APS STYLE GUIDE

+ Brand Standards

PROVISIONAL
-Update Pending-

ATLANTA PUBLIC SCHOOLS

Contents

ATLANTA PUBLIC SCHOOLS

www.atlantapublicschools.us

The purpose of branding is to attach meaning to our organization's visual elements through unified messaging and consistency. It is absolutely critical that the standards in this guide are followed so that all district collateral reinforces the message we want to send and is presented in a polished and professional manner.

A well-defined, consistent image will reinforce our name and presence as a professional and committed public school system in the eyes of the public, the community, and supporters. Please contact the Office of Communications at (404) 802-2800 or 2856 if you have questions or concerns regarding the use of the logo or the district's brand strategy.

The APS logo is the official trademark of the school district. Permission must be obtained to use the logo outside of official school system publications. The logo is never to be used for commercial purposes. Please contact the Office of Communications with questions about usage or request for the official logo.

Atlanta Public Schools' graphic identity is an important element in the branding and marketing of the school district. The school district logo must appear on all school district materials including publications, web sites and school stationery (letterhead, envelopes and business cards).

For downloads and other information, log on to www.atlantapublicschools.us/multimedia

Logo Style Standards
for Print and Multimedia Use

Square   Swoosh

Large A

ATLANTA PUBLIC SCHOOLS

Appearance

The APS swoosh should never be used alone as a logo, though it may be used as an artistic element. The official district logo no longer includes the wordmark, or tag-line.

The logo should never be rotated in any way, including on its side or upside down. It should appear right side up exactly as shown. However, the logo may be used with a vertical orientation so that the square with large A is above the district name. The full district name must always be displayed. Use the logo preferrably in color, however, solid black or white is acceptable.
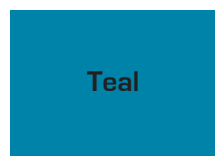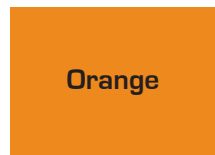
Logos are available for download at
www.atlantapublicschools.us/multimedia

ATLANTA PUBLIC SCHOOLS Vertical orientation
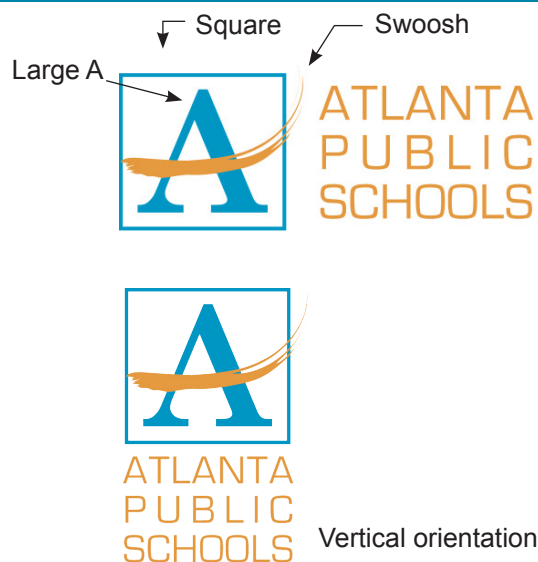
Color

The Atlanta Public School's official colors are teal blue, orange and yellow. These colors must not be altered or changed in any way. PMS 314c, PMS 7413c and PMS 129c (for coated paperstock) are the specific colors from the Pantone Color Match System (PMS) that have been selected for reproducing on all publications and multimedia applications.

The square and large "A" should always appear in teal blue. The swoosh and words "Atlanta Public Schools" should always appear in orange (a black and white version of the logo is acceptable). Gradient and shading effects should never be applied to the logo.

|			
Teal	PMS 314c C: 100 M: 4 Y: 14 K: 18	R: 0 G: 131 B: 169 Web: 0083A9	
Orange	PMS 7413c C: 1 M: 62 Y: 95 K: 2	R: 212 G: 123 B: 34 Web: DA7B22	
Yellow	PMS 129c C: 0 M: 11 Y: 70 K: 0	R: 243 G: 207 B: 69 Web: F3CF45	

Type

The typography chosen for APS plays a major role in creating a consistent look on all materials. The official fonts are Arial and Century Schoolbook.

Standard APS fonts

Arial
Century Schoolbook

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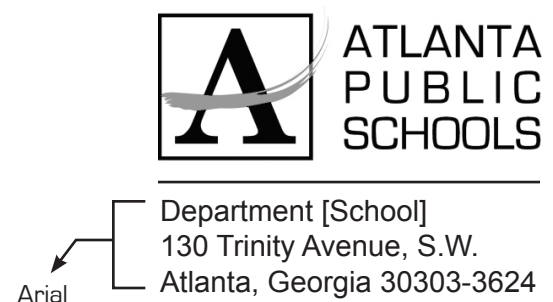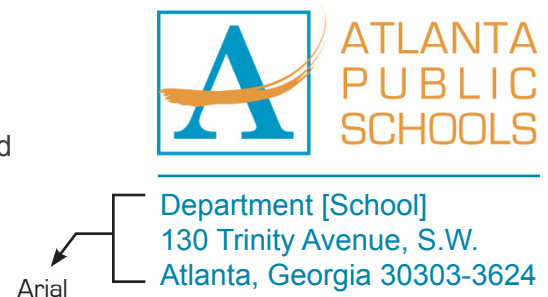
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Protected Area & Proper Scale

The APS logo has been designed for readability over a wide range of sizes from banner-size prints to business cards. The standard dimensions for the logo are 2 inches x 1 inch, however, for uses where space is constrained the logo may be reduced to as small as 1 inch by half an inch. The logo must never be smaller than the minimum allowed dimensions and should never appear distorted. If you need to resize the logo, hold down the shift key while pulling the corner handles. This will ensure that proper proportions are maintained.

