



OaklandSchools

BRAND STANDARDS AND STYLE GUIDE



Introduction

Thank you for reading the Oakland Schools Brand Standards and Style Guide. This document will outline how to express the OS brand visually and our position in the view of the public.



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Welcome

Thank you for consulting the Oakland Schools Brand Standards and Style Guide. This important document will help ensure consistent use of the components comprising the Oakland Schools' brand affecting all touch points. The rules dictating the Oakland Schools brand should be shared and followed by internal staff, external agencies and related entities in order to build one experience across all areas we represent.



Positioning

The following pages detail our positioning: brand values, brand personality, positioning statement and brand expression.



Brand Values

These are the never-wavering statements that set the Oakland Schools' brand apart. These make up our brand DNA that is necessarily to be used in materials; should come across in every brand touchpoint.

Impact-minded

We exist to create impact in all we do. Whether a program for students, continuing education for teachers, best practices applied to districts or a unique initiative, we work each day to create lasting, transformational impact.

Responsible

We are responsible for the success of each student and teacher in Oakland County. Every one. Our methods are rigorous and our programs and services are built on proof. We aim to serve everyone. We to strive to waste nothing.

Proactive

We don't wait for need to arise—we study what works. We have an eye toward the future. We stay one step ahead in a competitive global landscape. It is our job to provide vision and means to make this a model county of public education.

Comprehensive

We are inclusive of student background and demographic. We exist for every student—not the chosen few. We work with every educator—not just those who are driven to us. We have resources that are meant to be used and we aggressively promote them.



Brand Personality

These are the traits that personify Oakland Schools. These terms will not be used in materials, rather, these are the attitudes and emotions that should come across.

Smart/Simple

The more complex and layered the brand, the more simply it must be delivered. Therefore, a single look and feel connecting all elements is vital. And a simple, consistent, straightforward voice is key. Details become second level.

Optimistic

The brand must present solutions, not problems. It must paint a picture of a future of success and inclusiveness. All programs become opportunities, enthusiastically developed and endorsed because of a belief in the process.

Dynamic

The Oakland Schools brand should represent an enthusiasm and excitement that is active, bold and confident. Declarative statements. Proud results. Belief in its people. Pride in its mission.

Empathetic

Why do we exist? To provide students the resources they wouldn't otherwise have. To provide teachers time and space to focus. Parents, the tools and programs they may not know exist. The brand must show this mission-deep understanding.



Positioning Statement



OaklandSchools

Oakland Schools serves educators and administrators with resources, facilities, expertise and stewardship in 28 school districts to create an exceptional future for each and every student.



Brand Expression

Oakland Schools works with and alongside our county's school districts, serving more than 200,000 students, more than 20,000 educators and support staff. We also represent the promise of public education to prepare students for what's next, prepare educators with best practices and empower families with resources, programs and possibilities. We are centered around service, collaboration, inclusiveness and proven best practices, providing the expertise, programs and spaces to thrive. We believe the future is only as strong as the educational experience. And it is our goal to make it as exceptional as possible for every student, every educator and every family in a smart, effective and efficient manner. Join us on our mission to make Oakland County the model for what public education can be, one future at a time.



Logos and Taglines

The following pages detail the correct application of Oakland Schools' logos and tagline.



Horizontal Stacked Logo

The logo can appear on color, illustration or photographic backgrounds, as long as it remains legible and easily recognized.



Full color



Reversed on solid color



Black on white



Reversed on photo



Horizontal Logo

The logo can appear on color, illustration or photographic backgrounds, as long as it remains legible and easily recognized.



Full color



Reversed on solid color



Black on white



Reversed on photo



Stacked Logo

The logo can appear on color, illustration or photographic backgrounds, as long as it remains legible and easily recognized.



Full color



Reversed on solid color



Black on white



Reversed on photo



Horizontal Wordmark

The logo can appear on color, illustration or photographic backgrounds, as long as it remains legible and easily recognized.

