aces

ACES Brand & Graphic Standards Manual
2019-2020

Introduction

Branding communicates what an organization is: what it does, what it stands for, and what makes it special. To effectively communicate our brand, we need to adhere to our graphic standards and apply them consistently. This manual was designed as a reference. Please refer to it for direction and information on how our brand should be represented. If you have any questions, please contact Mark Thomas at mthomas@aces.org.

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The ACES Brand

AGENCY BRAND

The ACES brand represents the agency as a whole. The logo can be used with or without the tagline and its components can be used together or separately, as appropriate. This brand should be used for all projects that encompass the agency as an entity, such as policies, letterhead, business cards, strategic plans, internal and external communications, and presentations just to name a few.

VISION

ACES vision is to create an equitable and socially just world, one life at a time.

MISSION

Dedicated to enhancing and transforming lives through education, innovation, and leadership.

BELIEFS

- Each individual has inherent worth
- All individuals can learn
- High expectations and effort are essential for higher achievement
- Quality education provides the foundation for the success of the individual and the community
- Diversity strengthens an organization
- Individuals are accountable for their actions
- Everyone has a responsibility to each other and to contribute to the common good
- Honesty and respect are essential for building trusting relationships
- A positive attitude enhances performance
- Collaboration enhances productivity and generates creativity
- Families are essential partners in education
- The willingness to change is necessary for individuals to grow and organizations to thrive

TAGLINES

The official ACES tagline is: Advocacy, Commitment, Excellence, Service. This should be included on all official ACES documents.

Other taglines may be created and used for purposes such as an individual school tagline.
Example: ACES Wintergreen Interdistrict Magnet School: "Where the Arts Inspires Learning".

Unacceptable tagline uses include taglines with inappropriately capitalized letters, or incorrect/unnecessary punctuation.
Example: CreAte...collaboRate...communicaTe....diScover...

ACES Brand Voice

To ensure that ACES messaging resonates with our audiences, our brand vocabulary, tonality and narrative need to create a strong connection and provide a better understanding of what ACES is and does. The partners to our districts, families and clients, and we are ACES brand exhibits a commitment to social justice and to providing effective, cutting edge, cost effective solutions to our customers' needs.

ACES VOICE

ACES has been providing collaborative, customized, cost effective solutions to pressing educational needs for close to fifty years. ACES is the regional educational service center serving greater New Haven County and some districts in Middlesex County. Go to www.aces.org to learn how ACES programs, schools and services can serve you.

BRAND VOCABULARY

- Advocate / Advocacy
- Agile/Agility
- Authentic
- Caring
- Collaborative/Collaboration
- Commitment
- Community
- Connected
- Creative
- Dedicated/Dedication
- Diversity
- Enriching
- Equity

- Evidence-based
- Excellence
- Flexible
- Individualized
- Integrity
- International
- Partner/Partnership
- Personalized
- Potential
- Professional
- Respect
- Responsive
- Resourceful

- Quality
- Safe
- Service/Service-oriented
- Specialized
- Student-centered
- Support/Supportive
- Team
- Transform
- Trust
- Value
- Welcoming

ACES Brand Voice (continued)
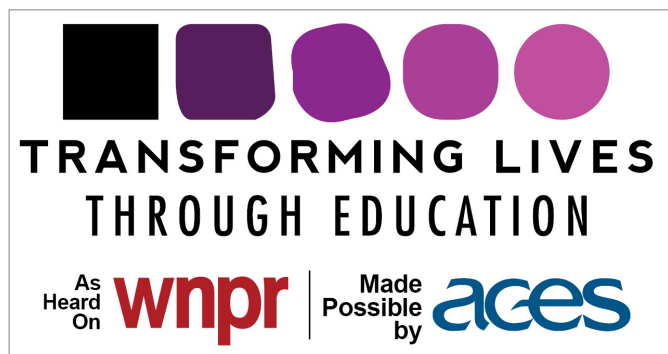
Join the Team that Transforms Lives

Primary Logo Usage

The logos shown here are the official logos for internal and external usage for the ACES identity program. They are to be used when developing communications to those who might not be aware of ACES. Consult the following sections of this guide for standards on the various color uses, weights and configurations of the logotype. No other logos should be used. To obtain reproduction art for any of the logos shown in this manual, please contact the ACES Marketing & Outreach Department. No color combinations other than the approved configurations may be used without approval from the ACES Marketing & Outreach Department.

PRIMARY PMS AND CMYK USAGE

REVERSE FORMAT USAGE

PRIMARY BLACK AND WHITE USAGE

Primary Logo Usage (continued)

POSITIVE FORMAT RECOMMENDATION

The positive format for the ACES logo prints in any of the approved color configurations from the previous section. This version of the ACES logo is to be used when the background on which the logo is printed has a tonal range of 0% to 39%, (0%—white, 100%—black). Do not attempt to create original art for the ACES logo. Camera-ready art for all logos are available from the ACES Marketing & Outreach Department.

