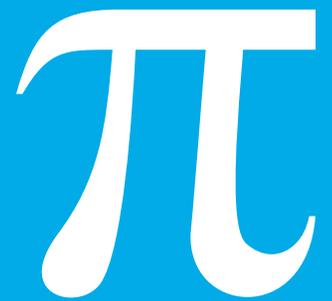
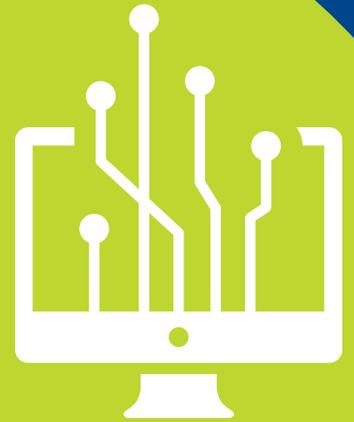
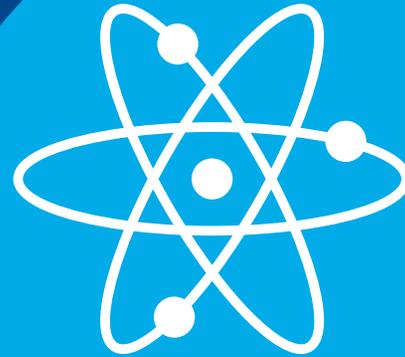




OLENTANGY SCHOOLS<sup>SM</sup>



# STEM ACADEMY

Brand Guidelines – Version 1.0 – September 2022

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# INTRODUCTION

# LETTER TO THE SCHOOL

Welcome to the new face of STEM Academy. 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 STEM Academy brand elements.

The STEM Academy 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 STEM Academy brand elements follow this manual with attention to detail in order to preserve and protect the STEM Academy brand image.

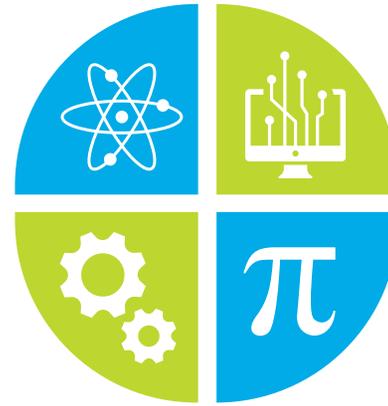
Thank you for reviewing this manual, thoroughly understanding its contents, and abiding by the specifications provided. Should you have any questions regarding any content involved within this brand guide, please contact [communications@olsd.us](mailto:communications@olsd.us)

