EQ
EDUCATION
Non profit organization

Style Guide 2017

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EQUITY EDUCATION
Non profit organization

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EDUCATION**
Non profit organization

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01 | OUR BRAND

EQUITY's brand is more than a logo. Our brand allows us to uphold our reputation and promise by speaking in one voice. The consistent use of the EQUITY brand will deepen our impact in an increasingly competitive academic marketplace.

Just like our students and staff, EQUITY's brand will continuously change and develop as the organization grows, because champions not only adapt to their environment, but they work to make it better.

01 | OUR BRAND

WHO WE ARE

Our name—EQUITY—refers to our goal for education. Built by a group of passionate, driven and like-minded people, we focus on helping make <u>remarkable neighborhood schools.</u>

EQUITY Education (EQ) is a Detroit-based nonprofit that is:

- Passionate about creating and sustaining remarkable schools.
- Committed to developing and maximizing the potential of our talent.
- Focused on providing high quality professional growth opportunities and capacity building.

We believe the greatest act of social justice is to prepare all children for future academic, career and life success.

01 | Our Brand

Our Mission

The **mission** of EQUITY Education is to build a system of remarkable neighborhood schools for traditionally underserved students by manifesting potential. EQUITY believes that access to remarkable education is the most fundamental social justice issue today. As an organization, we aim to ensure access to the type of high quality education that grants students success in college and life as we work to dismantle systemic educational inequities.

Our Vision

Our **vision** is that one day all schools will be remarkable. Providing a highly challenging, stimulating and supportive environment that unlocks the potential of all children, teachers and leaders and creates an educational ecosystem of equity and excellence.

01|Our Brand

As Champions for EQUITY, we exhibit:

- **Courage:** We speak up and hold our ground in order to give voice to those that may not yet know how to speak so they might be heard.

- **Compassion:** We honor people's story, withhold judgement, and communicate to others that they are not alone.

- **Commitment:** We show up, even when it's hard. We are all in... all the time

- **Connection:** We believe that relationships count a lot—and that our collective strength is more important than any individual talent.

- **Conviction:** We are clear in what we believe and do not waiver, ensuring our actions reflect our beliefs.

02|Our Logo

Intro

EQUITY's logos consist of various iterations for different uses and have one thing in common, the **Q** brandmark.

Main Logo

Black & White Versions

Additional Logos

Additional Logos

02|OUR LOGO

DISPLAY RULES

The Main Logo is used across EQ brand products, on the EQ website and across social media. You will be provided with approved templates to use for EQ specific documents and presentations. These templates may not be manipulated.

For a clear view of the main logo do not place text or other elements on the logo security field.
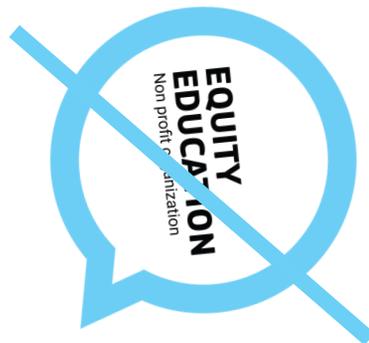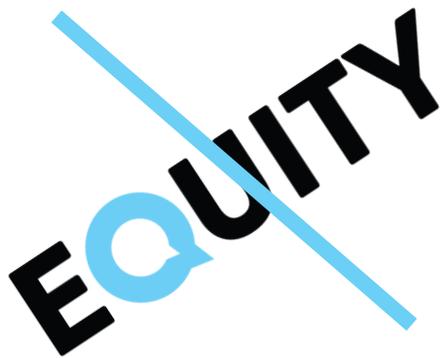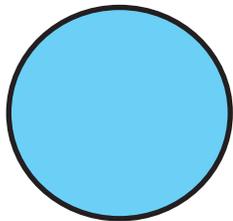
02|Our Logo

Incorrect use

Do not manipulate EQUITY's logo to be inconsistent with the format in which it is provided. The EQ Blue shall not be altered nor should logos be tilted at an uneven angle. Black and white logos should only be used if color copies are not able to be made.
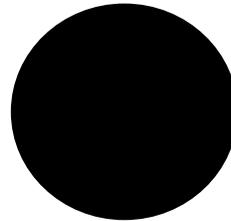
03 | COLOR & TYPE

OUR COLORS

EQ BLUE

C50 M0 Y0 K0

PANTONE 297

R134 G202 B233

BLACK

C100 M100 Y100 K100

PANTONE 419

R24 G23 B23
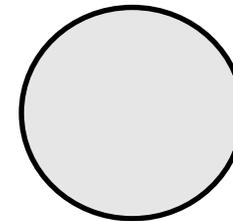
OFF WHITE

C6 M4 Y5 K0

PANTONE COOL GRAY 2

R229 G230 B229

EQUITY
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03 | COLOR & TYPE

TYPOGRAPHY

Roboto:

EQ's typeset is to be used on all EQ based communications from Central, including the EQ website. General sizing guideline is to use 11 or 12 point font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

04 | OUR LINGO

BOILER PLATE

EQ's boilerplate is used to express its personality and positioning while communicating its key messages.

