



Cardinal Communication Manual

Edition 1 | August 2020

Empathy
Equity
Excellence
Emergence

Cardinal Communication Manual

Mission

- We will provide the children of East Cleveland with the academic and social-emotional preparation to succeed in the college and/or career pathway of their choice.

Vision

- The East Cleveland City School District will be the model urban school for student achievement focused on the whole child.

Tag Line

- **EMPATHY, EQUITY, EXCELLENCE, EMERGENCE.**

Branding is the authentic depiction of the organization. Each use of the likeness of East Cleveland City Schools provides the public with a more clear definition of The District. As users, promoters and agents of the organization, this guide will help all that are engaged to remain on brand.

The information provided in this document should be used as a guiding principle on messaging. Following these guidelines will help to ensure effective communication remains a core focus.

It is the responsibility of all users to uphold and abide by the standards of this guide. Questions regarding the contents should be submitted to communications@eastclevelandschools.org.

*[*Click here for frequently asked questions](#)*



"East Cleveland City Schools will be a place where students will grow and achieve greatness. The school's role is to light the path to lifelong learning, personal betterment and giving back to the community for every student we have the privilege to educate."

A stylized, handwritten signature in black ink, appearing to read "Henry Pettiegrew II".

Henry Pettiegrew II, Ph.D
Chief Executive Officer & Superintendent

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**Cardinal
Communication
Manual** Edition 1 | August 2020

East Cleveland is **Family.**



Empathy
Equity
Excellence
Emergence



01

Media Standards

Digital Media

Radio

- Requests for radio spots can be made via the Communications & Technology Request Portal.

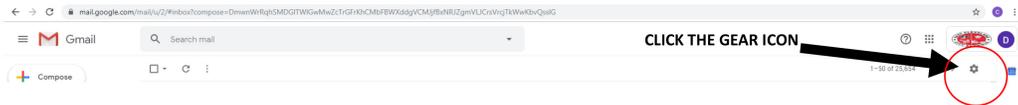
Email

- All District emails are provided by the Communications & Technology Department.
- Email Signatures should be standard as follows:
Name
Title, Department
East Cleveland City Schools
Office, Cell(Optional), Fax(If applicable)

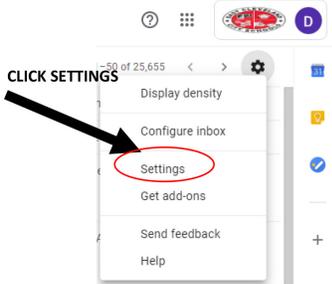


- Signatures should be in **Georgia** font
- If you have a quote in your email signature, it must go below the social media icons.

STEP 1



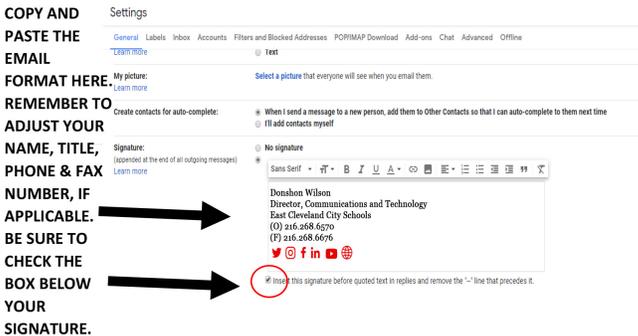
STEP 2



STEP 3

COPY AND PASTE THE EMAIL FORMAT HERE

REMEMBER TO ADJUST YOUR NAME, TITLE, PHONE & FAX NUMBER, IF APPLICABLE. BE SURE TO CHECK THE BOX BELOW YOUR SIGNATURE.



STEP 5

SCROLL DOWN & CLICK 'SAVE CHANGES'



Video/Videographer

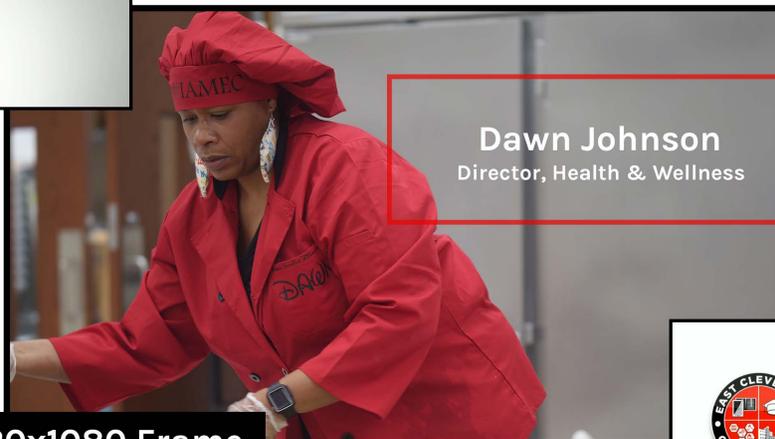
Third Party Videography requests by companies or persons outside of ECCS must be approved and credentials must be issued. To request credentials submit a written request to communications@eastclevelandschools.org.

