



THE OAKRIDGE SCHOOL

Style Guide

September 2020

5900 West Pioneer Parkway, Arlington, Texas 76013



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THE
OAKRIDGE
SCHOOL

Introduction

The Oakridge School has created a style guide to reinforce immediate and positive recognition for its faculty, staff, students, parents, alumni, volunteers, and the general public. The items illustrated on the following pages represent The Oakridge School's institutional visual presentation consisting of specific graphic components: a color palette, a typographic system, and The Oakridge School signature and symbol. This guide enhances the presentation of our school and its services.

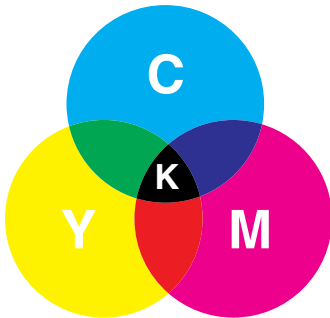
The success of this guide relies upon the understanding, cooperation, and active support of all those responsible for its implementation. As The Oakridge School changes and evolves, our style guide will reflect this growth. Please be aware that this manual may be updated to reflect future changes.



CMYK, RGB & Pantone®

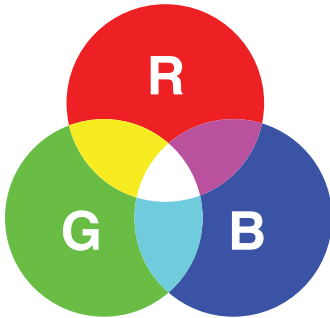
Print based colors consist of 4-Color Process, CMYK, whereas web based colors consist of RGB/HEX color. It is very important to understand the difference and use the correct color setting for different purposes.

Pantone® Matching System is used in print design, and it is a largely standardized color reproduction system. The best way to decide on a color is to choose a Pantone® color using an appropriate version of Pantone® Book. Next step is to determine the color should be converted to CMYK (based on a total number of colors being used for printing for cost effectiveness) or to RGB/HEX color. A HEX color is expressed as a six-digit combination of numbers and letters defined by RGB. In other words, a HEX color code is shorthand for its RGB values with a little conversation gymnastics in between.



CMYK

- Stands for Cyan, Magenta, Yellow, and Black
- Created for print design
- Uses 4 colors to produce different hues (4-Color Process)



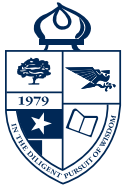
RGB

- Stands for Red, Green and Blue
- Uses 3 colors or channels to reproduce colors on screen
- An RGB color can be also represented in a HEX color code



Pantone® Matching System (PMS)

- Used in print design
- Largely standardized color reproduction system
- Basically means a paint bucket



Color Palette

Print Use

Color is a powerful visual tool and provides a strong means of visual recognition. There are, essentially, two Oakridge colors — The Oakridge School Blue (PMS 295) and The Oakridge School Green (PMS 3435).

To ensure color consistency, attach the appropriate Oakridge color samples to all artwork for any printing materials. Matching these colors in 4-Color Process may not be exact but should be visually matched as closely as possible.

The Oakridge School Blue



PMS 295



CMYK Process
Cyan — 100%
Magenta — 84%
Yellow — 36%
Black — 39%

The Oakridge School Green

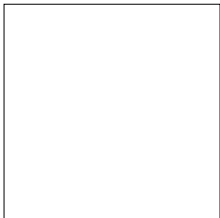


PMS 3435



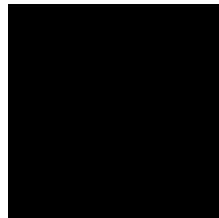
CMYK Process
Cyan — 100%
Magenta — 0%
Yellow — 81%
Black — 66%

White (Paper)



CMYK Process
Cyan — 0%
Magenta — 0%
Yellow — 0%
Black — 0%

Black



Rich Black
Cyan — 100%
Magenta — 100%
Yellow — 100%
Black — 100%



Color Palette

Web Use

Color is a powerful visual tool and provides a strong means of visual recognition. There are, essentially, two Oakridge colors — The Oakridge School Blue (PMS 295) and The Oakridge School Green (PMS 3435).

