BRAND GUIDE

VERSION 3.2 | 6.4.2025

OLENTANGY SCHOOLS℠

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INTRODUCTION TO OUR BRAND

Thank you for your contribution to the consistency of the Olentangy Schools brand. Please keep in mind that any deviation from these guidelines must be approved.

Questions? Contact communications@olsd.us

THE IMPORTANCE OF A BRAND IDENTITY

Olentangy Schools has much to be proud of. We are consistently ranked among the best schools in the country, and we have been recognized for our academic excellence, the diversity of our programs, and the wide range of opportunities that we offer our students, teachers, staff, parents and the entire community.

We have capitalized on the excitement, pride, and positive momentum by establishing a new brand identity for Olentangy Schools.

A brand identity is more than a new logo and tagline. It's a guide that helps us all understand the personality of Olentangy Schools, and it provides a strategic foundation on which we can continue to make good decisions.

The brand strategy and supporting brand elements were developed with extensive feedback from a wide range of stakeholders: students, teachers, staff, parents, our school board, support organizations and many others.

This document contains all of the essential information you need to understand the Olentangy Schools brand elements, why they are important, and what they mean to the organization. Olentangy Schools will benefit enormously by creating and maintaining a strong, distinctive and consistent brand because no matter where we appear, people will know who we are and what we value.



MISSION, VISION & VALUES

MISSION, VISION & VALUES

Mission, Vision, and Values define an organization's envisioned future, reason for being, and how we will conduct our operations.

MISSION

To facilitate maximum learning for every student.

VISION

Be the recognized leader for high performance and efficiency in education.

VALUES

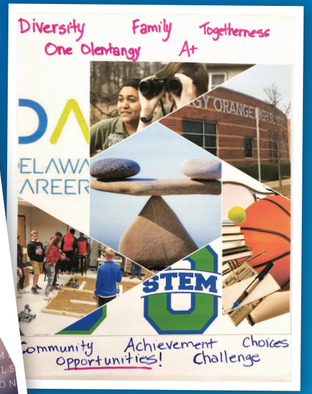
We respect and we care.
We make sound decisions.
We can always get better.
We partner at school and in the community.

RESEARCH SUMMARY

RESEARCH SUMMARY

As part of the process to define and articulate the brand, we hosted extensive conversations within the community. A wide range of stakeholders, including teachers, guidance counselors, principals and assistant principals, the leadership team, Board of Education, community support organizations, parents and students were interviewed to understand what makes Olentangy Schools unique. They participated in a variety of exercises, such as creating a collage using words, photographs or images that demonstrated their thoughts, feelings and perceptions about the district.











BRAND ELEMENTS

OUR HISTORY

In the early 1900s, one room schoolhouses scattered among the landscape made up the local education system. Beginning in 1911, those schools consolidated into four K-12 facilities.

Powell school was the first to open in 1911, followed by Hyatts in 1914, Berlin in 1915, and Orange in 1916. These were the only schools in the area until 1952 when construction began on one consolidated school located on Shanahan Road.

The new school, Olentangy High School, allowed students in grades 1-8 to remain at their original school and then come together for grades 9-12.

In 1961, Liberty Union Elementary School was built as a junior high school for kindergarten, seventh and eighth grade students. The school was built as a neighbor to Olentangy High School and was open to students in 1963.

In 1969, some major changes began when the Orange school closed and the Shanahan Road complex housed students in grades K-12 for the first time. In 1973, Berlin, Hyatts and Powell schools also closed bringing all of the students in the area to one general location on Shanahan Road.

The district continued operating this way until 1990 when a new Olentangy High School opened on Lewis Center Road for students in grades 9-12. Since 1990, the district has experienced a tremendous increase in student enrollment and has grown to a total of 27 schools – 17 elementary schools, six middle schools, four high schools, and a specialized learning academy.

Information for this synopsis was obtained through: History of Orange Township in Delaware County, Ohio by Luella Martin Yarnell and dedication plaques located throughout the facility on Shanahan Road.











BRAND STORY

A brand story is a cohesive narrative with a focus on our vision, the values we share, what we stand for, and what makes us unique.

In the heart of Ohio lies Olentangy Schools, quite possibly one of the country's most successful school districts. Year after year, this high-performing school district is recognized nationally for its strong academic ranking and student achievements.