.5 inch

1 inch

1 inch

2 inches
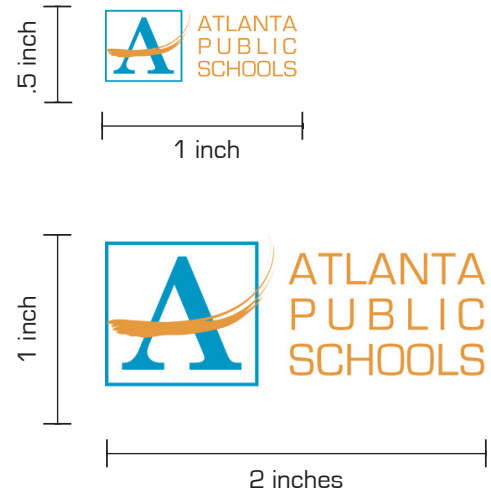
Return Address

The APS return address should appear in color or black as shown using font size 10 for Arial. Please contact the Office of Communications if you would like this return address customized for your department. Keep in mind that the same protected area and proper scale guidelines apply with the return address
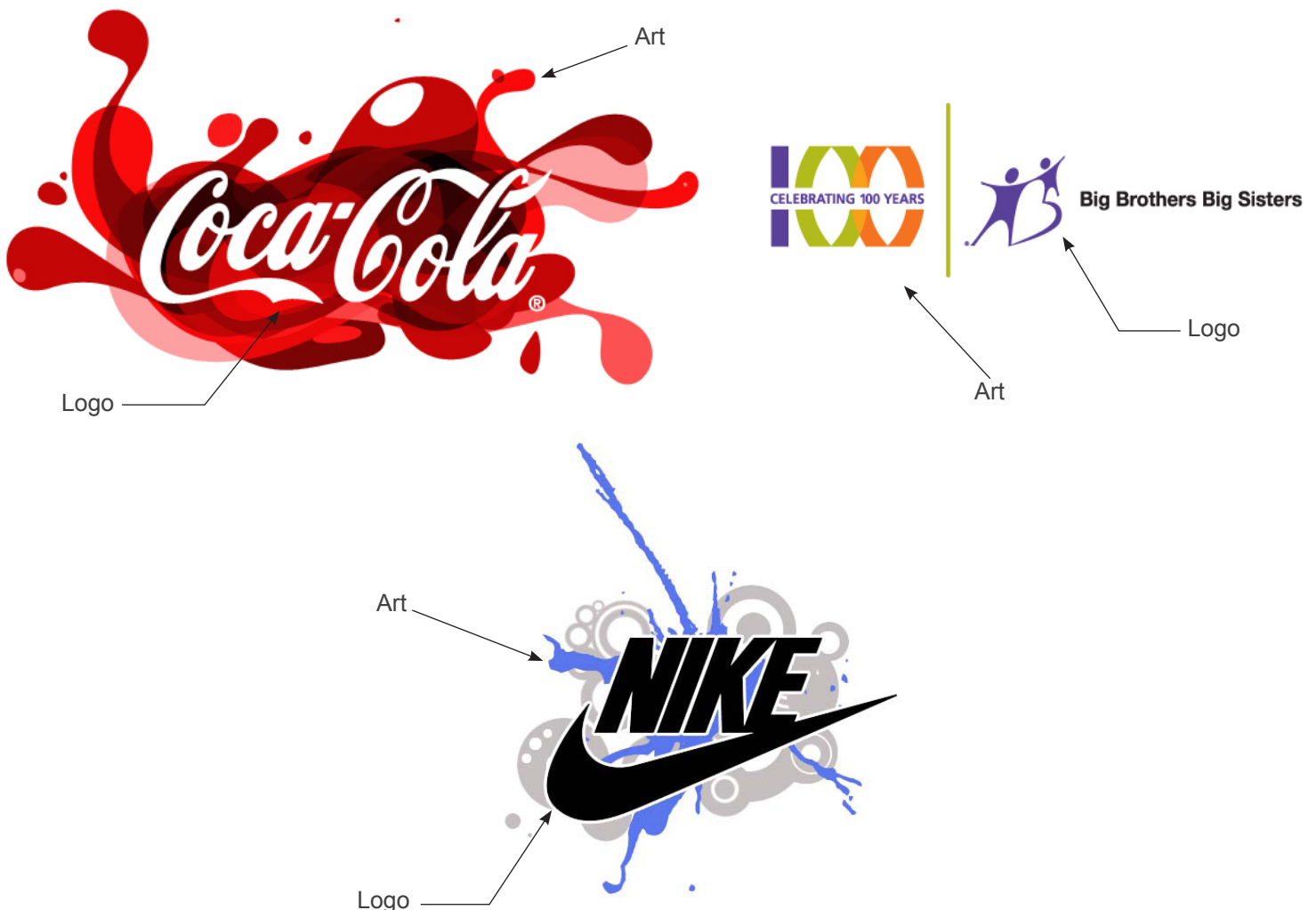
Department [School]
130 Trinity Avenue, S.W.
Atlanta, Georgia 30303-3624

Arial

Department [School]
130 Trinity Avenue, S.W.
Atlanta, Georgia 30303-3624

Arial

The district logo is an important part of our branding and identification. No visual element should be allowed to undermine or weaken the district logo. Division and department identification on collateral distributed to the public should clearly indicate that the department is part of Atlanta Public Schools and must, therefore, contain the district logo in a way that is consistent with current brand standards.

It is also important to understand the difference and use of a "logo" versus "art." A logo is a symbol or wordmark adopted by an organization to identify its work, publications, etc. As such, a logo must be consistent and clearly represent the overall organization.

"Art," however, is more flexible, and may change with each campaign or initiative based on the message that is being communicated at that time and the target of that message.

Examples of this distinction can be easily found, including:

Art

Logo

CELEBRATING 100 YEARS

Big Brothers Big Sisters

Logo

Art

Art

Logo

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Divisions and departments are asked to discontinue the use of independent logos which may give the impression that they stand apart from the APS district and therefore do not reinforce the district image. Departments may continue using "art" in communications to create a distinctive message.

