



Visual Identity & **BRANDBOOK**

VERSION 1.0 - UPDATED JULY 1, 2014





- Fun • Playful • Energetic • Innovative • Inquisitive • Enriching •
- Life-changing • Creative • Exciting • Caring • Inspiring • Friendly •
- Supportive • Challenging • Engaging • Evolving •
- Convenient • Inclusive • Customer- and learner-focused •
- Informative • Diverse • Relevant • Important •

WHAT IS A BRAND?

A brand is based on an organization's mission, vision and core values, but it is far more than a name, logo and tagline.

The Anoka-Hennepin Community Education brand is based and developed on the experiences that our students, parents, staff and community members have had with our teachers, administrators, custodians, secretaries and so many others; and the expectations they have from our programs in the future.

Our brand is strengthened by the stories that our stakeholders and participants tell their friends, neighbors, and community leaders; and it is the promise that we make and vow to keep through all of our interactions through what we say and do each day.

TAGLINES

- Discover Community Education
- Something for everyone, ages 0 to 100

BRAND MISSION

The Anoka-Hennepin School District Community Education department is dedicated to lifelong learning, involving people and enriching communities.



2002–2014 LOGO



FOR USE BEGINNING IN THE 2014-2015 SCHOOL YEAR

FULL COLOR:
A horizontal or a compact version may be used.



ONE COLOR:
A horizontal or a compact version may be used.



BRAND HISTORY

Community Education is provided by the Anoka-Hennepin School District as an efficient and effective way to offer residents of all ages the opportunity for lifelong learning.

The Anoka-Hennepin Community Education department will transition to using a refreshed logo beginning in the 2014-15 school year to help identify the programs serving more than half a million people every year – through classes, services, tours, programs, outreach activities and athletics.

2002–2014 logo

The community education logo was created as a one-color logo and was only printable as either all black or all green. The logo was a complete unit and should have always been used in its entirety.

Refreshed logo for use in the 2014-15 school year

Over time, businesses change and evolve to meet their customer's wants and needs. This is true not only in the corporate, for-profit world; but also for non-profit businesses and organizations.

The community education logo and brand package was refreshed to appeal to current and prospective customers. Anoka-Hennepin Community Education will strive to refresh all marketing materials and pull the look and feel of outreach efforts together in an effort to look and feel like one unified brand.

The colors reflect the history and tradition of the former community education logo, while including a few colors from the accent color palette for a fresh and modern twist. The refreshed version of the community education logo will provide more flexibility in use as technology tools evolve. See pages 4-5, explaining logo use.



IMPORTANCE OF BRAND CONSISTENCY

Style guides serve as a resource when creating marketing materials and official documents for a business or organization. It's important for prospective participants to know and recognize our class promotions versus our competitors.

We want our students, families, community members and stakeholders to identify with the positive experiences and encounters that they have with our staff, our schools and our programs each day.

Consistency in design and imagery is a key factor in helping our stakeholders associate those positive experiences with community education. Our school district and our community education department is often looked upon as a leader in the state, and maintaining consistency in language and design helps build upon the strong reputation that we want to uphold.



WHICH VISUAL IDENTITY AND BRAND BOOK DO I USE?

Community Education vs. School District

All community education marketing materials should refer to the Anoka-Hennepin School District Visual Identity and Brand Book when producing brochures, postcards, flyers, web content, advertisements and professional reports or marketing materials.

Exceptions are described in the sections highlighted below:

- **Logo use:** The Anoka-Hennepin Community Education logo should be used on all community education publications.
- **Color selection:** Many of the colors in the Anoka-Hennepin Community Education color palettes are also part of the Anoka-Hennepin School District color palette, which will help us align our programs with our schools and the school district. Some colors are different, which will give us flexibility in marketing our programs and help us connect the wide variety of programs that we offer to one another.
- **Typography:** In addition to the approved Anoka-Hennepin Schools fonts, Community Education programs may use three additional fonts in print marketing tools and in other electronic formats.
- **Course catalogs:** Grids laying out calendars and course information in course catalogs are typically tight on space. Acceptable abbreviations are noted on pages 14 - 17.



