Oak Ridge

SCHOOLS

DISTRICT BRAND STANDARDS GUIDE

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THE OAK RIDGE DISTRICT BRAND

Our identity is much more than a logo. It is the cumulative result of every experience and communication made by or about our district. All of our communication should reflect the mission of an organization that is:

PROFESSIONAL

KNOWLEDGEABLE

TRUSTWORTHY

INNOVATIVE

When potential Oak Ridge residents interact with us, they form an opinion (positive or negative) of our district. In Oak Ridge Schools, our product is people, and our mission is for them reach their full potential. Each time you meet someone, send an email, or present a training session, someone is forming an opinion of Oak Ridge Schools. We are all ambassadors of our brand.

OAK RIDGE SCHOOLS DISTRICT LOGO

The Oak Ridge Schools brand is made up of core elements—the name, logo, and colors—that work together to communicate the intended brand vision and personality to employees, brand affiliates, and the public at large. It is important that these core elements remain consistent throughout all communication to create unity.

THE FULL LOGOTYPE

A logo is the visual representation of a brand and is meant to capture and evoke the overall brand essence. To create a solid brand image, it is important that the logo be used consistently across all communication materials.

ORS Primary Logos

VERTICAL VERSION

HORIZONTAL VERSION

SIZE AND SPACE REQUIREMENTS

In order to ensure the appropriate visibility, prominence and strength of the ORS logo, an area of isolation and a minimum size have been determined. These guidelines apply to both print and digital usage.

AREA OF ISOLATION

A minimum space requirement around the logo is required to ensure prominence of the mark and to prevent interference from other elements in a design. This space is indicated by X in the figure to the right. X is equal to the height shown.

MINIMUM ISOLATION

The ORS logo and all other design elements, including: images, typography, photos, graphics, rules, and the substrate or page edge.

PREFERRED ISOLATION

The area of isolation is a minimum space recommendation. Increase the area of isolation whenever possible.

MINIMUM SIZE REQUIREMENTS

To maintain recognizability, the Oak Ridge Schools logo must not be made smaller than 1.5" wide by .44" high. This is the minimum size and should be used larger in every possible instance.

INCORRECT LOGO USAGE

To maintain the integrity of the Oak Ridge Schools brand, it is essential that the logo be used consistently and correctly. Correct usage will ensure that the brand stakeholders and public at large experience a clear representation of the brand through all communication materials. This page illustrates some of the common incorrect, non-approved logo variations and usages.

DO NOT
Rearrange elements of the logo.

DO NOT
Alter the proportions of the logo.

DO NOT
Incorporate unapproved colors or fonts.

DO NOT
Distort the logo in any way.

DO NOT
Breach the area of isolation.

DO NOT
Rotate or use the logo on an angle.

DO NOT
Use a low-resolution or pixelated version of the logo

PRIMARY COLOR PALETTE AND COLOR CODES

Color can carry a great deal of emotion and serves as a key element in the overall brand image. It sets the tone of the brand and helps tie various communication pieces together. Brand colors should be used thoughtfully and consistently across communication materials.
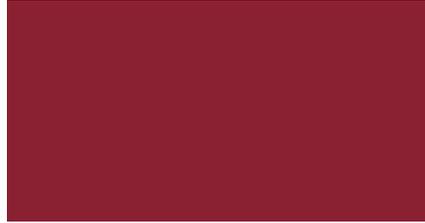
PRIMARY COLOR: CARDINAL

Color Codes

CMYK	1 98 58 44
RGB	148 7 49
Pantone	202 C
Hex #	862633

PRIMARY COLOR: GREY

Color Codes

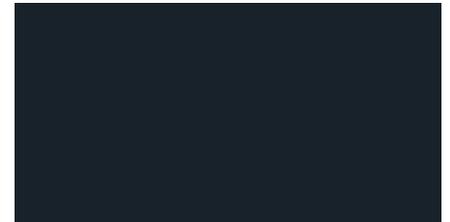|	
CMYK	36 26 23 4
RGB	158 162 162
Pantone	422 C
Hex #	9EA2A2

SECONDARY COLOR PALETTE AND COLOR CODES

To ensure the consistency of the visual identity, a secondary color palette has been established for all print (Pantone® Matching System and CMYK values) and web (RGB and Hex values) applications. This color scheme is based on the Oak Ridge Schools District primary color scheme. The correct use of the Oak Ridge Schools color palette is essential to the success of the brand's recognition.