# LEGAL & MANDATORIES

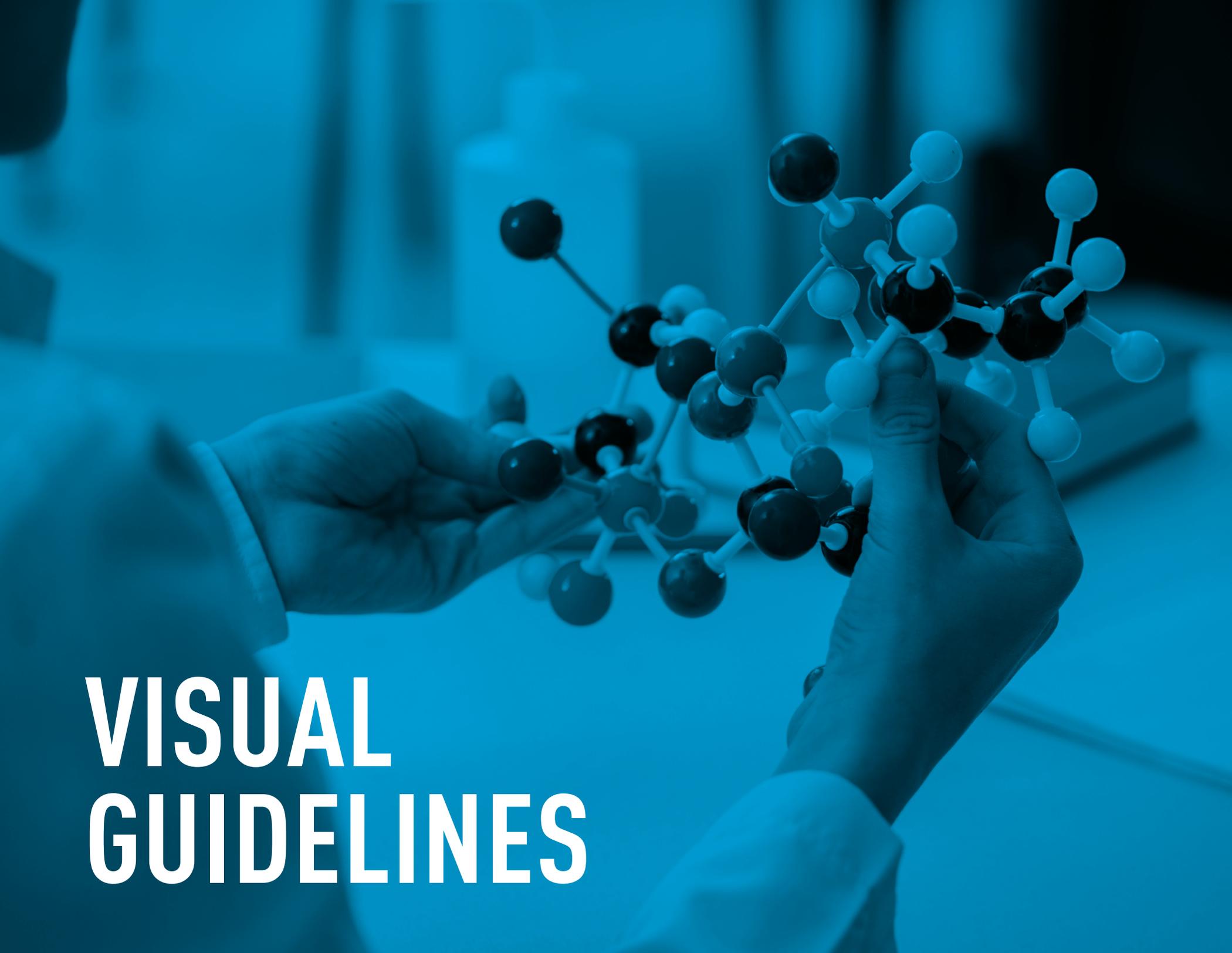
Creation, application or any use of the STEM Academy brand elements must conform to approved standards as authorized by the Olentangy Academy. Additionally, it is imperative that the STEM Academy brand elements are used properly on all merchandise, web, printed materials, signage, etc. in a quality manner.

When using the STEM Academy 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 Olentangy Academy 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)**



# STEM ACADEMY<sup>SM</sup>



# VISUAL GUIDELINES

# PRIMARY LOGO USAGE

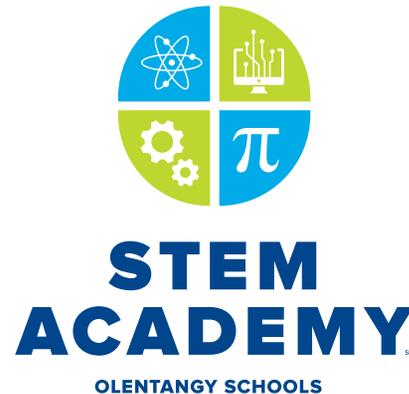
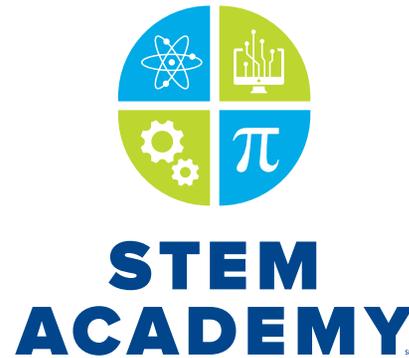
Visual consistency ensures that the STEM Academy identity is presented cohesively and should appear on all applications such as official school documents, stationery, business cards, district website, general fashion gear, and signage.

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

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



# SECONDARY LOGO USAGE

## Black

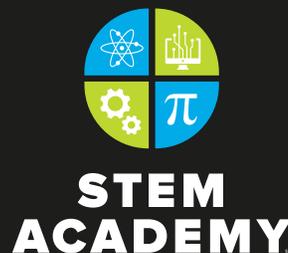
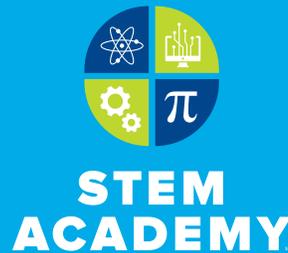
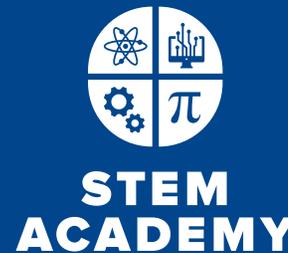
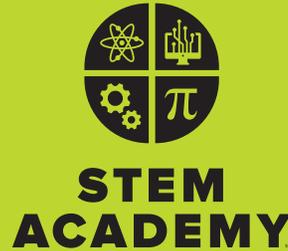
This version of the logo should only be used when printing in color is not an option.