- Creation of videos, on behalf of ECCS or any of its departments, must be approved by the Director of Communications & Technology.
- Requests for Videographer, raw footage or edited works, must be made via the Communications & Technology Request Portal.
- Once the request is received and accepted, an editor will contact you to discuss the details regarding the project.
- The time between the completion of filming and beginning of edits is based on workload. The editor/videographer will contact you to notify you when edits begin.
- Once editing begins, the minimum turnaround time is 7-10 business days (this estimated time will vary by project).
- Staff are permitted to create their own videos. Standard resources have been provided to maintain district branding as shown in the image below.

Intro video clip to be included at the start of the project.

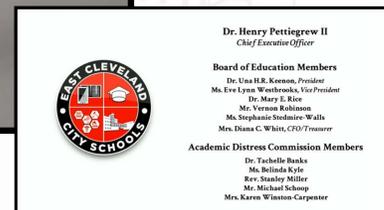
- + Please choose the version marked for your school.

Intro



1920x1080 Frame

- + Always acknowledge prominent characters by name and title.



+ Please make sure to maintain a 1920x1080 aspect ratio with all of your videos. This is referred to in Video Editor as 16:9 Landscape.

- + Outro video clip to be included at the end of the project.

Outro

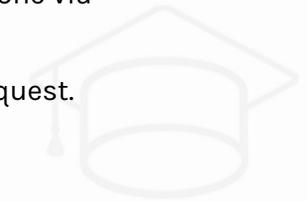
Video/Videographer

- For clarity, the **ONLY** exceptions are videos created for classroom instruction. All other videos and media must follow the standards as given above.
- Be sure to follow all video standards as outlined in the model image. District issued laptops and computers are equipped with a stock video editor. To locate, search video editor in your device.
- If you would like to use another video editor not included in your system, you may do so, but standards must be observed.



Website

- Submissions for information to be added to the website should be done via the Communications & Technology Request Portal.
- Approved submissions will be added within 24 hours of approved request.



Television

- Requests for Television advertisement or appearances should be made via the Communications & Technology Request Portal.



Social Media

The ECCS Communications & Technology Department will control Facebook, Twitter, Instagram, LinkedIn, Youtube, and all other social media accounts for The District. Departments, schools & extra curricular programs have the opportunity to create the following social media accounts:

- **Eligible Platforms: Facebook, Twitter & Instagram**
 - Extra Curricular Activities
 - Non classroom academic programs (ex. Honor Society)
 - District Departments and Schools

- **What to do**
 - Requests should be made via the Communications & Technology Request Portal
 - If approved, the Communications & Technology Department must be provided with the username and password (to be known by communications staff & faculty program instructor/administrator only)
 - If approved, the approved page must follow East Cleveland City Schools on social media platform
 - The district website must be listed in the approved page's bio. The district social media handle for specific platforms, must be listed in bio.
 - Separate request forms must be submitted for each type of social media account request.



▪ Post Content

- Posts may not contain full name of students. Only First name and last name initial may be used.
- For pictures, students, staff & other stakeholders must be engaging in the activity of the specified program.
- All posts must be specific to the program or department.
- Flyers must still follow the district publication submission process. **See Print Media**
- Pages cannot be private and must be open to the public.
- Required to make a minimum of one post per week. (excluding extended closure of The District such as District Calendar breaks)
- #IAMEC should be used on all posts captions.
- May share content promoting ECCS only.



▪ Community Violations- Year August 1st-July 31st

- First Violation- email communication to faculty member in control of page with notification of violation made.
- Second Violation- change of email & password by communications department. Second conversation with a faculty member in control of page.
- Third Violation- permanent deletion of social media page. Faculty page manager can apply to create a new page or re-establish the current page the following school year.



Print Media Guidelines

In order to ensure your project will receive a timely approval, You must adhere to the specified guidelines for mascots, logos, fonts and color.

