BRAND GUIDELINES

Identity and Style Manual for Highline Public Schools

highlineschools.org | @highlineschools

Contents

Strategic Plan

OUR PROMISE

Every student in Highline Public Schools is known by name, strength and need, and graduates prepared for the future they choose.

OUR GOALS

SCHOOL CULTURE

Our schools are welcoming and safe places where students and staff are respected and supported to succeed.

GROWTH & MASTERY

Students will make a minimum of one year of growth annually, meeting or exceeding standards in all grade levels.

DIGITAL & MEDIA LITERACY

Students will graduate with the problem-solving and critical thinking skills necessary to live and work responsibly in a digital world.

BILINGUAL & BILITERATE

Students will graduate bilingual and biliterate.

HIGH SCHOOL GRADUATION

Students will graduate from high school prepared for the future they choose.

OUR FOUNDATION

EQUITY	INSTRUCTION	RELATIONSHIPS	SUPPORT
We will disrupt institutional biases and end inequitable practices so all students have an equal chance at success.	We will reduce achievement and opportunity gaps by using culturally responsive, inclusive, standards-based instruction.	We will know our students by name, strength and need and have open, two-way communication with students, families and community partners.	We will increase student success by supporting their social-emotional and academic needs.

Brand Components

ENSURING BRAND CONSISTENCY

Our brand's visual identity–the logo, typefaces and colors that complement it – creates one of the first impressions the public at large, our community, staff and students see of Highline Public Schools. Each employee and board member has a responsibility for promoting our brand identity and ensuring its consistency.

Although there may be occasions when a degree of flexibility is required, the standards in this manual will help you apply our brand identity correctly in a wide variety of environments. By diligently following this guide, you will protect our identity and ensure its consistency and effectiveness.

Our Chief Communications Officer is responsible for ensuring brand consistency across the district. If you have questions about the district brand and using the logo, please contact Catherine Carbone Rogers, catherine.carbone@highlineschools.org, 206-631-3002.

LOGO

Our logo is the visual representation of our brand and one of the first impressions of our organization. Used consistently, it will become a strong, recognizable symbol of who we are and what students, parents and the broader community can expect from us.

TAGLINE

Our tagline stems from Our Promise. It may be used on printed materials in a district-approved font. It should appear as written below.

Every student known by name, strength and need.

LOGO TYPE

The official brand fonts that make up the Highline Public Schools logo are Myriad and ITC Avant Garde Gothic.

MYRIAD BOLD

HIGHLINE
P U B L I C   S C H O O L S

ITC AVANT GARDE GOTHIC

TYPOGRAPHY

Below are the official fonts of Highline Public Schools. Use Arial for body copy. For document headings, use Myriad, Arial Bold or Arial Black and if available, ITC Avant Garde Gothic. Fugu should be used sparingly as a decorative font. Century can be used in more formal instances like graduation programs.

ARIAL

REGULAR (*Body copy*)
Aa Bb Cc Dd Ee Ff Gg
ABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstu 1234567890

ITALIC (*Accent*)
Aa Bb Cc Dd Ee Ff Gg Hh
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvw 123456789

BOLD (*Headings*)
Aa Bb Cc Dd Ee Ff Gg
ABCDEFGHIJKLMNOPQRSTUV
abcdefghijklmnopqr 123456789

BLACK (*Headings*)
Aa Bb Cc Dd Ee Ff Gg
ABCDEFGHIJKLMNOPQRSTUV
abcdefghijklmnopqr 123456789

FUGU*

REGULAR (*Decorative*)
Aa Bb Cc Dd Ee Ff Gg
ABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstu 1234567890

MYRIAD PRO & STD

REGULAR (*Body copy*)
Aa Bb Cc Dd Ee Ff Gg
ABCDEFGHIJKLMNOPQRSTUVWXY
abcdefghijklmnopqrst 1234567890

BOLD (*Headings*)
Aa Bb Cc Dd Ee Ff Gg
ABCDEFGHIJKLMNOPQRSTUVWXY
abcdefghijklmnopqrst 1234567890

ITC AVANT GARDE GOTHIC*

BOOK (*Headings and pull quotes*)
Aa Bb Cc Dd Ee Ff Gg
ABCDEFGHIJKLMNOPQRSTUVWXY
abcdefghijklmnopqrst 1234567890

BOLD (*Headings*)
Aa Bb Cc Dd Ee Ff Gg
ABCDEFGHIJKLMNOPQRSTUVWXY
abcdefghijklmnopqrst 1234567890

CENTURY

REGULAR (*Formal Headings*)
Aa Bb Cc Dd Ee Ff Gg
ABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstu 1234567890

*Fonts not availabile on all computers

Logo Components

The following instructions specify which color to use when reproducing the Highline Public Schools logo, how to achieve quality reproduction, what types of background colors are appropriate and how to use it for different applications. Logos may only be used on official Highline content or sponsored Highline content. To use the Highline logo, contact the communications office.

