OLENTANGY SCHOOLS℠

BERLIN HIGH SCHOOL

Brand Guidelines – Version 3.0 – August 2024

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INTRODUCTION

LETTER TO THE SCHOOL

Welcome to the new face of Berlin High School! We hope that your school will enjoy your brand identity for decades to come. The following manual provides you with specifications to accurately utilize the Berlin High School brand elements.

The Berlin High School brand has been designed to reflect your all-around standard of excellence in academics and other programs valued by your school. It also serves to reinforce the core essence of your school pride, accomplishment and spirit. To help you maintain brand consistency, it is critical that all parties using any of the Berlin High School brand elements follow this manual with attention to detail in order to preserve and protect the Berlin High School brand image.

Thank you for reviewing this manual, thoroughly understanding its contents, and abiding by the specifications provided. Should you have any questions regarding any content involved within this brand guide, please contact **communications@olsd.us**

THE BERLIN BEARS BELIEF STATEMENT

MEMBERS OF THE BEAR FAMILY COME FROM ALL WALKS OF LIFE AND HAVE MANY DIVERSE BACKGROUNDS. WE BELIEVE THAT THE BERLIN HIGH SCHOOL COMMUNITY SHOULD STAND SHOULDER TO SHOULDER AS WE PRACTICE, VALUE AND HONOR DIVERSITY, TRUST, A POSITIVE CULTURE AND CLIMATE, INCLUSIVENESS AND RESPECT FOR OTHERS. ALWAYS REMEMBER TO REPRESENT THE DOUBLE-BLUE IN A POSITIVE WAY.

BERLIN PRIDE... IT'S FOREVER!

LEGAL & MANDATORIES

Creation, application or any use of the Berlin High School brand elements must conform to approved standards as authorized by Berlin High School. Additionally, it is imperative that Berlin High School brand elements are used properly on all merchandise, web, printed materials, signage, etc. in a quality manner.

When using the Berlin High School brand elements, whether the item on which the element is applied is for internal use, departmental use, organization use, being publicly displayed, being sold or otherwise distributed in commerce, all specifications for usage must be met and visually approved by the Berlin High School Principal, Athletic Director, or Chief Communications Officer.

Please use the licensing program and work with the Olentangy Communications Department on approved vendors for all licensed products. If you have any questions, please contact communications@olsd.us

VISUAL GUIDELINES

LOGO USAGE

Visual consistency ensures that the Berlin High School identity is presented cohesively and should appear on all applications such as official school documents, stationery, business cards, district website, general fashion gear, uniforms, general club designs, general sport designs, stadiums, gym floor, signage such as on front of the school building, etc.

1. **Primary Logo**
2. **Secondary Logo**
3. **Athletics Logo**
4. **Mascot**
5. **Mascot Face**
6. **Berlin Script**
7. **Bears Script**
8. **O Berlin Script**
9. **O Bears Script**
10. **Monogram**
11. **Monogram Claw**
12. **Alternate Mark**
13. **Crest**

Please use the licensing program and work with the Olentangy Communications Department on approved vendors for all licensed products. If you have any questions, please contact communications@olsd.us

Requests for logo files can be obtained by contacting the Berlin High School Principal, Athletic Director, or the Olentangy Communications Department at communications@olsd.us

