A Message from the Chief Communications Officer...

I am thrilled to introduce the New Hanover County Schools Communications Guide. Across the district, our schools have made incredible progress in our collective efforts to keep our students, parents, and community informed. This guide serves as a quick reference to make us even more efficient, effective and unified in our messaging.

In this guide, you will find information on our brand standards, including our logo and color guidelines, as well as sample messages and tips on how to communicate effectively with the media and on social media.

Additionally, we have included information on best practices for using our websites and information on building community partnerships, including working with volunteer coordinators.

We are always available to assist and welcome your feedback. Thank you for helping us to create a strong and connected school community.

Sincerely,

Josh Smith
# New Hanover County Schools Visual Identity Guide

<table>
<thead>
<tr>
<th>Logo Name</th>
<th>Logo Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="logo-name.png" alt="Logo Name" /></td>
<td><img src="logo-mark.png" alt="Logo Mark" /></td>
</tr>
</tbody>
</table>

## Color Specifications

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue</td>
<td>#0065A4</td>
</tr>
<tr>
<td>Light Blue</td>
<td>#51B0E1</td>
</tr>
<tr>
<td>Yellow</td>
<td>#FFCA00</td>
</tr>
</tbody>
</table>

## Fonts

- **League Spartan Bold - Headings**
  - A-Z
  - 123

- **League Gothic - Sub-headings**
  - A-Z
  - 123

- **Montserrat Regular - Body Copy**
  - a-z
  - A-Z
  - 123

## Brand Photo Style

Choose photos that are well-lit and high-resolution, where the subject takes up most of the frame. Avoid photos that are dark, taken from too far away, grainy or blurry.
Brand Standards

To maintain professional, equitable and exemplary service to all NHCS stakeholders, we offer the following branding materials. By having consistent materials that are uniform across the district, our message will be received without the distraction of differing and often conflicting delivery methods.

NHCS Communication Templates (Click Here)

- Brand Standard Presentation
- Strategic Plan Presentation Updates
- Letterhead
- NHCS Stock Photos
- District Logos
- School Logos and Official Colors

If your school or department needs additional marketing, campaign or project assistance, complete the NHCS Campaign form here. If you would like to invite members of our division to cover an event that your school or department is holding, complete the Event Submissions form here. The Communication & Outreach Division looks forward to assisting you on your next communications project.

For additional requests or assistance, contact Caress.Clegg@nhcs.net
SchoolMessenger is the web-based messaging and notification service used by New Hanover County Schools. SchoolMessenger is capable of delivering messages via telephone, email, SMS text, and APP alerts.

Tips for Sending Communication

1. Always put your school name in any message you send out.
2. Make sure all communication is translated into Spanish if needed.
3. Be consistent and concise with your communication.
4. Proof communications for any misspellings or errors.
5. When in doubt, reach out to Russell.Clark@nhcs.net.

For technical issues, please contact SchoolMessenger at (800) 920-3897
Hello Families,
__________ School has been placed on a “shelter in place” by law enforcement agencies. At this time, parents should not report to the school. We will be in touch with our families when we have additional information and when the “shelter in place” has been lifted.

Shelter In Place Follow up
Hello Families, ______________ School was placed under a brief shelter-in-place this morning due to (give reason if able). Law Enforcement determined there was no danger to our students and staff on campus. The shelter-in-place lasted approximately _____, and the school resumed regular operation.

Lockdown Drill
Hello Families,
__________ School has been placed on “lockdown” by law enforcement agencies. At this time parents should not report to the school. We will be in touch with our families when we have additional information and when the “lockdown” has been lifted.

Lockdown Drill Follow up
Hello Families, ___________ School was placed on a “lockdown” this morning due to (give reason if able). Law Enforcement determined there was no danger to our students and staff on campus. The “lockdown” lasted approximately _____, and the school resumed regular operation.

