

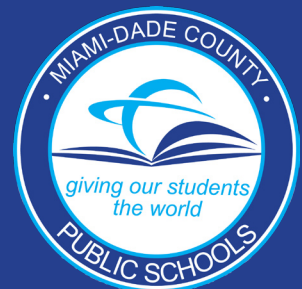
Miami-Dade County Public Schools

Graphic Standards Image Branding & Style Guide

I see the idea of branding as an important issue...I'm excited about the idea of getting the real message of what we do into the public mind...when we care enough for children, where do they go — Miami-Dade County Public Schools.

DR. ROBERT B. INGRAM, JUNE 13, 2007

Revised February 11, 2010





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1



Introduction/Branding

The purpose of this guide is to establish and maintain the consistent use of Miami-Dade County Public Schools' logo, type font and color palette, thereby supporting the district's brand. While branding is more than a logo, branding district and school services with a consistent identifier increases public awareness of what we do, builds confidence in public education and ultimately increases support for education services and programs.

Miami-Dade County Public Schools' graphic standards are based on the single premise that there is only one purpose for published and electronic materials issued by the district—to communicate facts, services and ideas. Schools and departments may provide exceptional individualized services, but we must not lose sight of the fact that these are school system services. We must endeavor to promote and clearly identify all of the many services the school system provides under a single brand.

Style Guide, Logo, and Letterhead Online*

To assist district work locations in the implementation of these graphic standards, the employee portal (Tool Box) features this guide, letterhead templates and the district logo. This guide explains district branding in detail, including specifications, color palette, usage and other relevant information for our identifying logo.

*** Employees must log in via the Intranet to access and download the logo and letterhead templates.**

2



Logo History

In March 2001, The School Board of Miami-Dade County unveiled Miami-Dade County Public Schools' new logo. It symbolizes opening the book of learning to a world of lifelong opportunities and complements the district's slogan "giving our students the world."

Use of District Name and Slogan with Logo discussed on page 8.

The logo was selected from more than 40 entries in a logo contest coordinated with the Miami Advertising Federation and judged best by advertising and marketing professionals from some of South Florida's leading advertising agencies. The logo design guidelines were determined with input from members of the Greater Miami Chamber of Commerce and the Miami-Dade County Council of PTAs/PTSAs, as well as select school system administrators, teachers, support staff and students. New graphic standards were distributed to all work locations, and within a few months, the logo took hold as the district's new modern symbol of learning.

In September 2005, The School Board of Miami-Dade County, Florida authorized the logo to be presented in a seal format under a School Board directive proposed by the late School Board Member Dr. Robert B. Ingram.

Logo Copyright

Miami-Dade County Public Schools' logo is copyrighted and is the only official logo authorized for use on all printed and electronic materials produced by district entities. The logo is for official use only; it is not to be used for personal use or shared with anyone outside the school system, including vendors.

3



Use of the Official Logo

The official logo will be prominently displayed on all school system public information and promotional materials and district assets, including facility signage, other signage and vehicles (school buses are exempt). The logo cannot be changed in any way. This includes its proportions, fonts and colors. Adherence to Miami-Dade County Public Schools graphic standards is critical to communicating a cohesive and consistent message.

The official school system logo is shown on this page. It is to be used on all Miami-Dade County Public Schools' publications including but not limited to fliers, brochures, annual reports, newsletters, forms, multimedia presentations, posters, letterhead, signage, business cards and advertising.

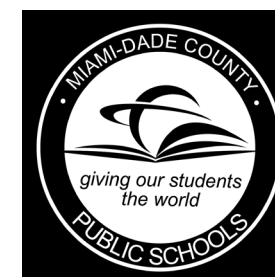
1. The logo may not be used smaller than 3/4" inch in diameter.
2. No logo may be used in place of the official school system logo
3. The logo may only be used in three ways. See below.
No other colors, shades or screens may be used.



Two-color
Blue (C=100 M=90 Y=10 K=0)
Cyan (C=100 M=0 Y=0 K=0)



One-color
BLACK
(C=0 M=0
Y=0 K=100)



Logo Placed on
Color Background*
*For assistance with placing
logos on color backgrounds,
please contact the Office of
Public Relations.

4

Download logos
through the employee portal under Tool Box.
Employees must log in via the Intranet to access logos.