0% BLACK (WHITE) BACKGROUND

39% BLACK BACKGROUND

REVERSE FORMAT RECOMMENDATION

The reverse format for the ACES logo prints a little bit differently. This version of the logo is to be used when the background on which the logotype is printed has a tonal range of 40% to 100%, (0%—white, 100%—black), or over the ACES gradient.
Do not attempt to create original art for the ACES logo. Camera-ready art for all logos are available from the ACES Marketing & Outreach Department.

40% BLACK (WHITE) BACKGROUND

100% BLACK BACKGROUND

ACES GRADIENT BACKGROUND

Primary Logo Usage (continued)

CREST FORMAT RECOMMENDATION

The ACES Crest logo should only be used for large print publications or presentations, e.g., PowerPoint presentations. It should not be used in email signature lines as it does not reduce well.

ACES CREST LOGO

Primary Logo Usage (continued)

ACCEPTABLE LOGO USAGE

ACES LETTERHEAD

For consistency with ACES brand standards agency-wide, use the following header and footer styles on the example letterhead below as a template for all agency-related stationery.

EXAMPLE LETTERHEAD HEADER

aces

Area Cooperative Educational Services

ADVOCACY, **C**OMMITMENT, **E**XCELLENCE, **S**ERVICE

WWW.ACES.ORG

Peter C. Young Building • 350 State Street • North Haven, CT 06473-3108 | **Phone** (203) 498-6800 • **Fax** (203) 498-6890

The Regional Educational Service Center Serving South Central Connecticut.
ACES does not discriminate on the basis of race, color, age, ethnicity, national origin, gender, disability or sexual orientation.

EXAMPLE LETTERHEAD FOOTER

Primary Logo Usage (continued)

ACCEPTABLE LOGO USAGE (CONTINUED)

ACES SCHOOL-SPECIFIC LETTERHEAD

To keep with ACES brand standards agency-wide, use the following header and footer styles on the example letterhead below as a template for all agency-related stationery.

EXAMPLE LETTERHEAD HEADER

aces
Wintergreen Interdistrict Magnet School

Todd A. Solli, Principal
Vicki Rose, Assistant Principal
Dawn Fitzpatrick-Hanna, Admin. Intern

670 Wintergreen Avenue • Hamden, CT 06514-3235 | Phone (203) 281-9668 • Fax (203) 281-7946

aces Wintergreen Interdistrict Magnet School

WHERE THE ARTS INSPIRE LEARNING

WWW.ACES.ORG/WIMS

Area Cooperative Educational Services • The Regional Educational Service Center Serving South Central Connecticut.
ACES does not discriminate on the basis of race, color, age, ethnicity, national origin, gender, disability or sexual orientation.

EXAMPLE LETTERHEAD FOOTER

Primary Logo Usage (continued)

ACCEPTABLE LOGO USAGE (CONTINUED)

ACES PRINTED MATERIALS

To keep with ACES brand standards agency-wide, use the following styles as guidelines for logo placement and treatment on printed materials such as flyers, brochures, and sell sheets.
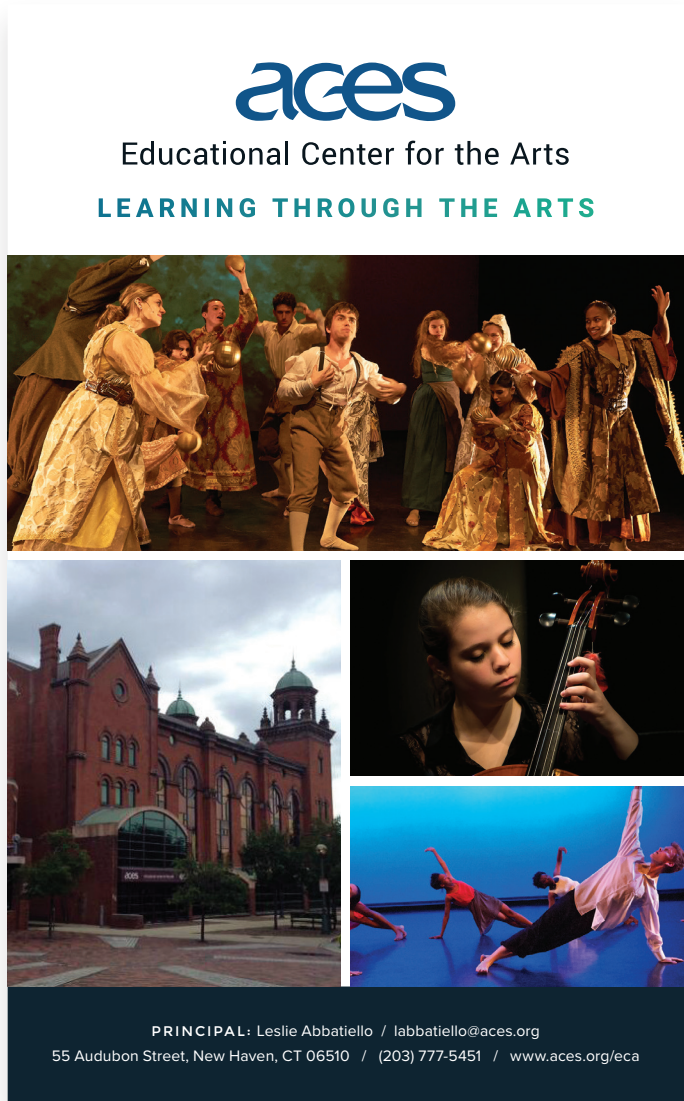
EXAMPLE FLYER/PRINTED AD HEADER