SECONDARY COLOR: GOLD

Color Codes

CMYK	0 15 98 0
RGB	255 205 0
Pantone	116 C
Hex #	FFCD00

SECONDARY COLOR: ANTHRACITE

Color Codes

CMYK	80 69 58 67
RGB	29 37 45
Pantone	433 C
Hex #	1D252D

PRINT LOGO COLOR VARIATIONS

To ensure the consistency of the visual identity, a color palette has been established for all print materials. These are the Pantone® and 4-color color codes.

PANTONE

3-COLOR

Cardinal	PANTONE® 202 C
Grey	PANTONE® 422 C
Gold	PANTONE® 116 C

4-COLOR

4-COLOR

Cardinal	C1 M98 Y58 K44
Grey	C36 M26 Y23 K4
Gold	C0 M15 Y98 K0

3-COLOR REVERSE ON BLACK

Cardinal	PANTONE® 202 C
Grey	PANTONE® 422 C
Gold	PANTONE® 116 C

4-COLOR REVERSE ON BLACK

Cardinal	C1 M98 Y58 K44
Grey	C36 M26 Y23 K4
Gold	C0 M15 Y98 K0

3-COLOR REVERSE ON 202 C

Cardinal	PANTONE® 202 C
Grey	PANTONE® 422 C
Gold	PANTONE® 116 C

4-COLOR REVERSE ON CARDINAL

Cardinal	C1 M98 Y58 K44
Grey	C36 M26 Y23 K4
Gold	C0 M15 Y98 K0

PRINT LOGO COLOR VARIATIONS 1-COLOR

1-COLOR CARDINAL

| Cardinal | PANTONE® 202 C |
| Cardinal | C1 M98 Y58 K44 |

1-COLOR BLACK

| Black | PANTONE® Black C |
| Black | C100 C100 C100 C100 |

1-COLOR WHITE

| White | C0 M0 Y0 K0 |

DISTRICT LOGO FONTS

Consistent use of brand typography helps establish a unique Oak Ridge Schools "look" that greatly increases recognizability and memorability of the brand. Two fonts have been selected for the Oak Ridge Schools brand: Poynter Oldstyle Display and Sweet Sans Pro. Poynter Oldstyle Display is used for the school name while Sweet Sans Pro is used for school level and departmental and club names.

Poynter Oldstyle Display

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Sweet Sans Pro

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

LETTERHEAD AND BUSINESS CARDS

In order to maintain the brand standard, it is crucial that brand fonts, colors, and other elements be used consistently across all printed correspondence. A letterhead template has been developed that sets the formatting style for margins, fonts, colors, line spacing, and other brand elements that should be used when developing a printed document. An example of this template and the business card template is pictured here. These templates should be used for all correspondence intended to be printed on the Oak Ridge Schools branded letterhead and business cards. Arial is to be used in the body copy of the letterhead. This is to ensure consistency as everyone has access to this font.

EMAIL SIGNATURES

Shown is an example of how to use the Oak Ridge Schools email signature. All guidelines and recommendations (size requirements, area of isolation, logo, usage, etc.) established for the Oak Ridge Schools logo remain consistent.

Title + First and Last Name
Position Title
Department Name
Address of Office
email@ortn.edu | (865) 425-####

Dr. Holly Cross
Oak Ridge Schools Supervisor
College, Career and Technical Education and Communications
1450 Oak Ridge Turnpike | Oak Ridge, TN 37830
hcross@ortn.edu | (865) 425-9557
www.ortn.edu Twitter: @ORSchools

Hyperlink to another site or social media (optional)

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OAK RIDGE SCHOOL LOGOS

The Oak Ridge Schools brand is made up of core elements—the name, logo, and colors—that work together to communicate the intended brand vision and personality to employees, brand affiliates, and the public at large. It is important that these core elements remain consistent throughout all communication to create unity.

