BRAND GUIDE

VERSION 2 | 2.16.2022

OLENTANGY SCHOOLS℠

CONTENTS

INTRODUCTION TO OUR BRAND

THE IMPORTANCE OF A BRAND IDENTITY

Olentangy Schools has much to be proud of. We are consistently ranked among the best schools in the country, and we have been recognized for our academic excellence, the diversity of our programs, and the wide range of opportunities that we offer our students, teachers, staff, parents and the entire community.

As such, the time is right to capitalize on the excitement, pride, and positive momentum by establishing a new brand identity for Olentangy Schools.

A brand identity is more than a new logo and tagline. It's a guide that helps us all understand the personality of Olentangy Schools, and it provides a strategic foundation on which we can continue to make good decisions.

The brand strategy and supporting brand elements were developed with extensive feedback from a wide range of stakeholders: students, teachers, staff, parents, our school board, support organizations and many others.

This document contains all of the essential information you need to understand the Olentangy Schools brand elements, why they are important, and what they mean to the organization. Olentangy Schools will benefit enormously by creating and maintaining a strong, distinctive and consistent brand because no matter where we appear, people will know who we are and what we value.

I'm looking forward to working with each of you to create an even stronger Olentangy Schools.

Mark T. Raiff
Superintendent of Schools

Thank you for your contribution to the consistency of the Olentangy Schools brand. Please keep in mind that any deviation from these guidelines must be approved.

Questions? Contact communications@olsd.us

MISSION, VISION & VALUES

MISSION, VISION & VALUES

MISSION

To facilitate maximum learning for every student

VISION

Be the recognized leader for high performance and efficiency in education

VALUES

We respect and we care

We make sound decisions

We can always get better

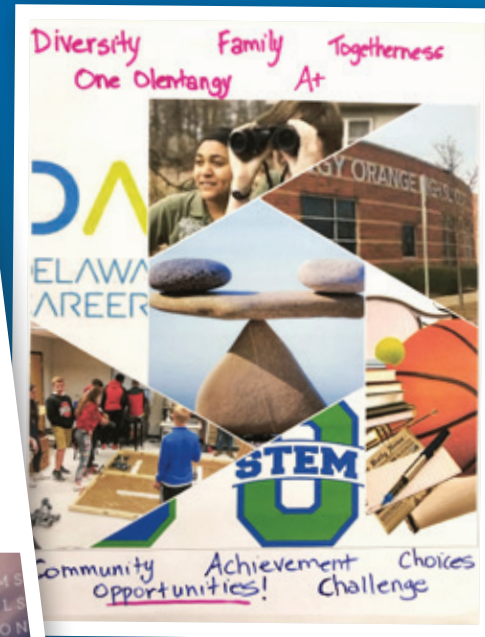We partner at school and in the community

Vision, Mission, and Values define an organization's envisioned future, reason for being, and how we will conduct our operations.

RESEARCH SUMMARY

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As part of the process to define and articulate the brand, we hosted extensive conversations within the community. A wide range of stakeholders, including teachers, guidance counselors, principals and assistant principals, the leadership team, Board of Education, community support organizations, parents and students were interviewed to understand what makes Olentangy Schools unique. They participated in a variety of exercises, such as creating a collage using words, photographs or images that demonstrated their thoughts, feelings and perceptions about the district.

BRAND
ELEMENTS

OUR HISTORY

In the early 1900s, one room schoolhouses scattered among the landscape made up the local education system. Beginning in 1911, those schools consolidated into four K-12 facilities.

Powell school was the first to open in 1911, followed by Hyatts in 1914, Berlin in 1915, and Orange in 1916. These were the only schools in the area until 1952 when construction began on one consolidated school located on Shanahan Road.

The new school, Olentangy High School, allowed students in grades 1-8 to remain at their original school and then come together for grades 9-12.

In 1961, Liberty Union Elementary School was built as a junior high school for kindergarten, seventh and eighth grade students. The school was built as a neighbor to Olentangy High School and was open to students in 1963.

In 1969, some major changes began when the Orange school closed and the Shanahan Road complex housed students in grades K-12 for the first time. In 1973, Berlin, Hyatts and Powell schools also closed bringing all of the students in the area to one general location on Shanahan Road.

