



Ottawa Hills
Local Schools

KEY MESSAGING

The key messaging was developed through qualitative and quantitative research to identify a relevant, authentic and differentiating brand message for OHLS to be communicated consistently at all touchpoints. The logo is aligned with these desired perceptions and is the visual identity of the brand.

OHLS is the touchstone of the Village.

OHLS offers an education that is as unique as its community.

An education inspired by a tradition of academic excellence and community involvement.

O

Opportunities and Experiences Beyond the Classroom

- Arts
- Athletics
- Agora
- Workshops
- Field trips
- Student leadership and activities

T

Tradition of High Standards and Values

- Merits
- Scholarships
- Alumni
- Philanthropy
- Foundations

T

Teachers Who Are Invested in the Student

- Innovative coursework
- Student-centered
- Learning and support
- Classroom ratio
- Student partnerships and mentoring

A

Academic Excellence and Achievements

- Local report card performance indexes
- Rankings
- Accreditation
- College prep
- AP program and courses
- STEM

W

Welcoming and Supportive Surroundings

- Parent involvement
- Volunteers
- Community events
- Open houses
- Active citizens

A

Attentive to the Child's Whole Development

- Social and emotional skills
- Student services
- Individualized instruction, enrichment, and support

An education that is uniquely valued and unexpectedly different.

PRIMARY LOGO

A logo is the key visual representation of a brand's identity. It is developed to be unique, recognizable, and designed to embody the brand and messaging.

The Ottawa Hills Local Schools' logo is:

- Inspired by traditional graphic elements from academia: a crest and a monogram
- A symbol of unity, represented by the interlocking "O" & "H" monogram
- Bold and energetic

The Ottawa Hills Local Schools' logo has two basic elements – the icon and the custom typography. To maintain consistency across all branded materials, it is important to use the logo files as they were delivered and not alter them in any way. For a detailed list of unacceptable logo use, please consult pages 7 & 8.



Ottawa Hills
Local Schools



Ottawa Hills
Elementary School



Ottawa Hills
Jr./Sr. High School

ALTERNATE LOGOS

Recognizing the need for flexibility in logo use for various applications, the Ottawa Hills Local Schools' logo was designed to be used as a system. Shown here is the use of the Ottawa Hills Local Schools' logo in a one-color application with two different aesthetic treatments.

We encourage the use of the primary (three-color) logo (shown on page 3) whenever possible.

Please note: When used on a dark background, we recommend the use of the one-color (green) logo.



ICON

The icon from the primary logo may be used on its own as a graphic element to represent the Ottawa Hills Local Schools' brand.

Depending on design needs, it is acceptable to use any of the formats at right. However, we strongly encourage the use of the one-color icon – the green or the blue – on its complementary background (for instance, the blue icon on the green background, and vice versa).



LOGO CLEAR SPACE & SIZE GUIDELINES

LOGO CLEAR SPACE

Clear space is defined as the space around a logo that no other element may breach. It should be considered an integral part of the logo. Whenever you use the Ottawa Hills Local Schools' logo, it is important to surround it with clear space to ensure its visibility and impact. No other graphic elements should encroach in this area.

Clear space is defined as the x-height of the "Ottawa Hills" typography in the logo and is shown as "X" in the diagram at right.



SIZE GUIDELINES

The Ottawa Hills Local Schools' logo should always appear large enough to be clearly identified. Whenever resizing the logo, you must maintain the proportions of the original design.

Print: Minimum size is 1" wide



Print: Minimum size is 1" wide.

LOGO
MISUSE

DO NOT
stretch or
skew the logo.



DO NOT
change or alter
the typography.



DO NOT
change the size
or proportions of
the typography in
relation to the icon.



DO NOT
use the old logo.



DO NOT
change the
placement of the
icon in relation to
the typography.



DO NOT
change the colors
of the logo.



LOGO
MISUSE

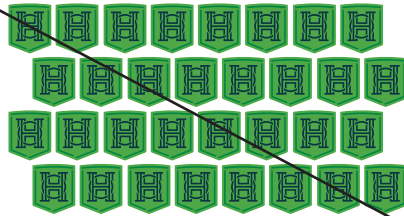
DO NOT
add any special effects to the logo (drop shadow, bevel, etc.).



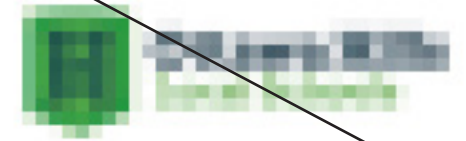
DO NOT
alter the icon in any way.



