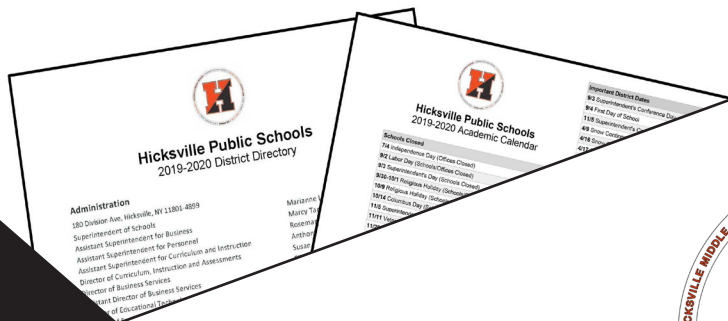
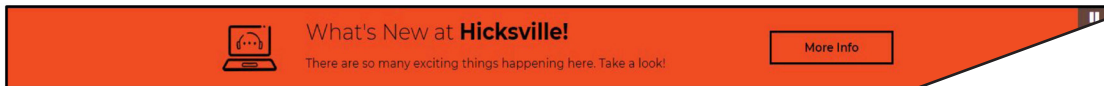
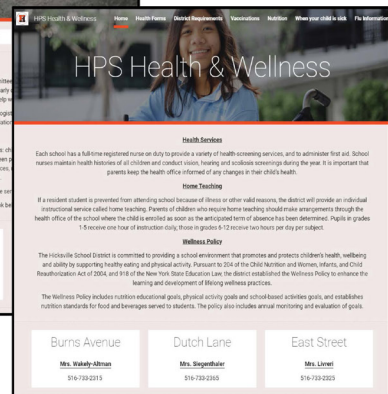
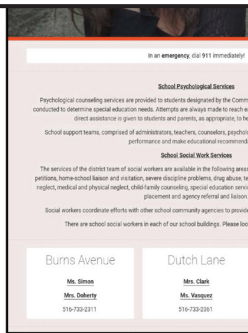


2019-2020

*click on a calendar event to see agenda

Jan 15 Wed	Communications Advisory Committee Mtg 7:00PM - 9:00PM (Administration Building, 200 Division Avenue, Hicksville, NY)
Jan 16 Thu	Facilities Committee Mtg 6:00PM - 7:30PM (Administration Building, 200 Division Avenue, Hicksville, NY)
Jan 22 Wed	Regular Meeting of the Board of Education (Executive Session 7PM / Public Session 8:30PM) 7:00PM - 10:30PM (Administration Building, 200 Division Avenue, Hicksville, NY)
Feb 05 Wed	Curriculum Committee Mtg 7:00PM - 8:30PM (Administration Building, 200 Division Avenue, Hicksville, NY)
Feb 05 Wed	Budget/Finance Committee Mtg - Budget Workshop #3 7:00PM - 8:30PM (Administration Building, 200 Division Avenue, Hicksville, NY)
Feb 10 Mon	Communications Advisory Committee Mtg 7:00PM - 9:00PM (Administration Building, 200 Division Avenue, Hicksville, NY)



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Hicksville Public Schools
Branding Style Guidelines

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Our brand's visual identity—the logo, typefaces and colors that complement it – creates one of the first impressions the public, our community, staff and students see of Hicksville 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 Department of Public Information is responsible for ensuring brand consistency across the district. If you have questions about the district brand and using the logo, please contact our Digital Media Specialist at mediasupport@hicksvillepublicschools.org.



Hicksville Public Schools
200 Division Avenue
Hicksville, NY 11801

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The official logo will be prominently displayed on all school public information and promotional materials, including facility signage. The logo cannot be changed in any way. This includes its proportions, fonts and colors.



Primary Logo



White Logo



B&W Logo



Pride Logo

Uses of the logo

- Do not alter the logo in any way. This includes changing its proportions.
- Do not replace the words in the “mark” with any other word.
- Do not redesign, redraw, animate, modify, distort or alter the proportions of the mark.
- Do not surround the mark with, or place in the foreground over, a pattern or design.
- The logo mark should not be rotated or rendered to appear three-dimensional.
- Do not add words, images or any other new elements to the mark.
- Maintain the approved typeface. Do not substitute with any other fonts.
- Do not enclose the mark in a shape or combine it with other design elements or effects.
- Never modify the size or position relationship of any element within the mark.
- Do not add additional copy to the mark.