Quality Control - Do's & Don'ts

To ensure high quality reproduction, our logo should always be reproduced from the approved digital artwork. Once given to a printer or installed in your computer, these logos should never be altered. Care should be taken to avoid these common usage errors:

- DO NOT** alter the logo in any way; this includes changing its proportions.
- DO NOT** ungroup logo and use its elements separately.
- DO NOT** translate the logo into another language. *Please refer to page 8.*
- DO NOT** change letter spacing or the relationship of the lettering to the logo.
- DO NOT** use the logo in unapproved colors.
- DO NOT** run lines through the logo.
- DO NOT** shade, shadow or texture the logo.
- DO NOT** stretch the logo.
- DO NOT** make the logo appear three dimensional.
- DO NOT** place the logo in any position other than upright.
- DO NOT** use the logo as part of a drawing or cartoon.
- DO NOT** develop or use other logos.

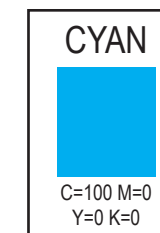
5



Color Standards

Miami-Dade County Public Schools' logo is a two-color graphic and is the preferred version to be used whenever possible on communication materials, including letterhead, print advertising, television advertising, printed materials, direct marketing materials and electronic media.

Color Definitions:



The colors of Miami-Dade County Public Schools' logo are a process Blue, C=100 M=90 Y=10 K=0 (book part of logo) and process Cyan, C=100 M=0 Y=0 K=0 (world part of logo). When color is not available, the logo must appear in all black (C=0 M=0 Y=0 K=100) or reversed out of a background color.

6



Typography

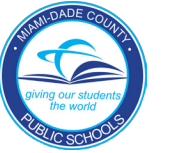
An important part of creating a professional image is the standardized use of typography. The Arial font family was selected to accompany the logo to ensure a contemporary look and easy readability. Arial is used throughout this guide.

ARIAL Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

ARIAL Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

ARIAL Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

ARIAL Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

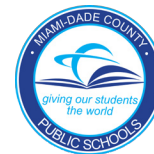


Use of Logo with District Name, Slogan and Other Languages

As the District's name (Miami-Dade County Public Schools) and slogan (*giving our students the world*) are a part of the logo, listing them separately with the logo is not necessary. However, to enhance legibility when the logo is reduced to its smallest allowable size, listing the District's name and slogan is acceptable.

Depending on the type of communication, it may be appropriate to list the District's name and slogan in another language with the logo.

Center District name and slogan beneath logo as shown below. The name should be in Arial font bold letters; the slogan in Arial font italics and in lower case letters.



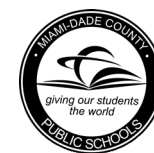
Two-color
Blue (C=100 M=90 Y=10 K=0)
Cyan (C=100 M=0 Y=0 K=0)

Miami-Dade County Public Schools
giving our students the world



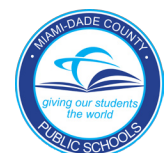
Spanish Option

Las Escuelas Públicas del Condado de Miami-Dade
dando el mundo a nuestros estudiantes



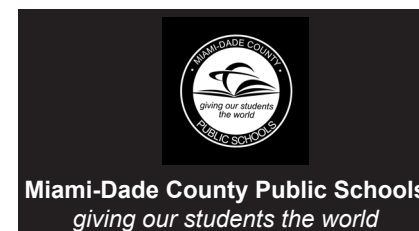
One-color
BLACK (C=0 M=0 Y=0 K=100)

Miami-Dade County Public Schools
giving our students the world



Haitian-Creole Option

Lekòl Leta Miami-Dade County
lage mond la nan plamen elèv nou yo



Reversed Placed on
Color Background

Miami-Dade County Public Schools
giving our students the world


Shown:
3/4" diameter logo with 9pt type, Font: Arial



District/School Board Letterhead

Our official communications should create a positive first impression. To achieve that goal, we have adopted the following letterhead design to create a distinctive, professional appearance.

Displayed below is district letterhead used for official correspondence from School Board Members and the Superintendent's office or on their behalf. Sample letter placement also is indicated. District letterhead may be downloaded from the employee portal or ordered through the Graphics and Materials Production Office at 305-995-1138. New letterhead templates are created after each School Board election to reflect leadership changes.

 **Miami-Dade County Public Schools**
giving our students the world

Superintendent of Schools
Alberto M. Carvalho

January 17, 2010

Miami-Dade County School Board
Dr. Solomon C. Stinson, Chair
Perla Tabares Hartman, Vice Chair
Agustin J. Barrera
Renier Diaz de la Portilla
Dr. Lawrence S. Feldman
Dr. Wilbert "Tee" Holloway
Dr. Martin S. Karp
Ana Rivas Logan
Dr. Maria Perez

Name _____
Title _____
Organization _____
Address _____
City, State Zip _____

Dear _____:

Miami-Dade County Public Schools wants to talk with you -- and we have an exciting new tool to do that.

