Development Information

The Santa Clara County Office of Education Style Guide was developed and released by the SCCOE Communications Department. The manual is posted on the SCCOE website at sccoe.org, Employee Resource Portal, and Communications page.
Consistent and open communication across an organization allows stakeholders to understand the organization's goals and culture, as well as how it presents itself to those it serves.

Every time someone from Santa Clara County Office of Education (SCCOE) communicates with colleagues, district partners, and the public, the interactions contribute to the organization’s reputation. Newsletters, fliers, posters, stationery, T-shirts, websites, social media, displays, and other forms of media represent not only the individual or program, but the entire organization. It is imperative that our visual communications present a clear, consistent image that reflects the SCCOE’s quality, professionalism, and mission. This includes the consistent use of the SCCOE logo.

This *Style Guide* is a resource for maintaining consistency and integrity when you are producing communication materials for the organization. The content is not all-inclusive, nor exhaustive. If you have questions that are not addressed in this manual, or wish to place a request for assistance, please contact Communications at communications@sccoe.org.

Thank you for helping the SCCOE maintain a professional identity that supports our mission – an image everyone builds, shows pride, and models that we are stronger together.

**Mary Ann Dewan, Ph.D.**  
County Superintendent of Schools
Santa Clara County Office of Education (SCCOE) is a state regional service agency that provides:

- instructional, business, and technology services to the 31 school districts of Santa Clara County;
- directly serves students through special education programs, alternative schools, Head Start and State Preschool programs, migrant education, and Opportunity Youth Academy through the Board of Education, authorizes county charter schools;
- provides academic and fiscal oversight and monitoring to school districts and the 22 county board authorized charter schools;
- provides essential services and technical assistance throughout the region and statewide.

* AB1200 fiscal oversight activities include reviewing each district’s adopted budget, interim budget reports, unaudited actual report, audit resolution process, and proposed collective bargaining agreements to ensure districts can maintain their financial obligations.
USE OF VISION, MISSION, GOALS, VALUES, AND PRINCIPLES

Santa Clara County Office of Education has one mission and vision. As such, the SCCOE does not allow the use of independent department or division statements.

- A department may make a statement of purpose, objective, or intent, aligned to the SCCOE mission and vision. It cannot have separate mission or vision statements.

Examples of a statement of purpose:

- The Inclusion Collaborative of SCCOE promotes a culture that values all children by strengthening, sustaining, and ensuring inclusive practices. We believe every individual regardless of abilities and disabilities has the right to full access to quality inclusive learning and community environments.

- Human Resources handles SCCOE's personnel activities, including recruiting and selecting employees, maintaining employee records, and collective bargaining agreements. The department also coordinates compensation and benefits. Credentialed staff, hired by the public school system in Santa Clara County, register their credentials with this office.

Exception:
A multi-sector initiative, however, may have a separate Mission Statement.

Example:
Power of Democracy; Civic Engagement Initiative

- OUR MISSION: In partnership with districts and communities, provide access to high-quality civic education by means of programs and resources that encourage student civic engagement and civil discourse.
BRAND PILLAR

The SCCOE is supported by a strategic pillar, which acts as the proof point for SCCOE’s positioning and its statement. This pillar is not to be directly used when writing copy, but rather as guidance for messaging.

Transforming public education through leadership, service, and advocacy, the SCCOE supports students, staff, and the community by generating a positive and measurable impact. Guided by the core principles of equity, diversity, inclusion, and partnership, the organization works diligently to help provide student-centered learning experiences and environments that boost engagement, achievement, and future opportunities and ultimately fulfill its mission to serve, inspire, and promote student success.

The SCCOE and its pillar is supported by anchor words that reflect the personality of the organization. Depending on the audience, these anchor words can be dialed up or down and can inform copy, design and strategies. The messaging strategy is complemented with anchor words that reflect the brand’s personality. These words should be used as a guide when drafting marketing copy or ideas, but do not need to be explicitly used within the copy.
COMMUNICATION: STYLE, TONE, VOICE

The goal of all SCCOE communications is to present a clear message targeted at a specific audience in a polished and professional manner. When planning out, and drafting messaging, and before committing to a specific element - like website highlight, social media post, or flyer, be sure to determine the following with those involved:

- **WHAT** is being communicated?
- **WHY** is the message/information being communicated? What is the purpose? What is the expectation/preferred outcome?
- **WHO** is the target audience?
- **WHERE** (what medium) am I most likely to reach the target audience — social media, at schools, email, etc.?
- **WHEN** will the messaging be received? Is the timing appropriate? Will the audience know to stop and pay attention? Are there other messaging that may intercept your objective?

**Write not for all readers, but for each audience.**
- Some people will read every word written. Others will just skim. To help everyone better comprehend the content, group related ideas together and use descriptive headers and subheaders. Write succinctly and clearly. Limit excess details and eliminate lofty, artificial language.

**Focus the message.**
- Create an order of information, a type of hierarchy. Lead with the main point, or the most important content, in sentences, paragraphs, sections, and pages.

**Be concise.**
- Use short words and sentences. Avoid unnecessary modifiers, and fluffy transitions.

**Be specific.**
- Avoid vague language. Cut the “fluff”.

**Be Positive.**
- Always write about what things are, or should be, rather than what they are not. Avoid statements that begin with "don’t," "not," "just," and "only".

**BE CONSISTENT.**
- Stick to the copy patterns and style points outlined in this guide.

<table>
<thead>
<tr>
<th>SCCOE IS</th>
<th>SCCOE IS NOT</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔ Educational</td>
<td>✗ Patronizing</td>
</tr>
<tr>
<td>✔ Values Driven</td>
<td>✗ Deficit Based</td>
</tr>
<tr>
<td>✔ Collaborative</td>
<td>✗ Independent</td>
</tr>
<tr>
<td>✔ Positive</td>
<td>✗ Negative</td>
</tr>
<tr>
<td>✔ Engaging</td>
<td>✗ Dismissive</td>
</tr>
<tr>
<td>✔ Friendly/Appropriate</td>
<td>✗ Antagonistic</td>
</tr>
<tr>
<td>✔ Fun/Enjoyable</td>
<td>✗ Uninspiring</td>
</tr>
<tr>
<td>✔ Professional/Skilled</td>
<td>✗ Amateur</td>
</tr>
</tbody>
</table>
COMMUNICATION: STYLE, TONE, VOICE

**STYLE**

Style means the mechanical or technical aspects of writing and may be specific to the requirements of the subject or topic.

**VOICE**

Voice means the unique worldview and word choices of the author. In our case, the SCCOE. Voice is a brand’s personality — and it’s always the same. The SCCOE voice is the unique way we present our brand to the world. It’s our personality, the type of language we use, and the way we use that language.

**TONE**

Tone relates to the attitude conveyed in the writing. Tone is how we use our voice; it allows us to communicate on-brand but with the distinction necessary for a particular context. Adjusting your tone to fit the need of the content shows an understanding of the audience — while staying on-brand.
The SCCOE voice is determined and straightforward. Its voice has a confidence that comes from being grounded in thinking about youth first, as well as our collective strength, resilience, and ability to be forward-looking.

The SCCOE is proud to share its accomplishments, as well as its plans for the future. Using tone words as a guide allows the copy developed to reflect the organization's optimism and influencer spirit.