EQUITY is passionate about creating remarkable schools and maximizing potential. At EQUITY, Schools are what we do; and we believe that it takes more than just a traditional mentality to deliver on the commitments we make to our partners. It takes hard work, collaboration, passion and making intentional decisions that are right for kids.

In addition, EQUITY knows that successful schools are more than just a collection of great teachers and effective curriculum. They are a combination of strong academics and operations and building trusting relationships to ensure continuous improvement and high achievement. In order to meet the goal of creating and sustaining remarkable schools, EQUITY provides intentional supports to the school's Board, leadership, staff, students and families.

EQUITY's mission is to create remarkable schools for all students, regardless of zip code, by releasing potential.

04 | OUR LINGO

ELEVATOR PITCH

EQUITY's Elevator Pitch is to be used to describe the organization to our stake-holders. Do your best to memorize the pitch. If you do not memorize the pitch, ensure that you have the general understanding of it and will be able to describe EQUITY in a similar manner to outside stakeholders and newcomers.

We believe that creating and sustaining excellent and equitable schools for all children is the most critical issue today and that high quality education is the only way to change the life trajectory and outcomes for kids. We are relentless in our pursuit and refuse to accept anything less than remarkable schools for our kids, regardless of their zip code.

04 | OUR LINGO

EQ WORDS & PHRASES

The following words are common across organizational documents and repeated as a part of the EQ culture. These words help us to build a common language and bring our brand to life.

- IMPACT
- Empower-Improve-Impact
- Depicting the word EQUITY in all caps
- Champions
- Regardless of zip code
- Remarkable Schools

- Unleashing Potential
- Relentless
- EQ
- Cultivate Champion Mindset
- Plan-Implement-Evaluate (PIE)
- Do No Harm

05|Communications

Email Expectations

We live in a digital world and as such, for better or worse, are constantly connected. We communicate a lot via email so it is essential that we commit to the following norms. When sending emails, remember it is best to consider who should be included in the communication. Individuals should only be included in the "to" line if you require a response or action from them. If the email is for information purposes only and does not need a response, individuals should be included in the "cc" line. It is also appropriate to forward emails for information to necessary parties with FYI in the subject line. Please be mindful of replying to all

Please include as much information in the subject line to help the recipient prioritize and effectively respond. The following headings will help improve our email communications:

- Subject - action required
- Subject - response requested
- Subject – FYI
- Subject – Important (response required ASAP)

05 | COMMUNICATIONS

EMAIL EXPECTATIONS, CONTINUED

Please bold or highlight action steps and deadlines in emails to make it clear to recipients. If you are not going to be accessible via email for more than two days, please ensure that your automatic response is turned on.

All staff should check email at least twice a day, once in the morning and once prior to leaving the school or EQ office. As a rule, close of business (COB) means by 5pm, do not assume that individuals will respond to your emails after 5pm unless you specify that you need a response before the next business day.

EQUITY operates from the principle that communication is essential to building strong connections and that strong connections build strong relationships which result in remarkable organizations. To that end, make every attempt to respond to internal communication within two business days and external communication (parent, community organization etc.) within 24 hours.

05|Communications

Email tone

With the absence of nonverbal cues such as facial expressions, body gestures, and voice tone, emails can be taken out of context very quickly causing the reader to use their imagination to fill in the blanks regarding the senders intentions.

Oftentimes you may notice that emails can have a tone. Email tone is conveyed through word choice, syntax, punctuation, letter case, sentence length, opening, closing, and other graphic indicators like emoticons and emoji.

In the following pages, you will see EQ's expectations for conveying and maintaining a professional tone in your organizational email communications.

Adapted from Psychology Today Treat Management blog by Dr. David Swink

05|COMMUNICATIONS

EMAIL TONE, CONTINUED

To convey your intended email emotional tone, consider this:

• Assess your relationship with the receiver. Adjust your level of writing formality to match the relationship.

