



Students Rise. We All Rise.

DPSCD Style Guide

Version 2.5- January 2020

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Core Values & Priorities

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Usage: Letterhead

Usage: Business Cards

Usage: Email Signature

For questions or comments please contact:

Office of Communications and Marketing

📞 (313) 873-3494

✉ communications@detroitk12.org

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Blueprint 2020

Mission & Vision

Mission

We educate and empower every student, in every community, in every community, every day, to build a stronger Detroit.

Vision

All students will have the knowledge, skills and confidence necessary to thrive in our city, our nation, our world.



Mission & Vision

Blueprint 2020

Core Values

STUDENTS FIRST

Make decisions that are in the best interest of students. Use every resource strategically so that we can meet students' individual needs.

EXCELLENCE

Be relentless in your pursuit of greatness. Be bold and innovate. Learn from your mistakes. Hold yourself and others to high standards.

INTEGRITY

Do the right thing, even when no one is looking. Be honest. Be trustworthy. Be accountable.

EQUITY

Diversity is an asset that makes us stronger. Advocate for the needs of others. Ensure that all members of our community have access to the tools and resources they need to be successful.

SERVICE

Listen. Empathize. Respond. Own problems and help to solve them.

TENACITY

Embrace hard work and persevere in the face of challenges. Follow through on your commitments and strive to do your best, no matter what.

Blueprint 2020

Priorities

OUTSTANDING ACHIEVEMENT

Dramatically improve the academic experience of all students to ensure they are college and career ready.

TRANSFORMATIVE CULTURE

Transform our culture so that students, families, community members, and staff feel safe, respected, and connected.

WHOLE CHILD COMMITMENT

Champion a whole child approach that unlocks students' full potential.

EXCEPTIONAL TALENT

Build an excellent team of dedicated staff to serve our students.

RESPONSIBLE STEWARDSHIP

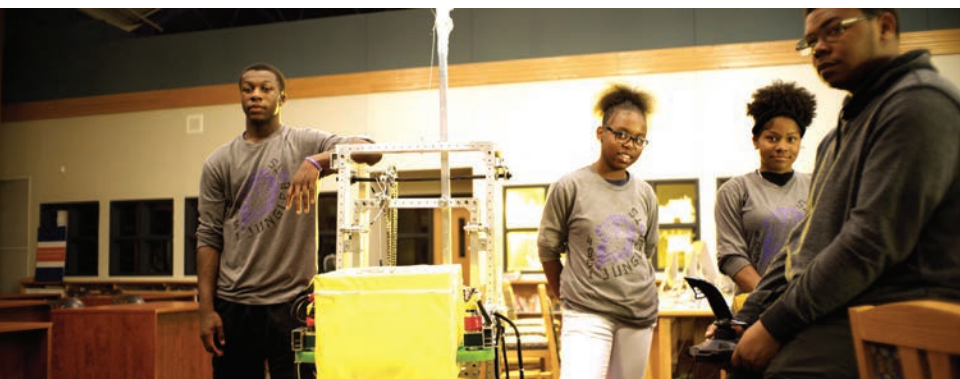
Manage and deploy our resources responsibly, transparently, and equitably to support our students' success.



Elevator Speech

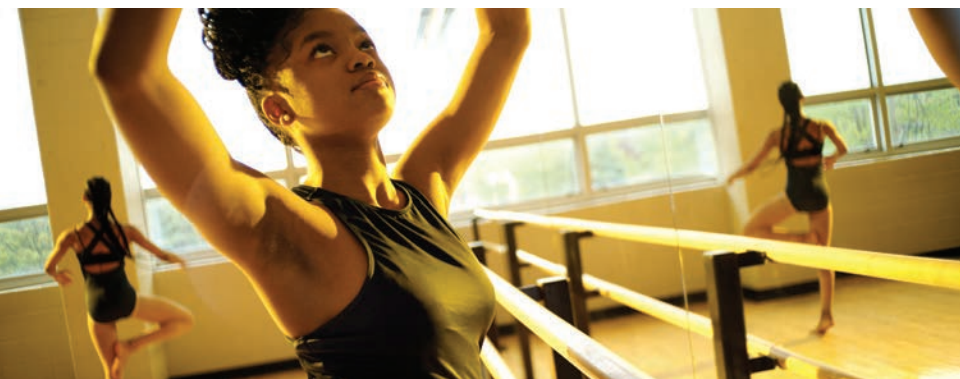
Take a look at us. Right now. What do you see? We are everything that will be. We are an engine of progress that has been forged by generations. Driven by the knowledge that each student in every classroom has the potential to be “the one.” The one who will be their best self and inspire us all. The one who will join the legacy of those that came before them and be the pride of our community. We are teachers, parents and families that know if we are to rise, then everyone must do their part. We are a city that runs on ambition and grit, constantly retooled and ready for tomorrow – where change is constant, potential is limitless and hard work prevails. We know when students rise, we all rise. We are, Detroit Public Schools Community District.

