

The Lion's Roar Weekly e-Newsletter

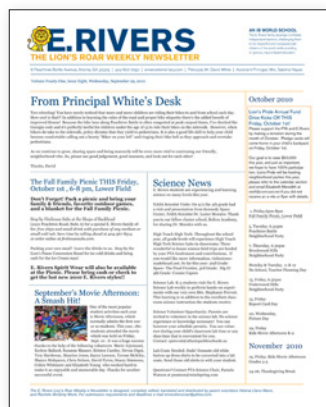
Published weekly, the *Lion's Roar* is sent out via e-mail on Wednesdays. Ideally, articles in the *Lion's Roar* should take the place of any costly printing & copying of flyers for PTA Chairs.

Unless your committee needs a form filled out and returned, please use the *Lion's Roar* as a means of distributing your information.

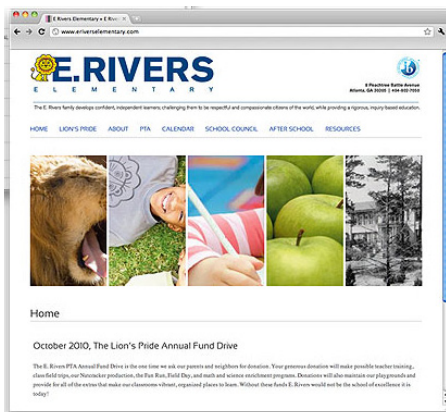
If you have specific needs, please contact the *Lion's Roar* directly for a publishing plan.

Deadline for submission is Friday at 2pm. Articles should not exceed 150 words. Artwork will be added to articles on an as-needed basis.

E-mail submissions to:
eriverslionsroar@yahoo.com.



eriverselementary.com



In 2009, our website was updated for easy PTA content-management. We are still updating the current content and navigation for this school-year. There may be specifics Administration, Faculty and PTA Committees need to see on our website. In that case, please follow the submission guidelines below.

Once approved, please submit all files for web placement, via e-mail digitally and allow 1-business-week for approval and placement.

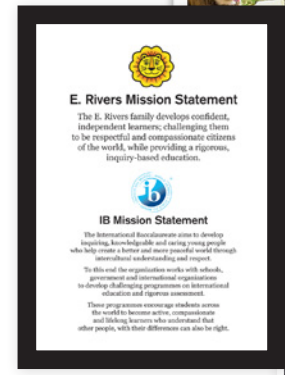
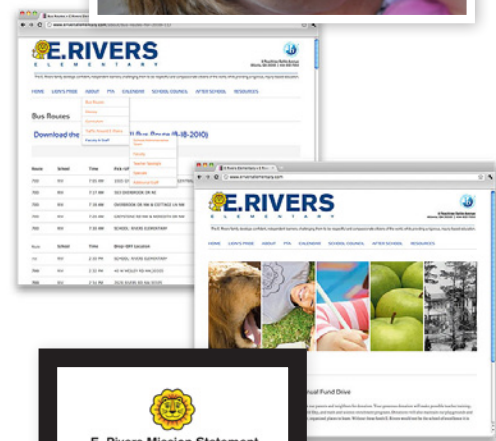
Note: The final content of the website appears at the discretion of school Administration and the PTA Presidents.

Please CC website requests and files to:

1. Marie Arjamond:
marjomand@bellsouth.net
2. Rachele McGinty-Mock:
rachele@mcginty-mock.com

The E. Rivers Lion's Brand Guidelines are maintained, written, edited, laid-out and distributed the Communications Committee. The Communications Committee is comprised of PTA Parent Volunteers: Marie Arjamond, Kathy Wolstenholme, Helena Llano-Marin, and Rachele McGinty-Mock under the direction of David White.

If you have a design or layout background and can assist the Communications Committee please contact Rachele@McGinty-Mock.com.