The SCCOE tone can be flexible, depending on the audience and subject matter. For instance, messaging meant for youth takes a different tone than messaging meant for parents, staff, or professional partnerships. Tone words guide the process of making decisions to help maintain that the SCCOE's message accurately and consistency reflects the excellence it values.

THE SCCOE TONE OF VOICE – CONTINUUM

Tone of voice is the 'personality' of the SCCOE's brand, as expressed through the written or spoken word.

Defining the register of your words is often a case of choosing a point on a continuum. Vocabulary is the choice of words, and the words may or may not match your tone of voice.
COMMUNICATION: STYLE, TONE, VOICE

<table>
<thead>
<tr>
<th>Type of Writing</th>
<th>Intended Readership</th>
<th>Tone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Press Release</td>
<td>Public, External Stakeholders, Staff, Media</td>
<td>Direct and impartial</td>
</tr>
<tr>
<td>Flyer</td>
<td>Staff, Partners, Community</td>
<td>Direct and impartial</td>
</tr>
<tr>
<td>Social Post</td>
<td>Staff, Partners, Community</td>
<td>Warm, friendly, engaging, and informative</td>
</tr>
<tr>
<td>Blog Post or Newsletter</td>
<td>Public, External Stakeholders, Staff, Media, Partners</td>
<td>Informative, helpful, conversational, educational</td>
</tr>
<tr>
<td>Case Studies</td>
<td>Staff, Partners, Community, Potential Users</td>
<td>Engaging, inspirational, emotive</td>
</tr>
</tbody>
</table>

The following are links to examples of communications materials:

- **Press Release**: CLICK HERE
- **Flyer**: CLICK HERE
- **Social Post**: Please refer to the SCCOE Social Media Accounts for examples
- **Blog Post or Newsletter**: CLICK HERE
- **Case Studies**: CLICK HERE

**COPY & HEADLINES**

**Copy**
SCCOE writing should support and extend the theme of the headlines it is highlighting. Vary sentence lengths establish an energetic cadence that guides the reader along. Any SCCOE copy should serve as a compelling tool that shares in-depth information in a way that inspires and invites the reader to join this endeavor. Staff is expected to adhere to the editorial style guidelines provided in this manual.

**Headlines**
Headlines are the readers’ first encounter with the SCCOE message; that first impression is important. Strong headlines intrigue the reader with words that prompt them to read further. Headlines are meant to send a clear message with an economy of words that add an interesting chorus of phrases or alliteration along with a sense of forward progression.
To avoid confusion with other offices of education, the organization's preferred name is Santa Clara County Office of Education (not the County Office of Education). Should an abbreviation be needed, the correct abbreviation is SCCOE not COE.

When verbalizing the Santa Clara County Office of Education, in abbreviation terms, the correct pronunciation is spelled out S-C-O-E. It is incorrect to say "SKOEE".
THE OFFICIAL SCCOE LOGO(S): USAGE & RESTRICTIONS

The SCCOE logo is an important part of the organization's branding and identification. No visual element should be allowed to undermine or weaken the district logo.

Always use the SCCOE logo on all marketing materials.
- Allow ample space or cushion around the logo (.25" minimum is ideal).
- Use of the Santa Clara County Office of Education logo is coordinated by the Office of the Superintendent and Media & Communications. The logo is available as an EPS, PNG, or JPG file. Questions on appropriate file format should be directed to Media & Communications.

OFFICIAL SCCOE LOGOS

The Horizontal logo is a one-line, horizontal image.

Placement: The logo looks best centered at the top or bottom of a page, and when it is in proportion to the text accompanying it on the page.

The Rectangle Logo is a semi-stacked rectangular image.

Placement: Best used either left or right edge justified on the page or where limited space dictates its usage.

The Stacked Logo is stacked image.

Placement: Best used centered in a more square or vertical space.
Protected Area & Proper Scale
The SCCOE logo has been designed for readability over a wide range of sizes from banner-size prints to business cards. The logo must never be so small that it is illegible and should never appear distorted.

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.
Who may use the SCCOE logos and the ways they may be used are guided by certain restrictions?

The SCCOE logo is the official trademark of the County Office of Education. Permission must be obtained to use the logo outside of official SCCOE publications. The logo should never be used for commercial purposes.

- The primary logo should never be rotated.
- Do not add 3D, or other visual effects, to the primary logo.
- Refrain from using primary logo on top of patterned or busy background (Exception - June/PRIDE Month).
- The primary logo should never appear in an unapproved color, skewed or altered. It should adhere to color standards and correct proportions.
  - Exception: The Rainbow SCCOE Logo is only to be used during June.
- Do not combine primary logo with graphic elements (unless a previously approved department logo/icon (TUPE, Artspiration, etc.).
- Stronger Together Logo should be accompanied by an SCCOE identifier, or logo.
- Using flame/torch only is under discretion of the design team and not to be used without approval.
COLOR STANDARDS

The official SCCOE color palette is restrained yet sophisticated. The colors complement one another creating continuity for a more easily recognizable brand. The limited SCCOE palette allows the user to create layouts with more depth and intensity without providing a plethora of color options. The primary colors should always be dominant within any design, while the secondary palette should only be used sparingly, as a design element and NEVER alone, by advanced users only.

The colors used in the SCCOE logo treatments contribute to a distinguishable element of SCCOE's identity. It is important to be consistent in the use of color. Whenever possible, the primary logo should be used in Pantone (PMS) 307 C.

When using a solid-color background, the signature colors should be reversed (white). Please note: The SCCOE logo should be as prominent as possible. It is important that background colors provide sufficient contrast with the logo for ADA compliance as well.

If it is necessary that the logo be reversed out of a multi-colored background or a photograph, it is important that the logo stands out clearly. Avoid the placement of the SCCOE logo against backgrounds from which it cannot be clearly distinguished.

Contact Communications if you are unsure about logo size.
For SCCOE programs or initiatives that have an existing logo, please contact Media & Communications for guidance. All determinations of whether a logo may be used are subject to approval by the Office of the Superintendent. Department logos must always include the official SCCOE logo and cannot be used separately.

Please consult Media & Communications with any questions regarding logo usage. You may also go to our SCCOE Website, click on “About the SCCOE,” and scroll down. On the right side under “Artwork” you will find our logos to download.

**Division and/or Department logos**

The County Superintendent of Schools is not currently authorizing the creation of new or updated departmental logos to ensure the Santa Clara County Office of Education is clearly communicated on all printed and digital collateral.

- For SCCOE programs or initiatives that have an existing logo, please contact Media & Communications for guidance. All determinations of whether a logo may be used are subject to approval by the Office of the Superintendent.
- Department logos must always include the official SCCOE logo and cannot be used separately.

**COLOR STANDARDS**

**Color Formulas**
The logo may be reproduced as either blue, black, or white. The SCCOE logo may not be reproduced in any other color.

Our official shade of blue is:

- **Pantone (PMS) – 307 C**
- **RGB – R: 0  G: 105  B: 167**
- **HEX # – 0069a7**
- **CMYK – C: 100%  M: 37%  Y: 0%  K: 34%**
- **HSV – 202° 100% 65%**
COLOR STANDARDS

The logo may be reproduced as blue, black, or white.
SCCOE Blue – PMS 307 C
Please see previous page for RGB, CMYK, Hex, and HSV formulas.

