Teacher Leader Summit 2025 Branding
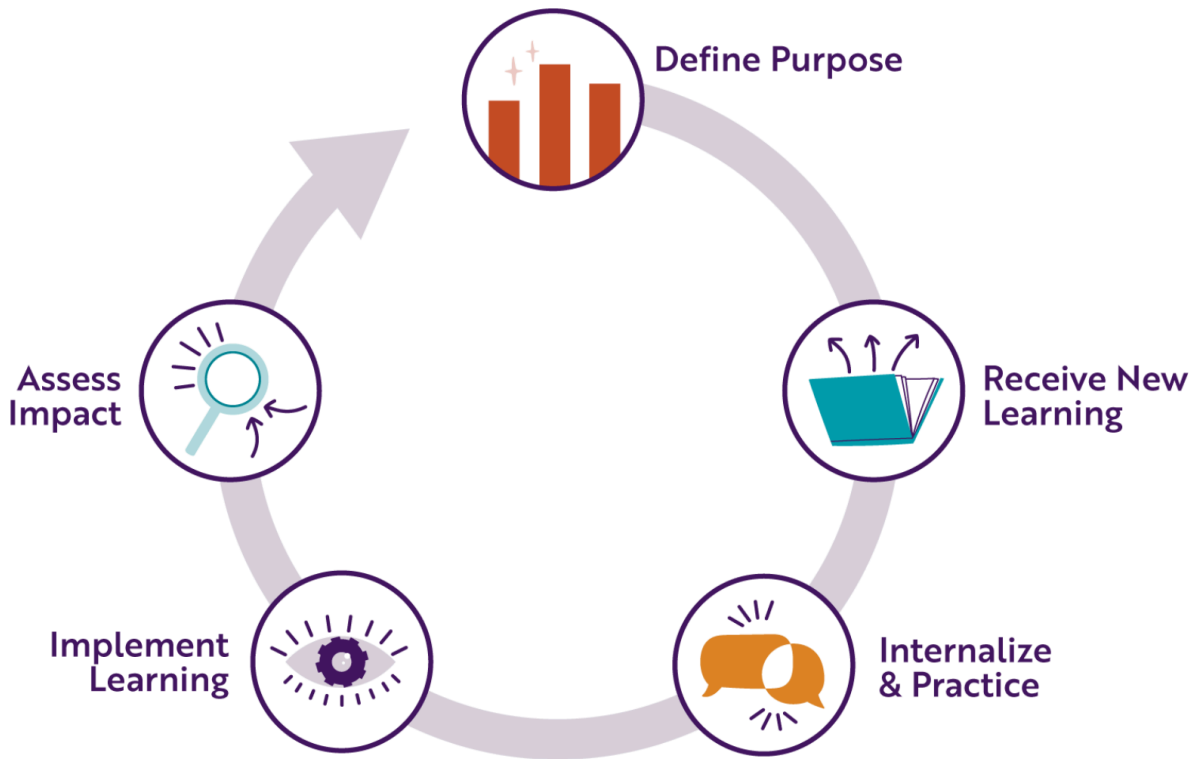
Required Branding

- Titles: Public Sans 28; Hex #3C1053
- General Slide Content: Public Sans 18 (as possible); Hex #595959
  - Additional acceptable font colors: #029CAA; #DC8527; #C44B27
- URLs should be linked with website name
- Bolding and italicizing acceptable; Underlining reserved for URLs
- Media releases for any student photos

High-Quality Professional Learning (HPQL) Cycle

Tips

Issue	LDOE Style Guide Alignment
Time	9 a.m. or 9:30 p.m.
Dates	The date format includes the month and day but not the year if within the same calendar year. When a date includes a weekday in front of the date, separate the weekday and the date with a comma or parentheses. Please note: Do not include the day of the week unless the event is occurring within the same week. **Bold date only if it is a deadline.** Fall 2023 is also okay. ✅ The survey should be completed by **December 17**. ⛔ The survey should be completed by **December 17, 2023**.
School Year	School years are long, use the long version. Full years, no space between the hyphen 2024-2025. Not 2024-25.
Slashes	Use a slash, rather than a hyphen, for conjunctions such as and/or, either/or, etc. No space between the words and the slash.
Hyphens, en dashes, and em dashes	Hyphens (-). Hyphens join phrasal adjectives, join compound words or names, and divide words into syllables or letter-by-letter spellings. En dash (–). AP style does not use en dashes. The en dash (–) is used to mark ranges. ✅ The office is open Monday–Friday. Em dash (—). Much like commas, colons, and parentheses, em dashes create a pause or shift in the text. To create an em dash on a PC, hold down the Alt key and type 0151 for an em dash. ✅ The new office building will house several state officials — the governor, the superintendent, and the assistant superintendents.
Active Voice ▶ Active and …	As much as possible, construct your sentences in an active voice. In the active voice, the subject of the sentence performs the action. Although both voices are grammatically correct, the passive voice uses more words and is less direct. Often, the message is lost or ineffective in the passive voice. ✅ The LDOE will release the scores via the data management FTP by the end of the week. ⛔ The scores will be released at the end of the week via the data management FTP.
i.e. versus e.g.	The abbreviations i.e. and e.g. **are not i**nterchangeable. They provide a different context to the material they are modifying, and you should use them according to their unique meaning. Use these abbreviations (i.e. and e.g.) only within parentheses or footnotes, and place a comma after each abbreviation.

Issue	LDOE Style Guide Alignment

	The abbreviation **i.e.** stands for *id est* ("that is" or "in other words") and defines what the sentence means in a finite sense. The following example shows how red, white, and blue are the specific, or **exact**, colors the writer is referring to.
	    ✅ The American flag has three colors (i.e., red, white, and blue).
	    ✅ The American flag has three colors (that is, red, white, and blue.)
	
	The abbreviation **e.g**. stands for *exempli gratia*, meaning "for example," and provides only some items to help clarify the writer's point. The following sentence shows that the colors red and blue are some, but not all, examples.
	    ✅ Many national flags use similar colors (e.g., red and blue).
	    ✅ Many national flags use similar colors (red and blue, for example).

World Wide Web	Website is one word. Web page is two

Grade/grade	Be consistent. Word before number with number as a digit.
	Preference:
	    ✅ The survey should be completed by all grade 8 teachers.
	    ⛔The survey should be completed by all 8th grade teachers.
	    ✅The Louisiana Guide to Implementing Amplify: Grade 8 is now available.
	    ⛔The Louisiana Guide to Implementing Amplify: grade 8 is now available.

Replacement Terms	Use LDOE instead of The Department. Use School Leaders instead of Administration.