HORIZONTAL LOGO FORMAT



COMPACT LOGO FORMAT



LOGO USE

The Anoka-Hennepin Community Education logo is made up of three core elements:

- 1) Tagline
- 2) Descriptor
- 3) Logotype Icon

All three elements have been specially designed and created in proportion to one another. These elements cannot be changed or altered in any way.

HORIZONTAL ORIENTATION:

The full color or the one-color option may be used.



COMPACT ORIENTATION:

The full color or the one-color option may be used.



ICON ORIENTATION:

The full color or the one-color option may be used in technology or print formats with limited space when the full logo or department name is referenced in an approved font.

Ex. 1: Facebook or YouTube profile pictures.
Ex. 2: Schoolwires website banner



APPROVED LOGO VARIATIONS

Multiple versions of the Anoka-Hennepin Community Education logo have been created to allow for maximum readability in a variety of applications. The background colors, textures and patterns will determine which logo is most suitable to use.

CLEAR SPACE

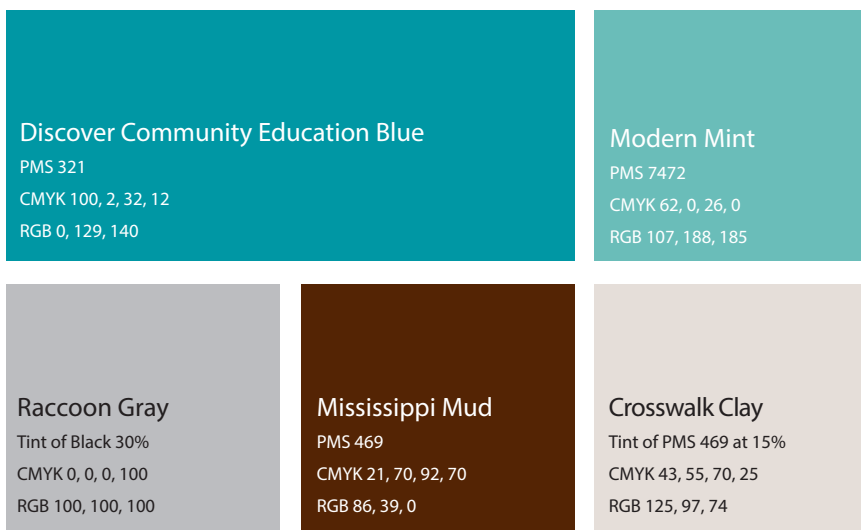
It is important to retain a designated 'clear space' around the logo to ensure its visibility and impact. No graphic elements of any kind should invade this space. Clear space is determined by the size of one line of text in the tagline.



When possible, the Anoka-Hennepin Community Education logo should be printed against a bright white background, at least one-inch in height.

- *What this means for departmental use of the logo:* Communications materials representing Anoka-Hennepin Community Education must feature the department logo in plain view.
- *What this means for programs based at school sites:* School names and logos may be prominently featured on program materials in addition to the Community Education logo. Best practices recommend that the Community Education logo also be placed on all program-related communications materials.
- *What this means for school district use of the logo:* Communications materials relevant to Anoka-Hennepin Community Education must feature the logo in plain view.





PRIMARY COLOR PALETTE

COLOR SELECTION

Color is a critical element in creating a memorable and lasting brand. There are two approved color palettes in the Anoka-Hennepin Community Education brand standards; a primary color palette and two accent color palettes. Using these color palettes will lend consistency to all communications materials.

Note: Tints and shades of black and white (making shades of gray) are considered neutral and may be used in addition to the colors indicated in the primary and accent color palettes.

- *What this means for department-specific marketing materials:* Communications materials representing the department should primarily use this color palette. (Departmental stationary and business sets.)
- *What this means for program-specific marketing materials:* Unique accent colors may be used in communications materials exclusive to a program. (Marketing materials produced to highlight individual programs.)

Note: Each program should take the intended audience into account when selecting colors from the accent color palette. If the marketing tool is produced seasonally, please see additional notes regarding seasonal color selections.

PRIMARY COLOR PALETTE

The primary color palette reflects the history and tradition of the Anoka-Hennepin Community Education brand. A few new colors have been introduced to modernize and refresh our brand while we aim to attract new community members and retain existing participants.