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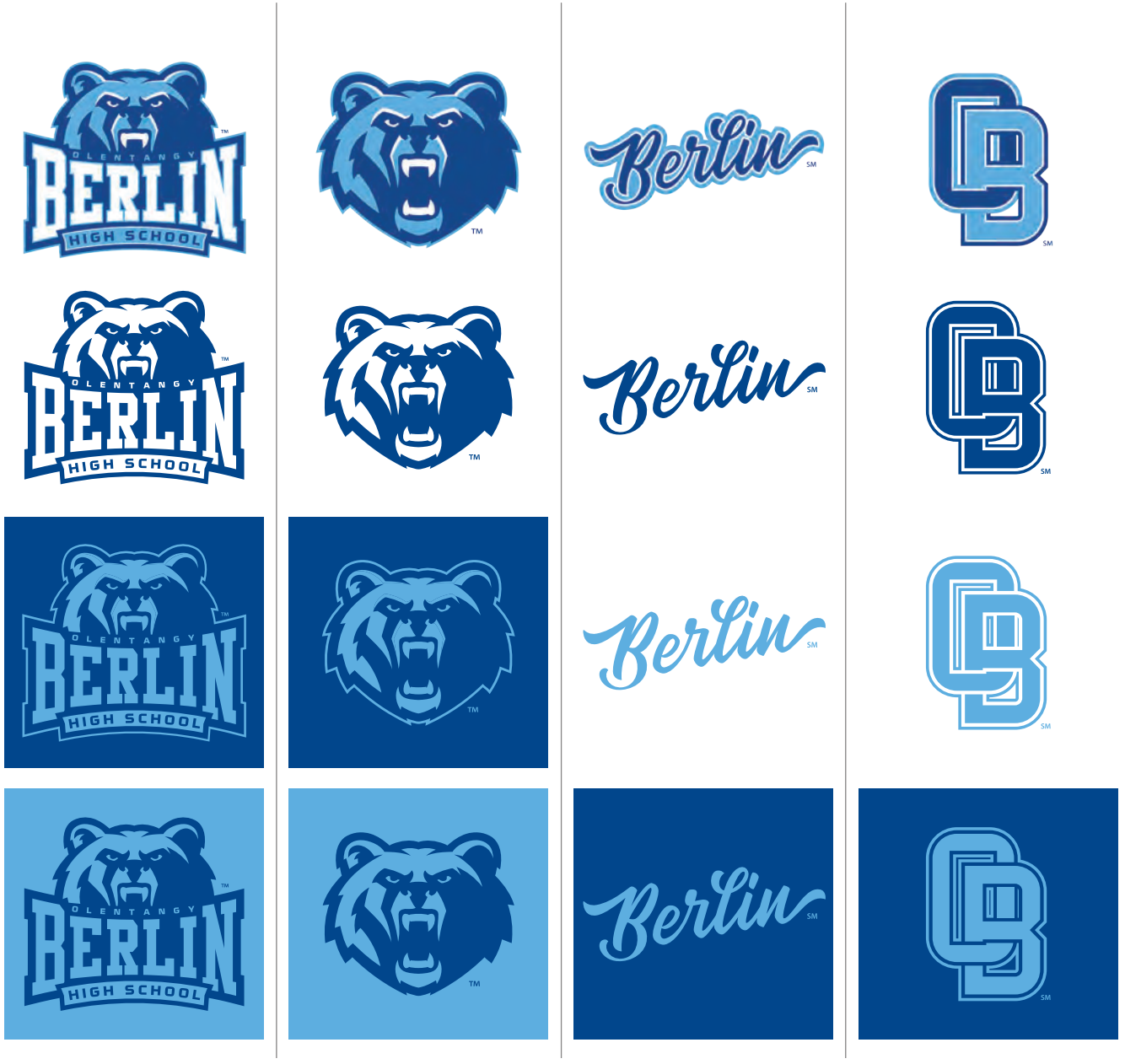
COLOR VARIATIONS

Frequently it may be desirable to place the Berlin High School logo marks on a field of color. On dark backgrounds, a white or Columbia Blue outline may be needed around the logo marks to provide clear separation from its background. Single color variations of the Berlin High School logo marks are also acceptable to use.

Never use the logo marks on a complex or busy background. Additionally, never use the logo marks on a background that doesn't offer sufficient contrast. (eg. a royal blue mark on a black background)



LOGO MODIFICATIONS

Secondary wording in the activity logo can be changed to reflect individual names, clubs, organizations and/or sports.

The text within the banner is editable and can be customized to fit your needs. To do this, you will need a vector based program; such as Adobe Illustrator or Corel Draw. Simply highlight the text and type in the name of your desired sport, club or event. Spacing and size of lettering will need to be adjusted for any replacement text to stay cohesive with the brand. (eg. Track and Field)

Do not change or modify any graphical elements of the logo marks. Any addition of text or illustrations should not overlap or impede the marks in an unflattering way.

Highlights and/or shadows may be omitted to enhance the logo in various printing applications and where limited color variations are needed. (eg. embroidery)

Requests for personalized logos can be obtained by contacting the Berlin High School Principal, Athletic Director, or the Olentangy Communications Department at brandrequests@olsd.us