COLOR LOGO

The colors for the logo are Pantone 314, Pantone 505 and 70% Black. No other colors may be used for the logo. The color logos should only be used on **very light colors**, including white. If you have questions, contact the communications office.
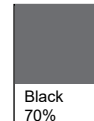
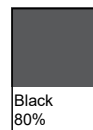| Pantone® 505	Pantone® 314	Black 70%

ONE-COLOR LOGO (GRAYSCALE)

For black and white printing, the one-color logo should be used in place of the color logo.

Black 50%	Black 80%	Black 100%

Logo Usage

REVERSE LOGOS

Only when it is necessary to reproduce the Highline Public Schools logo on a dark color, including black, should you use the reverse logo or reverse color logo. This situation typically arises when working with shirts and non-paper materials.

ORIENTATION & PROPORTION

The logos should not be rotated to any angle (including 90º), distorted, or modified in any way. The logos should maintain the same height/width proportion. The logo should never be stretched or squeezed.

SIZE

We reccomend the logo appear no smaller than .5"x .5" stacked or .31" x 2" horizontal.

.32" x 1"

.5"x .5"

Logo Usage

WHITE SPACE

Always leave a "buffer" of empty space around the logo, as indicated below.

EMAIL SIGNATURE

The following configuration is preloaded in Outlook and should be updated with name and position specifics. Special stationary, background photos, etc are not permitted.

- Name
- Preferred prounouns
- Title (e.g. 6th–grade teacher; Director, Communication and Community Relations Manager)
- School or Department (e.g. North Hill Elementary; Safety and Security,
- Phone number
- District or school URL
- HPS Logo (file found in staff intranet)

EXAMPLE:

Janice Smith
Pronouns: He/She/Her/Him/Etc.
5th Grade Teacher
Cedarhurst Elementary
206-631-0000
cedarhurst.highlineschools.org

USING THE LOGO IN A WORD DOCUMENT

- Determine which version of the logo you want to use (either black and white or color).
- Open your word document. Place your cursor at the point where you want the logo to appear.
- On the tool bar menu, click **INSERT**.
- Click on **PICTURE**.
- Choose the drive/folder where the district logos are kept.
- Find the logo you are looking for and click on it.
- If the logo is still highlighted, you'll have access to the PICTURE TOOLS. Click on PICTURE TOOLS and then click on the icon that says POSITION. You will see a number of placement options. Click on your preference. This will allow you to move the logo around and adjust the placement of it in your document.

WHICH FORMAT IS BEST TO USE?

File Type	Available in these forms	For these applications
AI	Black & White or Color / Horizontal or Vertical	Commercial Printing *(Adobe Programs, Publisher)*
EPS	Black & White or Color / Horizontal or Vertical	Commercial Printing *(Adobe Programs, Publisher)*
JPG	Black & White or Color / Horizontal or Vertical	Laser Printing & Web *(Word/ Office)*
PNG	Black & White or Color / Horizontal or Vertical	Laser Printing & Web *(Word/ Office)*
TIF	Black & White or Color / Horizontal or Vertical	Commercial Printing *(Adobe Programs, Publisher)*

Imagery

PHOTOGRAPHY

Photography is important to the look and feel of the Highline Public Schools brand. Choose high impact photos that are cropped tightly and show emotion, engagement and interaction within and among our diverse student population.

TIPS FOR TAKING PHOTOS

- **Check first** - Check the photo opt-out list before snapping and sharing. School and class photo opt-out lists are in Illuminate.
- **Focus** - A blurry photograph can't be used. Most camera phones and digital cameras have an auto focus option, make sure you know how to use it.
- **Get close** - Move in close to your subject for better photos.
- **Capture action** - People posed against a wall is boring, people doing something is interesting.
- **Smile** - Everyone wants to look good in a photo. Tell your subjects it's okay to smile!
- **Go horizontal** - Horizontal photos work for websites and social media, the primary places that you'll use them.

STOCK PHOTOGRAPHY AND CLIP ART

Do not use stock photography. Photos of **our** students in **our** buildings speak much stronger to our brand than any photo you could buy.

