



TOOLKIT

for Oregon Episcopal School



Abridged December 2023

Disclaimer

This toolkit should be a living, breathing, always-evolving document. As the OES brand grows and deepens, it will be necessary to update and map out new rules and guidelines.

THE BRAND

The OES brand is an expression of the essence of the School itself.

A brand isn't just a logo or a tagline. A brand is a perception that is constantly being shaped through every interaction.

Each one of us creates the Oregon Episcopal School brand every day as we interact with students, parents, and prospective families; create new programs; write and design communications materials; and talk about what we do – so it's important that we present a unified brand message.

That's what this Toolkit is for. In it, you'll find specific examples and overarching guidelines that will help you consistently bring the OES brand to life in all of your communications.

If we don't say who we are clearly and consistently, someone else will – most likely our competitors.

**The Always
Open brand was
introduced in 2012.
Today the brand is
ever evolving.**

As part of the School's original branding work in 2012, our branding partner, Mindpower Inc., was asked to develop a platform that authentically reflected the School's unique qualities, differentiated it in the marketplace, and provided consistent messaging and visuals to help unify the community. That work served the School well for seven years.

Today, brand messaging has been updated to better reflect the current state of the School – its strengths, priorities, programs, and people. From a visual standpoint, the look and feel of the campaign more fully reflects all grades and ages and more accurately represents a confident, sophisticated OES.

In short: **Open** is as relevant as ever. And the brand has grown up. Over the years, we have shortened it to **Open**.

Branding Goals

FOR THE ORIGINAL WORK DONE IN 2012:

- To clearly articulate OES's strengths
- To differentiate OES from its competitors
- To raise awareness of the quality and value of an OES education

AS PART OF THE 2019 BRAND UPDATE:

- Evolve the messaging to reflect the current state of the School
- Make the visual language more sophisticated to better represent all ages of OES students
- Expand and clarify messaging around Open for internal and external audiences
- Unite Athletics and other sub-brands under the larger OES brand umbrella

A brand is a promise we make to our community. Everything we do should deliver on that promise.

Brand Platform

An OES education challenges students to achieve academic excellence through valuing their own curiosity, being open-minded in the search for answers, respecting themselves and others, developing a global perspective, and acting with integrity.

Brand Essence: Open

Brand Promise: To open students up – intellectually, emotionally, spiritually, and experientially (thereby unleashing their potential to craft good lives and create a better world)

Brand Attributes: Curious, inclusive, respectful, intellectually inspired, empowered, ethical, intentional, accomplished, balanced

Brand Expression: Open

BRAND VISUALS

Fonts (institutional)

Montserrat is a free Google font download. Its wide range of weights makes it versatile for all campus communications and applications both internal and external. Regular is preferred for body copy and bold or extra bold is suggested for headlines.

Merriweather is also a free Google fonts download. It is a serif alternative for long form text or body copy only. Its tall x-height makes it very legible at small sizes. It's a nice alternative for letters or correspondence.

Google fonts are free to download, so they're accessible campus wide and can be used on all media without restriction.

The default web safe font in the event Montserrat does not work is Arial.

Montserrat

Light/*italic*
Regular/*italic*
Semibold/*italic*
Bold/*italic*
Extrabold/*italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Merriweather

Regular/*italic*
Bold/*italic*
Black/*italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat can be used in upper and lower case for headlines, subheads, and body copy.

HEADLINES, SUBHEADS, AND CALL OUTS CAN ALSO BE USED IN ALL CAPS. Body copy should be in upper and lower case.

Montserrat can be used for headlines, intro, and body copy. Aut volore nus, tem autem que pre nossitatio. Erro quas mos acceptas dolorenis se voluptur, veleni alicil eribusdae. Imporemposam que occulpa net esciaep uditibus.

Merriweather is a serif alternative for body copy in long form. Aut volore nus, tem autem que pre nossitatio. Erro quas mos acceptas dolorenis se voluptur, veleni alicil eribusdae. Imporemposam que occulpa net esciaep uditibus.