For example:

Original   Revision

Art
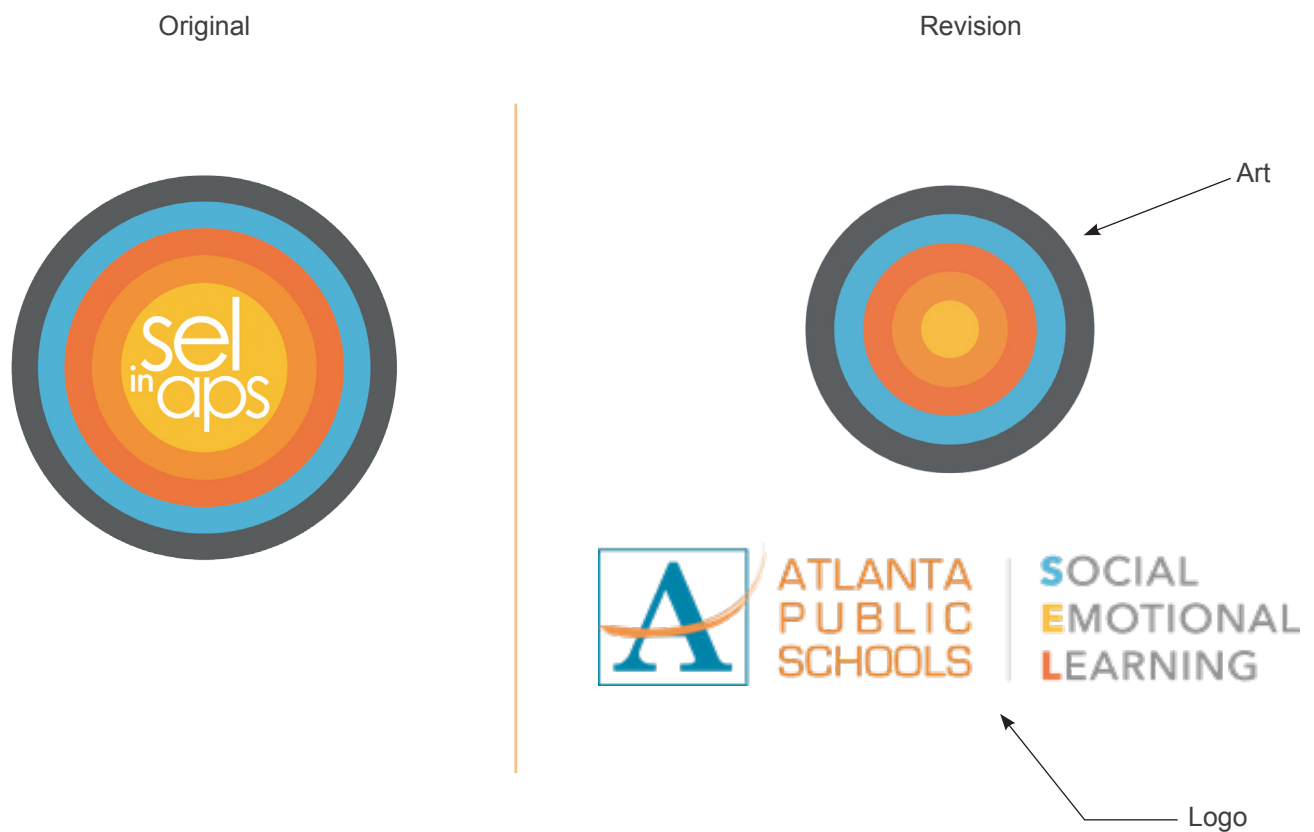
Logo

New logo combinations for some departments are available for download at
www.atlantapublicschools.us/multimedia
For questions or logo combinations not found online please contact the Office of Communications

![Atlanta Public Schools logo]

www.atlantapublicschools.**us**

The new APS business card template is on file with our most commonly used print vendors including Minute Man Press and Staples.

This template reference is available for download at www.atlantapublicschools.us/multimedia

New Business Card Template

Please do not modify the overall look of the template except for text modifications on the front of the card (leave the back as is). If additional text is needed for job titles, mobile phones, etc., try to keep the look of the cards as close to the example below.

For questions, contact Charlotte Napper or Bill Goodman in the Office of Communications & Public Engagement – 404-802-2856 or 2882.

First/Last Name
Style: **All caps**
Color: **PMS 314 or CMYK match**
Font: **Eurostile bold**
Font size: **9 pt**
Leading: **Auto**

Title
Style: **Upper/lowercase**
Color: **Black**
Font: **Eurostile regular**
Font size: **9 pt**
Leading: **Auto**

Address
Style: **Upper/lowercase**
Color: **Black**
Font: **Eurostile regular**
Font size: **9 pt**
Leading: **12 pt**

Phone/Fax #s
Style: **numerical/lowercase**
Color: **Black**
Font: **Eurostile regular**
Font size: **9 pt**
Leading: **12 pt**

Email
Style: **lowercase**
Color: **Black**
Font: **Eurostile regular**
Font size: **9 pt**
Leading: **Auto**

Social media (optional)
Style: **Upper/lowercase**
Color: **Black**
Font: **Eurostile regular**
Font size: **9 pt**
Leading: **12 pt**

Job Specs:
Trim/finished size: 3.5" x 2"
2-sided
2 pages
Full bleeds
4/c

Other:
The front and back use PMS 130 at 55% or CMYK match.

