



THE
FRANCES XAVIER WARDE
SCHOOL



A Style Guide for
**The Frances Xavier
Warde School**



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The Importance of a Style Guide

The Frances Xavier Warde School (FXW) is committed to developing communication strategies that help our audiences experience what it means to be part of our great community.

In today's competitive marketplace, it is becoming more and more challenging for any organization to be seen, heard, and remembered. Organizing our communications initiatives around a formal brand identity helps us deliver FXW's distinct attributes consistently and effectively.

Brands create an experience, and ours is about how people think, feel, and respond when they hear the words "The Frances Xavier Warde School" or "FXW". We hope that those words communicate that our School is committed to providing an academic program that is second-to-none within a faith-based, service-oriented community that is both purposefully diverse and intentionally inclusive.

This guide is for FXW administrators and staff who create communications in print or digital form. The standards embody both consistency as well as flexibility. Adherence to these standards ensures that our brand is communicated effectively to our audiences: students and prospective students, parents and prospective parents, teachers, board members, community members, and our peer institutions locally, regionally and nationally.

We are all ambassadors of FXW and we each have an opportunity to reinforce the quality of our brand every day. One of the best ways we can do this is by following the standards presented in this guide.



Michael Kennedy
Head of School



Introduction

IDENTITY STANDARDS

The Frances Xavier Warde School (FXW) is committed to having a cohesive visual identity system that reinforces the School's position as a faith-based educational institution to set itself apart from other institutions at a glance. Consistent and correct use of identity elements, such as the School's logo, enhances the School's image, making it clear that multiple departments and programs contribute to the makeup of FXW. Furthermore, the status of each smaller entity is promoted by its close identification.

All communications from FXW, especially to external audiences, should be of the highest quality, since they are reflections of the School. A household may receive print and electronic communications from FXW geared to parents, alumni, prospective students, or community leaders, but no matter where these materials originated, as far as the audience is concerned, they are all messages from FXW.

COMMUNICATIONS APPROVAL PROCESS

The role of the Marketing and Communications Department is to ensure the look, tone, feel, and messaging of all key school-wide communications are consistent. This includes school-wide communications to parents, faculty/staff, alumni, donors, and prospective parents which must be reviewed and receive final approval by the Communications Department before distribution. For specific details on Eblast distribution refer to page 18.

BROCHURES/FLYERS/OTHER PRINT PIECES

(Design required by outside vendor)

For design pieces, please schedule a meeting with the Director of Marketing & Communications to review the purpose of your piece and your target audience. The goal of this meeting is to have final written content before embarking on the design component. This meeting enables us to establish the scope of the project and assist in producing a successful piece. Any photos/graphic elements that you have in mind also need to be reviewed at the meeting.

Our overall goal when developing a new communications piece, whether a simple written message or one that involves a design element, is to ensure that the designs presented fit into the overall communications strategy. We want to ensure high-quality pieces with a common brand that represent the School in a visually appealing and uniform fashion.

Questions? Suggestions? Our door is always open to talk about the marketing and design process. We want to hear your ideas and help you understand the marketing and design process.

Wendy Cullitan

Director of Marketing and Communications

(312) 268-2523

cullitanw@fxw.org

Who We Are

OUR MISSION

The Frances Xavier Warde School is a Catholic elementary school in downtown Chicago that provides an academically excellent, values oriented education to students of all ethnic, religious, cultural and socio-economic backgrounds in a child-centered urban environment. As a keystone of its diverse community, FXW provides need-based scholarships to thirty percent of its students. FXW partners with its families, nurtures faith development for its Catholic students and engages all its students to learn about and respect other faith traditions. FXW uses a rigorous curriculum that enables students to grow, clarify their values and develop decision-making skills and a sense of responsibility for themselves and the world they will inherit.

FXW Charisms

Our Charisms serve as a road map for shaping and teaching our children. We create an individualized educational experience that recognizes each child as unique.

DIVERSITY AND INCLUSION

A Community that is purposefully diverse and intentionally inclusive.

FAITH

A Community of faith that welcomes and embraces all faith traditions.

ACADEMICS

A Community that is preparing thinkers and leaders in an academically enriched environment.

SERVICE

A Community that is motivated by faith to serve others.

Our Name

The Frances Xavier Warde School is comprised of two campuses: Holy Name Campus (HNC) and Old St. Patrick's Campus (OSP). Our name is what establishes our two campuses as one school and should always read correctly in any materials produced by or for the School.

When referencing the School's name, it should be written as follows: **The Frances Xavier Warde School** in the first reference. Subsequent references can be referred to as: FXW or the/our School. For further details please refer to the Writer's Guidelines on page 26.

Our Logo

The logo must always appear clear and legible to ensure that it is displayed to its best potential. The logo is available in both black and Pantone 329. It cannot be printed in any other color.



PMS 329



Black



PMS 329

THE
FRANCES XAVIER WARDE
SCHOOL



Black

THE
FRANCES XAVIER WARDE
SCHOOL



PMS 329 + Black

THE
FRANCES XAVIER WARDE
SCHOOL



THE
FRANCES XAVIER WARDE
SCHOOL

Reverse out on non-distracting background

Our Colors

PRIMARY COLOR PALETTE

The two primary colors are black and dark green, PMS 329. These are the main identifying colors in which the logo and related identity graphics are displayed. Below are the PMS color and 4-color process number equivalents.



PMS 329

100 C
36 M
65 Y
23 K

0 R
102 G
94 B



Black

100K

SECONDARY COLOR PALETTE

The secondary color palette consists of three supporting colors.



