

Style Guide & Graphic Standards

Updated June 20, 2016



**FAYETTEVILLE
PUBLIC SCHOOLS**
LEARN. GROW. PERFORM. LEAD.

Why Have Standards?

Our educators know standards are key to achieving credibility in many areas of instruction. The same is true in the use of standards for school business communications. Whether an employee is sending a thank-you letter, newsletter, e-mail, or other essential information, the manner in which information is communicated reflects on our schools. Having the periods and commas in the correct place, using proper spelling and word choice, and having a consistent format for letters and memos, demonstrates to parents, students, and the community that Fayetteville Public Schools employees are committed to excellence.

The FPS Standards & Style Manual is a condensed reference tool designed to provide FPS employees with the essential information necessary to increase the clarity and effectiveness of all FPS communications.

Who We Are

Fayetteville School District is the proper name for our school district. Fayetteville Public Schools is commonly used and acceptable. The proper legal reference is Fayetteville School District #1. For first reference, use the proper name. After that, use the District.

Fayetteville School District is singular; verb use is singular.

Example: The Fayetteville School District is a leader in using classroom technology.

Fayetteville Public Schools as an organization is singular. Schools in the collective are plural. Either singular or plural pronoun and verb use is acceptable.

Example: Fayetteville Public Schools are located in northwest Arkansas.

Example: Fayetteville Public Schools is an equal opportunity employer.

Use of District Logo

The FPS logo, wordmark (the distinctive font used to represent FPS), and motto are important components of our district's brand image and identity, and they must be used consistently to be effective. Attempts to "improve" or "enhance" the district logo and wordmark are counterproductive and weaken, rather than strengthen, our identity in the community.



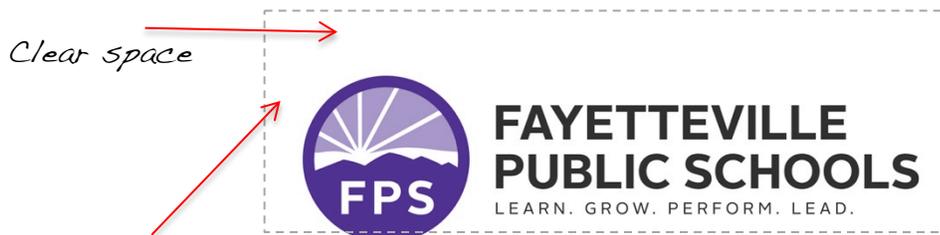
Here are the graphic standards for use of the FPS logo:

- Please use all elements (coin, wordmark, and motto) when displaying the FPS logo on printed or electronic materials. The logo cannot be cut apart or positioned in any way that will disturb the integrity of the design.
- The font for the FPS wordmark is Alright Sans. It can be downloaded to your machine from the Share drive. (S/District/Fonts).
- Do not print the logo in reverse.
- The purple color for the coin is Pantone 267.
- Never expand or condense the logo. Always maintain equal height and width %
- Minimum size for the logo is 2.5" wide.
- Clear space is used to help define and maintain the integrity of the WCSD



logo. Do not allow any distracting graphic elements, such as copy, photography, or background patterns to occupy the clear space.

- * Exceptions may be made for the use of the coin only in electronic media or on certain promotional items.



GLOSSARY

A

a cappella

abbreviation Do not use abbreviations or acronyms the reader would not quickly recognize. Always spell out official names and titles on first reference. Delete all periods unless necessary for clarity. Special cases: some abbreviations are acceptable in catalogs or technical writing.

acronym Avoid using an acronym on first reference, unless its meaning is readily recognized. Preferred form is to write a name in full on first reference, directly followed by the acronym in parentheses. An acronym then can be used in subsequent references – American College Test (ACT). Use periods in two-letter abbreviations, but, generally, omit them in longer abbreviations and acronyms.

academic degrees Academic degrees include Ph.D., Ed.D., etc. For public educators, use degrees following their names rather than using Dr. (John Smith, Ed.D.; not Dr. John Smith). Use an apostrophe in bachelor's degree and master's degree, but not in associate or doctorate degrees.

addresses Follow the guidelines established by the U.S. Postal Service for mailing addresses. When listing an address in a publication, use the state abbreviations in this guide with the city names. See states. Use abbreviations Ave., Blvd. and St. only with a numbered address.

Spell out and capitalize First through Ninth when used as street names; use figures with two letters for 10th and above. Abbreviate compass points with a single, capital letter to indicate directional ends of a street in a numbered address, but spell out directions in a street name (95 E. Wasatch Blvd., 9361 S. 300 East).

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

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

alma mater

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

American College Test ACT is acceptable on second reference.

ampersand (&) Use as part of an organization's formal name (Procter & Gamble Co.). The ampersand should not be used in place of and.

annual An event cannot be described as annual until it has been held in at least two successive years.

