OLENTANGY SCHOOLS℠

JOHNNYCAKE CORNERS ELEMENTARY

Brand Guidelines — Version 1.0 — May 2020

TABLE OF CONTENTS

INTRODUCTION

LETTER TO THE SCHOOL

Welcome to the new face of Johnnycake Corners Elementary! We hope that your school will enjoy your brand identity for decades to come. The following manual provides you with specifications to accurately utilize the Johnnycake Corners Elementary School brand elements.

The Johnnycake Corners Elementary School brand has been designed to reflect your all-around standard of excellence in academics and other programs valued by your school. It also serves to reinforce the core essence of your school pride, accomplishment and spirit. To help you maintain brand consistency, it is critical that all parties using any of the Johnnycake Corners Elementary School brand elements follow this manual with attention to detail in order to preserve and protect the Johnnycake Corners Elementary School brand image.

Thank you for reviewing this manual, thoroughly understanding its contents, and abiding by the specifications provided. Should you have any questions regarding any content involved within this brand guide, please contact **communications@olsd.us**
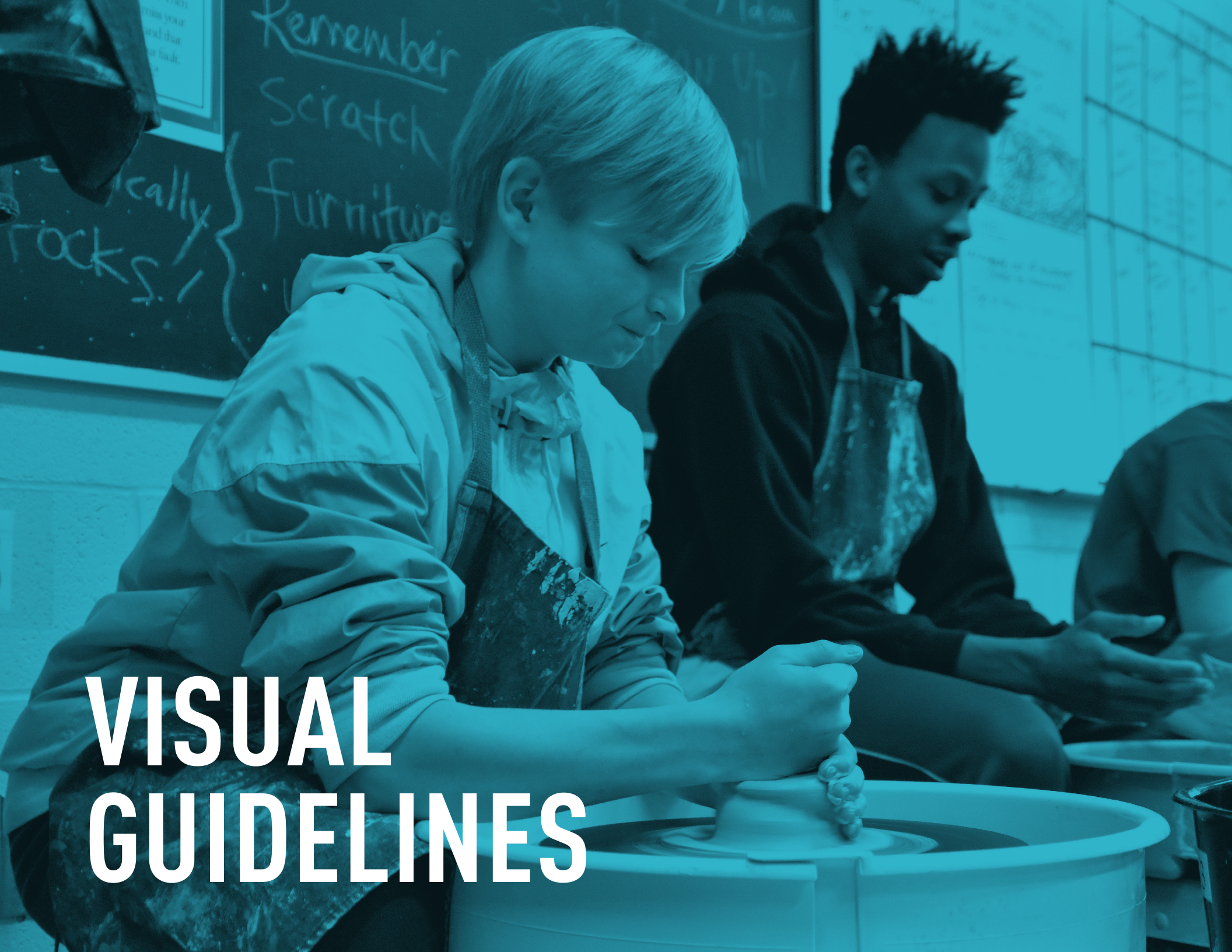
LEGAL & MANDATORIES

Creation, application or any use of the Johnnycake Corners Elementary School brand elements must conform to approved standards as authorized by Johnnycake Corners Elementary School. Additionally, it is imperative that Johnnycake Corners Elementary School brand elements are used properly on all merchandise, web, printed materials, signage, etc. in a quality manner.