PMS Yellow 012

2 C
12 M
100 Y
0 K

255 R
215 G
0 B



PMS 7648

36 C
100 M
34 Y
8 K

158 R
28 G
100 B



PMS 376

55 C
3 M
100 Y
0 K

130 R
188 G
0 B

Our Typefaces

FOR FACULTY AND STAFF

Supplemental typefaces used on School documents produced in Excel, PowerPoint, and Microsoft Word are **Arial** and **Times**. No other typefaces should be used. The acceptable font size range from 10pt–13pt. 14pt and larger should be used for Headers and Subheads only.

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Times Regular

Times Italic

Times Bold

Times Bold Italic

DESIGN FONTS FOR PROFESSIONAL DESIGNERS

Consistency of typography is an important element in creating a cohesive standards system. The following typefaces are approved for use: **Museo Sans** and **Minion Pro**. These are used by our graphic design team on our marketing collateral produced for the School. See below for typeface examples.

Museo Sans 100

Museo Sans 100 Italic

Museo Sans 300

Museo Sans 300 Italic

Museo Sans 500

Museo Sans 500 Italic

Museo Sans 700

Museo Sans 700 Italic

Museo Sans 900

Museo Sans 900 Italic

Minion Pro Regular

Minion Pro Italic

Minion Pro Medium

Minion Pro Medium Italic

Minion Pro Medium

Minion Pro Medium Italic

Minion Pro Medium

Minion Pro Medium Italic

Special Logos



PGAB

PARENT GROUP ADVISORY BOARD



SET

SOCIAL EMOTIONAL DEVELOPMENT
AND TECHNOLOGY PROGRAM



PATH

PARENTS AT THE HEART

Our Mascot

Our School's mascot is a Jaguar. We have a logo to represent this name as shown below. This logo can be used on athletic and Spiritwear clothing. The mascot logo, like the other School logos, should only appear in the PMS 329 color, black, or reversed out of a solid/simple background color.



Jaguar Head — PMS 329



Jaguar Head — Black



Jaguar — PMS 329



Jaguar — Black



Athletics — PMS 329



Athletics — Black

This logo may only be used on approved athletic wear for uniforms and athletic staff.

Spiritwear

In order to ensure consistent branding, the following guidelines outline approved use of the name of the School, logos, and color choices appropriate for Spiritwear and accessories.

LOGO USE

The logo must always appear clear and legible to ensure that it is displayed to its best potential. The logo is available in both black and Pantone 329. It cannot be printed in any other color. Please follow guidelines for school and mascot logos on pages 8 and 11 of this manual.

FABRIC COLORS

- green (Hunter)
- white
- grey

Our Imagery

SUBJECT

Photos should show students engaged in an activity while expressing a positive demeanor. Students should be wearing the correct uniform for their grade and, if possible, the FXW logo should be depicted in the photo.

DIVERSITY

Please be sensitive to the fact that FXW has a diverse background and community. Photos should exhibit a mix of ethnicity, race, age and gender of children throughout the School.



Business Correspondence

Stationery for FXW includes business cards, letterhead, fax, and electronic correspondence. All are template pieces that should be reproduced as shown below. All requests/reprints should be submitted to the School for layout approval.