DO NOT
make a pattern using the icon.



DO NOT
increase the scale of a low-resolution logo that will result in pixelation.



DO NOT
add a stroke around the logo.

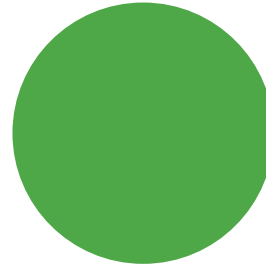


DO NOT
present the logo on a background that is overly busy or distracting.



COLOR PALETTE

The color palette for the Ottawa Hills Local Schools' branding system is limited to three primary colors. Shown in this document as CMYK, we have also identified a PMS color for each.

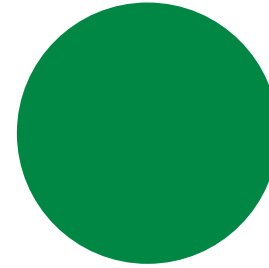


CMYK

72 | 10 | 100 | 0

PANTONE

PMS 7738U

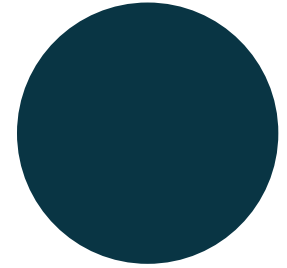


CMYK

100 | 10 | 100 | 15

PANTONE

PMS 348U



CMYK

90 | 60 | 45 | 55

PANTONE

PMS 2965 U

Typography is an integral part of the Ottawa Hills Local Schools' branding system. We have selected Museo Sans and Museo Slab as the brand fonts of Ottawa Hills Local Schools. It is important to use these selected fonts to maintain a consistent, cohesive look across all branded materials.

PLEASE NOTE: The typography in the logo is based on Museo Slab, but is a custom version developed specifically for the logo. Please DO NOT attempt to recreate or replace the logo typography.

Aa Bb Cc 1 2 3

MUSEO SANS

100 300 500 700 900

100 Italic 300 Italic 500 Italic 700 Italic 900 Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Aa Bb Cc 1 2 3

MUSEO SLAB

100 300 500 700 900

100 Italic 300 Italic 500 Italic 700 Italic 900 Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

LOGO APPLICATIONS

As stated previously, the Ottawa Hills Local Schools' logo was developed as a system, therefore it gives you options when applying to collateral. With all logo applications, we recommend working directly with your vendor to ensure optimal results. Shown at right are a few examples of recommended applications of the Ottawa Hills Local Schools' icon.

Embroidery: We recommend that when using the primary logo, you choose the one-color version. When using the icon alone, feel free to use the one- or three-color icons.

Screen print: Feel free to use either the one-color or three-color logo or icon.

PLEASE NOTE: All apparel items utilizing the OHLS logo or icon require superintendent approval.



Three-color icon on white shirt



One-color (green) icon on blue shirt



One-color (white) icon on blue shirt



One-color (blue) icon on green shirt



One-color (white) icon on green shirt

AFFILIATE LOGOS

Ottawa Hills Local Schools' affiliate logos are restricted to specific uses, outlined below.



OTTAWA HILLS SCHOOLS FOUNDATION
To be used only in conjunction with the Ottawa Hills Schools Foundation.

COLORS: PMS 356 & PMS 360



OTTAWA HILLS SCHOOLS PARENT ASSOCIATION
To be used only in conjunction with the Ottawa Hills Schools Parent Association.

COLORS: PMS 367C & PMS 7743C



OH21
To be used only in conjunction with the OH21 drug and alcohol prevention program.

COLORS: PMS 367C & PMS 349C



OH GLOBAL
To be used only when referring to the OHLS 1:1 technology program

COLOR: PMS 367C



OTTAWA HILLS MUSIC & THEATRE ASSOCIATION
To be used only in conjunction with the Ottawa Hills Music & Theatre Association.

COLOR: PMS 7483C



OTTAWA HILLS ATHLETIC LOGO
To be used only with athletics, not academics

COLOR: PMS 363C



ATHLETICS BOOSTERS
To be used only in conjunction with the Ottawa Hills Athletic Boosters.

COLOR: PMS 363C



OFFICE OF VILLAGE LIFE
To be used only in conjunction with the Office of Village Life.

COLOR: PMS 355C



BEAR LOGO
This distinctive logo should be used sparingly and requires superintendent approval.



FOR MORE INFORMATION

If you need any additional information or have questions about anything presented in this document, please contact the OHLS superintendent's office at 419.536.6371.