Color palette

White is the dominant color in your palette and represents the space where your other colors reside. Without white space, the other colors will feel heavy and dark. White lets all the colors in your palette be viewed at their most vibrant.

BLACK IS NOT IN YOUR COLOR PALETTE. It doesn't play well with green, especially dark green. Gray is, however, in the palette. 70% black is used exclusively for body copy. 70% black (gray) copy on a white page gives your greens more vibrancy and importance.

The **secondary colors** should be used as subtle accents to call attention to lead copy or call outs. These colors should never be used as full floods of color on a page, or in a way that competes with or is equal in proportion to green or white on a page. (The only exception is in long form publications where green is clearly initially established). Multiple secondary colors may be used, but the goal is to avoid a Skittles effect (random color everywhere without reason). See color wheel on following page.

COATED

Primary colors should visually lead on all communications.

White

PMS 342C

CMYK:	RGB:
96	0
34	102
81	72
26	

web: #006648

PMS 363C

CMYK:	RGB:
75	74
24	139
100	44
8	

web: #4a8b2c

PMS 376C

CMYK:	RGB:
55	129
3	188
100	0
0	

web: #81bc00

PMS 424C
or 70% Black

CMYK:	RGB:
57	112
47	114
48	113
14	

web: #707271

Secondary colors are used with subtlety to call attention to words and phrases in copy and also may be used for containers for call outs. See creative examples.

PMS 1585C

CMYK:	RGB:
0	255
71	109
98	16
0	

web: #ff6d10

PMS 120C

CMYK:	RGB:
1	254
12	219
72	101
0	

web: #fedb65

PMS 291C

CMYK:	RGB:
38	152
8	202
1	236
0	

web: #98caec

WEB COMPLIANCE
The coated palette is recommended for web use. 342c and 363C pass all compliance standards. 363c has size restrictions for type smaller than 14pt bold.

UNCOATED

White

PMS 341U

CMYK:	RGB:
88	50
33	120
66	100
16	

web: #327864

PMS 362U

CMYK:	RGB:
72	83
22	147
89	79
6	

web: #53934f

PMS 375U

CMYK:	RGB:
60	109
0	200
100	44
0	

web: #6dc82c

PMS 424U
or 70% Black

CMYK:	RGB:
49	137
40	137
39	139
4	

web: #89898b

PMS Orange 021U

CMYK:	RGB:
0	255
71	109
86	46
0	

web: #ff6d10

PMS 120U

CMYK:	RGB:
0	255
71	109
86	46
0	

web: #ffda6a

PMS 544U

CMYK:	RGB:
38	152
14	192
2	225
0	

web: #98C0E1

IMPORTANT! When designing pieces that will be produced on uncoated paper (Cougar) on an offset press, we recommend designing with the uncoated color palette. Color should be built out of CMYK. Pantone colors will always look different when converted to CMYK on paper. RGB colors also will look different from screen to screen. Digital printing has a different set of challenges for coated and uncoated papers. For best outcomes, we recommend having a conversation with your printer around file set up and possibly have them pull a color draw down so you can see how each palette of colors will produce.

All formula values for RGB and CMYK breakdowns are sourced from Pantone Matching System (PMS) solid coated and uncoated swatches in Photoshop.

Logos

The **OES signature** is considered your primary logo. It should be used the same as you would use your own signature, at the end of a communication to let the audience know where the messaging came from. Your messaging is the hero and the signature supports it. If the placement and size of the signature is consistent on all communications, no one will ever have to look for it or will miss it. Branding is consistency. (See logo usage on following pages.)

Do not screen shot OES logos for any purpose.