OaklandSchools

Full color

OaklandSchools

Reversed on solid color

OaklandSchools

Black on white

OaklandSchools

Reversed on photo



Stacked Wordmark

The logo can appear on color, illustration or photographic backgrounds, as long as it remains legible and easily recognized.

Oakland
Schools

Full color

Oakland
Schools

Reversed on solid color

Oakland
Schools

Black on white

Oakland
Schools

Reversed on photo



Logomark

The logomark can appear on color, illustration or photographic backgrounds, as long as it remains legible and easily recognized.



Full color



Reversed on solid color



Black on white



Reversed on photo



Tagline

Short, memorable and reflective of our mission, just like a tagline should be. It encapsulates the spirit of why we exist.

It is important to use this tagline and never alter it in any way. Always use the approved reproduction art. Do not recreate the typeset tagline unless using in body copy.

EVERY STUDENT. EVERY DAY.



Clear Space

Always position the logo for maximum impact and give it plenty of room to breathe. This will help to ensure our logo's visibility and legibility.

The minimum clear space for the Oakland Schools' logo is defined as the height of the letter "O." Understanding the clear-space rule is essential, as it is also the standard for logo position and scale on most printed communications. In that regard, the clear space rule should be maintained as the logo is proportionately enlarged or reduced in size.





Incorrect Usage

When reproducing our logo, be sure to maintain legibility and avoid modifying it out of the scope of the style guide.



Do not use the color logo on dark images. Use the all white version for dark images and all black version for light images.



Avoid stretching, squishing, rotating or contorting the logo in unnatural ways. Preserve the logo's proportions when adjusting size.



Make sure the logo is large enough to maintain legibility. A good rule of thumb is to present it at a **minimum 1"** wide at 300 dpi for print, and 150 pixels wide for web.



OaklandSchools

Do not change the color of the logo. Maintain the OS logomark and wordmark relationship with our green and blue respectively, all black or all white arrangements.



Do not add special effects like drop shadows to the logo.

Welcome to  **OaklandSchools**

Do not use the logo as a headline or within body copy.



Do not change the position of the elements of the logo.



Program Positioning and Logos

The following pages detail the positioning for select programs and the correct structuring of program logo wordmarks.



Program Branding Example

Our ACE program provides students of all levels the opportunity to take college courses while still in high school at no cost to their family.

OaklandACE
ACCELERATED COLLEGE EXPERIENCE



Oakland ACE Brand Expression

Calling those who are ready. Those who are driven. Those facing barriers as they approach college. Those who didn't think higher education was possible. Those with a dream. We have a program for you. Our ACE Program opens the door to real college credits from Oakland Community College to students attending high school. It allows students to enter their future with plenty of guidance and support, and without the cost of tuition, fees or books. Allowing you to leave high school with an associate degree and better equipped to face the world ahead.

The Oakland ACE program. Another powerful reason students and parents rely on Oakland Schools. Serving every student. Every day.



Program Wordmarks

When creating program wordmarks, it's important to follow the rules outlined here for brand consistency.

Program names should be left aligned and use the existing "Oakland" text from the horizontal workmark.

Each program uses a color from the existing color palette as its primary color.

Typography guidelines are outlined in the diagram to the right.



Y = THE SPACE BETWEEN THE PROGRAM ABBREVIATION AND THE FULL NAME IS EQUAL TO THE HEIGHT OF THE CAPITAL "O" IN THE PROGRAM NAME.



Department Wordmarks

When creating department wordmarks, it's important to follow the rules outlined here for brand consistency.

Depending on the application, department wordmarks can be paired with the horizontal stacked logo or the horizontal logo.

Wordmarks with the horizontal stacked logo should be center aligned below the logo. Wordmarks with the horizontal logo should and use the existing "Oakland" text from the horizontal workmark.

Department names should be colored using our OS blue color shown on page 26.

Typography guidelines are outlined in the diagram to the right.

