



## **Brand Identity Usage**

Brand Guidelines

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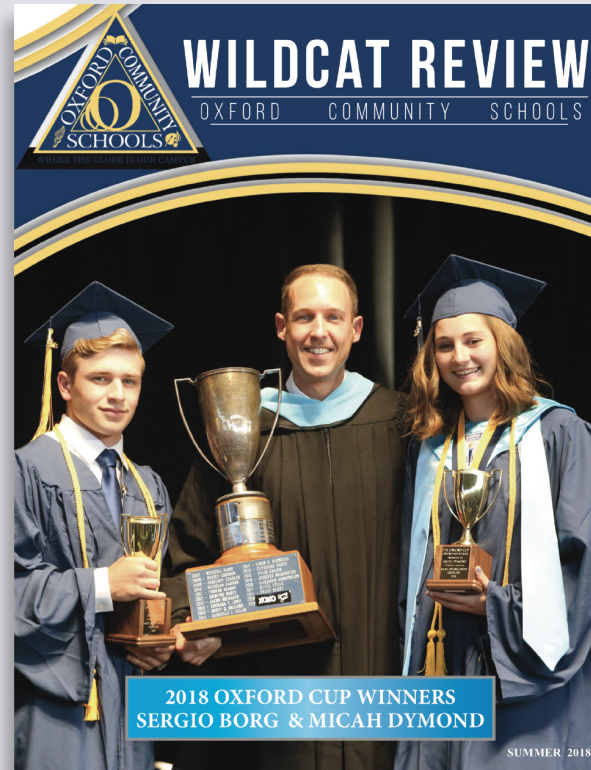