Size
The flame portion of the logo should be no smaller than .375 inch (3/8").

Spacing
The logo should always have at least .25 inch (1/4") of white space between it and any other text or design element in the document. A good reference for this spacing can be found on the SCCOE letterhead.

Resizing
When enlarging or reducing the logo, be sure to drag from the corner and hold down the “Shift” key to retain correct proportions.

Note: Please consult Media & Communication with any questions regarding logo usage. You may also go to our SCCOE Website, click on “About the SCCOE,” and scroll down. On the right side, under “SCCOE Hi-Res Logos” you will find our logos to download.
OUTDATED LOGO(S)

Below are outdated SCCOE logos that may no longer be used.

Business Card and Letterhead Templates

The SCCOE Business Card and letterhead templates are available on the SCCOE Intranet. Neither template can be modified.

The SCCOE Business Card fulfilment is completed through Print services; the order form is available on the Intranet.

<table>
<thead>
<tr>
<th>SCCOE Letterhead (1 page / blank / color)</th>
<th>December 16, 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCCOE Letterhead (1 page / Pre-Printed)</td>
<td>December 15, 2016</td>
</tr>
<tr>
<td>SCCOE Letterhead (2 pages / blank / B&amp;W)</td>
<td>December 16, 2020</td>
</tr>
<tr>
<td>SCCOE Letterhead (2 pages / blank / color)</td>
<td>December 16, 2020</td>
</tr>
<tr>
<td>SCCOE Letterhead (2 pages / Pre-printed)</td>
<td>December 15, 2016</td>
</tr>
<tr>
<td>Talent Release Form (English)</td>
<td>December 3, 2019</td>
</tr>
<tr>
<td>Talent Release Form (Spanish)</td>
<td>December 3, 2019</td>
</tr>
<tr>
<td>Talent Release Form (Vietnamese)</td>
<td>December 3, 2019</td>
</tr>
<tr>
<td><strong>Print Services</strong></td>
<td></td>
</tr>
<tr>
<td>Key Code Request Form</td>
<td>April 29, 2020</td>
</tr>
<tr>
<td>Canon C5250</td>
<td>February 9, 2016</td>
</tr>
<tr>
<td>Copier Access Form</td>
<td>October 4, 2019</td>
</tr>
<tr>
<td>Print Services Work Order</td>
<td>April 18, 2019</td>
</tr>
<tr>
<td>Business Card Order Form</td>
<td>December 9, 2019</td>
</tr>
<tr>
<td>Rubber Stamp Order Form</td>
<td>October 8, 2018</td>
</tr>
<tr>
<td>Copier Move Form</td>
<td>October 7, 2020</td>
</tr>
</tbody>
</table>
USEFUL DESIGN TIPS

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 size 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. This is the rule of thumb for all communications, presentations, flyers, social me, and emails.

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 .375” margin on all sides.

Less is More
Stick to one-two fonts. Standard SCCOE 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.
AMERICAN DISABILITIES ACT (ADA) COMPLIANT

Fonts
- Contrast between both the background/foreground colors and text colors.
- Select easy to read fonts; avoid small font sizes.
- Limit use of font variations.
- Avoid underlining text as this could be misunderstood as a hyperlink.

Images
Use minimal-to-no flickering or animated graphic elements.

Tables
Prioritize lists over tables. If it is necessary to use tables, make sure both headers and cell properties are used. The easiest way to ensure accessibility in tables is to give each table an ID and summary which provides the user with an overview of the content.

Links
Rather than including the URL (e.g. https://www.sccoe.org/depts/public-affairs/Pages/default.aspx), it is recommended that a description of the link be provided (e.g. Media Communications and Public Affairs) to inform readers about the type of content contained in the link.

Uploaded Documents
- All documents uploaded to a Department’s website should be ADA compliant, which include Adobe PDF files, Microsoft Word Documents, and Microsoft PowerPoint Presentations.
  - If attaching a PDF file, make sure the PDF file has not been converted from scanned images of books or other sources which are not accessible.
Contrast & Color

It is important to note that screen readers do not recognize colors.

- Do not use colors to communicate information (e.g., keywords, to indicate a link).
- Limit use of multiple colors.

Find colors that provide maximum contrast, including enough contrast between content and the background, so that text and non-decorative images are legible for anyone with low vision or color deficiencies.

Best Practices

- Ratio: Text and interactive elements should have a color contrast ratio of at least 4.5:1.
- Color as indicator: Color should not be the only indicator for interactive elements. For example, underline links on hover, or mark a required field with an asterisk.
- Color blindness: Red/green color blindness is the most common, so avoid green on red or red on green. (Think especially about avoiding using red and green for “bad” and “good” indicators).

Live Example

From the US Standards Website:

“WCAG (Web Content Accessibility Guidelines) ensure that content is accessible by everyone, regardless of disability or user device. To meet these standards, text and interactive elements should have a color contrast ratio of at least 4.5:1. This ensures that viewers who cannot see the full color spectrum are able to read the text.”

“The options below offer color palette combinations that fall within the range of Section 508 compliant foreground/background color contrast ratios.”
Do

- Use good contrasts and a readable font size
- Use a combination of color, shapes and text
- Follow a linear, logical layout - and ensure text flows and is visible when text is magnified to 200%
- Put buttons and notifications in context
- Use simple colors
- Write in plain English
- Use simple sentences and bullets
- Make buttons descriptive – for example, "ATTACH FILES"
- Build simple and consistent layouts

Don’t

- Use low color contrasts and small font size
- Bury information in downloads
- Only use color to convey meaning
- Spread content all over a page – and force user to scroll horizontally when text is magnified to 200%
- Separate actions from their context
- Use bright contrasting colors
- Use figures of speech and idioms
- Create a wall of text
- Make buttons vague and unpredictable – for example, Click here
- Build complex and cluttered layouts
The following are approved fonts for use on SCCOE collateral materials (includes additional font family weights and styles, i.e. bold, italic, etc.):  

**Arial**  
```  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890  
```

**Calibri**  
```  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890  
```

**Cambria**  
```  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890  
```

**Helvetica**  
```  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890  
```

**Lato**  
```  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890  
```

**Playfair Display**  
```  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890  
```
**COMMUNICATION STANDARDS**

**LETTERHEAD**

All letters and correspondence should be printed on the SCCOE letterhead shown below. Templates are available on the SCCOE Intranet.

**Selecting Letterhead**

The Santa Clara County Office of Education (SCCOE) letterhead with department name, mail code and telephone number should be used for external correspondence and formal recognition of SCCOE employees. Letterhead developed for a specific project or grant may be used instead of SCCOE letterhead, but must include a reference to the SCCOE.

**Block Style**

Block style is the recommended format for letters. The entire letter is aligned with the left margin (or adjust as necessary). This style of letter is written as follows:

---

**Margins, Spacing, and Alignment**

Use the following margins:

- **Top** – 1.5 inch (1 1/2")
- **Left and right** – 1 inch
- **Bottom** – 1.25 inch minimum (1 1/4")

Double space between paragraphs that are aligned with the left margin.