Always use pictures of actual students. The use of stock photos and clip art is NOT approved. If pictures of students are needed, a request can be made via the Communications & Technology Request Portal. Photos with filters, obtuse angles and other unnatural resolutions should not be used. Pictures should always have a positive reflection of East Cleveland City Schools activity and should be high quality.

- All print material: newsletters, bulletin, flyers, photos, articles regarding The District & signage (excluding letters on official letterhead) that are classroom, building or department level, must be submitted via the Communications & Technology Request Portal.
 - There is a (7) business day turnaround for requests of graphics
 - There is a (5) business day turnaround for approval of submitted printed material.
 - Approvals will be submitted to the requesting party via email from, **communications@eastclevelandschools.org**
 - If not approved, email will be sent with necessary changes that should be made.
 - Document must then be resubmitted via the Communications & Technology Request Portal.
 - For District wide events, Print media (flyers) will be provided from the Communications & Technology Department **(5) business days** prior to events on the District Calendar beginning the first day of the academic school year.

Photography

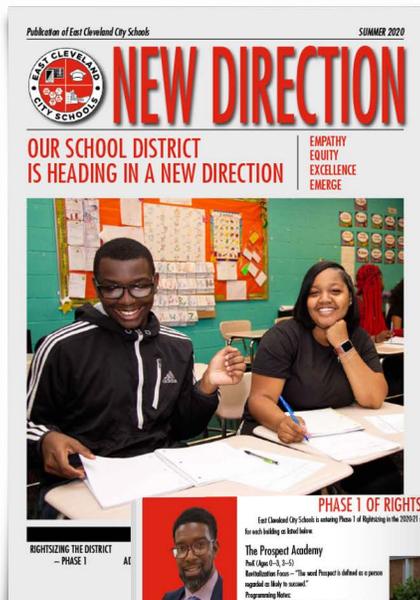
Third party photography is not permitted

- Requests for photography should be made via the Communications & Technology Request Portal.
- A photographer will contact you within one business day of receipt of the request.
- Raw footage will be emailed to the requesting party within one business day of the pictures being taken.
- If edits are necessary, the photographer will communicate how much additional time is needed, not to exceed (5) business days.

Newsletter

"New Direction"

- The District newsletter is edited and written by the communications department
- Additional similar classroom or department bulletins must be approved. Use the Communications & Technology Request Portal to submit your publication for approval.
- Newsletter Guidelines
 - Principals are required to submit one article or call to action regarding their school per issue.
 - Articles should be submitted by the first Monday of last month of each quarter (based on the academic calendar- November, February, May & August.)



BOARD OF EDUCATION

Dr. Michelle Adams, President
 Dr. Tim Lynn Workbooks, Vice President
 Dr. Mary E. Hill, Member
 Dr. Thomas Robinson, Member
 Dr. Stephanie Trubiano-Holt, Member

ACADEMIC DISTRESS COMMISSION MEMBERS

Dr. Michelle Adams
 Dr. Patrick Felt
 Kim Shady Miller
 Dr. Michael Szymanski
 Mrs. Eileen Winstler Caputo

FEEDBACK IS WELCOME

We welcome our students', parents', community and colleagues' input. Write to us at East Cleveland City Schools, 1843 Showwood Blvd., East Cleveland, OH 44112, or call (216) 268-6000.

CONTACT US

East Cleveland City Schools
 1843 Showwood Blvd.
 East Cleveland, OH 44112
 Phone: (216) 268-6000
 Fax: (216) 268-6076
 Contact Us Page: www.eastclevelandcityschools.org

WEBSITE

www.eastclevelandcityschools.org

FOLLOW US ON SOCIAL MEDIA

@EastCleveland

NEW DIRECTION

East Cleveland City Schools
 1843 Showwood Blvd.
 East Cleveland, OH 44112

ECRWOS POSTAL CUSTOMER

ENROLL

To begin the registration process, visit The Board of Education at 1843 Showwood Rd., East Cleveland, OH 44112 OR CALL (216) 268-6570

THE DOLLY PARTON IMAGINATION LIBRARY

Connecting our families to academic resources is important to us. East Cleveland City Schools has partnered with The Dolly Parton Imagination Library to get a free book every month until the age of 5. Please follow us on Facebook to sign up: <https://www.facebook.com/yourbookclubwithDPI>

FREE BREAKFAST AND LUNCH

East Cleveland City Schools has the greatest needs of the children of Cleveland as an opportunity. Through the help and partnership between Mayor, State, County of the Cleveland Browns and CLEC, we are providing free breakfast and lunch to all students in our district. Breakfast will be provided on Monday-Friday from 7:00 a.m. - 10:00 a.m. at Show High School, Columbus Elementary and Cooper Elementary. Breakfast, Lunch, and more at Show High.