Do not use clip art taken from the internet. It does not fit our brand, and worse, it's stealing! We've created our own stock clipart (see examples on the right of this page) that should work for most of our needs. Find these graphics in the shared photo library on your website and larger versions on the staff intranet. You can contact the communications office to request more graphics be created.

Are you stuck? The communications office has thousands of photos in our archives. Tell us what you're looking for, and we'll share what we think fits.
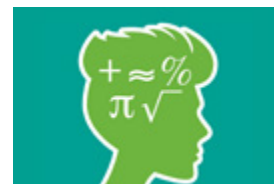
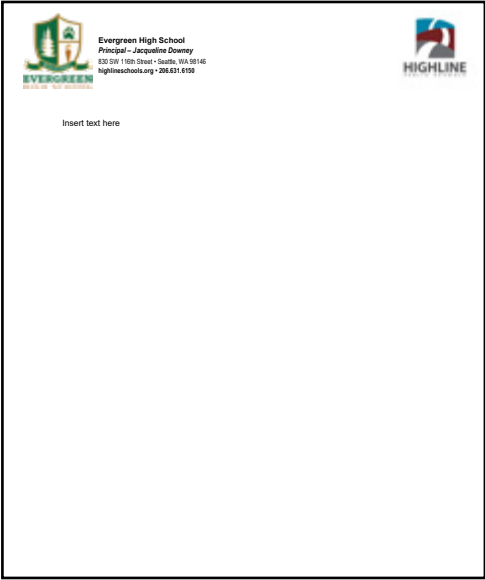# Printed Materials

LETTERHEAD

Highline Public Schools has official letterhead available for the district office, district departments and individual schools.

District Letterhead

School Letterhead

District Dept. Letterhead

BUSINESS CARDS
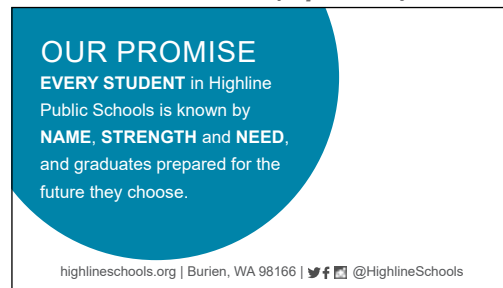
Highline Public Schools offers a standard front business card design with two back options. The versions are shown below.

All Staff

Front

Our Promise Back (Optional)

OUR PROMISE
EVERY STUDENT in Highline Public Schools is known by **NAME**, **STRENGTH** and **NEED**, and graduates prepared for the future they choose.

highlineschools.org | Burien, WA 98166 | @HighlineSchools

School Pride Back* (Optional)
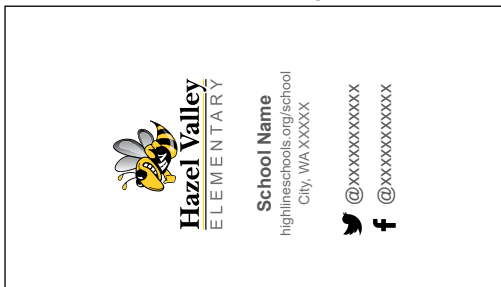
School Pride Back available. Connect with Communications for printing.

ENVELOPE

Highline Public Schools offers two, #10 envelope versions, one for the district office and a second version customized for individual schools. The versions are shown below.

District Envelope #10

Highline Public Schools
15675 Ambaum Blvd. SW
Burien, WA 98166

School Envelope #10

Parkside Elementary School
2136 South 347th Street
Des Moines, WA 98198
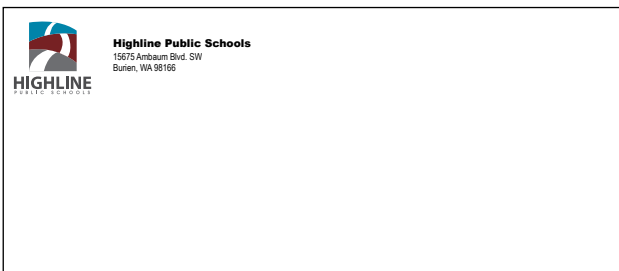
Color Palette
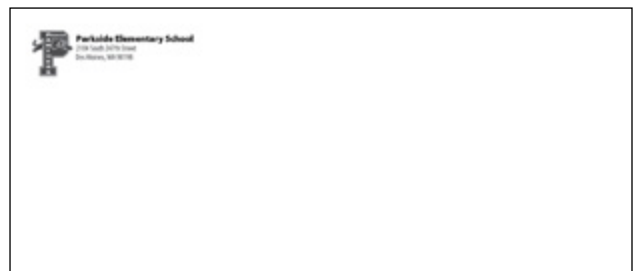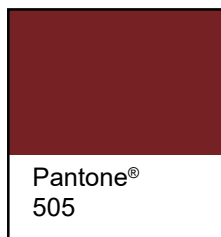
COLOR PALETTE

Below is the approved Highline color palette. When used together, the colors provide many creative possibilites while aligning with the Highline brand.

