



Communications Standards Manual

August 17, 2011

Introduction

Adhering to a consistent set of identity standards is critical to the enhancement of Denver Jewish Day School’s (Denver JDS) image and reputation. Each year, Denver JDS produces a variety of brochures, posters, letters and other printed and electronic materials that cover a wide range of subjects and meet a broad variety of institutional requirements. A reasonable degree of design and editorial unity will enable these publications to have a cumulative positive impact for the school. The objective is not to make every publication look the same, but rather to give each common elements that will clearly mark it as part of the Denver JDS “family.”

- The standards set forth in this guide are designed not only to convey the comprehensiveness of the Denver JDS experience, but also to make the work of staff and vendors easier, more cost-effective and more efficient by ensuring consistency.
- The standards define use of the school name, logo and other distinctive visual identifiers applicable to a wide variety of internal and external publications.
- The standards apply to written material with graphics intended for the many constituencies of the school.

Review Policy

To help ensure a consistently high level of professionalism and branding in our communications, all division-wide (and broader) communications must be reviewed and approved by the Development Office. This includes:

- Letters and/or Announcements to Lower Division parents
- Letters and/or Announcements to Upper Division parents
- Signs and/or Notices that hang in common areas
- E-mails to parents or student body

Please allow a minimum of 48 hours for the review process and plan your communication schedule accordingly. Remember that most of the Development Office staff works part time, and may not be available to review your message immediately. If you have an urgent matter, please contact Krista Boscoe in the Development Office, as it is never acceptable to send a communication without review and approval.

For document review please contact:

Pertaining to graphics:

Susan Radetsky
Graphic Designer &
Communications Coordinator
sradetsky@denverjds.org
720-449-9508

Pertaining to text:

Stefanie Jacobs
Marketing, PR & Web Site
Coordinator
sjacobs@denverjds.org
720-449-9551

If Susan or Stefanie is unavailable, please contact:

Shayna Friedman Admission Director sfriedman@denverjds.org 720-449-9550	Avi Halzel Head of School/CEO ahalzel@denverjds.org 720-449-9522
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Denver Jewish Day School – Graphic Identity



Black and red logo with tagline



Black and red logo without tagline



Black logo with tagline



Black logo without tagline

In the Denver Jewish Day School logo, the ascending mountain (directly above the name of the school) symbolizes the Denver JDS student's rise to a higher level as he/she acquires knowledge. The mountain also symbolizes the Rocky Mountain region in which Denver JDS is located. The Jewish tree of life symbol appears to the immediate right of the mountain and school name. The tree of life refers to the Torah and is an image used repeatedly in Judaism. The roots on the tree symbolize the Jewish values and traditions in which the school is grounded.

The tagline describes what the school imparts to students: extraordinary education, timeless traditions and inspired lives. We create an **extraordinary education** through a K-12th grade curriculum that provides critical building blocks in academics, Judaic learning and community building that culminates in enabling graduates to leave with a full spectrum of human development: intellectual, cultural, spiritual, physical and social. We embrace **timeless traditions** in order to create an enlightening and enriching Judaic experience around which all learning flows. Being part of a community steeped in values, exploration and support motivates students to lead **inspired lives**.

The Denver JDS logo should be used on ALL school publications, whether in print or electronic form. Officially recognized Denver JDS departments, programs, staff and PTO are authorized to use the logo to represent the school. When the logo does not appear on the front cover of a print publication, it should be used on the back cover or in another highly prominent location.

- 1. Official Logo Files** – Please use **only** the official electronic files of the Denver Jewish Day School logo. Susan Radetsky, graphic designer and communications coordinator, located in the Development Office, e-mailed the official logo files to all faculty and staff. If you did not receive these files, please contact Susan at x108 or sradetsky@denverjds.org. **Please save the official logo files in a special folder labeled “Official Denver JDS logos”** so you will be able to access them as needed. If you need additional copies of these files, please contact Susan.
- 2. Tagline** – Use the Denver JDS logo with the tagline unless the logo is so small that the tagline is illegible or there is no room for it.
- 3. Use of Unofficial Logo Files** – NEVER download the Denver JDS logo from our Web site or anywhere else to use on any official Denver JDS materials. NEVER make your own scan of the logo to use in documents.

A file obtained in one of these ways will not look professional. If you are not sure how to apply the official logo to your document, contact Susan Radetsky at x108 or sradetsky@denverjds.org for more information.

