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INTRODUCTION TO THE BRAND

The Brand

Each day, we work to carry out the mission of the Sioux City Community School District. As employees of District, we all have a role in helping families, and community members create connections with our schools. Consistent branding practices for the District and schools further these connections by using visual elements to create positive, memorable impressions.

Therefore, all members of the Sioux City Community School District should be familiar with the brand guidelines and adhere to the best practices outlined in this Brand Guide.

The Sioux City Community School District is the brand name. Within the District, we have many schools that serve as sub-brands.

This guide provides direction on how to represent both the District and the schools in a clear, consistent manner. When the District brand and the school brands are collaboratively represented in accordance with the brand guidelines, the brand recall will be stronger. Within the guide, you will find directions on how to use consistent messaging across a range of communication materials, using official logos, brand-appropriate colors, and value-centered language.

Thank you for being part of our journey to make a positive, lasting impression on students, families, and the community.
INTRODUCTION TO THE BRAND

Our Educational Philosophy

Preparing Students for Success

Our purpose is to effectively utilize community resources to provide students the maximum opportunity for life success. We are committed to the individual development of skill sets that enhance knowledge, optimize potential and build character through personal accountability.

Standards, Expectations and Achievement

Our goal is to challenge our students, empower our staff and visibly communicate our progress. Our achievements are the results of high standards, clear expectations and timely benchmarks.

Leading in a Changing World

Our vision is to develop citizens who are prepared to succeed in a changing world. We must learn from our history and positively embrace the challenges of the future.

Embracing our Diversity

Our commitment is to celebrate our diversity and leverage our cultural, social, and community resources, while embracing changes to enhance student learning.

Parent Involvement and Community Confidence

Our responsibility is held within our stakeholders; our students, parents/guardians, educators and community as a whole. We must encourage participation, empower our educators and openly celebrate our teaching opportunities and successes.
INTRODUCTION TO THE BRAND

Our Mission

The mission statement has been adopted by the School Board to summarize our objectives as a school district.

When using or referring to the school district’s mission, please use the following:

THE SIOUX CITY COMMUNITY SCHOOL DISTRICT EXISTS TO EDUCATE STUDENTS TO BELIEVE IN THEIR TALENTS AND SKILLS ACHIEVE ACADEMIC EXCELLENCE, AND SUCCEED IN REACHING THEIR POTENTIAL.
Sioux City Community School District

The official name of the school district is the Sioux City Community School District. The District can also be referred to as Sioux City Community Schools or “the District” with the “D” capitalized.

Abbreviations

In written communication, “SCCSD” can be used in subsequent references as long as the first reference is written as “Sioux City Community School District (SCCSD).”

The District cannot be written as “Sioux City Comm Schools” or “Sioux City Schools.”
THE DISTRICT BRAND

Usage of the District Logo

All official SCCSD communications - including but not limited to print media, business forms, audio/visual media, banners, displays, signage, advertising, vehicles, and websites - must display the official SCCSD logo.

Minimum Width of the SCCSD Logo

The logo should not be smaller than 1” so that it remains visible and legible.

Clear Zone

All words and images used near the logo should be placed no closer than 0.25” to the logo. This is referred to as the “clear zone.”

Logo Colors

The District logo may be used only in approved colors shown to the left.

- Full Color
- Black
- White
- GrayScale (Refer to the special note on pg. 9)

SPECIAL NOTE: The SCCSD full color logo can only be used for color copies. For black and white copies, design the materials using the grayscale or black version of the District logo.

A downloadable version of the SCCSD logo is available for administrators in an Office 365 folder. Employees may request logos and Brand Guide materials from a building administrator or by emailing communications@live.siouxcityschools.com.
THE DISTRICT BRAND

Logo Only Typefaces

The following two fonts are used exclusively in the SCCSD logo:

**Leitura Sans (Grot 2)**
is reserved for the “Sioux City Community Schools” logo only.

**Leitura Sans (Grot 1)**
is reserved for the tagline “believe... achieve... succeed...” only.

Remember to treat the Sioux City Community Schools Logo as artwork. Do not recreate it using a typeface.
THE DISTRICT BRAND

Improper Logo Usage

The impact of any logo depends on consistent use resulting in a large number of impressions over a long period of time. Any changes to the shape and color of a logo can reduce its impact. **Do not alter the logo in any way.**

The SCCSD logo is a stand-alone design element; therefore, it must appear separate from other elements in all applications.

In order to ensure the integrity of the District logo and each school logo, do not:

- Crowd, overlap, or merge the words in the logo;
- Layer the logo over a photo or design;
- Shade or shadow the logo;
- Use the logo in outline form;
- Scan, recreate, re-proportion, or otherwise modify the logo;
- Crop the logo;
- Rotate or tilt the logo;
- Add a foreign element to the logo;
- Place a white logo on a light background;
- Alter the colors in any way.

HOW TO RESIZE A LOGO OR IMAGE:

To resize a logo or image without distorting the proportions, hold the shift key and use the cursor to drag the image from the corner.
THE DISTRICT BRAND

Tagline

The tagline for the Sioux City Community School District is

**believe... achieve... succeed**

It captures, in a few words, the essence of our mission and how we help thousands of students reach their full potential each year.

The District uses this tagline in a variety of ways, but most consistently it is shown as a component tagged under the official District logo.

Tagline as an Independent Graphic

The tagline can also be used as an independent graphic element for design when the logo is present, but displayed without the tagline.

The font used for the tagline as an independent graphic is Candara.

This display may only be used when approved by the communications department. Contact communications@live.siouxcityschools.com to request the independent tagline graphic.
PROGRAM BRANDING

Logos for SCCSD Programs

Periodically, logos are developed for special programs and special events within the Sioux City Community School District. Examples are shown below. The communications department must authorize the development of special logos. Such logos, in all cases, should abide by the standards set out in this manual so they are recognized as being affiliated with the SCCSD.