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Our Hicksville school community consists of our district office and all 9 schools. Each have a logo and their name attached. These logos mastheads should always remain as it is shown here.



HICKSVILLE
Public Schools



HICKSVILLE
Public Schools



HICKSVILLE
High School



HICKSVILLE
High School



HICKSVILLE
Middle School



HICKSVILLE
Middle School



BURNS AVENUE
Elementary School



BURNS AVENUE
Elementary School



DUTCH LANE
Elementary School



DUTCH LANE
Elementary School



EAST STREET
Elementary School



EAST STREET
Elementary School



FORK LANE
Elementary School



FORK LANE
Elementary School



LEE AVENUE
Elementary School



LEE AVENUE
Elementary School



OLD COUNTRY ROAD
Elementary School



OLD COUNTRY ROAD
Elementary School



WOODLAND
Elementary School



WOODLAND
Elementary School

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These colors must be a prominent part of all HPS communications produced in color. Colors are often used in the terms of CMYK (used for print media), RGB (used in electronic media) AND HEX (used for the web). It is important to understand color distinction between the two.



HPS Orange

CMYK - 0/86/100/0

RGB - 240/76/35

HEX - f04c23



HPS Black

CMYK - 2/2/2/95

RGB - 49/47/48

HEX - 312f30

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ARIAL Regular

ARIAL Italic

ARIAL Bold

ARIAL Bold Italic

ARIAL Black

Arial is used for the majority of text for the entire school district. It's available in several different weights.

HICKSVILLE

Public Schools

Web Styles

Please adhere to the current established web type styles when adding text to your schools website and creating web news stories.

Subheads
Arial 18px
bold & underline

Body Text
Arial 16px

DEPARTMENTS

Administrative

The Administrative Departments of the Hicksville Public School District encompasses educators and administrators dedicated to providing academic leadership and overseeing the day to day operations of the school district.

Instructional

The Instructional Departments of the Hicksville Public School District are comprised of wonderful educators helping students succeed throughout their school years. From our principals, teachers and all of our support staff, an education at the Hicksville Public Schools provides a pathway to life-long success.

Support

The Support Departments of the Hicksville Public School District are here to provide support to families and students concerned about all aspects of growing up. Our psychologists and social workers can assist with mental health concerns, behavioral concerns, positive behavioral support, academic, and classroom support, consultation with teachers, parents, and administrators as well as provide individual and group counseling/therapy. We also have connections with many outside groups who are able to provide more specific assistance to students and families when our staff cannot provide the services that students need.

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Website type styles for adding text to your schools website and creating web news stories.

DEPARTMENTS

Subheads
Arial 18px
bold & underline

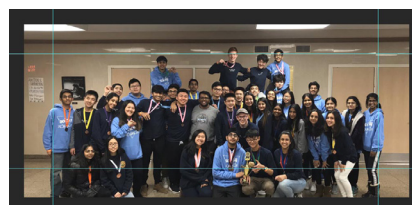
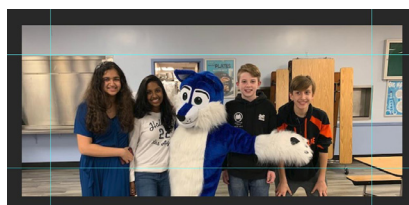
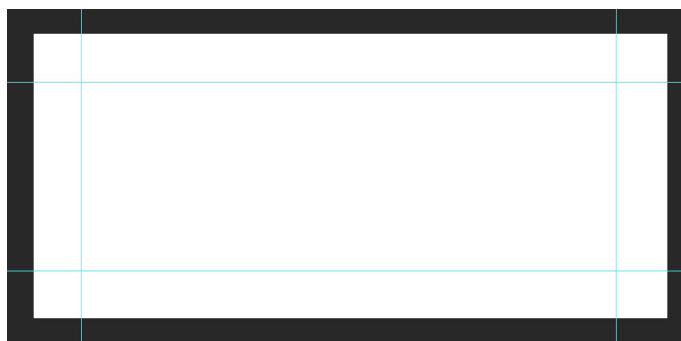
Body Text
Arial 16px

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Banner size and orientation: 1900 pixels X 750 pixels



Use lines as a guide for picture placement

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Print

All department forms, marketing materials, and other print materials prepared by or for HPS must adhere to the logo, color and font standards identified in this brand guide.

Electronic

E-Newsletters, Press Releases, Fax Cover Sheets, Power Point Presentations, and Web Pages prepared by or for HPS must adhere to the logo, color and font standards identified in this brand guide.



