ATHLETICS

BRAND GUIDE

FOR ADMINISTRATION, COACHES, VENDORS, AND FANS.

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INTRODUCTION

ABOUT THIS GUIDE

Ocean Springs School District (OSSD) has developed the *OSSD Athletics Brand Guide* to provide clear information and guidance on the proper use of approved graphics, colors, fonts, and logos for any application of the OSSD Athletics brand. The goal of this guide is to guarantee, as best as possible, a clear and consistent brand image wherever and whenever OSSD Athletics is represented in any print, digital, or apparel format.

Best practices recommend that we have specific rules and guidelines governing the use of our names, logos, and colors. A professional, coordinated approach establishes a strong identity for OSSD Athletics while still allowing teams to project their own information and deploy their own style.

Any attempt to utilize OSSD Athletics graphics or wordmarks outside the standards represented in this guide is strictly prohibited.

This is a live document and will be updated as needed. Requests for exceptions or interpretations should be submitted to Keith Carter, Director of Athletics, or Trey Brennan, Director of Communications.

CONTACT

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BRAND STANDARDS

Our Brand

Ocean Springs School District and OSSD Athletics have a statewide and regional reputation for excellence in academics, arts, and athletics. The OSSD logos are the cornerstone and visual identity of our brand. OSSD's interlocking "OS" logo is recognizable by other schools across the state and region as the iconic symbol associated with the Greyhounds for the past 20 years.

To maintain the integrity and consistency of our brand, as well as to protect our trademarked property, OSSD has developed rules and guidelines for using our name, logos, and colors.

Our Trademark

The Interlocking "OS" logo is an official registered trademark, owned and maintained by OSSD. Since our logo is trademarked, it has special protections against copyright infringement and misuse/misrepresentation. Any individual, organization, or company using the logo is required to adhere to the rules and guidelines set forth by the school district to ensure the protection of its iconic brand is recognized in a positive manner.

Acceptable Uses

These guidelines, as well as this entire brand guide, are offered as a resource to help OSSD staff, vendors, and community correctly use OSSD logos in their communication efforts on behalf of the district and its sports teams. Below is a basic outline of the logo requirements, more in-depth information can be found later in this guide.

Basic Logo Requirements

- The Interlocking "OS" logo is the primary logo of OSSD and OSSD Athletics, and should be the primary/dominant mark on any school-sponsored material.
- The Interlocking "OS" logo should never be modified, covered, stretched, distorted, or recolored in any way. If you need a modified version of any logo (i.e. patriotic, pink for breast cancer awareness, etc.), contact OSSD Communications.
- The "Greyhound" logo should be used as a secondary mark only, and should not appear unless the Interlocking "OS" logo is also present. Please use the correct version of the Greyhound, which is outlined on page 6.
- Never combine or stack the Greyhound logo over the Interlocking "OS" logo. This is considered a violation of our trademark.

SCHOOL COLORS

Primary Colors

Our primary colors are royal blue and grey. These colors have long-been associated with the Greyhounds and should always be used as the dominant colors on any uniform, apparel, graphics, and merchandise.

Any uniforms that appear in official competition must use royal blue and grey as the dominant color choices (does not include neutral colors like black, white, off-white, etc.). **Powder/baby blue (Valor Blue) is <u>not</u> accepted as a primary uniform color and may <u>only</u> be used as an accenting color.** The official color codes for our royal blue and grey can be found below:

Official Greyhound Royal	**Official Greyhound Grey**
Pantone 2746 C Hex Code: #142f98 R:20 G:47 B:152 C:100 M:93 Y:4 K:1	Pantone Cool Gray 5 U Hex Code: #AEAEAE R:174 G:174 B:174 C:33 M:26 Y:27 K:0

What the codes mean:

- **Pantone:** mainly used in fabric materials and print
- **Hex:** used for digital content/graphics (use in Google Docs, Gipper graphics)
- **RGB:** used for digital content/graphics
- **CMYK:** primarily used in print materials

NOTE: You will likely only ever use the hex code or RGB, however, a vendor may ask for one of these four different codes, depending on the project.