To ensure color consistency, attach the appropriate Oakridge color samples to all artwork for any web materials including the website and the social media. Matching these colors in RGB may not be exact but should be visually matched as closely as possible. The 2 RGB blues were determined by Finalsité.

The Oakridge School Blue



PMS 295



RGB
HEX #002D56
R — 0
G — 45
B — 86



RGB
HEX #163052
R — 22
G — 48
B — 82

The Oakridge School Green

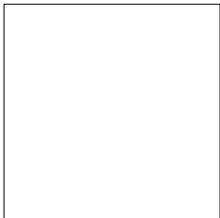


PMS 3435



RGB
HEX #154734
R — 21
G — 71
B — 52

White



RGB
HEX #FFFFFF
R — 255
G — 255
B — 255

Black



RGB
HEX #000000
R — 0
B — 0
G — 0



Typography plays an important role in creating a distinctive and consistent look throughout The Oakridge School program. This combination of Serif and Sans Serif typefaces allow for the flexibility needed to produce a diverse range of materials.

Preferably, all typography should be set aligned left and ragged right, in capital and lower case letters. All the fonts shown are available in digital and various electronic-publishing systems.

For Official Use: Official Oakridge Communications

Adobe Garamond Pro Family: For use on Logo, Business Cards, Letterhead, Envelopes, Labels, Brochures, etc.

Adobe Garamond Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'"/()&%!@

Adobe Garamond Pro Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'"/()&%!@*

Adobe Garamond Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'"/()&%!@**

Adobe Garamond Pro Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'"/()&%!@***

Helvetica Family: For use on titles, headlines, display (prop-ups, banners, posters, etc.).

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'"/()&%!@

Helvetica Light Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'"/()&%!@*

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'"/()&%!@

Helvetica Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'"/()&%!@*

Helvetica Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'"/()&%!@**

Helvetica Bold Oblique

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'"/()&%!@***



Typography

Print Use (Unofficial)

Typography plays an important role in creating a distinctive and consistent look throughout The Oakridge School program. This combination of Serif and Sans Serif typefaces allows for the flexibility needed to produce a diverse range of materials.

Preferably, all typography should be set aligned left and ragged right, in capital and lower case letters. All the fonts shown are available in digital and various electronic-publishing systems.

For Unofficial Use: Emails, Backpack Letters, etc.

Times New Roman Family

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'"/()&%!@

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'"/()&%!@

Times New Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'"/()&%!@

Times New Roman Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'"/()&%!@

Arial Family

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'"/()&%!@

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'"/()&%!@

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'"/()&%!@

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'"/()&%!@



Typography

Web Use by Finals Site Only

Typography plays an important role in creating a distinctive and consistent look throughout The Oakridge School program. This combination of Serif and Sans Serif typefaces allows for the flexibility needed to produce a diverse range of materials.

Preferably, all typography should be set aligned left and ragged right, in capital and lower case letters. All the fonts shown are available in digital and various electronic-publishing systems.

For Official Use: Website

Crimson Text Family

Crimson Text Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'"/()&%!@

Crimson Text Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'"/()&%!@*

Crimson Text Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'"/()&%!@

Crimson Text Semi Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'"/()&%!@*

Crimson Text Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'"/()&%!@

Crimson Text Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'"/()&%!@*

Lato Family

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'"/()&%!@

Lato Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'"/()&%!@*

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'"/()&%!@

Lato Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'"/()&%!@*



Below fonts are approved only for use by the Athletic Department.

Serpentine Family

Serpentine EF Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

STUVWXYZ

abcdefghijklmnopqrstuvwxyz

vwxyz

0123456789,.;:"'/

()&%!@

COLLEGIATE FAMILY

COLLEGIATE HEAVY OUTLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

VWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789,.;:"'/&!



THE
OAKRIDGE
SCHOOL

Signature

The Oakridge School signature (sometimes referred to as the logo or crest) is the key graphic element of our identification and may be used only with permission from the Development Office. Please direct all requests for the graphic file to the Marketing and Communications Office.

