Brand Identity Usage
## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>About</td>
<td>3</td>
</tr>
<tr>
<td>Master logo</td>
<td>4</td>
</tr>
<tr>
<td>Logo variations</td>
<td>5</td>
</tr>
<tr>
<td>Logo usage</td>
<td>6</td>
</tr>
<tr>
<td>Color palate</td>
<td>7</td>
</tr>
<tr>
<td>Ancillary logos</td>
<td>8 - 11</td>
</tr>
<tr>
<td>Embroidery</td>
<td>12</td>
</tr>
<tr>
<td>Typography</td>
<td>13 - 14</td>
</tr>
<tr>
<td>Brand application</td>
<td>15 - 17</td>
</tr>
<tr>
<td>Glossary</td>
<td>18 - 19</td>
</tr>
<tr>
<td>Designer Contact</td>
<td>20</td>
</tr>
</tbody>
</table>
Oxford Community Schools has established a history of building an identity and a brand that is quickly noticed within our community. This document is a simple step to ensure that our brand remains safe, secure and protected from unintentional decay or mis-identity.

All artwork demonstrated in this guide is the intellectual property of Oxford Community Schools and strictly protected by Federal TradeMark and Copyright Laws.

info@oxfordschools.org
Brand guidelines

Logo variations

Grey

Blue

White
Brand guidelines

Logo usage

Exclusion zones
Always allow a minimum space around the logo.

Minimum width
The logo minimum width is 90px or 32mm.

Maximum width
There is no maximum size defined for this logo.
Brand guidelines

Color palette

**Primary**
- HEX 003057
  - R0 G48 B87
  - C30 M30 Y30 K100
- HEX f5ce3e
  - R245 G206 B62
  - C4 M17 Y87 K0
- HEX FFFFFF
  - R255 G255 B255
  - C0 M0 Y0 K0

**Secondary**
- HEX 999999
  - R153 G153 B153
  - C43 M35 Y35 K1
- HEX D2D2D2
  - R210 G210 B210
  - C17 M13 Y13 K0
- HEX F8F8F8
  - R248 G248 B248
  - C2 M1 Y1 K0
Ancillary Logos

Elementary / Middle School  
District / Athletics  
OHS / OHS Athletics

Oxford Community Schools holds the Trademark and Copyright on all artwork. All use of district art is by strict written permission only.
Oxford Community Schools holds the Trademark and Copyright on all artwork. All use of district art is by strict written permission only.
Oxford Community Schools holds the Trademark and Copyright on all artwork. All use of district art is by strict written permission only.
Ancillary Logos - Athletics & Oxford High School
Oxford Community Schools has established a plan to continue a continuity and a constant look of each logo.

Embroidery items are required to use the following thread colors:

We use MADERA Thread:
Navy: #1976
Gold: #1951
Silver: #1918

Questions: Please contact Matt Johnson - 248 969-5022 or matt.johnson@oxfordschools.org

Oxford Community Schools holds the Trademark and Copyright on all artwork. All use of district art is by strict written permission only.
Brand guidelines

Typography

**Wildcat Review District Newsletter**

- **Headings**
  - BEBAS NUE (OTF) REGULAR
  - BEBAS NUE (OTF) BOOK
  - MINION PRO BOLD

- **Paragraph font**
  - Times New Roman Regular
  - Times New Roman Bold

- **Photo caption and credit**
  - Times New Roman Italic

**District Website**

- **Headings**
  - BEBAS NUE (OTF) REGULAR

- **Paragraph font**
  - Tahoma
  - MINION PRO REGULAR

- **Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.**

- **Italic**
  - Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.

- **Bold**
  - Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.
Brand guidelines

Typography

District Flier and Publication

Fliers

Headings
Impact

Paragraph font
Times New Roman Regular
Times New Roman Bold

Photo caption and credit font
Times New Roman Italic

Human Resources specific heading
Brisk-Extended Normal

Pre-K - Elementary specific headings font
ALOR WIDE
Berlin Sans FB

Pre-K - Elementary/HR specific paragraph font
Arial

Specific to

Athletics

Website font
Regencie News

Block O
JERSEY 54

Fliers & Publications
IMPACT
Times New Roman Regular

Letterhead

Paragraph font
Times New Roman
Brand guidelines

Brand application

Business card
Brand guidelines

Brand application

Digital Distribution

Traditional Mail

Letterhead & Envelope
Brand guidelines

Brand application

Facebook cover

Website
**RGB**
(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

**CMYK**
(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

**Lossless**
Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

**Lossy**
Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

**Raster**
Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

**Vector**
Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.
JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

TIFF/TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a “container” for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.
Brand guidelines

www.oxfordschools.org
(248) 969-5000
info@oxfordschools.