aces

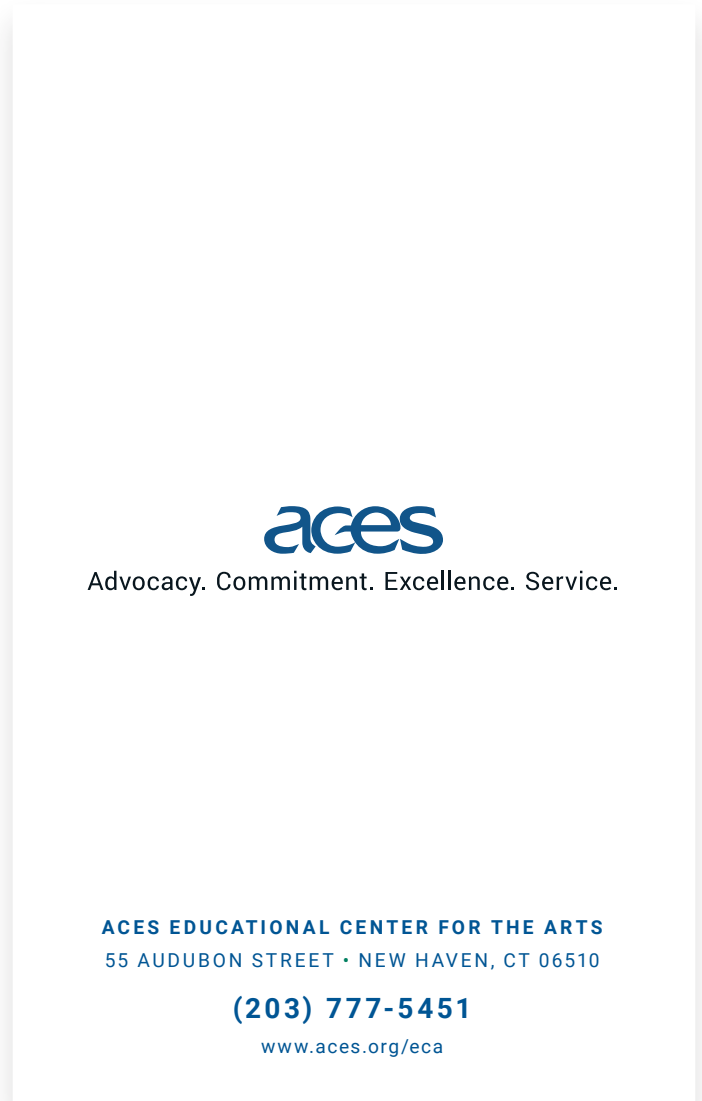## Advocacy. Commitment. Excellence. Service.

Primary Logo Usage (continued)

ACCEPTABLE LOGO USAGE (CONTINUED)

EXAMPLE BROCHURE FRONT COVER

aces
Educational Center for the Arts
LEARNING THROUGH THE ARTS

PRINCIPAL: Leslie Abbatiello / labbatiello@aces.org
55 Audubon Street, New Haven, CT 06510 / (203) 777-5451 / www.aces.org/eca

EXAMPLE BROCHURE BACK COVER

aces
Advocacy. Commitment. Excellence. Service.

ACES EDUCATIONAL CENTER FOR THE ARTS
55 AUDUBON STREET • NEW HAVEN, CT 06510

(203) 777-5451
www.aces.org/eca

Primary Logo Usage (continued)

UNACCEPTABLE LOGO USAGE

DO NOT outline the logotype

DO NOT change logotype colors

DO NOT stretch the logotype

DO NOT skew the logotype

DO NOT place the logotype in a container shape

DO NOT apply drop shadows or special effects to the logotype

DO NOT crop the logotype or isolate its letters

DO NOT break apart the logotype in any way

Primary Logo Usage (continued)

UNACCEPTABLE LOGO USAGE (CONTINUED)

DO NOT place the logotype over images that make it hard to read

DO NOT change lock-up proportions

DO NOT change the color of the lock-up text

DO NOT create patterns with the logotype

DO NOT mask imagery within the logotype

DO NOT use the black or white version of the logotype when the full-color version can be used

Primary Logo Usage (continued)

PRIMARY LOGO CONTROL AREA RECOMMENDATION

The primary reason for this section is to assure that the logo is presented with maximum impact and clarity in all communications, each logo is surrounded by a clear space known as a "control area" as demonstrated below. The control area is defined in "x" units. An "x" unit is the height of the logo and any related tag. No type or other graphic elements that detract from the logo is allowed to intrude into this space. If there is no alternative but to have type, photos or other graphics intrude into the control area, please contact the ACES Marketing & Outreach Department.