Example School Program Logo

Logos for School Programs

Schools may also have a purpose for creating specialized graphics to represent a school-wide initiative, program, or event. Examples for this are PBIS or Balanced Leadership initiatives. When a specialized logo is created for a school, both the principal of the school and the District’s communications director must be made aware. These logos should visually reflect the brand of the individual school.

Example School Program Logo

Departments within the District cannot have a unique logo. Departments should use the SCCSD logo and the department name can be included as shown on page 12.
DEPARTMENT BRANDING

Sub-branding allows departments to construct an identity that is a collaborative element of the official District logo. If a department within the District would like to have a sub-brand logo applied to apparel, signage, or other branded materials, please contact the District’s communications department for assistance in constructing the logo.

Sub-Brand Elements:

- The sub-brand font is Franklin Gothic Medium, Title Case, with 50 tracking.
- All department names should be placed 0.25” from the bottom of the SCCSD logo in compliance with the “clear zone.”
- The sub-brand should never be changed or distorted in any way.
THE SIOUX CITY CAREER ACADEMY LOGO GUIDELINES

The Sioux City Career Academy logo is made up of three elements: a Graduate Mark, Wordmark and Tagline.

The logo is designed to create a connection with the Sioux City Community School District brand while establishing an identity specific to the Sioux City Career Academy.

The logo should never be recreated or altered. Any change will cause inconsistencies and dilute the impact. To maintain consistency, only use approved digital files.

TYPOGRAPHY GUIDELINES

Please refer to page 33.

Logo Elements

Graphic Mark: Graduate

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>100-0-56-36</td>
<td>#007367</td>
</tr>
<tr>
<td>Secondary</td>
<td>45-41-38</td>
<td>#2D2926</td>
</tr>
</tbody>
</table>

Word Mark: SIOUX CITY CAREER ACADEMY

Typeface: Bank Gothic Medium BT
Character Width: 82.5%
Character Spacing: Kerned

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>63-62-59-94</td>
<td>#2D2926</td>
</tr>
<tr>
<td>Secondary</td>
<td>45-41-38</td>
<td>#2D2926</td>
</tr>
</tbody>
</table>

Tagline: Pathways to the future

Typeface: Arial Regular
Character Width: 100%
Character Spacing: Tracking: 151
Alternate color: PMS Black C

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>63-62-59-94</td>
<td>#2D2926</td>
</tr>
<tr>
<td>Secondary</td>
<td>45-41-38</td>
<td>#2D2926</td>
</tr>
</tbody>
</table>
The primary logo is to be used whenever possible. Use the secondary logo when it will provide a larger visual presence.

MINIMUM SIZE

To maintain quality in the reproduction process, follow the minimum size requirements as shown.

ONE COLOR OR REVERSED LOGO

When the logo is used as a one color, it is to be reproduced in black or white reverse.

“CLEAR ZONE” GUIDELINES

In order to keep the Sioux City Career Academy logo uncluttered, it needs to be placed in a clean environment. A clearance area that measures the height of the “C” in “Career Academy” should be maintained on all sides of the logo.

Do not place text or clutter within this space for a professional distinction in any applied collateral.

Primary Logo

The primary Sioux City Career Academy logo when used in full color with the tagline must not be reproduced any smaller than 1.625” wide. The logo can be reproduced at 1” wide without the tagline.

Secondary Logo

The secondary Sioux City Career Academy logo when used in full color with the tagline must not be reproduced any smaller than 2.5” wide. The logo can be reproduced at 1.625” wide without the tagline.

“Clear Zone”
Co-Branding

The Sioux City Career Academy logo must always be co-branded with the Sioux City Community Schools logo. This way the Sioux City Career Academy will clearly be associated with the Sioux City Community School District. The Sioux City Career Academy logo must not appear to be its own identity without being connected to the Sioux City Community School District.

Here are some examples of the proper usages to co-brand the Sioux City Career Academy logo with the Sioux City Community Schools logo.

1. Slightly larger, away from the SCCSD logo and at the end of the body copy.

2. Slightly larger, away from the SCCSD logo and above the headline copy.

3. Slightly larger, away from the SCCSD logo and lower right.

4. Horizontal with the SCCSD logo on the right side and a vertical line separating the two logos.
SCHOOL BRANDING

Each school in the SCCSD has a unique logo and name. Many of these logos have been in use for decades and already have brand recognition from the school’s community. It is important that the individual school logos are used on official school communications to continue to build brand awareness and school pride.

The following is a list of “official” school names. Please always use the full name in verbal and written reference.

**Official School Names**

- Bryant Elementary School
- Clark Early Childhood Center
- East High School
- East Middle School
- Hunt A+ Arts Elementary School
- Irving Dual Language Elementary School
- Leeds Elementary School
- Liberty Elementary School
- Loess Hills Computer Programming Elementary School
- Morningside STEM Elementary School
- Nodland Elementary School
- North High School
- North Middle School
- Perry Creek Elementary School
- Riverside Elementary School
- Spalding Park Environmental Sciences Elementary School
- Sunnyside Elementary School
- Unity Elementary School
- West High School
- West Middle School

The District logo should always appear at least once on all school publications.
LOGO COLORS:

School logos may be used only in the primary school colors shown on pages 29-32 or in black and white.

## Proper/Improper Usage of School Logos

The impact of any logo depends on consistent use resulting in a large number of impressions over a long period of time. Any changes to the shape and color of a logo can reduce its impact. Do not alter school logos in any way.

To maintain quality in the logo reproduction process, please refrain from logo applications that require the logo to be sized at dimensions that make the logo too small to be legible. All logo and wordmark text must be clear enough and large enough to read.

### Proper Usage of the Logo

(Text is legible)

### Improper Usage of Logo

(Text is not legible)

### Clear Zone

All words and images used near the logo should be placed no closer than 0.25” to the logo. This is referred to as the “clear zone.”

### Wordmark Standards

The second line of text in the wordmark is sized for center alignment with the top line of text. In some cases, where the school name is short or contains a letter with a tail, the second line of text may be adjusted accordingly. This adaption should only be determined by the communications department.