The district continued operating this way until 1990 when a new Olentangy High School opened on Lewis Center Road for students in grades 9-12. Since 1990, the district has experienced a tremendous increase in student enrollment and has grown to a total of 25 schools – 15 elementary schools, five middle schools, four high schools and a specialized learning academy.

Information for this synopsis was obtained through: History of Orange Township in Delaware County, Ohio by Luella Martin Yarnell and dedication plaques located throughout the facility on Shanahan Road.

BRAND STORY

In the heart of Ohio lies Olentangy Schools, quite possibly one of the country's most successful school districts. Year after year, this high-performing school district is recognized nationally for its strong academic ranking and student achievements.

But something even more special happens at Olentangy Schools. It's something that goes beyond a great education. It's opportunity. Students are given wonderful opportunities to explore, dream, grow, and ultimately, flourish. Here, a wide variety of academic, athletic, and arts programs abound. Diverse interests can be nurtured and fine-tuned.

A great school district like Olentangy doesn't happen by chance. It's the result of a bold mission and a smart strategy carried out by a passionate team. It's also the result of a highly-engaged community that continuously supports the school district's endeavors.

Olentangy Schools' mission is grounded in its pursuit to facilitate maximum learning for every student. That mission drives all behaviors and decisions. It's a place that focuses on the needs of the whole child, and strives to produce aware global citizens who will be successful after graduation.

Olentangy Schools is a tightly-knit community that works together to create a positive, friendly, nurturing, open, and safe environment where excellence is an established tradition.

Olentangy Schools. Flourish Here.

A brand story is a cohesive narrative with a focus on our vision, the values we share, what we stand for, and what makes us unique.

BRAND PILLARS

OPPORTUNITY

Growth comes from opportunity. Our students have access to an unparalleled wealth of academic, athletic, arts and performance programs designed to develop their personal interests and advance their individual learning and life experiences. Every student is encouraged to discover and follow their path.

PERSONAL ACHIEVEMENT

We support a nurturing environment that inspires everyone at Olentangy Schools to flourish. We continually invest in professional development that enables all teachers and staff to perform at their highest levels, because as teachers grow, students grow. Together, we help each student succeed based on their individual skills and abilities.

COMMUNITY

Strong schools are essential to community well-being. While the district's geographic area is vast and its population is multiplying, community pride, support and commitment is resolute and focused. We are "One Olentangy," and together we are paving the way for a successful future.

PRIDE

Hard work and dedication yields a sense of pride at Olentangy. We celebrate our victories, learn from our defeats and strive to make every opportunity count. Our mission is to facilitate maximum learning for every student. We do this by being thoughtful in our actions, resilient in our approach and kind in our demeanor. We appreciate knowing we are all an important part of a winning and dedicated team.

EDUCATIONAL EXCELLENCE

Olentangy students today are the leaders of tomorrow. We consider the needs of the whole child in pursuit of academic excellence, and strive to reduce non-academic barriers that can hinder achievement. Our rankings, test scores and graduation rates are among the best in the state and nation, and our graduates are prepared for the future.

EXCEPTIONAL VALUE

An investment in education is an investment in the future of the community, and we deliver a high return. We earn the support of our community by being financially responsible without sacrificing academic excellence. By being extremely efficient and deliberate about how we manage our funds, we're able to deliver exceptional value.

Our brand pillars serve as the foundation for reasons to believe in the value we provide. Pillars focus on what the organization delivers and outlines key benefits and competitive differentiators.

BRAND PERSONALITY

EXUBERANT

AMBITIOUS

CARING

CURIOUS

SELF-IMPROVING

Brand personality is the way a brand behaves and communicates. It is a set of human traits that help illustrate the personality and style of a brand.

TAGLINE

Flourish Here.

Flourish means to grow or develop in a healthy or vigorous way, especially as the result of a particularly favorable environment. That is the energy of Olentangy Schools.

A tagline is a short, memorable phrase to reinforce a brand's identity, character, promise, and personality.

VISUAL
GUIDELINES

LOGO
EXPLANATION

Abstract figures with reaching arms that repeat in a circular star shape.

The reaching arms reflect the essence of achievement and success.

The circular shape of the icon reflects how each individual contributes to the "One Olentangy" community.

The variety in the blue colors represent each student's individual personal success.

OLENTANGY SCHOOLS SM

LEGAL & MANDATORIES

OLENTANGY SCHOOLS^{SM}

Trademark Usage

The Olentangy Schools logo is in the process of becoming a registered service mark. For now, it must always be used with the service mark symbol on the top right corner.