Primary Logo Usage (continued)

PRIMARY LOGO CONTROL AREA WITH PARTNER LOGOS

When using the ACES logotype with a partner logo, the partner logo should appear to the right of or below the ACES logo. The partner logo must be smaller or equal size and weight to the ACES logotype. The height of any partner logo should never exceed the previously explained "x" height. Partner logos stacked above or below the ACES logo should be spaced no less than 0.5 the "x" height from the ACES logo. Use these examples as a guide when creating new partner logo combinations. If there is no alternative but to have type, photos or other graphics intrude into the control area, please contact the ACES Marketing & Outreach Department.
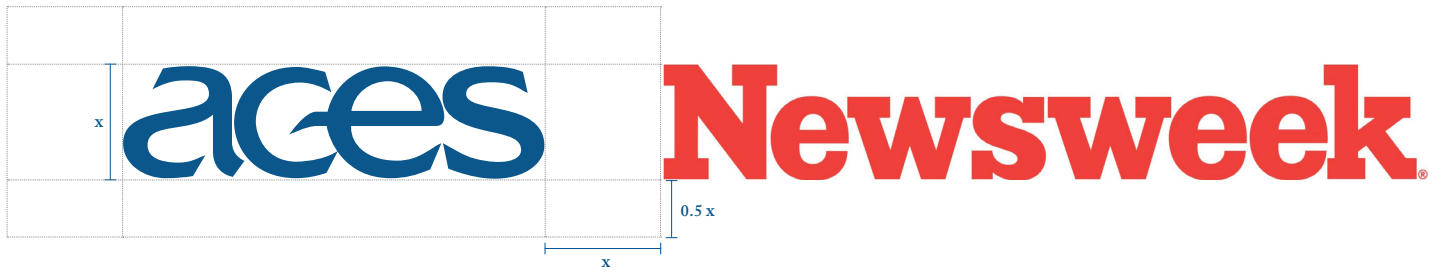
Official ACES Typefaces for Professional Use

Professional use typefaces are intended for printers, contractors, and other vendors. Contact the ACES Marketing & Outreach Department for more details.

PRIMARY HEADING TYPEFACE

Primary headings should be the largest text on the page. Italic variations are not to be used.

Roboto

Light   Regular   **Medium**   **Bold**

SUBHEADING TYPEFACE

Subheadings should be smaller font size than the primary heading, but larger than the paragraph. Italic variations are not to be used.

Montserrat

Regular   **Bold**   REGULAR   **BOLD**

	PMS	CMYK	RGB	HEX
ACES Gradient	Starts with ACES Green, ends with ACES Blue			
ACES Blue	PMS 647 C	98, 69, 22, 6	9, 87, 139	#09578B
ACES Navy	PMS 296 C	90, 72, 55, 62	17, 37, 50	#112532
ACES Green	PMS 335 C	100, 0, 69, 31	0, 127, 97	#007F61
Black		0, 0, 0, 100	0, 0, 0	#000000
90% Black		0, 0, 0, 90	65, 64, 66	#414042

Official ACES Typefaces for Professional Use

PARAGRAPH TYPEFACE

Paragraph typeface should be smaller font size than both the primary heading and subheadings.

Proxima Nova

Regular	*Italic*	<u>Underlined</u>
Medium	*Medium Italic*	<u>Medium Underlined</u>
Semibold	*Semibold Italic*	<u>Semibold Underlined</u>
Bold	***Bold Italic***	<u>**Bold Underlined**</u>

ALTERNATE PARAGRAPH TYPEFACE

Paragraph typeface should be smaller font size than both the primary heading and subheadings.

Source Sans Pro

Regular	*Italic*	<u>Underlined</u>
Semibold	*Semibold Italic*	<u>Semibold Underlined</u>
Bold	***Bold Italic***	<u>**Bold Underlined**</u>

Official ACES Typefaces for Internal Use

Internal use typefaces are intended for internal communications only, when the professional use typefaces are not available. Contact the ACES Marketing & Outreach Department for more details.

PRIMARY INTERNAL HEADING TYPEFACE

Primary headings should be the largest text on the page. Italic variations are not to be used.