OAKLAND SCHOOLS
HORIZONTAL
STACKED LOGO



Y = THE SPACE BETWEEN THE OAKLAND SCHOOLS LOGO, DEPARTMENT WORDMARK AND THE HAIRLINE IS EQUAL TO THE HEIGHT OF THE LOWERCASE "O" IN THE DEPARTMENT NAME.



Y = THE SPACE BETWEEN THE OAKLAND SCHOOLS LOGO, DEPARTMENT WORDMARK AND THE HAIRLINE IS EQUAL TO THE HEIGHT OF THE LOWERCASE "O" IN THE OAKLAND SCHOOLS LOGO.



Visual Identity

The following pages detail the brand's core elements: colors, typography, grid, photography, identity, templates and more.



Color Palette

When creating documents or publications, use the following as a guide for creating a look consistent with the rest of the brand.

Generally, we limit ourselves to the OS blue and green, but larger or more targeted projects can branch out to the secondary palette as needed.

Primary

PANTONE BLUE 072

C 100
M 97
Y 3
K 3

R 43
G 54
B 140

2A328B

PANTONE GREEN 355

C 99
M 12
Y 100
K 2

R 0
G 149
B 76

00944B

Secondary

PANTONE 137 C

C 0
M 30
Y 100
K 2

R 246
G 180
B 19

F6B413

PANTONE 7689 C

C 88
M 47
Y 13
K 0

R 0
G 120
B 73

0077AC

PANTONE 339 C

C 85
M 12
Y 50
K 15

R 0
G 142
B 32

008E82



Typography

HEADLINE

**HK
Grotesk
SemiBold**

SUBHEAD

HK Grotesk
Regular

BODY COPY

Clarendon URW
Extra Narrow Light



HK Grotesk Font Family

Our primary headline and subhead type family is HK Grotesk, and is available in multiple weights. Our primary weight used in materials is SemiBold. Lighter weights can convey a sense of elegance or grace, while heavier weights should be used sparingly for impactful pieces.

Download the font here: bit.ly/os-hk-grotesk

HK Grotesk
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789&%@%(:;?!)

Light

Light Italic

Regular

Italic

Medium

Medium Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

ExtraBold

Black



Clarendon URW Extra Narrow Font Family

Our primary body copy type family is Clarendon URW Extra Narrow, and is available in multiple weights. Our primary weight used in materials is Light. Heavier weights in body copy should be reserved for emphasis on pieces such as data points, names, titles or contact information.

This font family is part of the Adobe Fonts library. You can access it with a Creative Cloud subscription. If you do not have access to Creative Cloud, then you can use the alternate fonts on the next page.

Clarendon URW Extra Narrow
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789&%@%(:;?!)

Light
Regular
Medium
Bold
Extra Bold

Light Oblique
Regular Oblique
Medium Oblique
Bold Oblique
Extra Bold Oblique



Alternative Type Faces

In usage cases where HK Grotesk and Clarendon URW Extra Narrow are not available, use Arial in place of HK Grotesk and Times/Times New Roman as a replacement for Clarendon.

Arial

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Regular

Italic

Bold

Bold Italic

Times New Roman

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Regular

Italic

Bold

Bold Italic



Photography Direction

Our visual identity is dependent on photography that focuses on students and faculty in everyday situations. Whether sourcing stock photography or commissioning a photoshoot, it is important that the images feel genuine, natural and not staged. Images should be light and bright, focusing on individuals or small groups with a shallow depth of field and a slightly blurred background, creating a more intimate feeling. When possible, it's important to try and capture multiple angles showing different perspectives: student, teacher, onlooker.

All images are for position and style direction only. Rights have not been purchased to use in materials.





Photography Samples

All images are for position and style direction only. Rights have not been purchased to use in materials.





Incorrect Photography Usage

Avoid using photography that looks posed and unnatural. As previously stated, we want to appear genuine and authentic. Do not use imagery with stark tones or overlays. Unless the context of the material demands it, avoid using somber or overly serious imagery. Additionally, avoid using images that have illustrations or graphics overlaid in them.

All images are for position and style direction only. Rights have not been purchased to use in materials.