**Font and Type**

Specifications Cambria 12-point font is recommended for letters.

**Dateline**

Type the date on the third line below the letterhead, or on the first line two inches below the top of the paper.
COMMUNICATION STANDARDS (CONT'D)

Inside Address
Triple space between the date and the inside address. Type the recipient’s full name, title, address, and ZIP code.

Salutation
Place the salutation two spaces below the inside address. The salutation contains the person’s gender title (if known) and name, followed by a colon. If you are on a first-name basis with the recipient, include the full name and gender title in the inside address, but use only the first name in the salutation. In the case where you are not sure of the gender, use the person’s first and last name. If you do not have the person’s name, then use a generic title.

Address women without a professional title as Ms., whether they are married or unmarried. If a woman expresses a preference for Mrs., Miss, or Ms., then honor her request. Avoid vague salutations like “To Whom It May Concern,” or “Dear Sir.”

Message or Body
Start the body of the letter two spaces below the salutation. Type paragraphs flush left; do not indent them. Single space within paragraphs, and double space between paragraphs. Leave two spaces between the body of the letter and the closing.

Complimentary Closing
Use a formal closing, such as “Sincerely.” Type your full name four lines below, aligned with the closing. Type your business title on the next line. Sign the letter in the space between the complimentary closing and your typed name. If you are writing to someone with whom you are on a first-name basis, sign only your first name. In all other cases, sign your full name. Note: If the superintendent will be signing the letter, type the superintendent’s name and title.

Enclosure Notations
Notations indicate that the writer is enclosing materials along with the letter. There is not a standard form for the enclosure notation; select the form that seems most helpful to the reader. For clarity, the enclosed material should be mentioned in the body of the letter.
Copy Notation
This notation indicates who will receive copies of the letter. Use a copy notation (cc) for photocopies.

Paper Quality
The second page of your letter should be typed on plain paper of the same paper quality as the letterhead stationery.

Heading
At the bottom of the first page, at least three spaces below the message or body, using a justified right margin, type the words “(continued next page).” Type the heading three lines below the top of the second page. The heading should include:

- Name of person to whom letter is addressed
- Date
- Page number

Example:
Janice Smith
February 14, 2020
Page 2

Message or Body of the Second Page
Always include at least two lines of body text. Begin typing the text three lines below the page number line.
PRESENTATIONS

PowerPoint guidelines
SCCOE staff are to use software and online presentation software platforms like PowerPoint and Google Presentations/slides. The official PowerPoint template for SCCOE is available for download from the Intranet in PPT and PPTX format, as well as in Google Slides.

- The color logo should appear on all slides of your presentation. This template provides ample room for text, photos, pictures, and graphs.
- It is strongly suggested that Calibri or Arial fonts be used for headlines and all other text.
- Should you require an alternate template, please work with your division head and Media & Communications for approval.

PPT 101

Cross agency collaborations that may need to accommodate flexibility should be discussed with the Division Chief. Just like logo placement, a SCCOE presentation is an important part of the organization's branding and identification. Collaborative presentations and corresponding visuals should not undermine or weaken the SCCOE brand.

Considerations
To keep your audience from feeling overwhelmed, you should keep the text on each slide short and to the point.

The 5/5/5 rule
- The 5/5/5 rule equates to no more than five words per line of text, five lines of text per slide, or five text-heavy slides in a row.

and/or

10-20-30 Rule
- Ten slides that last no more than twenty minutes, and contain no font smaller than thirty point.
Design/Layout: The preferred aspect ratio size is 16x9 (wide screen, not Standard 4x3).

Choose readable colors and fonts
- Easy to read and pleasant view.
  - Default to large, simple fonts and theme colors, as outlined in this guide.
  - The larger the room, the larger the font.
- Presenting with the lights on? Dark text on a light background is your best bet for visibility.

Graphics should always relate to the content and should not distract the presentation and/or slides. Limited to no animation.

Visuals
- Too many bullet points. Any more than 4 is risky.
- Too many words on a slide. No one listens well when they read.
- Too many fonts, over bolding, or underlining are unnecessary and distracting
- Clip art – no
- Don’t forget to spell check
- Too many font sizes, or text that is smaller than 20pt. Font
- Graphics or text that covers other graphics or text
As an organization, the SCCOE email signatures are to be consistent throughout the organization. This includes both Ridder Park and off-site staff.

Each day, your email is a connection to many individuals within, and beyond, the organization. An email signature is a simple, yet effective, way to brand every message sent. Signatures establish and reinforce the organizations core values, conveys a unified voice, and creates brand recognition to everyone who receives the emails. Using this email signature, you are communicating your official connection to the SCCOE while also helping to strengthen the SCCOE brand. The full email signature should be used when communicating with external audiences, but it is not necessary for routine emails between coworkers.

Additions such as inspirational quotes and graphics are not permitted and should be reserved for personal email accounts.

**GRAPHICS**

The images on the left-hand side of the email signature include the SCCOE and its social media icons. All graphics contain live links to our website, social media, and strategic plan.

If one of the few departments with an individual logo wishes to add branding in the team's email signature, submit a project request to Media & Communications to create an email template.

**STRENGTHS**

The five strengths listed at the bottom of the signature are your Top Five Strengths. If you have not completed the Strengths Finder assessment, you may omit that line from the signature. To complete the Strengths Finder Training, please contact Workforce Development & Organizational Culture at WDOC@sccoe.org.
The SCCOE supports the inclusion of proper personal pronouns in email signatures. Adding gender pronouns to an email signature builds inclusivity at work. Pronouns normalize the culture for everyone, support transgender and gender diverse people, and are a visible display of being an LGBTQ+ ally.

Below is a list of commonly used pronouns and how they are used. However, this list is not exhaustive. It is best practice to ask which pronouns a person prefers. For more information about pronouns email communications@sccoe.org or refer to the SCCOE LGBTQ Information Resource Guide.

<table>
<thead>
<tr>
<th>Subject</th>
<th>Object</th>
<th>Possessive</th>
<th>Possessive Pronoun</th>
<th>Reflexive</th>
</tr>
</thead>
<tbody>
<tr>
<td>He</td>
<td>Hir</td>
<td>His</td>
<td>His</td>
<td>Himself</td>
</tr>
<tr>
<td>“He studied”</td>
<td>“I called him”</td>
<td>“His pencil”</td>
<td>“That is his”</td>
<td>“He trusts himself”</td>
</tr>
<tr>
<td>She</td>
<td>Hers</td>
<td>Hers</td>
<td>Hers</td>
<td>Herself</td>
</tr>
<tr>
<td>“She studied”</td>
<td>“I called her”</td>
<td>“Her pencil”</td>
<td>“That is hers”</td>
<td>“She trusts herself”</td>
</tr>
<tr>
<td>They</td>
<td>Them</td>
<td>Their</td>
<td>Theirs</td>
<td>Themselves</td>
</tr>
<tr>
<td>“They studied”</td>
<td>“I called them”</td>
<td>“Their pencil”</td>
<td>“That is theirs”</td>
<td>“They trusts themselves”</td>
</tr>
<tr>
<td>Ze (or Zie)</td>
<td>Hir</td>
<td>Hr</td>
<td>Hirs</td>
<td>Hirself</td>
</tr>
<tr>
<td>“Ze studied’ (“zee”)”</td>
<td>“I called hir” (“heer”)</td>
<td>“Hir pencil”</td>
<td>“That is hirs”</td>
<td>“Ze trusts hirself”</td>
</tr>
</tbody>
</table>

**TYPOGRAPHY & FORMATTING DETAILS**

- Font: Calibri
- Font Size: 9 pt
- Telephone Number Format - (408) 453-xxxx
- Email: First initial Last name@sccoe.org (hyper linked)
- Single Spaced
As an organization, our email signatures should be consistent. Please do not modify the fonts, font sizes, or logos.
EMAIL SIGNATURES (CONT’D)

How to create an email signature in Outlook

STEP 1: Open a new email message.