### Unity

**Elementary School**

**Wordmark Adaptation**

Icon with Specialty School Text (applicable to specialty schools only)

The primary logo is designed for the majority of uses. In instances when it is appropriate to use the icon independently, specialty schools should use the specialty text below the icon.
SCHOOL BRANDING

School Logos

Official school logos are structured to include both the school icon and a wordmark. The wordmark is the element that creates consistency among all of our school brands and provides school details that may not be shown in the icon. For this reason, the primary or secondary logo must be used to represent the school brand on all materials. The primary school logo is horizontal and should be used in most applications, including print materials and website design. The secondary logo is a stacked/vertical version of the logo, which may be used when design layout dictates a logo with taller dimensions. The icon can only replace an official school logo for signage, apparel/promo items, and social media icons.

OFFICIAL SCHOOL LOGOS

<table>
<thead>
<tr>
<th>Primary Logo</th>
<th>Secondary Logo</th>
<th>Wordmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bryant Bears</td>
<td>Bryant Bears</td>
<td>Bryant</td>
</tr>
<tr>
<td>East Middle</td>
<td>East Middle</td>
<td>East</td>
</tr>
<tr>
<td>Hunt Tigers</td>
<td>Hunt Tigers</td>
<td>Hunt</td>
</tr>
</tbody>
</table>

SPECIAL NOTE: The District Logo should always appear at least once on all school publications.
## School Logos

### OFFICIAL SCHOOL LOGOS

<table>
<thead>
<tr>
<th>Primary Logo</th>
<th>Secondary Logo</th>
<th>Wordmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Irving</td>
<td>Irving</td>
<td>Irving Dual Language</td>
</tr>
<tr>
<td>Elementary School</td>
<td>Elementary School</td>
<td>ELEMENARY SCHOOL</td>
</tr>
<tr>
<td>Leeds</td>
<td>Leeds</td>
<td>Leeds</td>
</tr>
<tr>
<td>Elementary School</td>
<td>Elementary School</td>
<td>ELEMENARY SCHOOL</td>
</tr>
<tr>
<td>Liberty</td>
<td>Liberty</td>
<td>Liberty</td>
</tr>
<tr>
<td>Elementary School</td>
<td>Elementary School</td>
<td>ELEMENARY SCHOOL</td>
</tr>
<tr>
<td>Loess Hills</td>
<td>Loess Hills</td>
<td>Loess Hills</td>
</tr>
<tr>
<td>Lynx</td>
<td>Lynx</td>
<td>Lynx</td>
</tr>
<tr>
<td>Elementary School</td>
<td>Elementary School</td>
<td>ELEMENARY SCHOOL</td>
</tr>
</tbody>
</table>
## SCHOOL BRANDING

### School Logos

#### OFFICIAL SCHOOL LOGOS

<table>
<thead>
<tr>
<th>Primary Logo</th>
<th>Secondary Logo</th>
<th>Wordmark</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Morningside STEM Elementary School Primary Logo" /></td>
<td><img src="image" alt="Morningside STEM Elementary School Secondary Logo" /></td>
<td><strong>Morningside STEM Elementary School</strong> Icon</td>
</tr>
<tr>
<td><img src="image" alt="Nodland &amp; Sunnyside Elementary Schools Primary Logo" /></td>
<td><img src="image" alt="Nodland &amp; Sunnyside Elementary Schools Secondary Logo" /></td>
<td><strong>Nodland &amp; Sunnyside Elementary Schools</strong> Icon</td>
</tr>
<tr>
<td><img src="image" alt="North Middle School Primary Logo" /></td>
<td><img src="image" alt="North Middle School Secondary Logo" /></td>
<td><strong>North Middle School</strong> Icon</td>
</tr>
<tr>
<td><img src="image" alt="Perry Creek Elementary School Primary Logo" /></td>
<td><img src="image" alt="Perry Creek Elementary School Secondary Logo" /></td>
<td><strong>Perry Creek Elementary School</strong> Icon</td>
</tr>
</tbody>
</table>
## SCHOOL BRANDING

### School Logos

#### OFFICIAL SCHOOL LOGOS

<table>
<thead>
<tr>
<th>Primary Logo</th>
<th>Secondary Logo</th>
<th>Wordmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Riverside ROADRUNNERS</td>
<td>Riverside ELEMENTARY SCHOOL</td>
<td>Riverside ELEMENTARY SCHOOL</td>
</tr>
<tr>
<td>Spalding Park</td>
<td>Spalding Park Environmental Sciences</td>
<td>Spalding Park ELEMENTARY SCHOOL</td>
</tr>
<tr>
<td>Unity KNIGHTS</td>
<td>Unity ELEMENTARY SCHOOL</td>
<td>Unity ELEMENTARY SCHOOL</td>
</tr>
<tr>
<td>West MIDDLE WILDCATS</td>
<td>West MIDDLE SCHOOL</td>
<td>West MIDDLE SCHOOL</td>
</tr>
</tbody>
</table>

#### LOGO ELEMENTS

- **Icon**
- **Wordmark**
- **Primary Logo**
- **Secondary Logo**
- **Official School Logos**
SCHOOL BRANDING

Official East High Font

East High School can also be identified with the official school font, “Freshman.” This font should be set in cap case. This font is recommended for athletic uniforms and activities apparel when the logo cannot be printed. Please contact the communications department at communications@live.siouxcityschools.com for access to this font.

OFFICIAL SCHOOL LOGOS

LOGO ELEMENTS

<table>
<thead>
<tr>
<th>Primary Logo</th>
<th>Secondary Logo</th>
<th>Wordmark</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="East High Logo" /></td>
<td><img src="image2.png" alt="East High Logo" /></td>
<td><img src="image3.png" alt="East High Logo" /></td>
</tr>
</tbody>
</table>

East High Feeder Image

The “Raiders Together” image may change from year-to-year. The design for the 2019-2020 academic year is shown to the left. This image represents the East feeder pride.
SCHOOL BRANDING

Deplete and Replace

Retired images will still appear on signage on school grounds as a nod to our history and traditions. All new signage should use the new logo and be developed in coordination with the communications department.