Alternate Colors

Black and white are considered neutral colors and may be used as the dominant on uniforms and apparel. Alternate colors like pink or powder/baby blue (Sky Blue) may be used sparingly on apparel and as an accenting color on uniforms and graphic materials. **Official Greyhound Royal and Official Greyhound Grey must still remain the dominant color on any uniform/graphic.** Below is the recommended color code for Sky Blue:

Sky Blue
Pantone 283 Hex Code: #98C5EA R:152 G:197 B:234 C:38 M:11 Y:0 K:0

SCHOOL & TEAM LOGOS

Primary Logo

As stated before, the Interlocking "OS" logo is the primary mark for all school-sponsored materials, teams, merchandise, and facilities. There are several colorways of the Interlocking "OS" logo available for teams to use. If you need any logo files or an alternate colorway not pictured, please contact OSSD Communications.

Below are the approved Interlocking "OS" logo colorways. The logos are named by "OS" to signify the Interlocking "OS" style, then the colors used in order of dominance, then the number of total colors in the design. Some vendors have a significant price increase between a 2C design and a 3C design.
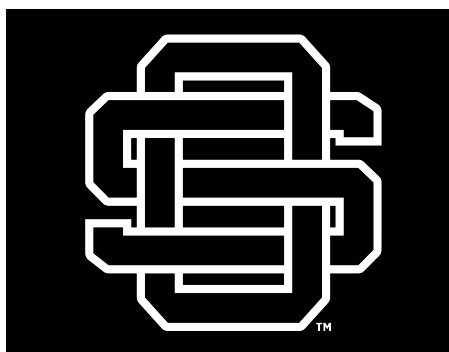
OS Primary 3C Logo
(most commonly used)

OS BW 2C Logo
(on a grey background for clarity)

OS GW 2C Logo
(on a blue background for clarity)

OS BG 2C Logo

OS White Outline Logo
(on a black background for clarity)

OS WG 2C Logo
(on a blue background for clarity)

NOTE: If a colorway other than the ones above is needed, contact OSSD communications.

Primary Wordmarks

The primary wordmarks feature the Interlocking "OS" logo with the unit, school, or organization written in our primary brand font, Prohibition. These logos are primarily used by schools on stationery and by OSSD on graphic materials. An example of different wordmarks can be found below:

