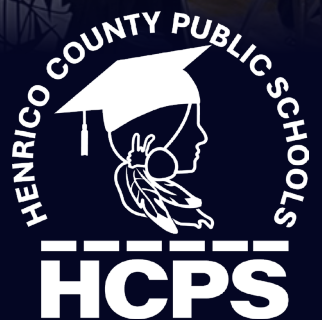
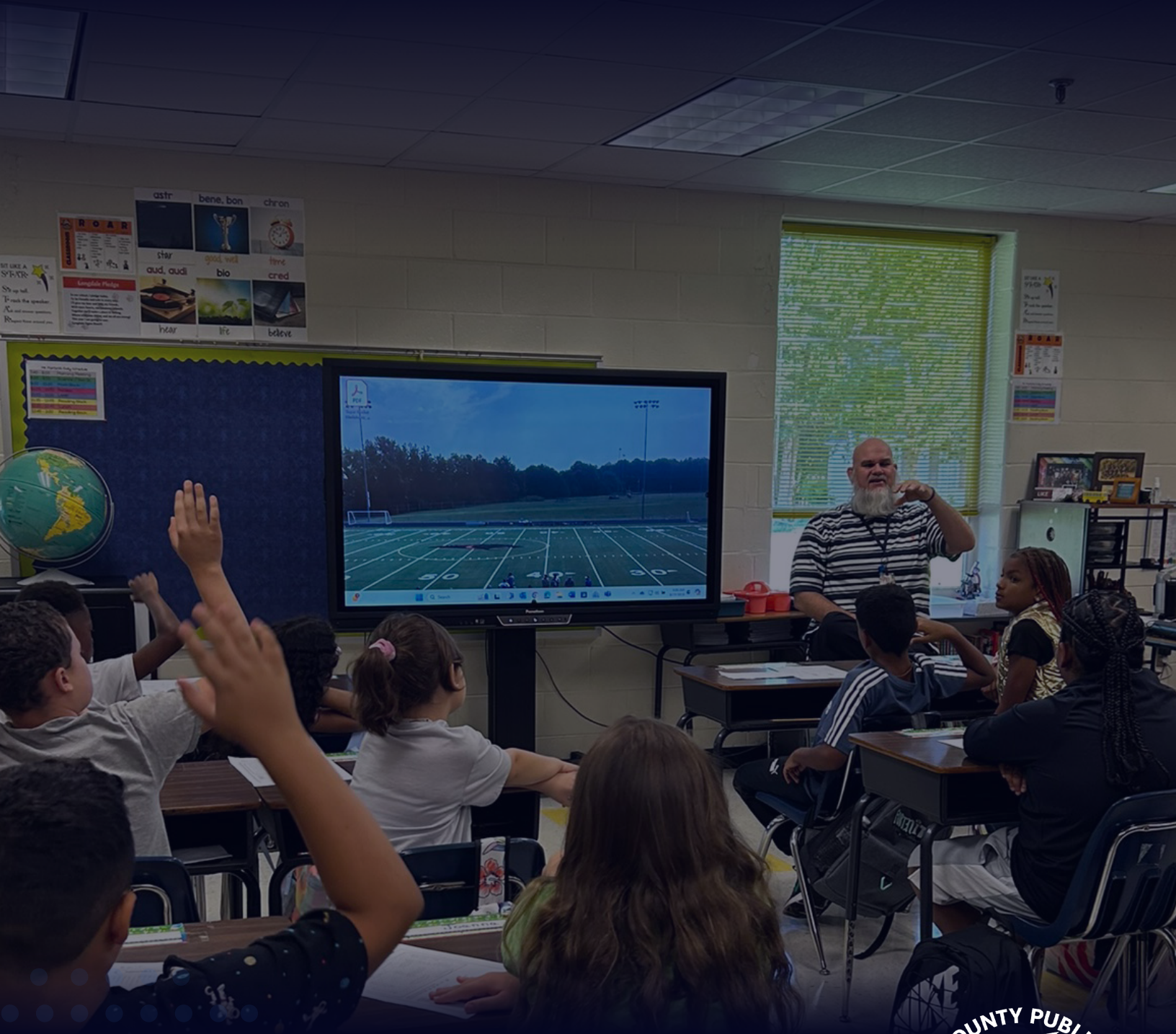


