOL  
**EDUCATION  
FOUNDATION**

# FAIRWAYS FOR LEADERS



**GEM**



3.0

**MERCHANDISE,  
PROMO ITEMS  
AND EMBROIDERY**

# MERCHANDISE

Life School merchandise (e.g. pens, mugs, hats, apparel, bags, purses, umbrellas, coasters, photo frames) should be reviewed by Marketing to ensure brand consistency.

Life School products intended for sale can only be made by approved district vendors. This is to help ensure quality.

Marketing reserves the right to disallow or request changes to designs that do not adhere to standards, that do not reflect an appropriate level of quality and design, that may conflict with current trademarks, or that might be seen as offensive or in poor taste.

Additionally, standards must follow these guidelines:

- **Whenever a Life School logo or mark is used, it must be prominent and separate from other designs or marks, including sponsor logos.**
- The Life School name in text form on merchandise may be used with permission when appropriate.
- Only recognized organizations are allowed to use the district's name.
- The Life School crest is reserved for official or superintendent purposes unless expressly approved.
- Artwork must be of appropriate taste, quality, and design that complements the merchandise (e.g., embroidered artwork is most appropriate for polo or sport-style shirts; embroidered artwork should not contain many words or elaborate text, but be simple and clean in appearance, etc.).
- **Use of art or other intellectual property owned by a third party must be approved by that entity in writing and submitted to Life School Marketing along with the desired artwork.**
- **If you wish to use artwork, slogans or trademarks created by someone outside of Life School, a written release showing copyright permission is required.**



# EMBROIDERY

## Configuration and color

When setting up for stitching, be sure to pay close attention to the spacing of elements.

Try to match, as closely as possible, the official colors when choosing fabric.

Facilities has worked with Levines to create high-quality embroidery options for existing team logos.



## Accompanying type

A sans-serif font is recommended for the name of the school, department or organization. Not all vendors use the same equipment or software, but a plain block font as shown in these designs should be available. This gives vendors the flexibility to use available resources.



## Apparel colors

Certain colors are appropriate in all circumstances.

Navy, black, gray and white are generally acceptable regardless of the logo or brand set being used.

Vibrant colors should be selected in relation to the specific colors of each campus.

For example, Red Oak, Waxahachie and Innovation would be permitted to use red. Mountain Creek would be permitted to use green, and Oak Cliff would be permitted to use Vegas Gold.

With coordinated color selections, care should be given to ensure the colors match the designated campus colors. Shades and hues of colors can vary widely by vendor.



# 3.0

## **SCHOOL UNIFORMS**

# UNIFORMS

## **Uniform colors**

Uniform shirts should conform to the student handbook dress code guidelines. For grades K-12, a white oxford shirt (button-down collar); K-6, a red or navy polo shirt (long or short sleeved); and for grades 7-12, a hunter green or navy polo shirt (long or short sleeved).

## **Uniform vendor**

Lands' End and Levines Department Stores are the approved Life School uniform vendors.

## **Logo usage**

Uniforms should always use the Life School Crest.



4.0

**EDITORIAL STYLE,  
GRAMMAR AND  
PUNCTUATION**

**Preferred editorial style for news releases and newsletters is Associated Press (AP) style. If an issue is not addressed in the AP book, defer to the Chicago Manual of Style and Webster's New World College Dictionary.**

**Items in this section are intended to assist communicators at Life School with the most frequently used styles and are not intended to be inclusive of all editorial style. For a comprehensive guide, please refer to AP Style Book and Webster's New World College Dictionary.**

---

**a, an** — Use the article a before consonant sounds: a historic event, a one-year term (sounds as if it begins with a w), a united stand (sounds like you). Use the article an before vowel sounds: an energy crisis, an honorable man (the h is silent), an homage (the h is silent), an NBA record (sounds like it begins with the letter e), an 1890s celebration.

**academic degrees** — If mention of degrees is necessary to establish someone's credentials, the preferred form is to avoid an abbreviation and use instead a phrase such as: John Jones, who has a doctorate in psychology.