Guide & Handbook Covers

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Hicksville Public Schools
2020-2021 Academic Calendar

Schools Closed	
7/3 Independence Day (Offices Closed)	1/18 Martin Luther King Day (Schools/Offices Closed)
9/7 Labor Day (Schools/Offices Closed)	2/15-17 Winter Recess (Schools/Offices Closed)
9/8 Superintendent's Day (Schools Closed)	2/18-19 Winter Recess (Schools Closed/Offices Open)
9/28 Religious Holiday (Schools/Offices Closed)	2/18-21 Winter Recess (Schools Closed/Offices Open)
10/12 Columbus Day (Schools/Offices Closed)	3/29 Spring Recess (Schools/Offices Closed)
11/11 Veterans Day (Schools/Offices Closed)	3/30-4/1 Spring Recess (Schools Closed/Offices Open)
11/26-27 Thanksgiving Recess (Schools/Offices Closed)	4/2 Spring Recess (Schools/Offices Closed)
12/24-1/1 Holiday Recess (Schools/Offices Closed)	5/13 Religious Holiday (Schools Closed/Offices Open)
	5/31 Memorial Day Recess (Schools/Offices Closed)

Important District Dates	
9/8 Superintendent's Conference Day	
9/9 First Day of School	
11/3 Superintendent's Conference Day	
3/30 Snow Contingency Day	
3/31 Snow Contingency Day	
4/1 Snow Contingency Day	
6/25 Last Day of School	

July							August							September						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29
30	31																			



Hicksville Public Schools
2019-2020 District Directory

Administration
180 Division Ave, Hicksville, NY 11801-4899

Superintendent of Schools	Marianne Litzman	516-733-2105
Assistant Superintendent for Business	Marcy Tannenbaum	516-733-2110
Assistant Superintendent for Personnel	Rosemarie Coletti	516-733-2125
Assistant Superintendent for Curriculum and Instruction	Anthony Lubrano	516-733-2145
Director of Curriculum, Instruction and Assessments	Susan Guiliano	516-733-2149
Director of Business Services	Ellen Reilly	516-733-2112
Assistant Director of Business Services	Michael Conway	516-733-2115
Director of Educational Technology and Grants	Daniel Friedman	516-733-2170
Director of Facilities and Operations	David Bell	516-733-2180
Director of Personnel	Jeanette Perrotta	516-733-2125
Director of Phys Ed, Health, Athletics, Driver Ed and Recreation	Matthew Calarco	516-733-2245
Director of Special Education and Pupil Personnel Services	Clairne Hochheiser	516-733-2160
Assistant Director of PPS (MS & HS)	Inna Mishkev	516-733-2160
Assistant Director of PPS (Elementary)	Chris Snow	516-733-2160

Supervisors:

English, Reading and Library	Jack Lenson (Interim)	516-733-2147
Fine and Performing Arts	Philip Grusenmeyer	516-733-2142
Math, Business and Computer Education	Linda Pfafe, EdD	516-733-2146
ENL, World Languages and Activities	Lisa Estrada	516-733-2144
Science and Technology	Michael O'Connell	516-733-2143
Social Studies, Home and Careers	Rose Borda, EdD	516-733-2148
Guidance Services	Efthymia Rafailides	516-733-2272

Board of Education	516-733-2106	Personnel Office	516-733-2125
Community Services	516-733-2190	Employee Benefits	516-733-2130
Continuing Education	516-733-2240	Receptionist	516-733-2101
District Clerk: John O'Brien	516-733-2104	Registration	516-733-2168
Security (Mobile)	516-297-1614	Technical Support	516-733-2170
Snow Hotline	516-733-2177	Food Services	516-733-2280

■ Holidays
 ■ Snow Contingency Days
 ■ Important District Days

Student Attendance Days = 182 Teacher Attendance Days = 184 (2 C 4 Snow Days are included in this calendar. If 5 or more snow days are days will be regained in this order: April 1, March 31 and 30. Calendar is subject to revisions due to NYS Regulations and/or NYS T

