

## branding



## Colors

PRIMARY R: 213 B: 38 G: 37  
HEX: #D52526

PRIMARY BLACK R: 35 B: 32 G: 31  
HEX: #231F20

PRIMARY GRAY 1 R: 88 B: 91 G: 88  
HEX: #58585B

PRIMARY GRAY 2 R: 128 B: 132 G: 130  
HEX: #808284

## Fonts

Aa

Proxima Nova Bold

Aa

Proxima Nova Light

Aa

Alianza

## quick help guide

## how to email

## Format for sending journalism emails

First Initial,  
Last Name for all staff members

Photo/Newspaper/  
LBTV  
@therideronline.com

Yearbook  
@legacystudentmedia.com

All Staff  
staff@therideronline.com

All Newspaper  
newspaper@therideronline.com

All Yearbook  
yearbook@therideronline.com

All Photo  
photo@therideronline.com

mallett@therideronline.com  
dearinger@therideronline.com  
editors2021@therideronline.com

## Caption Writing

Write a sentence describing what's going on in the photo. (This is the only present tense verb.) Then add in BANQUET.

## Writing a Headline

Who-Did-What: Verbs make or break a headline. Don't use the banned list (to the left).

## Quote Book

See flow chart for how to interview. All texts, emails, voice recording Google recordings, must be saved in your digital quote book folder.

## Name Book

It's in your email. Triple check names and make sure they are not on "do not print list."

## Using Grades

In stories: Spell out freshman, sophomore, junior...

In captions: set off with numeral (James Smith, 10, Johnny Mans, 12) If there is a list of people the same grade, you can use the word (seniors Jake Johns, Megan Moore and Stacy Jones)

## Name Said

"Always use this format when using a quote in a story," James Brown said. "Don't forget where the comma goes either."

## Using Names

Students: First mention is full name with grade (sophomore Jackson Flen) Then is just last name (Flen)

Adults: First mention is full name with title (Journalism Adviser Leland Mallett) Then it's Mr. or Ms. and last name (Mr. Mallett)

## interviewing flow

First Email for Interview Set Up

- 1) In Person
- 2) Phone Call
- 3) Video Chat
- 4) Text

## banned words

is, are, was, were, being, be, to be, had, has, excited, fact, due to, literally, this year, family, suddenly, very, really, kids, in order to, things, many, few, a lot, some, just, certainly, probably, actually, up, sweat, completely, each and every, pumped up, Legacy

## do these daily

- Check email/reply to any emails
- Check your schedule for journalism events
- Check that grades are correct
- Create a to do list and work on it during the class
- Email or visit with editors about your page/story/assignment
- Sign in and out when you leave the classroom, include room # of where you went
- Clean your area
- Log out of computer