SECONDARY TEXT IN RIBBON

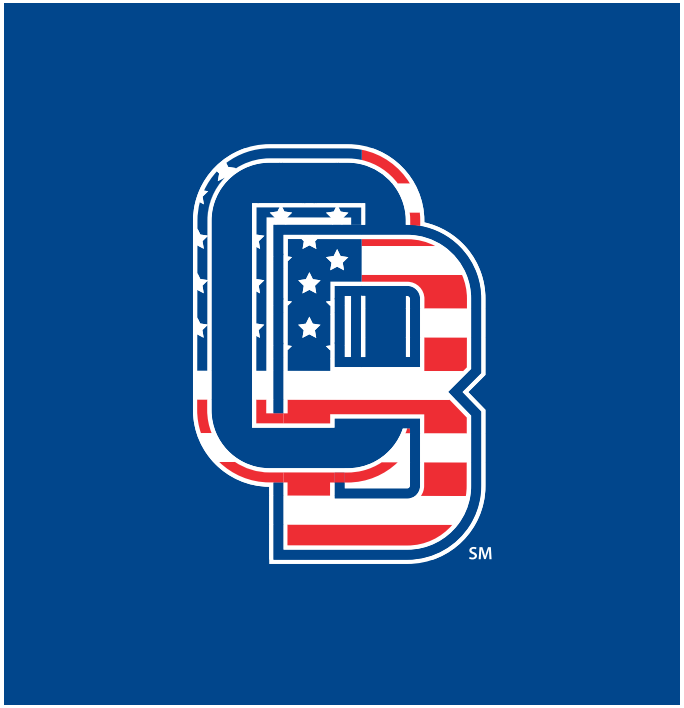
PATRIOTIC USAGE

Patriotic artwork may be used for occasions, events, and circumstances where a patriotic theme is appropriate. Permission must be obtained prior to their use.

Use the illustrated example to the right as a guide for acceptable use of patriotic artwork. Exercise good creative judgment to ensure that the artwork remains clear and legible.

The patriotic artwork is not intended to be used in lieu of traditional Berlin High School logo marks. No other variations or motifs representing other countries will be accepted.

Requests for personalized logos can be obtained by contacting the Berlin High School Principal, Athletic Director, or the Olentangy Communications Department at brandrequests@olsd.us



Royal Blue

Pantone
287 C

CMYK
100 75 2 18

RGB
0 48 135

HTML
#003087

Red

Pantone
185 C

CMYK
0 95 85 0

RGB
238 49 53

HTML
#EE3135

CO-BRANDING POLICY

Olentangy Schools encourages the use of licensee indicia on product because it helps identify the product in the marketplace for both the licensor and the consumer. Please use the licensing program and work with the Olentangy Communications Department on approved vendors for all licensed products.

The Berlin High School brand should always be the primary logo with co-branded logos being secondary and smaller.

If you have any questions, please contact communications@olsd.us

INCORRECT USAGE

Use the illustrated examples to the right as a guide for what to avoid with the logo. Overall, do not alter the logo or compromise its legibility in a way that is different from the provided files.

DO NOT use other colors outside the Berlin brand colors.

DO NOT stretch, distort or rotate the logo.

DO NOT change any graphical elements of the logo.

DO NOT use retired Berlin Bear marks moving forward.

DO NOT place logo on a busy background.

DO NOT change the opacity of the logo except in watermarks.

DO NOT outline or reverse the mascot logos.

DO NOT apply drop shadow effects to the logo.