Front

CHARLOTTE NAPPER
Senior Graphic Designer

130 Trinity Avenue, SW
Atlanta, Georgia 30303-3624
404-802-2956 (p) | 404-802-1902 (f)

email@atlantapublicschools.us
Twitter: @cnapperaps

Back

www.atlantapublicschools.us

Stationery and letterhead options which can be customized with specific contact information are available for download at www.atlantapublicschools.us/multimedia
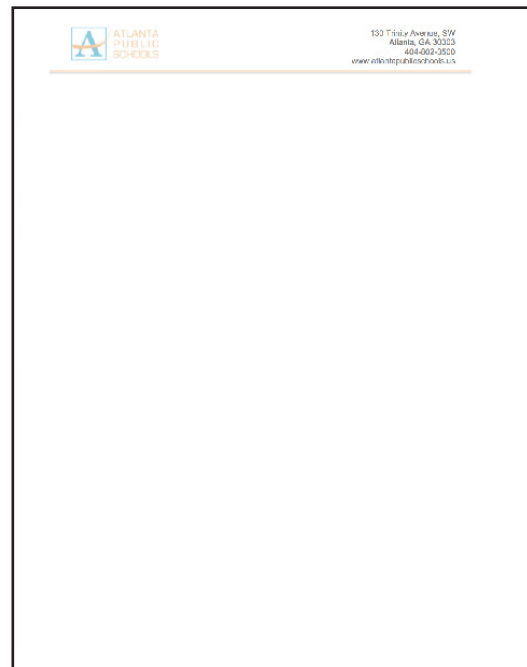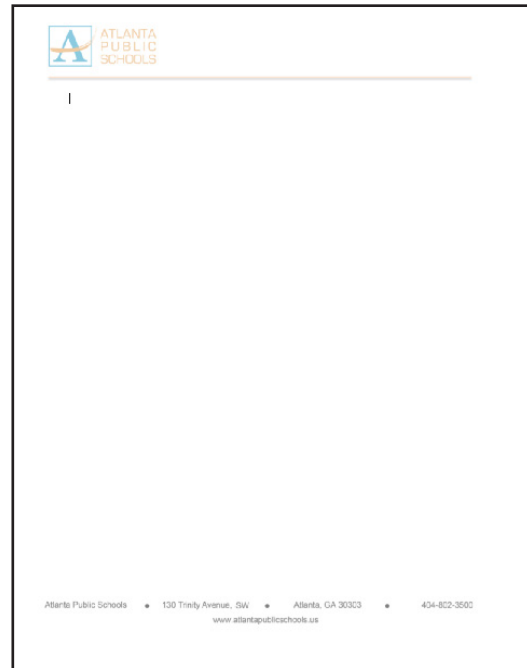
Publication Signature

The district logo and complete contact information with main address, phone number and URL should be included on all publications for external distribution such as borcures and folios, most commonly on the back cover.

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130 Trinity Avenue, S.W.
Atlanta, Georgia 30303
404-802-3500
www.atlantapublicschools.us

–OR–

ATLANTA PUBLIC SCHOOLS

130 Trinity Avenue, S.W.
Atlanta, Georgia 30303
404-802-3500
www.atlantapublicschools.us

Atlanta Board of Education Seal

The Atlanta Board of Education seal, containing the words Resurgens should not be confused with the official district logo. This emblem is the official seal of the Atlanta Board of Education. Please use it accordingly. For additional information, please contact the Office of Communications regarding the use of the seal.

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Logo Style Standards
for Print and Multimedia Use
continued

Improper Use of the Logo
The examples below represent improper use of the APS logo.

TEACH FOR TODAY!

GetSMART
School Management and Resource Tool

It is critical that proper proportions are maintained. →

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Outdated Logos
Below are outdated APS logos that may no longer be used. The official district logo no longer contains the phrase "Making A Difference."

ATLANTA PUBLIC SCHOOLS
Making A Difference

Atlanta Public Schools
Our Focus... Student Success

Atlanta Public Schools
Our Focus... Student Success

Atlanta Public Schools
Our Focus... Student Success

Atlanta Public Schools
Our Focus... Student Success

APS today

CONNECTED TO THE VISION
our focus...student success

The Office of Communications Multimedia Team supports all district visual communications efforts and publications, however, it is impossible for us to handle every project. APS departments and schools have the flexibility and autonomy to create their own materials using these guidelines and the templates provided online for download.
All self-designed collateral items must be sent to **bill.goodman@atlanta.k12.ga.us** for brand approval.

We recognize that some projects necessitate our hands-on suport and we are happy to assist with graphic design services for specialized projects. To ensure you receive your design requests on time, we ask that you complete the online **Graphics Request Form** at
www.atlantapublicschools.us/multimedia. Please remember that designers work for the entire district so allow at least one week for a first draft. Also remember to include feedback and printing/delivery time in your schedule.

Self-Service Design Tips

The goal of all district communications is to present a clear message targeted at a specific audience in a polished and professional manner. As you begin to draft your message and before you commit to a specific element like website rotator or flyer, be sure to discuss with your team:

> **WHAT** am I communicating?
> **WHO** am I trying to reach?
> **WHERE** am I most likely to reach my target group --online, at schools, etc.?

Not all projects will require hard copy collateral (printed items such as flyers, brochures, and posters) *and* soft copy elements (digital items such as website rotators, email blasts, and social media graphics). Some projects may be better served by a focused social media alert or in-school flyer while others may require more support. When designing your own collateral, also remember:

Cut the Clutter
Keep the clipart to a minimum. Too many pictures and clipart will distract the viewer from the important content. Keep it relevant to the topic you are presenting, and avoid using unprofessional clip art in serious communications.

When In Doubt, Go Smaller
Oversized text appears clunky and amateurish. Body copy should not be larger than 12-point type, preferably 10 points. For title headlines use bold text, five or six point sizes larger than the body copy.

When Everything Is Important, Nothing Is
Remember, if everything is big and bold, nothing will stand out. Select only a short phrase or a few words to emphasize.

White Space is Golden
Don't place your text too close to the edge of the paper, to a photo, or to a graphic. Leave at least .25" margin on all sides.

Use Fewer Fonts
Standard APS fonts should be used primarily. Use stylized fonts VERY sparingly. For better end-user readability, contain the number of fonts per publication to a maximum of two and avoid "fun" fonts.

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What not to do!

In the case of this flier, the Perfect Note Piano Studio has given up their identity entirely by using clip art. Clip art are premade images that are available with programs like Microsoft Word and Publisher. Using this mish-mash of simple, whimsical graphics gives the impression of laziness, immaturity, and lack of professionalism. An organization should communicate to the reader a sense of who you are and what you do.

The flier also utilizes a total of eight different fonts all set differently (bold, italic, underlined, 3D effect with shadow, etc.) along with several different bold colors. This, along with the various images and boxes of text scattered haphazardly around the page, only confuses the reader. There is no flow, no consistency, nothing pleasing to the eye.

Again, too many fonts! This flyer has at least 11 different fonts and several of them are extremely hard to read. Readers have trouble figuring out what the flyer promotes because the words can barely be read. The text also has too many competing styles with bolds, all caps, highlighting, and outlining used all throughout the flyer. There are no margins, everything is clustered and randomly assorted. The worst element is the background with prints, symbols, and multiple colors used all throughout. It makes the flyer hard to view and nearly illegible. There is also no order to the layout and fails to draw the readers attention with a logical flow of information.