When using the Johnnycake Corners Elementary School brand elements, whether the item on which the element is applied is for internal use, departmental use, organization use, being publicly displayed, being sold or otherwise distributed in commerce, all specifications for usage must be met and visually approved by the Johnnycake Corners Elementary Principal.

Please use the licensing program and work with the Olentangy Communications Department on approved vendors for all licensed products. If you have any questions, please contact communications@olsd.us

VISUAL GUIDELINES

LOGO USAGE

Visual consistency ensures that the Johnnycake Corners Elementary School identity is presented cohesively and should appear on all applications such as official school documents, stationery, business cards, website homepage, general fashion gear, uniforms, general club designs, general sport designs, stadiums, gym floor, and signage such as on front of the school building.

1   **Primary School Logo**

2   **Secondary Mascot Logo**

3   **Mascot Head**

4   **Mascot Face**

Please use the licensing program and work with the Olentangy Communications Department on approved vendors for all licensed products. If you have any questions, please contact communications@olsd.us

Requests for logo files can be obtained by contacting the Johnnycake Corners Elementary Principal or the Olentangy Communications Department at communications@olsd.us
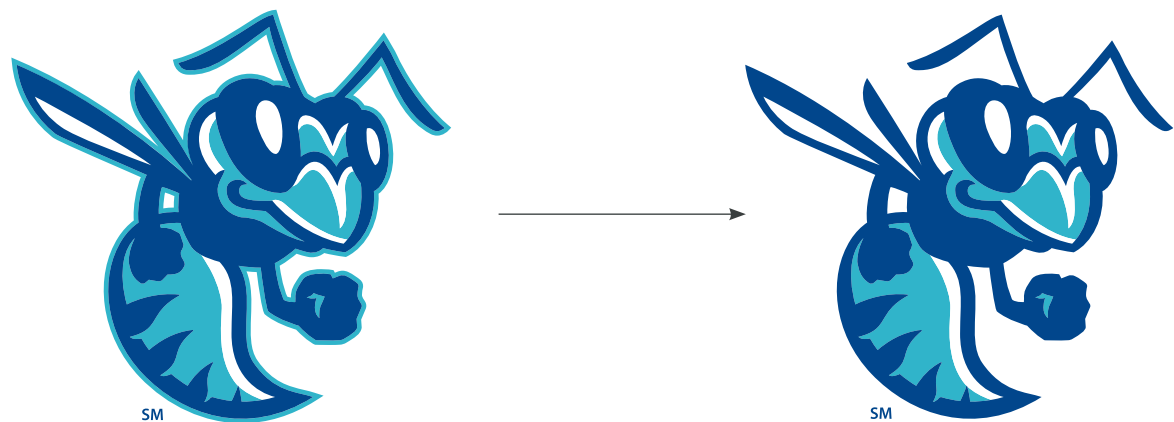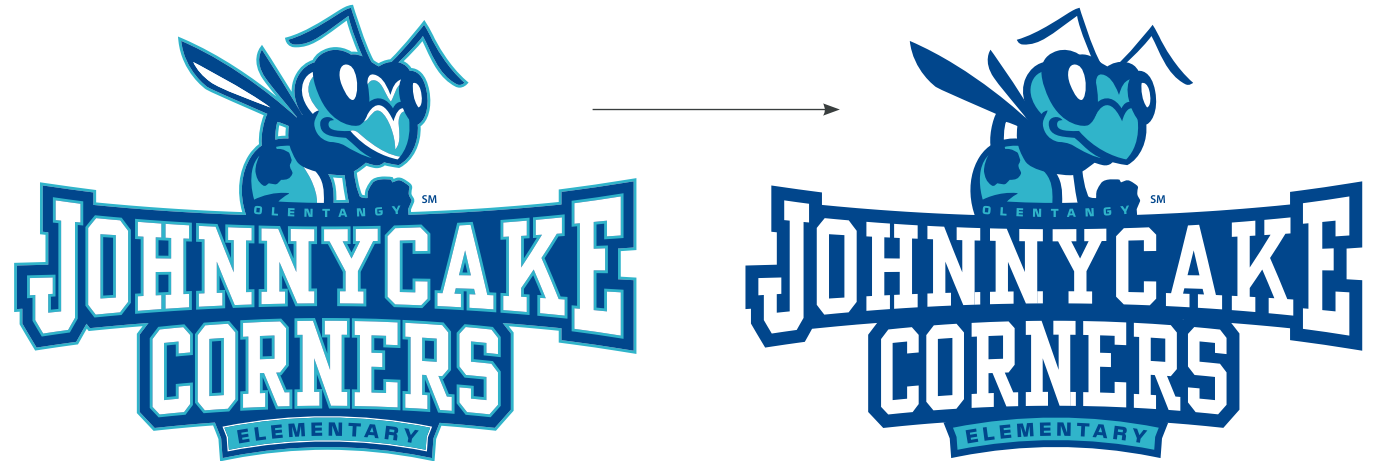

