Brand Guidelines

OAKWOOD CITY SCHOOLS

Contents

Questions/Contact

Employees, vendors and partners are all responsible for maintaining the standards outlined in this document. Requests and questions are to be submitted through:

Amanda Brown
Community Relations Director
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School Mission

Together We Learn.

Together We Achieve.

Together We Prepare Students for Tomorrow.

TOGETHER

TOGETHER We Learn

TOGETHER We Achieve

TOGETHER We Prepare Students for Tomorrow

VISION STATEMENTS

Together, we provide high-quality learning experiences that empower students to succeed in an ever-shifting global environment.

Together we ensure a physically and emotionally safe space where every student can thrive, feel valued and be respected within an inclusive culture.

Together we are transparent and fiscally responsible in all operations, with a focus on clear communication and ethical stewardship of community resources.

What parents expect from our schools

1. Understand the needs of children.

2. Understand the needs of parents.

3. Offer access to faculty and school leaders.

4. Remain responsive to social, educational, policy and technical changes as they impact our students.

5. Oversee the education of our students with an emphasis on preparation for continued education.

6. Faculty that allows for- and adjusts to- specific needs of individual students.

7. Full compliance with all state and federal laws as they apply to our district.

8. Positive interactions with faculty and staff.

9. Consistent communication through emails, phone alerts, bulletins and materials sent home and posted digitally.

10. Identify and foster the qualities in each child that will help them become their best self.

Oakwood CITY SCHOOLS

Value Offering

1. We attend to the personal development of our students.

2. We seek to attract faculty who are skilled, qualified, thoughtful and determined to support Oakwood's vision for our students.

3. We have many opportunities in our community to volunteer and stay involved.

4. We offer reliable support and accessibility to civic resources, reinforcing the safety of our students.

5. We have an implicit contract with out community for the growth of our citizens.

6. We are responsive.

7. We are supportive.

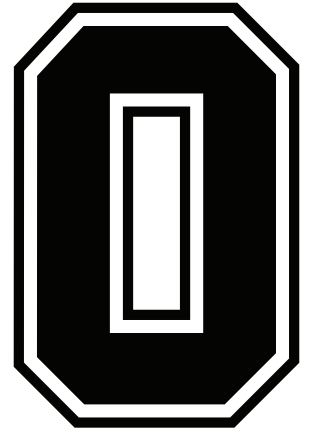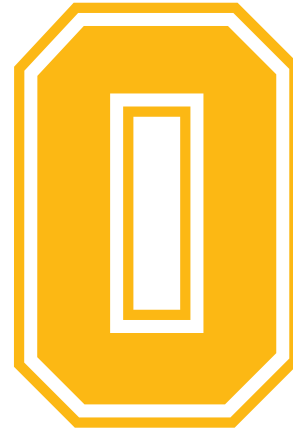8. We change and adapt to the world in which we live.

Primary Logo

Our primary logo projects strength through unity and tradition. The name Oakwood paired with the bold block "O" speaks to our history of academic excellence. We reference the family of city schools that make up the entire educational fabric of our community.

The Collegiate "O"

Bold, consistent and familiar reference to school, sports, college and tradition. To be applied in print and online as Oakwood's primary graphic element.

School Logos

These logos are designed to provide consistency across school buildings. In addition, each school building has a specific name that should be communicated consistently.

Lange School (1922)

Smith Elementary School (1929)

Smith Elementary, E.D. Smith Elementary, or Edwin D. Smith Elementary are also acceptable names.

Harman School (1908)

Oakwood Junior High (1932)

OJH is also an acceptable name.

Oakwood High School (1924)

OHS is also an acceptable name.

School Spirit

The lumberjack and axes are important elements that have deep roots in Oakwood tradition. These elements offer the greatest opportunity for creative interpretation. The use of the Lumberjack or axes are reserved for Oakwood Athletics. Other uses are subject to review by the Community Relations Department (at the District Office). Flexibility and creative adjustments are welcomed.

Oak leaves and acorns are decorative elements that reinforce the Oakwood brand. Pride in the natural charm of our community is to be recognized and reinforced. This element supports the comfort and security that encourages our students to spend time outdoors. The oak leaves and acorns are to be used as graphic support to our primary logo elements. These elements are primarily used by our Oakwood Alumni Association.
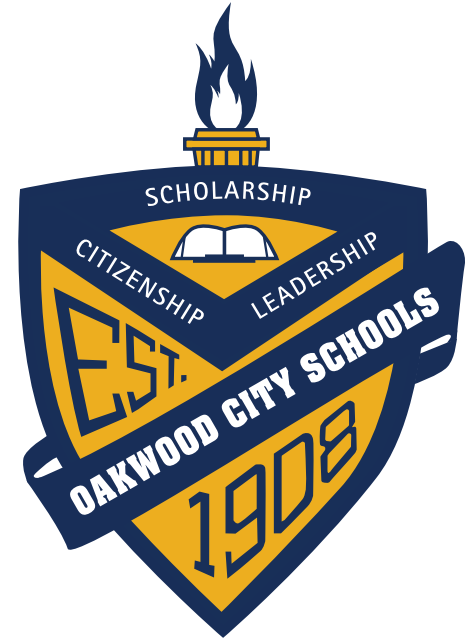
The crest represents the entire Oakwood district, focusing on concepts inherent to Oakwood: scholarship, citizenship and leadership. Because the crest represents our traditions, no adaptations or changes will be made to the crest.