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Positive Examples

This flyer design uses a "hero image" at the top which aligns with the top edge of the page and stretches across the entire width of the page. Placing text directly on the image makes the photo feel more integrated into the overall design. This specific technique of placing text directly on the image also aligns with the APS visual identity.

This flyer also uses one consistent font, with the exception of the organization logo, and uses color to define different areas.

This simple design also uses a hero image with a different effect. When combined with a color block of roughly the same size, the reader's eye is immediately drawn to the space in between where essential information is displayed.

The colors used reinforce the organization logo and only one font type is used.

Effective flyers visually control the flow of information so that readers take away essential information in a logical order.

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Graphic Design Request

If you require graphic design assistance from the Multimedia Design team for special projects, please complete the Graphic Design Request Form at www.atlantapublicschools.us/multimedia.

All copy and elements submitted for use in design projects must be final and approved by your department head. Copy changes after submission to the Multimedia Design team will halt the project. First drafts will take a minimum of one week after all approved content is submitted by your department. Your feedback is required within 24 hours of your receipt of the first draft or the project will return to the active projects queue. Please plan accordingly so that your communications schedule is not delayed.

GRAPHIC DESIGN REQUEST FORM

Office of Communications & Public Engagement

Please refer to Design Request Timeline on the Multimedia web page or see below. If you have any questions, please contact Bill Goodman, Director of Multimedia and Brand Design at bill.goodman@atlanta.k12.ga.us

1. Project or Initiative Name*

DEADLINE INFORMATION

2. Date of request: *
    2/14/2017
    mm/dd/yyyy

3. Date of event or kickoff: *
    mm/dd/yyyy

4. Date this request is needed: *
    If date needed is less than five (5) days from request, contact the Multimedia team. In most cases, requests in less than five (5) days cannot be accommodated.
    mm/dd/yyyy

5. Date to printer:
    mm/dd/yyyy

CONTACT INFORMATION

6. Project manager or contact name: *

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As the subject matter experts, each APS department and school is responsible for the creation and revision of their own digial content. The Office of Communications Multimedia Team is happy to provide design or structure collaboration and to assist with training Communications Ambassabors on how to make website changes.

When creating your own elements such as rotators, banners, headlines, etc., whether for individual site use or inclusion on the district home page, remember that "simpler is better." Small or decorative fonts can be difficult to read on a screen, and multiple graphics or pictures will clutter your message.
In general:

- Remeber that a rotator graphic, banner, or other similar element is only meant to grab the user's attention. Think of these elements as "teasers." It is not necessary to include every detail in these elements. Avoid the tendency to provide too much information in small graphics, remembering that these will link to more detailed webpages where all the pertinent details of your initiative will be explained.

- Use an official APS font as these have been selected for their legibility across multiple uses.

- When using images, we prefer a single photo or image to accompany your message rather than a cluster of multiple images which will reduce the space you have available to communicate important details.

- Text may be placed on top of photos, but take care to ensure that the text is legible over patterns or certain colors.

- When submitting department-designed elements to be distributed by the Office of Communications, please provide a .jpg file of the image along with a source file from the platform used to create the element, such as Photoshop, In Design, etc.

- The Multimedia team reserves the right to edit all elements submitted by district departments to maximize their effectiveness and to better represent the APS brand. We will discuss all changes and recommendations with the department contact before distribution.

- "Rotators" for display on the MyAPS home page are uploaded by Information Technology and are subject to a different request process.

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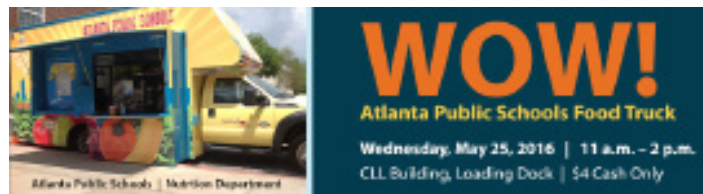
Social Media gives APS and our departments the ability to communicate with our stakeholders in a faster, more casual manner than other communications channels. This form of communication must be reserved for appropriate messages and careful thought should be given to the specific audience to be reached with the message. Social media communications must continue to positively uphold the APS brand and represent the highest standards of our digital presence.

When incorporating images or graphics in social media posts, take special care to crop and reposition the images to ensure clarity and visibility. See Example below. Some elements designed for one platform, such as a web rotator image, may not necessarily work for other platforms. In many cases, a separate element will need to be designed for specific use on social media channels.
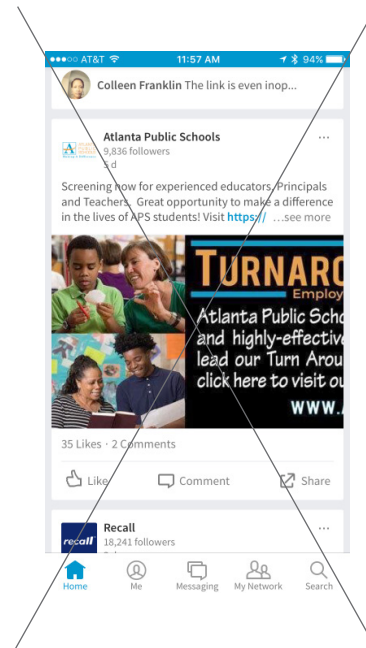
Please refer to these specifications when designing or resizing elements for use on social media platforms.

Social Media Image Size Guide

*All sizes are in pixels

Cover image: 828 x 315
Profile image: ≥180 x 180
Shared image: 1200 x 900
Shared link preview image: 1200 x 628

Header image: 1500 x 500
Profile image: 400 x 400
Timeline image: 506 x 253

Profile image: 180 x 180
Board cover image: 214 x 100
Pin preview: 238 pixels wide

Profile image: 110 x 110
Image thumbnail: 161 x 161
Shared images: 1080 x 1080
Shared videos: 1080 pixels wide

Channel cover images: Varies by viewing platform
Channel icon: 800 x 800
Video thumbnail: 1280 x 720

Banner image: 1850 x 200
Profile image: 400 x 400
Cover image: 1536 x 768
Shared image: 350 pixels wide
Shared link preview: 180 x 110
Logo image: 400 x 400

The Office of Communications no longer includes a full-time staff photographer. Our Communications Officers will photograph events they attend with a professional camera or a mobile device for distribution on social media.