2-color



1-color

(black or dark green)

Used when it's cost prohibitive to use the 2-color logo



Crest & Seal

The **crest** and **seal** of Oregon Episcopal School (design updated 2019) is limited for use only on official school documents such as commencement invitations, programs, and diplomas, award certificates, and documents signed by the Head of School or the Bishop of Oregon. The crest may also be seen on religious occasions, at formal events held in the Chapel, during milestone anniversary celebrations, and on blazers worn by the school's boy choir—a longstanding school tradition.

The crest should not be altered in any way, nor should it be used in any trivializing manner (e.g., screened, cropped, placed in combination with a wordmark, or printed onto spirit wear or athletic gear). The crest may not be used without permission of the school's administrative team. If an item is in question or you need to obtain the official crest graphic, please contact the Director of Marketing & Communications.

OES Crest



Do not screen shot OES crest for any purpose.


OES Seal (serif)



OES Seal (sans)

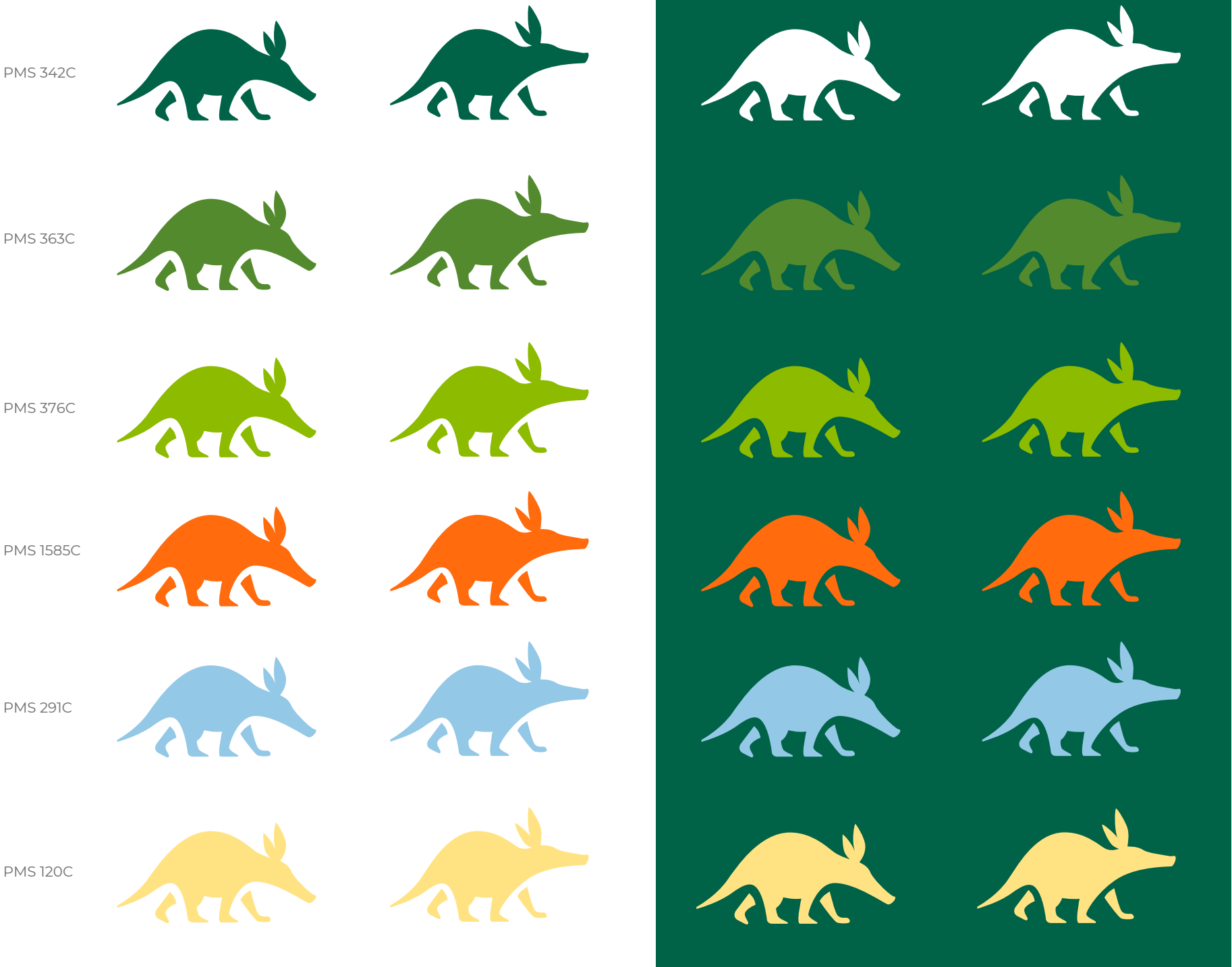


Institutional Aardy

Institutional Aardy is used as an end mark (sometimes called an end sign)—a small graphic element placed at the end of a headline, an article, a chapter, or a story. Aardy should be used with subtlety. He’s there but should never dominate in layout. He