But something even more special happens at Olentangy Schools. It's something that goes beyond a great education. It's opportunity. Students are given wonderful opportunities to explore, dream, grow, and ultimately, flourish. Here, a wide variety of academic, athletic, and arts programs abound. Diverse interests can be nurtured and fine-tuned.

A great school district like Olentangy doesn't happen by chance. It's the result of a bold mission and a smart strategy carried out by a passionate team. It's also the result of a highly-engaged community that continuously supports the school district's endeavors.

Olentangy Schools' mission is grounded in its pursuit to facilitate maximum learning for every student. That mission drives all behaviors and decisions. It's a place that focuses on the needs of the whole child, and strives to produce aware global citizens who will be successful after graduation.

Olentangy Schools is a tightly-knit community that works together to create a positive, friendly, nurturing, open, and safe environment where excellence is an established tradition.

Olentangy Schools. Flourish Here.

BRAND PILLARS

Our brand pillars serve as the foundation for reasons to believe in the value we provide. Pillars focus on what the organization delivers and outlines key benefits and competitive differentiators.

OPPORTUNITY

Growth comes from opportunity. Our students have access to an unparalleled wealth of academic, athletic, arts and performance programs designed to develop their personal interests and advance their individual learning and life experiences. Every student is encouraged to discover and follow their path.

PERSONAL ACHIEVEMENT

We support a nurturing environment that inspires everyone at Olentangy Schools to flourish. We continually invest in professional development that enables all teachers and staff to perform at their highest levels, because as teachers grow, students grow. Together, we help each student succeed based on their individual skills and abilities.

COMMUNITY

Strong schools are essential to community well-being. While the district's geographic area is vast and its population is multiplying, community pride, support and commitment is resolute and focused. We are "One Olentangy," and together we are paving the way for a successful future.

PRIDE

Hard work and dedication yields a sense of pride at Olentangy. We celebrate our victories, learn from our defeats and strive to make every opportunity count. Our mission is to facilitate maximum learning for every student. We do this by being thoughtful in our actions, resilient in our approach and kind in our demeanor. We appreciate knowing we are all an important part of a winning and dedicated team.

EDUCATIONAL EXCELLENCE

Olentangy students today are the leaders of tomorrow. We consider the needs of the whole child in pursuit of academic excellence, and strive to reduce non-academic barriers that can hinder achievement. Our rankings, test scores and graduation rates are among the best in the state and nation, and our graduates are prepared for the future.

EXCEPTIONAL VALUE

An investment in education is an investment in the future of the community, and we deliver a high return. We earn the support of our community by being financially responsible without sacrificing academic excellence. By being extremely efficient and deliberate about how we manage our funds, we're able to deliver exceptional value.

BRAND PERSONALITY

Brand personality is the way a brand behaves and communicates. It is a set of human traits that help illustrate the personality and style of a brand.