# About

**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](mailto:info@oxfordschools.org)



# Master logo



WHERE THE GLOBE IS OUR CAMPUS

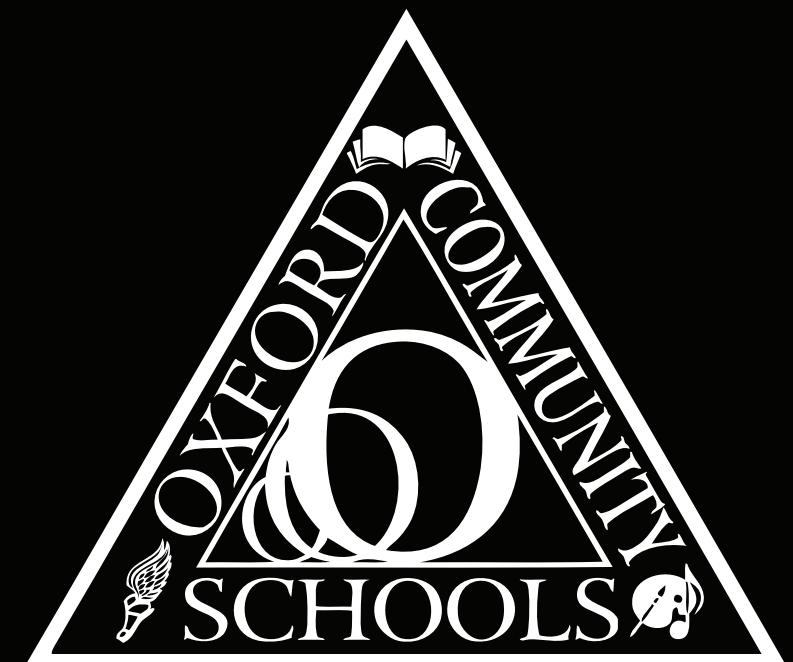
## Logo variations



Grey



Blue



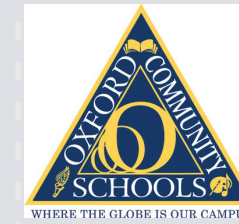
White

# 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.

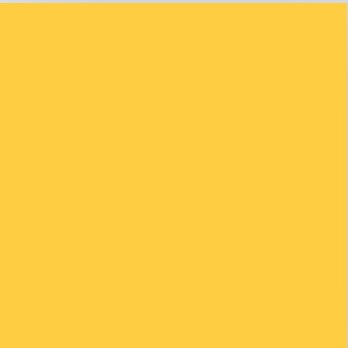
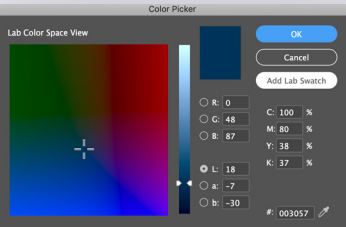
Brand guidelines

# Color palette

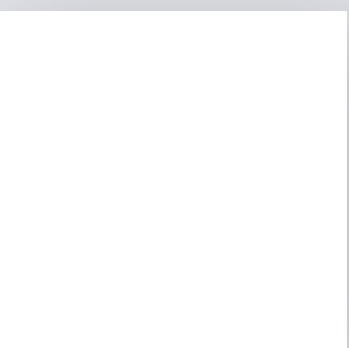
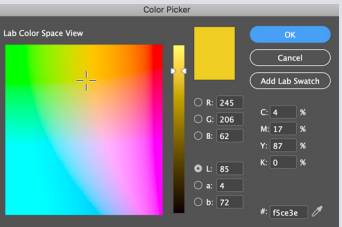
Primary



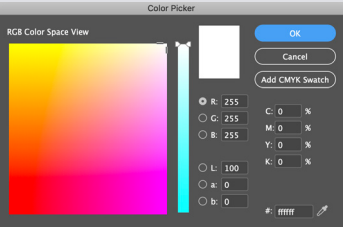
HEX 003057  
R0 G48 B87  
C30 M30 Y30 K100



HEX f5ce3e  
R245 G206 B62  
C4 M17 Y87 K0



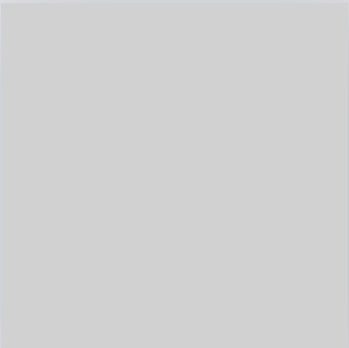
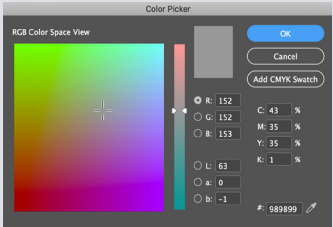
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R255 G255 B255  
C0 M0 Y0 K0



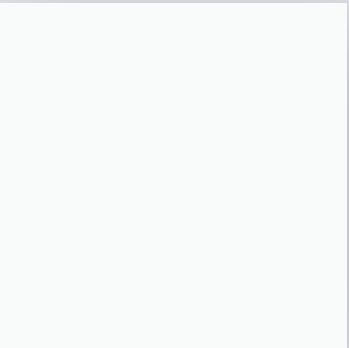
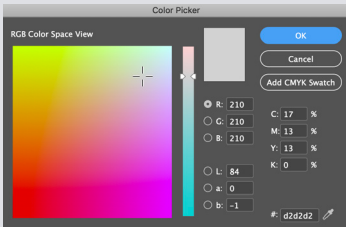
Secondary



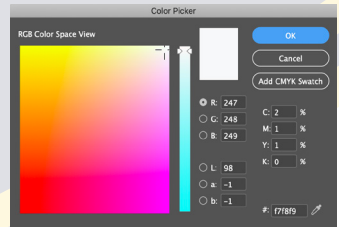
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R153 G153 B153  
C43 M35 Y35 K1