Contact

Chris Lee
(312) 268-2505
leec@fxw.org

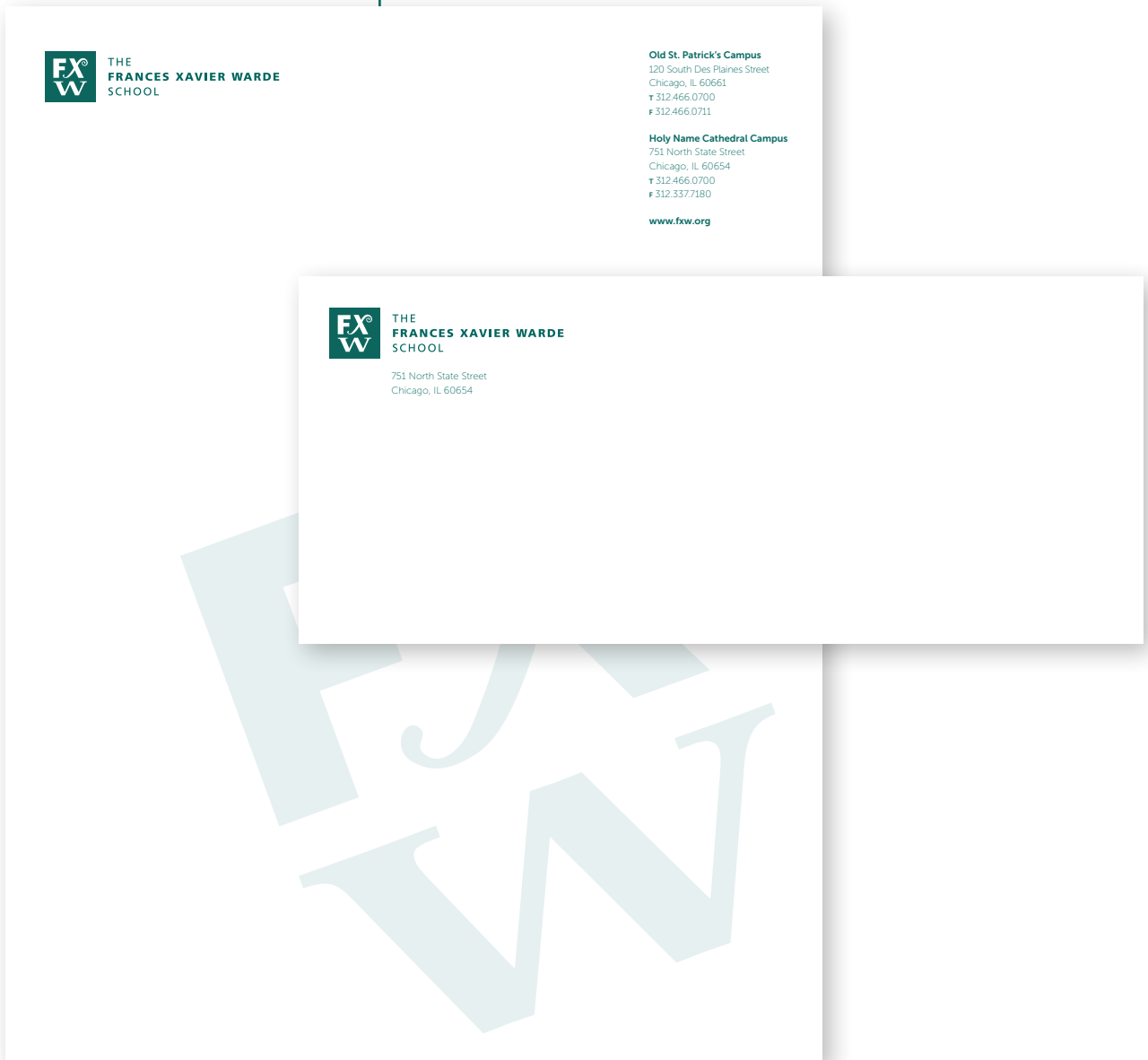
BUSINESS CARDS

Business card templates for each campus have been designed as below:



LETTERHEAD & ENVELOPES

The letterhead features our logo and contact information for the School campuses. The letterhead is to be used by school employees for correspondence with outside vendors and supporters. Letterhead should not be used for flyer information or handouts. Examples of letterhead and envelope are shown below.



LETTERHEAD SETUP



THE
FRANCES XAVIER WARDE
SCHOOL

Old St. Patrick's Campus
120 South Des Plaines Street
Chicago, IL 60661
T 312.466.0700
F 312.466.0711

Holy Name Cathedral Campus
751 North State Street
Chicago, IL 60654
T 312.466.0700
F 312.337.7180

www.fxw.org

2.25"

Date

First Last Name
Title
1234 Address Street
City, State 12345

Dear First Last Name,
Andrerostie dolor susto odigna faccum iustrud tat.Rer si bla at. Vulland ipsusci llandia mconsen-
im dolore conullut alit wisit laorper susci enim dolor aute dolor ilismoluptatue ercilla feu feuis
nis nos adit aliquis exer am, volut in ullah, si. To dit do eum zzzrillandit iril et elit vel et, sis adion
henim nullam quatis aliquat la aut lobore consequis er si ea acidunt acil eugait, vel utat wismodo
loborem iustin ute doluptatet vullaorper se commolore feugiam, sum aut ut velit alis alisl ent
vullam veros nonulluptat.

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veliquamet ad ea faccum nullum dolorpe rcilis del do eugiam, suscil doloreet lam zzzrit iliqui blan
henit praesseniam, vel ea consecite facillum nisse feugait et nonsenit iuscillan veliquatummy nim
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con velit niat. Nonsequam, summod tet ut wiscip ero eraesed dolut lam accum vero odiat velenis
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Ore ting eugiatue dolor sum ercincin utatin henisl incipsu. dolenit loborem incip eugue minim
ipis nulla feugait eril dipsum zzzriuscin henis nim velendreet lorem et venisim dolent veliquat. Or
augait la autem eniatum velit iure del illuptat.

Sincerely,

First Lastname
Title

1.25"

1.75"

Electronic Signature

Emails sent from FXW employees must always contain the following closing signature lines:

First Last Name
Job Title



The Frances Xavier Warde School
751 N. State Street
Chicago, IL 60654
312-466-0700
(d) 312-268-2523
www.fxw.org

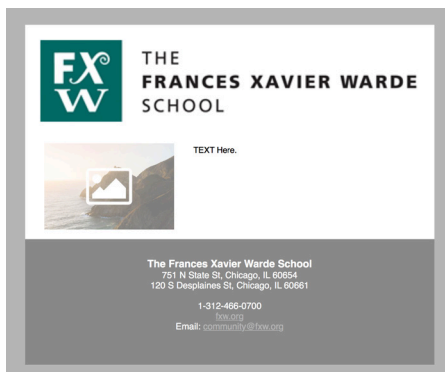
E-blast & Calendar Posting

The role of the Marketing & Communications Department is to ensure that the look, tone, feel, and messaging of all key FXW communications are consistent. This includes school-wide online communications to parents, faculty/staff, alumni, donors, and prospective parents, which must be reviewed and given final approval by the Department before distribution.

E-BLASTS

Templates & Access

With the launch of Veracross, we have created three standard FXW Eblast templates to be used for targeted e-blasts, so they share a similar theme as well as consistent colors and fonts. Every Eblast must be approved by the Communications department before sent.



TIMELINES

Day-Of Communications

Since Veracross allows for easy distribution of e-blasts, we have given access to set up and send “day-of” e-blasts to key staff who need to communicate with parents quickly.

Examples of “Day-Of” e-blasts include announcements, such as:

“Buses are running late today.”

“Today’s track meet has been cancelled due to inclement weather.”

“Reminder: Parent teacher conferences start tomorrow at 8 a.m.”, etc.

Each draft Eblast will automatically be sent to a member of the Communications Department for a final review and approval before the communication is sent.

Planned Communications

Planned communications are generally distributed by the Communications, Development, and Admissions Departments and may require approval by the Head of School. These are generally all-school announcements to all parents or all-faculty and staff (and sometimes both).

Examples of Planned for Eblasts include communications, such as:

“New Faculty and Staff to FXW”

“2018-2019 Tuition Updates”

“5-Week Annual Fund Campaign Weekly Message”

“HNC Auditorium Renovations”

“Information Technology Update”

The Process for sending these E-blasts is as follows:

- 1. Alert** the Communications Department to planned communications 2–4 weeks in advance so it can be coordinated with the Communications Calendar.
- 2. Submit** content at least one week before your planned mail date to communications@fxw.org to allow thoughtful review of the communications piece. Submit word documents that have been carefully reviewed and spellchecked.
- 3.** The Communications Department will review content, make revisions as deemed appropriate, and then send a Test Eblast for final review by author.
- 4. Distribution** will occur after the final review has been approved and will take into consideration the number of messages our constituents receive in one day/week.