As shown, The Oakridge School signature is the unique combination of the name “The Oakridge School” and The Oakridge School crest, positioned to the left of the words “The Oakridge School.”

The crest should never appear without “The Oakridge School” next to it in Adobe Garamond Pro Bold as shown below.

The Oakridge School signature is only permissible in colors of The Oakridge School Blue or The Oakridge School Green. However, the use of an all-black or an all-white reverse of the signature, logo, and seal is also permitted.

Preferred Format

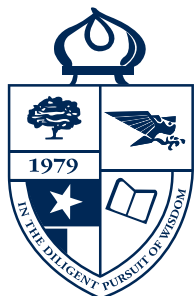
(PMS 295 Oakridge Blue or PMS 3435 Oakridge Green)



THE
OAKRIDGE
SCHOOL



THE
OAKRIDGE
SCHOOL



THE
OAKRIDGE
SCHOOL
5900 West Pioneer Parkway
Arlington, Texas 76013



THE
OAKRIDGE
SCHOOL
5900 West Pioneer Parkway
Arlington, Texas 76013

*The address is optional and, if used, is below the signature.



Signature (Continued)

The Oakridge School signature (sometimes referred to as the logo or crest) is the key graphic element of our identification and may be used only with permission from the Marketing and Communications Office. Please direct all requests for the graphic file to the Marketing and Communications Office.

As shown, The Oakridge School signature is the unique combination of the name “The Oakridge School” and The Oakridge School crest, positioned to the left of the words “The Oakridge School.”

The crest should never appear without “The Oakridge School” next to it in Adobe Garamond Pro Bold as shown below.

The Oakridge School signature is only permissible in colors of The Oakridge School Blue or The Oakridge School Green. However, the use of an all-black or an all-white reverse of the signature, logo, and seal is also permitted.

Alternate Format (All-White Reverse or Black)



PMS 295 Oakridge Blue with All-White Reverse Signature



PMS 3435 Oakridge Green with All-White Reverse Signature



White Background with Black Signature



Black Background with All-White Reverse Signature

DO NOT SEPARATE OR DISTORT THE SIGNATURE.

White on black should be used only with permission from the Marketing and Communications Office.



THE
OAKRIDGE
SCHOOL

Email Signature

Use below as a template when setting up your email signature.

XXXXXXXXXX XX.
XXXXXXXXXX XX. XXXXXXXXXXXX XXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXX. XXXXXXXXXXXX XX
XX. XXXXXXXXXXXX XX.
(Email body text)

Your Name

Your Title

← Helvetica Bold (Preferred)
or Arial Bold

← Helvetica Regular (Preferred)
or Arial Regular



THE
OAKRIDGE
SCHOOL

5900 West Pioneer Parkway
Arlington, Texas 76013
817.451.4994 Ext. 0000
www.theoakridgeschool.org

← Helvetica Regular (Preferred)
or Arial Regular



THE
OAKRIDGE
SCHOOL

Specialty Signature

In addition to The Oakridge School Signature, there are approved icons and logos that can be used as an identifier. Care must be taken to preserve the visual integrity of the institution.

These additional logos or icons should not exceed beyond the right of the signature text or below the crest whenever possible. The creation of any specialty signature or logo must have permission and final approval from the Marketing and Communications Office.

Approved Specialty Logo Format



THE
OAKRIDGE
SCHOOL
ALUMNI

The text here should be centered below and should not exceed the width of "THE OAKRIDGE SCHOOL".



THE
OAKRIDGE
SCHOOL
ANNUAL FUND



THE
OAKRIDGE
SCHOOL
Middle School



THE
OAKRIDGE
SCHOOL
pink-out

The additional text below the signature should be outlined (vector art instead of font) using an appropriate software to make it user friendly.