For publications and printed materials, the District will follow a “deplete and replace” process. Continue to use printed pieces until they are gone. When it is time to reorder, then the new printed materials must reflect the new brand guidelines. The District communications department can assist with developing any new materials a school needs.

For staff apparel (polos, cardigans, half-zip shirts, etc), the District will also follow a “deplete and replace” process. Employees can continue to wear previously purchased apparel until it wears out. When new apparel is ordered, these items must follow current brand guidelines. Apparel brand guidelines can be found on page 42.

For athletic uniforms and activities apparel, when new sets of attire are ordered for teams or school groups, the activities director and the communications director should sign off on the design proof before an order is placed to ensure brand guidelines are followed.

RETIRED IMAGES - EAST HIGH

We are proud of our history, but these East High images are being retired. The following are examples of images we request you no longer use.

![East High Logos]
Official North High Font

North High School can also be identified with the official school font, “Memphis Extra Bold.” This font should be set in cap case. This font is recommended for athletic uniforms and activities apparel when the logo cannot be printed. Please contact the communications department at communications@live.siouxcityschools.com for access to this font.

Official North High Logos

<table>
<thead>
<tr>
<th>OFFICIAL SCHOOL LOGOS</th>
<th>LOGO ELEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Logo</td>
<td>Secondary Logo</td>
</tr>
<tr>
<td><img src="image" alt="North High Primary Logo" /></td>
<td><img src="image" alt="North High Secondary Logo" /></td>
</tr>
</tbody>
</table>

North High Feeder Image

The “We Are All Stars” wordmark is used in conjunction with the North High logo to represent the North feeder pride. It can be added to the primary or secondary school logo, or the school icon. The wordmark must follow the usage of logo standards.
Deplete and Replace

Retired images will still appear on signage on school grounds as a nod to our history and traditions. All new signage should use the new logo and be developed in coordination with the communications department.

For publications and printed materials, the District will follow a “deplete and replace” process. Continue to use printed pieces until they are gone. When it is time to reorder, then the new printed materials must reflect the new brand guidelines. The District communications department can assist with developing any new materials a school needs.

For staff apparel (polos, cardigans, half-zip shirts, etc), the District will also follow a “deplete and replace” process. Employees can continue to wear previously purchased apparel until it wears out. When new apparel is ordered, these items must follow current brand guidelines. Apparel brand guidelines can be found on page 42.

For athletic uniforms and activities apparel, when new sets of attire are ordered for teams or school groups, the activities director and the communications director should sign off on the design proof before an order is placed to ensure brand guidelines are followed.
West High School can also be identified with the official school font, “Egyptian Text Bold.” This font should be set in cap case. This font is recommended for athletic uniforms and activities apparel when the logo cannot be printed. Please contact the communications department at communications@live.siouxcityschools.com for access to this font.

Official West High Logos

<table>
<thead>
<tr>
<th>OFFICIAL SCHOOL LOGOS</th>
<th>LOGO ELEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Logo</td>
<td>Secondary Logo</td>
</tr>
<tr>
<td>West High</td>
<td>West High</td>
</tr>
<tr>
<td>High School</td>
<td>High School</td>
</tr>
<tr>
<td></td>
<td>West</td>
</tr>
</tbody>
</table>

West Feeder Images

The “We Are West” images can be used in the approved variations shown. These images represent the West feeder pride.
SCHOOL BRANDING

Deplete and Replace

Retired images will still appear on signage on school grounds as a nod to our history and traditions. All new signage should use the new logo and be developed in coordination with the communications department.

For publications and printed materials, the District will follow a “deplete and replace” process. Continue to use printed pieces until they are gone. When it is time to reorder, then the new printed materials must reflect the new brand guidelines. The District communications department can assist with developing any new materials a school needs.

For staff apparel (polos, cardigans, half-zip shirts, etc), the District will also follow a “deplete and replace” process. Employees can continue to wear previously purchased apparel until it wears out. When new apparel is ordered, these items must follow current brand guidelines. Apparel brand guidelines can be found on page 42.

For athletic uniforms and activities apparel, when new sets of attire are ordered for teams or school groups, the activities director and the communications director should sign off on the design proof before an order is placed to ensure brand guidelines are followed.

RETIRED IMAGES - WEST HIGH

We are proud of our history, but these West High images are being retired. The following are examples of images we request you no longer use.
School Paws

Many SCCSD schools have developed a paw as an element of their brand. In many cases, these identities for individual schools have been in use for many years and are recognized by their school community.

The following schools can use the paws indicated below as an independent graphic. The paw does not replace the official school logo. When the paw is used on official communication materials, the school logo must still appear on the publication at least once.

- Bryant Elementary
- Liberty Elementary
- Loess Hills Computer Science Elementary
- Spalding Park Environmental Sciences Elementary
- Hunt A+ Arts Elementary
- West High and West Middle
COLORS

Primary Color Palette

The official SCCSD Color is PMS 328 (teal).

These colors must be in a prominent part of all SCCSD communication materials produced in color. Due to different printing processes and paper stocks, maintaining consistent color matches can be difficult. An ink matching system known as “Pantone Matching System” or “PMS” is used to provide standards for color matching. The PMS or CMYK (four-color process) equivalents listed on this page should be used or given to printers when developing any color materials for the District. This will ensure consistent colors are shown on all printed materials.

Complementary Color Palette

The secondary colors are PMS 330 (dark green), PMS 4655 (taupe), PMS 202 (maroon), PMS 667 (lavender), PMS 5255 (plum), PMS 641 (blue), and PMS 2431 (orange).

These colors can be used in conjunction with the District’s primary colors for design elements on print publications.