PHASE 1 OF RIGHTSIZING

East Cleveland City Schools is entering Phase 1 of Rightsizing in the 2020/21 school year. This will feature a comprehensive focus for each building as listed below:

The Prospect Academy
 Grades 6-8
 Rebranding Focus: "The word Prospect is defined as a person expected to be successful."
 Programming Focus:
 • Career & Economic Opportunities in Greater Cleveland (CEOC)
 • Cleveland Park Partnerships (CPC)
 • The Center for Families and Children (The Center)
 • East Cleveland Neighborhood Center (ECNC)

Colossus Elementary
 K-Grade 2
 Rebranding Focus: "The name Colossus is derived from a titanic and that means confidence. Every learner will develop all skills to create Colossus building!"
 Programming Focus:
 • Confidence Building
 • Athletics

Mayfair Elementary
 Grades 3-5
 Rebranding Focus: "The name of Mayfair is focused on coming together, civic activity and community service."
 Programming Focus:
 • Civics
 • City of East Cleveland
 • Civic involvement opportunities

W.H. Kirk Middle School
 Grades 6-8
 Rebranding Focus: "The Kirk learners will focus on expansion to careers and college."
 Programming Focus:
 • Learning
 • Jobs Career & Technical Education Centers (JTC)
 • Technical Preparation Services
 • "Outreach" Experience

Show High School
 Grades 9-12
 Rebranding Focus: "The focus is preparing learners with College/Career/Business and Workforce Development."
 Programming Focus:
 • Science, Technology, Engineering and Math (STEM) / Health
 • Career/Engineering/Marketing
 • Industry Partnership
 • Industry Offering
 • Employment Readiness
 • Internships

#IAMEC REVITALIZATION LEADERSHIP TEAM

Larry Ellis
 Show High School Principal
 "Education is the passport to the future. It is our treasure today in those who prepare for it today." -Abraham Lincoln

Dannon Lortez Sr.
 W.H. Kirk Middle School Assistant Principal
 "If students don't learn the way they learn, we need to teach the way they learn."

Shawna LaSuro
 Prospect Academy Principal
 "Education is the key to opening the door of all doors and the key to your community and world. Before you board it." -Aristotle

Almond Allen
 Show High School Assistant Principal
 "The problem of Show High School, I know how to solve with the opportunity to join in all of my experience and talent to children who reside in the community that I called home."

Sabrina Ingram
 Mayfair Elementary Principal
 "We give everything we have. To make sure students have everything they need. Be a light in the world."

Karen Winstler Carpenter
 Lead Teacher / Instructional Coach
 "From an educator committed to individualizing learning for every student, colleague, family and the community."

Ann Spaziani
 Show High School Assistant Principal
 "I bring empathy and understanding to the position for parents, students and their families. I am excited about the role of a village to raise our children."

Felicia Curtin
 Colossus Elementary School Principal
 "My mission is to provide individualized support for every child to ensure that every student has the opportunity to succeed through quality instruction that encourages learners to be confident, strategic, resilient and persistent."

Rae Restock
 Prospect Academy
 "I am so excited to join the East Cleveland family!"

Mary Fitzgerald
 W.H. Kirk Middle School Principal
 "I embrace your DREAMS!"

Erin Pata
 Colossus Elementary School Assistant Principal
 "Education is the key to East Cleveland and I can't wait to see the growth they have in the community!"

Yarell L. Calloway
 Faculty and Operations Manager
 "We never stop. They need to know, with each and every assignment to prepare them for life." #WECST

Summer 2020
 Newsletter

Letters/Letterhead

- Official District Letterhead is provided to all building and district administrators.
- Letters communicated to families, community members & other stakeholders must be on the official letterhead.

Please see **Stationary** for further details



Signage

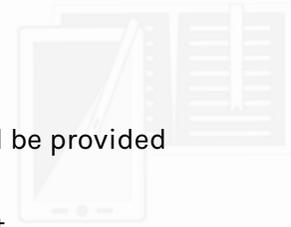
- Signage that is affixed (permanent or temporary) to any building in The District must be approved by the Director of Communications & Technology.
- For approval, please submit proof of artwork from vendor.
- Requests for approval should be submitted via the Communications & Technology Request Portal.