should be the little something you notice last on the page. Think to yourself, where’s Aardy? His job as an element is to quietly remind readers that if you’re considering being part of the OES family, you’ll be an Aardvark. 

Aardy can be used in all the colors in the palette and reversed out to white on dark backgrounds. Some colors resonate better on light and dark backgrounds. Use discretion.

Do not screen shot Aardy for any purpose.

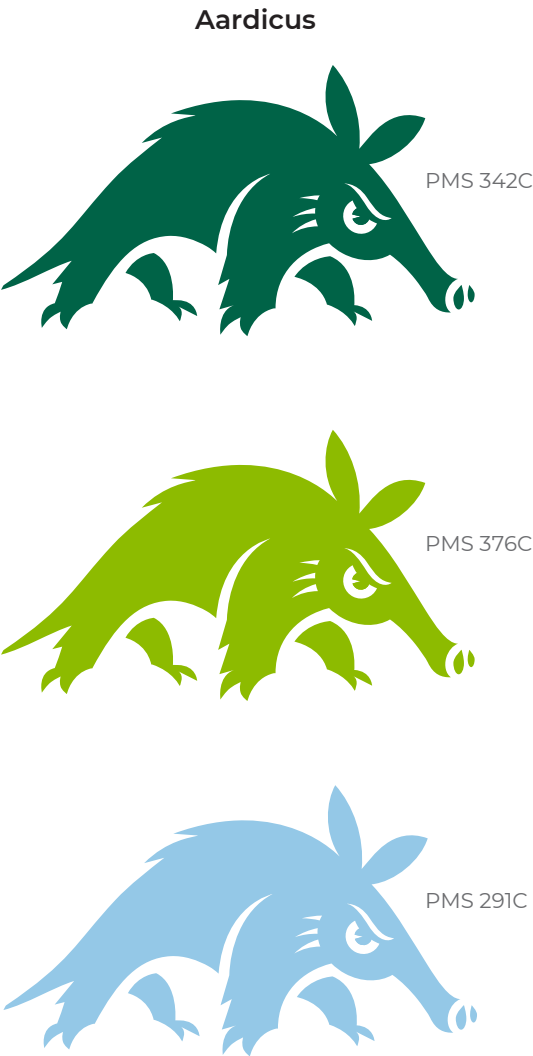


Do not screen shot OES Athletic marks for any purpose.

Athletics marks

Athletics now has its own suite of graphics and a font. The school mascot is the Aardvark. The shorthand version of Aardvarks is **Varks**, which may be used on spirit wear and uniforms. The only secondary color used with these marks other than the greens is light blue PMS 291C or equivalent for specialty merchandise and apparel.

Aardicus and the **OES athletics** marks can be paired with the athletics font, **Roboto Slab**, to create promotional spirit wear, apparel, and merchandise. It is recommended that the full school name also be included for these purposes. Aardicus does not reverse out to white on dark backgrounds. Instead he has a white stroke already built around him. See banner example on following page.



Roboto Slab

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Questions? Need help putting together a specific logo?
Please email marketing@oes.edu