In addition, schools can select from this complementary color palette for use as accent colors on official school publications.
**Primary Colors Assigned to Each School**

These colors must be in a prominent part of all school communication materials produced in color. Due to different printing processes and paper stocks, maintaining consistent color matches can be difficult. An ink matching system known as “Pantone Matching System” or “PMS” is used to provide standards for color matching. The PMS or CMYK (four-color process) equivalents listed on this page should be used or given to printers when developing any color materials for a school. This will ensure consistent colors are shown on all printed materials.

**Bryant Elementary School**

- **PMS 2768 C**
  - CMYK 100-90-13-71
  - 7-29-73
  - #071D49

**Clark Early Childhood Center**

- **PMS 360 C**
  - CMYK 100-10-61-38
  - 0-115-103
  - #6DB54E

**East Middle School**

- **PMS 165 C**
  - CMYK 0-70-100-0
  - 255-103-31
  - #FF671F

**East High School**

- **PMS Black C**
  - CMYK 63-62-59-94
  - 45-41-38
  - #2D2926

**HOW TO USE ASSIGNED COLORS IN A WORD DOCUMENT**

Click the “Font Color” and then “More Colors.” Then, select the “Color Slider” to type in the CMYK percent values as listed.
COLORS

Primary Colors Assigned to Each School

Hunt Elementary School

PMS 143 C
CMYK 0-32-87-0
241-180-52
#F1B434

PMS 7540 C
CMYK 67-54-46-40
75-79-84
#4B4F54

Irving Elementary School

PMS 2736 C
CMYK 100-90-0-2
30-34-170
#1E22AA

PMS 116 C
CMYK 0-10-98-0
255-205-0
#FFCD00

Leeds Elementary School

PMS 2768 C
CMYK 100-90-13-71
7-29-73
#071D49

PMS 187 C
CMYK 7-100-82-26
166-25-46
#A6192E

Liberty Elementary School

PMS 336 C
CMYK 95-11-70-44
0-102-79
#00664F

PMS Cool Gray 4 C
CMYK 12-8-9-23
187-188-188
#BBBCBC

Loess Hills Elementary School

PMS 534 C
CMYK 0-70-100-0
255-103-31
#1E22F52

PMS 123 C
CMYK 0-19-89-0
255-199-44
#FFC72C

Morningside Elementary School

PMS 188 C
CMYK 16-100-65-58
118-35-47
#76232F

PMS Black C
CMYK 63-62-59-94
45-41-38
#2D2926

Nodland Elementary School

PMS 165 C
CMYK 0-70-100-0
255-103-31
#FF671F

PMS Black C
CMYK 63-62-59-94
45-41-38
#2D2926

North Middle School

PMS 2768 C
CMYK 100-90-13-71
7-29-73
#071D49

PMS 187 C
CMYK 7-100-82-26
166-25-46
#A6192E

North High School

PMS 2768 C
CMYK 100-90-13-71
7-29-73
#071D49

PMS 187 C
CMYK 7-100-82-26
166-25-46
#A6192E
Colors

Primary Colors Assigned to Each School

Perry Creek Elementary School

- **PMS 360 C**
  - CMYK: 100-10-61-38
  - 0-115-103
  - #6DB54E

- **PMS 7685 C**
  - 45-41-38
  - #064088

Riverside Elementary School

- **PMS 336 C**
  - CMYK: 95-11-70-44
  - 0-102-79
  - #00664F

- **PMS Black C**
  - 45-41-38
  - #2D2926

Spalding Park Elementary School

- **PMS 661 C**
  - CMYK: 100-75-0-6
  - 0-53-148
  - #003594

- **PMS Black C**
  - 45-41-38
  - #2D2926

Sunnyside Elementary School

- **PMS 165 C**
  - CMYK: 0-70-100-0
  - 255-103-31
  - #FF671F

- **PMS Black C**
  - 45-41-38
  - #2D2926

Unity Elementary School

- **PMS 1815 C**
  - CMYK: 16-97-86-54
  - 124-37-41
  - #7C2529

- **PMS Cool Grey 7 C**
  - CMYK: 20-14-12-40
  - 151-153-155
  - #97999B

West Middle School

- **PMS 336 C**
  - CMYK: 95-11-70-44
  - 0-102-79
  - #00664F

- **PMS Black C**
  - 45-41-38
  - #2D2926

West High School

- **PMS 336 C**
  - CMYK: 95-11-70-44
  - 0-102-79
  - #00664F

- **PMS 3308 C**
  - CMYK: 94-28-74-73
  - 3-70-56
  - #034638
Typography

With current technology, thousands of typefaces are available for desktop publishers and Web designers. However, not all typefaces reflect the preferred, professional visual image of the Sioux City Community School District.

The consistent use of these typeface families establishes an image for the District that is instantly recognizable and increasingly memorable.

The communications department recommends the use of the following typeface families for SCCSD communication pieces such as flyers, social media graphics, newsletters, forms, etc.:

**Primary Type**

The following fonts should primarily be used for all District publications:

- Gill Sans MT (sans serif) - *headlines, sidebars, callouts, quotes*
- Arial (sans serif) - *body copy, callouts, quotes*
- Aller (sans serif) - *exclusive font of the Sioux City Career Academy*

**Secondary Type**

Sans serif letter styles for alternate use in multiple weights and italics:

- Calibri (sans serif) – *headlines, body copy, quotes*

Serif letter styles for body copy in multiple weights and italics:

- Times New Roman (serif) – *body copy*

**Use of Type**

You are allowed to use any variation of the District’s font families, including regular, light, condensed, bold and italic versions of the typeface. These typefaces are compatible with both Macintosh and Windows systems.

The use of novelty and script fonts (i.e. Comic Sans) is not allowed in SCCSD publications and communications.

If you have a question about the use of typefaces, please email the communications department at communications@live.siouxcityschools.com
PRINTING BUSINESS CARDS

District and school employees must use the appropriate business card design (options shown right) when having business cards printed.

