



OMAHA VIRTUAL SCHOOL
OCÉLOTS

BRAND GUIDE

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PRIMARY MASCOT LOGO



PRIMARY MASCOT LOGO VERSIONS

FULL COLOR



BLACK



FULL COLOR OUTLINE



REVERSED WHITE



SECONDARY MASCOT LOGO VERSIONS

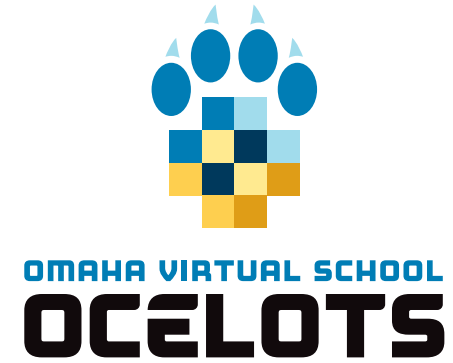
	MASCOT	MASCOT + OCELOTS	MASCOT + OVS	MASCOT + OMAHA VIRTUAL SCHOOL
COLOR				
BLACK				
COLOR OUTLINE				
REVERSED WHITE				

PAW LOGO VERSIONS

PAW



PAW + OCELOTS



PAW SHIELD



PAW SHIELD + OCELOTS



LOGOTYPE VERSIONS

OCELOTS

OCELOTS

OVS

OVS

VIRTUAL SCHOOL

OMAHA VIRTUAL SCHOOL

VIRTUAL SCHOOL STACKED

**OMAHA
VIRTUAL
SCHOOL**

LOGO DOS & DON'TS

Our logo and logo elements should always be used in ways that uphold the integrity of the design and keep consistency. These rules apply to all logo versions.

Don't stretch or scrunch.



Don't rearrange the pieces.



Don't switch out the colors.



Don't change the fonts.



Don't rotate or add shadows.



Don't place over complex backgrounds or photos.



Don't crowd the logo.

Let the logo breathe by keeping space around it that is at least equal to the height of the "O" in Ocelots.

X = Height of O



Don't use the logo too small.



In order to keep the logo legible and prominent, the minimum width in print should be 1.25"

LOGO CO-BRANDING WITH OPS

Here is how our logo should be presented when being arranged with the Omaha Public Schools Logo.

EQUAL PROMINENCE



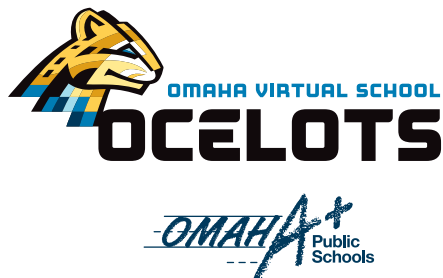
Balance the logos visually so they feel equal in dominance.
Divide the logos with a neutral gray line.

OPS EMPHASIS



Secondary logo is approximately half the size of the emphasized logo. Use OVS logo in one color.

OVS EMPHASIS



Use the dark blue, 1 color OPS logo when OPS is secondary.

COLOR PALETTE

PMS BLACK
CMYK: 100 20 20 20
RGB: 19 12 14
#130C0E

PMS 443
CMYK: 33 12 18 30
RGB: 143 157 157
#8F9D9D

PMS 420
CMYK: 6 4 7 13
RGB: 200 200 200
#C8C8C8

PMS 7550
CMYK: 0 34 98 12
RGB: 211 145 0
#D39100

PMS 1225
CMYK: 0 19 79 0
RGB: 255 200 69
#FFC845

PMS 1215
CMYK: 0 6 53 0
RGB: 253 215 115
#FDD773

PMS 302
CMYK: 100 48 12 58
RGB: 0 58 93
#003A5D

PMS 7690
CMYK: 95 41 10 0
RGB: 0 118 169
#0076A9

PMS 304
CMYK: 34 0 6 0
RGB: 151 218 234
#97DAEA

HOTEL

AABACCDD E E F F G G H H I I J J K K 1 2 3 4 5 6 7 8 9 0
AABACCDD E E F F G G H H I I J J K K 1 2 3 4 5 6 7 8 9 0

Do not use alternate fonts if not available.

Helvetica

AaBaCcDdEeFfGgHhIiJjKk1234567890
AaBaCcDdEeFfGgHhIiJjKk1234567890
AaBaCcDdEeFfGgHhIiJjKk1234567890
AaBaCcDdEeFfGgHhIiJjKk1234567890
AaBaCcDdEeFfGgHhIiJjKk1234567890
AaBaCcDdEeFfGgHhIiJjKk1234567890

Arial

AaBaCcDdEeFfGgHhIiJjKk1234567890
AaBaCcDdEeFfGgHhIiJjKk1234567890
AaBaCcDdEeFfGgHhIiJjKk1234567890
AaBaCcDdEeFfGgHhIiJjKk1234567890



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