Use an apostrophe in bachelor's degree, a master's, etc., but there is no possessive in Bachelor of Arts or Master of Science.

Also: an associate degree (no possessive).

Use such abbreviations as B.A., M.A., LL.D. and Ph.D. only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome. Use these abbreviations only after a full name – never after just a last name.

When used after a name, an academic abbreviation is set off by commas: John Snow, Ph.D., spoke.

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.

See **doctor**.

**academic departments** — Use lowercase except for words that are proper nouns or adjectives: the department of history, the history department, the department of English,

the English department, or when department is part of the official and formal name: District of Connecticut Department of Economics.

**academic titles** — Capitalize and spell out formal titles such as chancellor, chairman, etc., when they precede a name. Lowercase elsewhere.

**abbreviations, acronyms, initialisms** — Do not use abbreviations or acronyms that your reader may not quickly recognize.

On first use, provide the full meaning followed by the acronym in parentheses: Life School (LS). Well-known acronyms are exempt from this rule and may be used without initial clarification, even on first use: ACT, SAT, LSAT, GMAT, GRE, MAT, MCAT.

To determine whether an abbreviation is preceded by a or an, it is important to understand the distinctions between abbreviations, acronyms and initialisms. An abbreviation is any shortened word. An acronym is an abbreviation that can be pronounced as a word: NASA. An initialism is an abbreviation that cannot be pronounced as a word: MBA, FBI, DVD. After understanding the distinction, follow the rules of a, an to determine usage.

#### **abbreviate**

- The following titles when they precede a name: Dr., Rev., Gov., Lt. Gov., Sen. and certain military titles.
- In tabular listings of names, use Ph.D., M.D., or other such titles after names.
- Names of states when following names of cities and towns. Use two-letter post office abbreviations only when ZIP codes are included in mailing address: Lewisburg, PA 17837
- For others, use the abbreviations found in the AP Stylebook: Calif.; N.J.; Mo; Lewisburg, Pa. Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah are never abbreviated in datelines or text.
- Months  
Abbreviate months of the year when used with a specific date: Jan. 1  
Abbreviate only: Jan., Feb., Aug., Sept., Oct., Nov. and Dec.

## do not abbreviate

- States when used without a city or nation.
- The degrees Bachelor of Science, Bachelor of Music, Master of Science or Master of Arts.
- Names of countries, including United States or United States of America, except when used as an adjective. a U.S. city, the U.S. government.  
Spell out when used as a noun.  
The United States has great cities
- The words association, avenue, department, institute or street, except in addresses
- President or professor.

**African-American** — This follows AP style.

**alternate spellings** — Go with the preferred spelling, which is listed first in the dictionary, unless it is spelled a certain way for a reason.

**alumni** — Use alumna when referring to a woman who has attended the district; use alumnae to describe a group of such women. Alumnus refers to a man who has attended the district; alumni describes a group of such men, or a group of men and women. Alum is not an appropriate term.

**ampersand** — Use only in charts, tables, or lists of companies, where the ampersand is part of the company's official name, and where it is part of a title, such as U.S. News & World Report. Otherwise, in text, use and.

**as well as** — Avoid overusing this phrase in place of and; the phrase has the sense of too or also, rather than simply and.

**book titles, magazines, and newspapers** — Should be put in quotation marks for news releases.

**commencement** — Should be lowercase except when designating a specific commencement such as 101st Commencement or Fall 2012 Commencement.

**computer terms** — The word Internet is always capitalized. The term email is acceptable lowercase and unhyphenated. The term website is acceptable lowercase. Also, webcam, webcast and webmaster. But for terms with separate words, Web is uppercase: Web page and Web feed. Home page is two words.

**Offline** and **online** are one word in all cases.

**course work** — Always two words.

**Cum laude, magna cum laude, summa cum laude**, and **with distinction** receive no special treatment in running copy.

**composition titles** — For simplicity, Life School applies the simple style of capitalization for article and story titles. Capitalize the first word of the title and all proper nouns. All others are lowercase.