Arial

Regular   **Bold**

SUBHEADING INTERNAL TYPEFACE

Subheadings should be smaller font size than the primary heading, but larger than the paragraph.
Italic variations are not to be used.

Arial Black

Regular   **REGULAR**

PARAGRAPH INTERNAL TYPEFACE

Paragraph typeface should be smaller font size than both the primary heading and subheadings.

Arial

Regular   *Italic*   Underlined

Bold   ***Bold Italic***   **Bold Underlined**

Official ACES Typefaces for Web

Web typefaces are intended for use on the www.aces.org website only. All styles defined below are a suggested hierarchy using pre-determined font styles available in the SoSimple CMS website editor.

Heading 1

This heading style is featured in the Banner Text area of the website. It will automatically assume the Page Heading text from the Page Settings in the CMS.

Heading 1

The "Page Heading" field in the Page Settings of the CMS will default to Heading 1 - this heading is reserved for page headings and should not be used within the page content area.

Heading 2

Heading 2 should be used for all main headings/sections within the page content area.

Heading 3

Heading 3 should be used for all subheadings within the page content area.

Heading 4

Heading 4 is rarely used. It acts as a subheading of Heading 3.

HEADING 5

Heading 5 should be used in the title areas of tables within the website.

Normal

Normal is the standard body copy style for the website and can be styled in italics, bold, and underlined when applicable.

PAGE RESOURCE BUTTON

Linked buttons will default to a green button utilizing Montserrat as the typeface. Any link on the website can be styled as a button link.

Official ACES Typeface Restrictions

UNACCEPTABLE TYPEFACE USES

Do not use Subheading or Paragraph typefaces (Montserrat, Proxima Nova, Hind, Arial Regular) for headings.

Do not use our Header typeface (Roboto) for body copy.

Do not use ALL CAPS for headlines.

Do not use sentence case for headlines (**do** use title case instead).

Do not overly track out type.

Do not use white type over color at a small size.

Do not place typography directly over image subjects.

ACES TYPEFACE COLOR HIERARCHY

Primary Headings can be colored in the ACES Gradient, ACES Green, ACES Blue, ACES Navy, black, and 90% black. If used on a background of ACES Navy or the ACES Gradient, headings can be colored white.

Subheadings can be colored with the ACES Blue, ACES Navy, black, and 90% black. If used on a background of ACES Navy or the ACES Gradient, subheadings can be colored white.

Paragraph text can be colored with black or 90% black. If used on a background of ACES Navy or the ACES Gradient, paragraph text can be colored white.

See page 19 for additional color information and color values.

For logos, fonts and other brand assets, please contact the Marketing & Outreach Department.

Color Definitions/Terminology

PMS / PANTONE
PMS (which stands for Pantone Matching System) is a color system based upon over one thousand standardized ink colors. In short, it is an exact value of color. Most commonly used in 1, 2 or 3 color printing or as a supplement to the CMYK process.
For more information visit **www.pantone.com**

CMYK
Cyan, Magenta, Yellow and Black - a 4 color printing process using pigments, each with values from 0 – 100.

RGB
Red, Green, Blue - 3 color scheme used in reproduction of colors on screens using light. Used in reproduction of graphics for the web.

HEX
A 6-digit value used to re-create colors in a Hypertext Markup Language (HTML) environment.

Primary Color Palette Recommendations

	PMS	CMYK	RGB	HEX
ACES Blue	—	98, 69, 22, 6	9, 87, 139	#09578B
ACES Navy	—	90, 72, 55, 62	17, 37, 50	#112532
ACES Green	—	100, 0, 69, 31	0, 127, 97	#007F61
ACES Gradient	Starts with ACES Green, Ends with ACES Blue			

Secondary Color Palette Recommendations

	PMS	CMYK	RGB	HEX
Secondary Blue	—	76, 18, 30, 0	40, 161, 175	#28A1AF
Gray	—	15, 7, 7, 0	214, 223, 227	#D6DFE3
Secondary Green	—	70, 0, 72, 0	70, 185, 120	#46B978
ACES Gradient 2	Starts with Secondary Blue, Ends with ACES Green			

Schools, Programs and Services

SCHOOL, PROGRAM AND SERVICE-DIVISION

The school-, program-, and service-specific logos are an extension of the ACES brand and should be used for official purposes including but not limited to letterhead, webpages, signage/ banners, and business cards. They can be used with or without the ACES tagline.