Content Guidelines

1. All e-blasts must include a name and email address for readers who may have questions.
2. Event-related e-blasts must include:
 - Event Description
 - Day and time of event
 - Location with address
 - Contact information for questions.
3. Eblast design must be chosen from one of our two pre-approved templates located in the Communications module of Veracross, under Global Email Templates.

Text and Formatting

1. Keep titles short, approximately 33 characters.
2. Keep post content to 3-5 sentences.
3. Use URL links to guide to more information rather than more text, if possible.
4. Avoid use of symbols and exclamation points.

CALENDAR UPDATES

Veracross includes the following calendars:

1. School Calendar

- The School Calendar is maintained by the Principals and departmental point persons. It includes all internal and external school-wide and grade-level events.

2. Athletics Calendar

- The Athletics Calendar is maintained by Athletic Director, Joe Carlini.

Events whose visibility is set to Public are automatically visible on the front facing fxw.org calendar, regardless if they are School or Athletics

Content Guidelines

Each calendar entry must include:

- Event Description
- Day and time of event
- Location with address
- Contact information for questions.

If you have questions, please contact Wendy Cullitan, Director of Marketing & Communications via [email](#) or phone 312-268-2568.

Templates and Handouts

MICROSOFT WORD FLYER AND FORM TEMPLATES (ELECTRONIC)

The templates for field trip participation, co-curricular and athletic announcements, PATH and PGAB news and SET events are located in shared One Drive groups pertaining to each area. The template documents can be filled in with the appropriate information and sent via email or printed for students and parents.

FXW ATHLETICS

FXW's Athletic Program is an integral part of our commitment to nurturing the whole child. We believe that physical activity promotes mental, physical, emotional and spiritual well-being. The mission of FXW's Athletic Program is to foster the growth of well-rounded, confident young adults in an age-appropriate manner. Our program emphasizes four key areas:

- Social, emotional, and physical development through athletics
- Meeting the individual needs of all students
- Modeling a learning process that includes self-discipline, respect, success, and failure
- Giving all students the opportunity to participate in athletics

The Athletic Program, starting in grade 2, offers students the opportunity to explore competitive sports in a safe way. Trained coaches emphasize sportsmanship, teamwork, integrity and self-discipline while commending individual effort and commitment. We also believe that activities on the playing fields and courts are an extension of the classroom.

What you need to know to sign up your child/ren for athletics this year:

1. Registration for fall athletics for Grades 2-8 will run from August 14-23.
2. Registration for winter athletics, without payment, will also take place from August 14-23 per our League requirements.
3. Parents must read the Athletic Handbook prior to registration, particularly information related to attendance, expectations, refund policy, physicals, late registration requests, etc.
4. Cost varies based on sport selected.

FXW staff members will be available at the HNC campus on Thursday, August 17, from 1 p.m. – 6 p.m. and on Friday, August 18, from 7:30 a.m. – 10:30 a.m. to answer any questions regarding sports, policies, or general registration questions. We are also available by phone during our summer hours of 8 a.m. – 4 p.m. to answer any questions.

Questions? Contact Athletic Director, Joe Carlini, at 312-466-0700, x2674 or email at carlini@fxw.org.

FXW CONNECT@FXW

YOU CAN CONNECT @FXW NOW MORE THAN EVER!

- Like and follow our Facebook page (The Francis Xavier Wardle School or FXWChicago) for the latest news, photos, events, and more.
- Follow us on Twitter (@FXWChicago) to stay informed of everyday campus happenings and highlights in education.
- Follow us on Instagram (@FXWChicago) where we capture activities, events and special occasions.

Don't forget to mention us on your own social media!

#FXWChicago
#FXWCommunity
#LivingtheLegacy
#FXWfaith

If you have questions, please let us know: communications@fxw.org

FXW LIVING THE LEGACY



Fall 2017 Events

Month	Event	Time	Who
SEPTEMBER	16	ELL Parent Meeting at OSP	8:30-9 a.m. Parents only
	16	Annual Hunger Walk with Lakeridge Parity	8:00 a.m. All
	19	Fourth Presbyterian Church Staircase Riding	11:15-5 p.m. 4th-8th Students
	23	Carly Corner Youth Center Games	1:15-4:30 p.m. All
	26	Lakeridge Parity on Deckale Set Up	4-6 p.m. Students ages 8+
OCTOBER	3	Our Lady of Angels Craft Making and Dinner at HNC	11:45-4:30 p.m. HNC students
	14	Free Haircut for Lynn Sage Cancer Research	7-10 a.m. All
	14	Food Allergy Heroes Walk	8 p.m. All
	15	Heartland Alliance FamilyWorks	9 a.m.-12 p.m. All
	24	Homeless Beach Clean Up	5-8 p.m. All
NOVEMBER	28	Lakeridge Parity	4-6 p.m. Students ages 8+
	28	Shander Home	5-11 a.m. All
	1-6	1st Grade Halloween Candy Collection for Veterans	School Hours. Students
	3	Thanksgiving Placecard Making Event	1-4 p.m. All
	4	Ho Shouder Clean Up Meeting BHM School	1-4 p.m. All
DECEMBER	6	Stuffing Halloween Bags for The Night Ministry	8:30-9:30 a.m. Parents
	6-9	Thanksgiving Food Drive for St. Cecilia's School	School day. All
	9	Lobby Making for the NICU at HNC	7:30-8:30 p.m. HNC Students
	9	Food Drive Box Assembly	8-9 a.m. Parents
	12	Play-Strike with St. Mary's Little Sisters of the Poor	1:30-2 p.m. All
JANUARY	13	Food Drive Loading and Delivery Event	8 a.m. Parents
	14	Fourth Presbyterian Church Staircase Riding	11:15-5 p.m. 4th-8th Students
	14	Lakeridge Parity on Deckale Set Up	4-6 p.m. Students ages 8+
	1	Night Ministry Cookies and Stockings at OSP	1-4:30 p.m. All
	5	Fourth Presbyterian Church Staircase Riding	11:15-5 p.m. 4th-8th Students
FEBRUARY	8	Hollywood House Caroling via Heartland Alliance	4:30-6 p.m. All
	15	Christmas Caroling at St. Mary's Little Sisters of the Poor	11:45-10 p.m. All

