



OLENTANGY SCHOOLSSM



OLENTANGY SCHOOLS SPECIAL OLYMPICS

Brand Guidelines — Version 1.0 — May 2023

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INTRODUCTION

LETTER TO THE COMMUNITY

Welcome to the new face of Olentangy Schools Special Olympics (OSSO)! We hope that you will enjoy your brand identity for decades to come. The following manual provides you with specifications to accurately utilize the OSSO brand elements.

The OSSO brand has been designed to reflect the mission of Special Olympics which is to provide year-round sports training and competition in a variety of Olympic-type sports for children and adults with intellectual disabilities. It also serves to reinforce the core essence of school pride, accomplishment, joy and courage. To help you maintain brand consistency, it is critical that all parties using any of the OSSO brand elements follow this manual with attention to detail in order to preserve and protect the OSSO 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 OSSO brand elements must conform to approved standards as authorized by Olentangy Schools. Additionally, it is imperative that OSSO brand elements are used properly on all merchandise, web, printed materials, signage, etc. in a quality manner.

When using the OSSO 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 OSSO Coordinator.

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 OSSO identity is presented cohesively and should appear on all applications such as official documents, stationery, website, general fashion gear, uniforms and signage.

- 1 Primary School Logo
- 2 Secondary Mascot Logo
- 3 Mascot Full Color
- 4 Mascot Single Color
- 5 Alternate Mark

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 OSSO Coordinator or the Olentangy Communications Department at communications@olsd.us



1



2



3



4



5

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 change or add any graphical elements to the logo.



DO NOT use the retired logo on official documents, apparel or signage.



DO NOT place logo on a busy background.



DO NOT change the opacity of the logo.



DO NOT reverse 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 OSSO 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.

<div>Royal Blue</div> <div>Pantone 287 C</div> <div>CMYK 100 75 2 18</div> <div>RGB 0 48 135</div> <div>HTML #003087</div>	<div>Turquoise</div> <div>Pantone 299 C</div> <div>CMYK 86 8 0 0</div> <div>RGB 0 163 224</div> <div>HTML #00A3E0</div>	<div>Lime Green</div> <div>Pantone 375 C</div> <div>CMYK 30 0 100 0</div> <div>RGB 191 215 48</div> <div>HTML #BFD730</div>
<div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>

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 OSSO 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 OSSO brand. This versatile script typeface includes many different alternates for each lowercase letter. Heather Oliver is a great option for athletic uniforms or general apparel.

Complimentary fonts include the Olentangy School district fonts – **DIN OT** and **Proxima Nova** – found on pages 11 & 12. **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

APPAREL





OLENTANGY SCHOOLSSM
Flourish Here.

Olentangy Schools

7840 Graphics Way

Lewis Center, OH 43035

740 657 4050

olentangy.k12.oh.us