EXAMPLE OF A SCHOOL LOGO IN USE
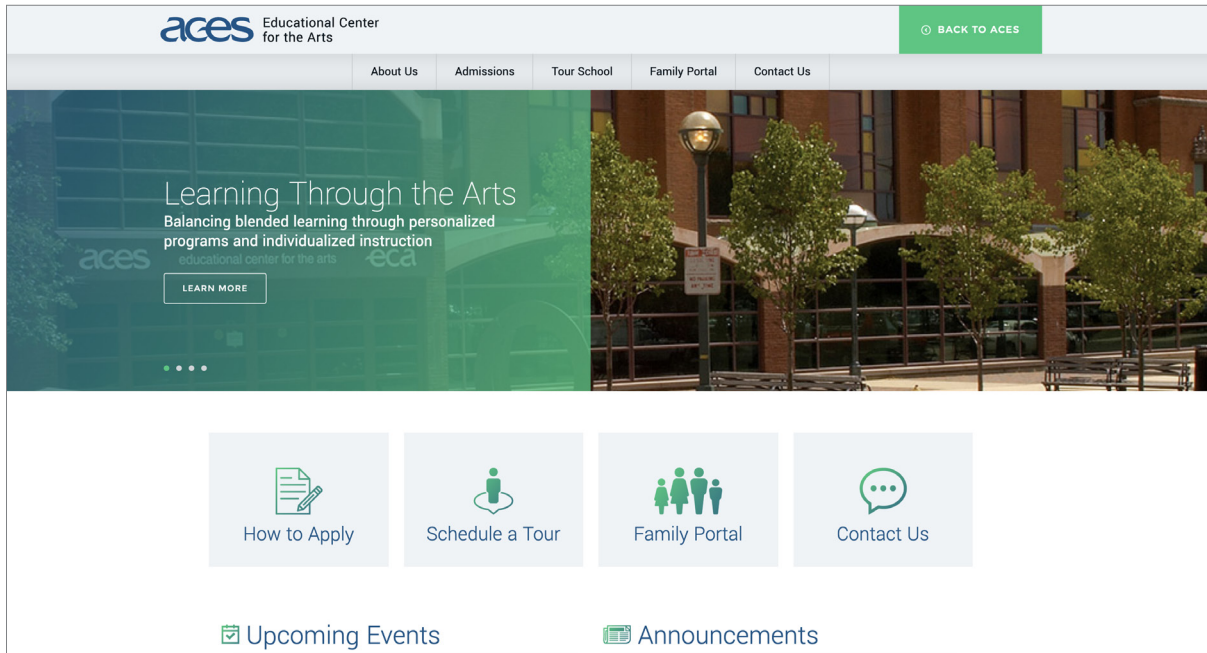
SCHOOL MASCOTS/GRAPHICS

School mascots or school-specific graphics (secondary logos; logos other than the approved, official school, program or service-specific logos) may be used for promotional use such as spirit wear and other school- or program-specific items. Please contact the Marketing & Outreach Department with any questions or if clarification is needed.

EXAMPLE OF A MASCOT LOGO

Schools, Programs and Services (continued)

These logos are examples of school, program and service logos. Color, control area, positive, and reverse formats all follow the same rules that apply to the primary logo. No color combinations other than the approved configurations here may be used without approval from the ACES Marketing & Outreach Department.

PRIMARY PMS AND CMYK USAGE / HORIZONTAL LOCK-UP

aces Educational Center for the Arts

aces Mill Academy

aces Behavior Services and Autism Programs

aces Human Resources

PRIMARY PMS AND CMYK USAGE / STACKED LOCK-UP

aces Educational Center for the Arts

aces Mill Academy

aces Behavior Services and Autism Programs

aces Human Resources

ACRONYM LOGOS

Acronym logos should only be used in internal ACES publications, or with established partners. Because acronyms may be confusing to external audiences, they should not be used in public-facing collateral or on www.aces.org. For questions about use cases, and for a full list of programs that have an acronym logo, please contact the Marketing & Outreach department.

EXAMPLES OF ACRONYM LOGOS

aces CASDD Center for Autism Spectrum and Developmental Disorders

aces AMES ACES at Mead Elementary School

Schools, Programs and Services (continued)

SCHOOL, PROGRAM AND SERVICE LOGO CONTROL AREA RECOMMENDATION

The primary reason for this section is to assure that the logo is presented with maximum impact and clarity in all communications. Each logo is surrounded by a clear space known as a "control area" as demonstrated below. The control area is defined in "x" units. An "x" unit is the height of the ACES logo. No type or other graphic elements that detract from the logo is allowed to intrude into this space. If there is no alternative but to have type, photos or other graphics intrude into the control area, please contact the ACES Marketing & Outreach Department.