*Please note these events are subject to change. Please check the parent portal for the most up-to-date information!
If you would like to learn more about Living the Legacy, please join us on Wednesday, September 13, 2017 at 8:15 a.m. in the Old St. Patrick's Campus cafeteria to find out how to get involved. You can also email Beth Amara-jag at LivingtheLegacy@fxw.org.

FXW PRESCHOOL ORIENTATION

Preschool Orientation for 2017-18

- **5-day full day programs**
Tuesday, September 5 8-9 a.m. half of the group with parents 9:30-10:30 a.m. half of the group with parents.
Wednesday, September 6 First full day 8 a.m. – 2:30 p.m. Extended day program begins for those children registered.
- **AM/PM programs**
Tuesday, September 5 8-9 a.m. half of the group with parents (AM preschool) 9:30-10:30 a.m. half of the group with parents (PM preschool)
Tuesday, September 5 12:30-1:30 p.m. half of the group with parents (PM preschool) 2:00-3:00 p.m. half of the group with parents (PM preschool)
Wednesday, September 6 First full session for both AM/PM groups. **AM:** 8-11 a.m. **PM:** 12-3 p.m. Extended day program begins for those PM children registered.
- **2-day full day programs (Monday and Wednesday)**
Wednesday, September 6 8-9 a.m. half of the group with parents 9:30-10:30 a.m. half of the group with parents.
Monday, September 11 First full day 8:00 a.m. – 2:30 p.m. Extended day program begins for those children registered.
- **3-day full day programs (Tuesday, Thursday and Friday)**
Tuesday, September 5 8-9 a.m. half of the group with parents 9:30-10:30 a.m. half of the group with parents
Thursday, September 7 First full day 8 a.m. – 2:30 p.m. Extended day program begins for those children registered.

FXW UNIFORMS

Kindergarten-8th Grade Uniform Overview

- **FXW Official Vendors**
Lands' End landsend.com 800-961-4828, school code: 900057944
Dennis Uniform dennisuniform.com 800-854-4953, school code: G550Y
Epuno (Excludes French Toast merchandise) epuno.com 800-529-5275, no school code required

Color uniform—TOPS
Long or short sleeved polo style shirt or turtleneck. (White or evergreen only)
 • Plain/void shirt or school logo (Lands' End, Dennis Uniforms and French Toast/Epuno have school logo option).
 • FXW's School logo is only emblem allowed on shirts unless it is plain.

Sweaters/Vests (optional)
(Plain/void evergreen, white or navy blue)
 Sweaters and vests are to be worn over uniform shirts and not in place of a white shirt. All must be pullover sweater/veils or button down sweaters. Turtleneck sweaters are not dress uniform sweaters. Sweaters may not have hoods or zippers.

Everyday uniform—TOPS
 The following two styles are permissible:
Long or short sleeved polo style shirt or turtleneck. (White or evergreen)
 • Plain/void shirt or school logo (Lands' End and Dennis Uniforms have school logo option)
 • FXW's School logo is the only emblem allowed on shirts unless it is plain.

Long or short-sleeved FXW school t-shirts or sweatshirts (white or evergreen).

Uniform—BOTTOMS
 For grades 6-8th, all bottoms must be navy blue or true navy, cotton or cotton/poly blend (nylon pants are not allowed). Pants must be plain without logos or emblems on them.

K-4th grade girls may wear sailor dress (Dennis Uniforms), navy jumper dress, skirt, skirt, walking shorts or dress pants (Lands' End, French Toast/Epuno, Dennis Uniform). Blue polo dresses are not part of the FXW uniform. Girls may wear navy shorts under dresses and skirts.

K-8th grade boys may wear navy dress pants or walking shorts (Lands' End, French Toast/Epuno, Dennis Uniform).

Form-fitting workout pants, cargo pants, cargo shorts, leggings and Capri pants are not to be worn as uniform pants.

ACCESSORIES
Socks/Tights must be solid color white, navy or evergreen. Footless tights and leggings are not approved.

Belts: If a belt is worn, it must be a navy, black or brown belt.

You can order uniform clothing in four easy steps:

1. Visit the vendor online.
2. Select your purchase.
3. After you complete your order, include your school code to ensure you are ordering FXW approved clothing items.
4. The FXW logo is optional.

If you have questions, please call FXW's official vendors directly.


You may also purchase approved school clothing based on above guidelines at your local stores, without the logo.