Note: When designing or creating a seasonal course catalog for your program, the time of year should be taken into account. Reference the seasonal color palettes on page 8 when selecting cover colors.



ACCENT COLOR PALETTES

Accent color palettes have been selected to help align all Anoka-Hennepin Community Education programs to each other. If used consistently, our participants will begin to know and recognize the communications that come from us.

When designing or creating a marketing tool for your program, the intended audience should be taken into account.

- *Adults commonly gravitate toward calming earth tones.*
Programs targeting marketing efforts toward adults, such as adult learning or early childhood education, should use the accent color palette for adults.
- *Children commonly gravitate toward exciting, vibrant colors.*
Programs targeting marketing efforts toward school-age children, such as Community Schools/youth enrichment or Adventures Plus, should use the accent color palette for youth.

Note: *Early childhood education programs have flexibility in moving between the two accent color palettes since they are marketing primarily to adults, for youth programs.*

Baby Blue
PMS 659
CMYK 60, 29, 0, 0
RGB 101, 156, 211

Practical Plum
PMS 261
CMYK 62, 98, 9, 45
RGB 79, 13, 86

Cyclone Cranberry
PMS 221
CMYK 8, 100, 24, 35
RGB 156, 0, 82

Park Green
PMS 561
CMYK 83, 16, 45, 54
RGB 0, 90, 87

Husky Gold
PMS 110
CMYK 2, 24, 100, 7
RGB 207, 159, 36

Pumpkin Orange
PMS 167
CMYK 3, 78, 100, 15
RGB 203, 82, 30

ACCENT COLOR PALETTE - ADULTS

Cool Chlorine
PMS 312
CMYK 94, 0, 11, 0
RGB 0, 176, 219

Adventurous Violet
PMS Violet
CMYK 92, 98, 0, 0
RGB 66, 51, 147

Funky Fuschia
PMS Rubine Red
CMYK 0, 100, 18, 3
RGB 228, 3, 117

Caring Citron
PMS 390
CMYK 24, 0, 98, 8
RGB 189, 204, 42

Mellow Yellow
PMS 109
CMYK 0, 10, 100, 0
RGB 255, 221, 0

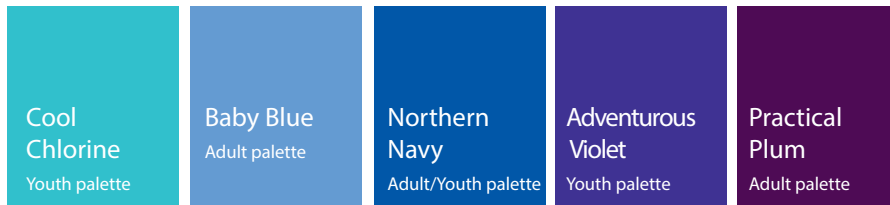
Salsa Sauté
PMS Warm Red
CMYK 0, 86, 80, 0
RGB 240, 76, 62

ACCENT COLOR PALETTE - YOUTH

Northern Navy
PMS 286
CMYK 60, 29, 0, 0
RGB 0, 88, 169

ACCENT COLOR PALETTE - ADULT (cont.) METRO NORTH ADULT BASIC EDUCATION

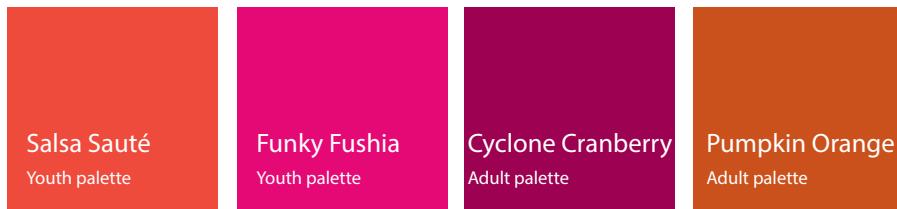




COOL COLOR PALETTE



NEUTRAL COLOR PALETTE



WARM COLOR PALETTE

SEASONAL COLOR PALETTES

The two accent color palettes create three natural color palettes within themselves. For catalogs and publications that are produced seasonally, a corresponding color from the appropriate color palette should be selected and used prominently on the front cover of that catalog.