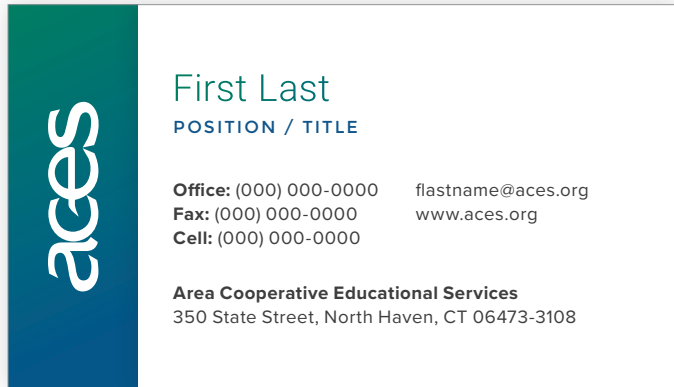**Three extremes of logos are illustrated below.**

ACES Business Cards

The primary reason for this section is to assure that the information on all business cards is presented in an organized and cohesive manner for every member of the ACES staff. If you have any questions, please contact the ACES Marketing & Outreach Department. **Two extremes of the Business Card layouts are illustrated below.**

"BEST" CASE SCENARIO - MINIMAL AMOUNTS OF TEXT

aces

First Last
POSITION / TITLE

Office: (000) 000-0000   flastname@aces.org
Fax: (000) 000-0000   www.aces.org
Cell: (000) 000-0000

Area Cooperative Educational Services
350 State Street, North Haven, CT 06473-3108

"WORST" CASE SCENARIO - LARGE AMOUNTS OF TEXT

aces

Firstname Longer-Lastname
POSITION/
TITLE

Office: (000) 000-0000   flastname@aces.org
Fax: (000) 000-0000   www.aces.org
Cell: (000) 000-0000

ACES Center for Autism Spectrum and Developmental Disorders
26 Old Post Road, Northford, CT 06472-1034
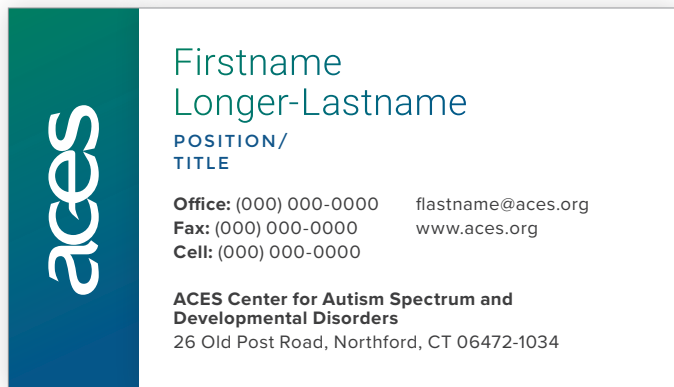
Digital Communications

SOCIAL MEDIA

Social media is a major part of our branding and communications initiatives. This section deals with the basics of posting to social media outlets. Only authorized people are allowed to post to official ACES or ACES schools' social media assets. Please consult the ACES Marketing & Outreach Department when setting up any social media asset or channel. The ACES Marketing & Outreach Department must be granted administrative rights for all social media assets. For any questions about social media standards or best practices, contact ACES Marketing & Outreach Department.

BEST PRACTICE TIPS

- **Make sure your social profiles are complete and up to date.** Use Google to search for your school or department. See which social networks rank both on the first two pages. This includes updating your website information.
- **Cross promote your social profiles.** Look for opportunities to add links from one social profile to others. Don't forget to include your social profiles in your email signature with simple text links to your social networks.
- **Focus on quality.** It is always good to have a constant flow of content and announcements, but it would be best to have nothing at all than abysmal posts with incorrect information. Make sure that you are sharing content that is good enough to be re-shared or re-tweeted, passed on to colleagues across audiences.
- **It's important to be current.** Social media is about what is going on NOW, right this second. This is especially true for Twitter; Metrics prove engagement rate increased 46% week over week after publishing more tweets than the week prior.
- **Know your audience.** Be on-brand, but also be relevant to the environment in which you're working. Your audience, or the social platform you are engaging on, may slightly change your tone and voice. This is where it's important to have a really solid understanding so you can adapt as necessary.
- **Be human.** It probably sounds obvious, but this is the goal of social media. Human engagement is where the magic is, and keeping that in mind as you're developing your platforms is important. It is critical use visuals, photographs, and hashtags in your social media posts.
- **Don't be exclusionary.** This creates a balance in your relationships. You don't want to treat a select few so specially that outsiders new to school or account feel as if they're on the outside looking in. Strive to make every individual you interact with, and those watching, feel like they are special and part of the in-crowd.
- **Don't try to be everywhere.** Start with one platform to avoid getting overwhelmed.
- **Social media is another avenue for content marketing.** Create relevant and valuable content that attracts your ideal avatar.
- **People want authenticity.** Get a little personal now and then! After all, it's meant to be "social."
- **Pushy, direct sales messages repel people.** Instead, drive traffic from social media to your website.
- **Social media marketing's biggest impact comes from consistency, awesome content, and engagement.** Doing one of these three things works; doing all three maximizes results!

Digital Communications (continued)

HASHTAG USAGE

At ACES, we use hashtag symbol (#) to categorize our social media posts by keyword, and help them appear more easily in a search. Clicking on a hashtagged word in any message shows you other posts/tweets that include the same hashtag. This helps us extend the reach our posts, increase engagement and build the #ACES brand.