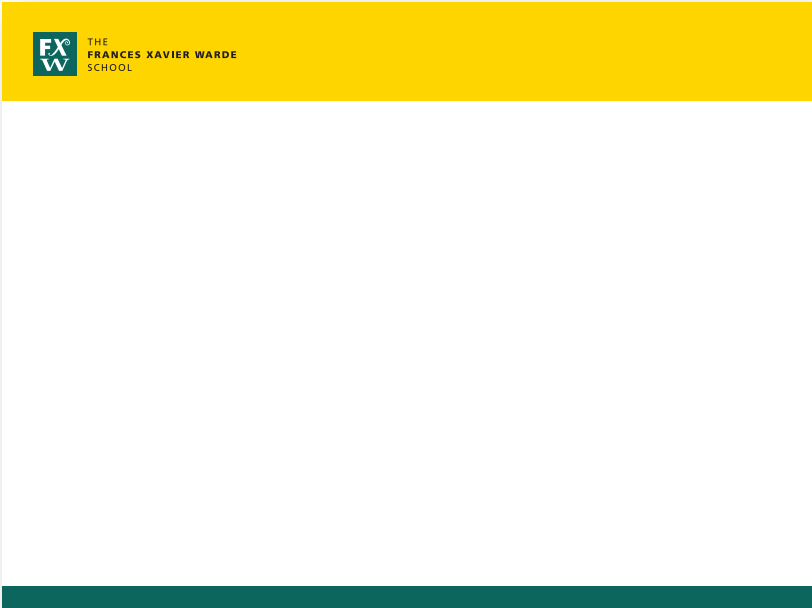
POWERPOINT TEMPLATE

 THE FRANCES XAVIER WARDE SCHOOL

HEADER
Subhead



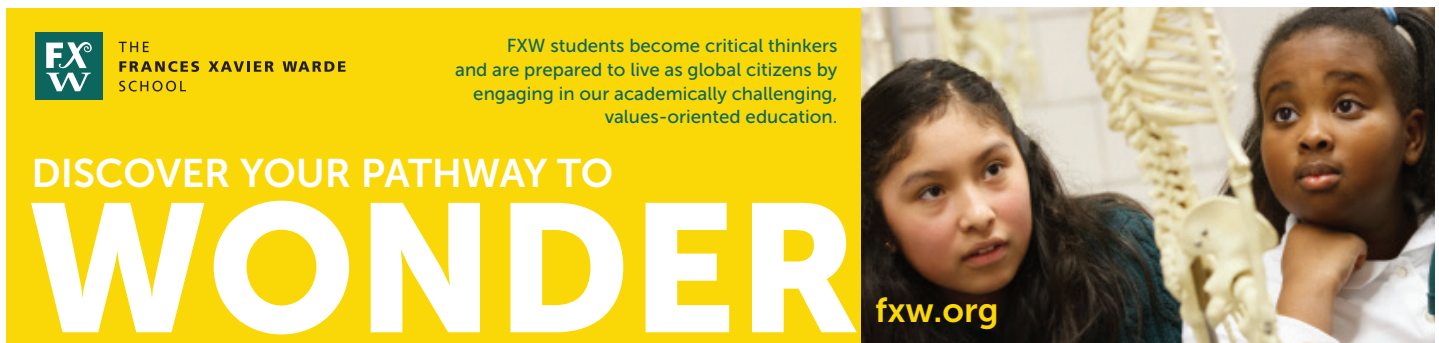
 THE FRANCES XAVIER WARDE SCHOOL



Collateral Material

Examples shown are key marketing materials that have been developed for the School. These are used for school development, recruitment, and marketing. If you would like to see samples or need these pieces to be updated, please contact:

Wendy Cullitan
(312) 268-2523
cullitanw@fxw.org

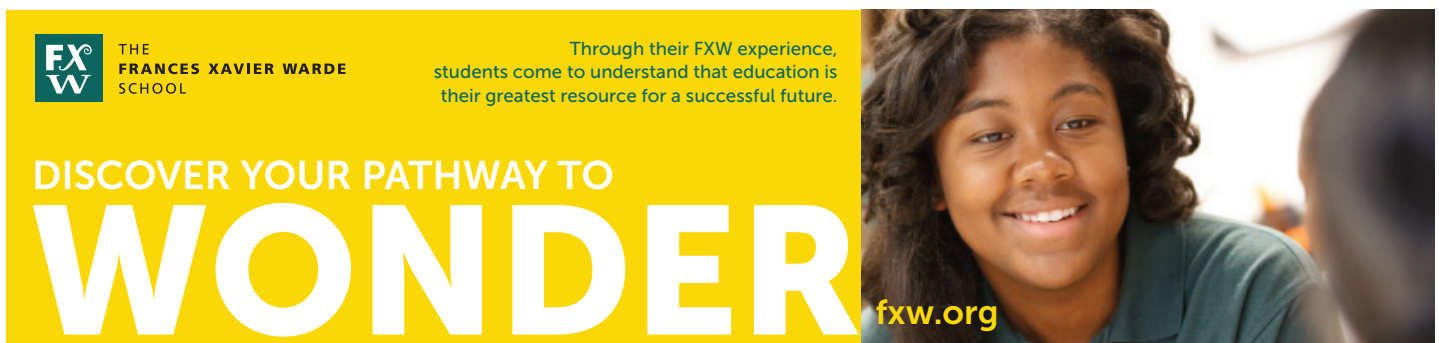


FXW THE FRANCES XAVIER WARDE SCHOOL

FXW students become critical thinkers and are prepared to live as global citizens by engaging in our academically challenging, values-oriented education.

DISCOVER YOUR PATHWAY TO
WONDER

fxw.org



FXW THE FRANCES XAVIER WARDE SCHOOL

Through their FXW experience, students come to understand that education is their greatest resource for a successful future.