- Colors from the *cool color palette* should be used for *winter publications*.
- Colors from the *neutral color palette* should be used for *spring/summer publications*.
- Colors from the *warm color palette* should be used for *fall publications*.

This will intentionally unify all programs as Anoka-Hennepin Community Education programs when multiple catalogs are on display in prominent community locations.

ADVENTURES PLUS:

The full color or the one-color option may be used.



METRO NORTH ABE:

A one-color logo option is available for use.

Metro North
ADULT BASIC EDUCATION

USE OF PROGRAM LOGOS AND COLORS

The Adventures Plus school-age child care program and the adult basic education program, Metro North ABE, may use program logos on marketing materials.

Note: Whenever possible, the Anoka-Hennepin Community Education logo and the Anoka-Hennepin Schools logo should also be placed on marketing materials with program logos.

ADVENTURES PLUS

The colors in the Adventures Plus logo are used in the Community Education color palette.

- Adventurous Violet
- Baby Blue
- Caring Citron

METRO NORTH ADULT BASIC EDUCATION (ABE)

The Metro North Adult Basic Education (also known as Metro North ABE) logo should be used on all adult basic education forms and marketing materials.

The corresponding community education department and school district logo should accompany the Metro North ABE logo whenever possible.

Metro North Adult Basic Education marketing materials should most prominently use the color designated for the program:

- Northern Navy (*commonly used by Jackson Middle School*)

Accent colors may be chosen from the Anoka-Hennepin Community Education primary color palette and the accent color palette for adults.



Helvetica Neue 25 Ultra Light
 Helvetica Neue 35 Thin
 Helvetica Neue 45 Light
 Helvetica Neue 55 Roman
 Helvetica Neue 65 Medium
 Helvetica Neue 75 Bold
 Helvetica Neue 85 Heavy
 Helvetica Neue 95 Black

PRINT: VARIATIONS OF HELVETICA/HELVETICA NEUE



PRINT: VARIATIONS OF TIMES NEW ROMAN



PRINT: VARIATIONS OF ARIAL

create

NEW | Calligraphy-Foundational & Uncial Hand

The beauty of calligraphy comes from the thick and thin created by the broad-edge dry pen. Learn two scripts including the Foundational Hand, based on the round O. Which is thought by many professionals as the best place to start and then move on to learning the Uncial Hand, unique because it doesn't use capital letters. Use calligraphic lettering to create elegant quotes, cards, poems and invitations. Supply fee of \$20 paid to instructor at class for pens, ink and paper. Class fee: \$65.

► Apr 24 - May 29 | 6:30-8:30 pm | 6 Sessions
Thurs | Sandburg Edu Ctr | AL077-3017-01 | Feyen

Fabulous Flatware

Transform everyday serving pieces using hand-guided wire and an assortment of glass beads. Chic and elegant flatware makes for a great gift or addition to your table. Bring a wire cutter and needle nose pliers. Supply fee of \$10 paid to the instructor at class. Class fee: \$19.

► Apr 28 | 9:00 am-12:00 pm | 1 Session
Sat | Sandburg Edu Ctr | AL077-3002-01 | Crane

try this...

Fine Arts-Watercolor Northern Lights

Join award-winning artist, Barbara Bouika, as you learn a fun, free flowing watercolor technique on wet paper. The Northern Lights show brightly above the landscape you create. Step-by-step demonstrations are done to show you exactly how this painting is created. Bring a flat piece of cardboard approximately 12"x16". Supply fee of \$10 cash paid to instructor at class. Class fee: \$29.

► Apr 10 | 6:30-9:30 pm | 1 Session
Thurs | Sandburg Edu Ctr | AL077-3034-01 | Bouika

SKI TRIP NAME

Join us for a wonderful trip to XXXXXXXXXXXXXXXX trip includes bussing, lift ticket and staff supervision. belong to the ski club to participate. (Join anytime at Education office.)

