

Kern County
**Superintendent
of Schools**
Office of Mary C. Barlow
...advocates for children

*Identity &
Communication
Standards*



KCSOS Identity & Communication Standards

Why image matters:

As employees working for a taxpayer-supported organization, headed by a publicly-elected superintendent of schools, we are watched and judged by the public every day. No matter what our job title, any one of us can be an image-maker or an image-breaker. The messages we send – verbal, written, image-based, electronic, or video – affect the image of this office and public education in general.

For this reason, it is important that we are all on the same page. This means a common brand, or style, must always be maintained to ensure the utmost consistency, uniformity, and professionalism is conveyed to our many audiences.

KCSOS's brand is its identity. A brand is more than just a logo or mission statement, though; it includes organizational beliefs and values, the way we interact with our stakeholders, and practices and experiences that determine how the public views the organization.



KCSOS's brand assets

Mission Statement:

**As advocates for children,
we provide leadership, education
and support for students, school
districts and the community
through programs, services
and
fiscal accountability**



KCSOS's Core Values:

- **Children first**
- **Dedicated to excellent service**
- **Our employees are our most valuable asset**
- **Fiscal integrity is vital**
- **Collaboration is key**

Tagline:

Advocates for Children

Logo:

Examples of KCSOS logos and their proper use are shown on the next two pages. High-quality files can be obtained at internal.kern.org/identity or by e-mailing the Communications Department at romeszaros@kern.org. Absolutely no alterations to these logos may be made without prior approval from the Communications Department.

NOTE: Using any version of the KCSOS logo on promotional items such as t-shirts, mugs or pens requires the approval of the Communications Department.

For approval, prepare an e-mail detailing the item/ items desired. In the e-mail include the purpose of the item, distribution method and audience, and what vendor you will work with to have the product produced. Send this proposal to romeszaros@kern.org.

Official logos

Official logos can be downloaded at internal.kern.org/identity.

The KCSOS logo is comprised of custom typography and includes the tagline, "Office of Mary C. Barlow ...advocates for children." It is available in horizontal and vertical configurations, and although the vertical version is preferred, the user may choose that which best suits the end product. Versions are available in color, grayscale, black / white and reversed.

Minimum Size Requirements

To ensure the logo's clarity and impact, it should never be reproduced so that it is smaller than 1" high for the vertical version or 2" wide for the horizontal version. An alternate version of the logo with a shortened tagline ["...advocates for children" only] can be used when a smaller size is needed. Contact Communications if you are unsure of which logo is suitable for your circumstance.

The specialty version of the logo is intended for use where it will be imprinted on items such as pens/pencils in a single ink color at very small or difficult to print sizes.

Clear Space

When used with other elements such as graphics, photography and text, the visibility and integrity of the logo is maintained by allowing a minimum clear space all around the logo [*]. The height of the lower case letters represents the minimum clear space that should be used. The effectiveness of clear space can be seen in the reverse version shown at lower right.

Positioning graphics in relation to logo

Whenever possible, align text, photos, graphics, etc., flush left with the 'o' in of, or flush right with the right edge of the logo.

Vertical version (preferred)



Horizontal version



Alternate version



Specialty version

Kern County Superintendent of Schools

Reverse version



Color palette

KCSOS logo colors:

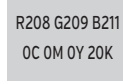
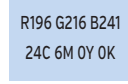
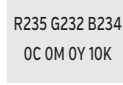


PMS: 301
 RGB: R0 G82 B147
 CMYK: 100C 43M 0Y 18K
 HEX: #005293



PMS: Cool Gray 9
 RGB: R116 G118 B120
 CMYK: 0C 0M 0Y 65K
 HEX: #747678

Secondary:



The KCSOS logo uses PMS 301 and Cool Gray 9 from the Pantone® Matching System. These are industry standard inks used to provide consistent application of color on commercially printed materials. Specify these colors when reproducing the logo. Black ink is preferred for body text and white is the preferred paper color. Because monitors display color differently, the colors in this document may not appear consistent from device to device. Use of the color ‘recipes’ provided will ensure consistency between documents.