For example, Student wins \$23,000 Dr Pepper scholarship.

**Principal's List** — Capitalize.

**directions and regions** — In general, lowercase north, south, northeast, northern, etc., when they indicate compass direction; capitalize these words when they designate a proper noun or a widely known region: North Texas, South Texas, West Texas.

Some examples:

COMPASS DIRECTIONS: He drove west. The cold front is moving east.

REGIONS: A storm system that developed in the Midwest is spreading eastward. It will bring showers to the East Coast by morning and to the entire Northeast by late in the day. Showers and thunderstorms were forecast in the Texas Panhandle. High temperatures will prevail throughout the Western states.

WITH NAMES OF NATIONS: Lowercase unless they are part of a proper name or are used to designate a politically divided nation: northern France, eastern Canada, the western United States.

But: Northern Ireland, South Korea.

WITH STATES AND CITIES: The preferred form is to lowercase directional or area descriptions when referring to a section of a state or city: western Montana, southern Atlanta.

**Dr.** — According to the AP Stylebook, only doctors of dental surgery, medicine, osteopathy or podiatric medicine should use Dr. before the name. The title can be used in quotes when applicable: "I was a student in Dr. Gordon's class and loved it," the student said.

Dr. also may be used on first reference before the names of individuals who hold other types of doctoral degrees.

Do not use Dr. before the names of individuals who hold only honorary doctorates. Do not continue the use of Dr. in subsequent references.

**grade-point average** — Spell out with hyphen or use the abbreviation GPA.

**high school** — Spell lowercase with no hyphen.

**Hispanic** — A person from — or whose ancestors were from — a Spanish-speaking land or culture. Latino and Latina are sometimes preferred. Follow the person's preference. Use a more specific identification when possible, such as Cuban, Puerto Rican or Mexican-American.

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

**months** — Capitalize the names of months in all uses. Abbreviate when used with a specific date: Dec. 1. Spell out when using alone or with a year alone: January or January 1987. The months March, April, May, June and July are never abbreviated except in tabular form.

**names** — In general, use only last names on second reference, unless an individual requests otherwise. When it is necessary to distinguish between two people who use the same last name, as in married couples or brothers and sisters, use the first and last name.

In stories involving juveniles, generally refer to them on second reference by surname if they are 16 or older and by first name if they are 15 or younger. Exceptions would be if they are athletes or entertainers.

**nondiscriminatory language** — Be aware of language that contains discriminatory connotations. Replace the following terms with suggested alternatives:

best man for the job — best candidate  
businessmen — business professionals, business leaders  
chairman — chair, chairperson, department chair  
mankind — humankind  
man-made — synthetic, manufactured  
manpower — personnel

To avoid the he/she dilemma, use plural references when possible.

**numbers** — Use numerals for percentages and ages. Generally, spell numbers one through nine and use numerals

for 10 and higher, with the exception of percentages where numerals are preferred, such as: The Life School Board of Trustees approved a 2 percent increase. Spell out numbers that begin a sentence or restructure the sentence so that it does not begin with a number.

**ordinals** — Spell out first through ninth when they indicate sequence in time or location: first base, the First Amendment, he was first in line. Starting with 10th use figures.

Use 1st, 2nd, 3rd, 4th, etc. when the sequence has been assigned in forming names. The principal examples are geographic, military and political designations such as 1st Ward, 7th Fleet and 1st Sgt.

**over, more than** — It generally refers to spatial relationships: The plane flew over the city. More than is preferred with numerals: Their salaries went up more than \$20 a week.

**percent** — Always spell out, except in charts, where % is permissible. A percent sign is permissible in scientific, technical, statistical or advertising copy.

**punctuation** — For full details regarding usage of the comma, color, apostrophe, hyphen, dash, quotation mark or ellipsis, please see the AP style book. The most common issues are provided below:

#### **apostrophe**

- In making the plural of figures, do not use an apostrophe: the early 1900s; the late 60s
- Use an apostrophe with bachelor's (degree) and master's (degree), or bachelor's degree and master's degree. Never write masters' degrees.
- When forming possessives, in general, use 's for most nouns not ending in s; use only the apostrophe for nouns ending in s. See the AP Stylebook for more detailed information.