Highline Blue

Pantone®
314

CMYK: 100-0-9-30
RGB: 0-132-169 M0
Hex: 0084a9

Maroon

Pantone®
505

CMYK: 50-100-100-25
RGB: 118-33-35
Hex: 762123

Teal

Pantone®
3285

CMYK: 100-0-50-7
RGB: 0-159-147
Hex: 009e94

Green

Pantone®
369

CMYK: 59-0-100-7
RGB: 108+179-63
Hex: 6cb33f

Orange

Pantone®
166
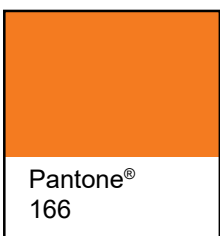
CMYK: 0-64-100-0
RGB: 244-123-32
Hex: f47b20

Gold

Pantone®
124
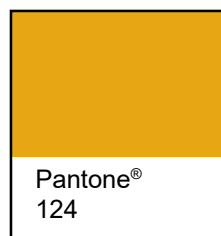
CMYK: 0-32-100-9
RGB: 231-166-20
Hex: fdb515

Gray

Black
70%
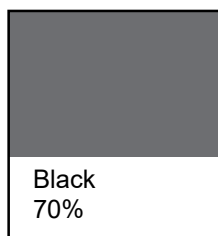
CMYK: 0-0-0-70
RGB: 70-70-70
Hex: #464646

WHICH COLOR IS BEST TO USE?

Color	Available in these forms	For these applications
RGB	Logos with the ending .jpg and .png	Digital and Web
CMYK	Logos ending in .tif, .ai, .eps	Laser & Comercial Printing
HEX	Background and font colors on the website	Digital and Web
PANTONE	Logos ending in .tif, .ai, .eps	Offset Printing

Color Use

COLOR WEIGHTS

- As a rule, Highline Blue should be the go-to color in a designed piece.
- Secondary colors (maroon and green) can be utilized for color bars, callout boxes and headlines.
- Tertiary colors (teal, orange and gold) can be used used for icons and call-to-actions.
- Tints can be employed to add variety for lighter background colors.
- Gray can be used for body copy.

In most cases, documents should have no more than three colors, Highline Blue, a secondary color and a tertiary color.