THE FULL LOGOTYPE

The Oak Ridge Schools seal creates brand recognition and is used for official district digital communications, documents, stationery, permits and licenses. The seal should be printed with our official Oak Ridge Schools color codes. To create a solid brand image, it is important that the logo be used consistently across all communication materials.
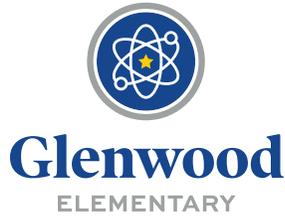
Secret City ACADEMY

Oak Ridge Schools PRESCHOOL

Glenwood ELEMENTARY

Linden ELEMENTARY

Willow Brook ELEMENTARY

Woodland ELEMENTARY

Jefferson MIDDLE SCHOOL

Robertsville MIDDLE SCHOOL

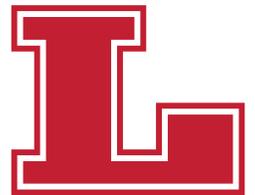**Oak Ridge** HIGH SCHOOL

SCA PRIMARY LOGOS

ORSP PRIMARY LOGOS

GLENWOOD PRIMARY LOGOS

LINDEN PRIMARY LOGOS

WILLOW BROOK PRIMARY LOGOS

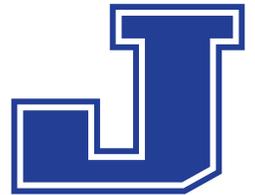## WOODLAND PRIMARY LOGOS

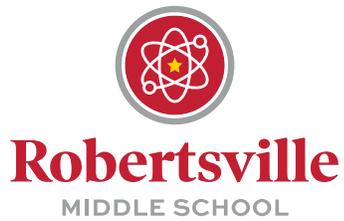## JEFFERSON PRIMARY LOGOS

ROBERTSVILLE PRIMARY LOGOS

ORHS PRIMARY LOGOS

LOGO SPACING

AREA OF ISOLATION

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MINIMUM ISOLATION

The ORS logo and all other design elements, including: images, typography, photos, graphics, rules, and the substrate or page edge.

PREFERRED ISOLATION

The area of isolation is a minimum space recommendation. Increase the area of isolation whenever possible.

MINIMUM SIZE REQUIREMENTS

To maintain recognizability, the Oak Ridge school logos must not be made smaller than 1.4" wide by .44" high. This is the minimum size and should be used larger in every possible instance.

LOGO COLOR VARIATIONS

Because not all display mediums and modes of
reproduction have the same color requirements,
multiple color options have been developed for
the Oak Ridge school logos. It is important to
use the correct logo for the given situation so as
to remain consistent with the overall brand. For
example, when placing the logo on the web, make
sure to use the digital version of the logo.

FULL COLOR

This is the primary color combination that
should be used on all communication materials
whenever possible. When used on a black
background the full color logo should include the
letters in white. It is not acceptable in the brand
to substitute white for another color or add it to
another variation of the logo.

OTHER APPROVED LOGOS

Single color options are available for use when
budget, application type, or material needs
warrant their use.