#### **colon**

- Follow a statement that introduces a direct quotation of one or more sentence with a colon. Rogers said: There cannot be a merger as of now. We need more cooperation first between our companies. We have to work collaboratively.
- If the quotation following a colon forms a complete sentence, capitalize; if not, don't.



### **comma**

- When used with a quotation, commas are always placed inside the quotation marks.
- Do not use a comma before the words *and* and *or* in a series: More than 30 academic departments and programs offer courses in liberal arts and sciences, engineering, management, music and education.
- Place a comma after digits signifying thousands, except when referring to temperature or year: 3,350 students; 4600 degrees; in the year 2001
- Introductory words such as *however*, *namely*, *i.e.*, and *e.g.*, should be immediately preceded by a comma or semicolon and followed by a comma.
- Do not use a comma in names ending in *Jr.* or a Roman numeral (II): John Smith Jr. or Richard W. Johnson II
- When writing a date, place a comma between the day, if given, the year and after the year: On July 4, 1976, the nation celebrated its 200th birthday.
- Place a comma before and after the abbreviation for a state following a city:  
Oil City, Pa.,  
Cleveland, Ohio,
- Do not place a comma between the month and year when the day is not mentioned: July 1986
- If used in a sentence, class years are separated from the name by a comma, preceded by an apostrophe and followed by a comma. Class years are considered a part of the name of an alumnus: Robert Frost, 55,  
If used in a series, follow with a semicolon  
Robert Frost, 55; Jack Henry, 65,

### **dash**

- If your computer doesn't have a dash, indicate a dash by typing two hyphens with a space before and after: Your true home and heart are — and for decades have been right here with us.

### **hyphen**

- Do not hyphenate words beginning with *non*, except those containing a proper noun: *non-German*; *nontechnical*
- Do not place a hyphen between the prefixes *pre*, *semi*, *anti*, etc., and nouns or adjectives, except

between nouns or adjectives that begin with a vowel or that are proper nouns: *premedical pre-enroll*; *pro-American*

- Do not use a hyphen after the prefix *sub*: *subtotal*
- Hyphenate *part-time* and *full-time* only when used as adjectives: He is a *part-time* instructor in the English department; She works *full time* in the computer laboratory.
- Hyphenate any modifying word combined with *well* that precedes its subject: She is a *well-qualified* instructor for the course; The dean is *well qualified* to handle that issue.
- Do not use the hyphen to connect an adverb ending in “*ly*” with a participle in such phrases as: *highly qualified student*; *elegantly furnished home*

### **period**

- When used with a quotation, periods are always placed inside the quotation marks.

### **quotation mark**

- Use single quotation marks for quotations within other quotations.
- Use single quotation marks in headlines.
- If several paragraphs are to be quoted, use quotation marks at the beginning of each paragraph, but at the end of the last paragraph only. Use the same technique if sentences continue to another paragraph.
- Periods and commas should be set inside quotation marks; colons and semicolons should be set outside. Exclamation points and question marks that are not part of the quotation go outside.
- Indicate an omission within a quotation by using an ellipsis (three periods preceded and followed by a space): *Adlai Stevenson once remarked that ... any boy may become president, and I suppose that's just the risk he takes.*

**quality** — Is subjective. Opt for specific examples: *Sixty percent of Life School's professors hold a terminal degree.*

**quotes** — It is important to work with the person quoted to ensure that all direct quotes are grammatically and factually correct, and that they accurately convey the intended meaning. Quotes should also be at the appropriate reading level for the intended audience.

**telephone numbers** — Include the area code if the release is going outside Ellis County. Whether you use parentheses, a period or a slash, be consistent in how you separate the area code.