OSSD Primary Wordmark 3C   OSSD AAA Wordmark 2C   School Wordmark Example

OSSD Stacked Wordmark 3C   Team Stacked Wordmarks

Secondary Logo - Greyhound

The Greyhound logo is the secondary logo for OSSD and should only be used while the primary mark is present (i.e. as the background, artwork on a wall, a sleeve on a jersey, etc.). Please only use these versions of the Greyhound logo. They have been redesigned and optimized specifically for OSSD. **NOTE:** other Greyhound colorways available upon request.
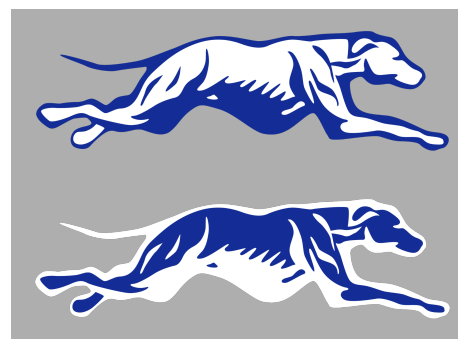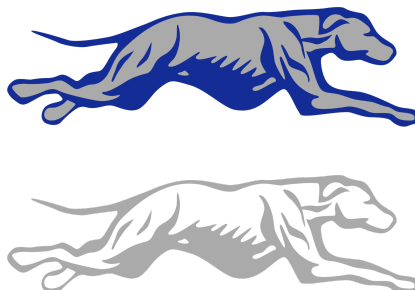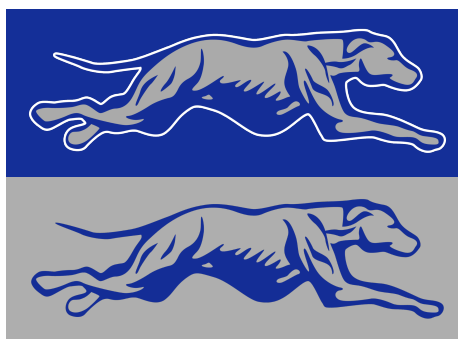
Alternate Logos
Hounds Script Logo
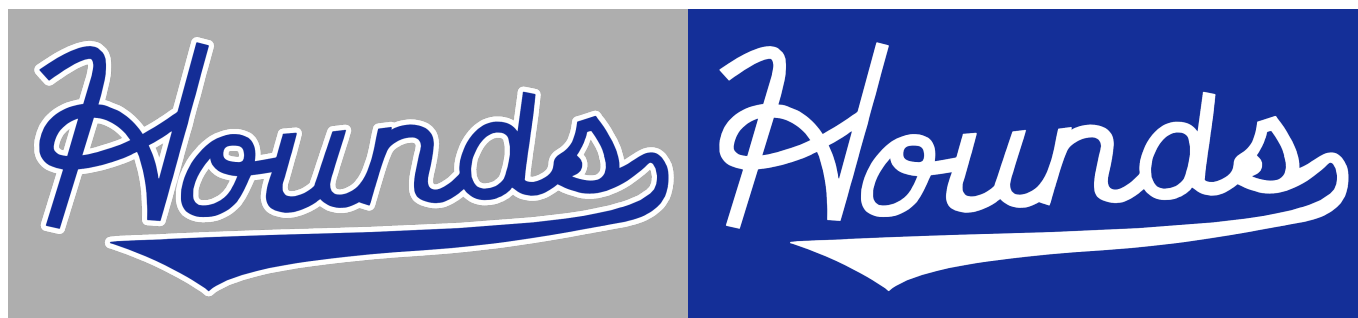
Special Cause Logos

Sport-Specific Logos

Sport-specific logos and social media avatars are available upon request.

Using Under Armour Logos

Under Armour logos may be included in OSSD Athletics graphics to help convey the multiyear partnership between Under Armour and OSSD Athletics. The UA logo should never be the dominant logo in a design, and should never be altered or changed. If you need official UA logos, contact OSSD Communications.
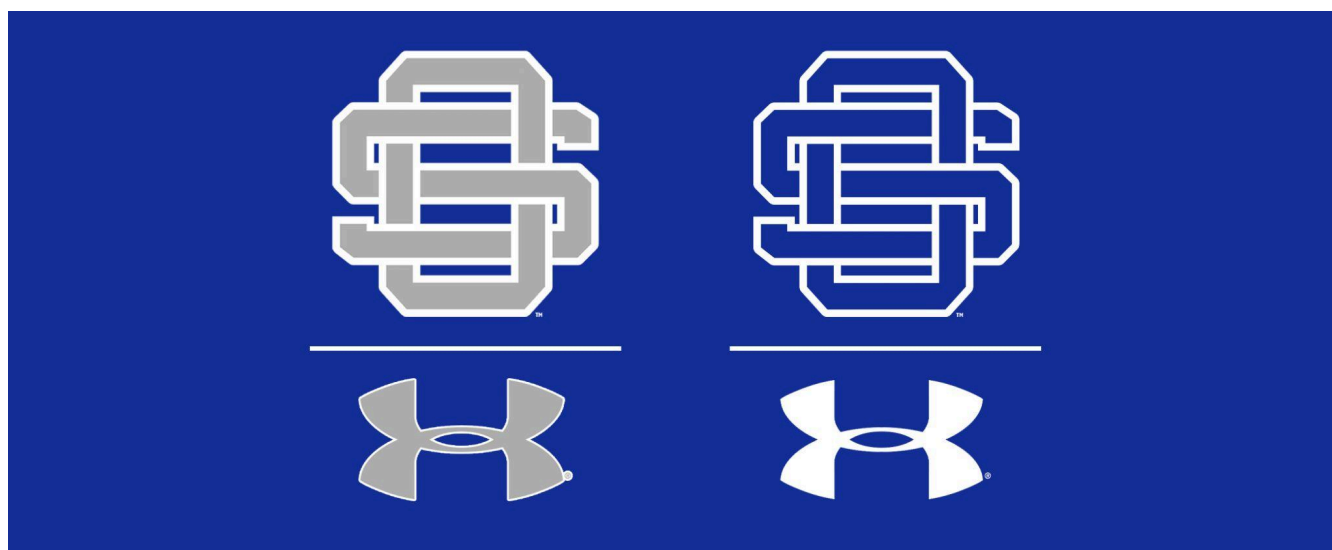
Misuse of Logos / Logo Orientation