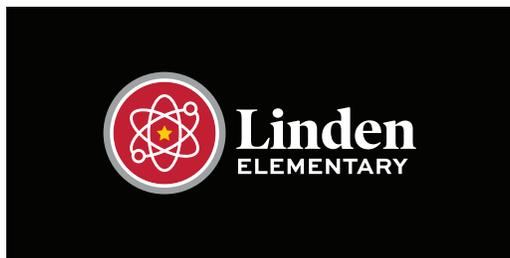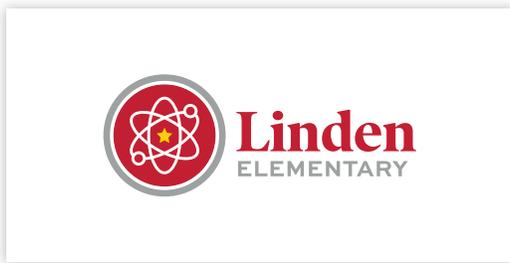**FULL COLOR**

ONE COLOR

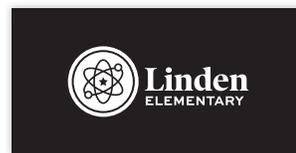# PANTONE® 266 C

FULL COLOR

ONE COLOR

PANTONE® 200 C
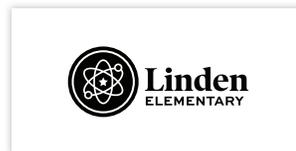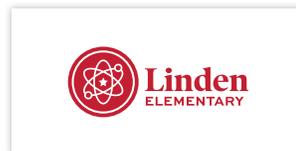
PANTONE® 286 C

Oak Ridge Schools: Brand Standards Guide

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Use a low-resolution or pixelated version of the logo

