

APS Identity Standards

*In-House Guide to District Standards
for Written Communication*

**ALBUQUERQUE
PUBLIC SCHOOLS**



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Celebrate the 8 essential goals toward better education for the Albuquerque community!



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ALBUQUERQUE
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Who Are We?

Who Are We?

We are the **Albuquerque Public School District** or the **Albuquerque Public Schools**.

- When using: the **Albuquerque Public School District**: Drop the *s* off **Schools**.
- **When Albuquerque Public Schools is used as an adjective**: Retain the *s* on **Schools**, i.e. **Albuquerque Public Schools** students.
- For second reference, use **District** or **APS**.
- In referring in general to public schools, use **Albuquerque public schools**.
- Always capitalize the **D** in **District** when referring to APS.
- The initials **APS** are singular, as one entity—**APS is striving for excellence**.
- Always use **Albuquerque Public Schools Manzano High School** for first reference. Second reference is **APS Manzano High School**. After the second reference, **Manzano High School** is acceptable.

Who governs this District?

The elected Albuquerque Public Schools Board of Education.

What is the name of your school?

Schools must use their Board-approved name on documents. Refer to the current APS website School List for the correct names of the District schools.

Descriptors may appear under the official name, e.g.

- John Adams Middle School
A Magnet School
- Atrisco Heritage Academy
High School
- Tierra Antigua
Elementary School
- Eubank Academy
of Literacy & Fine Arts



ALBUQUERQUE
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*The APS Logo
& Standardization
of District Publications
& Stationery*

The APS Logo & Standardization of District Publications & Stationery

District brochures, booklets, newsletters, and any other types of documents that have covers have certain identical features to ensure District recognition.



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Use of the District Logo

The first part of this standardization process involves limiting the colors of the District logo. The District logo may only appear in the following colors:

- Black
- Pantone 072 Blue
- Two Pantone colors:
 - 072 Blue (Albuquerque Public Schools text)
 - 193 Red (APS apple icon)
- Process color to match the above Pantone inks
- White

These color guidelines will be adhered to for all uses of the logo—including signage, electronic materials, printing on tote bags, T-shirts, vehicle identification, *PowerPoint* presentation, and all printed documents. All department logos must be approved and/or designed by GP&DS, and used only as secondary to the APS logo.

The APS Logo & Standardization of District Publications & Stationery

District brochures, booklets, newsletters, and any other types of documents that have covers have certain identical features to ensure District recognition.



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Use of the District Logotype

Another part of this standardization process involves use of the logotype. The name “Albuquerque Public Schools” may only appear in the following typeface in all caps:

Semibold Italic Stone Sans

- **ALBUQUERQUE PUBLIC SCHOOLS**
- *Albuquerque Public Schools**

The logotype will appear only in the following colors:

Black

Pantone 072 Blue

White

These type guidelines will be adhered to for all uses of the logo—and all printed documents. Support type for APS documents will be in the Stones family of fonts, i.e. Stone Informal, Stone Serif. (*certain publications only)

- *Celebrate the 8 Goals!* Support type “Caflisch Script Regular” will be used for taglines, subheads, etc. in approved colors and formats. Fonts available on request.
- *“Celebrate the 8...” in Caflisch Script Regular*



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Publication & Stationery Guidelines

Publication Guidelines:

District Publications are defined as follows:

- Forms, newsletters, flyers, brochures, stationery, and any other form of printed material which contains, refers, or represents the District.

Newsletters

- All APS newsletters must display the APS logo in APS colors or in black and white in the upper left hand corner of the front page or a prominent spot.
- All APS newsletters must display the “*Celebrate the 8 essential goals toward better education for the Albuquerque community!*” at the bottom center of the front page in one line.



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- Full color newsletters will display the “Celebrate the 8...” as shown below in one line. Type will be in PMS 072 blue.
Celebrate the 8 essential goals toward better education for the Albuquerque community!
- Two color newsletters will display the “Celebrate the 8...” as shown below (in one line). Type will be in PMS 072 blue or black.

Celebrate the 8 essential goals toward better education for the Albuquerque community!

Celebrate the 8 essential goals toward better education for the Albuquerque community!

