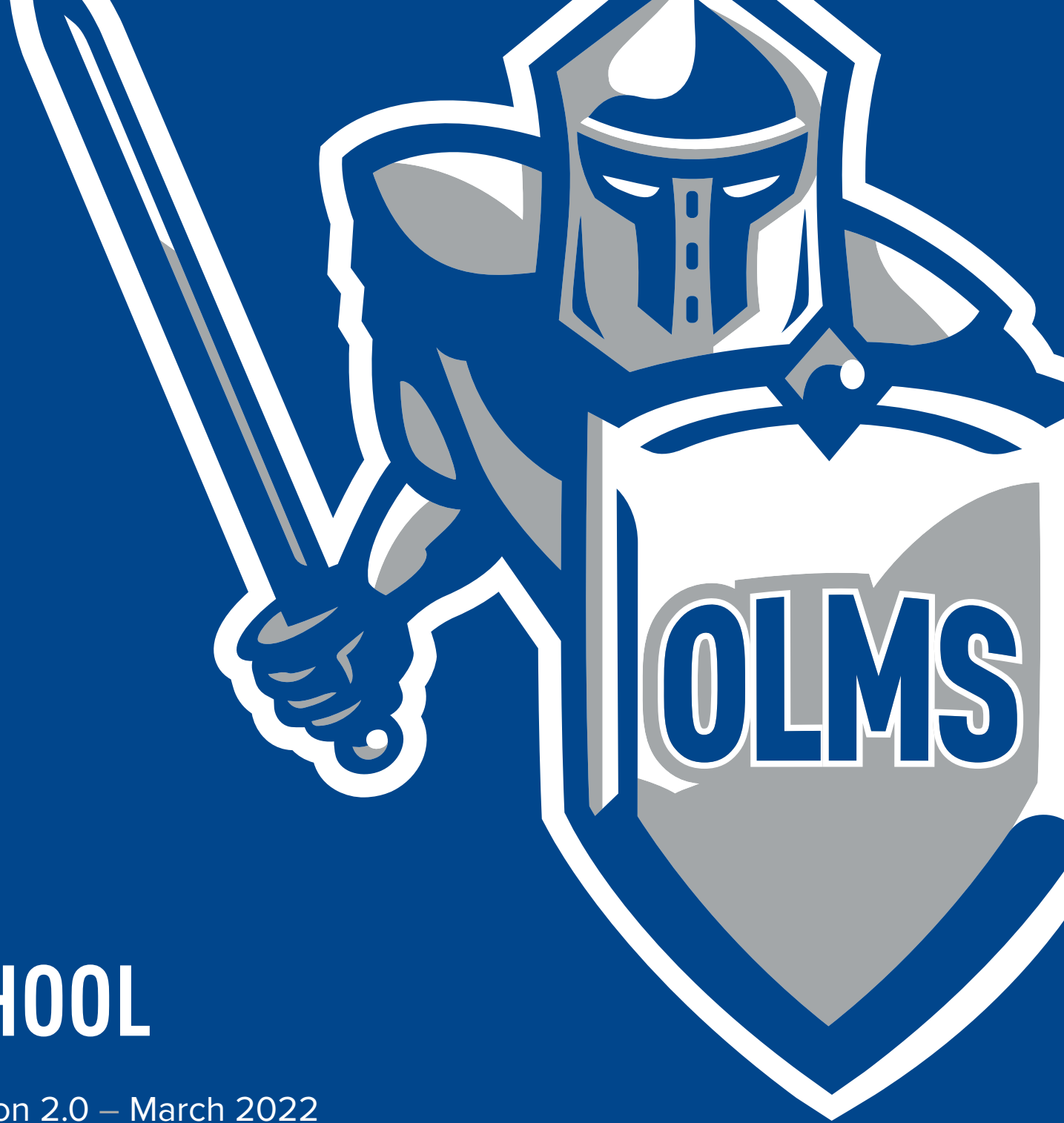OLENTANGY SCHOOLS℠

LIBERTY MIDDLE SCHOOL

Brand Guidelines – Version 2.0 – March 2022

TABLE OF CONTENTS

INTRODUCTION

LETTER TO THE SCHOOL

Welcome to the new face of Liberty Middle School! 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 Liberty Middle School brand elements.