Business card designs must be set up by the communications department. To have a business card made please email communications@live.siouxcityschools.com.
Use either option 1, 2, or 3 for letterhead, based on your role within the District.

Letterhead is not printed in bulk. If you need to do a large print run with letterhead, contact the communications department for assistance.

**OPTION I - DISTRICT LETTERHEAD**

District letterhead will be used by the communications department for Districtwide communications.

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**Educational Service Center**

627 4th St. | Sioux City, IA 51101

Ph: 712-279-6667  

www.siouxcityschools.org

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Recipient

627 4th Street

Sioux City, Iowa 51106

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia desemnollit anim id est laborum.

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Best Regards,

Sender

Telephone Number

E-mail address

---

3" from bottom
STATIONERY AND PRINTING

Letterhead

OPTION II - DEPARTMENT LETTERHEAD

Department letterhead should be used by employees at ESC, O&M, and Food Service. Letterhead is customized for each District department.

LETTERHEAD TEMPLATE

A digital copy of the department letterhead with personalized contact information will be provided to Cabinet members.

All other department employees should use a generic department letterhead. Administrators have access to the department letterhead files in the Office 365 folder. To request a letterhead file, contact your department leader or email communications@live.siouxcityschools.com.
STATIONERY AND PRINTING

Letterhead

OPTION III - SCHOOL LETTERHEAD

School letterhead should be used by any school employee communicating official school information. A school letterhead file is available for each school.

LETTERHEAD TEMPLATE

School administrators will be given a digital file with personalized contact information.

All school employees can request a digital copy of the official school letterhead from the principal.
All envelopes must include the SCCSD logo and the Sioux City Community School District text in cap case text.

Printed envelopes can include school contact information or department contact information like the examples shown. Envelopes are printed on white smooth stock. The logo and contact information is printed in grayscale.

#10 Standard envelopes (9.5 x 4.125") can be ordered with or without a window.

PRINTING/ORDERING ENVELOPES

Envelopes may also be ordered through the online order center at https://www.recordprinting.com/customer_portal/login.html.

If you need an online account to place orders or if you need a new envelope design option, please contact the communications department for assistance at communications@live.siouxcityschools.com.

#10 Standard envelopes (9.5 x 4.125")

School/department bulk mailing options are covered on pages 40 and 41.
STATIONERY AND PRINTING

PRINTING/ORDERING ENVELOPES

Envelopes may be ordered through the online order center at https://www.recordprinting.com/customer_portal/login.html.

If you need an online account to place orders or if you need a new envelope design option, please contact the communications department for assistance at communications@live.siouxcityschools.com.

Envelopes

OPTION II - Regular Mailing with Return Service Requested (No Indicia)

The following envelope options should be used if you need to reach a specific person/household. Because this envelope says, “Return Service Requested,” you may send it to a direct recipient (student name, guardian name, etc.) and if that person does not live at the address, the letter will be returned.

Envelopes like this should be used when you need to be sure a student/guardian will receive the letter. Envelopes will be returned so you can track bad addresses and reach that household through a different means of communication.
STATIONERY AND PRINTING

BULK MAILING GUIDELINES

- Send 200 letters or more
- The content of each letter is exactly the same
- The weight of each envelope/letter must be the exact same
- To coordinate metering/sending the letters contact the communications department
- If you need to print both the letter and the envelope addresses, the communications department can assist in coordinating printing/mailing

BENEFITS OF BULK MAILING

- Bulk mail sends for approximately .18 - .19 cents per letter (less than half the price of regular mail)

PRINTING INSTRUCTIONS FOR BULK MAILING

To mail “bulk mail” contact the communications department at communications@live.siouxcityschools.com to coordinate postage payment and sorting requirements.

Envelopes

OPTION III - Indicia Envelope: No Return Service (Bulk Mailing)

When sending a letter that qualifies for bulk mailing, the following envelope options should be used if you do NOT need to reach a specific person/household, but rather your mailing is a “good to know” message. Because this envelope does NOT say, “Return Service Requested,” you must address the letter to the household name and address as usual. IN ADDITION, you must include a line just below the household name that says, “Or Current Resident.”

Envelopes like this will not be returned and you will not have confirmation if the address is correct or if it reached the household it was addressed to. The “Or Current Resident” line indicates that even if it was mailed to the wrong person, the letter can be sent to the address listed for the current resident.

The important mailing information on this envelope is the mailing address.

Envelopes

East High School
3200 S Cypress St.
Sioux City, Iowa 51106

Envelopes

East High School
3200 S Cypress St.
Sioux City, Iowa 51106
STATIONERY AND PRINTING

BULK MAILING GUIDELINES

- Send 200 letters or more
- The content of each letter is exactly the same
- The weight of each envelope/letter must be the exact same
- To coordinate metering/sending the letters contact the communications department
- If you need to print both the letter and the envelope addresses, the communications department can assist in coordinating printing/mailing

BENEFITS OF BULK MAILING

- Bulk mail sends for approximately .18 - .19 cents per letter (less than half the price of regular mail)

PRINTING INSTRUCTIONS FOR BULK MAILING

To mail “bulk mail” contact the communications department at communications@live.siouxcityschools.com to coordinate postage payment and sorting requirements.

Envelopes

OPTION IV - Indicia Envelope: Return Service Requested (Bulk Mailing)

When sending a letter that qualifies for bulk mailing, the following envelope options should be used if you need to reach a specific person/household. Because this envelope says, “Return Service Requested,” you may send it to a direct recipient (student name, guardian name, etc.) and if that person does not live at the address, the letter will be returned.

Envelopes like this should be used when you need to be sure a student/guardian will receive the letter. Envelopes will be returned so you can track bad addresses and reach that household through a different means of communication. You will pay postage for returned envelopes.

The important mailing information on this envelope is the household name.
An official SCCSD or school logo must appear on all apparel and promotional items (shirts, pens, etc.) produced by the District.

The logo and all text must comply with the Usage of Logo standards on pages 7 and 17.