STEP 2: On the Message menu, select Signature > Signatures.

STEP 3: Under Select signature to edit, choose New, and in the New Signature dialog box, type a name for the signature.

Under Edit signature, compose your signature. You can change fonts, font colors, and sizes, as well as text alignment.

To assist with the SCCOE formatting, follow the steps below to insert one of the provided templates in Word, customize them with your personal information, and then copy and paste them into the Edit signature box.

Click HERE to download the SCCOE template.

Pick any template signature provided and easily customize it with your information.
EMAIL SIGNATURES (CONT'D)

How to create an email signature in Outlook (cont'd)

To copy and paste from the template into your Outlook signature:

- Hover over the signature and click to select all the elements in the signature.
- Select Copy (Ctrl + C).

STEP 4: Paste (Ctrl + V) the signature in the signature box.

STEP 5: Save the **signature as your default signature**, set the following options for your signature.

In the E-mail account drop-down box, **choose an email account** to associate with the signature.

STEP 6: Add your signature to all new messages by default.

In the **New messages drop-down box, select one of your signatures**. If you don’t want to automatically add a signature to new messages, choose (none). This doesn’t add a signature to any messages you reply to or forward.

(Optional) If you want your signature to appear in the messages you reply to and forward, in the Replies/forwards drop-down, select one of your signatures. Otherwise, accept the default option of (none).

STEP 7: **Choose OK to save your new signature** and return to your message.

Note: Outlook **doesn't add your new signature to the message you opened in Step 1**, even if you chose to apply the signature to all new messages. You’ll have to add the signature manually to this one message. All future messages will have the signature added automatically. To add the signature manually, select Signature from the Message menu and then pick the signature you just created.

For assistance, please submit a service request through the Technology Service Portal.
BUSINESS CARDS

The Elements

Name
Your name. You can include your degrees by adding a comma followed by your degrees.

Title
Job title only
*This does not include the department or division.

Department
The Department, or Division (Cabinet members only)

Address
Site address and mail code

City, State Zip
See example

Phone
The business card order form offers 1 required and 2 optional choices. Your office phone is required. A fax or a cell phone are optional.

Email
Your SCCOE.org email address

Pronouns
Four options: None, she/her/hers, he/him/his, or they/them/their
BUSINESS CARDS

How to Order Business Cards

Business Cards are printed using a formatted template, based on the SCCOE branding. Business Cards cannot be customized outside the options provided on the form.

STEP 1
- Ordering business cards begins on the Intranet.

STEP 2
- Click Forms & Templates

STEP 3
- Click Public Affairs Tab.
- Download the Business Card Order Form (under Print Services).
- Complete the form, and include all the information as requested.

STEP 4
Complete the form online.

STEP 5
Download the completed form and email to Print_Services@sccoe.org.
FLYERS

Description and Processes
Flyers are printed, or digital, sheets meant to be posted in a public place or private workplace and can be widely distributed through a variety of methods. Flyers are adverts that raise awareness and are usually informational in nature; they contain a very simple message that can be conveyed quickly. They can also be used to affirm positive behaviors or draw people to an event.

Usually 8 ½" x 11" and a single, unfolded printed sheet that is used to draw attention to an event, service, product or idea; it might be simply photocopied or e-mailed, and often rely solely on words to get their point across.

SCCOE has four flyer templates. Each template can be located on the intranet. Please contact Design Services with any questions regarding the templates.

Click here to Access Flyer Templates

Flyers must be one of the templates or created by one of the SCCOE's graphic designers, per the general parameters noted on the next page.
Purpose for Flyers

Level 1: Call to Action/Promote
A flyer “ad” promotes limited-time item/event. These flyers emphasize the information rather than the design.

- Concise, easy-to-read thanks to highly legible fonts, and should have the contact details, content details and fees (if applicable).
- Widely distributed and usually has a deadline.
- Completed by requester/department, using the approved template.

Level 2: Educational/Professional Learning
An informational flyer gives you access to simple and quick tasks, and or one off events that are appropriate for mass audiences.

- Promotes the information rather than the design.
- Concise, easy-to-read thanks to highly legible fonts, and should have the contact details, content details and fees (if applicable).
- Completed by requester/department, using the approved template. Or, if a regional/special event, complete a project request for a Design Services consultation and support.

Level 3: Organizational/Program flyers
Organizational/Program promote brand awareness, and pack in a lot of content while maintaining a clean look.

- Flyer color schemes in more neutral tones, and/or according to the organization's branding; Design uses a balanced grid to position the page elements that includes use of white space, in addition to the company logos, contact details and photos of your signature product or service, if applicable; May be kept in a lobby, or catalogue display.
- Usually open ended without a definitive end date.
- Completed by SCCOE Design Services; project request required.
What is the flyer approval process?

Level 1 (internal only)
- Originator > Director > Assistant Superintendent

Any Level that includes Partner Logo*
- Originator > Director > Assistant Superintendent > Superintendent

*Partnership: A partnership is a relationship of two or more entities formed in support of the Santa Clara County Office of Education's goals to support districts, schools, students, and families. The SCCOE partnerships fall in one of four categories below:

- Educational Entities
  - Examples: Monterey County Office of Education, Power of Democracy, The Curriculum and Instruction Steering Committee (CISC), The California Association for Supervision and Curriculum Development (CASCD)

- Community-Based Partners
  - Examples: Resource Area for Teaching (RAFT), The San Jose Public Library Foundation, Silicon Valley Reads (SVR)

- Governmental Partners
  - Examples: Kids in Common, First 5, Power of Democracy

- Business relationships
- Grants, CDE, COEs, or other Non-Profits and Community Organizations

*Partner Logo: A logo or image that represents a partnership with the SCCOE.
THE MEDIA

MEDIA REQUESTS 101

All media releases, and media advisories, and/or request for statements must be approved by Communications, with the exception of the Superintendent’s Office in the Executive Services Branch. If you have a question regarding the approval process for your department, please contact Communications.

If you are contacted directly by the media, please forward the call or email to the Communication Services Department at 408-453-6514, and wait for approval before responding. Communications may need to coordinate the inquiry with the Superintendent or members of the Cabinet, provide a response involving multiple departments, or confirm the reporter credentials.