Electronics

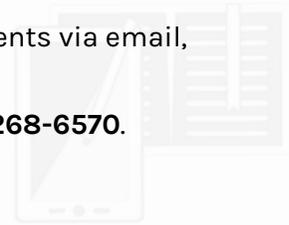
Marquee

- The marquee is located at Shaw High School.
- Submissions for information to be displayed on the marquee should be provided via the Communications & Technology Request Portal.
- The marquee will be updated within 24 hours of an approved request.
- Items will be removed from the marquee at the beginning of the next business day following the scheduled date of the event or activity.



Blackboard

- A communication platform accessible by teachers, staff & students.
- Blackboard has the capability to communicate to families and students via email, telephone & text.
- Issues with Blackboard should be directed to the help desk at **(216)268-6570**.



Tele-Communications

- RoboCalls/Telephone

- A means to contact families with a general message across large platforms such as schools and district wide.
- District wide events are pre-scripted. **Click here** to access the list of pre-scripted messages for robocalls. These messages should be communicated by the building principal or another building administrator.

For all non district level robocalls.

- Scripts should be 30 seconds or less
- Intros should follow the format below(standard opening and closing):

Opening: Good (afternoon or morning). This is (insert your name and title) with East Cleveland City Schools. We are contacting you regarding...

Closing: ...Remember, I am EC, I am the definition of success!

- Robocalls should be made via Blackboard.

- Fax

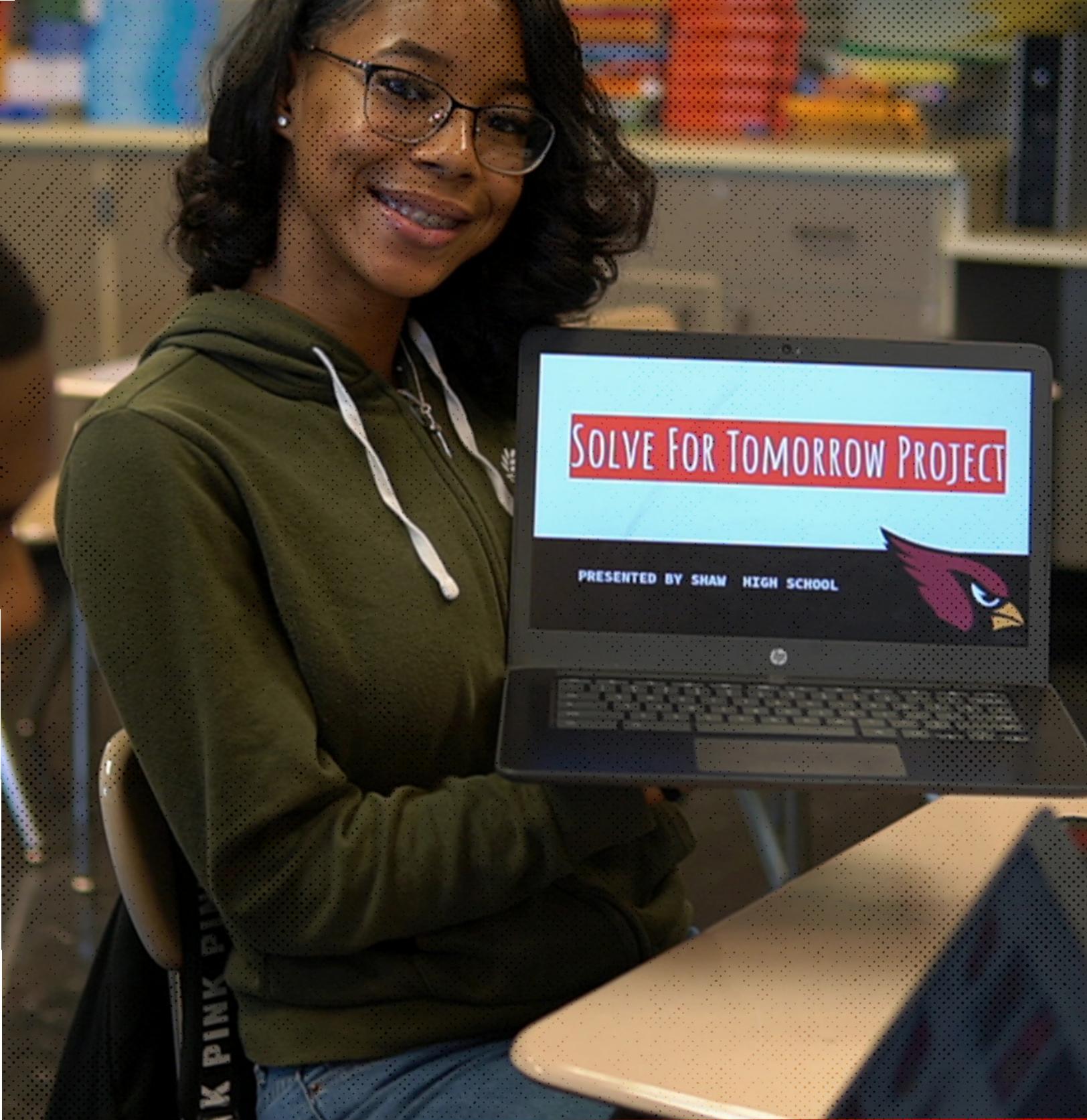
- Click **here** to access The District fax cover sheet.