**that, which** — Use that and which when referring to inanimate objects and to animals without a name. Use that for essential clauses, important to the meaning of the sentence, and without commas: I remember the day that we met. Use which for nonessential clauses, where the pronoun is less necessary, and use commas: The team, which finished last a year ago, is in first place.

**timelines** — No need to insert first two digits of second number unless the timeline spans a century mark: 1937-45, 1998-2004.

**times** — Use figures except for noon and midnight. Use a colon to separate hours from minutes: 11 a.m., 1 p.m., 3:30 p.m., 9-11 a.m., 9 a.m. to 5 p.m.

Avoid such redundancies as 10 a.m. this morning, 10 p.m. tonight or 10 p.m. Monday night.

**United States** — Always spell out on first reference.

**years** — Use figures, without commas: 1975. When a phrase refers to a month, day and year, set off the year with a comma: Feb. 14, 1987, is the target date. Use an s without an apostrophe to indicate spans of decades or centuries: the 1890s, the 1800s.

Years are the lone exception to the general rule in numerals that a figure is not used to start a sentence: 1976 was a very good year.

## ACTIVE VS. PASSIVE VOICE

In promotional writing, it is most often appropriate to use active rather than passive voice.

**active voice** — In active voice, the subject is doing the action, such as: Amy loves Life School. Amy is the subject, and she is doing the action: she loves Life School, the object of the sentence.

**passive voice** — In passive voice, the target of the action gets promoted to the subject position. Instead of saying, “Amy loves Life School,” one would say, “Life School is loved by Amy.” The subject of the sentence becomes Life School, but Life School isn’t doing anything. Rather, Life School is just the recipient of Amy’s love. The focus of the sentence has changed from Amy to Life School.

**verb forms of “to be”** — Many people think all sentences that contain a form of the verb “to be” are passive voice, but that is not true. For example, “I am holding a pen” is in active voice, but it uses the verb “am,” which is a form of “to be.” The passive form of that sentence is “The pen is being held by me.”

### Is passive voice always wrong?

Passive voice isn’t wrong, but it is often a poor way to present thoughts. Oftentimes passive voice is awkward or vague. Also, passive voice is usually wordy. Writing can be tightened by replacing passive sentences with active sentence.

Passive voice is occasionally used in Public Relations to soften a hard situation: Mistakes were made; Errors were found; Your acceptance will be denied.

### Is passive voice hard to understand?

A recent study suggests that less educated people have a harder time understanding sentences written in the passive voice than those written in active voice. Use active voice for maximum readability.

# CAMPUS NAMES AND ABBREVIATIONS

Campus	Abbreviation	Org Code
Life School Oak Cliff Elementary	LSOCE	001E
Life Middle School Oak Cliff	LMSOC	001S
Life High School Oak Cliff	LHSOC	001S
Life School Red Oak Elementary	LSRO	101E
Life Middle School Waxahachie	LMSW	041M
Life High School Waxahachie	LHSW	002S
Life School Innovation Academy	LSIA	102E
Life School Cedar Hill Elementary	LSCH	104E
Life School Mountain Creek Elementary	LSMC	105E
Life School Central Office	LSCO	

5.0

# **PRIVACY**

# PRIVACY

## Student Privacy

Marketing follows guidelines set under FERPA. This applies to all methods of communication, including print, Web and press statements.

## Online Privacy

Marketing maintains a privacy policy and terms and conditions for [www.lifeschools.net](http://www.lifeschools.net). The terms are available at [lifeschools.net/privacy](http://lifeschools.net/privacy).

6.0

# **PHOTO AND VIDEO**

## Casting

There are typically two types of photography/videography scenarios: 1) candid/event 2) cast.

### Candid/event

With candid or event shoots, it is not always possible to vet individuals beforehand. Avoid individuals whose attire contradicts Life School policy.

### Cast

The following guidelines should be used when casting:

- Choose individuals who visually convey the overall brand message of Life School.
- Subjects should be cleared through FERPA waiver processes.
- Subjects should avoid apparel with non-Life School logos or brand marks.
- Subjects should abide by Life School dress and code of conduct.