EXUBERANT

AMBITIOUS

CARING

CURIOUS

SELF-IMPROVING

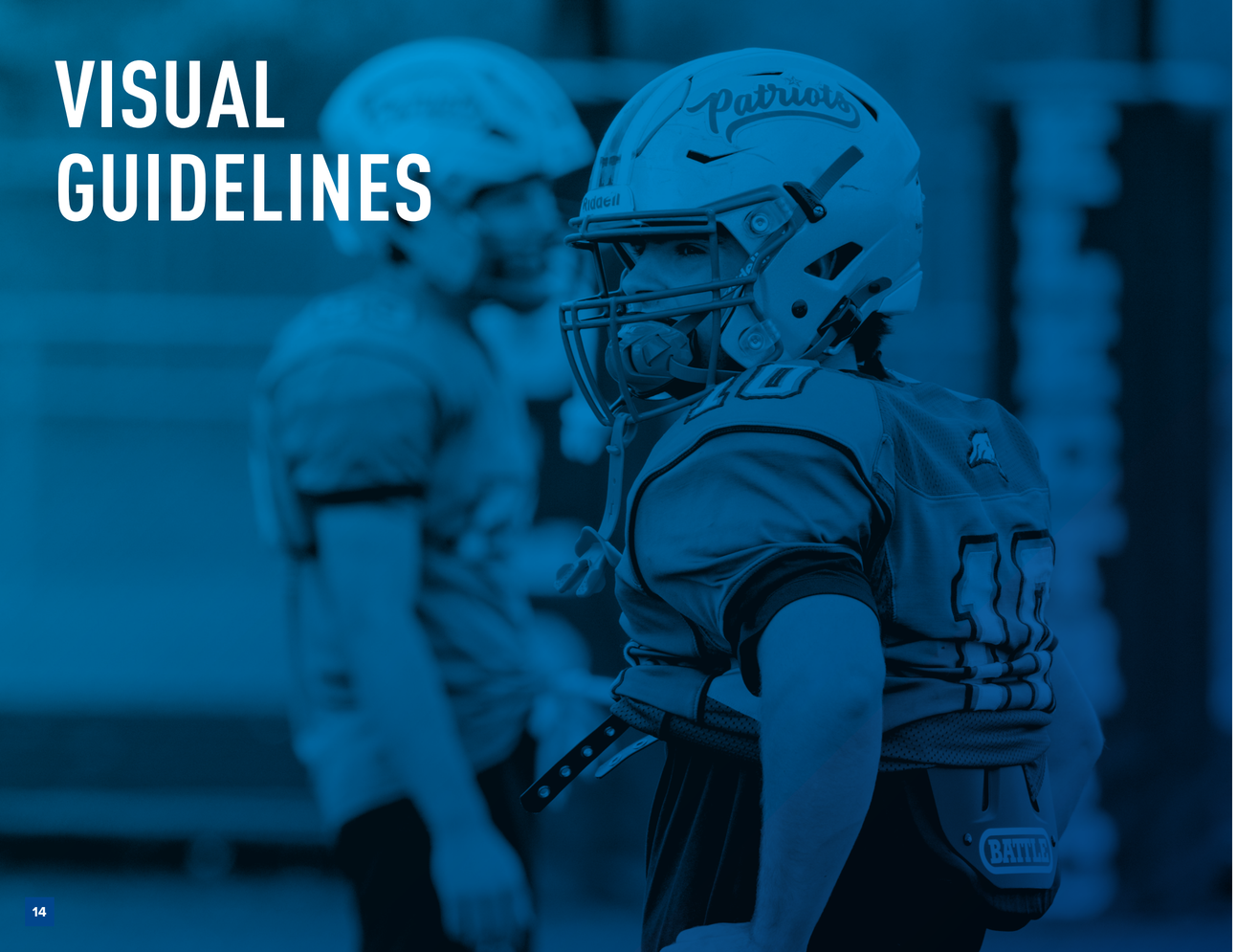
TAGLINE

A tagline is a short, memorable phrase to reinforce a brand's identity, character, promise, and personality.

Flourish Here.

Flourish means to grow or develop in a healthy or vigorous way, especially as the result of a particularly favorable environment. That is the energy of Olentangy Schools.

VISUAL GUIDELINES



LOGO EXPLANATION

Abstract figures with reaching arms that repeat in a circular star shape.

The reaching arms reflect the essence of achievement and success.

The circular shape of the icon reflects how each individual contributes to the “One Olentangy” community.

The variety in the blue colors represent each student’s individual personal success.

OLENTANGY SCHOOLS℠

LEGAL & MANDATORIES

OLENTANGY SCHOOLS℠

Trademark Usage

The Olentangy Schools logo is in the process of becoming a registered service mark. For now, it must always be used with the service mark symbol on the top right corner.

Naming Conventions

For the purpose of the logo, it is recommended that the name be shortened to Olentangy Schools. However, when using the district name in copy, it's important to use Olentangy Local School District in full the first time. After the full name has been established, it is acceptable to use the shortened name in reoccurring instances.

Please note that the abbreviation "OLSD" should be used for internal purposes only.

PRIMARY LOGO USAGE

The visual guidelines describe the various components of the visual Olentangy Schools brand and the ways in which they should (and should not) be used. Visual consistency ensures that the Olentangy Schools identity is presented cohesively and coherently across all applications.

Use the primary logos to represent the brand whenever possible. The logo is designed in three different formats: stacked, horizontal, and horizontal stacked. Depending on an application's layout, you may find that one format of the logo works better than another. Please exercise good judgment in all creative executions.

The logo should always be used as a graphic file. Do not alter the logo or placement of the graphic elements.

Requests for logo files can be obtained by contacting the Olentangy Schools Communications Department at communications@olsd.us

OLENTANGY SCHOOLS℠

Stacked

OLENTANGY SCHOOLS℠

Horizontal

OLENTANGY SCHOOLS℠

Horizontal Stacked

SCALE & CLEARANCE

Clearance
The minimum clearance around all sides of the logo is demonstrated to the right. As shown, the minimum clear space surrounding the logo is equivalent to the height of the 'O' within 'OLENTANGY'. In order to preserve the integrity of the logo, it is important that no other logos, text, graphical elements, or artwork infringe on its space.