Henrico County Public Schools Branding Guide



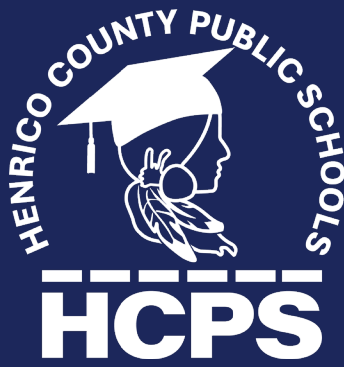
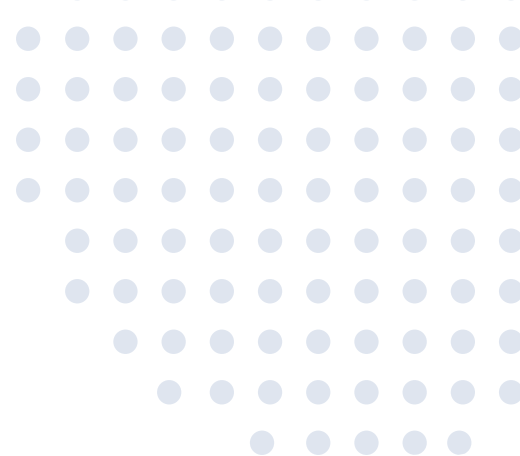
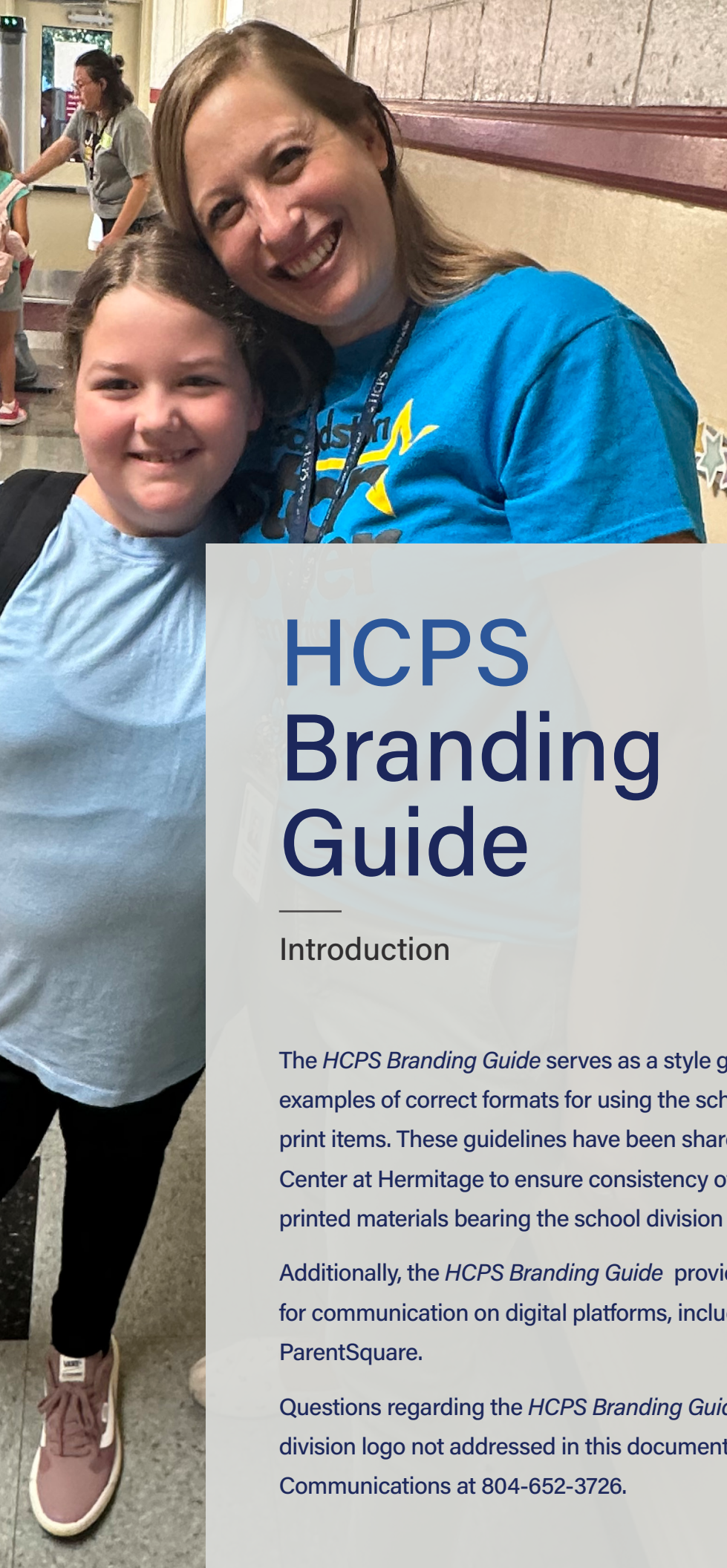