The Liberty Middle 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 Liberty Middle School brand elements follow this manual with attention to detail in order to preserve and protect the Liberty Middle 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**

THE LIBERTY WARRIORS CREED

I AM A LIBERTY WARRIOR.

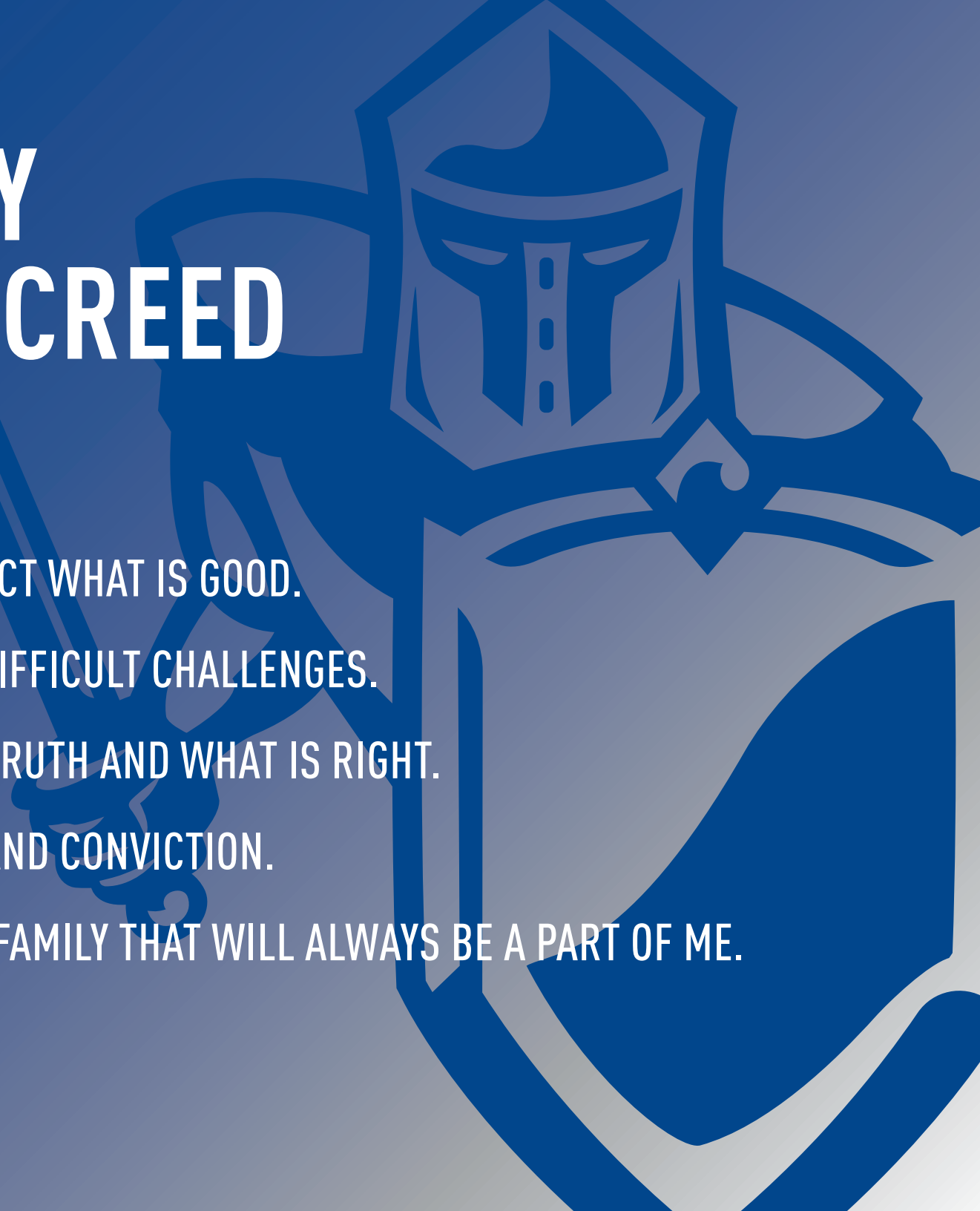I WILL BE ON GUARD TO PROTECT WHAT IS GOOD.