Non-Acceptable Formats



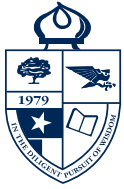
~~Cooking Club~~



~~THE
OAKRIDGE
SCHOOL
Lettermans
Club~~



~~THE
OAKRIDGE
ANGLERS
CLUB~~



THE
OAKRIDGE
SCHOOL

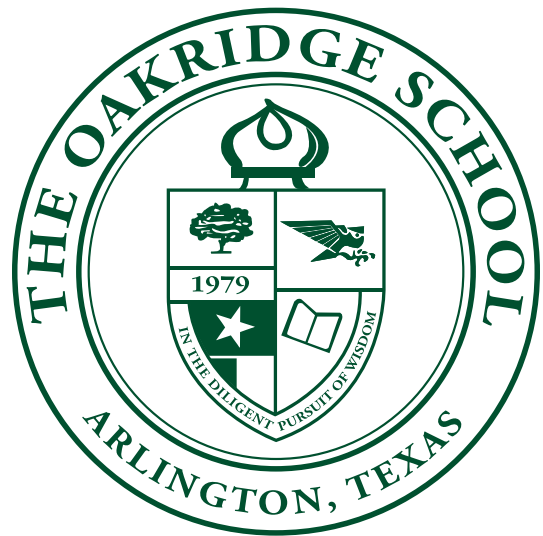
Seal

The Oakridge School Seal should be used by the Head of School only. Others may use only with permission from the Development Office.

The address next to The Oakridge School Seal next to it should be in Adobe Garamond Pro Bold as shown below.

Preferred Format

(PMS 295 Oakridge Blue or PMS 3435 Oakridge Green)



The Oakridge School
5900 W. Pioneer Parkway
Arlington, TX 76013



The Oakridge School
5900 W. Pioneer Parkway
Arlington, TX 76013



THE
OAKRIDGE
SCHOOL

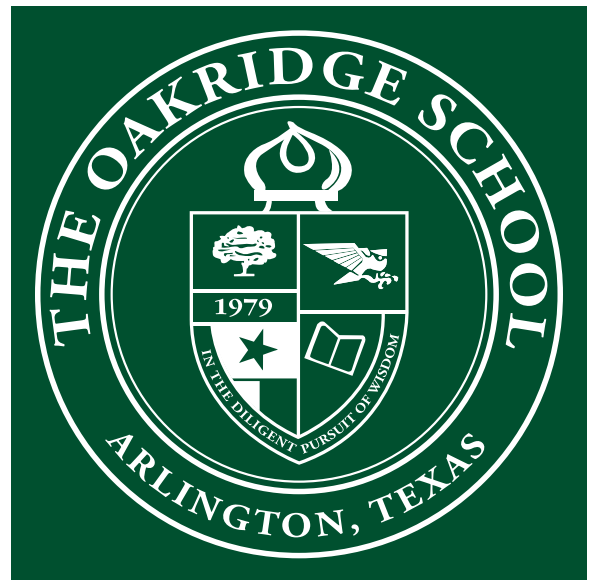
Seal (Continued)

The Oakridge School Seal should be used by the Head of School only. Others may use only with permission from the Marketing and Communications Office.

Alternate Format: Seal (All-White Reverse or Black)



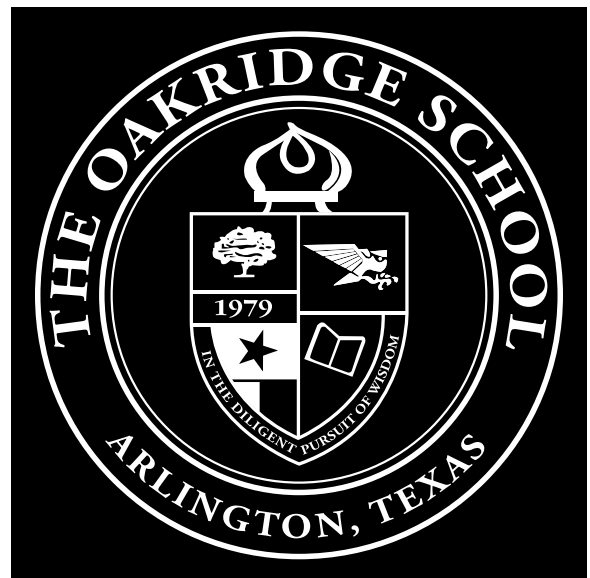
PMS 295 Oakridge Blue with All-White Reverse Seal



PMS 3435 Oakridge Green with All-White Reverse Seal



White Background with Black Seal



Black Background with All-White Reverse Seal



THE
OAKRIDGE
SCHOOL

Seal (Continued)

The Oakridge School Seal should be used by the Head of School only. Others may use only with permission from the Development Office.