4. **Official Logo Colors** – The official colors for the two-color version of the Denver JDS logo are **black** and **PMS 186** (the official Denver JDS red). In the B&W version of the logo, the tree should never be gray.
 - a) Do not use the two-color Denver JDS logo if your document will print only in black because the tree will look gray, which is not permissible.
5. **Availability of Additional Official Logo Files** – If you need a version of the logo other than the official logo files you have already received as noted above, please contact Susan Radetsky at x108 or sradetsky@denverjds.org.
6. **Working With Outside Vendors** – If you are working with an individual outside the school, such as a vendor of t-shirts or promotional items, please send the production proof to Susan Radetsky at x108 or sradetsky@denverjds.org for approval. Please allow for at least three days to receive approval.
7. **Recommended Fonts** – for use in official letters/announcements to parents, signs/notices that hang in common areas:
 - Adobe Garamond Pro** – for letters, handbooks, all other items with a lot of text
 - Myriad Pro** – use Myriad Pro Condensed for charts, use either Myriad Pro or Myriad Pro Condensed for other documents.

Please contact Susan Radetsky if you need these fonts.

Official Denver Jewish Day School Mascot – “Mogy” the Tiger



Pictured above are the official renderings of “Mogy,” the Denver JDS school mascot. Either one of these images may be used to represent the school mascot. Please do not use any other images of a tiger to represent the school mascot. Please contact Susan Radetsky in the Development Office at x108 or sradetsky@denverjds.org if you would like to obtain the electronic files of these images.



E-mail Signature/Footer

E-mail is the official means of communication for Denver Jewish Day School (Denver JDS). It is important that adequate and consistent contact information be provided by all school employees in their e-mail communications.

The following guidelines are required for all Denver JDS representatives to use in their e-mail signatures.

Name

Title

Denver Jewish Day School

2450 S. Wabash St., Denver, CO 80231

Phone: (Use direct # if you have one or 303-369-0663 ext. ____)

Fax:

E-mail: firstinitiallastname@denverjds.org

www.denverjds.org

Font recommendation: For visual consistency in electronic communication, it is recommended that all e-mail signatures use Arial, 12 pt.

Example:

Stefanie Jacobs

Marketing, Public Relations & Web Site Coordinator

Denver Jewish Day School

Phone: 720-449-9551

Fax: 303-369-0664

sjacobs@denverjds.org

www.denverjds.org

To access your e-mail signature block when in First Class, click on **Edit**, then **Preferences** (at the bottom of the menu), then **Messaging**, then second tab, **Initial Content**. Add your signature as stated above and hit "Apply" at the bottom. For questions about how to do this, contact Stefanie Jacobs.

Editorial Style Guide

For Use in All Written and Printed Communications

Introduction

This editorial style guide was compiled by the Development Office to strengthen the consistency – and thus the effectiveness – of Denver Jewish Day School (Denver JDS) publications. Its intent is to promote clarity and uniformity when representing Denver JDS in written or printed communications.

The guide is designed as a quick reference and resource for writing and editing communications for Denver JDS, including publications, speeches, Web copy and news releases. They apply to written material intended for audiences that span the wide range of Denver JDS constituencies, from the school community to the general public.

The Development Office adheres to the Associated Press Stylebook as its primary reference on style; for more extensive guidance, please use it as a reference. In this guide, we provide guidelines for terms commonly used in Denver JDS publications, as well as other general terms.

For questions, please contact Stefanie Jacobs, marketing, public relations and Web site coordinator, at ext. 151, 720-449-9551 or sjacobs@denverjds.org.

Brand Positioning, Tagline and Key Messages

To help achieve Denver JDS's vision of being recognized as an essential asset of our community that educates Jewish students to embody Jewish values and thrive in the world, we have developed a communications strategy to help all Denver JDS faculty and staff effectively tell the Denver JDS story, no matter what the setting.

The communications strategy involves long-term brand positioning for Denver JDS that encompasses more than a slogan. Brand positioning revolves around communicating a consistent message to all audiences, including current students and families, prospective students and families, alumni, faculty, staff, community partners, the media, friends, and neighbors. The message captures the distinctive mission, aspirations and strengths of Denver JDS, so that the Denver JDS brand gains even broader recognition and stronger appeal.

Brand positioning requires that communications about Denver JDS use the same tagline and key messages, described below, which flow from the following brand position statement.

A Unique Model for Wisdom and Achievement

Denver Jewish Day School (Denver JDS) is a community, K-12 Jewish day school for Jewish families seeking the integration of high-quality college preparatory and Jewish education in an individualized, supportive environment. By combining Judaic learning skills such as insightful questioning, critical analysis and creative thought together with challenging secular and Judaic academics, Denver JDS enables its graduates to leave with the ethical and intellectual prowess to succeed in college and beyond. Our graduates possess strong self-esteem and a connection to their community, as well as the confidence and drive to act effectively and purposefully in the world and to demonstrate leadership with a sound moral character.

Tagline

Where possible, our tagline – **Extraordinary Education. Timeless Traditions. Inspired Lives.** – should appear underneath the school logo on all official school marketing publications and advertising that target an external audience. See Graphic Identity, page 2 for more details on the use of the tagline and logo. If there are any questions related to tagline and logo use, contact **Susan Radetsky, graphic designer and communications coordinator, ext. 108, 720-449-9508 or sradetsky@denverjds.org.**

Key Messages

Key messages further explain the school’s positioning statement. These should be used on a consistent basis throughout the school and community as overarching planning themes. Below is a list of the key messages.