Arkansas Never abbreviate except in an address followed by a ZIP code for mailing purposes.

Arkansas Department of Education ADE is acceptable on the second reference.

Arkansas General Assembly Capitalize when using the formal title. Otherwise use lowercase *legislature*.

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

assistant principal Not vice principal in the Fayetteville School District.

athletic department Not athletics department.

associate degree Not associate's degree.

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.

B

bachelor's degree Not baccalaureate or bachelor degree. Capitalize Bachelor of Arts or Bachelor of Science when referring to a specific degree.

board of education Capitalize only when part of a proper name. See **Fayetteville Board of Education**.

buildings Capitalize official building names (Central Office, Transportation Building, etc.).

busing, buses Not busses.

C

capitalization In general, avoid unnecessary capital letters. See

departments and titles.

cell phone Two words.

child care Two words.

cities When naming cities in publications being sent within Arkansas, it is not necessary to follow the city name with Arkansas.

Class of (year) Capitalize when referring to a specific graduating class (Class of 1973 reunion).

classwork, course work

co-author (n.) or co-authored (v.) Hyphenate.

coed, coeducation No hyphen.

colleges/universities Spell out on first reference and use acronym on second reference.

commas Do not use a comma at the start of an indirect or partial quotation (She said "the school strives for academic excellence."). Use a comma to complete a quotation ("The school strives for academic excellence," she said.). Also use a comma to introduce a complete one-sentence quote (She said, "The school strives for academic excellence."). See **punctuation**.

compact disc CD is acceptable on second reference.

continuous learning calendar Not capitalized. CLC may be used on the second reference. Do not use year round school.

co-worker Hyphenate.

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.

course numbers Use figures and capitalize the subject when used with a numeral (German II).

D

database One word.

data A plural noun. Singular is datum.

dates Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. (Dec. 18, Oct. 2) Spell out when using a month alone or with a year. Do not separate the month and the year with a comma (January 2003). When a date refers to a month, day and year, separate with a comma (Jan. 1, 2003). Capitalize and spell out days of the week.

daylight-saving time Not savings. Note the hyphen.

degrees See **academic degrees**.

departments Uppercase district departments with their formal names (Human Resources Department, Communications Department, etc.). See List of Department Names on page 15.

disabled, handicapped, impaired In general, do not describe an individual as disabled or handicapped unless it is necessary. Acceptable terms to describe disabilities include: disabled (general term for a physical or cognitive condition that substantially limits one or more major daily life activity), blind (a person with complete loss of sight), visually impaired (partial loss of sight), deaf (a person with total hearing

loss), partially deaf, mute (a person who physically cannot speak), speech impaired, wheel-chair user. Avoid the terms handicapped, deaf-mute and confined to a wheelchair.

disk; diskette Not disc for computer-related references.

district Capitalize only when part of a proper name. See **Fayetteville School District**.

districtwide One word.

doctorate Doctorate degree, not doctor's degree.

drivers education No apostrophe.

E

email Always lowercase. When listing an email address, use all lowercase letters and do not use quotation marks (susan.smith@fayar.net).

Ed.D. See academic degrees.

end-of-course Hyphenate when used as an adjective (end-of-course testing).

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

entitled Books and other works are titled, not entitled. Entitled means a right to do or have something.

exclamation point (!) Avoid overuse.

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

ext. Do not capitalize. Abbreviated form preferred to extension in a phone number. Use a comma between the number and

the extension, as in 479.444.3000, ext. 8654.

extracurricular No hyphen.

F

fax Not facsimile or Fax. The term fax should not be used as a verb (I sent a fax to Robert Jones; not I faxed Robert Jones).

Fayetteville School District #1 Legal name of Fayetteville Public Schools.

flier, flyer Flier is the preferred term for an aviator or a handbill. Flyer is the proper name of some trains and buses.

foundation Capitalize only when part of a proper name. See Salt Lake Education Foundation.

full-time Hyphenate when used as an adjective (full-time student).

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

G

General Educational Development

Diploma GED is acceptable on all references.

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.

H

grade, grader Avoid using grader as a noun (first-grader). Hyphenate the adjective form of grade (She is a 12th-grade student; He is in the fourth grade).

handicapped See the listing for **disabled, handicapped, impaired**.

half-mast, half-staff Flags not on ships are flown at half-staff. District and school flags are only flown at half-staff when directed by the governor.

halftime One word.

homeroom (adj., n.) One word.

home schooling, home-schooled, home-schooler

home page Two words.

Human Resources Department Not Human Resource Department or Personnel Department.

I

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

in-service Hyphenate. Should only be used as an adjective (in-service training, in-service credit) and not as a stand-alone noun.

Internet Always capitalize.

intramural No hyphen.

italic; italicize Not italics.