## White

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

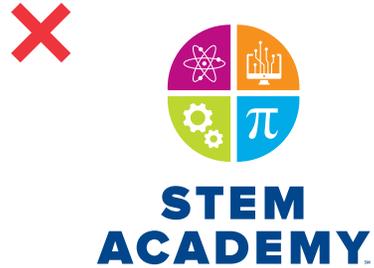
## Reverse

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.

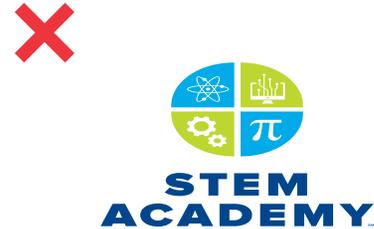


# INCORRECT USAGE

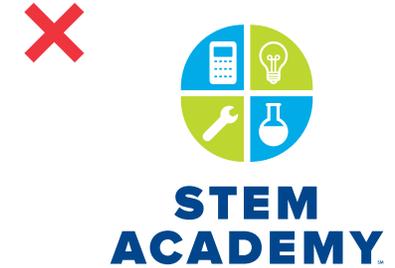
Use the illustrated examples to the right as a guide for what to avoid with the logo. Overall, do not alter the logo or compromise its legibility in a way that is different from the provided files.



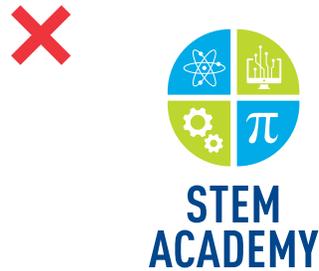
**DO NOT** use secondary colors in the logo. (See page 10)



**DO NOT** stretch, distort or rotate the logo.



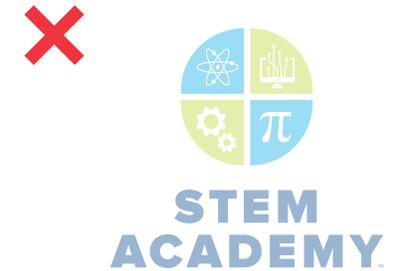
**DO NOT** change any of the graphical elements or illustrations in the logo.



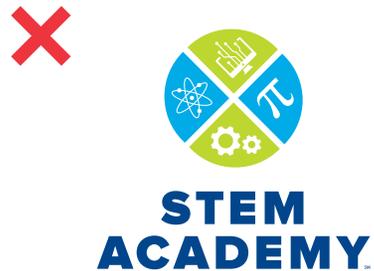
**DO NOT** change the font.



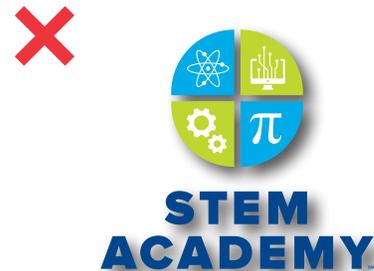
**DO NOT** place logo on a busy background.



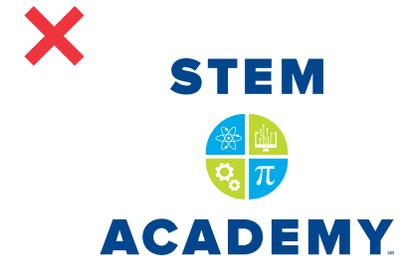
**DO NOT** change the opacity of the logo.



**DO NOT** change the orientation of the logo.



**DO NOT** apply drop shadow effects to the logo.



**DO NOT** change the size or 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 STEM Academy 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, turquoise, and lime green 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 or tagline.

### 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

### Lime Green

#### Pantone

375 C

#### CMYK

30 0 100 0

#### RGB

191 215 48

#### HTML

#BFD730

### 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

### 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

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.

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## 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



## Top 5 Benefits of STEM Education

### SUBHEAD LOREM IPSUM

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

- Bullet
- Bullet
- Bullet
- Bullet
- Bullet

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

### Events

Large Body Text  
Large Body Text

---

Large Body Text  
Large Body Text  
Large Body Text

---

Large Body Text

---

Large Body Text  
Large Body Text

---

Large Body Text  
Large Body Text

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Large Body Text  
Large Body Text  
Large Body Text

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Large Body Text  
Large Body Text





**OLENTANGY SCHOOLS**<sup>SM</sup>  
*Flourish Here.*

**Olentangy Schools**

7840 Graphics Way

Lewis Center, OH 43035

740 657 4050

[olentangy.k12.oh.us](http://olentangy.k12.oh.us)