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HCPS Branding Guide

Introduction

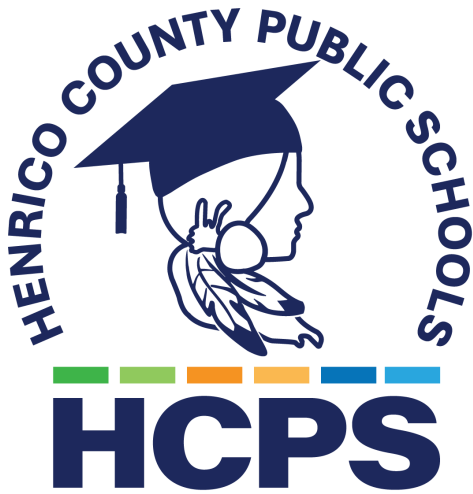
The *HCPS Branding Guide* serves as a style guide, offering information and examples of correct formats for using the school division logo digitally and for print items. These guidelines have been shared with the print shop at the ACE Center at Hermitage to ensure consistency of practice and the quality of all printed materials bearing the school division logo.

Additionally, the *HCPS Branding Guide* provides information and best practices for communication on digital platforms, including social media, websites and ParentSquare.

Questions regarding the *HCPS Branding Guide* or the use of the school division logo not addressed in this document may be directed to the Division of Communications at 804-652-3726.



Logo Usage and Guidelines

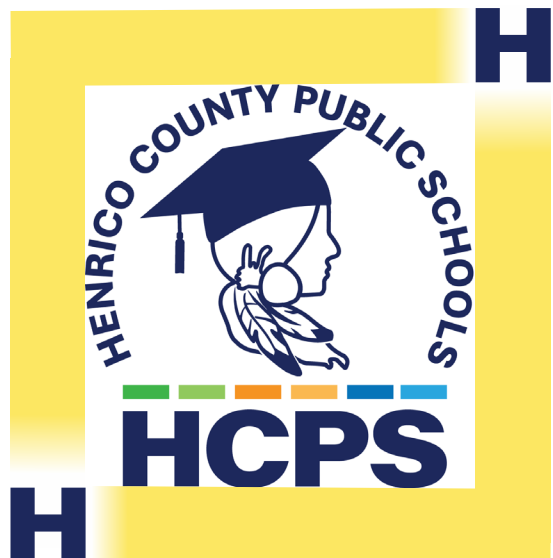


The Henrico County Public Schools logo will not be used in any form for communications not related to the school division, including personal websites and social media channels. The logo may not be shared with businesses, partnering organizations, vendors or individuals without the express written permission of the HCPS Division of Communications.

You can download the official HCPS logo graphics on the [“Locker” blog page](#).