WHATEVER YOU SAY TO A REPORTER, ON OR OFF THE RECORD, MAY APPEAR IN PRINT OR ON AIR THAT EVENING

When interacting with the media:

- Keep calm.
- Don’t speak on behalf of the organization unless approved.
- Don’t be baited by deadlines, the reporter’s frustration/excitement, comments that are intended to make you angry, etc.
- Always remember that anything said to the media will almost certainly be made public.
- “Off the record”, in most cases, has no legal weight behind it. Always assume anything you say will be a matter of public record.
- You know your business and you know your facts. Be courteous and polite and listen to exactly what the reporter is asking. Avoid joking and/or Hyperbole.
- There is always a deadline. “Thanks for letting us know. We will do our best to accommodate your request.”
- Ask questions back: The reporter isn’t the only one who can ask the questions. Find out as much as you can about the issue the reporter is contacting you about. Don’t get into discussing the case immediately. Give the reporter a chance to ask all the questions they want. Ask the questions all at once if possible.
- Don’t say or write anything you don’t want published.
- Ask a reporter to submit written questions in advance.
TV and print reporters often have little or no background on particular stories and appreciate any information you can give them. Always assist them with the story coverage.

Reporters are not looking for the negative or for skeletons in closets. They are, however, trained to inquire and educated not to merely accept what officials tell them, but to substantiate that information.

- Reporters are not concerned with placing schools in a favorable light. Rather, a good journalist attempts to present both sides of an issue. If you do not respond, the only material they have belongs to the other side.

- Do your homework – anticipate likely questions and review possible answers. Be prepared to answer that one question you don’t want asked!

Think before you speak.
- Have two or three main points you want to share with the reporter and focus on those.
- Do not guess or speculate. Be specific, but don’t be afraid to say, ”I don’t know. I’ll call you back with the answer in ten minutes.” Then gather the information and do call back. Use concrete examples, personal experiences, clear images and accurate statistics.
- Never go “off the record.”
  - When conducting an interview, a reporter is not engaging in private conversation. The information you relay “off the record” may not be used in the immediate story, but may come back to haunt you. Our tendency is to be friendly and very helpful – it’s only human nature. However, you can cause yourself incredible embarrassment if you go “off the record.”
Eliminate all acronyms from your speech!
- Most people don’t know curriculum modification, core class components, deciles, CDE, CTA, CSBA, ACSA, ADA and C-BEST, so don’t use them.

- Speak slowly and give BRIEF answers.
  - Particularly for TV and radio say only a few words – 20 to 30 seconds worth. If you ramble on and on, it gives the reporter too much editing leeway and you lose control over your message.
- Use your conversation to flag important points. “The most critical issue here is…” “The number one priority is…”
- If you don’t want to answer a hypothetical question, simply say so.
- Never assume journalists agree with you though they will often act as if they do.
- Be friendly and helpful, but professional. Maintain your own integrity.

Appearance on Camera

that has been approved by the SCCOE

<table>
<thead>
<tr>
<th>DO</th>
<th>DON’T</th>
<th>DON’T</th>
<th>DON’T</th>
</tr>
</thead>
<tbody>
<tr>
<td>Look at the reporter, not the camera</td>
<td>Wear distracting accessories (jewelry, hats, etc.)</td>
<td>Chew gum or candy</td>
<td>Make distracting hand or body gestures</td>
</tr>
</tbody>
</table>
To assist with communicating with the SCCOE’s diverse stakeholders, Media & Communications provides translation and interpretation services. Dozens of languages are spoken in Santa Clara County, with English, Spanish, and Vietnamese being the three most widely used. Translation is offered for vital county office and school-based documents for public distribution and for our website.

The SCCOE also offers interpretation services to support communication during board meetings, IEP, DELAC, and other important oral communication. To ensure that communication is clear, quality, and consistent across the organization, we ask that you use translations provided by Media & Communications Translation Services. The department can also provide assistance in locating translation support for languages other than Spanish and Vietnamese. Be sure to allow time for translations when planning your communications.

Documents submitted for translation are processed in the order received. Document translation is available in English, Spanish, and Vietnamese. To request this service, complete the Project Request Form available on the Intranet.

Our primary manual for the Spanish language is the Real Academia Española (RAE).

While there are many schools of thought on translation, the SCCOE does not advocate for a word-for-word translation but rather a sense-for-sense translation. In other words, it is more important for the reader to have an understanding of the meaning within the actual context of the document than to have a word-for-word translation which can be simply provided through online services such as Google translate.

The SCCOE does not advocate for creating phrases that do not exist. As such, we do not translate the names of organizations unless the organization is an international organization that uses an official and recognizable translation of their name.

**EXAMPLE:**
Do not say “Manzana” when we are looking for Apple products. The Santa Clara County Office of Education does not have an official translation, when translating a document into Spanish do not say “Oficina de Educación del Condado de Santa Clara,” say Santa Clara County Office of Education.
The Santa Clara County Office of Education’s Communications Department includes a video production team committed to responding to the needs of our diverse community. Staff are here to support the video requester in meeting their goal(s) in producing the video. As such, we are pleased to provide video production related services, as needed, such as:

- Video and audio production
- Livestreaming
- Media van remote production
- Video and audio editing
- Motion graphics
- Script writing
- Closed captions
- Project consultation

**SCCOE Staff who seek video production services should contact communications for a consultation, or submit a project request. In-House Services must be contacted prior to anyone contacting 3rd party services. Should the communications team be unable to fulfill the request, steps to obtain approval to outsource can ensue.**

07  AUXILLARY SERVICES

PHOTOGRAPHY

The Communications staff does not include a full-time staff photographer. Staff can/will photograph events they attend with a professional camera or a mobile device for distribution on social media, or as otherwise determined through project request and consultation.

Throughout the year, the Team may employ third-party photography services to capture specific events. In the meantime, and in accordance with SCCOE branding:

- Develop the distinctive, branded style that reflects the County's image and brand, while supporting the goals and identity of the SCCOE.

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

For all photography needs/services, contact Communications.

SCCOE 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 SCCOE negatively.

For video or broadcast services contact Communications.

Image diversity
Photos should reflect the SCCOE's diverse population, and should inspire the community to use organization's services. Should a team/department require images, please contact Media & Communications.
SOCIAL MEDIA

Social Media gives SCCOE and its Divisions the ability to communicate with 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 SCCOE 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. What may be designed for one platform, may not be appropriate other platforms; separate posts may need to be designed.

Active SCCOE Accounts

Facebook  @SCCOE
Instagram  @santaclarasccoe
Twitter  @SCCOE
YouTube  @SCCOEvideo
Linkedin  @santa-clara-county-office-of-education

Social Media Voice

• **SCCOE is:** Professional. Fun. Engaged. We value education and revel in belonging to a diverse, inclusive, and humble community. We believe in looking beyond ourselves, thinking globally, and that our possibilities are endless.

• **SCCOE tone is:** Energetic and enthusiastic. The SCCOE believes in its mission and accepts when we make a mistake. The SCCOE enjoys conversing and asking questions. The SCCOE is optimistic, and realistic. The SCCOE tells the truth.
Ownership of Posts
All messages on all SCCOE media platforms are posted in the character voice described above. Messages are presented with a positive attitude, but are honest and transparent in the information share. Unless permissions or advanced agreements are established, DO NOT attach names or initials to posts, or "tag" individuals.

