ONSTED
COMMUNITY SCHOOLS

BRAND STANDARDS MANUAL

INTRODUCTION

The following is a guide for the proper usage of the Onsted Community Schools brand identity. All Onsted staff, students, coaches, and vendors should refer to the manual when creating communications that represent Onsted and the district. This includes official apparel, documents, digital media, products, etc.

The intention is to put forth a strong, unified image of the district, reflecting a commitment to quality and consistency.

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DISTRICT LOGO

The district logo should be used in its one color version on white and light colored backgrounds, in either gold or purple. The black logo can be used when there is not an option to use a color version.

For use on dark backgrounds there are two-color versions in both gold and purple. The solid gold logo can also be used on dark backgrounds.

Preferably the logo should used as a whole, but when necessary the 'O' and text elements can be used separately.

ON DARK BACKGROUND

INDIVIDUAL LOGO ELEMENTS

DISTRICT LOGO

The horizontal layout of the district logo is to be used when best suited for the space available, particularly for documents and digital media.

The same color use standards apply.

DISTRICT LOGO VARIATIONS

ONSTED WILDCATS

ONSTED ELEMENTARY SCHOOL

ONSTED MIDDLE SCHOOL

ONSTED HIGH SCHOOL

ONSTED ATHLETICS

The following variations of the logotype are available to suit more specific needs:

WILDCATS (interchangable at any time with COMMUNITY SCHOOLS)

ELEMENTARY SCHOOL

MIDDLE SCHOOL

HIGH SCHOOL

ATHLETICS

Other organizations within the district (i.e. Student Council) can be added underneath ONSTED if needed.

ONSTED STUDENT COUNCIL

OSWALD Regular typeface

ALL CAPS

Centered
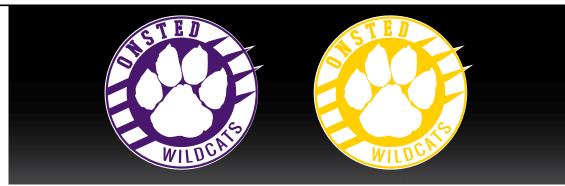
Must always be smaller than ONSTED

ACADEMIC EMBLEM

The academic emblem is a secondary logotype that is an option available to all three buildings — K-12. The use of the emblem should only be used in reference to academics.

The emblem should be used in its one color version on white and light colored backgrounds, in either gold or purple. The black logo can be used when there is not an option to use a color version.

For use on dark backgrounds there are two-color versions in both gold and purple. The solid gold logo can also be used on dark backgrounds.

ON DARK BACKGROUND

ATHLETIC LOGOS

The Athletic O and Wildcat, can be utilized together or as separate elements. Files are available for all of the acceptable uses:

ONE COLOR WILDCAT

TWO COLOR WILDCAT

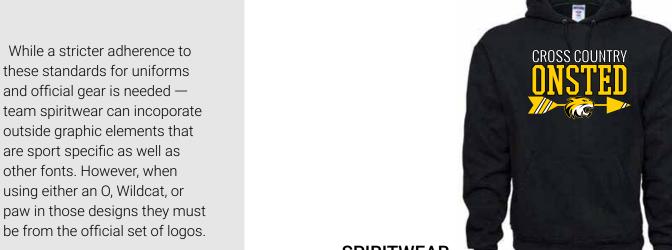ATHLETIC O COLOR VARIATIONS

COMBINATION O/WILDCAT

ATHLETIC LOGOS

ONSTED WILDCATS as well as any team name can be added underneath any version of the the athletic marks using OSWALD (see typography).

While a stricter adherence to these standards for uniforms and official gear is needed — team spiritwear can incoporate outside graphic elements that are sport specific as well as other fonts. However, when using either an O, Wildcat, or paw in those designs they must be from the official set of logos.

O ONSTED WILDCATS

ONSTED WILDCATS (with wildcat logo)

O ONSTED FOOTBALL

O BASKETBALL

ONSTED CHEER (with wildcat logo)

SPIRITWEAR

CROSS COUNTRY
ONSTED

1

2

3

INCORRECT LOGO APPLICATIONS

1

2

3

1) Do not invert the logo

2) Do not adjust the proportions of the logo — vertically or horizontally

3) Do not the adjust the proportional relationship between type and logo

4) Do not alter the symbol

5) Do not introduce other fonts or colors

6) Do not introduce other fonts or colors

COLOR PALETTE

PRIMARY

ONSTED PURPLE
PMS 2627C
CMYK | C 77 M 100 Y 0 K 31
RGB | R 73 G 23 B 109
Web | 3C1053

50%   25%

ONSTED GOLD
PMS 7406C
CMYK | C 0 M 18 Y 100 K 0
RGB | R 255 G 207 B 1
Web | F1C400

SECONDARY

BLACK

70%   50%   25%   10%

WHITE

ONSTED
COMMUNITY SCHOOLS

PROMESH

OSWALD REG

Oswald Regular, should be used in conjuction with the District Logo, as shown on PG 6.

Both Oswald and Roboto font families are available on Google Docs.

HIERARCHY FOR OTHER DISTRICT MATERIALS

HEADLINES & TITLES
ROBOTO BOLD 36-48 pt

SUBHEADS & SECTIONS
ROBOTO BOLD 18-24 pt

HEADLINES IN COPY
ROBOTO MEDIUM 14 pt

Copy text
ROBOTO REGULAR 10 pt

Caption text
ROBOTO LIGHT ITALIC 8 pt