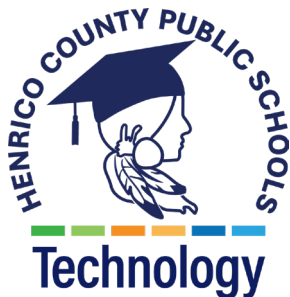
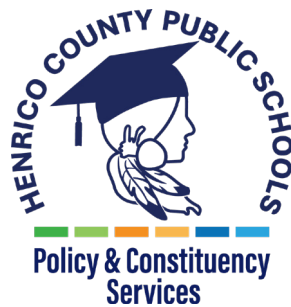
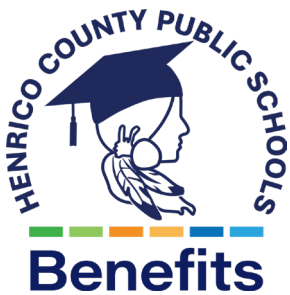
Minimum Spacing



Department Logos

- Department logos are for internal use only and should not replace the official HCPS logo or school logo on communication to families or the public.
- Logos with the Pocahontas and four cornerstones should not be used. (Please delete these from any existing files you may have.)
- The Henrico Learner Profile should not be used in place of the official division logo.

The top two graphics below are examples of approved department logos.

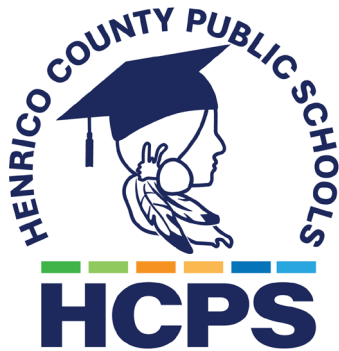


While several individual HCPS *programs* have a unique logo, we discourage the use of individual department logos, other than the above protocol.

Example of Program Logo:



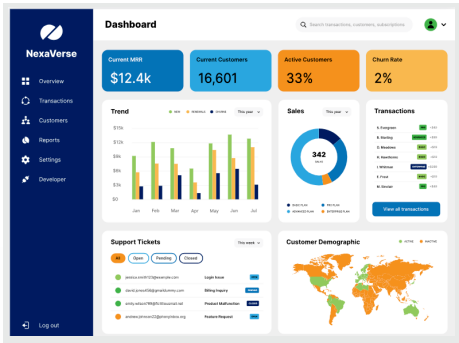
Logo Colors



Solid logo examples:



Color usage example



HCPS Dark Blue									
R	G	B	C	M	Y	K	HEX	Pantone	
0	30	97	100	93.24	30.15	29.63	001e61	2758 C	
HCPS Blue									
R	G	B	C	M	Y	K	HEX	Pantone	
13	116	184	87.11	50.78	1.56	0	0d74b8	7461 C	
HCPS Light Blue									
R	G	B	C	M	Y	K	HEX	Pantone	
44	166	223	70.31	17.58	0	0	2ca6df	2995 C	
HCPS Green									
R	G	B	C	M	Y	K	HEX	Pantone	
64	179	73	74.22	1.17	100	0	40b349	7739 C	
HCPS Light Green									
R	G	B	C	M	Y	K	HEX	Pantone	
144	201	93	47.66	0	83.59	0	90c95d	367 C	
HCPS Orange									
R	G	B	C	M	Y	K	HEX	Pantone	
245	146	34	.78	50.78	98.05	0	f59222	715 C	
HCPS Light Orange									
R	G	B	C	M	Y	K	HEX	Pantone	
249	184	80	1	30	79	0	f9b850	1365 C	



Digital & Print Productions Request

If you have a graphic design request,
please complete this online [Division
of Communications Digital & Print
Production Request Form](#):



Font Usage and Sample Letterhead Templates

Recently, Microsoft updated its standard font to Aptos for Word and Outlook. Therefore, we have adopted that as our standard font for all official written communications.

All schools should have and use letterhead and envelopes as shown in the examples below, with the HCPS logo at top left, the school name at the top center, and the address right-justified. To place an order for HCPS letterhead, please visit ACE @ Hermitage - Printshop website at www.hcps.info/aceprintshop



HCPS official letterhead and envelope

Digital Fonts



Aptos

Light	Henrico County Public Schools
Normal	Henrico County Public Schools
Medium	Henrico County Public Schools
Bold	Henrico County Public Schools

Aptos (Body)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aptos Bold (Bold)

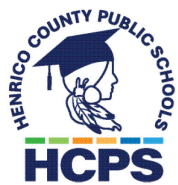
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Email Signature

The signature on all school division email accounts should contain the employee's name, title, school or department, office and/or cell phone number(s), links to the school, division or department website, and the new HCPS logo or department/school logo. If desired, the signature may also include designations such as "National Board Certified Teacher."

