

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