Minimum Scale
To maintain readability, logos must not be reduced beyond the following defined minimum size. Logos smaller than the minimum size must use the icon or badge.

The stacked logo should never be printed smaller than 0.625 inches tall. When displayed on screen, it should never appear smaller than 140 pixels tall.

The horizontal and stacked horizontal logos should never be printed smaller than 0.375 inches tall. When displayed on screen, they should never appear smaller than 75 pixels tall.



0.625 inches (print)
140 pixels (digital)





0.375 inches (print)
75 pixels (digital)





0.375 inches (print)
75 pixels (digital)



COLOR VARIATIONS

Our logo has been supplied in the following colorways.

Black
This version of the logo should only be used when printing in color is not an option.

White
It is acceptable to use the 1-color white version of the logo against medium to dark backgrounds. This version should be for limited use when one-color printing is required.

Reverse
It is acceptable to use the reverse logo against dark backgrounds.

Should you have any questions regarding color variations of the logo, please contact the Olentangy Schools Communications Department at communications@olsd.us







TAGLINE USAGE

A tagline is a short, memorable phrase to reinforce a brand's identity, character, promise, and personality. Therefore, it should be used to enhance the logo and add value to the Olentangy Schools brand. While it is not a required element of the brand, the logo and tagline lockup may be used in applications such as letterhead, business cards, the website, videos, etc. Please exercise good judgment in all creative executions.

When coupled with the logo, the tagline should always be used as a graphic file. Do not alter the logo or placement of the tagline. To maintain readability, the tagline should be removed from the stacked logo if the width is being reduced to a size of 1.5 inches or smaller. Likewise, the tagline should be removed from the horizontal logo if the width is being reduced to a size of 2 inches or smaller. In this case, the tagline may be used elsewhere on the page so long as it is being used by the provided tagline file or written in DIN OT Regular Italic.

OLENTANGY SCHOOLS℠
Flourish Here.

OLENTANGY SCHOOLS℠
Flourish Here.

LOGO MISUSE

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.

OLENTANGY SCHOOLS

✖ Do not stretch or distort the logo.

OLENTANGY SCHOOLS

✖ Do not rotate the logo.

OLENTANGY SCHOOLS

✖ Do not change the font.

OLENTANGY SCHOOLS

✖ Do not change the size or placement of any logo elements.

OLENTANGY SCHOOLS

✖ Do not apply drop shadow effects on the logo.

OLENTANGY SCHOOLS

✖ Do not outline the logo.

OLENTANGY SCHOOLS

✖ Do not place the full color logo on color fills where it would lose contrast.

OLENTANGY SCHOOLS

✖ Do not place the full color logo over a clashing photo or texture.



LOGO ICON & BADGE

Icon
The Olentangy Schools icon is bold, quickly identifiable and reads well at both large and small sizes. This makes it perfect for social media and the Olentangy Schools app.

Badge
Much like the icon, the Olentangy Schools badge is bold and reads well at both large and small sizes. This makes it perfect for graphics on merchandise such as stickers, pins and apparel.