A secondary link, such as "Book time to meet with me," or a disclaimer can also be included, but do not include inspirational quotes, sayings, photos or graphics, other than an official school mascot.

(See examples)



Emily Massey

Human Resource Specialist

804.328.4045 • Fax 804.328.4038

3820 Nine Mile Road, Henrico VA

henricoschools.us

Ken Blackstone, APR

Assistant Director, Department of Communications
Henrico County Public Schools

804-652-3688

[Add additional phone number here if applicable]

www.henricoschools.us

[Facebook](#) | [Instagram](#) | [X](#) | [YouTube](#)



Example is not to scale

Feel free to copy the example above and paste it into your Outlook email signature option and edit it with your personal information. Open Outlook and select *File>Options>Mail>Signatures* to open the email signature dialogue window.

Business Cards

HCPS uses an online vendor with a standard template where you can directly enter your information. Check back for ordering details to be added soon.

Name	Name of School
Title	Type: (EL, MS or HS)
Title 2	
Office: (804) 111-1111	
Fax:	
Cell:	
Address	
Address 2	
City, State, Zip	
Website	



Layout#
HCPS1

School BC

Name	
Title	
Title 2	
Office: (804) 111-1111	
Fax:	
Cell:	
Address	
Address 2	
City, State, Zip	
www.HCPS	

Layout#
HCPS2

Admin BC



Social
Media

HCPS encourages safe use of school social media pages, in conjunction with official school websites and ParentSquare, to share news and showcase what's happening at schools to families and the community. Facebook, Instagram and X (formerly known as Twitter) are the most common social media platforms schools use, and each platform has its own advantages and disadvantages. For example, parents tend to be more engaged on Facebook, while students more often use Instagram.

While the landscape of social media is constantly changing, there are certain practices that *must* be followed because potential legal concerns:



- **Do not delete or hide comments on school pages.** As schools represent official government entities, school social media pages are legally considered "[limited public forums](#)," which means they need to abide by the principles of the First Amendment when it comes to comments or other discussions on a post or page. Schools, divisions and school boards are held legally liable for any action believed to limit free speech, such as criticism or political beliefs. For this reason, comments should *NEVER* be deleted hidden from a post and users should not be banned from a page without the prior consent of Communications or Legal Services.

Restricting your pages or posts from being commented on or replied to is OK *before comments are added*, since it is restricting *all* commenters instead of just those with certain viewpoints. Instagram allows you to turn off comments for specific posts, while X allows you to restrict replies to posts.

The only exceptions for not deleting posts are obvious spam (users/bots linking to harmful or fraudulent websites, users/bots asking to directly message or solicit members of your community with spam or a product) or content that has grounds for removal totally unrelated to a person's viewpoint, such as threats, extreme profanity or unambiguous slurs (targeted at someone's race, religion, gender, etc.). A public, visible social media conduct policy may be used to promote healthy discussion, but deleting or hiding comments should always be considered a last resort, as a conduct policy does not eliminate legal liability. *If you feel a comment on your school social media page warrants removal, message [Dylan Garner](#) or the [Legal Services team](#) before doing so.*