Throughout the year, the Multimedia Team will employ third-party photography services to capture specific events to expand our image bank for district illustrations including the official website, district guidebook, and other publications. In accordance with the brand direction of the APS district, these images:

- Develop the distinctive, branded style that reflects the district's image and brand,

- Support the marketing goals and unique identity of APS.

- Refresh our image bank of marketing photos (access granted on request).

If you require student, staff or facility photographs to include in your self-service collateral designs, please contact the Multimedia Team.

If you need to schedule a third-party professional photographer for your event, please contact Bill Goodman, Director of Multimedia Design at bill.goodman@atlanta.k12.ga.us to discuss rates and scheduling.

APS photography may not be used for commercial purposes, and all requests for photographs will be considered based on the final usage. Photography will not be rendered to any entity that portrays APS in an unfavorable light.

Other Services

For Video or Broadcast services and questions please contact William Tolbert, Director of Broadcast Technology at William.Tolbert@atlanta.k12.ga.us.

When crafting your message, it is important to keep in mind that many of our audiences overlap. One reader may receive the News Update e-mail, a letter from the superintendent, a postcard from the counseling department and a brochure about the National Blue Ribbon School – all in one week. Imagine the confusion if every publication treats the English language differently. It makes our readers wonder if we're really all talking about the same place. It's for this reason, and the sake of our readers, that we advocate using a clear, consistent, contemporary style of writing in all nonacademic and nonlegal documents originating from the school district. The office of communications endorses the Associated Press Stylebook. You may purchase a copy at http://www.ap.org/pages/product/order.html. On the next five pages, you will find a quick reference to the stylebook.

Acronyms

Acronyms should be used on second reference in any communications. Write out the words that make up the acronym on first reference followed by the acronym in parentheses. Example:

Atlanta schools continue to meet Adequate Yearly Progress (AYP). The federal government requires schools to make AYP every year.

A list of commonly used acronyms used in Atlanta Public Schools (APS) follows the stylebook.

Thank you for your cooperation in following these guidelines. A commitment to district-wide consistency builds the credibility of our publications and greatly enhances our audiences' understanding of APS.

The COM Writing Center
Associated Press Style

The Associated Press was founded in 1848 as cooperative effort among six New York newspapers that wished to pool resources for gathering international news. Today, with over 3,700 employees in 121 countries, the AP is the world's single largest news organization. Every day, more than a billion people read, hear or see AP news.

From the beginning, AP reporters have written their dispatches for readers from diverse social, economic and educational backgrounds are a wide range of political views. The AP therefore strives to keep its writing style easy to read, concise and free of bias. *The Associated Press Stylebook,* first published in 1977, clarified the news organization's rules on grammar, spelling, punctuation and usage. Now in its sixth edition, the *Stylebook* is the standard style guide for most U.S. newspapers, magazines and public relations firms.

The following Quick References is taken from *The Associated Press School and Libel Manual,* Sixth Trade Edition.

Numbers
- Spell out the numbers one through nine; for 10 and up, use Arabic numerals. For ages and percentages, always use Arabic numerals, even for numbers less than 10.
- Spell out numerals that start a sentence; if the result is awkward, recast the sentence: *Twenty-seven detainees were released yesterday. Yesterday, 993 freshmen entered the college.*
- The one exception to this rule is in a sentence that begins with a calendar year: *1938 was a turbulent year for Leon.*
- Use Roman numerals for wars, monarchs and Popes: *World War II, King George VI, Pope John XXIII*
- The figures 1, 2, 10, 101, and so on and the corresponding words – one, two, ten, one hundred one and so on – are called cardinal numbers. The terms 1st, 2nd, 10th, 101st, first, second, tenth, one hundred first and so on are called ordinal numbers.
- For large numbers: use a hyphen to connect a word ending in y to another word: *twenty-one, one hundred forty-three, seventy-six thousand five hundred eighty-seven*
- Do not use commas between other separate words that are part of one number: *one thousand one hundred fifty-five*
- Spell our casual expressions: *A thousand times no!*
- Proper names: use words or numerals according to an organization's practice: *3M, Twentieth Century Fund, Big Ten*

Abbreviations
United States
- as a **noun,** United States: *The prime minister left for the United States yesterday.*
- as an **adjective,** U.S. (no spaces): *A U.S. soldier was killed in Baghdad yesterday.*
- as part of **organization names** (see the *AP Stylebook* under "U.S.")

States
- Spell out the names of the states in text when they appear alone: *Wildfires continued to rage through southern California yesterday.*
- Abbreviate them when they appear in conjunction with the name of a city, town, village or military base: *Needham, Mass., Oxnard Air Force Base, Calif.*
- Do not abbreviate Alaska, Hawaii, Idaho, Maine, Ohio, Texas and Utah (the two states that are not part of the contiguous United States and the states that are five letters or fewer)

When abbreviating U.S. states, do so as follows:

Ala.	Ga.	Mich.	N.J.	R.I.	Wis.
Ariz.	Ill.	Minn.	N.M.	S.C.	Wyo.
Ark.	Ind.	Miss.	N.Y.	S.D.	
Calif.	Kan.	Mo.	N.C.	Tenn.	
Colo.	Ky.	Mont.	N.D.	Vt.	
Conn.	La.	Neb.	Okla.	Va.	
Del.	Md.	Nev.	Ore.	Wash.	
Fla.	Mass.	N.H.	Pa.	W.Va.	

- Place one comma between the city and the state name, and another after the state name,, unless at the end of a sentence or in a dateline (e.g. She traveled from San Diego, Calif., to go to school in Kansas City, Mo. Now, she's thinking of moving to Santa Fe, N.IM.)

Datelines
- Put the city name in CAPITAL LETTERS, usually followed by the state, country or territory where the city is located.
- Domestic and international large cities stand alone in datelines (see the *AP Stylebook* under "datelines" for a complete listing).
- In most cases, use the conventionally accepted short form of a nation's official name (e.g. Argentina rather than Republic of Argentina), but there are exceptions.
- Use an article with El Salvador (but not with Gambia, Niger, and so on).
- Within stories: Follow the city name with further identification in most cases where it is not in the same state or nation as the dateline city.