Teams, Clubs and Organizations

Below are examples of recent logos created in collaboration with the Community Relations office. Teams, clubs and organizations can have unique logos. These do not need to look the same, but they should be consistent with the Oakwood brand.

The Community Relations office and design team are here to support your communication efforts.

Visual Elements

The hexagon pattern can be used as a background element, to draw the reader's eyes to specific content. It is best used in digital (screen) applications

The TOGETHER logo can be used in conjunction with the school mission.

Color Palette

PRIMARY BLUE AND GOLD

CMYK 100 / 69 / 8 / 54
RGB 0 / 40 / 85
Hex #002855
PANTONE® 295

CMYK 0 / 30 / 100 / 0
RGB 234 / 170 / 0
Hex #EAAA00
PANTONE® 124

Oakwood colors are blue and gold. Applied to our materials and clothing, these colors reinforce "Oakwood."

METALLIC GOLD

CMYK 31 / 32 / 67 / 2
RGB 180 / 160 / 106
Hex #B4A06A
PANTONE® 873

Metallic Gold can be applied in special circumstances such as alumni materials, special invitations, etc. Can also be used as a foil in gold or silver.

SECONDARY BLUES

CMYK 57 / 5 / 1 / 0
RGB 91 / 192 / 235
Hex #5BC0EB
PANTONE® 297 C

CMYK 26 / 1 / 0 / 0
RGB 183 / 225 / 248
Hex #B5E2FA
PANTONE® 7457 C

These secondary blue colors provide an additional accent to pair with the primary colors. They can also be used in casual applications like spirit wear, but should never be used to solely represent Oakwood in a formal manner.

Fonts

PRIMARY FONT

The main font for "Oakwood" in our primary logo, this typeface is to be used for headers and subheaders. The bold version should always be chosen first before regular. Do not apply in all caps.

Arvo

BOLD

Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk lL Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

REGULAR

Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk lL Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

SECONDARY FONT

This font should be used as the subtext or main body text of full paragraphs. When used as a subheader, it's best to apply the font in all caps. Body text should be standard case.

Montserrat

BOLD

Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk lL Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

SEMIBOLD

Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk lL Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

MEDIUM

Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk lL Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

REGULAR

Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk lL Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Fonts

SUPPORT FONTS

While the primary and secondary font should be your first choice when applying fonts to represent Oakwood, these support fonts can be used for sylistic purposes that Arvo and Montserrat cannot achieve.

Neue Aachen Pro
This is a single-weight, bold font that can be used for logos and headlines - never for
body copy. Use as an alternative for Arvo when applying in all caps.

Adobe Garamond Pro
This balanced serif font is pleasant and professional. It is best used as body copy and can be used as an alternative to Montserrat when a serif font is needed.

Neue Aachen Pro

BOLD
Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

REGULAR
Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

LIGHT
Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Adobe Garamond Pro

BOLD
Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

BOLD ITALIC
Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

REGULAR
Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

ITALIC
Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Documents

Business card

Amanda Brown | Community Relations Director

(937) 297-5332 ex. 11179
brown.amanda@oakwoodschools.org

20 Rubicon Road, Oakwood, OH 45409

Letterhead

Board of Education
20 Rubicon Road, Oakwood, OH 45409

Together we learn. | **Together we achieve.** | **Together we prepare students for tomorrow.**

To: Name
1234 Main St, City, ST 12345
email@email.com
(000) 000-0000

Dear Name,

Doing what is best for students is our guiding principle. To this end, the Oakwood School community commits the resources, support, expertise and experiences needed for all students to achieve.

The Oakwood School community educates students to become ethical decision-makers who achieve their life goals, take responsible risks and contribute to the greater good of the world. Graduates are prepared for their post-secondary pursuits, proud of their Oakwood education and poised to lead and serve.

A brand is a valuable asset of our community. It is the culmination of who we are and how we are different from other schools. Our brand is communicated through visuals (logos, colors, photography, graphic devices, etc.) and written communication.

Consistent messaging, designed with a set of graphic standards will help to maintain the integrity of our brand. If this is compromised, we may fail to clearly communicate our values, or to create a recognizable, memorable brand for those who interact with us.

By understanding our brand, we can communicate clearly and consistently to others. It is important we do this in order to grow our relationships and strengthen our image.

With gratitude,

Amanda

Amanda Brown | Community Relations Director

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Digital Presentations

Slide examples

Usage Rules

To preserve the integrity of the Oakwood brand, any district logo must be applied correctly. Altering, distorting or redrawing the logo in any way weakens the power of the brand and what it represents. These rules apply to all brand elements, but here are some common misuses shown using the primary logo.

COLOR CONTRAST

Do not place a logo onto a surface that does not allow you to easily see all colors

BACKGROUND ELEMENTS

Do not place a logo onto detailed photos or graphics that diminish visibility

MANIPULATION

Do not stretch distort or change elements

STAGING AREA

No other primary visual elements may invade the space around the logo. This includes the edge of the surface area. You can use elements within the logo to help visualize a proper margin area around the logo.

Oakwood
CITY SCHOOLS

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