Icon



Badge Without Tagline



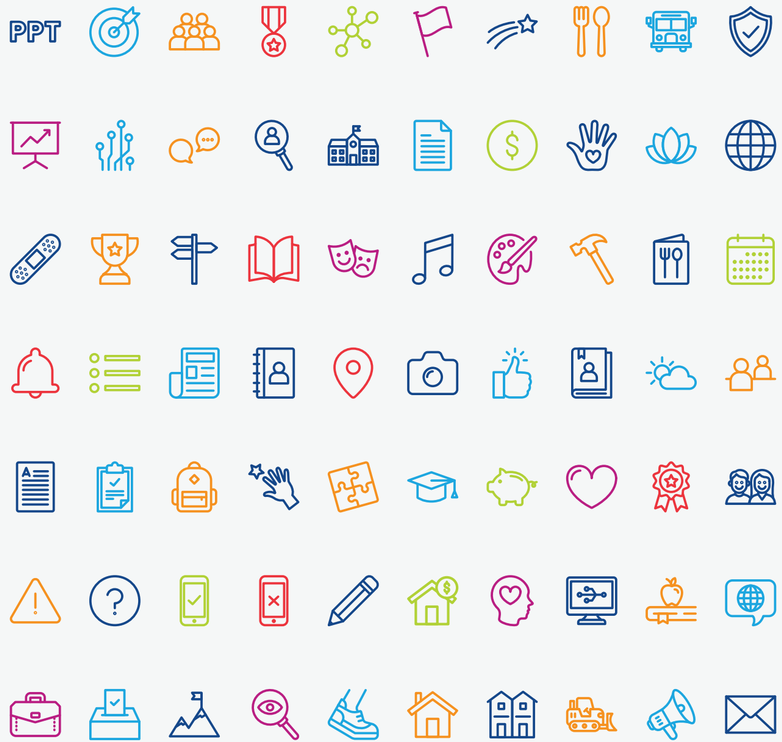
Badge With Tagline

BRAND ICONS

Throughout our website and printed materials, we use iconography to help with navigation and to draw attention to important information. Our iconography style is clean and minimal; the designs are based on simple line art style icons.

Each icon represents a value that supports our district's mission: *To facilitate maximum learning for every student.* These visual elements are thoughtfully chosen to reinforce the values, services, and goals that drive our work every day.

Requests for icon files can be obtained by contacting the Olentangy Schools Communications Department at communications@olsd.us



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 Olentangy Schools 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
The royal blue and turquoise make up the primary brand colors. They should be used in most applications such as headline treatments, subheads, quotes, etc.

Secondary Colors
Our secondary color palette represents the wide range of vibrant colors found within the district. The colors in this palette should be used to complement the primary colors or in scenarios where additional colors are needed. These colors should never be used on the logo or tagline.

Royal Blue

Pantone
287 C
CMYK
100 75 2 18
RGB
0 48 135
HTML
#003087
Sherwin Williams
SW 6811 Honorable Blue

Turquoise

Pantone
299 C
CMYK
86 8 0 0
RGB
0 163 224
HTML
#00A3E0
Sherwin Williams
SW 6795 Major Blue

Linear Gradient

Red

Pantone
185 C
CMYK
0 93 79 0
RGB
228 0 43
HTML
#E4002B
Sherwin Williams
SW 6869
Stop

Orange

Pantone
144 C
CMYK
0 51 100 0
RGB
237 139 0
HTML
#ED8B00
Sherwin Williams
SW 6887
Navel

Gold

Pantone
109 C
CMYK
0 15 100 0
RGB
255 212 0
HTML
#FFD400
Sherwin Williams
SW 6903
Cheerful

Lime Green

Pantone
375 C
CMYK
30 0 100 0
RGB
191 215 48
HTML
#BFD730
Sherwin Williams
SW 6918
Humorous Green

Fuchsia

Pantone
675 C
CMYK
19 100 8 0
RGB
174 37 115
HTML
#AE2573
Sherwin Williams
SW 6841
Dynamo

Plum

Pantone
7651 C
CMYK
42 92 0 47
RGB
106 42 91
HTML
#6A2A5B
Sherwin Williams
SW 6839
Kimono Violet

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.

Headlines, Subtitles & Body Copy
Body copy should be no larger than 10 pt and no smaller than 8 pt. Headlines should be no smaller than 14 pt when used with 10 pt body copy, and 12 pt when used with 8 pt body copy.

Alternate Font
DIN OT and Proxima Nova is preferred whenever possible, however, in the case that you do not have access to these fonts, use the Microsoft standard font Aptos.

DIN OT

DIN OT Condensed Light
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

DIN OT Light
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

DIN OT Condensed Regular
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

DIN OT Regular
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

DIN OT Condensed Medium
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

DIN OT Medium
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

DIN OT Condensed Bold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

DIN OT Bold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

DIN OT Condensed Black
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

DIN OT Black
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

TYPOGRAPHY

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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.

Headlines, Subtitles & Body Copy
Body copy should be no larger than 10 pt and no smaller than 8 pt. Headlines should be no smaller than 14 pt when used with 10 pt body copy, and 12 pt when used with 8 pt body copy.

Alternate Font
DIN OT and Proxima Nova is preferred whenever possible, however, in the case that you do not have access to these fonts, use the Microsoft standard font Aptos.