East Cleveland is **Innovative.**



Empathy
Equity
Excellence
Emergence



02

Cardinal Print Shop

Cardinal Print Shop

The Cardinal Print Shop is only available for ECCS Printing needs.

- The print shop has the following press capabilities:
 - Copy*
 - Print*
 - Staff ID
 - Booklet
 - Postcard
 - Poster
 - Brochure/Pamphlet*
 - Bulletin
- The following finishings are available:
 - One Sided
 - Two Sided
 - Gray scale production
 - Color scale production
 - Single Staple (Upper Left Hand)
 - Double Staple (Upper and Bottom Left)
 - Cutting
 - Thermal Strip Binding
 - Perfect Binding
 - Lamination
- The following are available paper options (subject to stock availability):
 - Standard white photo printer paper
 - White cardstock
 - White cardstock - COVER PAGE ONLY
 - White cardstock - COVER AND BACK PAGE
 - Colored cardstock
 - White gloss paper
 - Color paper
 - Photo paper
- Requests for Cardinal Print Shop must be made via the Communications & Technology Request Portal.
 - Documents that require print media approval, must first be approved by submission via the Communications & Technology Request Portal.
- Turnaround times vary based on document type, workload and quantity.
 - A representative will contact you within one (1) business day of receipt of the request to discuss production time.
 - Allow a minimum of five (5) business days for production time of approved projects.
- The print shop is available to staff for bulk printing, 50 copies or more.

*A minimum of 50 copies

East Cleveland is **Focused.**



Empathy
Equity
Excellence
Emergence



03

District Identity

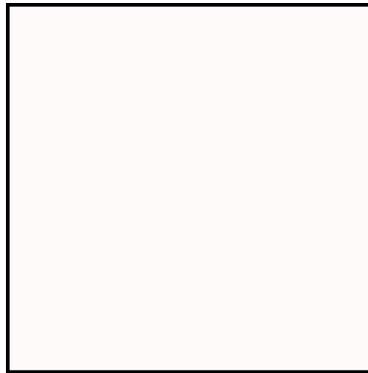
District Colors

The following are the official East Cleveland City School District colors.



Northern Red

- HEX/HTML #E70500
- RGB: 231, 5, 0
- HSL: 1%, 100%, 45%
- CMYK: 0, 98, 100, 9



Snow White

- HEX/HTML #FFFAFA
- RGB: 255, 250, 250
- HSL: 0%, 100%, 99.02%
- CMYK: 0, 0.2, 0.2, 0



Ice Black

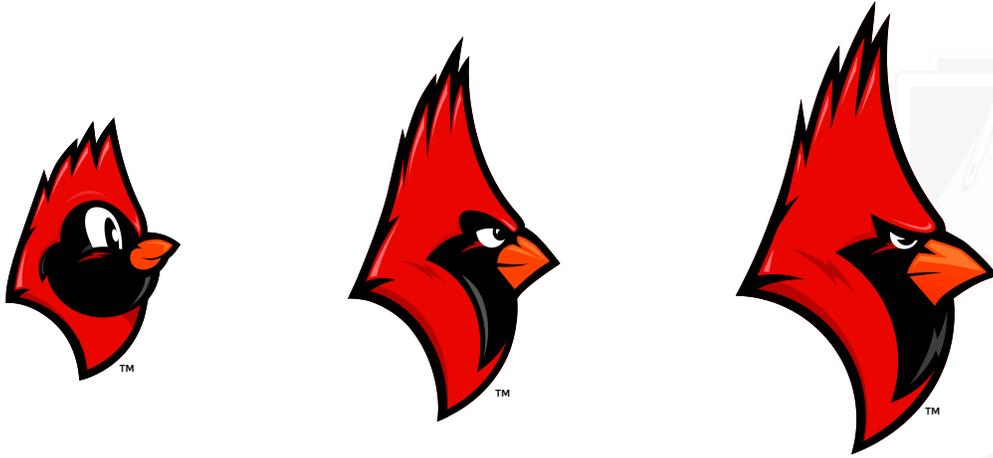
- HEX/HTML #000000
- RGB: 0, 0, 0
- HSL: 0%, 0%, 0%
- CMYK: 0, 0, 0, 1