Secondary colors are the preferred palette for other elements in your layout, including headlines, graphics, emphasis in text, sidebars or other graphic elements. Consistent application of these colors across all organizational media helps to reinforce the KCSOS brand.

Brights:



The bright color palette was chosen for use in charts and graphs when a broader range of color is needed in order to convey information. These colors should only be used in small doses, and only as few as needed, so as not to overwhelm the reader.

Usage

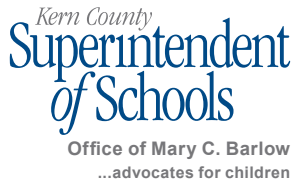
DO NOT...



CHANGE THE COLORS



APPLY DROP SHADOWS OR OTHER SPECIAL EFFECTS



CHANGE THE FONTS



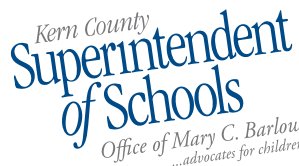
STRETCH OR DISTORT
 Always constrain the proportions when sizing the logo.



PLACE OVER PHOTOS OR PATTERNED BACKGROUNDS



CHANGE THE ELEMENTS OR THEIR RELATIONSHIPS TO EACH OTHER



ROTATE OR SKEW



PLACE INSIDE A SHAPE

Correspondence templates:

All correspondence, internal and external, generated by employees must be prepared according to office style. Please see examples on this page for guidance on setting up letters and memos. Memorandum letterhead is used when the correspondence is directed to a person or party outside the office. Plain white paper, with the office heading as shown below, is used when the correspondence is directed to an internal department or person. Letterhead and envelopes pre-printed in office ink colors can be ordered through the Production Department.

While it is preferred that you use pre-printed stationery when printing letters, we have made color and black/white Microsoft Word templates available for your convenience, for instances when you wish to generate a PDF of your letter and send it electronically.

Fillable PDF or Word templates for the following documents can be found at: internal.kern.org/identity

- Stationery
- External memo
- Fax cover sheet
- Avery #5164 shipping label

Letter Example

Kern County
**Superintendent
of Schools**

Office of Mary C. Barlow ...advocates for children

January 1, 2017

Mrs. Jane Doe
1234 Main Street
Anytown, CA 93301

Dear Mrs. Doe:

A modified block format is used for all letters. Letters are single spaced unless there is a particular reason for changing it. The preferred font is 11 point Arial Regular. Margins are set at 1" from the left and right edge of the sheet and should not extend into the margins any further than the printed address block. Preferably, all content should line up with "of" in the logo. If more room is needed, margins may be adjusted on the left to accommodate the length of the letter.

The date of the letter and the closing should be lined up with each other. Do not use a signature line at the bottom of a letter.

Sincerely,

Mary C. Barlow
Kern County Superintendent of Schools

Stephen L. Sanders
Chief of Staff

MCB:SLS:ge
Enc.

c: Irma Tiner

External Memo

Kern County
**Superintendent
of Schools**

Office of Mary C. Barlow ...advocates for children

MEMORANDUM

January 1, 2017

TO: Academic Decathlon Coordinators

FROM: Academic Decathlon Committee

SUBJECT: Orientation

A modified block format is used for all memos. Memos are single spaced unless there is a particular reason for changing it. The preferred font is 11 point Arial Regular. Margins are set at 1" from the left and right edge of the sheet and should not extend into the margins any further than the printed address block. Preferably, all content should line up with "of" in the logo. If more room is needed, margins may be adjusted equally to the left and right to accommodate the length of the memo.

The example above is how a memo should be headed if it is from a group to "a group". If the memo is from a person, it should be addressed to "a person" as in the example below:

TO: John Jones
Academic Decathlon Coordinators

FROM: Jane Smith, Chair
Academic Decathlon Committee

SUBJECT: June 17, 2013 Orientation

Be sure to include the name and phone number or email address contact in the closing paragraph of your memo. Do not use a signature line.

