

Owasso Public Schools

LOGO USE & STYLE GUIDE

WHY ARE THESE GUIDELINES SO IMPORTANT?

The elements on this page - logos, colors, and typography - are the essential pieces of Owasso Public Schools' brand identity. Each piece was implemented to create a professional, consistent, and recognizable image for Owasso Public Schools. These guidelines help to ensure the strength and effectiveness of Owasso Public Schools' branding.

OUR LOGO

The most recognizable symbol of Owasso Public Schools is the Ram Head logo. The logo should always be one of the two styles shown below. It should always face to the right and the horns should always be white. A Ram Head logo can only face to the left when accompanied by a right-facing logo. The logo should never be stretched, skewed, or filled with a different color, pattern or image.



"3D" Ram



Cardinal Red Ram

Correct Usage



Incorrect Usage



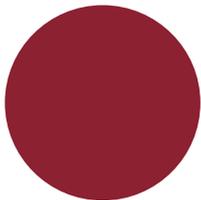
SECONDARY LOGOS

These secondary logos may also be used to represent Owasso Public Schools. Please help us in eliminating the appearance of discontinued logos.



OUR COLORS

The official colors for Owasso Public Schools are Cardinal Red (Pantone 202 C), Black (Pantone Process Black C), and White (Pantone 000c). Anthracite Gray (Pantone 425) can be used as an accent color.



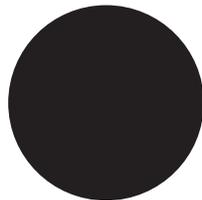
Cardinal Red

Pantone 202 C

Hex# 862633

C-29 M-96 Y-76 K-29

R-134 G-38 B-51



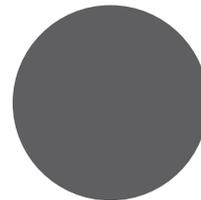
Black

Pantone Process Black C

Hex# 27251F

C-0 M-0 Y-0 K-100

R-39 G-37 B-31



Anthracite Gray

Pantone 425

Hex# 5F6062

C-0 M-0 Y-0 K-77

R-95 G-96 B-98

OUR TYPOGRAPHY

The font used at each school facility is Mistral. Underneath "Owasso" is the name of the specific school or department in Times New Roman. The official font of the Athletics Department is MICHIGAN STATE. Accepted fonts for professional documents, website posts, or digital graphics include, but are not limited to Arial, Tahoma, Verdana, Baskerville, Georgia, Garamond, Myriad Pro, and Raleway.

Owasso
Ator Elementary

Owasso
6th Grade Center

OWASSO ATHLETICS