Public school education was established 175 years ago in Detroit. Today, Detroit Public Schools Community District is the largest school district in the state of Michigan with 106 schools and over 50,000 students. Our mission is resolute: to develop today’s learners into tomorrow’s leaders, building a stronger Detroit every day. We champion a whole child approach that combines superior academics with social-emotional, extracurricular, and health services tailored to each individual student’s needs.



Voice

Just as people have unique personalities, brands too should have their own defining characteristics. The easiest way to create a distinct brand persona is to establish a consistent voice that can carry across content created for all media forums, from broadcast to eBlasts.



Voice

What to say:

- **DO tie back to our mission.**

Every time we weave some of our stories back to objectives from our mission, whether it be student enrollment or teacher recruitment, it reinforces who we are, giving us a common purpose and direction.

- **DO show some swagger.**

We do not need to be shy about our accomplishments. We should let people know the great things we are doing in a proud, but not cocky, way.

- **DO speak to and not at the audience.**

“You” and “your” are important words that help engage our audience and get them to identify more strongly with our brand.

- **DO tailor work to your target audience.**

Attempt to think like the group you are targeting (parents, teachers, staff, etc.) and touch on benefits that address their unique needs and when applicable, please site appropriate data proof points.

- **DO pose questions and answer them.**

By addressing questions and concerns before they are asked, we will instill confidence in our audience while positioning ourselves as benevolent providers of knowledge.

Voice

What not to say:

- **DO NOT be verbose.**

Copy should be concise and easily digestible in today's scroll culture.

- **DO NOT be bull-headed.**

We should not make any unfounded claims or be too lofty in our messaging. While our voice should be optimistic and determined, it should always be grounded in reality.

- **DO NOT be too elitist or highbrow.**

Our messaging should be approachable and written at a grade school reading level. Stay away from words like “lofty” or “dignified” that elevate our brand to the point of alienation.

- **DO NOT use the passive instead of the active voice.**

None of our marketing should be boring. An active voice will lend our materials an engaging, energetic quality that will excite our audiences.

Incorrect

In developing Michigan's most distinct college preparatory platform, Detroit Public School Community District has ensured our students get the best possible experience on their road to success.

Correct

Detroit Public Schools Community District believes in a whole-student approach to education. Your child will be offered curriculum aligned to Standards, cutting-edge fine arts programs, wrap around services and more. We equip each student with the full set of tools to be college and career ready and make a real difference in Detroit.

Tone

Whereas a brand's voice should stay consistent throughout all of our messaging, its tone can be adapted to resonate more strongly with distinct audiences.

The following are some key qualities that will help define the Detroit Public School Community District's tone of voice:

- We are student-centric
- We are smart
- We have a sense of community
- We acknowledge our past, while focusing on our future
- We demonstrate accountability
- We are approachable and inclusive
- We are confident
- We are topical and relevant

Graphic Identity: **Color**



PANTONE – PMS 2728

CMYK – C=96, M=78, Y=0, K=0

RGB (WEB) – R=0, G=51, B=204

HEX (WEB) – 0033CC



PANTONE – PMS 116

CMYK – C=0, M=18, Y=100, K=0

RGB (WEB) – R=255, G=204, B=0

HEX (WEB) – FFCC00

PMS (Pantone® Matching System)

Use: Printing. For offset printing only. Ideal for stationery. Often used in one or two-color jobs. Also used as spot colors on premium brochures in addition to four-color process.