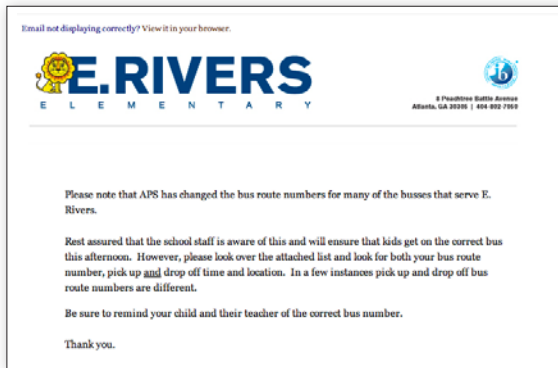


e-Mail Blasts

E. Rivers PTA maintains a listserv through the MailChimp e-mail marketing tool. We only use this listserv for a few different things:

1. The Lion's Roar Weekly E-Newsletter
2. Emergency School Information (early closings, inclement weather, etc.)
3. Important School Reminders (early release, holidays, etc.)
4. Direct information from School Administration

If you need an e-mail blast for reasons other than the above, it is at the discretion of the School Administration and the PTA Presidents.



If you are in need of an e-mail blast, please send a CC e-mail to the following communications people:

1. Helena Llano-Marin:
Helena.LLano-Marin@turner.com
2. Marie Arjamond:
marjomand@bellsouth.net
3. Rachele McGinty-Mock:
rachele@mcginty-mock.com
4. Christianna McCaleb:
christianna.mccaleb@gmail.com

Please attach any links or digital files needed for your e-mail blasts. Thank you!

Imagery

E. Rivers is a 21st century International Baccalaureate school committed to being part of the global community. Our brand aesthetics should reflect our school's 21st century IB attitudes. Please allow this pamphlet to be a guideline for some visual DOs and DON'Ts when working on anything E. Rivers related.



Good Old Lion
*A wonderful teacher, who has since retired from Elementary Education.
Please DO NOT USE this.*

2010 E. Rivers Marks, Logotypes & Signatures

Below are a few of the E. Rivers 4-color process combination logo marks lock-ups and complete signatures. Also available are 1-color, 2-color and 3-spot color versions.



The 2010 E. Rivers Lion
These Lions are open-minded, risk-takers who use strong communication skills to show caring for their community.
(Note: tail on Lion is on the left).



Above: 4-color process (CMYK) Horizontal Signature

Left: Big E logo Signature

Below: Letterhead with IB logo & Contact Information



Proper use of typography is important to any brand for legibility and consistency. Please follow the guidelines below for your font choices. All of these typefaces are available for download at eriverselementary.com
> Resources > Artwork > Files

If you have any problems with your type, please contact Rachele McGinty-Mock. 404-931-4337

Akzidenz Grotesk Bold is the primary typeface, mostly for logotypes and headlines.

Akzidenz Grotesk Light, Old Style when a secondary San Serif is needed, sometimes near a headline.

Georgia Regular, *Italic* and Bold (Georgia was designed for screen-legibility and space-efficiency) for **all body copy**.







ALL-CAPS SHOULD BE USED SPARINGLY.

Please **DO NOT USE** Comic Sans or other "casual" style typefaces (i.e., Chalkboard, Papyrus, Hobo, etc.). Such typefaces may be chosen to indicate "friendly" appearances but were not designed with legibility or space in mind.

E. Rivers is working to phase Comic Sans, and other unqualified typefaces like it, from future artwork.

Brand Colors

Along with image and typography, our colors have been re-worked with contrast in mind. It is that contrast which makes our car magnets recognizable and legible in the middle of Atlanta traffic and our IB Attitude T-shirts visible across a soccer field. 4-color process is the preferred method of producing E. Rivers artwork. When spot colors are called for, the Pantone® Matching System Colors (PMS) shown below should be used.

 E. Rivers Gold PMS 1235 0/29/92/0	 E. Rivers Blue PMS 295 100/57/0/40	 E. Rivers Silver PMS 877 36/28/27/0
 White	 Black	 E. Rivers Yellow PMS 109 2/9/100/0