Potential Social Media Threat
Today, we were made aware of a threatening statement circulating on social media and immediately notified Law Enforcement. At no point did they feel this threat warranted modifying our normal daily routine. Our school, the district, New Hanover County Sheriff’s Office and the Wilmington Police Department take all threats seriously. As this is an ongoing investigation, there is no additional information that we can share at this time.
We encourage our families to contact the school or use our “Say Something” anonymous reporting system anytime they feel an imminent threat to themselves, the school, or the community.
New Hanover County Schools is always open and accessible to the media. News organizations may contact any staff member at any time, according to NHCS Policy 5040. For best media practices and support, it is encouraged to reach out to the Communication and Outreach Division.

**When Media Visits Your School**

- To make life easier for you as an administrator, an NHCS Communication and Outreach Division member should always be present when the media is on campus.

- Media Personnel should be treated like all other visitors in your school. They should be checked in at the front office and escorted by someone from the Communication and Outreach Division, the Principal, or A.P.

- Remember, no student should be photographed or interviewed without a signed photo release form on file.

**Local Media Outlets**

- WECT-TV
- WWAY-TV
- Spectrum-TV
- Port City Daily
- StarNews
- WHQR

**Request for Media Coverage**

If your school is hosting an event and would like media coverage, please reach out to Russell.Clark@nhcs.net for support.
Social Media

All of New Hanover County Schools’ social media pages will focus on celebrating and supporting our schools, students, and teachers, as well as sharing important news and communicating event information. We encourage you to share your support, connect with other supporters, and visit frequently for news and updates.

For purposes of these guidelines, social media is defined as Internet-based applications that facilitate communication (e.g., interactive/two-way conversation/dialogue) and networking between individuals or groups, but does not include sending or receiving email through the use of district-issued email accounts.

Follow NHCS on Social Media

@NewHanoverCoSch  New Hanover County Schools
@NewHanoverCoSch  New Hanover County Schools
@NewHanoverCoSch
Partnerships & Donations
NHCS encourages the involvement of community organizations, non-profits, and businesses in our schools as long as it aligns with the district's overall mission.

Regarding donations, please refer to NHCS Policy 7730. Please do not ask for or receive donations that do not fall within these guidelines. Keep our division informed of any donations or partnerships at your sites so we can promote and acknowledge them accordingly.

Material Distribution
Following NHCS Policy 5210, all non-school fliers or materials sent home with students from outside organizations must be approved by the Communications & Outreach Division.

Volunteering
Refer to NHCS Policy 5015 regarding volunteers in schools. All Volunteer Training materials can be found at https://www.nhcs.net/community/all-hands-on-deck. Volunteer hours are to be submitted monthly through the staff portal.

Facility Use Reservations
https://www.nhcs.net/divisions/student-support-services/facility-use

For any additional concerns or questions regarding this information, reach out to Caleb.Price@nhcs.net.
NHCS is dedicated to keeping our families informed and giving all of our stakeholders up-to-date information that will assist in their decision-making during their academic career. Families, students, potential employees and volunteers are the target audience for your public-facing website. Below are the Best Practices for maintaining a comprehensive website.

**ADA Compliance:**

Ensure that the majority of your content is housed directly within Finalsite on a page and not in a document. This allows ADA compliance and equitable translation for families that may need the information in another language. Webmasters are trained in ADA Compliance. If you have a change in webmasters, please reach out to anita.baggie@nhcs.net so that a proper training can be scheduled.
**Calendar**
Make sure all events are listed on your website's Google calendar. After adding items it takes approximately an hour for events to synchronize and display on the website.

**News**
Utilize the News section to keep upcoming events, new content additions on the website, partnerships or any notable accomplishments on the front page of your website. This can be utilized to let your audience know about new software programs, procedures, events etc.

**Slideshow Gallery**
Use your slideshow to tell the story of your school or department’s accomplishments and climate. Highlight students and staff from every aspect of your building.

**Faculty and Staff**
Staff Details should be up to date and include a picture. This helps to create a human connection between your audience and staff before they ever step foot in the building. This is important for parents, staff and potential employees. Teachers’ individual webpages should be linked on their name in the staff directory of the website.

*Remove any links that do not work*