Elevator Chat

Denver Jewish Day School is a community, K-12 Jewish day school that attracts Jewish families seeking a rich Jewish identity for their children integrated with an exceptional educational experience. The school fosters academic success, strong self-esteem and moral character, a connection to the community, and the drive to act purposefully in the world.

What We Are

As Denver’s only community, K-12 Jewish day school, Denver Jewish Day School offers a unique model for wisdom and achievement by integrating high-quality college preparatory and Jewish education in an individualized, supportive environment.

How We Do It

Outstanding teachers combine Judaic learning skills such as insightful questioning, critical analysis and creative thought together with high-quality, challenging secular and Judaic academics in a community environment steeped in values, exploration and support.

Why It Matters

Denver Jewish Day School’s rare mix of strong academics rooted in Jewish values and learning techniques and supported by a close-knit community produces happy, well-adjusted, resilient youth. The school’s unique K-12 integrated dual-curriculum approach enables its graduates to leave with the ethical and intellectual prowess to succeed in college and beyond. Our graduates possess strong self-esteem and a connection to their community, as well as the confidence and drive to act effectively and purposefully in the world and to demonstrate leadership with a sound moral character.

Denver Jewish Day School – Specific Terms

Referring to Denver Jewish Day School

In the first reference for external publications, use Denver Jewish Day School (Denver JDS). Following the first reference, use Denver JDS. When writing for an internal audience, such as students or faculty, Denver JDS is acceptable in first and subsequent references. Never use “the” Denver Jewish Day School. Under no circumstances should the acronym DJDS be used in copy when referring to the school. It is acceptable to use the abbreviation JDS (without the word Denver) when referring to Denver Jewish Day School in speech only. When appropriate and in external communications, for the 2011/12 school year, include “formerly Herzl/RMHA” after the first reference to Denver Jewish Day School. When using the word “school” to refer to Denver JDS, school should be lowercase.

Example: As Denver’s only community, K-12 Jewish day school, Denver Jewish Day School (Denver JDS), formerly Herzl/RMHA, offers a unique model for wisdom and achievement by integrating high-quality college preparatory and Jewish education in an individualized, supportive environment.

The Denver JDS educational experience leads to critical thinking, creativity, a love of learning and a social responsibility that forms the foundation of a meaningful, satisfying life. The school’s success is a strong reflection that Denver is a vibrant Jewish community that values excellence in academics and Jewish life.

There should no longer be any references made to **Denver Campus for Jewish Education, the Denver Campus, DCJE or Herzl/RMHA** (except as in “formerly Herzl/RMHA”).

Possessive

Correct: Denver JDS’s new sign is beautiful!

Incorrect: Denver JDS’ new sign is beautiful!

Denver JDS Divisions

Denver Jewish Day School is a K through 12th grade school. Grades K through 5 are known as the Lower Division. Grades 6 through 12 are known as the Upper Division.

Example: The Denver JDS Lower Division Back-to-School night is tomorrow.

Board of Trustees

Use uppercase when it refers to Denver JDS’s governing body: the Board of Trustees. But use lowercase when referring to the board by itself or trustees by themselves:

Example: The board will meet in September with most trustees attending.

Committees

Capitalize the formal names of groups and committees, such as Development Committee, Chesed Club. Use lowercase for the words committee or council when they stand alone.

Faculty, faculty members

The words faculty and staff are generally lowercase. The faculty (or staff) as a whole is a singular collective noun, referring to a group.

Correct: The faculty is represented by the Leadership Council.

Incorrect: The faculty are a talented group.

An individual is a member of the faculty/staff or a faculty/staff member, not a faculty, and a few people are not faculty but faculty members or members of the faculty.

Correct: Faculty members disagree about the best place to park.

Titles

When writing a complete sentence, capitalize titles when they appear before the name, but use lowercase after the name.

Example: Head of School/CEO Avi Halzel will speak at the event.

Example: Avi Halzel, head of school/CEO, will speak at the event.

Student Class designations

Do not capitalize freshman, sophomore, junior or senior. Capitalize Class when referring to a specific graduating class.

Example: the Class of 2011

Web terms

The terms Web and Internet are generally capitalized, even in compound words.

Examples: a Web page; my Web site; on the Internet

Exceptions are webcam, webcast and webmaster. Lowercase is preferred for most other terms, such as home page. The word **e-mail** is always hyphenated. The word **online** is not hyphenated.

When spelling out Web addresses, underline. If www is part of the address, do not precede with http.

Correct: www.denverjds.org

Incorrect: http://www.denverjds.org

Contact Information:

For more information regarding Denver JDS identity standards or logo usage, please contact:

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