HEX D2D2D2  
R210 G210 B210  
C17 M13 Y13 K0



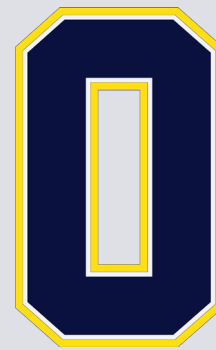
HEX F8F8F8  
R248 G248 B248  
C2 M1 Y1 K0



## Ancillary Logos



**Elementary /  
Middle School**



**District /  
Athletics**



**OHS /  
OHS Athletics**

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## Brand guidelines

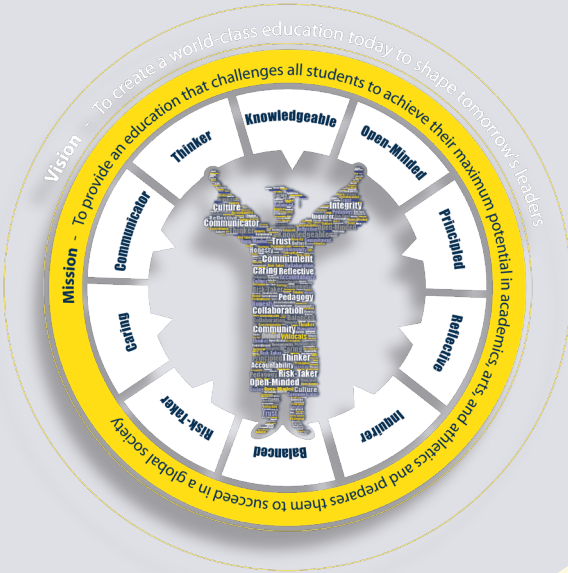
# Ancillary Logos



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Brand guidelines

# Ancillary Logos



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# Ancillary Logos - Athletics & Oxford High School



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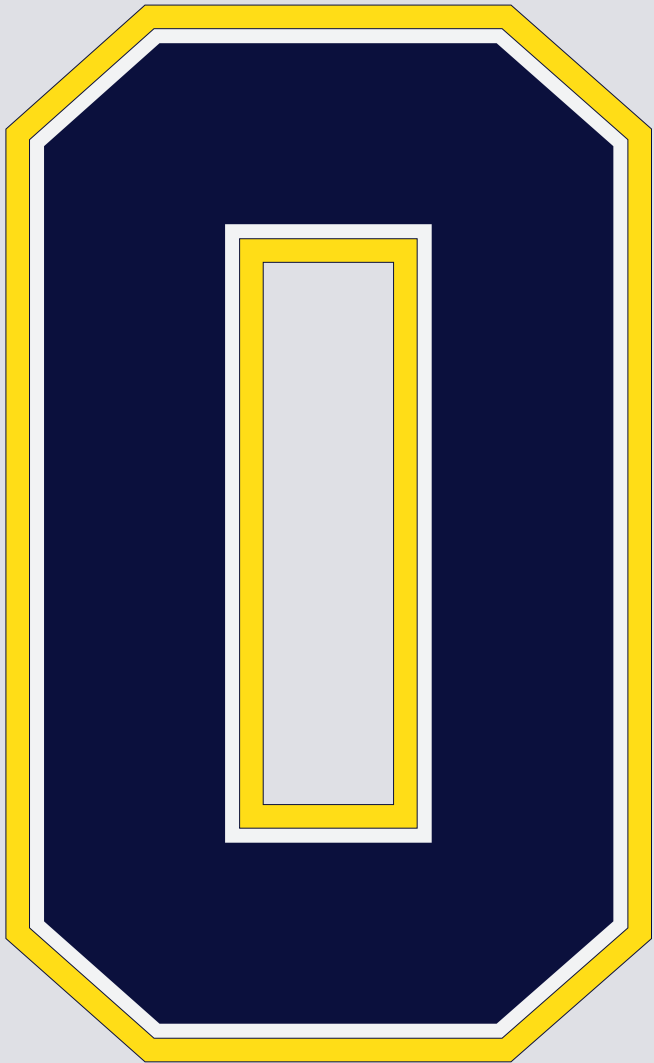
# District & Athletics Embroidery