WHO: Grade 6-8

WHEN: Day, Month
 Bus leaves school at X:XX pm
 Bus returns to school at X:XX pm

COST: \$XX (paid to Anoka-Hennepin ISD)
Rental and lesson fees paid at ski res

SKI TRIP!

SKI TRIP NAME

Join us for a wonderful trip to XXXXXXXXXXXXXXXX. The cost of the trip includes bussing, lift ticket and staff supervision. Students must belong to the ski club to participate. (Join anytime at the Community Education office.)

WHO: Grade 6-8

WHEN: Day, Month
 Bus leaves school at X:XX pm
 Bus returns to school at X:XX pm

COST: \$XX (paid to Anoka-Hennepin ISD #11)
Rental and lesson fees paid at ski resort by student.
 \$X additional for ski or snowboard rental
 \$X additional for lessons

CONTACT:
 Community Schools

PRINT TYPOGRAPHY

In addition to the approved Anoka-Hennepin School District fonts, Community Education programs may also use three additional fonts in print marketing tools.

Approved fonts for school district print materials include:

- Variations of FS Franklin Gothic
- Variations of Futura
- Variations of Avenir

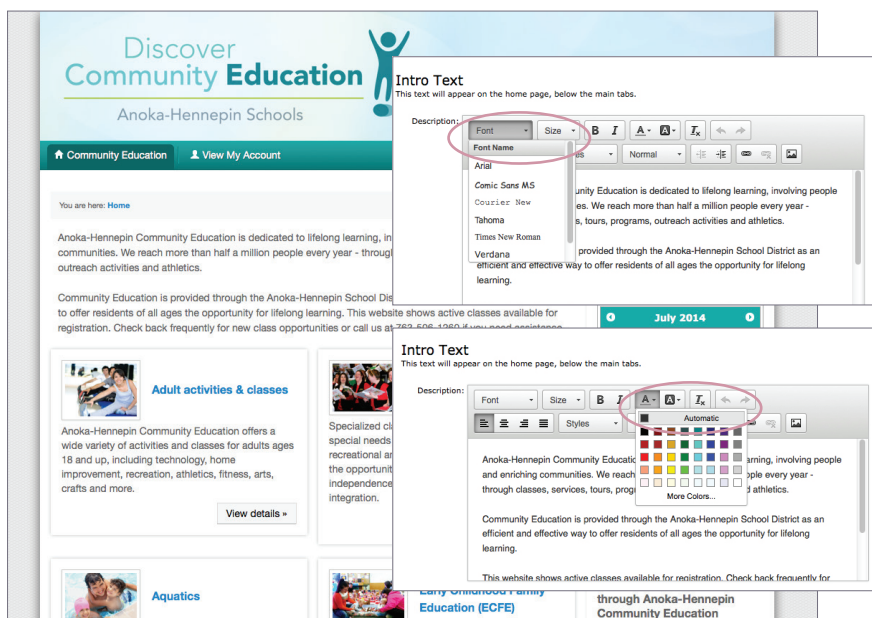
Additional approved fonts for Anoka-Hennepin Community Education print materials include:

- Variations of Helvetica and Helvetica Neue
- Variations of Times New Roman
- Variations of Arial





SCHOOLWIRES - GENERAL WEBSITE



RSCHOOL - REGISTRATION WEBSITE

ELECTRONIC TYPOGRAPHY

Schoolwires - general website

Community Education programs should use the fonts as specified in the school district brand book on the Schoolwires website.

Futura

Futura Bold and Medium is used on Anoka-Hennepin Schools' website headlines.

Trebuchet

Trebuchet Regular, Italic and Bold are used for all other copy on all Anoka-Hennepin Schools websites.

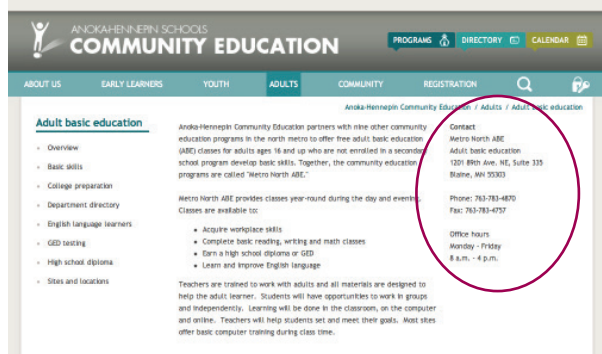
Rschool - registration website

Community Education programs should use the *default fonts* when entering course information.