## Video Shoots

- Be conscientious of decor to avoid non-Life School brand marks or decor that would not reflect the values of the district.
- If shooting a classroom environment, clear the scheduled shoot with the teacher and principal beforehand.

## Video Production

Promotional video projects follow the same Brand Book guidelines as other brand communications. Commercials, video presentations, and broadcasts should be cleared with Marketing to ensure compliance with brand guidelines. Marketing can provide additional video or motion graphic resources as needed.

If a department or organization desires the production efforts of Marketing, requests must follow the strategic brief to determine viability. Marketing will provide an estimated budget for production.

Any video product intended for external audiences must be screened by Marketing to govern use of the Life School name and brand marks and compliance with legal requirements.

# 7.0

# **LEGAL**



## The Life School brand

Many laws apply to our use of copyright, trademark and third-party resources.

## Communications law

- **Section V of the Federal Trade Commission Act, 1994 (FTC Act)** — Empowers the FTC to prevent unfair or deceptive advertising practices.
- **Child Online Privacy and Protection Act (COPPA)** — Protects children's privacy by giving parents the tools to control what information is collected from their children (under 13) online.
- **Telemarketing and Consumer Fraud and Abuse Prevention Act** — Protects consumers from telemarketing deception and abuse.
- **CAN-SPAM Act** — Establishes rules for commercial email, establishes requirements for commercial messages, gives recipients the right to stop email, and spells out tough penalties for violators.
- **The Lanham Act** — Found in Title 15 of the U.S. Code and contains the federal statutes governing trademark law in the United States. This act is not the exclusive law governing U.S. trademark law. Common law and state statutes also control some aspects of trademark protection. Includes a remedy for infringement.
- **Digital Millennium Copyright Act of 1998 (DMCA)** — Heightens the penalties for copyright infringement on the Internet. Amended Title 17 of the United States Code to extend the reach of copyright, while limiting the liability of the providers of online services for copyright infringement by their users.
- **Texas Trademark Act** — Increased possible monetary damages for trademark infringement. Provides more explicit definitions of blurring and dilution by tarnishment.
- **Texas Statutory Trademark Law** — Distinguishes that claims of trademark infringement only require proof of the "possibility" of confusion not "actual" confusion.
- **Copyright Act of 1976** — Spells out the basic rights of copyright holders, codified the doctrine of fair use, and for most new copyrights adopted a unitary term based on the date of the author's death rather than the prior scheme of fixed initial and renewal terms.

- **Federal Education Rights and Privacy Act** — (FERPA) Regulates how student information may be used and distributed.
- **Section 508 of the Rehabilitation Act** — Established standards to insure accessibility of content for individuals with disabilities. These federal standards can be viewed at [www.section508.gov](http://www.section508.gov). This Act also affects how content is delivered online — in particular, related to help text (ALT tags) on images and captions on video content.

## Copyright vs. trademark law

**Copyright** — Copyright is the right of an author to control the reproduction and use of any creative expression. A copyright comes into existence the moment an original work of expression is captured in tangible form. The owner of a copyright is given the exclusive right to reproduce, distribute, display and prepare derivative works of the copyrighted material. These rights exist for the life of the author plus 70 years. In the case of a "work for hire" owned by a corporation, the right exists for 95 years from the first publication or 120 years from creation, whichever is shorter.

If hiring outside creative talent, departments should acquire appropriate contract rights to distribute and revise the original work.

**Trademark** — A trademark is a brand, symbol, word, etc., used by a company and protected by law to prevent a competitor from using it. Law acknowledges that a consistent trademark assures a potential customer that the item with the mark is made by the same producer as other similarly marked items. It also helps ensure a producer that it will reap the financial, reputation-related rewards associated with the mark.