**Oxford**  
**Community Schools** has established a plan to continue a continuity and a constant look of each logo.

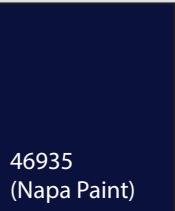
Embroidary items are required to use the following thread colors:

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

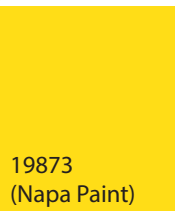
[info@oxfordschools.org](mailto:info@oxfordschools.org)



**Daktronics Color Chart**



**Oxford Colors**



**Fonts Associated with Oxford:**

- Regencie News & Website
- Times New Roman - School Business
- JERSEY 54 - BLOCK O**

Questions: Please contact Matt Johnson - 248 969-5022 or [matt.johnson@oxfordschools.org](mailto:matt.johnson@oxfordschools.org)

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# 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

### 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.**

# 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 application

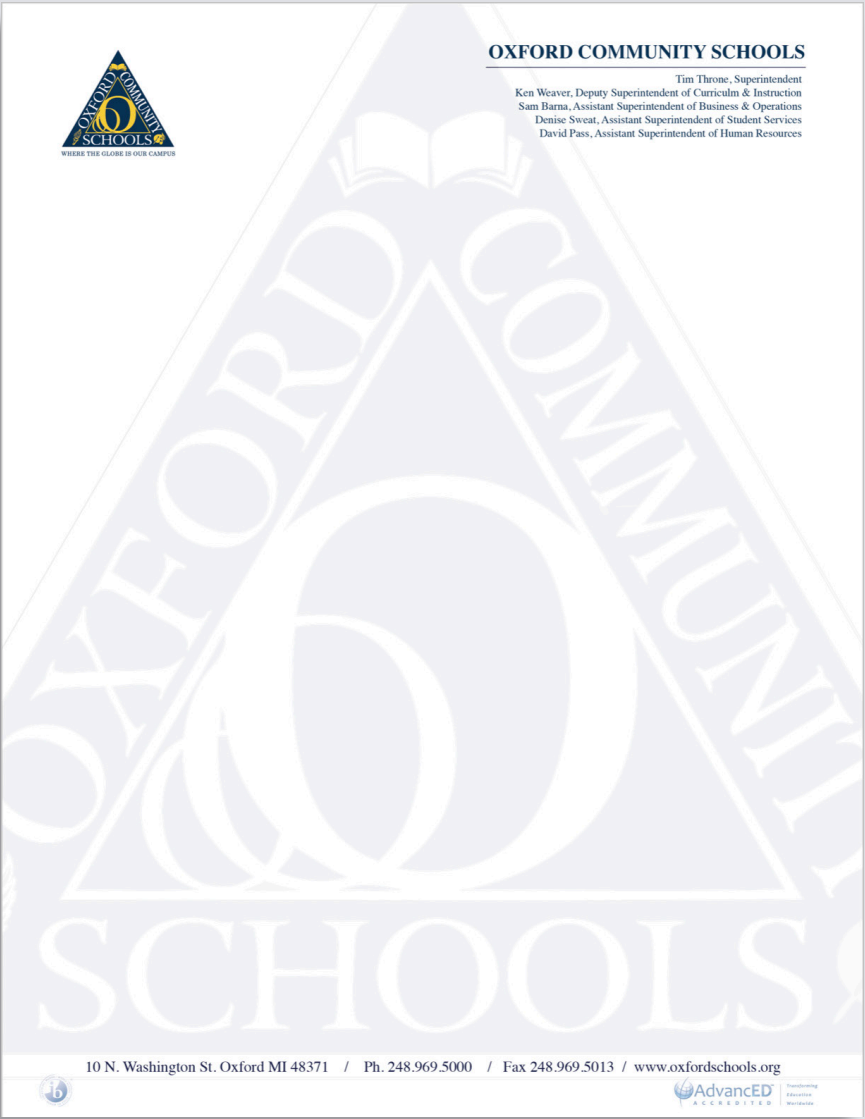