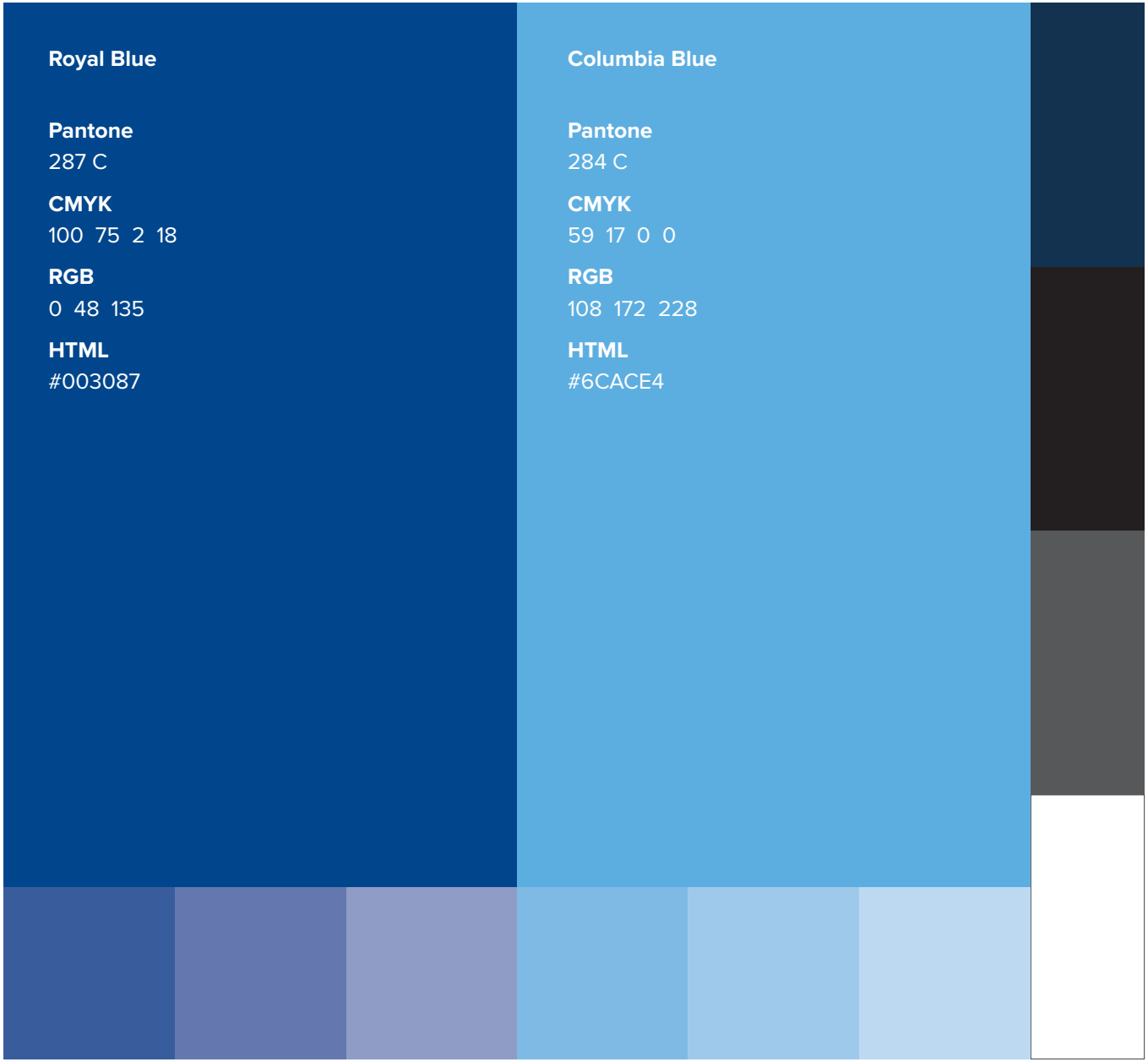
DO NOT change or attempt to recreate any of the logo elements.

BRAND COLORS

The use of color is an integral component in the creation of a memorable brand—consistent colors in our communications across print and web strengthens the Berlin High School identity. Different color formats are required for different applications. For consistency within documents, use only one format per document; for print, use CMYK and for on-screen, use RGB.

Primary Colors
Royal Blue and Columbia Blue make up the primary brand colors. They should be used in most applications such as banners, signage, apparel, etc.

Retail & Uniform Applications
Always match the Berlin High School brand colors as closely as possible in thread, fabric, ink, etc. Neutral fabric colors such as navy, black, gray and white are also acceptable for general fashion gear, uniforms, or club gear. For information on using the logo marks on different background colors, see page 9.



TYPOGRAPHY

Maintaining consistency in typographic style is essential to creating a memorable identity and also minimizes visual confusion. The consistent use of these typefaces will make for a recognizable and strong identity.

Yearbook Solid and **Nissan** are the primary fonts that make up the Berlin High School logo. Yearbook Solid and Nissan Regular should be used for your school name and used when identifying a sport, department, club or other secondary priority associated with the school.

Heather Oliver is a modern script font that helps bring energy and enthusiasm into the Berlin High School brand. This versatile script typeface includes many different alternates for each lowercase letter. Heather Oliver is a great option for athletic uniforms, club or general apparel.

Complimentary fonts include the Olentangy School district fonts – **DIN OT** and **Proxima Nova** – found on pages 15 & 16. **Google Fonts**, **Font Squirrel**, and **Adobe Fonts** (with Creative Cloud subscription) are great resources for finding free and unlimited commercial-use fonts.

YEARBOOK SOLID

Yearbook Solid

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !#$%&*?

Nissan

Nissan Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !#$%&*?

Nissan Italic

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !#$%&?*

Heather Oliver

Heather Oliver Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!#$%&?*

TYPOGRAPHY

Maintaining consistency in typographic style is essential to creating a memorable identity and also minimizes visual confusion. The consistent use of these typefaces will make for a recognizable and strong identity.

DIN OT and **Proxima Nova** are the primary font families for the Olentangy School district brand. Available in a variety of weights and styles, it is a highly legible contemporary serif typeface that is ideal for headlines, subtitles, large display type, and body copy. It is acceptable for these fonts to be used as a secondary option.