HIGHLINE BLUE
PRIMARY

MAROON
SECONDARY

GOLD
TERTIARY

TEAL
TERTIARY

ORANGE
TERTIARY

GRAY
TERTIARY

GREEN
SECONDARY

20%
50%
70%
85%
100%

Tints of Highline Blue

20%
50%
70%
85%
100%

Tints of Maroon
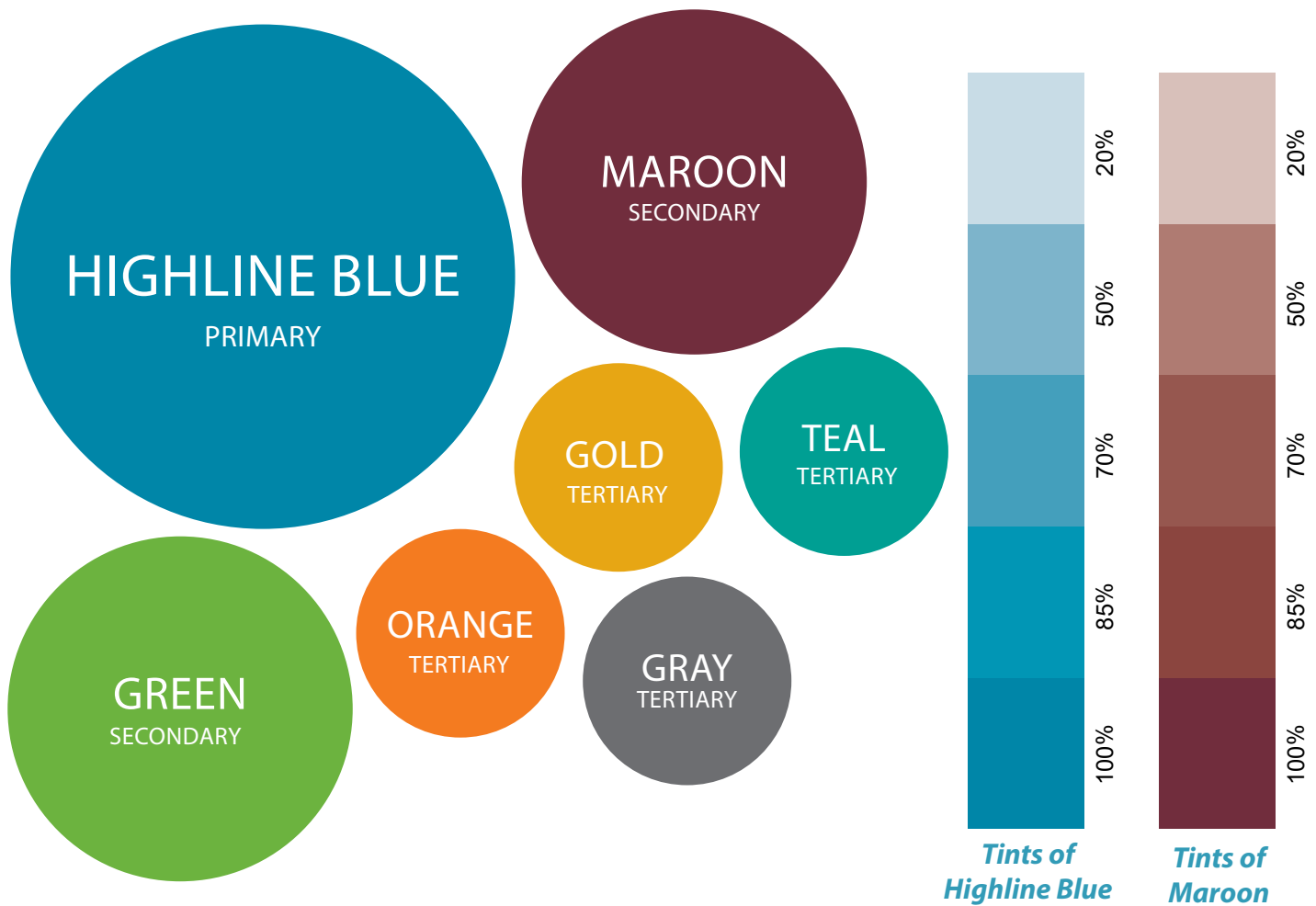
Social Media

OUR SOCIAL MEDIA POLICY

Highline has a social media policy (4309) and procedure (4309P), with corresponding guidelines for staff, students and board members. Review the policy before using social media to share about the district, your school, program and/or work in Highline.

Highline staff are allowed to set up social media accounts for schools, departments, programs, athletic teams and clubs. These accounts must be approved by the communications office, and all posts on these accounts are public records. Staff must agree to the page/account owner requirements outlined in our social media policy, procedure and registration for (4309F).

Many staff have Twitter accounts that do not represent their school or program, but do represent them or their classrooms. If your account meets at least one of the following criteria, it must be registered with the communications office:
- The account is connected to your first.last@highlineschools.org OR first.last@g. highlineschools.org email address.
- The account's primary purpose is to promote your classroom, school or district.

If you are not sure, let us know. We want to talk to you and help you figure it out. Please contact the communications office at 206.631.3002 if you would like to discuss or have questions.

ACCOUNTS TO FOLLOW

Highline Public Schools
- **Facebook**: facebook.com/highlineschools
- **Twitter:** twitter.com/highlineschools
- **Instagram:** instagram.com/highlineschools

Susan Enfield
Twitter: twitter.com/suptenfield
Instagram: instagram.com/suptenfield

HASHTAGS

- **#WeAreHighline** - General vision tweets about students, staff and community. It's a good all-purpose hashtag.
- **#HighlineProud** - Share what makes you proud to be part of the Highline community.
- **#HighlinePromise** - Share about Highline's strategic plan.
- **#GraduateHighline** - Share about Highline's strategic plan and graduation.
- **#HighlineJoy** - Share what brings you joy working in Highline Public Schools.
- **#HighlineRocksta**r - Tag a colleague and tell them you appreciate their work.
- **#HPSTeachLead** - Share ideas and resources with your colleagues.

Style Guide

abbreviation Avoid using abbreviations the reader would not quickly recognize.

academic degrees A degree can either precede a name, such as: Dr. Susan Enfield; or follow the name, such as: Susan Enfield, Ed.D.