Naming Conventions

For the purpose of the logo, it is recommended that the name be shortened to Olentangy Schools. However, when using the district name in copy, it's important to use Olentangy Local School District in full the first time. After the full name has been established, it is acceptable to use the shortened name in reoccurring instances.
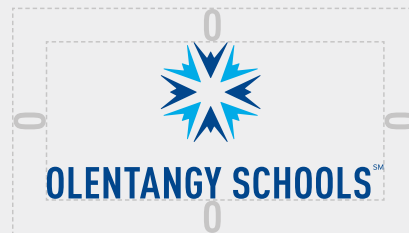
Please note that the abbreviation "OLSD" should be used for internal purposes only.

PRIMARY LOGO USAGE

OLENTANGY SCHOOLS℠

OLENTANGY SCHOOLS℠

OLENTANGY SCHOOLS℠

Primary Logo

Use the primary logos to represent the brand whenever possible. The logo is designed in three different formats: stacked, horizontal and horizontal stacked. Depending on an application's layout, you may find that one format of the logo works better than another. Please exercise good judgment in all creative executions.

OLENTANGY SCHOOLS℠

OLENTANGY SCHOOLS℠

OLENTANGY SCHOOLS℠

Clearspace

The minimum clearspace around all sides of the logo is demonstrated above. As shown above, the "O" in OLENTANGY has been selected as the measurement of minimum clearspace required. In order to preserve the integrity of the logo, it is important that no other logos, text, graphical elements or artwork infringe on its space.

The visual guidelines describe the various components of the visual Olentangy Schools brand and the ways in which they should (and should not) be used. Visual consistency ensures that the Olentangy Schools identity is presented cohesively and coherently across all applications.

Please note that all logo requests should go to communications@olsd.us

SECONDARY LOGO USAGE

Black
This version of the logo should only be used when printing in color is not an option.

White
It is acceptable to use the 1-color white version of the logo against medium to dark color tones.

Dark Blue Reverse
The dark blue and white color variation is acceptable to use on light tone colors only.

Turquoise Reverse
The turquoise and white color variation is acceptable to use on dark tone colors only.

LOGO & TAGLINE USAGE

Logo and Tagline Lockup

When coupled with the logo, the tagline should always be used as a graphic file. Do not attempt to alter the logo or placement of the tagline. To maintain readability, the tagline should be removed from the stacked logo if the width is being reduced to a size of 1.5 inches or smaller. Likewise, the tagline should be removed from the horizontal logo if the width is being reduced to a size of 2 inches or smaller. In this case, the tagline may be used elsewhere on the page so long as it is being used by the provided tagline file or written in DIN OT Regular Italic.

A tagline is a short, memorable phrase to reinforce a brand's identity, character, promise, and personality. Therefore, it should be used to enhance the logo and add value to the Olentangy Schools brand. While it is not a required element of the brand, the logo and tagline lockup may be used in applications such as letterhead, business cards, the website, videos, etc. Please exercise good judgment in all creative executions.
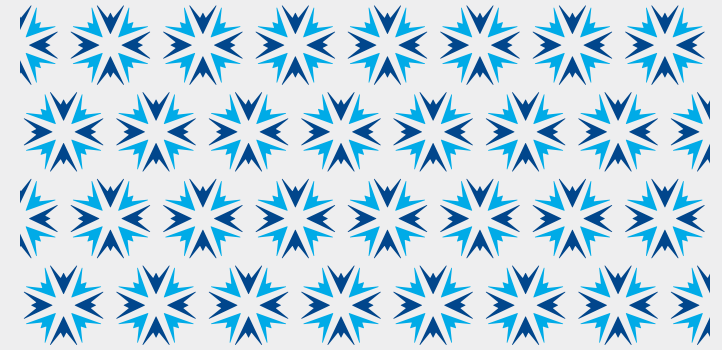
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ICON & BADGE

Icon

The Olentangy Schools icon is bold, quickly identifiable and reads well at both large and small sizes. This makes it perfect for social media and the Olentangy Schools app.

Icon Pattern

The Olentangy Schools icon also makes a great pattern which can be utilized as a graphical element in both print and web materials.