CMYK (cyan, magenta, yellow, black)

Use: Printing. Use in offset and digital printing. Ideal for full-color brochures, flyers, posters and post cards, etc.

RGB (red, green, blue)

Use: Onscreen. The most commonly used color profile in the world of computers, TV screens and mobile devices is RGB. RGB is the process by which colors are rendered onscreen by using combinations of red, green and blue.

HEX (hexadecimal color)

Use: Onscreen for websites.

Graphic Identity: **Fonts**

AaBbCc123
TT Norms Regular
(Logo Use Only)

Vidit occum voloratem rest volesciat
laboribus ad quidellabor simi, ut fuga. Ga.
Aqui at ommodig nimagnat la doluptur
nisquidi conet eum num ipsa et et.

AaBbCc123
TT Norms Bold
(Logo Use Only)

**Vidit occum voloratem rest volesciat
laboribus ad quidellabor simi, ut fuga. Ga.
Aqui at ommodig nimagnat la
nisquidi conet eum num ipsa et et.**

AaBbCc123
Arial Regular

Vidit occum voloratem rest volesciat
laboribus ad quidellabor simi, ut fuga. Ga.
Aqui at ommodig nimagnat la doluptur
nisquidi conet eum num ipsa et et.

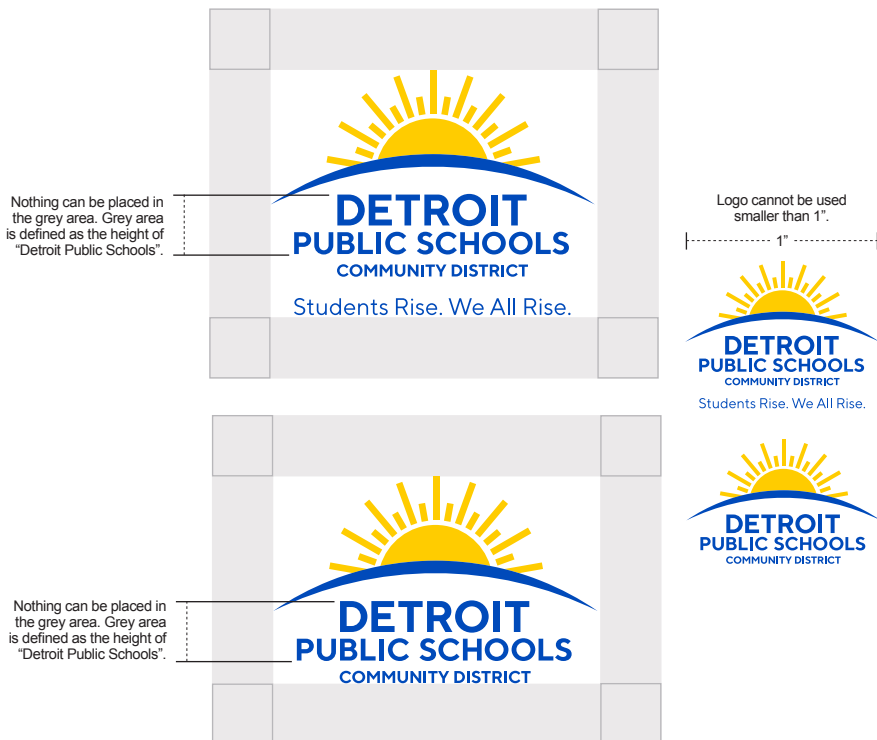
AaBbCc123
Arial Bold

**Vidit occum voloratem rest volesciat
laboribus ad quidellabor simi, ut fuga. Ga.
Aqui at ommodig nimagnat la
nisquidi conet eum num ipsa et et.**

AaBbCc123
Arial Black

**Vidit occum voloratem rest
volesciat laboribus ad quidellabor
simi, ut fuga. nimagnat la doluptur
nisquidi conet eum num ipsa et et.**

Graphic Identity: **Logo**



IMPORTANT: To protect the clarity and visual integrity of the logo, it has an exclusion zone. It must always appear legibly on a clear background. All uses under 1" must be approved by the Office of Communications and Marketing.