LOGO GUIDELINES FOR APPAREL or PROMOTIONAL ITEMS ONLY

1. The wordmark can be all white or all black with a color logo when the apparel or promo item is on a colored background.

2. Outlines are approved when appropriate.

3. For apparel and promo items, you may use the primary logo, secondary logo, or icon. Specialty schools must use the icon with the specialty school text.

4. For embroidery, the icon is recommended. Specialty schools must use the icon with the specialty school text.

Apparel and Promotional Items

ESC departments ordering apparel and/or promotional items must show a proof to the communications department for approval. School officials ordering apparel and/or promotional items must show a proof to the principal for approval. Schools are encouraged to show a proof to the communications department too. Most apparel and promotional vendors can set up the design for you, and you simply need to provide a copy of these graphic guidelines to ensure the design is accurate.

If assistance is needed in the process of selecting a vendor or having a design mocked up, please contact the communications department at communications@live.siouxcityschools.com.

If you require one of the above file types please contact the communications department at communications@live.siouxcityschools.com. Administrators have access to these files in the Office 365 folder.
District Publications

From newsletters to handbooks to specialty publications, a variety of publications are produced by the Sioux City Community School District each year reaching thousands of people across the community.

The SCCSD logo should be used on the front and/or back cover of every piece produced. In addition, the previously mentioned specs regarding the use of type and colors should always be applied to District publications.

School Publications

When schools develop communication materials, the SCCSD logo should appear on the publication (flyer, newsletter, brochure, etc.) at least once. Generally, placing the SCCSD logo at the bottom or on the back page is appropriate. The school logo can be the dominant image on the publication.

Some school publications have a District provided template, such as the newsletter. Template designs should not be altered.

If you need assistance creating a publication for your school, contact the communications department at communications@live.siouxcityschools.com
Examples of advertising include TV, radio, print ads, online ads, mailers, and billboards.

**Advertising**

Examples of a web banner ad

Example of a mail piece

All exhibits and displays produced by or on behalf of the SCCSD must prominently display the official SCCSD logo and should follow SCCSD graphic standards.

Pull up banners produced for the District should prominently display the SCCSD logo near the top.

Pull up banners produced for schools should prominently display the school logo near the top and include the SCCSD logo in a design appropriate location.

**Display Advertising**

Example of a mail piece
SIGNAGE

Building Signs

The identity of our schools and facilities being affiliated with the District is important to the SCCSD brand.

As new building signage is installed, the brand guidelines should be adhered to.

The operations and maintenance department works in collaboration with the communications department to coordinate signage for the District.

Special Note: The communications department must approve all light pole banner designs before installation.

Vehicle Signs

State law requires that all publicly owned motor vehicles have “at least two labels in a conspicuous place, one on each side of the vehicle.”

Standard vehicle signage is coordinate by the operations and maintenance department. If a vehicle requires unique signage, the communications department should be contacted to assist in design coordination.
ELECTRONIC MEDIA

Email Signature

Millions of emails are sent to and from the District each year. It is important that these emails maintain a professional and branded appearance.

The SCCSD email signature is simple by design and should be used by every employee without alteration.

Today, emails are read on many different devices – phones, tablets, computers, etc. – so a simple signature will be more user-friendly for email recipients.

The email signature font should be Calibri. Text color should be 100% black.

SCCSD EMAIL GUIDELINES

- In the signature line include the following items in this order: name, title, District name, department or school name, phone number, website, and confidentiality notice.

- Degrees or certifications can appear to the right of your name. Academic degrees should appear before certifications. Use the appropriate abbreviation.

- Teachers should use the main building number, not personal extensions.

- Including a cell phone number is optional for employees with a District provided cell phone. If your office or department requires a fax number, use this in place of a cell phone number.

- Do not personalize the email background with a wallpaper. The background must be white.

- Use the standard preset font and font color for the body copy.

- Do not include a quote or personalized message as part of your signature.

- Do not include an image or school logo in your signature.

**CONFIDENTIALITY NOTICE:** This e-mail message is intended only for the use of the individual or entity to whom it is addressed and may contain information that is privileged, confidential and exempt from disclosure under applicable law. If you are not the intended recipient, any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please do not distribute it. Please notify the sender by e-mail at the address shown and delete or destroy the original message and any attachments.
ELECTRONIC MEDIA

**Powerpoint**

Each year, SCCSD employees make hundreds of presentations to thousands of people. It is one more important opportunity to reinforce the identity of our District.

To bring consistency and professionalism to our District and school presentations, SCCSD staff are asked to use the PowerPoint template provided for all presentations to external audiences or to the Board. Please follow the presentation guidelines outlined on this page.

The template includes a variety of slides that can be used for just about any situation. Administrators will have access to the Powerpoint Template from an Office 360 folder.

If employees need access to these materials or if a special slide needs to be developed, please contact the Communications Department at communications@live.siouxcityschools.com
ELECTRONIC MEDIA

Website

District

The Sioux City Community School District website is constantly evolving to meet the current communication interests of our website visitors.

Through the main District website domain, www.siouxcityschools.org, visitors enter the District website and have access to a website for each school in the District. The District website publishes Board information, staff information, community information, parent information, an overview of all District schools, and an overview of Districtwide programs.

School

Each school website gives school specific information, such as a list of classroom teachers, special programs, school news, and school events. The design of all District and school websites is coordinated by the communications department, with support from appointed webmasters at each school. If an employee sees an area of the website that needs an update, please contact the communications department at communications@live.siouxcityschools.com.

Website Updates

All official District and school websites are built in WordPress and must follow ADA requirements. The style guide for the website is set within the WordPress site and should not be altered. The website style guide complies with the District’s brand guidelines.