1

2

3

4

LOGO MODIFICATIONS

Highlights and/or shadows may be omitted to enhance the logo in various printing applications and where limited color variations are needed.

The teal outline or stroke, shown on the left, shown on the bottom right, is optional. The color and weight of the outline can be altered, modified, or removed in order to enhance the overall aesthetic of the image.

INCORRECT USAGE

Use the illustrated examples to the right as a guide for what to avoid with the logo. Overall, do not alter the logo or compromise its legibility in a way that is different from the provided files.

DO NOT change the logo colors.

DO NOT stretch, distort or rotate the logo.

DO NOT add any graphical elements or illustrations to the logo.

DO NOT use other jacket illustrations on official school documents or signage.

DO NOT place logo on a busy background.

DO NOT change the opacity of the logo.

DO NOT reverse or invert the colors of the logo.

DO NOT apply drop shadow effects to the logo.

DO NOT change or attempt to recreate any of the logo elements.

BRAND COLORS

The use of color is an integral component in the creation of a memorable brand—consistent colors in our communications across print and web strengthens the Johnnycake Corners Elementary School identity. Different color formats are required for different applications. For consistency within documents, use only one format per document; for print, use CMYK and for on-screen, use RGB.

Primary Colors
Royal blue and teal make up the primary brand colors. They should be used in most applications such as banners, signage, apparel, etc.

Royal Blue

Pantone
287 C

CMYK
100 75 2 18

RGB
0 48 135

HTML
#003087

Teal

Pantone
311 C

CMYK
68 8 18 0

RGB
60 179 202

HTML
#3CB3CA

TYPOGRAPHY

Maintaining consistency in typographic style is essential to creating a memorable identity and also minimizes visual confusion. The consistent use of these typefaces will make for a recognizable and strong identity.

Yearbook Solid and **Nissan** are the primary fonts that make up the Johnnycake Corners Elementary School logo. Yearbook Solid and Nissan Regular should be used for your school name and used when identifying a sport, department, club or other secondary priority associated with the school.

YEARBOOK SOLID

Yearbook Solid

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !#$%&*?

Nissan

Nissan Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Nissan Italic

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

TYPOGRAPHY

Maintaining consistency in typographic style is essential to creating a memorable identity and also minimizes visual confusion. The consistent use of these typefaces will make for a recognizable and strong identity.

DIN OT and **Proxima Nova** are the primary font families for the Olentangy School district brand. Available in a variety of weights and styles, it is a highly legible contemporary serif typeface that is ideal for headlines, subtitles, large display type, and body copy. It is acceptable for these fonts to be used as a secondary option.

DIN OT

DIN OT Condensed Light
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

DIN OT Condensed Regular
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

DIN OT Condensed Medium
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

DIN OT Condensed Bold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

DIN OT Condensed Black
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

DIN OT Light
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

DIN OT Regular
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

DIN OT Medium
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

DIN OT Bold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

DIN OT Black
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

TYPOGRAPHY

Maintaining consistency in typographic style is essential to creating a memorable identity and also minimizes visual confusion. The consistent use of these typefaces will make for a recognizable and strong identity.

DIN OT and **Proxima Nova** are the primary font families for the Olentangy School district brand. Available in a variety of weights and styles, it is a highly legible contemporary serif typeface that is ideal for headlines, subtitles, large display type, and body copy. It is acceptable for these fonts to be used as a secondary option.

Proxima Nova

Proxima Nova Light
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

Proxima Nova Regular
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

Proxima Nova Semibold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

Proxima Nova Bold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

Proxima Nova Extrabold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

Proxima Nova Light Italic
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&?*

Proxima Nova Regular Italic
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&?*

Proxima Nova Semibold Italic
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&/*

Proxima Nova Bold Italic
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&?*

Proxima Nova Extrabold Italic
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&?*

APPLICATION

WALL CLING

OUTDOOR SIGNAGE & POP-UP BANNER

OLENTANGY SCHOOLS℠

Flourish Here.

Johnnycake Corners Elementary School
6783 Falling Meadows Drive
Galena, OH 43021
740 657 5650
olentangy.k12.oh.us