Iconography

The icon set provides a visual guide for the user to identify the different services Oakland Schools offers. These should be used as a guide for style and color when creating new icons.



Administrative
Services



Student Programs
and Resources



Educational
Services



Continuing
Education



Community
Programs



Facility
Resources



Sample Brand Applications

The following pages show a sample of typical use-case scenarios for the Oakland Schools brand. These are not all encompassing, and should serve as a guideline for cases not covered.



Brand Panels

oakland.k12.mi.us



EVERY STUDENT. EVERY DAY.



Meet Lily Jeffries
9th Grader - South Lyon High School, South Lyon Schools

**Our goal?
To maximize
her future.**

She's one of more than 200,000 students in Oakland County to whom we provide resources, programs, thought leadership and more. We wake up every day trying to give each Lily the greatest opportunities to thrive. We can't think of a more worthy goal.

OaklandSchools



Brand Panels

Meet Steven Johnson

5th Grader - Rogers Elementary, Pontiac Schools

Our mission? His future.

He's one of more than 200,000 students in Oakland County to whom we provide resources, programs, thought leadership and more. Our mission is to make sure his short time with us prepares him fully for the rest of his life, along with every student in each district in our county. We invite you to join us in our mission.

OaklandSchools



oakland.k12.mi.us




EVERY STUDENT. EVERY DAY.




Brand Panels

oakland.k12.mi.us



EVERY STUDENT. EVERY DAY.



Meet Ms. Campbell

3rd Grade Teacher - Einstein Elementary, Oak Park Schools

Our purpose? To help her connect with hers.

She's one of more than 20,000 educators in Oakland County to whom we provide tools, facilities and motivation. Our mission is to make sure she doesn't simply connect with students, but that she has everything she needs to do so beautifully. We invite you to join us in our mission.

OaklandSchools



Brand Panels



BERKLEY HIGH SCHOOL
9th Grade Spanish Class
Berkley School District

We're elevating education
by bringing the world to
Oakland County.

Through world language classes, we're exposing students to new languages and cultures sooner than ever. We serve educators in Oakland County to develop quality, standards-based curriculum and aligned assessments. Services include consultation, resource development and professional learning that strengthen language proficiency and cultural understanding.

OaklandSchools
EVERY STUDENT. EVERY DAY.

oakland.k12.mi.us



Brand Panels



NORTH SASHABAW ELEMENTARY SCHOOL

4th Grade Class

Clarkston Community School District

**Elevating education.
Every day.
Helping each student
in new, creative ways.**

The Fine Arts staff at Oakland Schools offers a variety of grade-level and discipline-specific workshops and professional development opportunities for K-12 arts educators, including teachers of dance, music (band, orchestra, choral and general music), theatre and visual art.

OaklandSchools

EVERY STUDENT. EVERY DAY.