Adademic Degrees
- Avoid abbreviations: Billy Bob, who has a doctorate in philosophy.
- Use an apostrophe in bachelor's degree, a master's, etc.
- There is no apostrophe in Bachelor of Arts or Master of Science.
- Use abbreviations such .B.A., M.A. and Ph.D. only when the need to identify many people by degree on first reference would make the preferred method cumbersome; use the abbreviations only after a full name and set the abbreviations off with commas: *Samuel Cotton, Ph.D., lectured yesterday on bioethics.*

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Dates
- Always use Arabic figures, without *st, nd, rd or th.*
- Capitalize months.
- When a month is used with a specific date, abbreviate only Jan. Feb., Aug., Sept., Oct., Nov. and Dec. 9 (e.g. Oct. 4 was the day of her birthday.)
- When a phrase refers to a month, day and year, set off the year wtih commas (e.g. Aug. 20, 1964, was the day they had all been waiting for).

Time
- Use figures except for noon and midnight
- Use a colon to separate hours from minutes (e.g. 2:30 a.m.)
- 4 o'clock is acceptable, but time listings with a.m. or p.m. are preferred

Punctuation
Apostrophe (')
- For plural nouns ending in *s,* add only an apostrophe: *the girls' toys, states' rights.*
- For singular common nouns ending in *s,* add 's: *the hostess's invitation, the witness's answer.*
- For singular proper names ending in *s,* use only an apostrophe: *Descartes' theories, Kansas' schools.*
- For plurals of a single letter, add *'s*: *Mind your p's and q's, the Red Sox defeated the Oakland A's.*
- Do not use's for plurals of numbers, or multiple letter combinations; *the 1980' RBIs*

Colon (:)
- Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence: *He promised this: The company will make good all the losses.* But: *There were three considerations: expense, time and feasibility.*
- Colons go outside quotation marks unless they are part of the quoted material.

Comma (,)
- Do not put a comma before the conjunction in a simples series: *John, Paul. George and Ringo; red, white and blue.*
- Use a comma to set of off a person's hometown and age: *Jane Doe, Framingham, was absent. Joe Blow, 34, was arrested yesterday.*

Dash (--)
- Make a dash by striking the hyphen key twice. Put a space on either side of the dash: *Smith offered a plan – it was unprecedented – to raise revenues.*
- Use a dash after a dateline: *SOMERVILLE – The city is broke.*

Hyphen (-)
- Use a hyphen for compound adjective before the noun: *well-known actor, full-time job, 20-years sentence*
- Do not use a hyphen when the compound modifier occurs after the verb: *The actor was well known.*

Her job became full time. He was sentenced to 20 years.
- Do not use a hyphen to denote an abrupt change in a sentence – use a dash.

Parentheses
- The perceived need for parentheses is an indication that your sentence is becoming contorted. Try to rewrite the sentence, putting the incidental information in commas, dashes or in another sentence. If you do use parentheses, follow these guidelines:
- If the material is inside a sentence, place the period outside the parentheses.
- If the parenthetical statement is a complete independent sentence, place the period inside the parentheses.

Period
- Use a single space after the period at the end of a sentence.
- Do not put a space between initials: *C.S. Lewis; G.K. Chesterton.*

Quotation marks ("")
- In dialogue, each person's words are placed in a separate paragraph, with quotation marks at the beginning and end of each person's speech.
- Periods and commas always go within quotation marks.
- Dashes, semicolons, question marks and exclamation points go with the quotation marks when they apply to the quoted material. They go outside when they apply to the whole sentence.
- Use single marks for quotes within quotes: *She said, "He told me" 'I love you."*

Tech Terms	
cyberspace	database
dot-com	DSL
e-mail	home page
hyperlink	hypertext
Internet	intranet
login	logoff
logon	online
shareware	Web site
webcast	webmaster
World Wide Web	

Titles
- **Of books, computer games, movies, operas, plays, poems, songs, television programs, lectures, speeches and works of art:**

- Put quotation marks around the title.
- Capitalize the first and last words of the title.
- Capitalize the principal words, including all verbs and prepositions and conjunctions with more than three letters

- Translate a foreign title into English, unless the American public knows the work by its foreign name: *Nietzsche's "Thus Spake Zarathustra"; Mozart's "Magic Flute"* BUT *"Amores Perros"; The Bhagavad-Gita."*

- **Of newspapers and magazines:**

  - Do not place in quotation marks.
  - Capitalize *the* in the name if that is the way the publication prefers to be known.
  - Lowercase *the* before names if listing several publications, some of which use *the* as part of the name and some of which do not: *Time Newsweek, the Washington Post,* and *the New York Times.*
  - Where locations is needed but not part of the official name, use Parentheses: *The Huntsville (Ala.) Times,*
    The Toledo (Ohio) Blade.

- **Of places:**

  - The best reference for all place names is the 'U.S. Postal Services Directory of Post Offices."
  - The best reference of foreign geographic names is the most recent edition of "Webster's New World College Dictionary." The second-best reference   is the "National Geographic Atlas of the World."
  - Lowercase compass directions: *The warm front is moving east.*
  - Capitalize names of U.S. regions: *The Northeast depends on the Midwest for its food supply.*
  - The "Middle East" applies to Afghanistan, Cyprus, Egypt, Iran, Iraq, Israel, Kuwait, Jordan, Lebanon, Oman, Qatar, Saudi Arabia, South Yemen, Sudan. Syria, Turkey, United Arab Emirates and Yemen. The term is preferable to "Mideast".

- **Of ethnic groups:**

  - The preferred usage for African Americans is "black" The term is not capitalized.
  - Preferred usage for Caucasians is "white", also not capitalized.
  - Preferred usage for Asian people is "Asian," capitalized. Please note that in British usage the term applies only to people of the Indian Subcontinent.
  - "American Indian, "capitalized with no hyphen, is preferred over "Native American."

- **Of seasons:**

  - Lowercase "spring." "summer," "fall" and "winter" and derivatives such as "wintertime" unless part of a formal name: *I love Paris in the springtime; the Winter Olympics.*

– A –

AAE (Atlanta Association of Educators)

ABE (Atlanta Board of Education)

ACRES (Automated Certificate Renewal Entry System)

ADA (Americans with Disabilities Act)

AETC (Atlanta Educational Telecommunications Collaborative, Inc.)