Below are some things to look for to ensure the Interlocking "OS" logo is not being used upside down.

CORRECT

INCORRECT

Notice the "S" overlaps the "O" twice on the left side and once on the right side. The tradmark symbol is also in the bottom right.

When the logo is flipped, the "S" overlaps once on the left side and twice on the right. The trademark symbol is also missing.
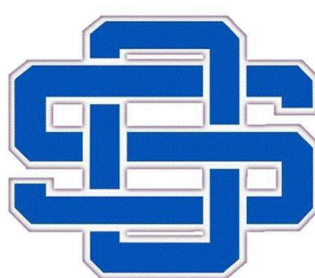
Discontinued & Unapproved Logos

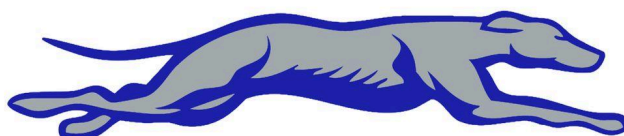The logo variations below do not belong to OSSD and should never be used in any materials.

BRAND FONTS & TYPOGRAPHY

Primary Fonts

The following fonts have been licensed by OSSD from Adobe and should be used in graphics and other digital elements whenever possible. Prohibition is the font used in the OSSD all wordmark logos. Unfortunately, Prohibition and Industry are not available for use in Google Docs at this time.

TITLES & HEADINGS
1. PROHIBITION REGULAR

SUBHEADINGS
1. PROHIBITION OBLIQUE
2. INDUSTRY INC

BODY TEXT
1. Proxima Nova (Regular)

Google Docs Fonts

While Prohibition is unavailable for use in Google Docs, Montserrat may be used in its place for titles and headings. Proxima Nova (Normal) is available and should be used for all body text.

1. **Headings - Montserrat (Bold) or Proxima Nova (Bold)**
2. Subheadings - Proxima Nova (Semi Bold)
3. Body Text - Proxima Nova (Normal)

It is recommended to use black as the primary color for body text and *if needed,* use royal blue to highlight important text. Best practice suggests using different colors for headings (i.e. royal blue) and subheadings (i.e. gray), similar to this document.

Sports-Specific Fonts

Other fonts like *Red Zone* and *Mascot* are often used by OSSD Athletics to complement our primary fonts because of their sporty appearance. Examples of these fonts and how they are used can be found below:

RED ZONE CLASSIC
OCEAN SPRINGS GREYHOUNDS

RED ZONE OBLIQUE
OCEAN SPRINGS GREYHOUNDS

Mascot
Ocean Springs Greyhounds

STADIUM & FACILITY NAMES

OSSD Athletics / Team Names

CORRECT: OSSD Athletics or Greyhound Athletics
INCORRECT: OS Athletics, OS Sports, Greyhounds Sports, etc.