The District has a new communications system called Connect-ED™ that will allow me and the principals in your children's schools to send you important messages by telephone. You received your first Connect-ED™ calls from me during Hurricane Wilma when we were testing the system.

Beginning today, we are using the system to let you know when your children are absent from school. We believe that this will help get more students to school regularly, which is the first step in their learning. Beyond attendance messages, we also will be able to reach out to you quickly in the unlikely event of an emergency.

In the coming weeks, your principals and I will be using Connect-ED™ to keep you informed about important developments in the schools -- everything from the distribution of report cards to the date and time of the next PTA meeting. Study after study has shown that parental involvement is a vital part of students' success in school, and we will use Connect-ED™ to help us keep you involved.

Thank you for your support as we continue our work to ensure every student in every school receives an education that prepares them for college, careers and citizenship.

Sincerely,

Alberto M. Carvalho
Superintendent of Schools

AMC:LJG:tr
L-913
cc: Superintendent's Cabinet
School Board Attorney
DRAFT

School Board Administration Building • 1450 N.E. 2nd Avenue • Miami, Florida 33132
305-995-1000 • www.dadeschools.net

Two-color District Letterhead
White Paper Stock Only

Recommended margins for letter
placement:

TOP (dateline): 1.75"
LEFT: 1.5"
RIGHT: 1"
BOTTOM: 1"

The district letterhead template is
available through the employee portal
under Tool Box.

Employees must log in via the Intranet to
access letterhead templates.

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School Identifiers & Letterhead

Our branding program is premised on the concept that our primary goal is to promote the valuable and varied programs and services our school system provides. Our logo is one way to visually reinforce the school system's presence, purpose and impact.

However, because of the breadth of system locations and services, schools also must be identifiable to help build school and community spirit. As such, standard school identifiers such as mascots, nicknames, emblems, slogans and colors are allowed, especially when communicating with parents and promoting school pride.

When appropriate, schools should incorporate the district logo in their communications. For example, a school may opt to use the district's name and logo with the school's name and mascot on letterhead. **See design option A.** Schools without an emblem or mascot may simply list the school name. On other communications, schools may want to identify themselves with the district by listing their names beneath the district logo. **See design option B.** To complement school colors that are different from district colors, schools may use the district logo in black or reversed out of a color. **See logo usage options on page 4.** Font recommendation: Arial

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giving our students the world

Superintendent of Schools
Alberto M. Carvalho

January 17, 2010

Miami-Dade County School Board
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Dr. Lawrence S. Feldman
Dr. Wilbert "Tee" Holloway
Dr. Martin S. Karp
Ana Rivas Logan
Dr. Maria Perez

Name _____
Title _____
Organization _____
Address _____
City, State Zip _____

Dear _____:

Miami-Dade County Public Schools wants to talk with you -- and we have an exciting new tool to do that.

The District has a new communications system called Connect-ED™ that will allow me and the principals in your children's schools to send you important messages by telephone. You received your first Connect-ED™ calls from me during Hurricane Wilma when we were testing the system.

Beginning today, we are using the system to let you know when your children are absent from school. We believe that this will help get more students to school regularly, which is the first step in their learning. Beyond attendance messages, we also will be able to reach out to you quickly in the unlikely event of an emergency.


In the coming weeks, your principals and I will be using Connect-ED™ to keep you informed about important developments in the schools -- everything from the distribution of report cards to the date and time of the next PTA meeting. Study after study has shown that parental involvement is a vital part of students' success in school, and we will use Connect-ED™ to help us keep you involved.

Thank you for your support as we continue our work to ensure every student in every school receives an education that prepares them for college, careers and citizenship.

Sincerely,

Alberto M. Carvalho
Superintendent of Schools

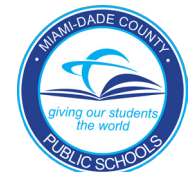
AMC:LJG:tr
L-913
cc: Superintendent's Cabinet
School Board Attorney
DRAFT

 **School Mascot/Emblem (optional)**

Contact Information and Principal's Name

NAME OF SCHOOL
Principal, Address • City, Florida 33132
Phone • FAX • website

A. This example of co-branded letterhead allows for custom identification of schools as well as the district. Bottom of the page copy is simply changed to indicate specific location and contact information. The school name, emblem or mascot (if available) is placed in the lower left quadrant. The principal's name is placed below the school address and above the school website address.



