OJR Logo Guidelines

Revised March 2025

- The OJR Block Logo should be used in full color when representing the district in any official letterhead, building branding, sponsorships, and community partnerships. This logo can be adapted by department.

- The OJR school logos can be used for school specific communications, publications and promotional materials. When abbreviating the name of a school, please use the initials that represent the full name of the school for consistency.

- The OJR Athletics and Activities Logo incorporates OJR's mascot, the wildcat, into its branding. The Wildcat Head and Paw Print logos can be used as stand-alone options. Both logos can also include the text, "Owen J. Roberts Wildcats," or the name of a team, or organization such as "Football," or "Band." The typeface Signo must be used when including a team or organization name with any version of the logo.

- To ensure brand consistency when developing written materials to accompany logos, use the display font Century for headlines and Signo for body copy.

- As a guideline, the Wildcat Head is recommended for athletics, secondary activities, events aimed at teens, and apparel at the middle school and high school. The Paw Print is recommended for day-to-day use by schools, elementary activities, fun events, decorations, and apparel items designed for younger students.

- The Official Seal of OJR is designed for official documents such as diplomas, legal letters, formal presentations, commendations, etc. The OJR Seal is not intended for apparel, sports uniforms, large murals, or daily, student-focused activities.

- OJR's official colors are red, white & gray. These colors must be used for all PIAA-sanctioned activities and games. Red is the primary color, with white, gray and black as the accent colors.
  - Red - Hex: c32033; R:195; G:32; B:51
  - Gray - Hex: 888a8d; R:136; G:138; B:141
  - Black - Hex: 00000; R:0; G:0; B:0

- Warm-up uniforms and pinnies have leeway to deviate for special occasions, or with the approval of the Athletic Director.

- Non-official apparel has more leeway for color variations. This includes jackets, t-shirts, hats, and other apparel that is not used when officially representing OJR at sanctioned athletic events, or that is purchased by students with their own funds.

- The mixing and matching of old and new logos is not permitted. All uniform layers must be complete (all pinnies, all jerseys, all helmets, etc.).

- However, as the district transitions from the old logos to the new logos, it is permissible to have different layers use a combination of the old and new logos. For example, a team may have uniforms with the old logo and pinnies with the new logo, so long as each layer is consistent from player to player.

- The use of OJR's logos by third-parties outside of the school district is permitted only with express written permission. The district reserves the right to withdraw permission at its own discretion.

- The alteration of any logo (Wildcat Head, Paw Print, Block Logo, or Seal, is strictly prohibited without the express written permission and approval of the Owen J. Roberts School District. For questions, or to submit a request, please contact the OJR Communications Office.