Stationery Guidelines:

- Letterheads

All letterhead will conform to the District Standard and will display the “*Celebrate the 8...*” at the bottom of the page. Department logos are not permitted on letterheads.

Celebrate the 8 essential goals toward better education for the Albuquerque community!

Letterhead will be printed one color PMS 072 blue or black. Exceptions are explained on the next pages.

A black/white format will be made available for printing from personal printers. It is the only format acceptable for site printing. You will be notified/emailed by GP&DS when this format is available. There will be guidelines for its use.

A web (email friendly) version will be made available for sending official APS documents over the internet. You will be notified/emailed by GP&DS when this format is available. There will be guidelines for its use.

- Envelopes

All envelopes will contain the APS logo, Albuquerque Public Schools, school/department name and address, in either PMS 072 blue or black.

- Memo Pads

Memo pads are in standard format with APS logo, Albuquerque Public Schools, school/department name, employee's name and title. In either PMS 072 blue, black, or one school color.

- Business Cards

Business cards will be in standard format with APS logo, Albuquerque Public Schools, school name, employee's name and title, address, phone, fax, and email address. In either PMS 072 blue or black, on a choice of six cover paper stocks.

To order above: for letterhead, envelopes, memo pads, business cards, see **Illustrated Sample pages 15-19**.

- Other

Newsletters, brochures, and other collateral are developed by GP&DS' graphic design department to conform with the standard format for the District. Copy and ideas may be submitted to the Graphic Design Center, who will work with each department/school to achieve a quality product within the APS guidelines. **To order newsletters, etc.:** obtain an **AD-12 Print Order** (see page 20), fill out completely and return to GP&DS via interoffice, fax or email.



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Copyright Law

Copyright Law

When copyright law comes into play

- Copyright law governs the following:
 - artwork
 - brochures
 - guides
 - illustrations
 - internet materials
 - music
 - photographs
 - programs
 - slide presentations
 - software

Questions?

You must have written permission from the copyright holder to reproduce copyrighted materials. A copyright “Request for Permission to Use” form can be obtained from GP&DS and will be made available online at the GP&DS website January 2009.



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TM





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Email Etiquette

Email Etiquette

Suggestions on use

- **Check email regularly.** Delete all unnecessary email as soon as possible, to avoid going over your limit.
- **Do not participate in email strings.** They are hard to follow and information generally becomes disjointed. Once an email string starts, convene a face-to-face meeting, determine the issue and the take the appropriate next step. Reply to all sparingly. When you respond to a mass email (a message sent to multiple recipients), determine whether everyone listed needs to receive your reply. If a reply to the sender only is sufficient and appropriate, hit the “reply” vs. the “reply to all” button to cut down on multiple and unnecessary mail.
- **Do not use a person’s name in the subject line** of an email. It is inappropriate.



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- **Be concise.** Follow the KISS rule (keep it short and sweet). Get to the point in a clear manner. Keep paragraphs short - three or four sentences at most. If you find you need to send an email that is longer than a few short paragraphs, revise the message or consider picking up the phone or paying a personal visit instead.
- **Watch your words.** Before sending any email, check your message. Ask yourself, “What is my purpose for sending this email?” Always consciously choose your words and be sure every communicate accurately and clearly conveys your message. Be careful about what you say and how you say it.
- **Office email is never personal.** Unless you own the company, any email sent via your office computer is the property of the employer and is subject to their purview. There is no such thing as personal email at work. Be aware and watch what you say because every message represents you and the organization.



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Illustrated samples

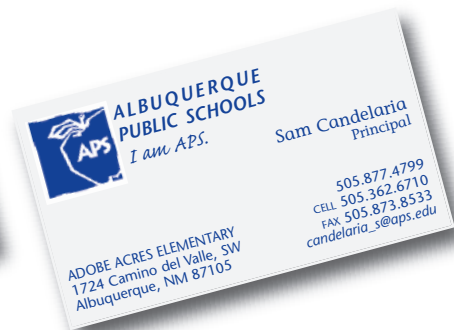
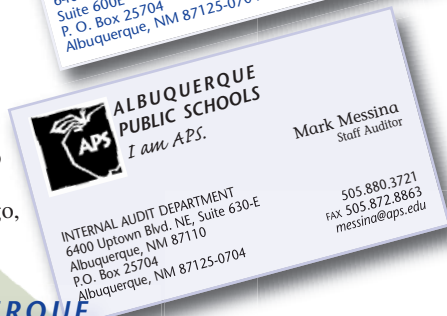
Illustrated Samples