• Email is more than just the transmission of information. It is about managing a relationship remotely. Consider leading with a social comment like you would if you were talking face to face. For example, "I hope you enjoyed the long weekend," or "I'm looking forward to working with you on this project."

• If you think there is room for misinterpretation of your message, take the time to craft the email to make sure your message is more likely to be received with your true intention. This might make the email longer.

• Do not use text speak like "lol" or "BTW" unless you know the person really well. The same goes for using emoticons.

05 | COMMUNICATIONS

EMAIL TONE, CONTINUED

- Be careful with cc's and bcc's, as different interpretations can be made about what copying people on the email implies. Realize that a person who is blind copied may reply, forgetting that they were a blind copy.

- Most people know by now that typing in ALL CAPS is the same as screaming at someone.

- Don't overuse punctuation!!!!

- If you are not sure about the tone of an email you are sending, have someone else read it and give you feedback before you send it. If no one else is available for a tone check, park the email in your draft folder and come back and re-read it a couple of hours later before sending it.

- Most importantly, know when to pick up the phone or meet face-to-face to discuss an issue.

05|COMMUNICATIONS

EMAIL SIGNATURE LINE

When creating or updating your email signature line it is important to follow these EQ guidelines.

Keep it Simple and Efficient

Keep your signature line to 4 lines or fewer. You may include information such as your name, title, phone number and website. See example below.

Jane Doe, Director of Communications
313-977-9178
EQUITY Education
www.EQeducation.org

05 | COMMUNICATIONS

EMAIL SIGNATURE LINE, CONTINUED

Avoid Using Quotes and Images

The purpose of a signature line is to provide contact information to that end, EQ asks that you refrain from including quotes and images in your signature line.

The inclusion of quotations runs the risk of driving away stakeholders who do not agree with the philosophy or quote. Images may cause Spam filters at other organizations as attachments, causing someone to fear that the email contains viruses linked to the attachment.

Use Consistent Font and Coloring

Your signature line should be in Roboto, black. You may use EQ blue to color the word EQUITY and the letters EQ in the web address, only.

06|ONLINE MEDIA

WEBSITES

All websites should be reviewed and updated by the 1st and again on the 15th of every month. Websites should include calendar information, pertinent information for the organization or school, contact information etc.

There should be one point of contact for all web and social media updates. All photos and submissions requests are to be submitted on the request form to your web contact by 8am on the date of publishing.
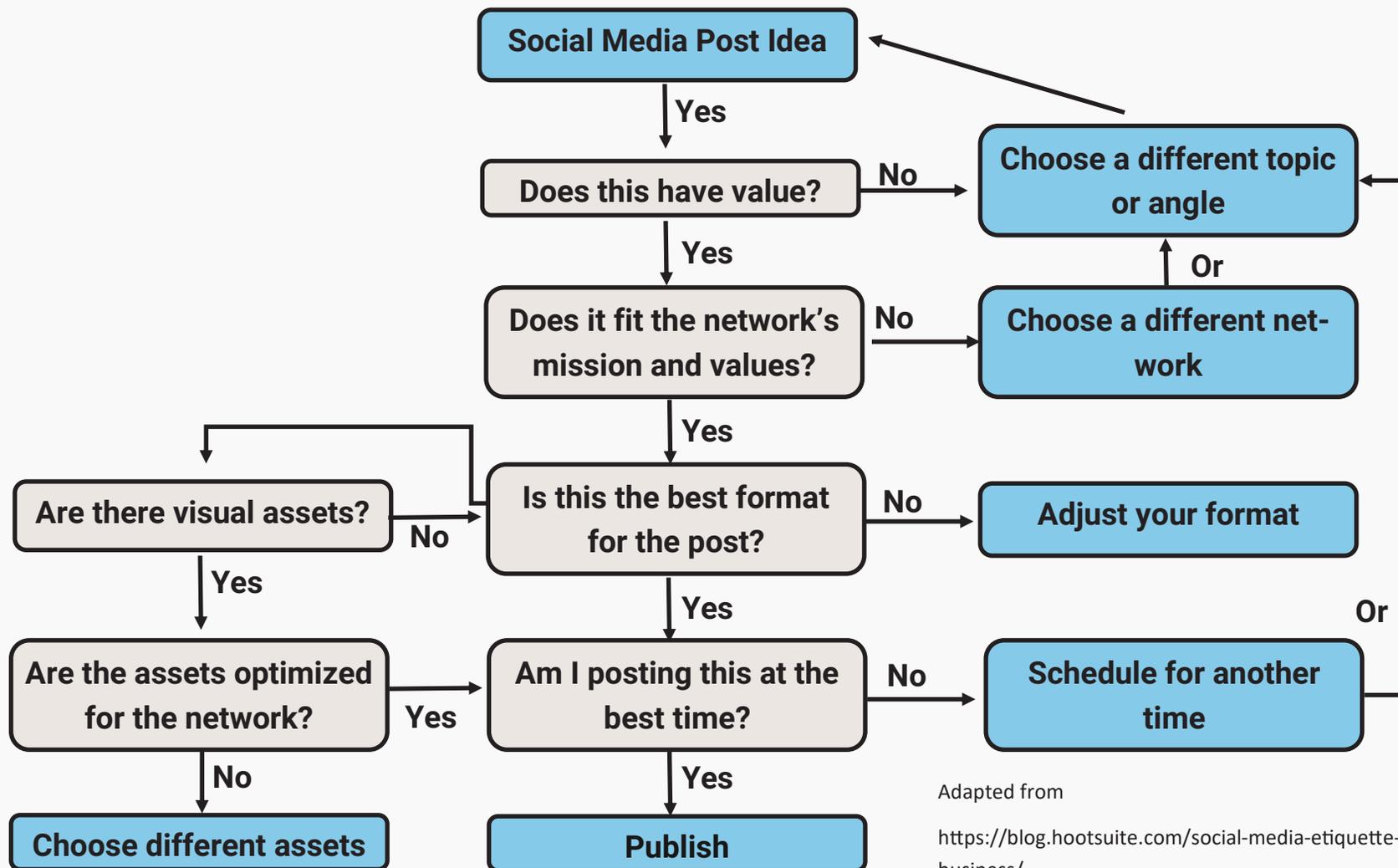
06 | ONLINE MEDIA