Greyhound Stadium / Hugh Pepper Field

The full name for the football/soccer playing facility is *Hugh Pepper Field at Greyhound Stadium. Hugh Pepper Field* or *Greyhound Stadium* may be used in short form. The facility may also be referred to as *The Pep* on social media, but not in any formal writing/materials.

Steve Tomaszewski Field (Formerly Greyhound Park)

OSSD's competition baseball field was renamed to *Steve Tomaszewski Field* in 2022. *Greyhound Park*, the stadium's previous name, may also be used due to familiarity but is not preferred. The stadium may also be referred to as *The Tom* on social media, but not in any formal writing/materials.

Billy G. Hubbard Gymnasium

The competition gymnasium located on the campus of OSHS is officially named *Billy G. Hubbard Gymnasium* but can be referred to as *Hubbard Gymnasium, Hubbard Gym,* or simply *The Hub* in short form. While OSHS Gym is technically correct, it is not preferred.

Jack B. Hughes Field

OSSD's competition softball field is officially named *Jack B. Hughes Field* but can be referred to as *Hughes Field* in short form. *The Jack* may also be used on social media, but not in any formal writing/materials. *OSHS Softball Field* or any other variation should <u>**not**</u> be used.

SOCIAL MEDIA

*The following applies to any OSSD-affiliated school, team, or club social media account. For best practices for employees and their personal social media, review policy **GABBA - Social Media & Websites**.*

Social media has become the most popular method of communication for many in our community because of its ease in providing a forum for two-way communication. While social media is a great place to show off the accomplishments of our students & employees, and provide updates to parents about our schools, it also can become a place for unhealthy interaction with our constituents.

If at any time you feel like messages or comments are getting out of hand, you should contact Trey Brennan for help with planning the next step. Due to OSSD being publicly-funded, we are not allowed to delete or remove comments that do not violate our social media comment policy *(**view policy**)*. If you ever feel the need to block an individual, please reach out to the communications office, first.

When responding to, or providing written communication across social media, we should always be formal, as if we are responding via email. Given that we are representing a school district, we should always use correct spelling, grammar, and punctuation on anything that comes from our account. Only official school district logos are permitted to be used on OSSD-sponsored social media channels. Someone is always looking to catch our next mistake, and we want to avoid giving them anything that could later be used against us. Any individual with access to school or team social media accounts should be familiar with OSSD BOT Policy **KE - Social Networking/Websites that Represent OSSD**.

NOTE: Students and non-district employees shall not have any administrative access to any school or team social media accounts.

OSSD Social Media Guidelines
1. Do not post photos or videos of fellow employees without their permission.
2. **Do not post photos or videos that contain students without parental consent.** *See* **Mississippi Educator Code of Ethics**.
   a. Parental consent for student photos can be found in PowerSchool.
3. There are many websites that allow users to share personally created videos. You are responsible for all you do, say, and post online, including videos. Anything posted online should represent you in a professional manner as others will see you as connected to OSSD. It disrupts learning when teachers, employees, and staff post videos with questionable content.

4. When posting online, be sure not to post confidential student information. See OSSD BOT policy *JR - Student Records*.
5. When posting online, please remember that you are an employee of OSSD and a representative of your colleagues, students, parents, and the school community.
6. Your online actions and behavior should reflect the same standards of honesty, respect, and consideration that you use face-to-face.
7. OSSD staff and employees are personally responsible for all comments, information, and hosted content they publish online.
8. By posting comments, having online conversations, etc. on social media sites, be aware that even with the strictest privacy settings, what you "say" online should be within the bounds of professional discretion. Comments expressed via social networking pages under the impression of a "private conversation" may still end up being shared into a more public domain, even with privacy settings on maximum.
9. Comments related to OSSD, its employees, staff, and events related to OSSD, should always meet the highest standards of professional discretion. When posting, even in the strictest settings, staff should act on the assumption that all postings are in the public domain. See OSSD BOT policy *GAB - Employee Conduct*.
10. Before posting personal photographs, thought should be given as to whether the images reflect on your/OSSD's professionalism.
11. Do not delete comments without first consulting the Office of Communications.
12. Report any instances of cyberbullying to your immediate supervisor and/or OSSD PD.
13. Social Media should never become a distraction from classroom instruction.
14. Avoid ALL political activity. Do not solicit or share solicitations. Advertising on any OSSD-related pages is prohibited.
15. Personal watermarks or logos should not be used.