Accepted formats

- all business cards
- choice of 6 different paper colors
- all 80# cover stock
- choice of APS 072 blue or black
- **exception:**
superintendent, leadership team, board of education
choice of pms 187 red logo, 072 blue type



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To order business cards:

- Obtain a Work Order Form from any GP&DS location or the GP&DS website (see page 20 of this booklet).
- **Fill out completely** and send via interoffice, fax or email to GP&DS. If not filled out completely, job will be put on hold.

Illustrated Samples

Accepted formats

- #10 business envelopes for all schools & sites

- 072 blue or black ink



To order envelopes:

- Obtain a Work Order Form from any GP&DS location or the GP&DS website (see page 20 of this booklet).
- **Fill out completely** and send via interoffice, fax or email to GP&DS. If not filled out completely, job will be put on hold.



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ALBUQUERQUE PUBLIC SCHOOLS
K-8 Dual Language Fine Arts Academy
Washington Middle School
1101 Park SW • Albuquerque, NM 87102-2967

Illustrated samples

Accepted formats

- all **department** letterhead one color
pms 072 blue on white fox river rag text-
this paper will feed through laser and inkjet printers.
- exception:*
 - superintendent, board of education and leadership team
choice of pms 193 red logo, 072 blue type
- all letterhead will be in the format shown here, with
“Celebrate...” at bottom of page under address.
- hierarchy** is the superintendent and the “owner” of
the letterhead. No other hierarchy required.

see next pages for schools...



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ALBUQUERQUE PUBLIC SCHOOLS
Office of the Superintendent

Winston Brooks
SUPERINTENDENT



Albuquerque, NM 87125-0704
brooksb@aps.edu
Celebrate the 8 essential goals toward better education for the Albuquerque community!

Diego D. Gallegos, Ed.D.
ASSISTANT SUPERINTENDENT



ALBUQUERQUE PUBLIC SCHOOLS
Regional Quality Center

Diego D. Gallegos, Ed.D.
ASSISTANT SUPERINTENDENT

Winston Brooks
SUPERINTENDENT

To order Letterhead:

- Obtain a Stationery Work Order Form from
any GP&DS location or the GP&DS website
(see page 20 of this booklet).
- Fill out completely** and send via interoffice,
fax or email to GP&DS. If not filled out
completely, job will be put on hold.

ALBUQUERQUE PUBLIC SCHOOLS

Regional Quality Center

Celebrate the 8 essential goals toward better education for the Albuquerque community!

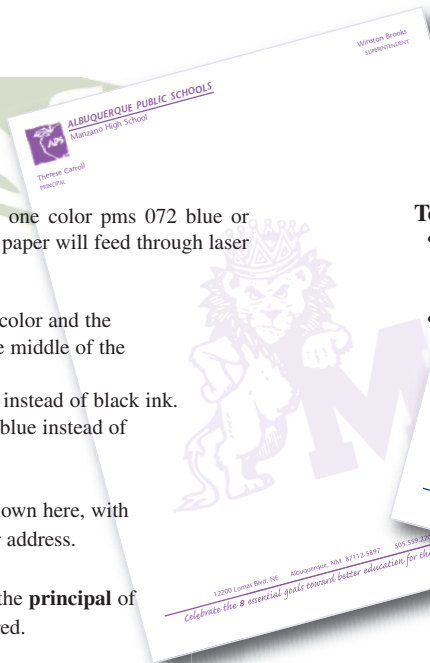
Illustrated Samples

Accepted formats

- all school/department letterheads are one color pms 072 blue or black on white fox river rag text-this paper will feed through laser and inkjet printers.