DISCOVER YOUR PATHWAY TO
WONDER

fxw.org



FXW THE FRANCES XAVIER WARDE SCHOOL

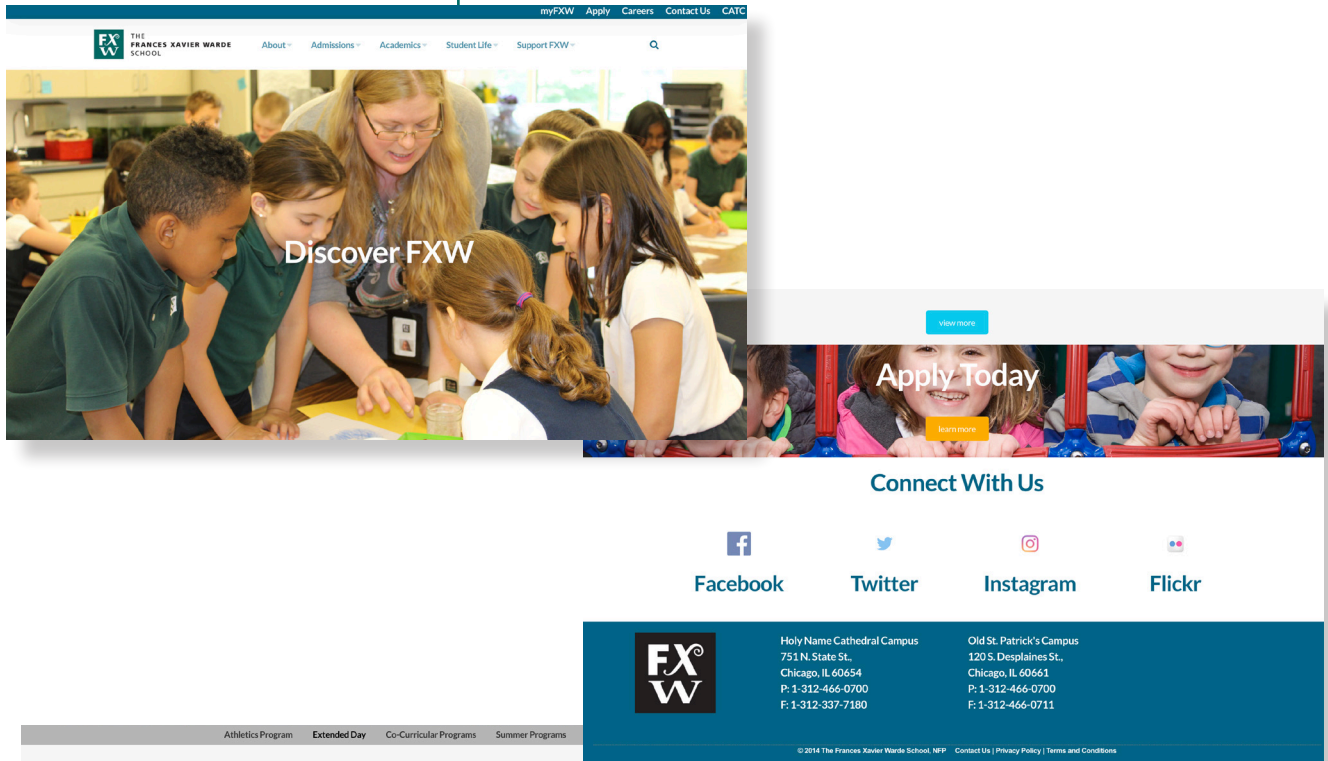
OCT 12 and 26
Preschool and Kindergarten Information Night
6:30–8:00 p.m.
Old St Patrick's Campus
120 S. Desplaines
Preschool—8th Grade
Need-based tuition assistance available

fxw.org

YOUR PATHWAY TO WONDER

Website

Our newly designed website is now primarily targeted to prospective families though there is also pertinent information for current families, alumni, and donors as well. Current families, faculty, and staff will find the most pertinent information on the new *myFXW* Parent Portal. Only approved content managers can upload new information to the site.



Writer's Guidelines

TONE OF THE FXW BRAND

Excellence in writing style refers to clear writing with correct grammar and punctuation. Each sentence should be clear and its meaning should not be ambiguous to readers. The point or purpose of each article or publication should also be clear. Excellence in writing style also means that the information provided in the article is correct. All facts should be checked and double-checked. In addition to proofing by the author, an independent party should proofread all articles and publications that are released by the School.

While the writing style is professional, the content should be engaging. The words and stories chosen should evoke emotion, richness, and inspiration.

- Write simply and clearly.

- Use the active/direct voice.

Sentences written in the active voice are less wordy than those in the passive voice – and cutting unnecessary words always improves a piece of writing, such as:

This: Suzy has progressed well in all of her subjects.

Rather than this: Much progress has been made by Suzy in all of her subjects.

- Use words that complement your choice of photography or images.
- Format correctly. Single space between sentences to avoid uneven copy.
- Keep the use of acronyms to a minimum. If it is essential to use an acronym because the article references it many times, write it out in the first reference and follow with the acronym in parentheses. The acronym can then be used alone in the rest of the article.
- Only use all capital letters for acronyms, such as: FXW. Otherwise using all capitals diminishes readability and can be construed as visual shouting.

WRITING STYLE GUIDANCE

- **Spell check and proofread.** Do it several times. Don't rely on the computer to catch all errors.
- **Fact check.** Make sure your data is accurate and current.
- **Confirm that your contact information is accurate** by calling the phone numbers and ensuring embedded URL links are accurate and live.
- **Maintain consistent messaging** in all FXW media by coordinating print publications with information that is published on the Web.
- Use the inclusive voice of "we," "us," and "our."
- Use formal language (no contractions or informal words such as: get, got, things, some, few, good)
- Positive statements should not be contradicted with a negative, such as: Suzy is excelling art, but failing in math.
- Tense should be consistent as past or present, with a direct, active voice
- Subjects and verbs and **verbs** must agree with one another if a subject is singular, its verb must also be singular; if a subject is plural, its verb must be plural, such as: The dog chases the cat. Or, the dogs chase the cat.
- **Nouns** and pronouns must agree, such as: Neither her sisters nor Jeannie will bring her basketball. Neither Jeannie nor her sisters will bring their basketball.

GENERAL CONTENT

Keep in mind that most people are on "information overload" and scan email, e-blasts, websites, brochures, etc. for key points or to find specific information. Today's readers are very impatient...you must capture their attention quickly.

- Information should be presented as simply and concisely as possible.
- Sentences should be short and paragraphs ideally should be longer than 75-85 words. A paragraph does not require more than one sentence.
- Remember to use Spell Check.

