

January 29, 2018

Chief Communication, Community/Workforce Engagement Officer

Logo Use

To: All Staff

From: Jahantab Siddiqui,
Chief Communication, Community, Workforce Engagement Officer

The Division of Communication, Community and Workforce Engagement has updated the HCPSS Style Guide and refined the logos used in system communications. This is part of our effort to ensure consistency of message and branding and improve accessibility. All employees should follow the guidelines and resources described below in using HCPSS logos and preparing communications. Schools may continue to use images of their mascots on their websites and other communications.

We will begin to phase out the use of the green flame logo effective immediately and use a newer, simpler version of the blue logo, shown below:



All new materials, including electronic resources, handouts, webpages, PowerPoint presentations, etc. must follow the logo guidelines. We will continue to use our existing stock of letterhead, envelopes, business cards and all other printed material through June 30, 2018.

Divisions with HCPSS vehicles should contact Anna Gable (anna_gable@hcpss.org) to discuss replacement schedule of vehicle decals.

Please note that the new logo has been refined from earlier versions so that it can be more easily printed and is more accessible to those who are visually disabled. Please discard any prior electronic versions you may have and use only the latest versions. Please contact Anna Gable, Communications, at 410-313-7496 or via email, with any logo usage questions or requests.

I encourage all staff to print the Quick Reference Guide to refer to when creating or approving new materials. In addition, we have provided additional tools on the Staff Hub to support this transition.

Resources

The following items/tools may be downloaded from the Staff Hub. **Click on Sitemap>Hub Docs; under Document Library, click on [Communications Resources](#).**

- **Logos:** in the standard blue, black (for photocopying), blue reverse (for use on a dark color background), black reverse (for use on a black/graytone background), as well as variations of the flame in a circle, which can be used if the school system name is prominent elsewhere on the page.
- **Letterhead** for schools/buildings (blue logo, black logo for photocopying)
- **HCPSS Branding and Writing Style Guide:** guidelines on proper logo use, HCPSS terminology, document and Powerpoint formatting, correct punctuation and terminology, and more.
- **Quick Reference Guide to Logos, HCPSS Terms, Templates**
- **Templates:** memo, fax cover sheet.
- **Board report templates:** Board meeting agenda item procedures, Board report cover template, Board PowerPoint presentation template, Board presentation checklist, proclamation guidelines.