Business card

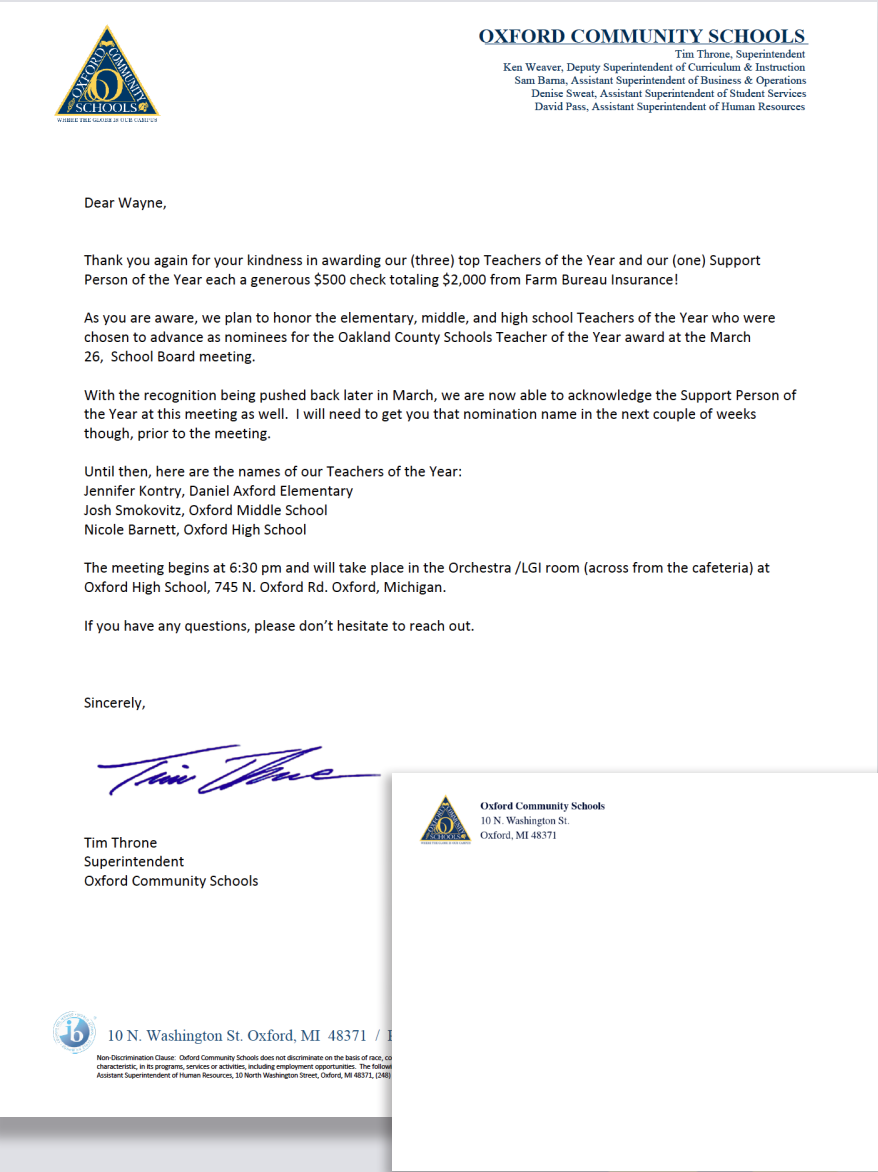
Brand guidelines

# Brand application

## Digital Distribution



## Traditional Mail



## Letterhead & Envelope

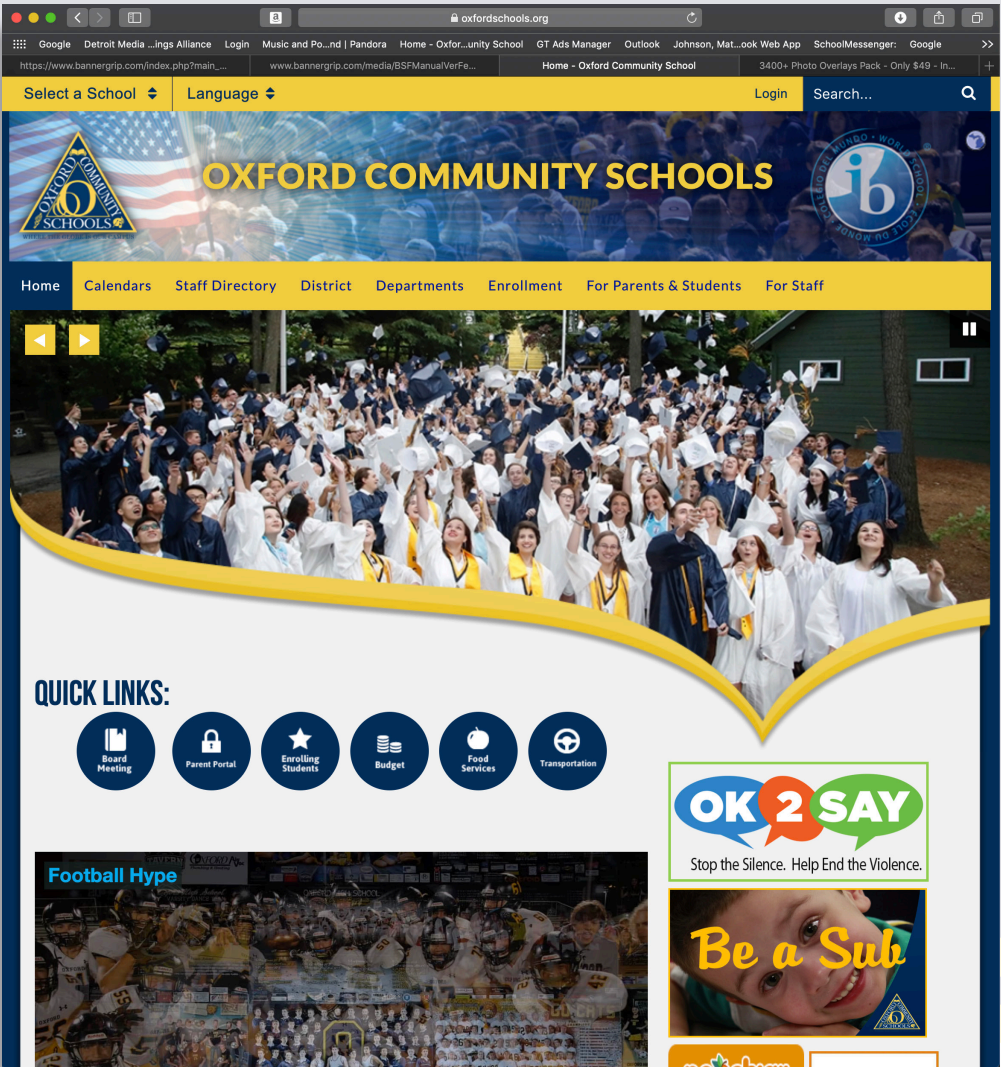


Brand guidelines

# Brand application



Facebook cover



Website



# Glossary

## 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.

## CYMK

(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.

