

NORTH OLMSTED CITY SCHOOLS

LOGO STYLE GUIDE



What is a style guide?

A style guide helps create a consistent look for North Olmsted City Schools. A consistent brand is an important part of an organization.

The brand of North Olmsted City Schools:

- communicates our story in a strong unified way
- represents every building, grade level and organization
- brings together our faculty, alumni, and community as one

Consistent use of these guidelines will create strong, reliable messages that are instantly recognizable as district communications. Straying from these guidelines can create confusion, mixed messages and an inaccurate representation of North Olmsted City Schools.

Implementing the style guide

Implementing this branding and style guide will be a gradual process and will take time. existing materials and supplies that feature previous logos and graphics should continue to be used until they are depleted to ensure responsible use of resources. However, when ordering new materials such as uniforms, signage, printed materials and promotional items—please use the updated logos and graphics outlined in this guide.

All spirit wear sales across the district must feature the new logos to maintain a consistent and unified brand moving forward.

Graphic Files

Image files of our district logo can be found on our staff website (looks like the image to the right) under “communications” department page. The logos are available in png and eps (vector) formats.

[Access files here!](#)



[Logos, Graphics, Colors etc.](#)

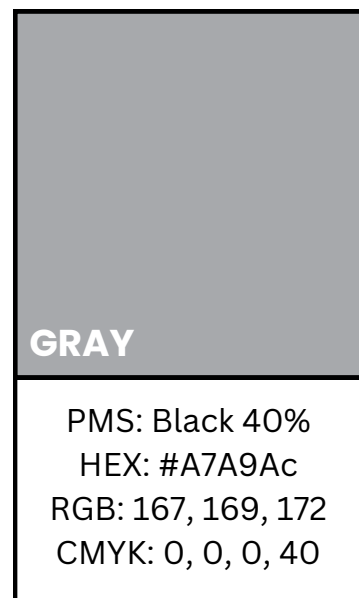
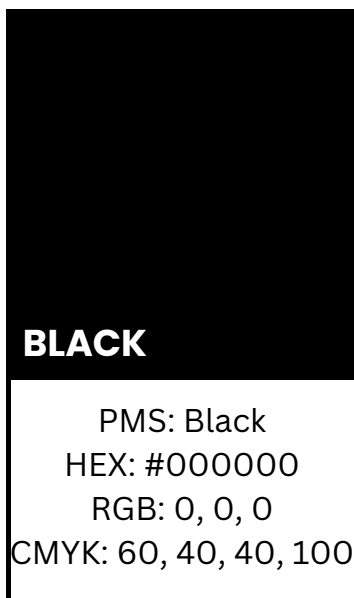
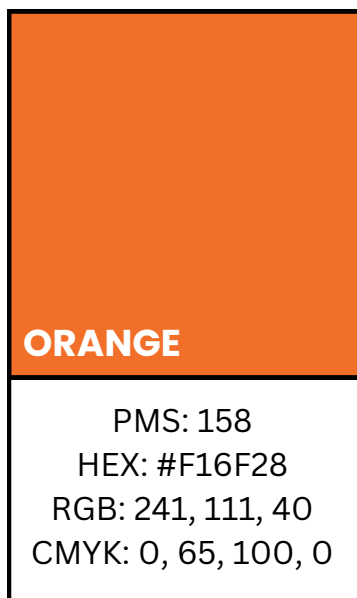
Looking for an image file of the Eagle or NOCS logo? Click [here](#) to access a variety of logos and graphics. The official colors codes are also included.

Colors

The colors below are the approved colors for North Olmsted City Schools.

It is recommended that you provide this entire publication to the company/vendor you are ordering items (including apparel) from. This will ensure that they use the appropriate district colors and logos.

Note: Printing items on the district copy machines may yield different results especially between a smaller copy machine and the larger machines. The larger machines are recommended as they print orange better than the smaller ones.



Thread Colors (embroidery)

Brand of thread: Madeira

Orange - 1678

Black - 1800

White - 1801

PMS: Pantone Matching System or spot colors, largest printing color matching system, often used in 1 & 2 color printing, yard signs

CMYK: cyan, magenta, yellow and black process colors, used in 4 color traditional and digital printing. Tiny dots of color are overlapped to blend colors. Because of limitations with a printer, not all colors can be produced.

RGB & HEX: red, green, and blue color values, used in digital & web. There is no informational difference between RGB and HEX colors; they are simply different ways of communicating the same color values.

Questions about colors? Contact Amy Rutledge, Communications Coordinator at Amy.Rutledge@nolmsted.org.

Logos

Our logos are a key part of how we represent North Olmsted City Schools and share our story with the community. Consistent, careful use of our logos helps build trust, recognition, and a strong visual identity for our district. This section outlines how to use our logos correctly across all platforms and materials, ensuring they reflect the pride and professionalism of our schools.



Primary District Logo: The primary logo should be used on print items including: letterhead, business cards, envelopes, school signage, school documents etc.



Stacked "N.O.": The stacked N.O. should be used on all athletic uniforms, apparel, sport specific materials, and athletic print items such as letterhead, signage, awards etc. There are two versions, one with a single black outline and one with a double black and white outline.



Eagle Head/Soaring Eagle : The soaring eagle and eagle head mascots can be interchanged with the stacked "N.O.". Note: the Eagle Head is easier for embroidery on apparel.

Logos



Throwback Eagle : The “Throwback Eagle” is a historical logo that has been associated with North Olmsted City Schools for a number of years.

This is an approved logo/graphic to use. The Throwback Eagle should have the stacked NO logo with the double outline of black and white on the sweater. The Throwback Eagle should be facing the right.

Varsity North Olmsted : A varsity font of “North Olmsted” is also available in our branded colors. This is just an additional graphic available for use. It should not be used as a primary logo on printed materials.

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Logos – Correct Use

Our logo is one of the most important representations of who we are—it is the visual foundation of our brand identity. Using it consistently and correctly helps build recognition, trust, and a strong connection with our community. To protect its integrity, it's essential that the logo is never altered, distorted, or misused. This guide provides clear standards to ensure our logo is always presented with professionalism and impact.

Correct Use

- logo in official colors on a clean white background
- logo scaled proportionally
- logo placed on a solid background with good contrast
- logo displayed with proper clear space
- logo left unaltered

Black and white versions of the logos are available for use.



Letterhead example. Letterhead Google Doc templates are available for each school building.



North Olmsted City Schools

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Logos – Incorrect Use

Altering the logo in any way—such as stretching, squishing, changing colors, adding shadows, placing it on busy backgrounds, or modifying the font—weakens its impact and confuses our audience. These misuses not only reduce the professional quality of our communications but also compromise the integrity of our brand. To maintain a clear and recognizable identity, it is essential that our logos are always used exactly as provided in this guide.

Please do not use graphics or other eagles that are not approved district logos.

Incorrect Use

- logo recolored to an unapproved color (such as pink)
- logo stretched horizontally or vertically
- logo placed on a busy patterned background
- logo cropped or cut off
- logo with added drop shadows or outlines



Fonts

Typography plays a key role in communicating our district's identity. The fonts we use help create a consistent look and feel across all materials, ensuring that our messages are clear, professional, and recognizable. By using our approved district fonts, we maintain visual harmony and strengthen the connection between our schools, staff, and community.

- The district has two official fonts.
- These fonts apply to printed materials and signage.
- They do not apply to apparel or spirit wear.
- If these fonts are not available in the program/platform please use one that is very similar.

San Serif font: Poppins Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Serif Font: Adobe Caslon Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890