DO NOT SELECT A FONT TYPE WHEN ENTERING COURSE INFORMATION IN THE SYSTEM. The Rschool registration system will automatically use the **Helvetica Neue** and **Arial** fonts as a default, which are both in compliance with the approved Community Education print fonts.

Note: All class listings should be entered using the "automatic" text color. Colored, bold, italics and underline fonts should be used sparingly for ease of reading.





Contact information should be posted on the left hand side bar. A phone number or email address is helpful for visitors that can't find what they are looking for.

CONTACT INFORMATION



Photos with faces help illustrate emotion, inspiring visitors to act and do something.



Clip art does not display emotion. Animated graphics are distracting and may not load on mobile devices.

GRAPHICS - PHOTOS VS. CLIP ART AND ANIMATION

Facility use

Overview

- Elementary and middle schools

Anoka-Hennepin Schools are happy to offer the use of school facilities to individuals and community organizations. Community Education schedules and manages community use of all [elementary and middle school](#) buildings and athletic fields before- and after-school, and on the weekends. [High school](#) building use is managed by each specific high school.

2. This link will take you to **Trusted** ~~complex~~ **secure website to complete your Criminal History Release Form**

<https://www.rhris.com/selectsmart.cfm?mgid=2018&rhrid=8822s&packagenbr=1>

LINKS

WEBSITE - BEST PRACTICES

Websites serve as a resource for our customers to find information. It's our job to tell them what we do and how we can help them.

Best practices exist to help people "speak the same language" when writing and reading information. By using best practices, it enhances our credibility and makes our website easier for our customers to navigate and find what they are looking for.

Quick tips for easy-to-navigate websites:

- Place contact information at the top of your page.
List general department/program phone numbers/email addresses rather than specific staff member names/addresses. (Staff may come and go.)

- Avoid colored and non-standard fonts.

- Use bold to emphasize a word rather than underline.
(Underlined text hints that the text is a link.)

- Text should always be left-aligned. Do not center text.
(This is easier on reader's eyes.)

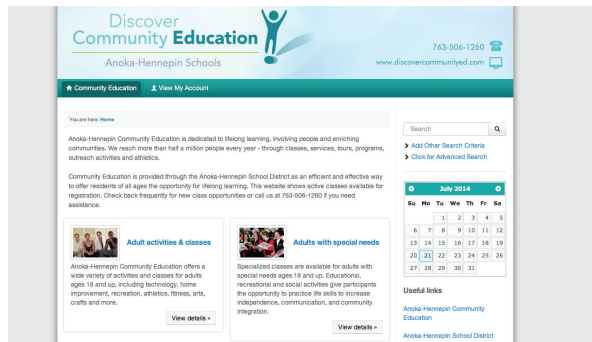
- Graphics should be used to illustrate an idea/event.

- Use logos sparingly.
- Do not post animated objects. (gif. file formats)
(Animated clip art, slideshows/publications may not load on mobile devices.)
- Use photos rather than clip art or illustrations. Photos of people generate emotion. Opt to use photos of people with facial expressions rather than photos of buildings, inanimate objects and illustrations.
- Photos of students may be used unless parent permission is denied. Restrictions are recorded annually in the school student information system, Synergy.

- Make links part of a sentence; like a headline.
Example: Learn more about the [program offerings](#) at our school.

- Make text scannable by using bullets, paragraph breaks and informative subheadings.





PROGRAMS

Program descriptions should be no longer than two sentences long. Do not post phone numbers in the “program” description.

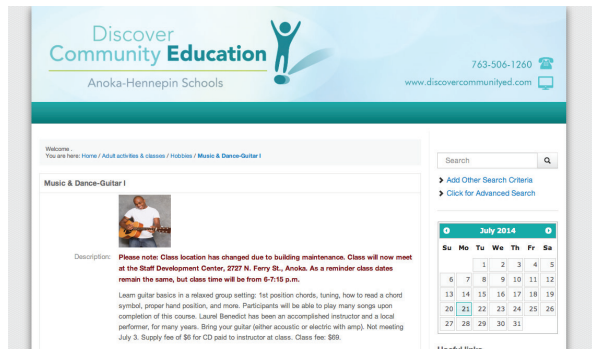
A general photo should be posted. Clip art and illustrations may not be used.