CHOOSING A HASHTAG

When choosing a hashtag for your school, program or event, try to use a brand-appropriate hashtag. If you're not sure what to use, create a hashtag that is short, simple, relevant and memorable.

Before posting, research your hashtag and make sure it is not being frequently used for anything irrelevant or inappropriate. Don't forget: As an employee, you—and the hashtags you use—are perceived by members of the public as a representation of ACES.

For assistance on selecting the proper hashtag, please contact our Marketing & Outreach Department.

Frequently-used Hashtags

Some of our frequently-used hashtags at ACES include:

- #ACES
- #ACESWIMSWorks
- #OpenChoice
- #STEMatTEMS
- #ACESGala
- #ParentChoice
- #WeMakeADifference
- #TransformingLives

Brand-approved Hashtags

Employees are encouraged to use the following, brand-approved hashtags when relevant:

- #ACES
- #TransformingLives
- #Advocacy
- #Excellence
- #QualityEducation
- #WeMakeADifference
- #Commitment
- #Service

Campaign or Event-related Hashtags

Some hashtags may be related to an ongoing promotional campaign or event. Look for ways to use these in your posts, when appropriate. Examples include:

- #ACESGala
- #GalaCelebration
- #WeAreACES
- #WeMakeADifference

School-related Hashtags

Some schools have their own hashtag trends! Don't be afraid to capitalize on these when appropriate. For example:

- #ACESWIMSWorks
- #ACESVillageSchool
- #ACESMillElementary
- #ACESMeadSchool
- #ACESInternational

Industry-relevant Hashtags

If you're trying to get broader appeal for your post, consider using industry-relevant hashtags, for example:

- #Education
- #EdTech
- #InternationalEducation
- #Healthcare

Trending or Seasonal Hashtags

A great way to engage your community is by researching and leveraging popular hashtag trends. For example:

- #tbt
- #MondayInspiration
- #Summer
- #Holidays

Digital Communications (continued)

HASHTAG USAGE (CONTINUED)

BEST PRACTICE TIPS

- **Brand, brand, brand.** ACES often includes #ACES in our social media posts so that others—especially prospective families, students and employees—can easily find posts about the organization.

- **Avoid overuse.** Try to stick to 1-3 hashtags per post. Avoid hashtagging #every #other #word in a post, or you risk upsetting your readers.

- **Use them in a sentence.** When appropriate, try to incorporate your hashtag organically into a sentence. Not only does this read better, it also reduces the character count of your post! For example: "So excited to welcome our new #ACES students for the new school year! #ACES2020"

- **Use "camel case".** If you're incorporating a hashtag into a sentence, always try to use camel case (an initial capital for the first letter of each word) so that it's easier to read. For example: "Happy #InternationalWomensDay to the women of #ACES." When in doubt, research how the hashtag is being used on popular social networks, such as Twitter.

- **Piggyback on popular and trending hashtags.** Want to reach a larger audience? Try leveraging popular hashtags like #tbt (Throwback Thursday) or #MondayMotivation. Don't forget about hashtags tied to our curriculums, like #STEM or #PLTW (Project Lead the Way). Also, look for trends like #ReadAcrossAmericaDay or holidays like #ValentinesDay.

- **Avoid hashtags if a @mention is more appropriate.** For example, instead of saying "The #ACES #VillageSchool holiday fair is tonight," try using a mention, like "The @ACESVillageSchool holiday fair is tonight." Mentions help create a more interconnected ACES community. Not every school or program will be available to mention, so make sure to do your research beforehand.

Digital Communications (continued)

EMAIL SIGNATURE STYLE GUIDE

To keep with ACES brand standards agency-wide, adhere to the following Do's and Don'ts list when creating your signature for agency issued email address.

Do keep it simple, including only essential information in three to eight lines.

Do use common fonts such as Arial sized 12–14 points. Other fonts may not display correctly.

Do use a single color, black, for all words except "ACES" which should be bolded and blue (hex #09578B).

Do include simple URLs (without "http://www").

Do include social media links in plain text without icons.

Do include school-, program-, or ACES-approved tagline.

Don't include logos or graphics; they increase file size and appear as attachments.

Don't include vCards; they increase file size and appear as attachments.

Don't include quotes; they may be perceived as agency-wide statements.

Don't include a street address unless you frequently host visitors.

Optional: including a QR code.

EXAMPLE EMAIL SIGNATURE

Todd A. Solli, Principal
ACES Wintergreen Interdistrict Magnet School
Where The Arts Inspire Learning

670 Wintergreen Avenue • Hamden, CT 06514-3235
Phone 203.281.9688 • **Fax** 203.281.7946
aces.org/wims
Twitter | Facebook | Linked-In

aces

Area Cooperative Educational Services