SOCIAL MEDIA

Social Media websites (Facebook, Twitter, Instagram, etc) should be utilized only with a plan for maintaining content and keeping it consistently up to date.   Social Media shouldn't be used just to provide information. Engaging with your visitors should be the primary goal if social media venues are to be used properly. Also, it is important to keep your target audience in mind to help guide the content of your post. The flow chart on the following page will help you to consider whether or not it is the optimal time to post to social media and if the content is valuable and engaging for your targeted audience.

It is also important to note that when dealing with negative posts, remember that deleting posts can have a negative impact and should be avoided unless they are obscene, racist, or otherwise unacceptable. It is better to respond with a helpful, friendly comment offering to look into the matter or ask for more information (and move to a private conversation where possible).

06|ONLINE MEDIA

SOCIAL MEDIA

Social Media Post Idea
↓ **Yes**
Does this have value? →**No**→ **Choose a different topic or angle**
↓ **Yes**
Does it fit the network's mission and values? →**No**→ **Choose a different network** —**Or**→
↓ **Yes**
Are there visual assets? →**No**→ **Is this the best format for the post?** →**No**→ **Adjust your format**
↓ **Yes** ↓ **Yes**
Are the assets optimized for the network? —**Yes**→ **Am I posting this at the best time?** →**No**→ **Schedule for another time** —**Or**→
↓ **No** ↓ **Yes**
Choose different assets **Publish**

Adapted from

https://blog.hootsuite.com/social-media-etiquette-rules-for-business/

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06|ONLINE MEDIA

PHOTOGRAPHY

Prior to publishing student photos on any online media outlet, it is important to ensure that their parent/guardian has signed off on the Student Photo and Publicity Release and Authorization form. Please connect with the Academy's Office Manager for information.

All photographs must be in good taste and reviewed prior to posting. When posting photographs of people, consider the appropriateness of the display of body language and the background of each image. Also ensure that you have permission from the individual(s) prior to posting his/her photograph on social media.

When posting images to websites or social media, they should be GIF and JPEG format. GIF are best used for solid color graphics and JPEG are better for photographs. Also remember that some users are still using modems or are connecting via mobile devices. File sizes should be kept to an absolute minimum and images should not be stretched vertically or horizontally.

EQ Style Guide

We hope that this style guide has helped you to understand EQUITY's branding standards and will aid you with the creation of organization-wide documents. Please direct any questions regarding the use of EQUITY branding to Trisha Meier, Chief of Staff: tmeier@eqeducation.org