I WILL PERSEVERE THROUGH DIFFICULT CHALLENGES.

I WILL WORK TO DEFEND THE TRUTH AND WHAT IS RIGHT.

I WILL LEAD WITH STRENGTH AND CONVICTION.

I AM A MEMBER OF A SPECIAL FAMILY THAT WILL ALWAYS BE A PART OF ME.

I AM A LIBERTY WARRIOR.

LEGAL & MANDATORIES

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

When using the Liberty Middle 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 Liberty Middle School 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 Liberty Middle School identity is presented cohesively and should appear on all applications such as official school documents, stationery, business cards, district website, 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	**Full Mascot**
4	**Full Single Color Mascot**
5	**Alternate Mascot**
6	**Alternate Single Color Mascot**
7	**Alternate Mark**
8	**Alternate Single Color Mark**
9	**Liberty Script**
10	**Warriors Script**

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 Liberty Middle School Principal or the Olentangy Communications Department at communications@olsd.us

LOGO MODIFICATIONS

Secondary wording in the activity logo can be changed to reflect individual names, clubs, organizations and/or sports.

The text within the banner is editable and can be customized to fit your needs. To do this, you will need a vector based program; such as Adobe Illustrator or Corel Draw. Simply highlight the text and type in the name of your desired sport, club or event.

Spacing and size of lettering will need to be adjusted for any replacement text to stay cohesive with the brand. (eg. Track and Field)

Requests for personalized logo can be obtained by contacting the Liberty Middle School Principal or the Olentangy Communications Department at communications@olsd.us

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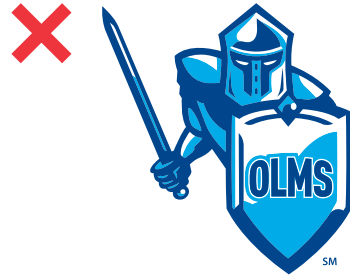
SECONDARY TEXT IN RIBBON

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.
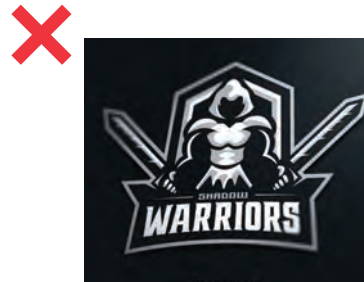

DO NOT change the logo colors.

DO NOT stretch, distort or rotate the logo.

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

DO NOT use other warrior 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 Liberty Middle 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 silver 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

Silver

Pantone
Cool Gray 6 C

CMYK
16 11 11 27

RGB
164 167 169

HTML
#A4A7A9

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 Liberty Middle 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.

Heather Oliver is a modern script font that helps bring energy and enthusiasm into the Liberty Middle School brand. This versatile script typeface includes many different alternates for each lowercase letter. Heather Oliver is a great option for athletic uniforms, club or general apparel.

Complimentary fonts include the Olentangy School district fonts – **DIN OT** and **Proxima Nova** – found on pages 13 & 14. **Google Fonts**, **Font Squirrel**, and **Adobe Fonts** (with Creative Cloud subscription) are great resources for finding free and unlimited commercial-use fonts.

YEARBOOK SOLID

Yearbook Solid

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !#$%&*?

Nissan

Nissan Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !#$&*?

Nissan Italic

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !#$&*?

Heather Oliver

Heather Oliver Regular

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 !@#$%&*?

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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

OUTDOOR SIGNAGE & APPAREL

OLENTANGY SCHOOLS℠
Flourish Here.

Liberty Middle School
7940 Liberty Road
Powell, OH 43065
740 657 4400
olentangy.k12.oh.us