There are times when a teacher, classroom, or employee may require a webpage or independent website to communicate information about a class or program. Employees with this need should contact the communications department at communications@live.siouxcityschools.com. The District webmaster can review each request case-by-case to determine if a webpage can be added to a current site or if an independent site will be approved. If a program, class, or department moves ahead to host an independent site, that person is solely responsible for the site updates. The website should still comply with the SCCSD brand guidelines and the website must be ADA compliant.
Social media plays a prominent role in our ability to communicate with the community, parents, and our students. Every school in the District is required to have a Facebook page. Secondary schools are also required to have a Twitter account. The communications department should be given admin rights to each school’s Facebook page and the username/password for each school’s Twitter page.

In addition, individual classes or programs have the option to set up social media accounts. Every official social media site that represents a program or classroom should be reported to the District communications department and the school principal. A school employee must be an administrator of any official account representing a school class or program.

The purpose of these guidelines is to establish protocols for the use of social media by employees and to outline expectations for its use. Social media includes websites such as Facebook, Twitter, Instagram, or other social media and applications.

Employee Expectations for all use of social media (personal and educational):

- Employees’ online behavior should reflect the same standards of honesty, respect and consideration they are expected to adhere to in their face-to-face interactions.
- Do not submit or post confidential or protected information about the District, its students, alumni, or employees. You should assume that most information about a student is protected from disclosure by both federal law (the Family Educational Rights and Privacy Act (FERPA) and state law (Iowa Code Section 22.7(1))). Disclosure of confidential or protected information may result in liability for invasion of privacy or defamation and result in disciplinary action up to, and including, discharge from employment.
- Report, as required by law, any information found on a social networking site that falls under the mandatory reporting guidelines.
- Do not use language that could be considered defamatory, obscene, proprietary, or libelous, or that constitutes an incitement to imminent violence or a true threat.
- Do not post or otherwise publish content that is or could reasonably be perceived as bullying, discrimination, or harassment in violation of District policy.
- Exercise caution with regards to exaggeration, colorful language, guesswork, copyrighted materials, legal conclusions, and derogatory remarks or characterizations.
SOCIAL MEDIA

Employee Expectations for all use of social media (personal and educational) Continued:

- Consider whether a particular posting puts your professional reputation and effectiveness as a District employee at risk.
- Be cautious of security risks when using third-party applications that work with the social networking site.
- Run updated malware protection to avoid infections of spyware and adware that social networking sites might place on your personal computer.
- Be alert to the possibility of phishing scams that arrive through a social media site.

Expectations for the educational use of social media for educational (District related) purposes:

- Comply with all District policies and state laws on the use of district-owned hardware, software and networks. Apply, as relevant, to the use of social media for a District school, class or program.
- Notify your supervisor if you wish to establish a social media site for a school, class or program.
- If using Facebook, create an organization page for your school, class or program; do NOT use a personal Facebook page for school-related purposes.
- Establish expectations for acceptable use on your social media site that are compliant with the District’s expectations for acceptable use (see example at end of document).
- Refrain from posting or otherwise publishing anything that advocates for or against a political candidate or initiative.
- Refrain from posting or otherwise publishing images that include students without parental release forms on file.
- Pay close attention to the site’s security settings and allow only approved participants access to the site.
- Remember that behavior that is inappropriate in the classroom should be considered inappropriate online.
- Seek consent before using school logos, mascots, photographs of District facilities, or other such graphic representations or images associated with the District.

Employees found to have engaged in inappropriate use of social media or other electronic communication may be subject to disciplinary action by the District, up to and including termination.
SOCIAL MEDIA

Rules of Engagement for Managing Social Media:

The Sioux City Community School District is committed to open communication with our parents and community. The District designed its Facebook, Twitter, and YouTube pages to give important information regarding the District. Please remember that the mission of the District is the education of our students. Because we are all role models for our students, we ask all users to engage in open and respectful dialogue.

The District reserves the right to delete comments that contain:

1. Inappropriate remarks, or profanity
2. Personal attacks of any kind
3. Offensive comments that target or disparage any ethnic, racial, or religious group
4. Sexually provocative or flirtatious dialogue
5. Postings that promote illicit, illegal, or unethical activity
6. Postings that communicate confidential information

To help us accomplish the goal of respectful dialogue, we ask that social media followers abide by the following guidelines:

1. Personal issues: Do not circumvent regular communication channels for sharing personal issues and concerns. Comments regarding a personal issue with the District, a school, or staff member will be removed.
2. Be factual: Blatantly inaccurate or false information will be removed.
3. Stay on topic: This is a page dedicated to the education of students in the Sioux City Community School District. Comments of all kinds are welcome as long as they directly relate to our District.
4. Questions: Do not post questions for a specific employee. Contact the employee directly.
5. Comments: Please be certain that comments are appropriate for an educational environment and fans of all ages. Abuse of the above guidelines can lead to removal of a specific posting or the blocking/removal from our fan page.

Social Media Graphics, Icons, and Headers:

The communications department uses the font Candara in multiple weights and sizes for District social media graphics.

If a school, classroom, or department needs assistance in developing or selecting an appropriate social media icon or header, please contact the communications department at communications@live.siouxcityschools.com.
PUBLICITY

Boilerplate

Sioux City Community School District (SCCSD)

The Sioux City Community School District exists to educate students to believe in their talents and skills, achieve academic excellence, and succeed in reaching their potential. Students of the Sioux City Community School District experience boundless opportunities at every grade level; that is because SCCSD teachers guide every child to discover a love for learning. Serving over 14,500 students annually, the District ensures our students develop the critical-thinking, problem-solving, and analytical skills needed to be successful now and into the future. For more information, visit siouxcityschools.org.
COMMUNICATIONS DEPARTMENT

The communications department works closely with administration, staff and schools to inform the public and employees about what is happening in the District.

The department coordinates all media relations, publishes the “SCCSD in the News” newsletter and other District and school publications, and maintains the District website and social media presence.

THE DEPARTMENT CONSISTS OF:

MANDIE MAYO
Director of Communications & Community Engagement
712-224-7471
mayoa@live.siouxcityschools.com

NICCOLE WOLKEN
Communications Associate
712-279-6667 ext. 6103
wolkenn@live.siouxcityschools.com