Proxima Nova

Proxima Nova Light
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

Proxima Nova Light Italic
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&?*

Proxima Nova Regular
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

Proxima Nova Regular Italic
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&?*

Proxima Nova Semibold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

Proxima Nova Semibold Italic
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*/

Proxima Nova Bold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

Proxima Nova Bold Italic
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

Proxima Nova Extrabold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

Proxima Nova Extrabold Italic
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

TYPOGRAPHY

Yearbook Solid and **Nissan** are the primary fonts used in the individual school logos. Yearbook Solid and Nissan Regular should also be used for the school name and when identifying a sport, department, club, or other secondary entity associated with the school.

Heather Oliver is a modern script font that helps bring energy and enthusiasm into the Olentangy Schools 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.

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!#$%&?*

VISUAL GUIDELINES

CO-BRANDING POLICY

Olentangy Schools encourages the use of licensee indicia on product because it helps identify the product in the marketplace for both the licensor and the consumer. Please use the licensing program and work with the Olentangy Communications Department on approved vendors for all licensed products.

The Olentangy Schools brand should always be the primary logo with co-branded logos being secondary and smaller.

If you have any questions, please contact communications@olsd.us





VISUAL GUIDELINES

LOGO & DEPARTMENT NAME USAGE

Our district logo is our enduring identity. To protect its integrity and consistency, only approved department or division names — those that are integral to our operational structure — may be added beneath the logo. This policy is designed to ensure that our brand remains cohesive and that the district's identity is never compromised by inconsistent or extraneous text.

Approved Department Names:

- Business Management and Facilities
- Communications
- Curriculum and Instruction
- Data and Continuous Improvement
- Food Service
- Human Resources
- Pupil Services
- Safety, Security and Preparedness
- School Leadership
- Teaching and Learning
- Technology
- Transportation
- Treasury
- Wellness

Any and/or all new additions must be submitted to the Communications Department for review. A formal request should include:

- The proposed text
- The rationale for its addition
- How it aligns with the overall brand strategy

This ensures that the logo remains timeless and does not become cluttered with frequently changing personnel designations.



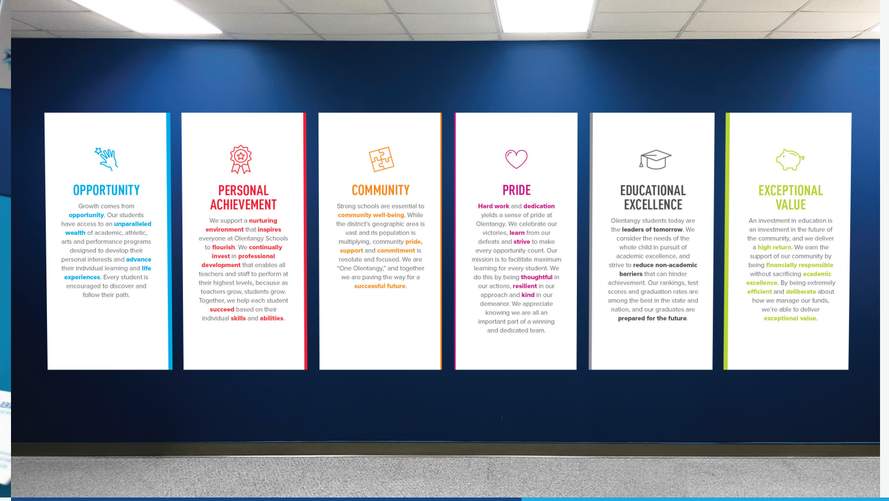
Guidelines:

- Use the **stacked or horizontal logo** only (do not use the horizontal stacked version)
- The tagline **"Flourish Here" should NOT be included**
- Departmental name sizing **must not exceed the length of "Olentangy Schools"**
- Text must be set in **Proxima Nova Bold** and written in **Title Case**
- Use **primary brand colors only**

APPLICATION EXAMPLES















TEMPLATES

Business Cards
Please use the following specifications when creating standard 3.5” x 2” business cards. The cards are printed in Pantone 287C and Pantone 299C.

Use the design displayed on the right for all staff business cards.