MCB:SLS:ge
Enc.

c: Irma Tiner

Office of Mary C. Barlow
Kern County Superintendent of Schools
Advocates for Children

January 1, 2017

TO: Academic Decathlon Coordinators

FROM: Academic Decathlon Committee

SUBJECT: Orientation

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MCB:SLS:ge
Enc.

c: Irma Tiner

Internal Memo

Standardized e-mail signatures:

KCSOS e-mail signatures should state the name, title, department or division, address, phone number, fax number and the tagline “Advocates for Children.” ***Favorite quotations or sayings are not appropriate for e-mail signatures.*** Additionally, never use a custom background when you send e-mails.

Example of standardized e-mail signature:

**Jane Smith, Graphic Artist
Communications Department
Kern County Superintendent of Schools Office
1300 17th Street – CITY CENTRE
Bakersfield, CA 93301-4533
p. 661-636-5555 / f. 661-636-5551
“Advocates for Children”**

Proper Listing of Titles / Degrees:

KCSOS communication policies prohibit the listing of titles / degrees other than for Educational Doctorate degrees and specialized licenses / certifications. Masters degrees, Bachelors degrees, etc. are important; however it is not appropriate to list abbreviations for these degrees in e-mail and written correspondence.

Please only list degrees / certifications as follows:

1. Educational Doctorate Degrees (e.g. Jane Doe, Ed.D., Division Administrator)
2. Specialized licenses / certifications where the listing of the degree is a standard industry practice, such as an auditor where the CPA certification is required (e.g. John Doe, CPA)

For questions about proper listing of degrees / certifications, please contact the Communications Department.

Representing KCSOS as good will ambassadors:

Every KCSOS employee is an ambassador for public education. Showing people you are service-oriented goes a long way in terms of how our office is perceived and supported.

How you conduct yourself influences the public's perception of our office and superintendent of schools. Every time you interact with people inside and outside of work, you have the opportunity to demonstrate that KCSOS employees are among the best and most committed to customer service.

Working with the media:

The media can be a powerful brand messenger if utilized properly.

It is office policy that news releases, advisories, public service announcements and other contacts with the media are created and routed through the Communications Department. Never make direct contact with the media without first checking with Communications staff.

If you are contacted directly by the media, please be sure to do the following:

- Get the name of the person calling
- Find out what media outlet they are from and their contact information
- Find out what they are calling about
- Determine when their deadline is
- Assure the caller that you or the best person able to answer his / her questions will call back ASAP prior to their deadline
- Call Communications so it can be determined the best course of action to take (e.g., whom, if anyone, is the best person to speak with the reporter; help with talking points)
- Never feel pressured to make comment or provide information without first following the steps above

Your adherence to these guidelines will ensure that our office provides timely, courteous, accurate and consistent responses to the media and that the superintendent's protocol is maintained.

Political activities:

Any time you get a request from an elected official, please notify the Communications Department immediately for guidance. While employees have the right to be active politically on their own time, they should remember that they are always representing KCSOS.

Letters of support:

Requests for letters of support for grants and other funding must be coordinated through the KCSOS Grants Department.

Communication best practices:

Always...

...know and understand KCSOS's mission, values and goals.

...show sincerity, enthusiasm and professionalism when interacting with internal and external audiences.

...utilize KCSOS's pre-production and production services to ensure marketing materials and other collateral maintain a high-quality and brand consistency.

...share your positive news with the Communications Department so it can be shared with a broader audience using many internal and external communication vehicles (KCSOS's web site, Facebook, Twitter, etc.).

...use a standardized signature when sending e-mails.

Never...

...use KCSOS logos downloaded from the Internet. High-quality logos can be obtained through Communications or at internal.kern.org/identity

...use fancy formatting, including background images, in e-mails.

...overwhelm your audience with too much information. Less is oftentimes more. In website and other marketing materials, be concise and to the point.

How Communications can help:

The KCSOS Communications Department includes a full-service graphics unit, pre-production and printing services, in addition to website development and video production services. The department also oversees media relations, message development, writing, editing, marketing and assistance.

The Communications Department can be reached at [661] 636-4741.



Kern County
Superintendent of Schools
Office of Mary C. Barlow ...advocates for children

1300 17th Street - CITY CENTRE | Bakersfield, CA 93301-4533
[661] 636-4000 | FAX [661] 636-4130
Communications Department: [661] 636-4741
www.kern.org