The address next to The Oakridge School Seal next to it should be in Adobe Garamond Pro Bold as shown below.

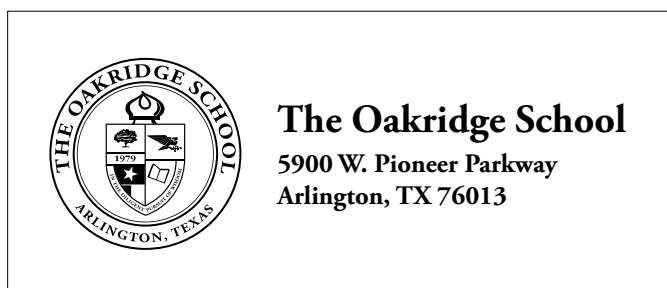
Alternate Format: Seal with Address (All-White Reverse or Black)



PMS 295 Oakridge Blue with All-White Reverse Seal



PMS 3435 Oakridge Green with All-White Reverse Seal



White Background with Black Seal



Black Background with All-White Reverse Seal



The Oakridge School Athletic Logos and their application to any official Oakridge documentation, memorabilia, or apparel must adhere to these basic style guide parameters.

Approved Owl Icon



PMS 295 Oakridge Blue



PMS 3435 Oakridge Green



White



Black

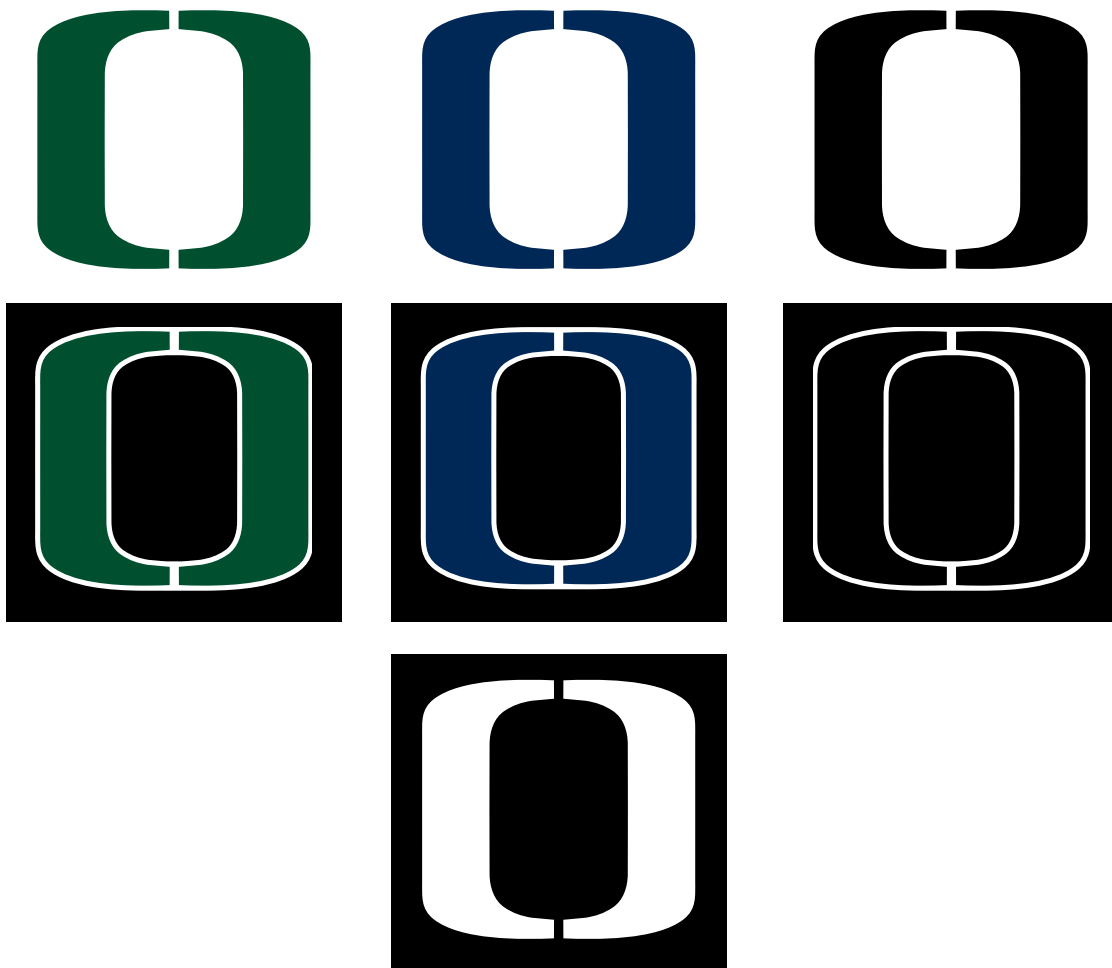


The Oakridge School Athletic Logos and their application to any official Oakridge documentation, memorabilia, or apparel must adhere to these basic style guide parameters.

Preferred "O"



Alternate "O"





Athletic Logos “O” (Continued)

The Oakridge School Athletic Logos and their application to any official Oakridge documentation, memorabilia, or apparel must adhere to these basic style guide parameters.

Below are a few examples of approved Athletic Logos. All uses of the Oakridge “O” and the “O” with text below must be approved by the Marketing and Communications Office. Please direct all requests for the graphic file to the Marketing and Communications Office.





THE
OAKRIDGE
SCHOOL

The Oakridge School Style Guide Quick Reference

The Oakridge School Style Guide has been developed to help define the school's brand and voice in written and visual communications, both in internal and external communications and marketing.