Do not precede a name with a courtesy title for an academic degree and follow the name with the degree abbreviation in the same reference.
• Incorrect: Dr. Susan Enfield, Ed.D.

Use an apostrophe in bachelor's degree, a master's degree, etc. Do not use an apostrophe in associate degree. Capitalize degree names if used in full: Master of Education, Bachelor of Science, Doctor of Education, etc. Lowercase, otherwise.
• Incorrect: Master's degree of education
• Correct : Master's degree in education

academic departments Capitalize department names.
• Office of Communications or Communications
• Safety and Security

accept, except Accept means to receive. Except means to exclude.

acronym Avoid using an acronym on first reference, unless its meaning is readily recognized. Write a name in full on first reference, directly followed by the acronym in parentheses. An acronym then can be used in all subsequent references.

Advanced Placement AP is acceptable on second reference.

adviser Not advisor

affect, effect
• Affect, as a verb, means to influence: *The game will affect the standings.*
• Effect, as a verb, means to cause: *He will effect changes in the company.*
• Effect, as a noun, means result: *The effect of the program was amazing.*

ages Always use numerals. Examples: The 68-year-old teacher has taught for seven years; The man is in his 40s; The student is 12 years old; Tom Smith, 68, was named Teacher of the Year.

alumnus, alumni Use alumnus (alumni in the plural) when referring to an individual who has attended a school. Use alumni when referring to a group.

ampersand (&) Use as part of an organization's formal name: Procter & Gamble Co. The ampersand should not be used in place of and except in web writing. See Writing for Web (pg. 20).

annual A first-time event cannot be the first annual. Instead, note that sponsors plan to hold the event annually.

assistant principal Capitalize only when part of a formal title before a name: Assistant Principal John Smith. (see titles)

bilingual One word, no hyphen

billiterate One word, no hyphen

board of directors Always lowercase unless using as a proper name (Highline Public Schools Board of Directors)

buildings Capitalize official building names
• Hazel Valley Elementary School
• Central Office

busing, buses Not busses or bussing

cabinet Lowercase. Use superintendent's cabinet when referencing in external-facing documents

capitalization Avoid unnecessary capitalization.

Class of (year) Capitalize when referring to a specific graduating class: Class of 1973 reunion.

district Avoid using "the district," instead use "Highline Public Schools" or "Highline." "The district" may be used to avoid confusion. Reference specific individuals or groups whenever possible, i.e. The school board approved the resolution; district leaders are hosting a community meeting.

districtwide One word, no hyphen

email Always lowercase; do not use a hyphen. When listing an email address, use all lowercase letters and do not use quotation marks: communication@highlineschools.org

ethnic groups Official ethnic categories are Black/African-American, Asian, Pacific Islander/Native Hawaiian, American Indian/Alaska Native, Latino/Hispanic, white.
- Capitalize ethnicity, except 'white.'
- Also acceptable: Black, Pacific Islander, Native American or Indigenous Peoples.
- Do not call out race or ethnicity when not central to the message.
- If in doubt, ask the individual or consult the Highline Family Center.

ERAC Should be referred to as Central Office

extracurricular No hyphen

full-time Hyphenate when used as an adjective: full-time student; He works full time.

grade, grader Avoid using grader as a noun: first grader. Hyphenate the adjective form of grade: She is a 12th-grade student; He is in the fourth grade.

Highline Public Schools Not Highline School District. Highline on second reference.

his, her Do not presume maleness in constructing a sentence. Use the gender-neutral pronoun their when an indefinite antecedent may be male or female: A reporter attempts to protect their sources. The best choice is a slight revision of the sentence: Reporters attempt to protect their sources.

holidays Official district holidays when school is not in session: Veterans Day, Independence Day, Labor Day, Thanksgiving, Martin Luther King Jr. Day, Presidents Day and Memorial Day.

International Baccalaureate Programme IB on second reference

in-service Hyphenate. Should only be used as an adjective and not as a stand-alone noun: in-service training, in-service credit.

jargon Avoid jargon. When it is appropriate in a special context, include an explanation of any words likely to be unfamiliar to the reader.

kids Avoid in formal contexts. Use children or students.

mount Always spell out when part of a school name: Mount View Elementary, Mount Rainier High School

Style Guide

off campus, on campus (subject); **off-campus, on-campus** (adj.) Hyphenate only the adjective form: The recruiter conducted on-campus interviews; The interview was conducted off campus.