AMERICAN SENIOR HIGH SCHOOL

B.

Editable templates of school letterhead is available through the employee portal under Tool Box. Employees must log in via the Intranet to access letterhead templates.

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Department/Program Identifiers & Letterhead

Our branding program is premised on the concept that our primary goal is to promote the valuable and varied programs and services our school system provides. Our logo is one way to visually reinforce the school system's presence and impact. However, because of the breadth of system locations and services, it is sometimes necessary to identify district departments and programs. As such, standard department/program identifiers have been developed.

District departments/programs **ARE NOT** to develop or use other logos.

For department uniforms/shirts (such as those worn by district maintenance and transportation personnel), the official school system logo shall be placed on the left breast pocket. The logo may be in the standard two-color version, all black, or all white. No other logo colors are permitted.

 **Miami-Dade County Public Schools**
giving our students the world

Superintendent of Schools
Alberto M. Carvalho

January 17, 2010

Name _____
Title _____
Organization _____
Address _____
City, State Zip _____

Dear _____,

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The District has a new communications system called Connect-ED™ that will allow me and the principals in your children's schools to send you important messages by telephone. You received your first Connect-ED™ calls from me during Hurricane Wilma when we were testing the system.

Beginning today, we are using the system to let you know when your children are absent from school. We believe that this will help get more students to school regularly, which is the first step in their learning. Beyond attendance messages, we also will be able to reach out to you quickly in the unlikely event of an emergency.

In the coming weeks, your principals and I will be using Connect-ED™ to keep you informed about important developments in the schools – everything from the distribution of report cards to the date and time of the next PTA meeting. Study after study has shown that parental involvement is a vital part of students' success in school, and we will use Connect-ED™ to help us keep you involved.

Thank you for your support as we continue our work to ensure every student in every school receives an education that prepares them for college, careers and citizenship.

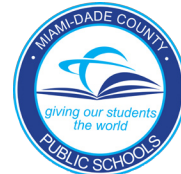
Sincerely,

Alberto M. Carvalho
Superintendent of Schools

AMC:LJG:tr
L-913
cc: Superintendent's Cabinet
School Board Attorney
DRAFT

Name of Office or Department
School Board Administration Building (if applicable) • Address • City, Florida 33132
Phone • FAX • website

Sample
Dept./Program
Identification



SPECIALIZED PROGRAMS

This standard letterhead look allows for proper identification of district departments. Bottom of the page copy is simply changed to indicate specific location and contact information.

Department letterhead **SHOULD NOT** list additional names in margins beneath the Superintendent's and Board Members' names or above the contact information. The sender's name and title below the signature line is sufficient for identification.

Editable templates of department letterhead is available through the employee portal under Tool Box. Employees must log in via the Intranet to access letterhead templates.

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Business Cards/Envelopes

One standard look has been developed for business cards. Lead administrators at each work location determine who is eligible for business cards; thus, online templates are not available. **Please order cards through the District's Graphics and Materials Production Office at 305-995-1138.**


One standard look also has been developed for envelopes. Design allows for schools and departments to be identified and their contact information and websites listed. Online templates are not available. **Please order envelopes through the district's Graphics and Materials Production Office at 305-995-1138.**

Name
Title



Miami-Dade County Public Schools
1450 N.E. 2nd Avenue, Suite 250 • Miami, FL 33132
305-995-xxxx • 305-xxxx-xxxx (Cell)
305-995-xxxx (Fax)
name@dadeschools.net

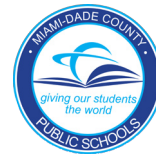
Two-color Business Card
Blue (C=100 M=90 Y=10 K=0)
Cyan (C=100 M=0 Y=0 K=0)
White Paper Stock Only

 **NAME OF OFFICE**
School Board Administration Building, Suite 000
1450 N.E. 2nd Avenue • Miami, Florida 33132
name@dadeschools.net

Department/School
Mailing Address & Website

One-color Envelope
Blue (C=100 M=90 Y=10 K=0)
White Paper Stock Only

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Sample Printed/Digital Materials

Schools and district departments are encouraged to be creative and resourceful in the development of promotional materials. However, in an effort to provide a unifying message for our many programs and services, all efforts should be made to follow a common graphic design standard. That standard incorporates the logo and the district's official color scheme. See examples below.



Color Publication
With Two-color Logo
on Color Background



Color Poster
With Two-color Logo
on White Background



Black & White Flier
With Black & White Logo
on White Background