AFSCME (American Federation of State, County and Municipal Employees)

AFT (Atlanta Federation of Teachers)

AIMD (American Institute for Managing Diversity)

AISD (Atlanta Independent School District)

ALP (Aspiring Leaders Program)

APS (Atlanta Public Schools)

ATEP (Atlanta Teacher Evaluation Process)

AYP (Adequate Yearly Progress)

Atlanta PLUS (Atlanta/Preparing Leaders for Urban Schools)

– B –

BOE (Board of Education or Board of Examiners)

– C –

CAP (Change Acceleration Process (GE))

CAPS (Certification/Curriculum Assignment Policies System)
CAU (Clark-Atlanta University)

CEP (Community Education Partners)

CGCS (Council of Great City Schools)

CINNS (Council of Intown Neighborhoods)

CIS (Communities in Schools)

CLL (Center for Learning and Leadership (Atlanta Public Schools))

CLLC (Center for Leadership and Learning Communities)

CLP (Continuous Learning Plan)

CLSR (Center for Leadership in School Reform)

CMCD (Consistency Management and Cooperative Discipline)

CORE (Consortium on Reading Excellence)

COW (Committee of the Whole)

CRCT (Criterion-Referenced Competency Tests)

CSIP (Comprehensive School Improvement Plan)

CUBE (Council of Urban Boards of Education)

– D –

DI (Direct Instruction)

DJJ (Department of Juvenile Justice)

DOE (Department of Education)

– E –

ESOL (English to Speakers of Other Languages)

– G –

GACE (Georgia Assessments for the Certification of Educators)

GAE (Georgia Association of Educators)

GAEL (Georgia Association of Educational Leaders)

GAEOP (Georgia Association of Educational Office Professionals)

GAESP (Georgia Association of Elementary School Principals)

GAPSC (Georgia Professional Standards Commission)

GASPA (Georgia Association of School Personnel Administrators)

Georgia TAPP (Georgia Teacher Alternative Preparation Program)

GHSA (Georgia High School Association)

GICC (Georgia International Convention Center)

GLA (Georgia Library Association)

GLEI (Georgia Leadership Evaluation Instrument)

GLISI (Georgia Leadership Institute for School Improvement)

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GLRA (Georgia Learning Resources System)

GLRS (Georgia Learning Resource System)

GMEA (Georgia Music Education Association)

GPB (Georgia Public Broadcasting)

GPEE (Georgia Partnership for Excellence in Education)

GPS (Georgia Performance Standards)

GSBA (Georgia School Boards Association)

GSCP (Georgia Staff Development Council)

GSLI (Governor's School Leadership Institute)

GSSA (Georgia School Superintendents Association)

GSU (Georgia State University)

GTEP (Georgia Teacher Evaluation Process)

GYSTC (Georgia Youth Science and Technology Center)

– H –

HR (Human Resources)

– I –

IB (International Baccalaureate)

IEP (Individualized Education Plan)

ILS (Instructional Liaison Specialist)

ILT (Instructional Leadership Team)

I & O (Instruction and Operations)

ISC (Instructional Services Center)

– J –

JROTC (Junior Reserve Officer's Training Corps)

– L –

LAP (Leadership Associates Program (Panasonic))

LT (Learning Technologies)

LEN (Leadership Engagement Network)

LT (Learning Technologies)

– M –

MATEG (Metropolitan Atlanta Teacher Education Group)

MEA (Migrant Education Agencies)

MIM (Move It Math)

MMGW (Making Middle Grades Work)

MRSH (Modern Red School House)

– N –

NAS (New American Schools)

NBCT (National Board Certified Teacher)

NCLB (No Child Left Behind)

NSBA (National School Boards Association)

NSDC (National Staff Development Council)

NTO (New Teacher Orientation)

– O –

OIR (Office of Internal Resolution)

OT (Operational Technology)

– P –

PAGE (Professional Association of Georgia Educators)

PD (Professional Development)

PIP (Performance Improvement Plan)

PLC (Professional Learning Community)

PLU (Professional Learning Unit)

PMP (Performance Management Process)

Project GRAD (Project/Graduation Really Achieves Dreams)

Project LEAD (Project/Leadership for Educational Achievement in Districts)

PSC (Professional Standards Commission)

– Q –

QBE (Quality Basic Education)

QIQS (Quality Instruction Quality Schools)

– R –

RESAs (Regional Educational Service Agencies)

RPA (Research, Planning and Accountability)

– S –

SABLE (Superintendent's Academy for Building Leaders in Education)

SACS (Southern Association of Colleges and Schools)

SAELP (State Action for Education Leadership Project)

SAPA (Student Assistance Professional Association)

SASI (School Administrative Student Information)

SERVE (SouthEastern Regional Vision of Education)

SFA (Success for All)

SMART (APS performance objective writing strategy formula: Specific, Measurable, Achievable, Results-oriented, Time-bound)

SPLOST (Special Purpose Local Option Sales Tax)

SREB (Southern Regional Education Board)

SRT (School Reform Team)

SST (Student Support Team)

– T –

TAC (Teacher Advisory Committee)

TFA (Teach for America)

TNTP (The New Teacher Project)

TOTY (Teacher of the Year)

TRS (Teachers Retirement System)

TSS (Teacher Support Specialist)

– U –

UTRRI (Urban Teacher Recruitment Retention Initiative)

– V –

VIF (Visiting International Faculty)

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ATLANTA PUBLIC SCHOOLS

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- District spokespersons
- Write and distribute media advisories and news releases
- Prepare key messages and talking points
- Perform crisis communications management
- Promote districtwide events and community meetings
- Communicate public outreach and engagement activities
- Provide counsel on communications strategies
- Lead crisis communications management
- Manage district's social media program
- Directs all-user emails and districtwide automated messaging (robo calls, texts)
- Prepare employee communications
- Recommend communications strategies
- Coordinate district social media strategy

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- Develop strategic marketing campaigns
- Event Branding
- Create digital and print graphic designs
- Gather images for and maintain image bank of promotional photographs
- Oversight of district website including content creation for district homepage.

Broadcast Services:
- Create original broadcast programs
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