- **Maintain student privacy.** Social media content must not include photos or videos of students whose parents or guardians completed a media opt-out form at the beginning of the school year, per [FERPA](#). If any of these students are accidentally included in a post, or if any students' private information or record is visible in some form, it should be removed as soon as possible. Contact [Dylan Garner](#) or [Chris OBrion](#) in Communications if the division accounts posted any media that would clearly identify any of these opted-out students.
- **Don't use personal accounts for school communications.** Any social media pages being used by a school, principal, teacher, administrator or any staff member to promote content of students or student activity must not be attached to personal accounts. While it may be fun to post updates from your classroom, some parents/guardians may not feel comfortable with their children being seen on a staff member's personal social media pages – even with student permission. It can also cause headaches or legal concerns for the school or school division if privacy protections are ignored.
 - If an Instagram or X page is used to share school information or activity to families and the community, it must be connected to a staff email address (henrico.k12.va.us). Even if the account is specifically identified as a staff member as opposed to a school, it is still considered an official communication tool within the school community. If you were to ever leave the school division, this account should not follow you to your next venture, even if it's in a similar role elsewhere.
 - Meta, the parent company of Facebook and Instagram, requires a personal Facebook account to be used if assigning a staff member as an administrator for a page. This is normal (and unavoidable), and it's not an issue as long as school communication is being done through the school page, not the staff member's personal Facebook account.
- **No TikTok allowed.** TikTok accounts are not permitted for any school use. Virginia is among the states to [ban government employees from using the popular video platform](#) on government-issued devices (phones/computers) and wireless networks.

HCPS has its own social media channels – **Henrico County Public Schools on Facebook**; **@henricocountyschools on Instagram**; **@HenricoSchools on X** – where divisionwide information and other items of interest created or assembled by the Communications staff are shared.

Schools are encouraged to directly share news updates or other content posted by these pages – like graduation photos or a Yay of the Day – via the share button on Facebook, the Stories feature on Instagram or reposts on X.

We also invite schools to tag HCPS accounts when posts may appeal to the broader HCPS community. A school or department can also contact the Communications team ([Dylan Garner](#) and [Chris OBrion](#)) directly to promote a specific event, achievement or celebration.

Looking to improve your school's social media presence? Try some of these best practices:

- **Know who has access to school pages.** This is important both for preventing unwanted access from those who are no longer an active staff member and for maintaining access to official pages. [Facebook allows multiple people to be assigned as an "Admin" or "Editor,"](#) and even if only one person posts on the account, at least one or two more staff members or digital liaisons should be given access to the page in case the primary user leaves the school or has their account compromised or lost in some way. Account information for Instagram and X accounts should be safely secured (*do not print them or share them via text or online documents*) and known by one or two trusted staff members for the same reasons.
- **Keep school information up to date.** Pages may have outdated addresses, emails, website links or school photos/logos if they haven't been checked in a while. You don't want families using an incorrect address or phone number listed on Facebook, Instagram or X if they're trying to reach you.
- **Monitor activity on school pages.** While you might not be able to moderate every comment or reply, it's important to know if students, families, staff members or even those outside of your school community are using your pages in a harmful manner. Bots often go to high school pages to post fraudulent links to sports streams.
- **Use your official school logo as your school's profile picture.** The horizontal profile banners on Facebook and X can then be used to creatively showcase school spirit. A high-quality photo of the school exterior is an easy, safe visual, but fun photos of staff members or school events are encouraged as well.
- **Know the preferred dimensions and restrictions for each platform.** Facebook allows most sizes of photos, but [Instagram will crop photos that fall out of their](#)





[preferred dimensions](#), which is an issue for things like event flyers that might fit a normal 8.5x11" page. Facebook and Instagram will both allow for longer videos, but X caps video length at around 2 minutes and 20 seconds.

- **Use high-resolution photos, videos or graphics.** Most phones can capture high-quality footage, but blurry, poorly cropped, or stretched-out images will not successfully highlight your school in a positive manner.
- **Smile!** Photos of happy students and staff members always look better than grumpy or disinterested ones.
- **Do not use AI-generated images.** As a developing

technology, many AI images contain strange details that are often considered unprofessional at best or disturbing at worst.

- **Work through the Communications team for official flyers or graphics.** If an event is open across HCPS or notable for the local community, we encourage completing the online [Division of Communications Digital & Print Production Request Form](#).

If you require support with creating/modifying social media pages or adhering to the above practices, please contact [Dylan Garner](#), communications specialist.



Web Content



Web Content:

The school division uses a content management system (CMS) to manage its public-facing websites. This CMS allows us to set web governance standards, ensure continuity and consistency, and meet and maintain federal web accessibility standards.