Graphic Identity: **Logo**



Nothing can be placed in the grey area.
Grey area is defined as the height of "Detroit Public Schools".



IMPORTANT: To protect the clarity and visual integrity of the logo, it has an exclusion zone. It must always appear legibly on a clear background. Office name is limited to a maximum of 3 lines of copy. This layout is for general collateral only and not as a replacement for letterhead and/or business card layout. All external use must be approved by the Office of Communications and Marketing.

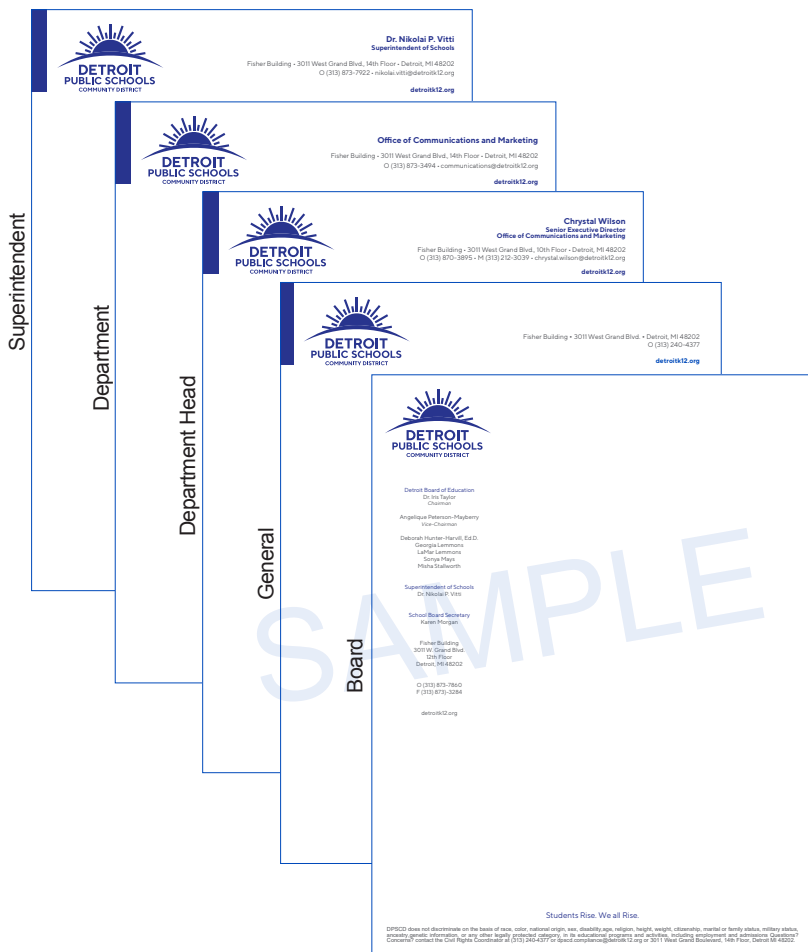
Graphic Identity: **Logo**

Logo do's and don'ts



IMPORTANT: Brand mark should never be separated from word mark. For additional color variations, please contact the Office of Communications and Marketing.

Usage: Letterhead



IMPORTANT: Use of Superintendent and Board letterhead must be approved in advance

Letterhead

Usage: **Business Cards**



Recommended Card Stock:
120lb Gloss Cover

Usage

Email Signature

Email Signature Block Generator

1. Log into the HUB > Strategy
 - <https://detroitk12.sharepoint.com/sites/Strategy2/SitePages/Email-Signature-Generator.aspx>
2. Enter your work contact information.
3. Once satisfied with the information, Highlight/Select the information in the auto-generated window, Copy (Ctrl + C)
4. Open Office 365, Choose Settings (⚙️ - upper right corner), scroll down and Choose Mail under “Your App Settings”
5. Paste (Ctrl + V) in your signature block under the following:
 - Mail > Layout > Email Signature
 - Mail > Automatic Processing > Automatic Replies



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Fisher Bldg., 11th Floor
3011 W. Grand Blvd.
Detroit, MI 48202