J

junior Abbreviate as Jr. only with full names of persons and do not precede with a comma (John F. Kennedy Jr.).

junior, senior, sophomore Do not capitalize freshman, sophomore, junior, or senior when referring to individuals, but always capitalize names of organized entities: Sara is a junior this year. Frank is a member of the Class of 2015. She's in the Junior Class.

K

kindergarten Not capitalized.

kids Avoid in formal contexts. Use children or students.

L

listserv One word.

login, logon, logoff All one word.

M

make up (v.), **makeup** (n., adj.) No hyphen in the noun or adjective form (The teacher scheduled a makeup exam; The couple

decided to make up.).

Dr. Martin Luther King Jr. Day No comma. Not Civil Rights Day.

master's degree Master's degree in education, not master's degree of education. Capitalize when referring to a specific degree (Master of Arts).

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**. Use of middle initials is encouraged in formal context. Board members' names should appear in formal form.

names (second reference) In general, avoid the use of courtesy titles (Mr., Mrs., Miss, Ms.) in written correspondence. However, since these titles are commonly used in schools, exceptions may be made for publications specifically directed to parents and/or students.

National Education Association NEA is acceptable on second reference.

Native American Acceptable for those in the U.S. Where possible, be precise. (He is a Navajo commissioner.)

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

noon Not 12 p.m. or 12 noon.

nontraditional No hyphen. Acceptable reference to schools not on a traditional school year schedule, although the preference is to state the type of schedule

(year-round, extended, split-session, etc.).

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

O

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.**

P

paraprofessional One word, no hyphen.

parent teacher association Capitalize when part of a proper name. PTA is acceptable on all references.

parent teacher student organization Capitalize when part of a proper name. PTSO is acceptable on second reference.

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 (Our attendance rate was 85 percent.)

Ph.D. see academic degrees.

physical education P.E. is acceptable in all references.

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

podcast One word.

preschool One word. No hyphen.

president Capitalize only as a formal title used directly before an individual's name. Lowercase all other uses (Board President Kristi Swett).

Presidents Day No apostrophe. In Utah, the official holiday is called Washington and Lincoln Day.

principal Do not confuse with principle. Capitalize only when used as a formal title before a name (Principal Jane Doe).

professor Never abbreviate. Lowercase before a name. See **titles**.

punctuation In general, think of punctuation as a courtesy to your readers, designed to help them understand your message. See **commas, hyphens** and **quotations**.

Q

quotations Open-quote marks and close-quote marks are used to surround the exact words of a quote ("I will not stay," he replied; "I do not object," he said, "to the tenor of the report."). Place quotation marks outside periods and commas.

R

résumé Accents optional.

R.S.V.P. Use periods.

S

Scholastic Aptitude Test For the college entrance exam, SAT is acceptable on second reference.

school Capitalize only when part of a proper name (Asbell Elementary School). The word school should be included after the name on first reference (Asbell Elementary School). The word school can be dropped on second reference.

schoolwide One word.

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

secretary Capitalize only when part of an official corporate title. See **titles**.

statewide One word.

student body (n.) **student-body** (adj.) No hyphen unless used as an adjective (The student body elected a new president; Student body elections determined the new president).

substitute teacher Avoid using substitute as a noun. Never abbreviate as subs.

superintendent Do not abbreviate. The formal position title is superintendent of schools. Capitalize only when used as a formal title before a name (Superintendent Paul Hewitt). Always use the superintendent's full name in print.

T

times Use figures except for noon and midnight. Use a colon to separate hours from minutes, but avoid “:00” to represent the top of the hour (10:45 a.m., 4 p.m.). 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: Capitalize the principal words. 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.

COURTESY TITLES: In general, avoid the use of courtesy titles (Mr., Mrs., Miss, Ms.) in written correspondence. However, since these titles are commonly used in schools, exceptions may be made for publications specifically directed to parents and/or students.

JOB TITLES: In general, confine capitalization to formal titles used directly before an individual's name (Superintendent John Smith; teacher Patrick Jones; Chris Johnson, school secretary). Lowercase titles when not used with an individual's name (The superintendent issued a statement; the board president approved the measure).

U

University of Arkansas U of A is acceptable on second reference.

United States The abbreviation U.S. is acceptable in all uses. No space between the letters.

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

V

Valentine's Day Use an apostrophe.

Veterans Day No apostrophe.

W

Web Short form of World Wide Web. The Web is not the same as the Internet, but is a subset; other applications such as e-mail, exist on the Internet.

webpage, website One word. Do not capitalize.

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

Winter Break Not Christmas break.

World Wide Web Preferred use is the Internet.

Y-Z

year-round Hyphenate when used as an adjective.

years Use an s without an apostrophe to indicate spans of decades or centuries (the 1980s, the 1800s). Avoid using an apostrophe when omitting the first two numbers of the year ('98). School years should be written as 1998-99, omitting the century in the second year.

ZIP code Use all caps for ZIP but lowercase code.