District Resources

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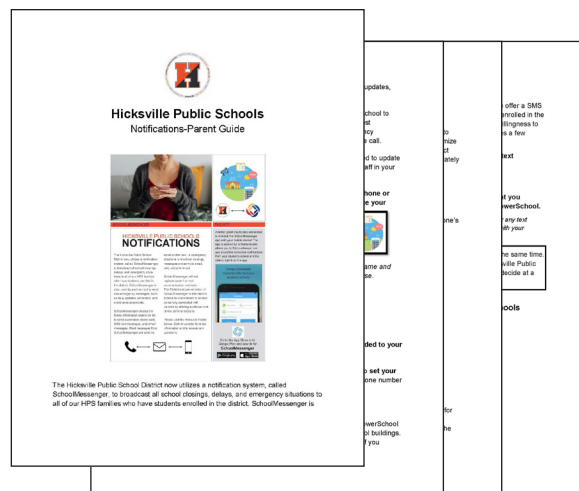
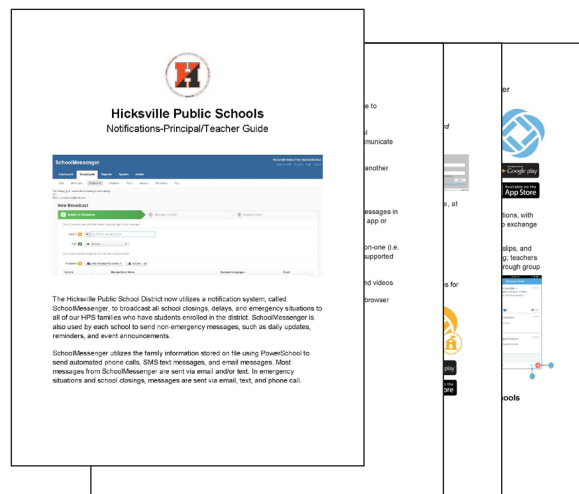
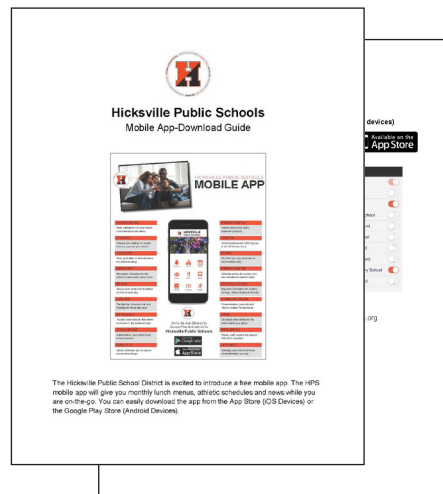
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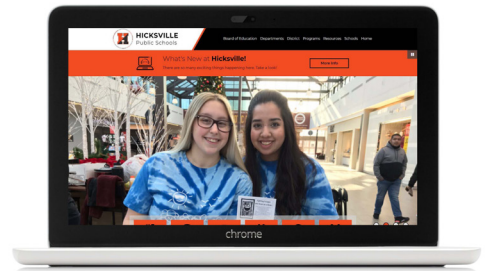
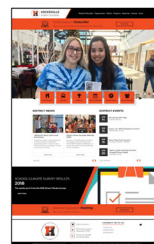
Collateral Materials

Campaign Materials

An marketing campaign is a specifically designed strategy that is carried out across different mediums in order to both achieve results and to increase brand awareness, sales and communication within a specific market. At HPS we pride ourselves on carrying out our brand message through out all we do and how we do it. From web banners, social media posts, flyers, promotional items and even email signatures, we are committed to promote our brand message.

Website

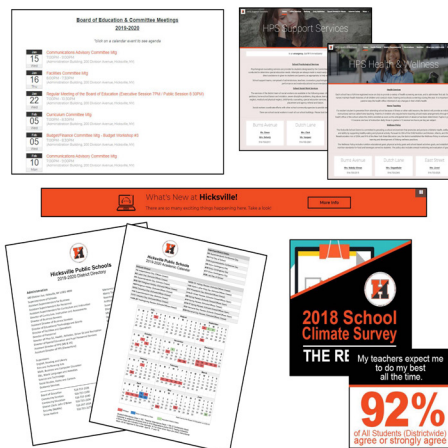
New Sitemap!



Board of Education Departments District Programs Resources Schools

New Features!

