



# MARKETING AND COMMUNICATION GUIDELINES

## INTRODUCTION

Increasing competition for the Copper Ridge School (CRS) community's attention and support requires a visual identity that constantly reminds the school community of Copper Ridge School Parent Teachers Organization's (CRPTO) contributions and accomplishments. The CRPTO markets itself through the images created on the CRPTO.com website, Friday Folders flyers, the CRPTO newsletter, CRPTO banners, CRPTO advertising and solicitation pieces, and the aesthetics of the school building.

The CRPTO expects that any item sent out on its behalf carry and promote the established image of the CRPTO. The CRPTO is an extension of Copper Ridge School (CRS) and Scottsdale Unified School District (SUSD), both professional, public academic institutions, and all materials should convey this image.

In order to ensure items meet certain standards of design, the CRPTO Board of Directors has established some Marketing and Communications Guidelines, as well as a style guide to help any member of the CRPTO, including Room Parents, with publications, website articles, releases, flyers, advertising, social networking spaces and anything else created for internal and/or external CRPTO and CRS audiences.

## APPROVAL PROCESS

To ensure brand consistency across all CRPTO marketing and communications to the CRS school community...an approval process has been implemented. This will allow Committees and Chairs to create CRPTO marketing communications while still aligning to the overall brand tone.

All submissions for the approval process should be sent to your relevant Vice President and/or Committee Chair via email. (See PTO Committee Chairs LIST) If there are any questions or concerns regarding design, layout or branding then please consult with the VP Communication.



## APPROVED LOGOS

\*See Goggle Drive: CRPTO BOD Committee Folders for more formats



## TYPOGRAPHY

### HEADERS SHOULD BE CAPITAL LETTERS IN TEAL OR BLACK

TEXT in Mac Pages or Microsoft Word: Verdana 18 PT, 24 PT or 28 PT

18 PT: abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 PT: abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

28 PT: abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

### SUB-HEADERS SHOULD BE CAPITAL LETTERS IN BLACK or GREY

TEXT in Mac Pages or Microsoft Word: Verdana 14 PT

14 PT: abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ



## **BODY TEXT should be in Black or Grey**

Text Mac Pages or Microsoft Word: Verdana 11 or 12 PT

11 PT: abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

12 PT: abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

## **COLORS**

### **SHOW ME THE COLORS!**

It's not a secret...**TEAL** is the color of choice for the Copper Ridge School Trailblazers! Just as logos are easily associated with an organization...so are colors. TEAL, COPPER, ORANGE, YELLOW AND GRAY are all acceptable CRS colors, as displayed below.

### **Official Color Pallet**



### **COLORS:**

Teal: 007B7A

Copper: 947008

Orange: F2A01D

Yellow: FFC000

Gray: 575757

Black: 0D0D0D

### **To Format Colors in Microsoft Word Instructions:**

- Highlight the text you want to change with your mouse. If you want to change the text color for the entire document, press "Ctrl + A."
- Click on the arrow next to "A" on the top menu font box. This will expand the color selection



## **APPROVED TERMS AND ACRONYMNS**

Following are approved CRPTO Nomenclatures and Abbreviations:

- CRS – Copper Ridge School
- CRPTO – Copper Ridge Parent Teacher Organization
- SUSD – Scottsdale Unified School District
- ESF – Education Support Fund
- PV – ParentVue
- SV – StudentVue
- StuGo - Student Government
- AR – Accelerated Reader: a software program utilized by SUSD for monitoring the practice of reading.
- BYOT – Bring Your Own Technology
- Room Parents (NOT Room Moms)