## Vector

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

## 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.

## 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.

# Glossary

## 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

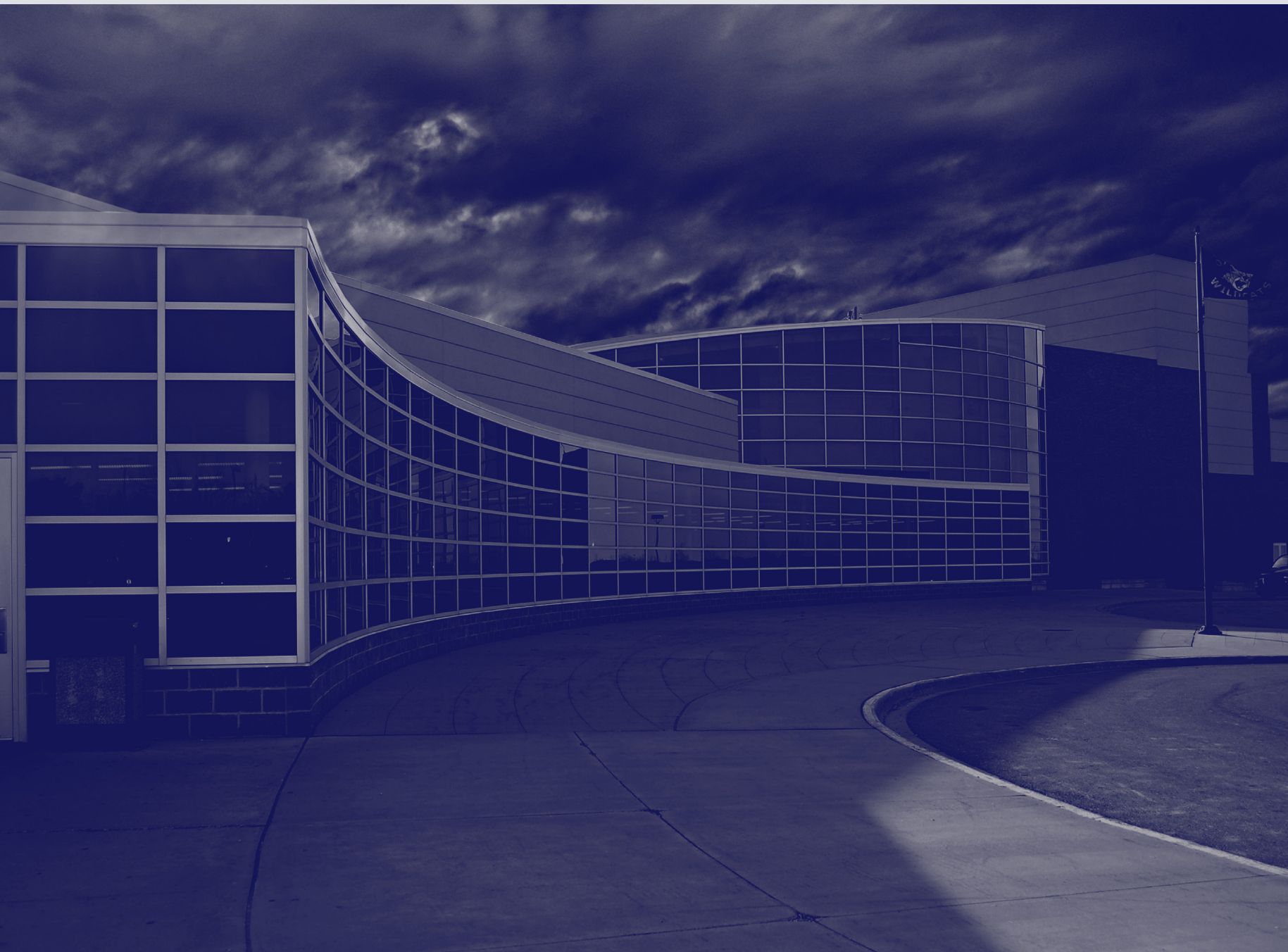
PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics 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.



WHERE THE GLOBE IS OUR CAMPUS



## Brand guidelines

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