Branding Social Media Pages
Profile Pictures
Profile images on social media accounts are seen with every post and interaction. Branding your profile images ensures that the power of social media is leveraged when your account appears in the news feeds of followers and friends of followers. **Your profile image should always contain an OSSD logo and be as legible as possible.**

Tip for picking your profile photo: the simpler, the better. Most views of your profile picture will be when it is on someone's feed at a much smaller resolution. Keep your profile photo clean and simple for it to look its best.

Templates and designs for OSSD-affiliated social media profiles are available for use and are strongly recommended for branding consistency. If you would like a profile photo for your page, contact OSSD Communications.

Social Media Best Practices & Recommendations

What to Include in Every Post on Social Media

1. Always include an image, video, or link in your post: Social media algorithms are designed to make posts with images, video, or links become more visible than posts with only text.
2. Be sure to include text in the body of your post: just like including visual elements/links in your post is important, body text is just as important.

What Copy Works Best on Social Media?

- Use short, concise copy.
- Make sure your copy is grammatically correct.
- Follow the brand voice of OSSD and your school/department.
- Use a clear call to action in your posts.
- Tailor your message to each social media platform, keeping the audience in mind.

Copy Length

Optimal copy length is different for every social media platform:

- **Facebook:** 280 characters (maximum of 5,000)
- **Instagram:** 80 characters (maximum of 2,200)
- **Twitter:** 140 characters (maximum of 280)

Post Frequency

Optimal posting frequency is different for every social media platform:

- **Facebook:** 1-4 posts per day
- **Instagram:** 1-2 posts per day
- **Twitter:** 3-10 tweets per day

Common Mistakes to Avoid

1. **Do not link social media posts.** For example, do not push your Facebook posts to Twitter; your text would be cut off due to differences in character limits between social media platforms.

2. **Do not use the same copy on every platform.** Adapt your copy based on platform, character restrictions, and target audience. Also, be mindful of differing account/usernames across platforms for tagging and other purposes.

3. **Be sure your images are not blurry or too small.** Image size/dimensions should be at least 900px by 600 px.

4. **Avoid using the same promotional image in consecutive posts.** Audiences will begin to tune you out if you do not keep your content fresh. At the very least, alternate graphic images with similar copy.

Recognizing Sponsors on Social Media

When recognizing sponsors on social media, it is important that your team does not inadvertently or intentionally recommend or endorse a sponsor's product or service rather than thanking them for their support of OSSD/OSSD Athletics. For that reason, we recommend the following guidelines:

Facebook & Instagram

● Facebook made it very easy for page operators to include sponsors in a post. You may tag the sponsor page in the post or add them as a paid partnership sponsor.

Twitter

● Tag a sponsor in the image used for the tweet about your event/donation.
● Directly @mentioning a sponsor may be used, but please remember that you, and the district, are not permitted to endorse or recommend sponsor products or services.

Advertising Restrictions

As a public school, OSSD and OSSD-affiliated clubs, teams, and organizations have certain restrictions for advertising that apply to both the sports facilities, and social media. A full list of guidelines can be found in OSSD BOT Policies **KJ - Advertising in Schools**, and **ACC - Trademark**. The jurisdiction of the aforementioned policies also apply to booster clubs and PTO organizations.