Bolding text and using italics call attention to items within the body of your text. Font color should be restricted to black, with hyperlinks appearing in blue. This needs to be consistent throughout all communications materials, as users commonly associate hyperlinks with blue type.

BASIC EDITORIAL STYLE GUIDE

Basic Grammar

Commas

Use a comma before the conjunction joining the last two elements in a series.

Susan packed pens, pencils, and erasers in her backpack.

Not...

Susan packed pens, pencils and erasers in her backpack.

Where series elements are complex or involve internal punctuation, use a semicolon to separate the elements.

The meeting included Michael Kennedy, Head of School; Sue Smeaton, Director of Admissions; and Wendy Cullitan, Director of Marketing & Communications.

Never use a comma or a period in conjunction with a question mark or exclamation point inside quotations.

"Have you read that book?" he asked.

Capitalize the names of academic departments and the word department only when used as part of an official department name.

She is a teacher in the History Department.

Grade levels are not capitalized, use: second grade rather than Second Grade.

Charism

At FXW, the word Charism is treated as a proper noun.

FXW is committed to the four Charisms that serve as the foundation for all that we do.

Charism is italicized when referring to the School's magazine, *Charism*.

Dates

Never abbreviate days of the week.

Never abbreviate a month that is not followed by a date.

Do not use *-st*, *-nd*, etc., following numerals in dates.

The meeting is June 2, 2017.

Divisional Terms

Old St. Patrick's and Holy Name Cathedral should be capitalized when used as proper nouns referring to the institution. The acronyms: OSP and HNC are also acceptable.

Email addresses and URLs

Email and URL links should appear in blue.

In addition, it is dated to say: "Click here" to read more.

For example, in online communications, use:

Our next SET coffee will include a [presentation](#) by [Dr. Linda Goldstein](#).

Instead of:

Our next SET coffee will include a presentation by Dr. Linda Goldstein. Click [here](#) to read more about the talk. You can email Dr. Goldstein directly at goldstein@gmail.com.

URL links

Avoid writing full URL addresses. If you must write out a full URL, make sure it is simplified or shortened. You can use bitly.com to quickly and easily shorten your hyperlink.

Internet terms

The following are preferred:

- the Internet
- home page
- email
- Web page
- online

Numbers

Spell out **whole numbers** from one through one hundred, round numbers, and any number beginning a sentence.

There are nine admission directors coming to the conference.

The NAIS conference attracted millions.

His parents are forty-two and forty-five.

For all other numbers, use Arabic numerals. When spelled-out numbers cluster thickly in a sentence or paragraph, use figures for ease of reading. When using statistical language such as percentages and decimals, use figures.

The School's materials report that 98 percent of their graduates go on to college.

The average family in the school community has 2.4 children.

Please set all of your letters in 12-point font.

This rule applies to **ordinal** numbers as well. Ordinals that are not spelled out should use superscript. (e.g., 100th, 102nd, etc.)

The ninth problem was hard, but the tenth was much easier.

She found herself in 125th position out of 360.

The thousandth child to enter the school will be a girl.

Spell out **fractions** less than one, but express with figures any fraction that is 1 or greater. Insert the fractional figure from the Insert symbol menu, rather than typing two numbers separated by a forward slash.

The conference is already two-thirds sold out.

Always spell out “percent” in text. Use of the % symbol is acceptable in charts, where space is a problem.

Exception: when two or more quantities are in the text together:

One hundred percent of the faculty and staff have given to the Annual Fund.

The projected enrollment is at 102%-105% of last year's enrollment.

It is redundant to precede a number with the **prefix “No.”** or a # symbol.

The science class met in room 113.

Use commas for numbers **1,000 or greater**, except for temperatures.

For **dollar figures**, use the dollar sign plus numeral—no need to add the .00 when it is a whole dollar amount:

John normally spent \$5 on lunch.

The office supplies cost \$33.78.

Large monetary amounts may be expressed by a mixture of numerals and spelled-out numbers:

A price of \$3 million was agreed on.

For time, use a numeral plus “p.m.” or “a.m.” When a.m. and p.m. are in lower case, they require periods. They should not be represented in all caps. Zeros are not necessary if no 1/4 or 1/2 times are necessary, such as:

1 p.m. rather than 1:00 p.m.

Students look forward to lunch, which begins at 1 p.m.

School commences at 8:10 a.m. for HNC students.

But not...

School commences at 8:10 AM for OSP students.

Numerals should not be used to express **noon or midnight**. 12 p.m. is ambiguous and thus to be avoided.

The meeting began at 10 a.m. and adjourned at noon for lunch

The talent show lasted until midnight.

The train departs the station at 6:17 a.m.

Quotation Marks are most commonly used as follows:

- Semicolons, colons, and dashes always go outside the closing quotation mark.
- Periods and commas always go inside the closing quotation mark (in American English).
- Question marks and exclamation points require you to think about the sentence a little to determine where they go.
 1. If punctuation is part of the quotation, it stays inside the final quotation mark: for example: Reynold asked, “Can we play soccer at recess today?”
 2. If the punctuation is not part of the quotation—it applies to the whole sentence—so it goes outside the final quotation mark:for example: I can’t believe you haven’t seen to “The Lion King”!

School Name

Note: Always use the word “The” in front of Frances Xavier Warde School

The Frances Xavier Warde School is celebrating its 27th year.

When referring to The Frances Xavier Warde School as “the School,” capitalize the “S” in school.

The School has a new multi-media auditorium.

For first reference, use “The Frances Xavier Warde School”
Subsequent references can be FXW or the School or our School.
“School” with a capital “S” refers to FXW; “school” with a lower case “s” refers to any school

Spacing and period use

There should only be one space between sentences, not two.

She walked slowly down the hallway. Suddenly, she heard a loud noise.