**Fair Use** — Not all copying is banned, particularly for criticism, news reporting, teaching and research. There are four factors considered to determine fair use:

- **purpose and character of the use**, including whether such use is of commercial nature or is for non-profit educational purposes
- **the nature of the copyrighted work** (transformative)
- **the amount and substantiality of the portion used** in relation to the copyrighted work as a whole
- **the effect of the use upon the potential market** for or value of the copyrighted work

## Copyright violation

Violation of Life School copyright includes using district photography, video, promotional literature and content without expressed written consent of Life School or the intellectual property owner.

## Trademark infringement

According to 15 U.S.C. 1114, 1125, trademark infringement is based on the likelihood of the use of the trademark causing consumer confusion as to the source or sponsorship of the goods. Violation of trademark would include incorporating the Life School logo on a non-sanctioned promotional piece or adding other graphics into the logo (e.g. if a person not affiliated with Life School published a printed piece of literature with the Life School logo).

## Trademark dilution

Unlike trademark infringement, trademark dilution does not have to prove brand confusion. Dilution is when the use of a mark dilutes the distinctive quality of the mark by either “blurring” or “tarnishment.” Blurring is when the power of the mark is weakened by correlation with a dissimilar product. Tarnishment occurs when the mark is used in such a way that is unflattering to the reputation of the mark.

## Social media regulations

### Endorsements

Law states that individuals who are materially compensated by Life School and provide an endorsement of the district must conspicuously state that they are a paid representative of the district. Additionally, case law indicates that an employee of the institution is considered materially compensated.

Therefore:

- District personnel who promote Life School on any social media site must identify their employment on the blog or profile.
- Representatives should take special care to ensure that content is accurate and appropriate. Life School may be held liable for false statements made by materially compensated individuals.
- Any advertisements and promotional materials featuring an endorsement by an employee of the institution should include a disclaimer indicating the connection.

### Copyright infringement

Life School may be held liable for copyright infringement due to an article, photo, music, or video posted on one of its sites without the permission of the copyright holder. Penalties range as high as \$150,000 per violation.

Do not use creative works unless they are public domain, creative commons, or unless you have received official, written permission from the license-holder.

### Confidentiality

If you are the sponsor of a Life School social media channel, you take responsibility for supervising its agents. You should make sure that agents do not use the organization’s social media sites to misrepresent what it does, divulge confidential or private information, violate laws designed to protect employees, or defame others.



8.0

# **ELECTRONIC COMMUNICATION**

## Social media policy

The first step for any department seeking social media accounts is to complete the Social Media Account Authorization Request at [lifeschool.net/marketing](https://lifeschool.net/marketing).

## Social media account approval

**Accounts must be approved and created by Marketing.** Life School has policies in place to guard against lost accounts and public relations / legal issues.

### Steps for approval and monitoring

- Identify desired social media platforms.
- Request approval from marketing including the purpose, audience and scope of use. (form available on [lifeschool.net/marketing](https://lifeschool.net/marketing))
- If approved, Marketing determines the name of the page and creates the appropriate cover and profile images for the account.
- Information Technology (IT) creates an email group to administer social channels (e.g. socmed-history@lifeschools.net)
- Marketing creates the social accounts to ensure appropriate permissions are established. The "socmed" email address is used to setup social media accounts on any social platforms that use an email as the login username. **marketing@lifeschools.net** will be included in that email group. This provides the ability to reset the password and reclaim the account if needed.
- Marketing adds Facebook and Instagram accounts to Life School Facebook Business Manager to ensure access for reporting and marketing purposes.

## Life School web content

Life School staff must review content pages for accuracy annually.

All official pages should follow the Brand Book and Style Guide to maintain consistency in the use of punctuation, capitalization, titles, the district crest and logos. Questions should be addressed to Marketing.

All pages will abide by applicable laws and district policies.

The district recognizes a difference between official and personal pages. Official pages represent the district and its programs. Personal pages should not give the impression that they are representing, giving opinions or otherwise making statements on behalf of the district. Personal pages or departmental pages linking to personal pages should carry the following disclaimer:

"The views and opinions expressed on this page are those of the page developer and may not reflect those of Life School. Any comments on the contents of this page should be directed to its administrator."