Logo Usage Approval: Any use of the Oakridge logo requires final approval from the Marketing and Communications Office.

Please contact the Marketing and Communications Office with any questions regarding information found in The Oakridge School Style Guide.

Color Palette:

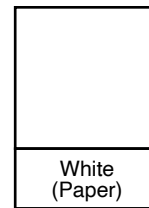
Special Print
Spot Colors



The Oakridge School Blue



The Oakridge School
Green



White



Rich Black

PRINT	Cyan — 100% Magenta — 84% Yellow — 36% Black — 39%	Cyan — 100% Magenta — 0% Yellow — 81% Black — 66%	Cyan — 0% Magenta — 0% Yellow — 0% Black — 0%	Cyan — 100% Magenta — 100% Yellow — 100% Black — 100%
WEB	#002D56	#163052	#154734	#FFFFFF
SCREEN	Red — 0 Green — 45 Black — 86	Red — 22 Green — 48 Black — 82	Red — 21 Green — 71 Black — 52	Red — 255 Green — 255 Black — 255

The Oakridge School Fonts:

For Official Use for Print : Official Oakridge Communications

Adobe Garamond Pro Family (Regular, *Italic*, **Bold**, **Bold Italic**): Generally used for business cards, letterhead, envelopes, labels, brochures, etc.

Helvetica Family (Light, *Light Oblique*, Regular, *Regular Oblique*, **Bold**, **Bold Oblique**): Generally used on titles, headlines, display (prop-ups, banners, posters, etc.).

For Unofficial Use for Print: Emails, Backpack Letters, etc.

Times New Roman Family (Regular, *Italic*, **Bold**, **Bold Italic**)

Arial Family (Regular, *Italic*, **Bold**, **Bold Italic**)

For Official Use for Web : Official Oakridge Website Only

Crimson Text Family (Regular, *Italic*, **Bold**, **Bold Italic**)

Lato Family (Regular, *Regular Italic*, **Bold**, **Bold Italic**)

The Oakridge School Athletic Fonts (approved only for use by the Athletic Department):

Serpentine EF Bold Italic

COLLEGIATE HEAVY OUTLINE