COLOR PALETTE BY SCHOOL

Oak Ridge Schools Preschool • Secret City Academy

PRIMARY COLOR

PURPLE

Color Codes

CMYK	71 88 0 0	**Pantone**	266 C
RGB	117 59 189	**Hex #**	753BBD

SECONDARY COLORS

DARK PURPLE

Color Codes

CMYK	85 100 0 23	**Pantone**	2617 c
RGB	71 10 104	**Hex #**	470A68

GREY

Color Codes

CMYK	36 26 23 4	**Pantone**	422 C
RGB	158 162 162	**Hex #**	9EA2A2

COLOR PALETTE BY SCHOOL

Linden Elementary • Willow Brook Elementary • Robertsville Middle School

PRIMARY COLOR

RED

Color Codes

CMYK	0 100 76 13	**Pantone**	200 C
RGB	186 12 47	**Hex #**	BA0C2F

SECONDARY COLORS

ANTHRACITE

Color Codes

CMYK	80 69 58 67	**Pantone**	433 C
RGB	29 37 45	**Hex #**	1D252D

GREY

Color Codes

CMYK	36 26 23 4	**Pantone**	422 C
RGB	158 162 162	**Hex #**	9EA2A2

COLOR PALETTE BY SCHOOL

Glenwood Elementary • Woodland Elementary • Jefferson Middle School

PRIMARY COLOR

BLUE

Color Codes

CMYK	100 80 0 12	**Pantone**	286 C
RGB	0 50 160	**Hex #**	0032A0

SECONDARY COLORS

GOLD

Color Codes

CMYK	0 15 98 0	**Pantone**	116 C
RGB	255 205 0	**Hex #**	FFCD00

GREY

Color Codes

CMYK	36 26 23 4	**Pantone**	422 C
RGB	158 162 162	**Hex #**	9EA2A2

COLOR PALETTE BY SCHOOL

Oak Ridge High School

PRIMARY COLOR

CARDINAL

Color Codes

CMYK	19 8 58 44	**Pantone**	202 C
RGB	148 7 49	**Hex #**	862633

SECONDARY COLORS

ANTHRACITE

Color Codes

CMYK	80 69 58 67	**Pantone**	433 C
RGB	29 37 45	**Hex #**	1D252D

GREY

Color Codes

CMYK	36 26 23 4	**Pantone**	422 C
RGB	158 162 162	**Hex #**	9EA2A2

MASCOT COLOR VARIATIONS
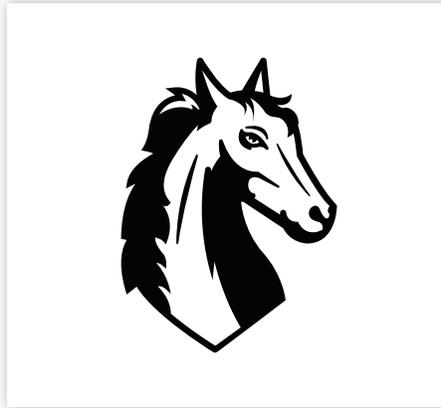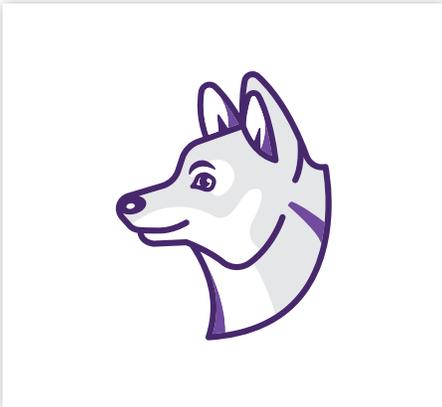
MASCOT COLOR VARIATIONS

FULL COLOR

ONE COLOR - BLACK

ONE COLOR - WHITE

FULL COLOR

ONE COLOR - BLACK

ONE COLOR - WHITE

MASCOT COLOR VARIATIONS

FULL COLOR
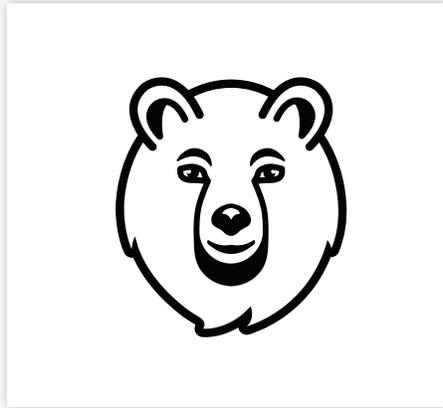
ONE COLOR - BLACK

ONE COLOR - WHITE

FULL COLOR

ONE COLOR - BLACK

ONE COLOR - WHITE

MASCOT COLOR VARIATIONS

FULL COLOR

ONE COLOR - BLACK

ONE COLOR - WHITE

FULL COLOR

ONE COLOR - BLACK

ONE COLOR - WHITE

MASCOT COLOR VARIATIONS

FULL COLOR

ONE COLOR - BLACK

ONE COLOR - WHITE

Oak Ridge Schools
Portrait of a Graduate Roadmap

Oak Ridge is known for its academic achievements and the quality of its educational system. It has always been a discriminator in where families choose to live. We want to aggressively pursue academic excellence and offer all we can to our future—today's students. Oak Ridge Portrait of a Graduate is about continuous improvement and achieving excellence in education. It is a strategic framework for learning that envisions our future and sets strategic goals to realize that future.

Mission Statement
Our Core Purpose

Provide an adaptive and challenging learning environment and instruction that prepares each student for **excellence in education** and the workplace, while cultivating integrity, responsibility and a sustained passion for continued learning.

Core Values
Drivers of Our Words and Actions

Students First	➢ It's all about the kids
Accountability	➢ Responsibility for our actions and results
Equity	➢ Opportunity, access, and achievement for all
Excellence	➢ Our best individual and collective efforts and results
Engagement	➢ Informed, trusting, and supportive stakeholders
Integrity	➢ Doing the right thing at all times
Teamwork	➢ Mutual respect and teamwork are the foundation for success

Vision
What We Intend to Create and Experience

Every student prepared for college, career, and life success.

Strategic Directions
Our Focused Allocation of Resources

College- and Career-Ready Success Indicators
➢ Key Academic Indicators from the Oak Ridge 7 Keys
➢ Applying 4 C's in STEM/Problem-Based Learning in All Curricular Areas: Collaboration, Communication, Creativity, & Critical Thinking
➢ Understanding Career Options
➢ Using Technology Effectively

Life-Ready Success Indicators
➢ Key Indicators of Social/Emotional Strength
➢ Self-Awareness, Self-Discipline & Empathy
➢ Possessing Financial Fluency