Additionally, the CMS allows the communications department to provide centralized support for all public-facing websites as needed. Departments needing to add or edit content should contact the Communications Web Developer ([Tomika Cox](#)) and the Communications IT Manager ([Larry Willis](#)) for assistance. For school website edits and additions, contact your school's digital communication liaison. The communications department also provides training for school digital communications liaisons and other content contributors.



ParentSquare Information and Guidance:

Starting with the 2023-24 school year, HCPS augmented its communications with families and staff with a new resource called ParentSquare. With ParentSquare, parents can:

- Receive announcements and school closure information via email, text, or the ParentSquare app
- View HCPS and school calendars
- Easily sign up to participate in school events
- Securely receive SOL test scores and other important student documents
- ...and much more!

If you use ParentSquare to create content, please refer to this [self-paced training module](#) memo that has many helpful links to help you get started or for a refresher. For teachers, another memo walks you through [attendance and class roster features](#).

For 2024-25, several additional features were added, including [StudentSquare](#). Secondary students, who all have an HCPS email, can receive email alerts and download the mobile app. If parents allow students to provide a phone number when they join a group, they can receive text messages and push notifications.

StudentSquare is primarily a way for teachers to send posts to students in an entire class, and it can be used by coaches, club sponsors and staff who work with smaller groups of students across grade levels or classes to push out information about practices, meetings, and news.

If you have questions about ParentSquare, please contact Communications IT Manager Larry Willis, at 804-652-3689.

Photography:

The Division of Communications regularly photographs events of divisionwide interest to help convey the dynamism, innovation and variety of our schools. For requests and questions, contact [Chris OBrion](#) or [Dylan Garner](#), communications specialists. More about photos:

- Schools may submit high-quality photos of events or class activities for consideration for HCPS' social media platforms. When emailing photos from your cell phone, be sure to select a high-resolution (large) quality if prompted and include a paragraph about the event. You may also tag HCPS on social media with your own posts.
- HCPS has an "opt-out" system for student photo and video permissions. Parents and guardians return a form to schools at the beginning of the year if they do not wish their students to be photographed. Information about students who should not be photographed is available in each school's main office.
- A photo library of basic, reusable images, such as HCPS school exteriors and division buses, [can be found here](#). These images can be freely used for HCPS-related presentations, flyers or other uses.

TV and Video Production:

Henrico County Public Schools operates a cable television channel, HCPS-TV on Comcast channel 99 and Verizon FiOS channel 38. We feature school activities, special events, sports highlights and more. In addition, you can also find videos and on-demand programming on [the HCPS-TV YouTube channel](#).

Television Services can be a great option when a professionally produced video is needed. The best point of contact is [John P. Gill](#), video production coordinator, who can schedule any field recordings and the post-production process. The TV Services staff is well acquainted with HCPS policies on talent releases, copyright rules for using music and other issues that might arise in the creation process for a video.

Protocol for Special Events:

The following [guidelines and checklist](#) should enhance the efficiency and effectiveness of those who plan special events, programs, introductions and other activities involving our superintendent, members of the Henrico County School Board, Board of Supervisors and other dignitaries. Please contact [Cean Gilliland](#) for more information.



Writing Style:

The HCPS Communications Department has created an [HCPS Style Guide](#) to assist when writing for the public. The HCPS style guide is based on the [Associated Press Stylebook](#), but also covers topics exclusive to Henrico County Public Schools. You will find answers and examples to some of the most commonly asked questions about the proper way to refer to dates and times, grade levels and department names, just to name a few!



[HCPS Style Guide](#)

For other information, please contact the following communications staff:

Eileen M. Cox Chief Communications Officer

Ken Blackstone Assistant Director of Communications

Larry V. Willis, Jr IT Manager Website and Digital Communication

John P. Gill Video Production Coordinator

Jennifer C. Gilliland (Cean) Communications Specialist (Special Events)

Chris O'Brien Communications Specialist (Photography, Newsletters, Writing)

Dylan Garner Communications Specialist (Social Media, Photography, Writing)

3820 Nine Mile Road
Henrico VA, 23223
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Tel: 804.652.3726