- ✓ [BOE & Committee Meeting Dates](#)
- ✓ [Resources](#)
- ✓ [What's New Banner](#)
- ✓ Overall Branded Look
 - [District Directory](#)
 - [Instructional Calendar](#)
 - [School Climate Survey Results](#)
- ✓ Vimeo Video Service (vs. YouTube)
 - no ads
 - branded videos
 - [HPS Vimeo Page](#)



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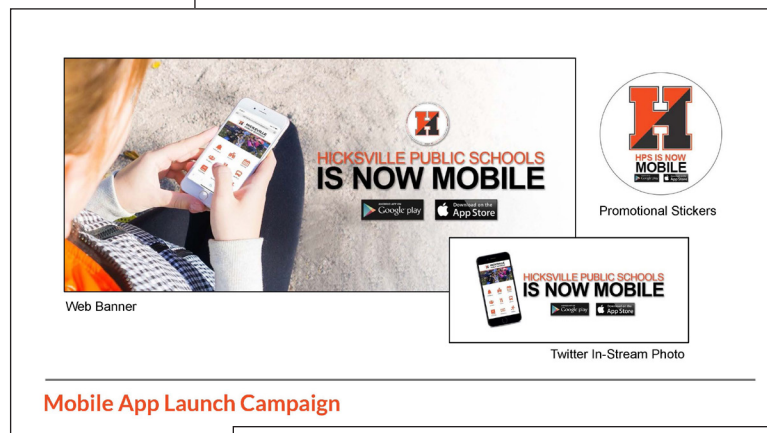
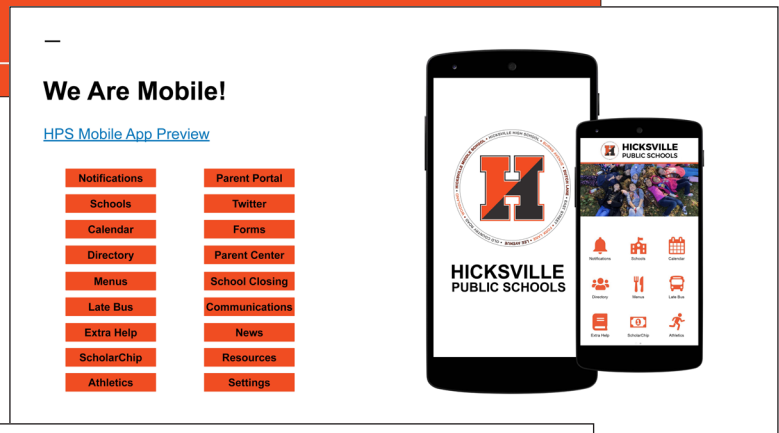
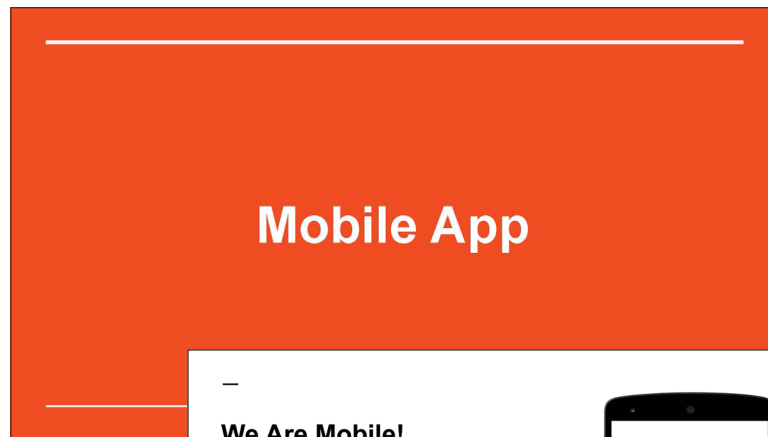
Colors

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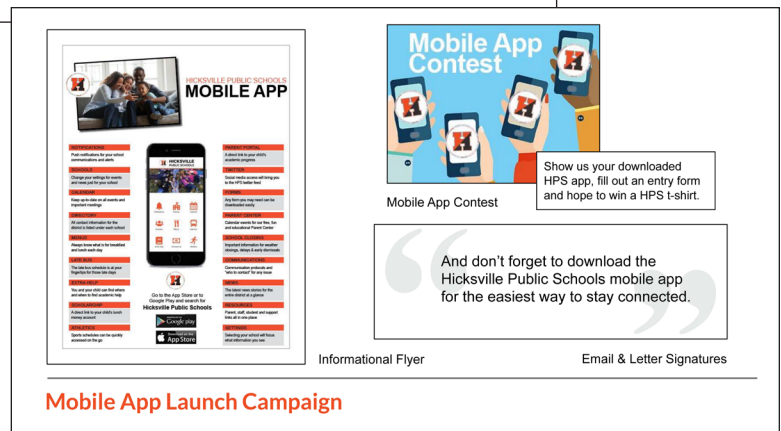
Website

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Mobile App Launch Campaign



Mobile App Launch Campaign