- **Proxima Nova Bold**, 9pt:
  Staff member name
- **Proxima Nova Semibold Italic**, 8pt:
  Staff member title
- **Proxima Nova Semibold**, 8pt:
  Building name
- **Proxima Nova Regular**, 8 pt:
  Street address, email, and phone numbers

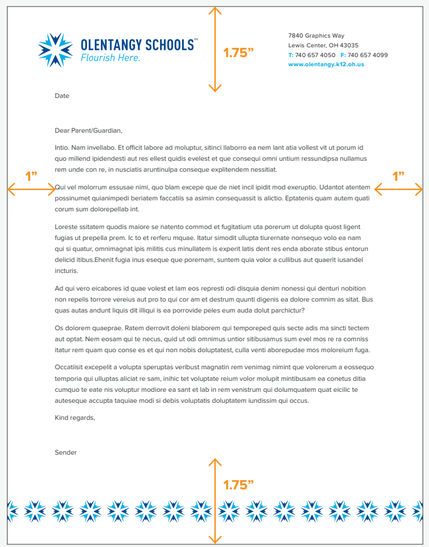


Letterhead
Please use the following specifications when creating a standard 8.5” x 11” letterhead.

The body of the letter should be placed according to the measurements in the example.

The font used in the body of the letter is Proxima Nova Regular in 10pt or other compatible system font available, such as Aptos.

Requests for letterhead templates, for use in Microsoft Word, can be obtained by contacting the Olentangy Schools Communications Department at communications@olsd.us



TEMPLATES

Email Signature
Instructions to update your signature in the client version of Outlook remain the same:

1. Copy the sample signature in the email **including the logo**
2. Open your Outlook email and click “New Email” found in the top left corner
3. Under message, click on “Signature” found in the center of the email toolbar
4. Scroll down and select “Signatures”
5. Paste the sample signature in the “Edit Signature” box
6. Update each line with your information (name, title, school/building, address, phone). Do not change fonts, colors, italics/bold, sizes, district website address or logo
7. Click OK

Name Tag
Please use the design displayed on the right for all staff name tags.

Tag dimensions are 3” x 1.5”

Use the badge version of the Olentangy Schools logo without the tagline.

Staff names must be set in Proxima Nova Bold, sized in 18pt.

Longer staff names may wrap to a second line to ensure readability.

Sample signature

Aptos Bold, ALL CAPS, 11pt, #00a3e0 → **FNAME LNAME**
Aptos Italic, 10pt, #404040 → *Title*

Aptos Bold, 10pt, #404040 → **School or Building Name**
Aptos, 10pt, #404040 → XXXX Street
City, OH XXXXX
Mobile phone is optional → **T:** 000.000.0000 **M:** 000.000.0000
olentangy.k12.oh.us

OLENTANGY SCHOOLS℠
Flourish Here.



OUR SCHOOLS, ACADEMIC PROGRAMS & SUB-BRANDS



OUR SCHOOLS

Each of Olentangy's 27 schools is united under a shared commitment to excellence — yet each also possesses a unique spirit, story, and sense of pride. Every school logo has been thoughtfully designed to reflect this individuality while aligning with the district's overall standards for academic achievement, leadership, and community.

To maintain the integrity of the Olentangy Schools brand, it's essential that all uses of school logos, names, and visual elements follow the guidelines outlined in each school's individual brand guide. These brand guides help ensure a consistent, professional, and recognizable presence across all communications.

Each school's brand guide is available on the Olentangy Schools website for easy reference.

Should you have any questions regarding any content involved within the brand guides, please contact communications@olsd.us

High Schools

Middle Schools

Elementary Schools

OUR ACADEMIC PROGRAMS

To maintain the integrity of the Olentangy Schools brand, it's essential that all uses of academic program logos, names, and visual elements follow the guidelines outlined in each program's individual brand guide. These guides help ensure a consistent, professional, and recognizable presence across all communications.

Each academic program's brand guide is available on the Olentangy Schools website for easy reference.

Should you have any questions regarding any content involved within the brand guides, please contact communications@olsd.us

Olentangy Preschool

Special Olympics

OASIS

Olentangy Academy

OUR SUB-BRANDS

The logos shown on the right should always be used as a graphic file. Do not alter the logos or placement of the graphic elements.

Requests for logo files can be obtained by contacting the Olentangy Schools Communications Department at communications@olsd.us

CONCLUSION



QUESTIONS?

Thank you for your contribution to the consistency of the Olentangy Schools brand. Please keep in mind that any deviation from these guidelines must be approved.

NEED BRANDING ASSISTANCE? CONTACT THE OLENTANGY SCHOOLS COMMUNICATIONS DEPARTMENT AT COMMUNICATIONS@OLSD.US

Krista Davis, Chief Communications Officer
krista_davis@olsd.us

Amanda Beeman, Assistant Director of Communications
amanda_beeman@olsd.us



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7840 Graphics Way
Lewis Center, OH 43035
740 657 4050
olentangy.k12.oh.us