District Logo

Attempts to recreate the logo are strictly prohibited. Use of the logo must be approved by the Superintendent's office or the department of communications.



Cardinal Mascot Logo



Cardinal Elements

- Name
 - **Big Redd** the Cardinal (9-12), **Lil' Redd** the Cardinal (PreK-8)
- Eastward facing
 - to follow the rising of the District as the rising of the sun is in the east.
- Four Feathers
 - (4) feathers on top of the Cardinal's head represents the four E's of East Cleveland City School: **EMPATHY, EQUITY, EXCELLENCE, EMERGENCE.**
 - If used, the four E's must be used in the above order only.

Below are the approved image files for the District Logo, Cardinals & Auxiliary Logos. Each identifier has designated medians of use. Violations are subject to removal and or redaction of information, signage, flyers and all other forms of East Cleveland City Schools Communications, as specified in the media standards section. **To access the the image files for download, click the links below.**

Image File

Approved Usage



DISTRICT LOGO

- Color/White Border
- Color/Black Border
- Flat/White
- Flat/Black

- Official District
- Letterhead
- Flyers for Academic & Resource Based Programs
- Athletics (In collaboration with Cardinal)
- District level video

CARDINAL MASCOT | SHAW HIGH SCHOOL



- Color
- Color w/Border
- Grayscale
- Outline White
- Outline Black
- Color w/Letter
- Color w/Letter Outline

- Athletics
- High School Events
- Approved/Licensed Apparel & Merchandise
- Video (Color w/Letter)

CARDINAL MASCOT | KIRK MIDDLE SCHOOL



- Color
- Color w/Border
- Grayscale
- Outline White
- Outline Black
- Color w/Letter
- Color w/Letter Outline

- Athletics
- Middle School Events
- Approved/Licensed Apparel & Merchandise
- Video (Color w/Letter)

CARDINAL MASCOT | PRE-K/ELEMENTARY SCHOOL



- Color
- Color w/Border
- Grayscale
- Outline White
- Outline Black
- Color w/Letter
- Color w/Letter Outline

- Athletics
- Pre-K/Elementary School Events
- Approved/Licensed Apparel & Merchandise
- Video (Color w/Letter)

AUXILIARY LOGOS



- Shaw Alumni Cardinal**
- Color
- Color w/Border
- Grayscale
- Outline White
- Outline Black

- Shaw High Alumni Association Events
- Approved/Licensed Apparel & Merchandise

Image File

Approved Usage

AUXILIARY LOGOS



District Safety Officer
Color

Use by Security Dept. Only



Image File

Approved Usage

TEMPLATES

Shaw High Intro
Kirk Intro
Mayfair Intro
Caledonia Intro
Prospect Intro
Video Outro

To be used with Windows 10 stock
Video Editor program.

- To use, Open Video Editor
- Click New Video
- Locate appropriate File



For use at start of video

For use at end of video

Flyer Template

For use in Microsoft Word.



Google Slides Template

General Presentations



East Cleveland is **Engaging.**



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04

Typefaces & Fonts

Typeface and Font Standards

For professionally printed communications and web use, the web approved fonts are **Crimson Text** and **Karla**.

A combination of a **Crimson Text** header with **Karla** body copy is the recommended standard for all district communications.

Karla may also be used for subheads and subtitles.

[Click the here to download fonts](#)

Crimson Text (Regular, Italic, Semibold, Semibold Italic, Bold, Bold Italic)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Karla (Regular, Italic, Bold, Bold Italic)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

In the event that the above fonts are not available for use, you may substitute Crimson Text for **Georgia** and **Arial** for Karla.