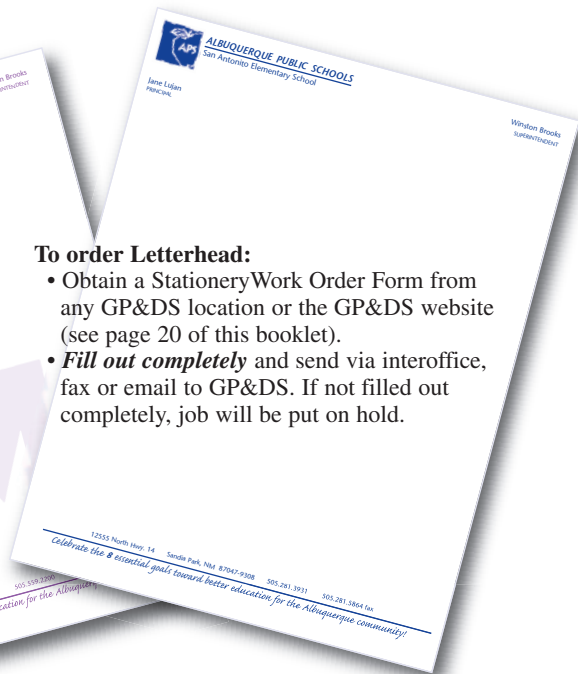
exceptions:

- high schools** can choose one school color and the school mascot will be screened in the middle of the letterhead.
- middle schools** can choose 072 blue instead of black ink.
- elementary schools** can choose 072 blue instead of black ink.
- all letterhead will be in the format shown here, with “Celebrate...” at bottom of page under address.
- hierarchy** is the superintendent and the **principal** of the school. No other hierarchy required.



To order Letterhead:

- Obtain a StationeryWork Order Form from any GP&DS location or the GP&DS website (see page 20 of this booklet).
- Fill out completely** and send via interoffice, fax or email to GP&DS. If not filled out completely, job will be put on hold.



Illustrated Samples

Accepted formats

- memo pads will be 5.5" X 8.5" in the format as seen here.
- printed in 072 blue or black
- 50 sheets to each pad
- minimum of 10 pads per name



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ALBUQUERQUE PUBLIC SCHOOLS
Human Resources

Nancy J. Duran
889.4826



ALBUQUERQUE PUBLIC SCHOOLS
Human Resources



ALBUQUERQUE PUBLIC SCHOOLS
Human Resources

Nancy J. Duran
889.4826

To order Memo Pads:

- Obtain a Work Order Form from any GP&DS location or the GP&DS website (see page 20 of this booklet).
- **Fill out completely** and send via interoffice, fax or email to GP&DS. If not filled out completely, job will be put on hold.

GP&DS...Who Are We?

We are Albuquerque Public Schools
Graphics Production & District Services (GP&DS)

Our services include:

- **Mail Center** - daily mail sort and delivery to all sites processing all district mailings • delivery of payroll in main facility 912A Oak SE 842-3660
- **Print Center** - graphic design • production • printing and bindery of all forms, stationery, agendas, brochures, posters, etc. for the district at main print facility 912A Oak SE 842-3696/3679
- **Copy Centers** - graphic design • production • copy and bindery of all forms, brochures, booklets, agendas, posters, including laminating and coil/book binding for the district at three locations:
930B Oak SE 848-8765 912A Oak SE 842-3722
6400 Uptown NE Ste 110 889-4867

- **District Image & Archive Center** - archival of district records • filming and imaging of all transcripts • back up for school registrars, providing certified copies of transcripts to students, institutions, and the military. 1200 Hazeldine SE (Milne Stadium) 848-8836
- **The Classroom Store** (formerly Graphics/DLITS) - fully stocked store for teachers, providing thousands of incentives, teaching materials, and other products for the classroom, at very low cost.
In the Copy Center at 930B Oak SE 848-8765

For questions regarding the standardization of Albuquerque Public Schools' identity, please call Karin Tarter, Manager, APS GP&DS at 842-3594 tarter@aps.edu, or Johanna King, Communications Specialist, APS Communications Dept, 881-8421 king_@aps.edu.



*Graphics Production
& District Services*

<http://www.apsfacilities.org/graphics/>