Category descriptions should be no longer than two sentences long.

Office phone numbers may be listed here.

CATEGORIES



Class descriptions should be four - five sentences long.

Photos should be used to show customers what they will get or take away from class. Clip art and illustrations may not be used (unless it is an art class and you are showing what the finished product is).

CLASSES

RSCHOOL - BEST PRACTICES

Formatting class information consistently makes it easier for our customers to understand and find class information.

Formatting guidelines (Applies to all programs.)

Remember: When text is excessively colored, bolded, italicized or underlined – it is difficult and distracting to the reader.

- “Default” fonts should be used in the “automatic” color (black).
- Text should always be left-aligned. (Do not center text.)
- Only capitalize official names or titles. When in doubt, words should be spelled with all lowercase letters – capitalizing the first word in the phrase.
- Bold, underlined and italicized text should be used sparingly.
- Underlines indicate that text is a link, which can be confusing to our customers.

Links

Create meaningful links. When you are strategic about the text that is linked, it pops out like a sub-headline.

Example: **Do:** Review the [refund policy](#).
Don't: Refund policies may be found [here](#).
Don't: [Click here](#) to see the refund policies.

Photos and graphics

- Photos may only be posted on the “Program” and “Class” pages of Rschool.
- Photos may not be posted on the “Category” page.
- Clip art, illustrations or drawings may not be used.
- Photos should always be right-aligned to the text for ease of readability, or uploaded to the designated photo box in the class catalog.



Proper spelling	Proper abbreviation	Proper abbreviation in catalogs and calendars
Monday	Mon.	M
Tuesday	Tues.	T
Wednesday	Wed.	W
Thursday	Thurs.	Th
Friday	Fri.	F
Saturday	Sat.	Sa
Sunday	Sun.	Su

Proper spelling	Proper abbreviation	Proper abbreviation in catalogs and calendars
January	Jan.	Jan
February	Feb.	Feb
March	N/A	Mar
April	N/A	Apr
May	N/A	N/A
June	N/A	Jun
July	N/A	Jul
August	Aug.	Aug
September	Sept.	Sep
October	Oct.	Oct
November	Nov.	Nov
December	Dec.	Dec

COURSE CATALOGS

Grids laying out calendars and course information in community education course catalogs are typically tight on space. Acceptable abbreviations are noted on the left side of pages 14-17.

Dates: Spell out months and days whenever possible, especially when used within a proper sentence. Include the day of the week when creating an invitation.

When abbreviations are necessary, acceptable abbreviations are noted on the grid on the left side of this page.

Times: Whenever possible, use periods when abbreviating morning or afternoon/evening. 12:00 should be referenced as noon or midnight. Avoid posting times ending in zeros. If an event both begins and ends in the same time frame, it is only necessary to use “a.m.” or “p.m.” on the last reference.

<i>Example 1</i>	<i>Example 2</i>	<i>Example 3</i>
<i>Use: Noon – 3:30 p.m.</i>	<i>Use: 1 – 3 p.m.</i>	<i>Use: 10 a.m. – 3:30 p.m.</i>
<i>Instead of: 12:00 p.m. – 3:30 p.m.</i>	<i>Instead of: 1:00 – 3:00 p.m.</i>	<i>Instead of: 10:00 a.m. – 3:30 p.m.</i>

When working with space limitations in a grid used in a course catalog or flyer, periods are not necessary in “a.m.” or “p.m.”

Community Education programs may also eliminate spaces between hyphens in times when faced with space limitations.

Example:

GADGETS AND GIZMOS

With a focus on “building and creating,” this awesome camp includes a variety of engineering and aeronautics activities. Turn film canisters into rockets, make your own lava lamp, build a water-propelled boat and turn mousetraps into catapults.