## Research

Any use of the district's website to conduct research that collects personal information and/or identifiers must adhere to accepted protocols on informed consent and must be properly encrypted to guarantee confidentiality.

## Accessibility

Web page design should follow the standards established by Section 508 of the Rehabilitation Act to insure accessibility for individuals with disabilities. This includes the use of help text (ALT tags) on all images and captioning of all video content.

## Appearance

Marketing oversees the appearance of the website and reserves the right to review pages that are linked to district pages to ensure consistency.

## Emails and newsletters

Templates for email newsletters are created by Marketing. In accordance with legal requirements, Life School templates must be CAN-SPAM compliant.

At a minimum, each email must include:

- Life School branding clearly visible
- Life School physical address
- Accurate header information (e.g. "From," "To," "Reply-To," routing information, originating domain name and email address)
- Unsubscription link

Whether automated or manual, the unsubscription method must be instantaneous.

## Personal email style and signature

In keeping with Life School Information Technology guidelines outline in the staff handbook, email is intended for official district business only. The contact information and elements in your signature should be limited to official Life School contact information.

In addition to the overall brand standards, the additional parameters should be followed:

- Do not use email backgrounds or templates.
- Do not add a quote of the day or additional images.
- Do not link to personal websites or social media profiles. Doing so may create a perceived endorsement by Life School and introduce legal issues affecting the district's nonprofit status.
- Up to two lines of promotional text may be used after the signature and before the disclaimer text.

## Creating your email signature

**A template and guide to creating your email signature is available online at [lifeschool.net/marketing](https://lifeschool.net/marketing).**

**Email signatures should be consistent**

**Your Name**

**Your Title, Your Campus Name**

*Your | Gallup | Top5 | Clifton | Strengths*

your.email@lifeschools.net | 469-850-LIFE (5433)



132 East Ovilla Road, Suite A Red Oak, TX 75154

[www.lifeschool.net](http://www.lifeschool.net)

*Ready to Learn. Ready to Lead. Ready for Life.*

*Confidentiality Notice: This e-mail message, including any attachments, is for the sole use of the intended recipient(s) and may contain confidential, proprietary and/or privileged information under state and federal law. Any unauthorized review, use, disclosure or distribution is strictly prohibited. If you are not the intended recipient, please contact the sender by reply e-mail and destroy all copies of the original message. Please note that any views or opinions presented in this e-mail are solely those of the author and do not necessarily represent those of Life School.*

## Example

**Ryan McElhany, MBA**

**Marketing Director, Central Office**

*Strategic | Learner | Context | Input | Analytical*

ryan.mcelhany@lifeschools.net | 469-850-LIFE (5433)



**LIFE SCHOOL**

132 East Ovilla Road, Suite A Red Oak, TX 75154

[www.lifeschool.net](http://www.lifeschool.net)

*Ready to Learn. Ready to Lead. Ready for Life.*

*Confidentiality Notice: This e-mail message, including any attachments, is for the sole use of the intended recipient(s) and may contain confidential, proprietary and/or privileged information under state and federal law. Any unauthorized review, use, disclosure or distribution is strictly prohibited. If you are not the intended recipient, please contact the sender by reply e-mail and destroy all copies of the original message. Please note that any views or opinions presented in this e-mail are solely those of the author and do not necessarily represent those of Life School.*





## Sources

“Associated Press Stylebook” last modified 2022, <http://www.apstylebook.com/online>.

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“Merriam-Webster Dictionary” last modified 2012, <http://www.merriam-webster.com>.

“The United States Patent and Trademark Office” last modified September 14, 2018, <http://www.uspto.gov/ip/index.jsp>.

## **Marketing, Website and advertising**

Direct requests or inquiries related to marketing, including photography, videography, printing and promotion, or website edits, to the Life School Marketing department.

**Phone:** x7259

**Email:** [marketing@lifeschools.net](mailto:marketing@lifeschools.net)



**LIFE SCHOOL**

[lifeschool.net/marketing](https://lifeschool.net/marketing)