DIN OT

DIN OT Condensed Light
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

DIN OT Condensed Regular
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

DIN OT Condensed Medium
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

DIN OT Condensed Bold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

DIN OT Condensed Black
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

DIN OT Light
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

DIN OT Regular
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

DIN OT Medium
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

DIN OT Bold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

DIN OT Black
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

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Proxima Nova

Proxima Nova Light
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

Proxima Nova Light Italic
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&?*

Proxima Nova Regular
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

Proxima Nova Regular Italic
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&?*

Proxima Nova Semibold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

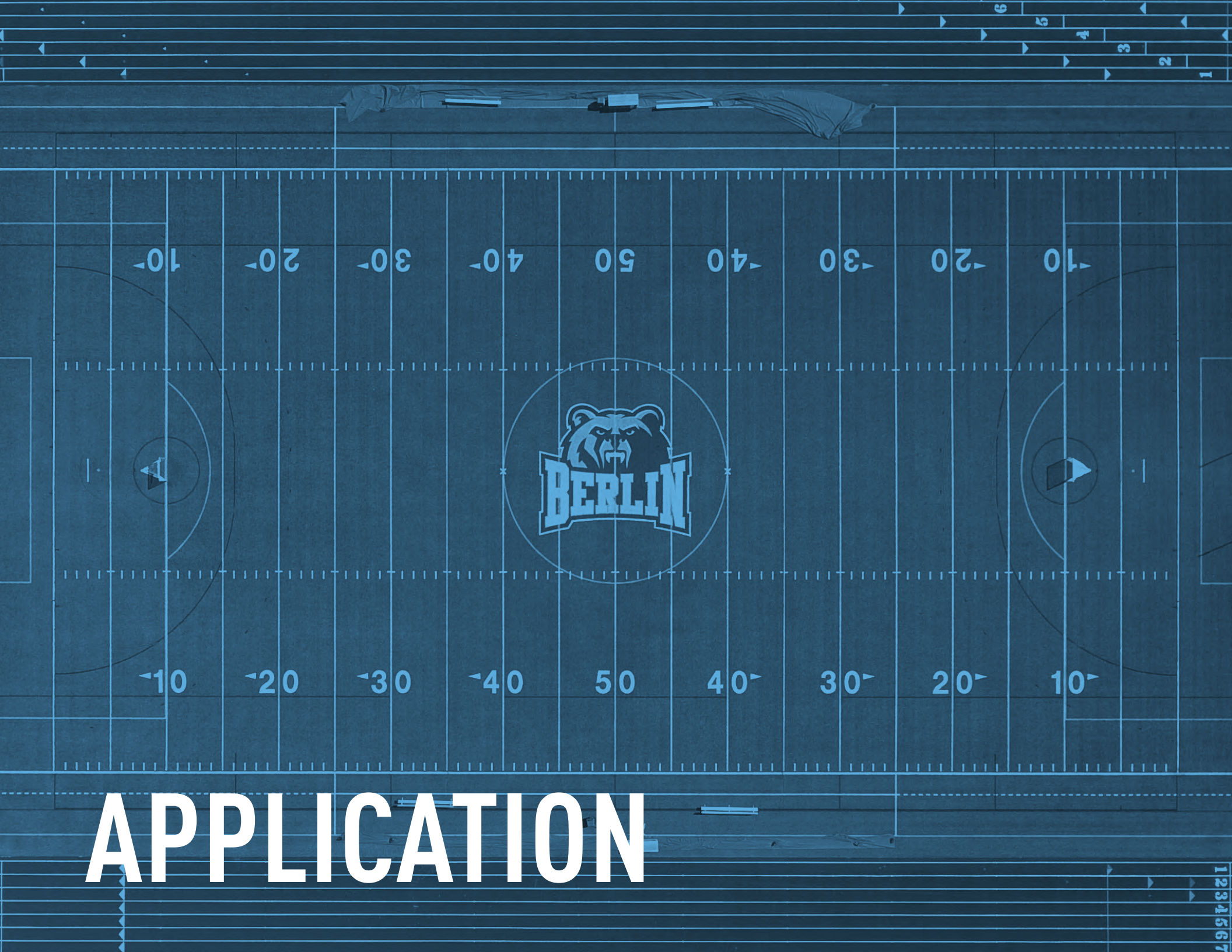
Proxima Nova Semibold Italic
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*/

Proxima Nova Bold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

Proxima Nova Bold Italic
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

Proxima Nova Extrabold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?

Proxima Nova Extrabold Italic
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#$%&*?



APPLICATION

BERLIN
BERLIN
HIGH SCHOOL

Berlin
Berlin

Bears
Bears
BERLIN
ATHLETICS

OLENTANGY BERLIN
EST. 2018
SM

OLENTANGY SCHOOLS℠

Flourish Here.

Berlin High School
3140 Berlin Station Road
Delaware, OH 43015
740 657 5900
olentangy.k12.oh.us