Badge With Tagline

Badge Without Tagline

Badge

Much like the icon, the Olentangy Schools badge is bold and reads well at both large and small sizes. This makes it perfect for graphics on merchandise such as stickers, pins and apparel.

CO-BRANDING POLICY

Olentangy Schools encourages the use of licensee indicia on product because it helps identify the product in the marketplace for both the licensor and the consumer. Please use the licensing program and work with the Olentangy Communications Department on approved vendors for all licensed products.

The Olentangy Schools brand should always be the primary logo with co-branded logos being secondary and smaller.

If you have any questions, please contact communications@olsd.us

LOGO MISUSE

Do not change the
typeface.

Do not change the
logo colors.

Do not place logo on
a busy background.

Do not stretch or distort
the logo.

Do not change the
logo's orientation

Do not change the opacity
of the logo.

Do not present the logo in
an outline fashion.

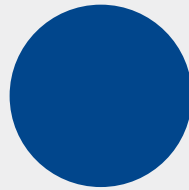Do not apply drop shadow
effects to the logo.

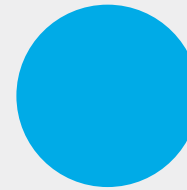Do not change the size or
placement of any logo elements.

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.

BRAND COLORS

Color is a key ingredient in bringing the Olentangy Schools brand to life. Different color formats are required for different applications. For consistency within documents, use only one format per document; for print use CMYK, for on-screen use RGB.

Primary Colors

C: 100 **M:** 75 **Y:** 2 **K:** 18
R: 0 **G:** 48 **B:** 135
HEX #003087
PMS 287 C

C: 86 **M:** 8 **Y:** 0 **K:** 0
R: 0 **G:** 163 **B:** 224
HEX #00a3e0
PMS 299 C

Secondary Colors

C: 0 **M:** 93 **Y:** 79 **K:** 0
R: 228 **G:** 0 **B:** 43
HEX #e4002b
PMS 185 C

C: 0 **M:** 51 **Y:** 100 **K:** 0
R: 237 **G:** 139 **B:** 0
HEX #ed8b00
PMS 144 C

C: 0 **M:** 15 **Y:** 100 **K:** 0
R: 255 **G:** 212 **B:** 0
HEX #ffd400
PMS 109 C

C: 35 **M:** 0 **Y:** 100 **K:** 0
R: 178 **G:** 210 **B:** 0
HEX #b2d234
PMS 375 C

C: 19 **M:** 100 **Y:** 8 **K:** 0
R: 174 **G:** 37 **B:** 115
HEX #ae2573
PMS 675 C

C: 42 **M:** 92 **Y:** 0 **K:** 47
R: 106 **G:** 42 **B:** 91
HEX #6a2a5b
PMS 7651 C

The dark blue and turquoise make up the primary brand colors. They should be used in most applications such as headline treatments, subheads, quotes, etc.

Our secondary color palette represents the wide range of vibrant colors found within the district. The colors in this palette should be used to complement the primary colors or in scenarios where additional colors are needed. These colors should never be used on the logo or tagline.

TYPOGRAPHY

DIN OT Condensed Bold
Used in all caps for headline use.

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
1 2 3 4 5
6 7 8 9 0
! @ # $ % &

Proxima Nova Bold
Used in all caps for subtitle use.

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
1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & * ( )

Proxima Nova Regular
Used in sentence case for body copy use.

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & * ( )

Headlines, Subtitles & Body Copy
Body copy should be no larger than 10 pt and no smaller than 8 pt. Headlines should be no smaller than 14 pt when used with 10 pt body copy, and 12 pt when used with 8 pt body copy.

Alternate Font
DIN OT and Proxima Nova is preferred whenever possible, however, in the case that you do not have access to these fonts, use the Microsoft standard font Arial.

Maintaining consistency in communication is key. To accomplish this, we must always use our brand fonts in all print and digital executions.

LETTERHEAD

OLENTANGY SCHOOLS
Flourish Here.

7840 Graphics Way
Lewis Center, OH 43035
T: 740 657 4050   F: 740 657 4099
www.olentangy.k12.oh.us

APPAREL

QUESTIONS?

Thank you for your contribution to the consistency of the Olentangy Schools brand.
Please keep in mind that any deviation from these guidelines must be approved.

QUESTIONS? CONTACT COMMUNICATIONS@OLSD.US

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740 657 4050
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