Date/Day	Location	Age	Wks	Time	Number	Fee
June 17 T/Th	AMSA-Fred Moore	6-10	1	10-11:30 am	CS152-3M12-SU	\$25



Elementary school names	Abbreviations/Acronyms
<i>Elementary school</i>	<i>Elem.</i>
Adams Elementary School	Adams
Andover Elementary School	Andover
Champlin-Brooklyn Park Academy for Math and Environmental Science	CPBA
Dayton Elementary School	Dayton
Eisenhower Elementary School	Eisenhower
Evergreen Park World Cultures Community Schools	Evergreen
Franklin Elementary Schools	Franklin
Hamilton Elementary School	Hamilton
Hoover Elementary School	Hoover
Jefferson Elementary School	Jefferson
Johnsville Elementary School	Johnsville
Lincoln Elementary School	Lincoln
Madison Elementary School	Madison
Monroe Elementary School – Mathematics, Science and Children’s Engineering	Monroe
Morris Bye Elementary School	Morris Bye
Oxbow Creek Elementary School	Oxbow Creek
Ramsey Elementary School	Ramsey
Rum River Elementary School	Rum River
Sand Creek Elementary School	Sand Creek
University Avenue Elementary School - Aerospace, Children’s Engineering and Science	University Ave.
Wilson Elementary School	Wilson

OFFICIAL SCHOOL NAMES AND ABBREVIATIONS

Schools should be identified by their official titles. All official documents should include the full name of the school. Official letters should also be printed on school/district letterhead.

- Always use the complete name of the school for the first reference.
- The word “school” may be dropped after the school name when faced with space limitations in community education course catalogs.

Example: Mississippi Elementary School students collected items for the food shelf. The tradition has existed at Mississippi Elementary for over 26 years.



Middle school names	Abbreviations/Acronyms
<i>Middle school</i>	<i>Middle</i>
Anoka Middle School for the Arts	AMS
Anoka Middle School for the Arts - Fred Moore Campus	AMSF
Anoka Middle School for the Arts - Washington Campus	AMSW
Coon Rapids Middle School	CRMS
Jackson Middle School – A Specialty School for Math and Science	JMS
Northdale Middle School	NMS
Oak View Middle School	OVMS

High school names	Abbreviations/Acronyms
<i>High school</i>	<i>High</i>
Andover High School	ADHS
Anoka High School	AMS
Blaine High School	BHS
Champlin Park High School	CPHS
Coon Rapids High School	CRHS
Crossroads Alternative High School	Crossroads
Crossroads Alternative High School – Main Campus	Crossroads Main
Crossroads Alternative High School – West Campus	Crossroads West
Secondary Technical Education Program	STEP
StepAhead Online High School	StepAhead

OFFICIAL SCHOOL NAMES AND ABBREVIATIONS (CONT.)

When referring to middle schools or high schools, the common abbreviation or acronym may be used after the complete school name is used in the first reference.

Example: Coon Rapids High School (CRHS) will host the homecoming football game October 1. CRHS students will participate in a pep fest that afternoon.

- A school is an inanimate object. When referring to a school, use “it” or “its” – not “their.”

Example: Adams Elementary School is holding its open house May 3.

- When referring to a group of schools – all elementary, middle or high schools – capitalization is not needed.

Example: Students graduating from Anoka-Hennepin high schools will be prepared to succeed in life.



Facility names	Abbreviations/Acronyms
<i>Anoka-Hennepin School District Educational Service Center</i>	<i>Educational Service Center/ESC</i>
Sandburg Education Center	Sandburg
Andover Preschool and Family Place	Andover Family Place
Anoka Preschool and Family Place	Anoka Family Place
Coon Rapids Family Place	Coon Rapids Family Place
Riverview Early Childhood Center	Riverview
Sorteberg Early Childhood Center	Sorteberg

OFFICIAL FACILITY NAMES AND ABBREVIATIONS

Facilities should be identified by their official titles in all external documents.

Always use the complete name of the facility for the first reference. The common abbreviation or acronym may be used after the complete school name is used in the first reference.

Example: Riverview Early Childhood Center offers early learning opportunities for families and their children. Early Childhood Family Education, Preschool and enrichment classes are taught at Riverview.