oakland.k12.mi.us



Brand Panels

oakland.k12.mi.us





TECHNICAL EARLY COLLEGE







VIRTUAL LEARNING ACADEMY CONSORTIUM



ACCELERATED COLLEGE EXPERIENCE



OaklandTEC

TECHNICAL EARLY COLLEGE

OaklandVLAC

VIRTUAL LEARNING ACADEMY CONSORTIUM

OaklandACE

ACCELERATED COLLEGE EXPERIENCE



Brand Panels





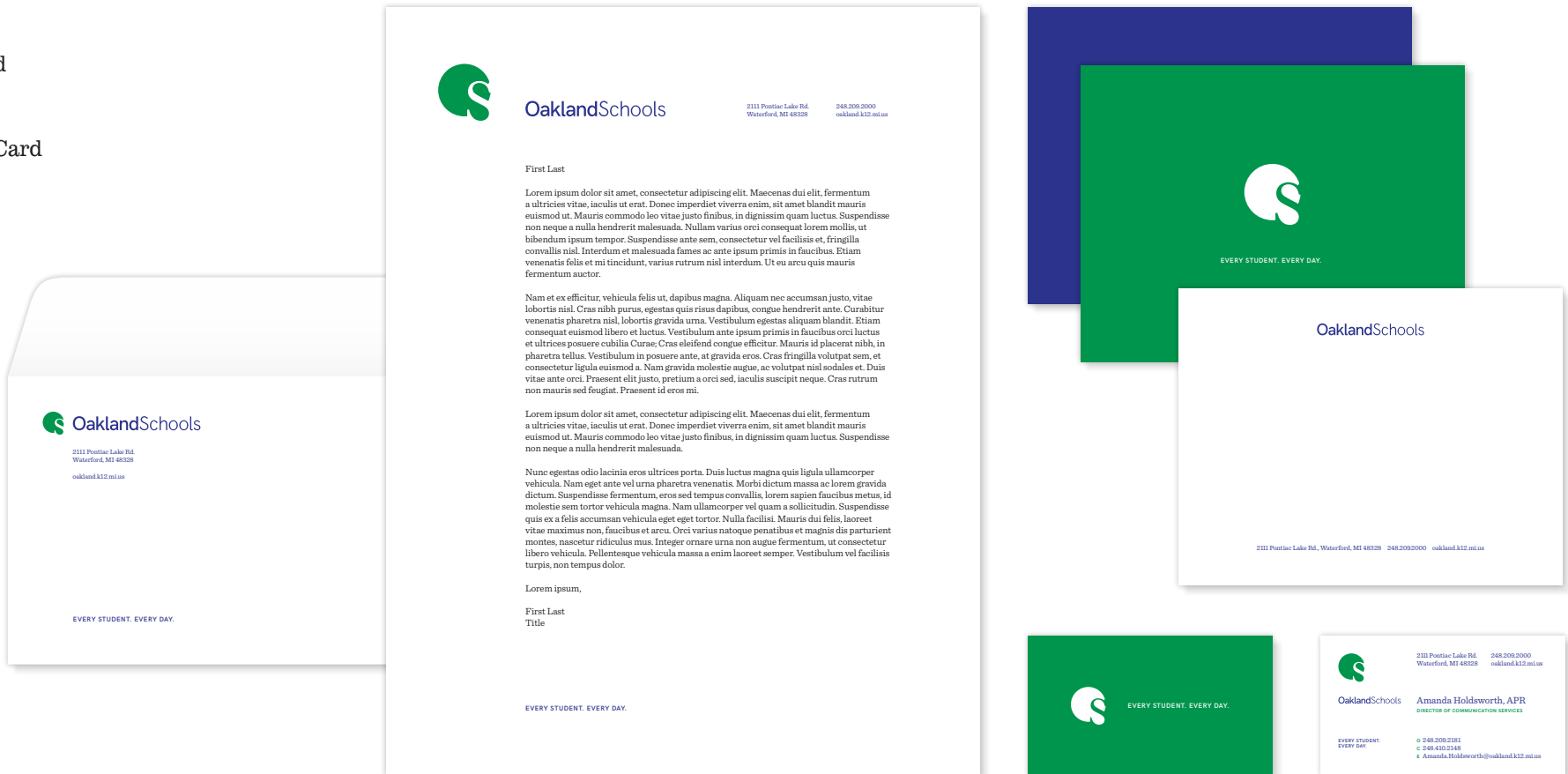
Stationary

Envelope

Letterhead

Notecard

Business Card





Email Signature

Oakland Schools employees are expected to style their email signatures as shown here to maintain our brand image when communicating with district personnel and stakeholders.

The templates are available to download on the intranet.

FULL EMAIL SIGNATURE: Intended for initial outreach or first reply into an ongoing conversation with personnel who are not familiar with you.

Nick Booms
Marketing Specialist
Oakland Schools
Communication Services
O: 248.209.2186
M: 248.209.2186
2111 Pontiac Lake Rd.
Waterford, MI 48328



CONDENSED EMAIL SIGNATURE: Intended for replies in the middle of a conversation, keeping long email threads from getting bloated with multiple stacked signatures.

-Nick Booms