OLENTANGY SCHOOLS℠

TEACHER ACADEMY

Brand Guidelines — Version 1.0 — September 2022

TABLE OF CONTENTS

INTRODUCTION

LETTER TO THE SCHOOL

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

The Teacher 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 Teacher Academy brand elements follow this manual with attention to detail in order to preserve and protect the Teacher 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**

LEGAL & MANDATORIES

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

When using the Teacher 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
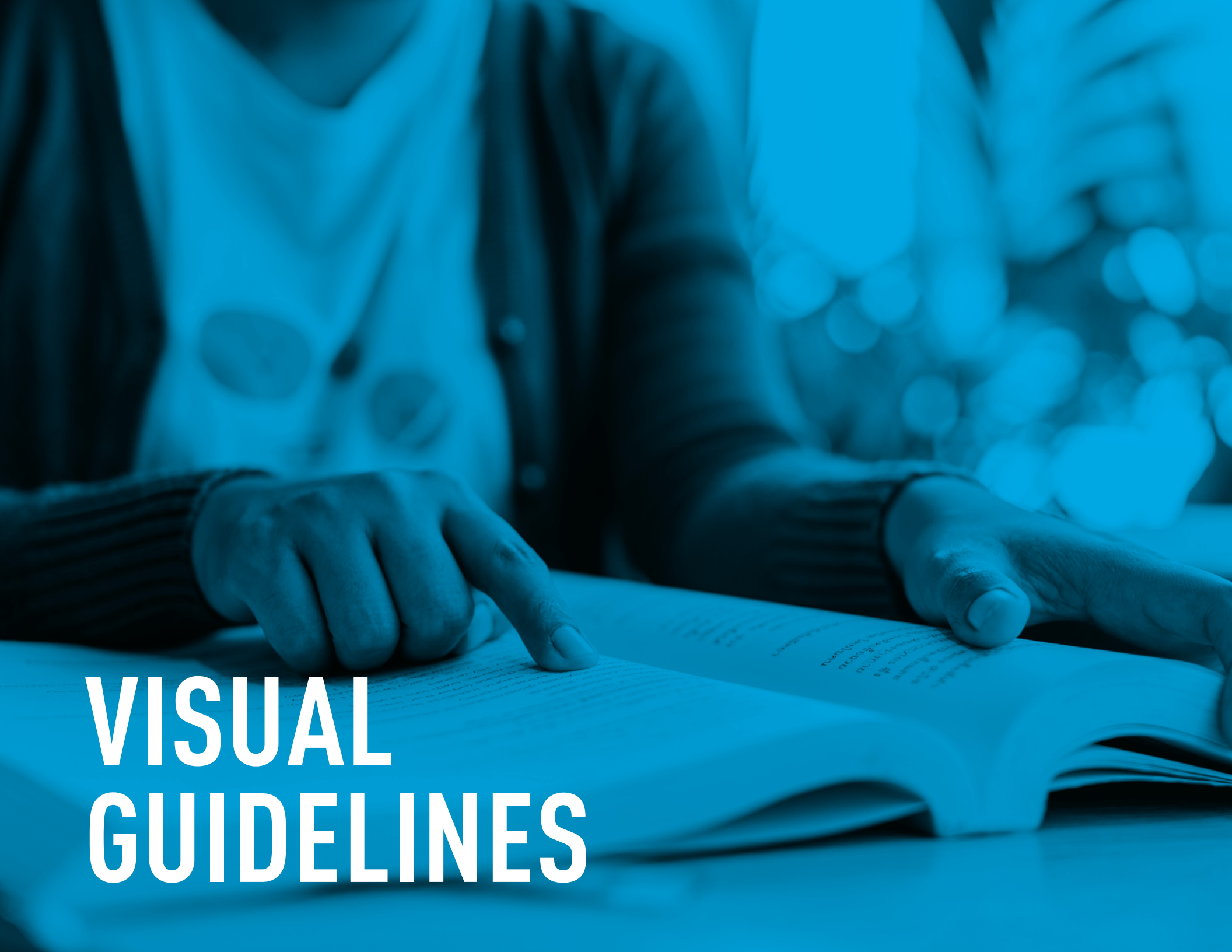
VISUAL
GUIDELINES

PRIMARY LOGO USAGE

Visual consistency ensures that the Teacher 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, with and without the tagline. 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 Olentangy Academy 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 flip or change the orientation or colors of the logo.

DO NOT apply drop shadow effects to the logo.

DO NOT attempt to 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 Teacher 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 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

Linear Gradient

Red	**Orange**	**Gold**	**Lime Green**	**Fuchsia**	**Plum**
Pantone	**Pantone**	**Pantone**	**Pantone**	**Pantone**	**Pantone**
185 C	144 C	109 C	375 C	675 C	7651 C
CMYK	**CMYK**	**CMYK**	**CMYK**	**CMYK**	**CMYK**
0 93 79 0	0 51 100 0	0 15 100 0	30 0 100 0	19 100 8 0	42 92 0 47
RGB	**RGB**	**RGB**	**RGB**	**RGB**	**RGB**
228 0 43	237 139 0	255 212 0	191 215 48	174 37 115	106 42 91
HTML	**HTML**	**HTML**	**HTML**	**HTML**	**HTML**
#E4002B	#ED8B00	#FFD400	#BFD730	#AE2573	#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.

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

TEACHER ACADEMY.

Careers in Education Begin at Olentangy Schools' Teacher Academy

Thinking about a career in teaching? Olentangy juniors and seniors have the unique opportunity to explore a career path in education at the district's Teacher Academy. Teacher Academy offers first-hand experience in real classrooms with a committed mentor teacher and a community of supportive classmates and teachers. Everyone at Teacher Academy has a passion for teaching!

How it works:

- You're placed with an Olentangy elementary or middle school teacher for a year of mentorship and hands-on learning.
- Earn college credit in an Education major! You complete a portfolio of your teaching experiences and use it towards course credit at one of the Ohio public universities.
- You learn the foundations of teaching theory and practice and explore the most important topics in Education today.

Interested in learning more about Olentangy's Teacher Academy? Contact your school counselor.

Olentangy Schools Teacher Academy is sponsored by an Ohio Department of Education Human Capital Strategies grant project that seeks to improve and diversify the teaching profession with early exposure to teaching.

It helps you feel more confident... about going into teaching and more prepared for college.

Maggie, 2020 Teacher Academy Grad

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

7840 Graphics Way • Lewis Center, OH 43035
T: 740 657 4030 **F:** 740 657 4034 **www.olentangy.k12.oh.us**

OLENTANGY SCHOOLS [SM]

Flourish Here.

Olentangy Schools
7840 Graphics Way
Lewis Center, OH 43035
740 657 4050
olentangy.k12.oh.us