



OLETANGY SCHOOLS<sup>SM</sup>



# ALUM CREEK ELEMENTARY

Brand Guidelines — Version 1.0 — May 2020

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# INTRODUCTION

# LETTER TO THE SCHOOL

Welcome to the new face of Alum Creek 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 Alum Creek Elementary School brand elements.

The Alum Creek 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 Alum Creek Elementary School brand elements follow this manual with attention to detail in order to preserve and protect the Alum Creek 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](mailto:communications@olsd.us)





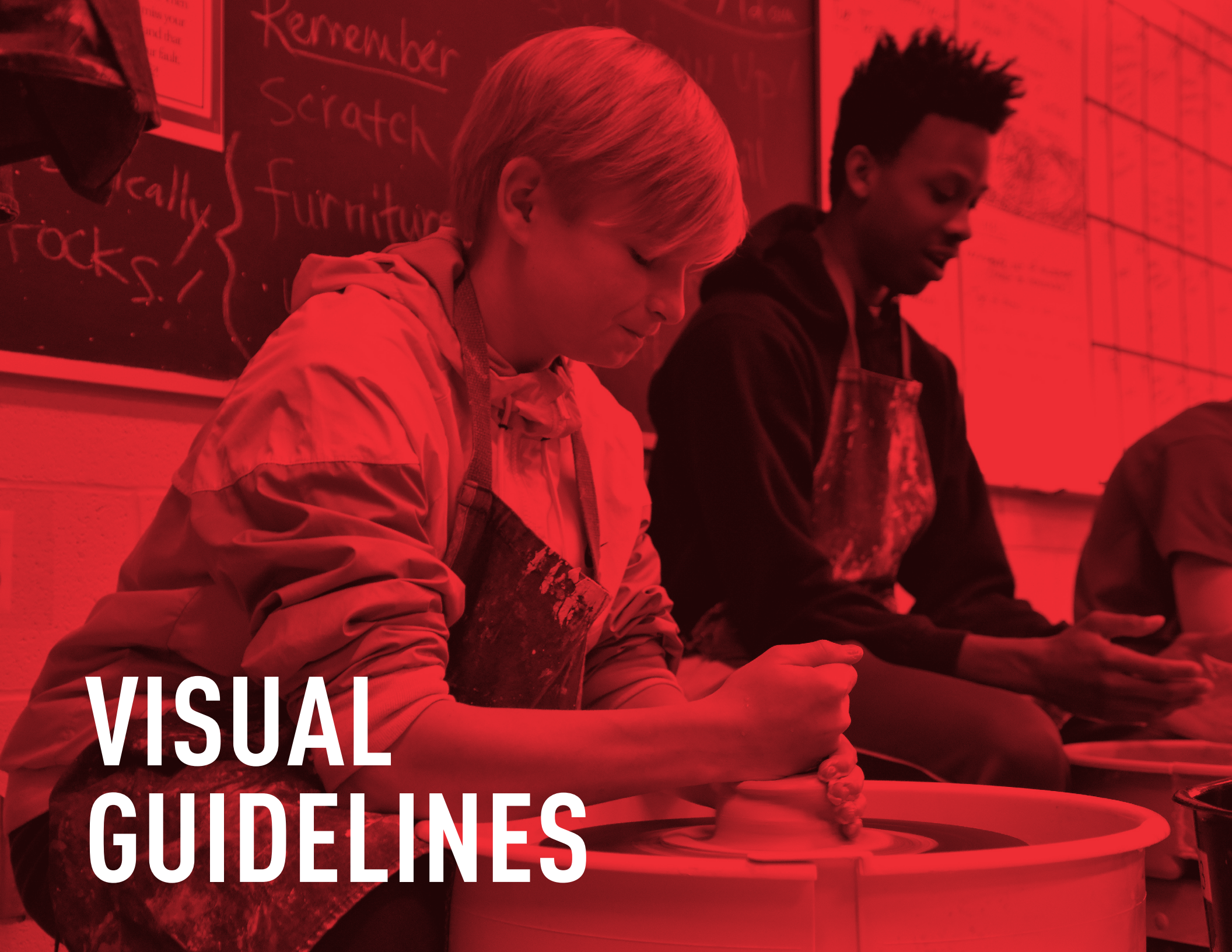
# LEGAL & MANDATORIES

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

When using the Alum Creek 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 Alum Creek 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](mailto:communications@olsd.us)**





# VISUAL GUIDELINES



# LOGO USAGE

Visual consistency ensures that the Alum Creek 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 Primary School Logo with Arrow

## 3 Secondary Mascot Logo

## 4 Secondary Mascot Logo with Arrow

## 5 Mascot Head

## 6 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](mailto:communications@olsd.us)

Requests for logo files can be obtained by contacting the Alum Creek Elementary Principal or the Olentangy Communications Department at [communications@olsd.us](mailto:communications@olsd.us)



1



2



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4



5



6

# 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 red outline or stroke, 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 cardinal 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 Alum Creek 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 red make up the primary brand colors. They should be used in most applications such as banners, signage, apparel, etc.

<div>Royal Blue</div> <div>Pantone 287 C</div> <div>CMYK 100 75 2 18</div> <div>RGB 0 48 135</div> <div>HTML #003087</div>	<div>Red</div> <div>Pantone 185 C</div> <div>CMYK 0 95 85 0</div> <div>RGB 238 49 53</div> <div>HTML #EE3135</div>	<div>Gold</div> <div>Pantone 136 C</div> <div>CMYK 0 28 92 0</div> <div>RGB 254 189 45</div> <div>HTML #FEBD2D</div>	<div></div>
<div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>	<div></div>

# 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 Alum Creek 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

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# 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<sup>SM</sup>**  
*Flourish Here.*

**Alum Creek Elementary School**

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740 657 4600

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