Cadence
- Twitter: 6 to 9 posts daily
- Instagram: 2 to 3 posts/daily
- Facebook: 3 to 4 posts daily
- YouTube: Varies
- LinkedIn: 1 to 2 posts weekly

Twitter
- Shorten all links using nyu.is/po.st.
- Replace “and” with ampersand (&), NOT plus (+) to save characters when necessary.
- Include any relevant mentions, as long as the account is active.
- Avoid using more than 3 mentions in a single post.
- Use MT to signal when a quoted tweet has been modified or shortened.
- When quoting tweets always add something new before the RT or MT.
- Try for 1-2 native RTs (not quoting) per day.
- Try to include at least one hashtag per post. Avoid using 3+ hashtags in a single post.
- Cite the source of an article or news item by tagging the relevant account at the end of the message in brackets.

STORIES ON SOCIAL MEDIA
3-4 frames posted in a 24 hour period, but only post content that adds value. It's better to share other stories, daily, than sporadically post a story.
AUXILLARY SERVICES

SOCIAL MEDIA (CONT'D)

Facebook
- Use line breaks
- Include any relevant mentions, as long as the account is ACTIVE and the names of the mentioned accounts aren’t so long as to be cumbersome.
- Delete the text URL from your post if displaying the link preview.
- For a post where you don’t want the preview to show, use a shortened link (nyu.is) in the message itself.

Department YouTube Channels:
Departments interested in hosting a YouTube Channel are responsible for creating and maintaining their own YouTube Channel(s). Communications does not provide technical assistance for Department YouTube pages. For help, start with the YouTube Help Page.

The follow are best practices when embarking on a Department YouTube journey.
- Decide who will be the main point of contact, along with a back up.
- The Department YouTube should be set up with an sccoe.org email or generic department gmail.
- Log in information should be made available to the Department’s Chief, Director and/or Executive admin. Setting up accessibility systems helps prevent an account from becoming idle from uniformed transitions.

SCCOE YouTube
SCCOE’s YouTube Channel houses major, milestone, and useful videos for its stakeholders. The SCCOE YouTube Channel is maintained by the Communications Production Team. Playlists highlight special events, organization series, initiatives, and/or partnerships. Requests to post on the SCCOE YouTube must be made through the project request system and will be reviewed accordingly.
Diversity: The representation of distinct characteristics, lived experiences, and identities (both visible and invisible) that make a group different from another.

Inclusion: A culture where diverse perspectives are welcomed and valued. It enables individuals and groups to feel safe and respected for who they are and for their contributions.

SOCIAL MEDIA (CONT'D)

When selecting photos be deliberate, thoughtful, and inclusive. Avoid perpetuating negative biases, prejudices, and stereotypes.

SOCIAL MEDIA GRAPHIC SIZE REFERENCE GUIDE (2021)

Please refer to these specifications when designing or resizing elements for use on social media platforms.

<table>
<thead>
<tr>
<th>Instagram</th>
<th>Pixel Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profile Photo</td>
<td>320 x 320 pixels</td>
</tr>
<tr>
<td>Instagram Image Sizes for Feed</td>
<td></td>
</tr>
<tr>
<td>Landscape</td>
<td>1080 x 566 pixels</td>
</tr>
<tr>
<td>Portrait</td>
<td>1080 x 1350 pixels</td>
</tr>
<tr>
<td>Square</td>
<td>1080 x 1080 pixels</td>
</tr>
<tr>
<td>Recommended image size: Width of 1080 pixels, height between 566 and 1350 pixels (depending on whether the image is landscape or portrait)</td>
<td></td>
</tr>
<tr>
<td>Stories</td>
<td>1080 x 1920 pixels</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Twitter</th>
<th>Pixel Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profile Photo</td>
<td>400 x 400 (recommended); Minimum image size: 200 x 200 pixels</td>
</tr>
<tr>
<td>Header/Cover</td>
<td>1500 x 500 pixels (recommended)</td>
</tr>
<tr>
<td>In-Stream</td>
<td>1024 x 512 pixels (recommended); Minimum size: 440 x 220 pixels</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Facebook</th>
<th>Pixel Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profile Photo</td>
<td>180 x 180</td>
</tr>
<tr>
<td>Header/Cover</td>
<td>820 x 312</td>
</tr>
<tr>
<td>Event Header</td>
<td>1920 x 1080</td>
</tr>
<tr>
<td>Link</td>
<td>1200 x 628</td>
</tr>
<tr>
<td>Timeline Image</td>
<td>851 x 315</td>
</tr>
<tr>
<td>Stories</td>
<td>1080 x 1920</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LinkedIn</th>
<th>Pixel Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profile Photo</td>
<td>400 x 400 or larger (recommended)</td>
</tr>
<tr>
<td>Header/Cover</td>
<td>1584 x 396 (recommended)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LinkedIn image sizes for company pages</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Company logo</td>
<td>300 x 300</td>
</tr>
<tr>
<td>Page cover</td>
<td>1128 x 191</td>
</tr>
<tr>
<td>Life Tab Main Image</td>
<td>1128 x 376</td>
</tr>
<tr>
<td>Life Tab Custom Modules</td>
<td>502 x 282</td>
</tr>
<tr>
<td>Life Tab Company Photos</td>
<td>900 x 600</td>
</tr>
<tr>
<td>Square Logo</td>
<td>60 x 60</td>
</tr>
<tr>
<td>Image Sizes for Blog Post</td>
<td>1200 x 627</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>YouTube</th>
<th>Pixel Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profile Photo</td>
<td>800 x 800</td>
</tr>
<tr>
<td>Banner</td>
<td>2048 x 1152 (at minimum)</td>
</tr>
<tr>
<td>Video</td>
<td>1280 x 720 (at minimum)</td>
</tr>
</tbody>
</table>

Source: Hootsuite
It is relatively easy, cost-effective, and is easier to arrange than ever before. Audiences can connect to live streaming via desktops, laptops, tablets, or mobile phones. Zoom meeting can be streamed live on YouTube or Facebook (on a Facebook timeline, on a group or a page on which the user is an admin). Live streaming allows a user who watches to comment and interact while the meeting is happening, without having to connect to Zoom.

Departments should support their own live streaming. However, if the Superintendent, a member of Cabinet, or public official are included, communications must be included in the planning and logistics.

For assistance with Live Streaming:
- Review the Zoom Help Page (Search), and refer to the appropriate article.
- For more in-depth support, submit a (technology) service request via ServiceNow for more in-depth support.
Just like an in-person meeting or social event, Zoom can be a helpful application for teaching, meetings, sharing information or just in connecting in general. As with any interaction, there is no substitute for good manners, and good manners are appreciated more than ever in workplace meetings, including online video conferences.

**Know Your Options: Meeting vs. Webinar**

The Meeting and Webinar platforms offer similar features and functionality. However, there are some key differences.

- Meetings are for collaborative events where all participants are able to screen share, turn on their video and audio, and see who else is in attendance. Attendees have the ability to interact via chat answering polling questions. The host can also unmute the attendees.

- Webinars are designed so that the host and any designated panelists can share their video, audio and screen with view-only attendees. Attendees have the ability to interact via Q&A and chat. The host can also unmute the attendees.
TIPS FOR ATTENDING AN ONLINE MEETING/WEBINAR

Don’t be Late:
- Video meetings make it obvious when colleagues show up late.
- A rule of thumb: There’s no need to recap meeting minutes for a late arrival.