Prohibited Advertising:

● Political campaigns or call to actions
    ○ Example: A banner can not read "Elect _____ Candidate for District 4 Supervisor," but it can read "District 4 Supervisor _____ supports the Greyhounds."
● Alcoholic beverages, CBD, tobacco/vape products, or other forms of nicotine/tobacco product advertising.

GIPPER, GRAPHICS, & SIGNAGE

Graphics

Graphics play an important role in promoting your team or sport. All major social media platforms employ algorithms to increase visibility of posts that include an image, video, or link. Print graphics and digital assets should adhere to the OSSD Athletics Brand Guide, including using correct logos, colors, and names.

Gipper - Online Graphic Creator

OSSD Athletics and OSSD Communications have purchased licenses to access Gipper, an online social media graphics platform, to make creating branded graphics easier for coaches. Gipper allows you to select from a large selection of prebuilt graphic templates and add your colors and logos to create professional-looking graphics for your team's social media.

We highly recommend having yourself or an assistant coach trained to use Gipper for your team. If you would like a login and/or training to use Gipper, contact Trey Brennan.

Gipper Examples:
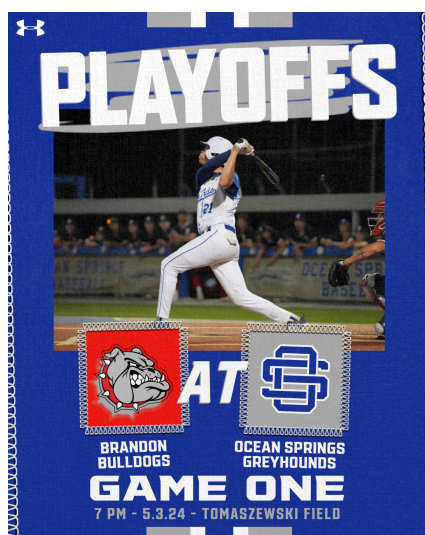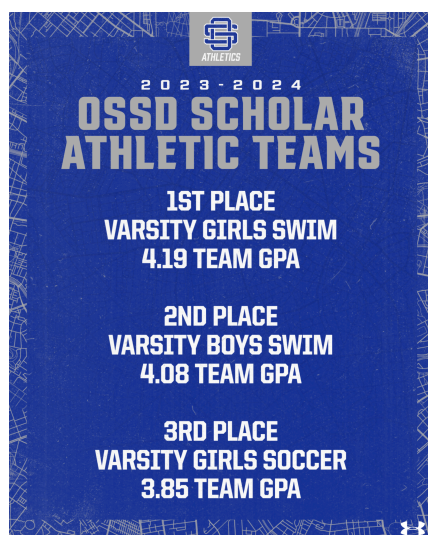
Gipper also has an iOS app, which allows coaches to update final score graphics on the road to download and publish to social media. The app can be found in the Apple App Store.

REFERENCES

District Policies:

1. ACC - Trademark
2. GAB - Employee Conduct
3. GABBA - Social Media & Websites
4. JR - Student Records
5. KB - Public Information Program
6. KBA - Public's Right to Know
7. KBB - Media Access to Campuses, Staff, & Students
8. KE- Social Networking/Websites Representing OSSD
9. KJ - Advertising in the Schools
10. KL-R - Public Complaints

Mississippi Code:

1. Mississippi Educators Code of Ethics
   a. Standard 5: Educator/Collegial Relationships

Literature Cited:

1. *Associated Press Stylebook* - Associated Press
2. *MLA Handbook* - Modern Language Association
3. *The Chicago Manual of Style* - University of Chicago
4. *APA Style* - the American Psychological Association
5. *The Microsoft Manual of Style for Technical Publications* - Microsoft
6. *Elements of Style* - Strunk & White
7. *University Brand Guide* - LSU