Parent Teacher Association PTA is acceptable on all references

parent-teacher conferences Hyphenate

percent Spell out in formal context (press release, financial publication or email). Use % for website content and e-newsletters. Numbers should be used when expressing a percent: *The Highline dropout rate is less than 4 percent.* (Also see Writing for Web)

quotations Open-quote marks and close-quote marks are used to surround the exact words of a quote: "I will not stay," he replied; "I do not object," he said, "to the tenor of the report."
Place quotation marks outside periods and commas.

ranges
- Correct: $13 million to $14 million.
- Incorrect: $12 to $14 million.
When using "from" you must use a connecting word (to, through).
- Correct: from April 2 through April 15
- Correct: April 2-15
- Incorrect: from April 2-15 (see Dashes)

school Capitalize only when part of a proper name: Highline High School. The word school should be included after the name on first reference: Parkside Elementary School. "Elementary/middle/high school" can be dropped on second reference: i.e. Parkside. (See Writing for Web)

school board Lowercase in most references. Capitalize when used as a proper name: Highline School Board

seasons Lowercase fall, spring, summer and winter unless part of a proper name.

superintendent Do not abbreviate. Capitalize only when used as a formal title before a name: Superintendent Enfield

website One word. No capitalization.

web page Two words. No capitalization

years Use an apostrophe when omitting the first two numbers of the year: '98. School years should be written as 2017-18, omitting the century in the second year. Apostrophe should curve to the left.

Commas
Do not use the oxford comma unless needed for clarification
- Correct: lions, tigers and bears
- Incorrect: lions, tigers, and bears
- Exception: apple, soda, and peanut butter and jelly

Commas should be used to separate independent clauses (phrases that could be whole sentences) Ex: *We are going to the store, and they want peanut butter.*

Commas should not be used before "and" unless it is followed by an independent clause. Ex: *We are going to the store and will buy peanut butter.*

Date and Time Formats

Time
Use colon and minutes. a.m/p.m, lowercase with periods with a space after the numeral
- Correct: 2:00 p.m.
- Incorrect: 2 pm
- Incorrect: 2pm
- Exception: See Writing for Web

Dates
Use Arabic figures, without st, nd, rd or th.
- Correct: December 7
- Incorrect: December 7th

Months
The following months can be abbreviated when used with a specific date,
- Jan., Feb., Aug., Sept., Oct., Nov. and Dec.
- When abbreviating, use periods
Spell out when using the name of the month alone or with a year alone.
- Incorrect: The trip is on Aug. 2019
- Correct: The trip is on August 2019

Dashes and Hyphens

EM dash (long dash—) Used to separate relevant information that interrupts a sentence. Can replace parentheses. Never add a space on either side.

EN dash (single dash-) Used to show a range (e.g., 2 - 4 cups). Do not use a dash when a range is in a sentence
- Correct: Use 2 to 4 cups of flour.
- Incorrect: Use 2 - 4 cups of flour.

Word Hyphens
Hyphens are used strictly for hyphenating words or line breaks. If a word may be used with or without a hyphen, preferred use is to omit the hyphen. Ex: *eighth-grade level, fifth-grade student, 12th-grade student*

Names

first reference Preferred use is first and last name, followed by title or position. See Titles.

second reference Avoid the use of courtesy titles (Mr., Mrs., Miss, Ms.) in written correspondence. However, since these titles are commonly used in schools, exceptions may be made for publications specifically directed to parents and/or students.

names of buildings See buildings.

names of schools See school.

United States Spell out when used as a noun. Abbreviate only when used as an adjective, using periods and no space.
- Correct: U.S.
- Incorrect: US

Titles

Confine capitalization to formal titles used directly before an individual's name. Lowercase titles when used informally, without an individual's name or after an individual's name.
- Superintendent Susan Enfield, Ed.D.
- teacher Reid Sundblad
- Patricia Land, school secretary
- Rosie Eades, communications specialist
- Chief Communications Officer Catherine Carbone Rogers

Ex.: *The superintendent issued a statement; the board president approved the measure.*

composition titles Apply the guidelines listed here to book titles, computer game titles, movie titles, play titles, poem titles, album and song titles, radio and television program titles, and the titles of lectures, speeches and works of art.
- Capitalize the principal words, including prepositions and conjunctions of four or more letters.
- Capitalize an article–the, a, an–or words of fewer than four letters if it is the first or last word in a title.
- Translate a foreign title into English unless a work is known to the American public by its foreign name.
- Book titles and other composition titles should be placed in quotes
- Article titles should be italicized

courtesy titles Avoid the use of courtesy titles: Mr., Mrs., Miss, Ms. in written correspondence. However, since these titles are commonly used in schools, exceptions may be made for publications specifically directed to parents and/or students. Dr. may also be used for individuals with a doctorate degree (See academic degrees)

States
Abbreviations
- Spell out the state name in the body of a story.
- Use abbreviations in datelines, photo captions, lists, etc. The student traveled to Madison, Wisconsin over the summer. Photo Caption: Jim Smith in Madison, WI (see Washington)

Capitalizations
- Lowercase state when used as an adjective: a state map, the state flag. They visited the state of Washington.

