ONONDAGA CENTRAL SCHOOL DISTRICT STYLE GUIDE CHEATSHEET

LOGO

The logo files may be downloaded from the Resources folder. Do not modify the logo (stretch, change colors, etc.) Avoid cropping the logo or scaling the logo to an illegible size. Use primary logo where possible.





ATHLETICS LOGO - FULL COLOR

Onondaga Central Schools

HORIZONTAL + REVERSED

COLORS & PATTERNS

Patterns may be downloaded from the Resources folder.

RGB#	RGB#	RGB#	LIGHT (Print)
00703C	002819	afb1b4	
C 89	C 90	C 0	LIGHT
M 31	M 50	M 0	
Y 97	Y 80	Y 0	
K 21	K 74	K 36	DEFAULT
			DARK

TYPOGRAPHY

The font files may be downloaded from the Resources folder.

Trade Gothic Next LT Pro is the brand's typefamily and should be used when possible. Use **Roboto** as an equivalent if unavailable.

When necessary, the condensed/ compressed versions can be used.

Trade Gothic Next LT Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvxyz 1234567890

Light, *Italic* Regular, *Italic* Bold, *Italic* Heavy, *Italic*

Condensed, *Italic* Bold Condensed, *Italic* Heavy Condensed, *Italic* Light Compressed Regular Compressed Heavy Compressed

IDENTITY

The OCS brand identity is built to be dignified, contemporary, and flexible.

Use greens liberally and high contrast to create bold, attractive branding.

Scan code for brand page!





