Oakridge Brand Summary

This identity standards document will help preserve the consistency and integrity of the Oakridge brand and visual identity. Uniform, high-quality reproduction of the identity is critical to ensure a positive impression. The logo must always appear crisp, clear, and readable. The colors must remain consistent regardless of the medium, substrate, or process. To ensure uniformity, create all reproductions from approved logo artwork and carefully matched colors provided.

Logo System Naming Structure

OPS-fulleagle-withtype-CMYK-horizontal.eps

| | | | | | |
| 1 | 2 | 3 | 4 | 5 | 6 |

1. School Code:

OPS - Public Schools

OHS - High School

OMS - Middle School

OLE - Lower Elementary

OUE - Upper Elementary

2. Logo Type:

fulleagle

eaglehead

textonly

3. Lockup:

withtype - indicates that the Oakridge name is next to the icon

4. Color Mode:

PMS

CMYK

RGB

INHOUSEPRINTER

OUTLINEDWHITE

REVERSE

GRAYSCALE

BLACK

(See next page for usage recommendations)

5. Lockup Orientation:

horizontal

vertical

6. File Type:

.eps

.pdf

.jpg

.png

(See next page for usage recommendations)

File Naming Structure

Logo Library >

1. School Level:

District (public schools)

High School

Middle School

Lower Elementary

Upper Elementary

*No School Name

>

2. Logo Type:

Eagle Head

Full Logo

Text Only

>

3. Color Mode:

PMS

CMYK

RGB

INHOUSEPRINTER

OUTLINEDWHITE

REVERSE

GRAYSCALE

BLACK

>

Within each Color Mode folder will be a horizontal and vertical version of the logo, along with the multiple file formats that are ideal for use with that color mode.

*No School Name folder contains the logo elements separate from any secondary school name. In this folder you can find the full eagle, eagle head, and Oakridge name as separate icons.

Logo File Type Usage

.eps Files

Vector file best for print, retains quality with scaling

.pdf Files

Good for high quality, large scale printing, retains quality with scaling

.jpg Files

Can be used for both print and web, good for use with Microsoft Office programs, appears with white opaque background

.png Files

Ideal for use on the web, keeps transparent background

Logo Color Version Usage

PMS (Pantone)

Standardized color system for print to ensure color matching across all print jobs on various materials

CMYK

For use with online print vendors and digital printers

Oakridge In-house Printer

Use for in-house printing of stationery products such as letterhead

Outlined White

When possible, use the outlined white version for reverse usage on dark backgrounds to maintain the brand look and feel

Example: football helmets / colored jerseys

Reverse / White

The full reverse version with all white elements should only be used when one color on a dark background is needed

Example: embroidered clothing

RGB / Web

ONLY for use digitally and on the web

Grayscale

Use only when color printing is unavailable to maintain brand look and feel

Black

Use only when color printing and shading are unavailable

Acceptable Logo Usage - Full Eagle

2 color horizontal

2 color vertical

black horizontal

black vertical

grayscale horizontal

grayscale vertical

outlined horizontal

outlined vertical

reverse horizontal

reverse vertical

Unacceptable Logo Usage

1. Don't squish or stretch disproportionately. Tip: hold Shift when resizing to maintain proper proportion

2. Don't use incorrect color

3. Don't rotate the logo

4. Don't alter the lockup; keep proportions

5. Don't use the logo on a competitive background

6. Don't change the font

Color

Blue

PMS 286 C	CMYK 100 / 75 / 0 / 0	RGB 28 / 47 / 66	HTML (HEX) #0555A5

Gray

PMS 428 C	CMYK 10 / 4 / 4 / 14	RGB 198 / 205 / 209	HTML (HEX) C6CDD1

Clear Space & Sizing

Always leave a minimum clear space equal to the width of the letter 'O' in the logo surrounding all sides of the mark. Any text or imagery that encroaches upon this space is unacceptable and compromises the legibility of the logo. Whenever possible, avoid using the logo smaller than 2" with horizontal format and 1.5" with vertical format.

Vertical 1.5"

Horizontal 2"

Guide prepared by revel

Acceptable Logo Usage - Eagle Head

2 color horizontal

2 color vertical

black horizontal

black vertical

grayscale horizontal

grayscale vertical

outlined horizontal

outlined vertical

reverse horizontal

reverse vertical

Unacceptable Logo Usage

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Tip: hold Shift when resizing to maintain proper proportion

2. Don't use incorrect color

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Vertical 1.5"

Horizontal 2"

Acceptable Logo Usage - Text Only

OAKRIDGE
PUBLIC SCHOOLS

2 color vertical

OAKRIDGE
PUBLIC SCHOOLS

black vertical

OAKRIDGE
PUBLIC SCHOOLS

grayscale vertical

OAKRIDGE
PUBLIC SCHOOLS

outlined vertical

OAKRIDGE
PUBLIC SCHOOLS

reverse vertical

Unacceptable Logo Usage

OAKRIDGE
PUBLIC SCHOOLS

1. Don't squish or stretch disproportionately. Tip: hold Shift when resizing to maintain proper proportion

OAKRIDGE
PUBLIC SCHOOLS

2. Don't use incorrect color

OAKRIDGE
PUBLIC SCHOOLS

3. Don't rotate the logo

OAKRIDGE
PUBLIC SCHOOLS

4. Don't alter the lockup; keep proportions

OAKRIDGE
PUBLIC SCHOOLS

5. Don't use the logo on a competitive background

OAKRIDGE
PUBLIC SCHOOLS

6. Don't change the font

Color

Blue

PMS 286 C	CMYK 100 / 75 / 0 / 0	RGB 28 / 47 / 66	HTML (HEX) #0555A5

Gray

PMS 428 C	CMYK 10 / 4 / 4 / 14	RGB 198 / 205 / 209	HTML (HEX) C6CDD1

Clear Space & Sizing

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OAKRIDGE
PUBLIC SCHOOLS

Vertical 1.5"

Guide prepared by **revel**