Mute your microphone
- To help keep background noise to a minimum, make sure your microphone is muted when you are not speaking.

Be mindful of background noise
- When your microphone is not muted, avoid activities that could create additional noise, such as shuffling papers, typing, or eating.

Limit distractions
- It is easier to focus and remain present during a meeting when notifications are turned off, apps are closed or minimized, and your mobile device/phone is muted.

Avoid multi-tasking
- Focus and remaining present is easier when refraining from replying to emails or text messages during the meeting.

Incorporate introductions
- Encourage speakers to introduce themselves, especially if not everyone knows each other. If they’re comfortable, include pronouns in introductions.

Murphy’s Law
- Anticipate unexpected outcomes, such as physical or technical interruptions, with patience.
Secure the camera in a stable position, and keep it elevated to give straight-on perspective during the call.

Center yourself in frame, adjust the positioning, and check before starting the call to ensure you are framed properly. Keep in mind that people aren’t just seeing you; they’re also seeing whatever the camera is pointed at behind you. Make sure that the camera isn’t facing something that you don’t want co-workers to see.

Consider using a virtual background (screen) so you can work from anywhere in your home, and not worry about what is in the background. Use of a virtual background can reduce video quality so, if that is important, just ensure that your actual background is “clean” and presentable/tasteful. Avoid a completely bare wall or a window with heavy light coming through. A background with a bookcase or a credenza with items hanging on the wall above it would be ideal.

- Sample SCCOE Virtual Backgrounds

Pay attention to lighting. Whenever possible, ensure the lighting behind your camera is brighter than the lighting behind you.

- Example: Position yourself facing a window rather than having your back to the window, letting in the light.
  - If necessary consider placing an extra lamp somewhere behind your camera to highlight your face.

Video body language and presentation matter.

- As is the case with in-person meetings and presentations, eye contact in video calls can be a very important factor. In an informal call, such as a small group meeting or discussion, speaking with your eyes looking at screen may feel more natural. However, in a formal context, such as a presentation, speak while looking at camera lens, to simulate looking at your audience; this increases your presence and authority.

- Clothing matters in a video call, particularly what you wear on your upper half; be conscious of what the camera captures, both on your person and in your home, and adjust accordingly. Avoid clothing patterns and colors that distract or obscure, including floral prints, stripes, shiny fabrics, or fuzzy details.
This quick reference section is intended to provide reminders of the SCCOE style, so that the organization moves forward with one voice.

NUMBERS

- Numbers less than 10 are written out as words (i.e., one through nine); Numbers 10 and greater use Arabic figures (10 – 999,999)
- Use the % symbol and figures to report any number as a percentage (6%, 22.5%)

**Exceptions:**
- Do not use a figure to start a sentence: write out the number
- When writing out the number also write out “percent”
- Use the word percentage when writing in general terms and not referring to a specific numerical value.
- 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.

  **One exception:** 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.
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.

ACADEMIC DEGREES

- Avoid abbreviations
  - Jane Doe, 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., Ed.D., 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: Jane Doe, Ph.D., lectured yesterday on ethics.

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 with commas (e.g. Aug. 20, 1964, was the day of the meeting).

TIME

- Use figures except for noon and midnight.
  - “Noon” on its own just refers to a time of the day, not a specific person or company. As such it’s not considered a proper noun and has no need to be capitalized on its own. The only moments where it should be capitalized is in the case it starts a sentence or when the word noon is part of a bigger title or name.
  - **EXAMPLE:** The classic western film High Noon – As the title of a movie, it becomes a proper noun and gets capitalized.
- 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.
## QUICK REFERENCE (CONT'D)

### PUNCTUATION: APOSTROPHE (')

<table>
<thead>
<tr>
<th>For plural nouns ending in s, add only an apostrophe</th>
<th>the girls' toys, states' rights</th>
</tr>
</thead>
<tbody>
<tr>
<td>For singular common nouns ending in s, add 's</td>
<td>the hostess's invitation, the witness's answer</td>
</tr>
<tr>
<td>For singular proper names ending in s, use only an apostrophe</td>
<td>Descartes' theories, Kansas' schools</td>
</tr>
<tr>
<td>For plurals of a single letter, add 's</td>
<td>Mind your p's and q's, the Red Sox defeated the Oakland A's</td>
</tr>
<tr>
<td>Do not use 's for plurals of numbers, or multiple letter combinations</td>
<td>the 1980' RBIs</td>
</tr>
</tbody>
</table>

### PUNCTUATION: COLON (:)

- Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence.
- Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence.
- Colons go outside quotation marks unless they are part of the quoted material.

### PUNCTUATION: COMMA (,)

<table>
<thead>
<tr>
<th>A serial comma should be used to separate each element in a series of three or more, even before the coordinating conjunctions &quot;and&quot; and before &quot;or.&quot;</th>
<th>assumptions, limitations, and delimitations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do not put a comma before the conjunction in a simple series.</td>
<td>John, Paul, George and Ringo</td>
</tr>
<tr>
<td></td>
<td>red, white and blue.</td>
</tr>
</tbody>
</table>
General inquiries should be directed to:
Communications@SCCOE.ORG

To request assistance/project completion:
https://www.sccoe.org/apps/project-request/Pages/default.aspx

For information about the Communications, or its services:

Robin Hall, Ed.D.
Interim Director
rhall@sccoe.org

Mariaisabel Balandra
Administrative Assistant IV
mbalandra@sccoe.org

TECHNOLOGY CONTACTS

For Technology Assistance for questions about topics like

- Sharepoint/Website Management
- Employee Resource Portal
- Zoom
- Outlook

Submit a SERVICE NOW request or contact TSBHelpDesk@sccoe.org.
Examples of Writing
- Press Release Example:
- Flyer Example:
- Blog Post or Newsletter Example:
  https://www.sccoe.org/covid-19/Pages/newsletters.aspx
- Case Studies Example:
  https://www.sccoe.org/covid-19/Pages/SV-Grant.aspx

ADA Standards for Accessible Design:
- https://www.ada.gov/2010ADAstandards_index.htm

ADA Assistance Tip:
- https://webaim.org/resources/contrastchecker/

Technology Service Portal:
- https://sccoe.service-now.com/

Access (NEW) SCCOE Flyer Templates:
- https://drive.google.com/drive/folders/1_4S7u79f1PC2FshL8rLaLMwSDDLPIFW?usp=sharing

Helpful Resource: Tips and Best Practices in Video Production:
- https://drive.google.com/file/d/1snoM9DHabPjpFtFLQThRpOov1jc0NQzd/view?usp=sharing

YouTube Help Page:
- https://support.google.com/youtube/answer/1646861?hl=en

The SCCOE YouTube Channel:
- https://www.youtube.com/channel/UCZ77fJMsexi-pDZskHrCGg

Zoom Help Page (Search):
- https://support.zoom.us/hc/en-us/search?utf8=%E2%9C%93&query=live+stream

Sample SCCOE Virtual Backgrounds:
- https://drive.google.com/drive/folders/1Pu7wd_B73Z2mlrjVNy2Mnhhzr_iGNs5-?usp=sharing

Project Request Form:
- https://www.sccoe.org/apps/project-request/Pages/default.aspx