Georgia (Regular, Italic, Bold, Bold Italic)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Arial (Regular, Italic, Bold, Bold Italic, Black)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

East Cleveland is **Global.**



Empathy
Equity
Excellence
Emergence



05

The Voice

The Way We Communicate

The communication of the brand must be able to be received by the audience. Speak to the audience in the simplest format without complicating your jargon. Understand your audience, their needs and what you desire to communicate. Writing and verbal communication should always be done with an upbeat undertone. The District should always be referred to as "**East Cleveland City Schools.**"



Email addresses should be written in all lowercase

Ex: **jdoe@eastclevlandschools.org**

Website and social media should be written in all lowercase

Ex: **www.eastclevlandschools.org**

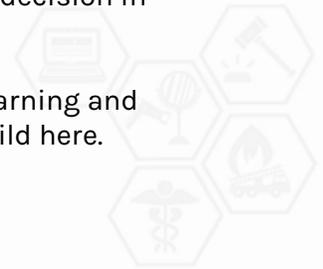
Ex: **[@eastcleschools](https://www.instagram.com/eastcleschools)**



Examples

Incorrect Although we are starting school virtually, our teachers and support staff are all well prepared to instruct your child and you have made the right decision in sending your child here.

Correct Our teachers and support staff are all well prepared for virtual learning and instruction. You have made the right decision in sending your child here.

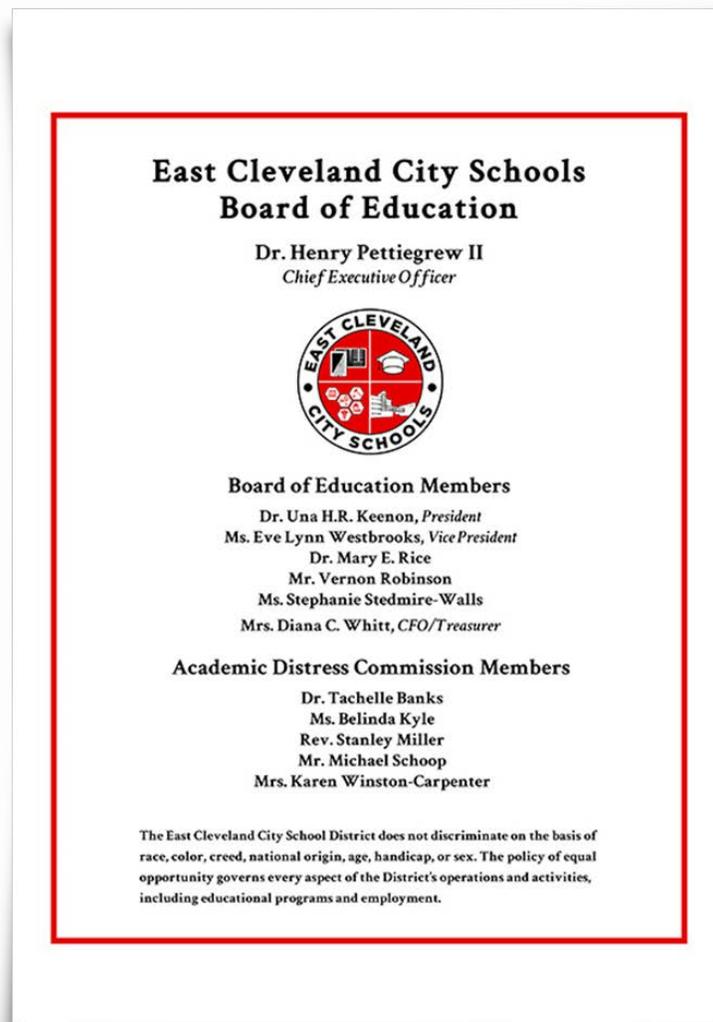


Stationary

Boiler Plate

- This should be used on the last page of district documents. Ex: school programs, board minutes etc. The boiler plate should not be recreated. It should be the entirety of the last page of the document. If the Boiler Plate becomes distorted, contact communications@eastclevlandschools.org for assistance.

[Click here to download.](#)



Letterhead

- District letterhead should be used for all written internal and outgoing correspondence.
- Use district approved fonts only.
- Print Margins:
 - Top: 2.5" Bottom: 1" Left: 1" Right: 1"



Vendors

Official vendors of East Cleveland City Schools have exclusive license to produce materials and merchandise featuring district trademarks.



Mr. "O"fficials LLC
Apparel & Embroidery



Xpress Printing Services, Inc.
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Signage & Promotional Items



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Empathy
Equity
Excellence
Emergence