- Don't capitalize state when used as an adjective to specify: i.e state funds, state Department of Transportation.
- Capitalize state when used as a noun referring to the state government: He worked for the State of Washington.
- Capitalize the full name of state governmental units when used in formal and legal documents: Washington State Department of Transportation.

Washington state
Do not capitalize "state" unless part of a formal title.
- Washington State University
- Washington State Department of Ecology
- We live in Washington state.

Writing for Web
Web writing requires more scanability. To do this you can make these exceptions when writing emails, website stories and social media posts:
- Use numerals: 6th graders
- Use percentage sign: %
- An ampersand (&) can be used in place of and

Social Media Exceptions
Writing for web rules apply and additional exceptions can be made due to strict character counts.
- Time: 2pm
- Date: 4-12-19
- Schools: Parkside (do not have to write out Parkside Elementary School)
- Acronyms: Can be used: i.e HHS or Highline HS

For a current, searchable online style guide visit: staff.highlineschools.org/styleguide

Acronyms

SCHOOLS

Elementary Schools
For internal use only. Do not use in family-facing documents

BEVES	Beverly Park Elementary School
BOWES	Bow Lake Elementary School
CEDES	Cedarhurst Elementary School
DESES	Des Moines Elementary School
GREES	Gregory Heights Elementary School
HAZES	Hazel Valley Elementary School
HILES	Hilltop Elementary School
MADES	Madrona Elementary School
MARES	Marvista Elementary School
MCMES	McMicken Heights Elementary School
MIDES	Midway Elementary School
MTVES	Mount View Elementary School
NORES	North Hill Elementary School
PARES	Parkside Elementary School
SEAES	Seahurst Elementary School
SHOES	Shorewood Elementary School
SOUES	Southern Heights Elementary School
WHIES	White Center Heights Elementary School

Middle Schools
For internal use only. Do not use in family-facing documents

CASMS	Cascade Middle School
CHIMS	Chinook Middle School
PACMS	Pacific Middle Schools
SYLMS	Sylvester Middle School
BPMS	Big Picture Middle School

High Schools
High school acronyms may be used on family-facing material.

BPHS	Big Picture High School
EHS	Evergreen High School
HHS	Highline High School
MRHS	Mount Rainier High School
NSHS	New Start High School
PSSC	Puget Sound Skills Center
PSHS	Puget Sound High School
CHOICE	Choice Academy
RAHS	Raisbeck Aviation High School
THS	Tyee High School
WELS	Waskowitz Environmental Leadership & Service

Other Highline Acronyms

HPS	Highline Public Schools
HSD	Highline School District - HPS is prefered over HSD
PAC	Performing Arts Center

TESTING

SBA	Smarter Balanced Assessments
STEM	Science, Technology, Engineering and Mathematics
CCSS	Common Core State Standards
CCSSM	Common Core State Standards for Mathematics
NGSS	Next Generation Science Standards
EOC	End of Course Exam
ELPA21	WA State English Language Proficiency Assessment
F&P	Fountas and Pinnell

STAMP	Standards-based Measurement of Proficiency
WA-AIM	Washington Access to Instruction & Measurement
ACT	American College Test
PSAT	Preliminary SAT/
NMSQT	National Merit Scholarship Qualifying Test
SAT	Standardized college admissions test, previously called Scholastic Aptitude Test
WCAS	Washington Comprehensive Assessment of Science
CogAT	The Cognitive Abilities Test
WAKids	Washington Kindergarten Inventory of Developing Skills
NAEP	National Assessment of Educational Progress

TITLES

ILED: Instructional Leadership Executive Director

ORGANIZATIONS

PSESD: Puget Sound Educational Service District

COMMITTEES

FAC	Family Action Committee
CTB	Community Truancy Board
HCPTSA	Highline Council Parent Teacher Student Association
HSNPTA	Highline Special Needs PTA
CFAC	Capital Facilities Advisory Committee
DRC	Design Review Committee
Supts SLT	Superintendent's Student Leadership Team
NFAC	Native Family Action Council