OLENTANGY SCHOOLS℠

OASIS

Brand Guidelines — Version 1.0 — September 2022

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INTRODUCTION

LETTER TO THE SCHOOL

Welcome to the new face of OASIS. 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 OASIS brand elements.

The OASIS 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 OASIS brand elements follow this manual with attention to detail in order to preserve and protect the OASIS 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 OASIS brand elements must conform to approved standards as authorized by Olentangy Schools. Additionally, it is imperative that the OASIS brand elements are used properly on all merchandise, web, printed materials, signage, etc. in a quality manner.

When using the OASIS 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 OASIS 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
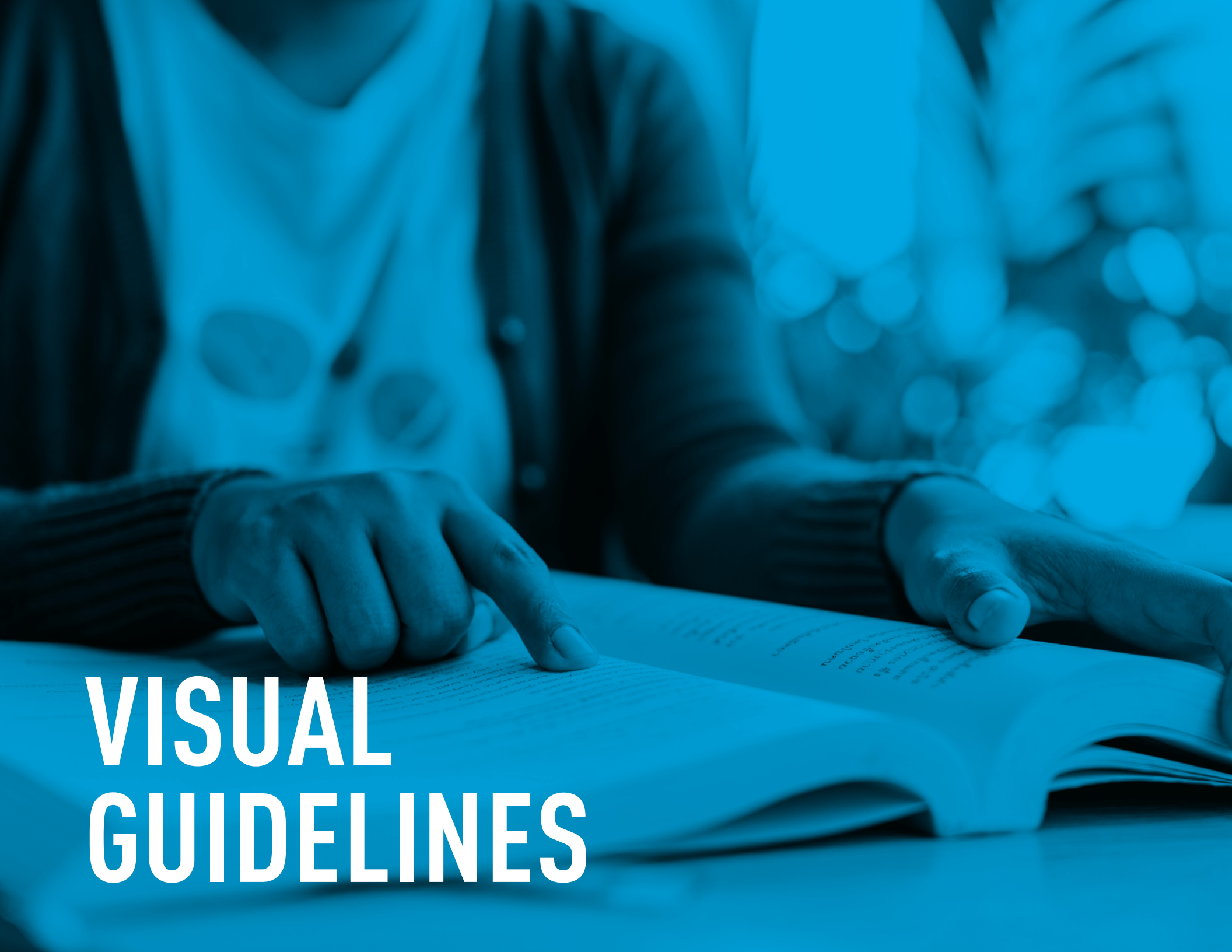
VISUAL GUIDELINES

PRIMARY
LOGO USAGE

Visual consistency ensures that the OASIS identity is presented cohesively and should appear on all applications such as official school documents, stationery, business cards, district website, general fashion gear, and signage.

Primary Logo
Use the primary logos to represent the brand whenever possible. The logo is designed in two formats: stacked and horizontal. 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.

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 OASIS Principal or the Olentangy Communications Department at 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.

Reverse
It is encouraged for the colors of the logo elements to change or be reversed to accommodate different colored backgrounds. Please exercise good judgment in all creative executions.

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 use secondary colors in the logo. (See page 10)

DO NOT stretch, distort or rotate the logo.

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

DO NOT change the font.

DO NOT place logo on a busy background.

DO NOT change the opacity of the logo.

DO NOT change the orientation of the logo.

DO NOT apply drop shadow effects to the logo.

DO NOT attempt to change the placement 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 OASIS 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 turquoise make up the primary brand colors. They should be used in most applications such as banners, signage, apparel, etc.

Secondary Colors
The 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.

Royal Blue

Pantone
287 C

CMYK
100 75 2 18

RGB
0 48 135

HTML
#003087

Turquoise

Pantone
299 C

CMYK
86 8 0 0

RGB
0 163 224

HTML
#00A3E0

Red

Pantone
185 C

CMYK
0 93 79 0

RGB
228 0 43

HTML
#E4002B

Orange

Pantone
144 C

CMYK
0 51 100 0

RGB
237 139 0

HTML
#ED8B00

Gold

Pantone
109 C

CMYK
0 15 100 0

RGB
255 212 0

HTML
#FFD400

Lime Green

Pantone
375 C

CMYK
30 0 100 0

RGB
191 215 48

HTML
#BFD730

Fuchsia

Pantone
675 C

CMYK
19 100 8 0

RGB
174 37 115

HTML
#AE2573

Plum

Pantone
7651 C

CMYK
42 92 0 47

RGB
106 42 91

HTML
#6A2A5B

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.

Proxima Nova and **DIN OT** 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.

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 !@#$%&?*

TYPOGRAPHY

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Proxima Nova and **DIN OT** 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.

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 !@#$%&*?

APPLICATION

ONE PAGER & APPAREL

Events

Large Body Text
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Large Body Text

OASIS™

Supporting
Individualized Success

SUBHEAD LOREM IPSUM

Body Text Nit volenda et quam et eossume essimos des aute ni auda dolupta spidesciam quam eatet fugiae. Nam audit periosanimi, optati rehenti andaeped et. It omnis repti re natio odis reptusc iuntian ditasperum faccae molorum aut aditem illit, quunt liquunt, sam verum fugiae nis dolesti. Nit volenda et quam et eossume essimos des aute ni auda dolupta spidesciam quam eatet fugiae. Nam audit periosanimi, optati rehenti andaeped et.

- Bullet
- Bullet
- Bullet
- Bullet

Body Text Nit volenda et quam et eossume essimos des aute ni auda dolupta spidesciam quam eatet fugiae.

Call out Erspita ant que deriae perum ditet, ullanto ius nos magnam voloria am sum que.

OLENTANGY SCHOOLS™

OLENTANGY SCHOOLS℠

Flourish Here.

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