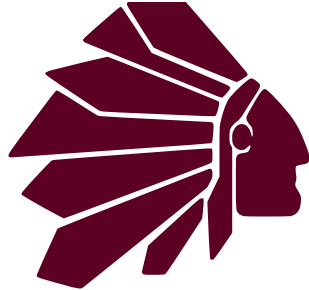


**SCHOOL OF THE OSAGE**  
*Home of the Indians*

DISTRICT BRAND AND GRAPHIC GUIDELINES

Last Update: 9/26/19



# SCHOOL OF THE OSAGE

*Home of the Indians*

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## QUESTIONS?

**Deputy Superintendent:**  
 Brad Yoder  
 YoderB@osageschools.org

**District Webmaster:**  
 Rob Adams  
 AdamsR@osageschools.org

**Superintendent of Schools:**  
 Dr. Laura Nelson,  
 NelsonL@osageschools.org

**Central Office:** 573.365.4091

## *Letter to School of the Osage Employees, Staff, and Community*

It's an exciting time at School of the Osage. While we move forward with many initiatives, we realize we are a community full of history and heritage. The School of the Osage brand reflects our standard of excellence in academics, athletics and special programs. It also reinforces to those who view it the core essence of our pride in our school, accomplishment and spirit. Building and maintaining a brand requires consistency on how that brand is presented.

### **Our brand identity includes:**

- Primary Indian Head Logo
- School of the Osage Logotype
- Power O Logo
- Spear Logo
- Mission Logotype
- Official Colors
- Official Typefaces

To help maintain our brand consistency, we ask that all parties utilizing any element of the brand identity to meet the specifications outlined in this manual.

Thank you in advance and should you have any questions regarding any content involved within this brand book, please contact us directly (see above for emails and phone number).

Sincerely,

**Dr. Laura Nelson**

*Superintendent of Schools, School of the Osage*

# Introduction

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The following manual provides you with specifications to accurately utilize the School of the Osage brand elements.

The SOTO brand has been designed to reflect their all-around standard of excellence in academics, athletics and all other programs valued by the school. It will also serve to reinforce to those who view it the core essence of the school pride, accomplishment and spirit. It is critical that all parties utilizing any of the SOTO brand elements follow this manual with attention to detail in order to preserve and protect the SOTO brand image.

## THE ELEMENTS INCLUDE:

- Primary Indian Head Logo
- School of the Osage Logotype
- Power O Logo
- Spear Logo
- Mission Logotype
- Official Colors
- Official Typefaces

Thank you in advance for reviewing this manual, thoroughly understanding its contents and abiding by the specifications provided.

# Legal Notes

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## USE OF THE ELEMENTS

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

When using the SOTO 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 an authorized party within School of the Osage (SOTO).

# Approved Logos

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

**Primary Indian Head Logo:** Should be used on fashion gear, uniforms, club specific designs, sport specific designs, stadiums, gym floor, signage, informal letterhead, etc...

**School of the Osage Logotype:** Should be used on official school documents and displays such as on the front of the school, diplomas, stationary, business cards, website home page, all athletics etc...

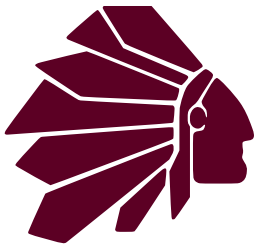
**Power O:** More appropriate for embroidery or applications requiring small footprint (i.e. less than 1.5" width).

**Spear Logo:** Interchangeable with above.

**Raising Excellence:** Use on the web and special applications.

**Mission Logotype:** Should be used when representing the district's mission.

**Official Colors:** Aggie Maroon and White are the primary foundation colors and should always be the first colors used in any application where a single color predominates. Black should only be used as a secondary accent color.



**Primary Indian Head Logo:**  
Correct Usage  
8 Feathers, Facing Right



**School of the Osage Logotype:**  
Type used in conjunction with the mark,  
centered



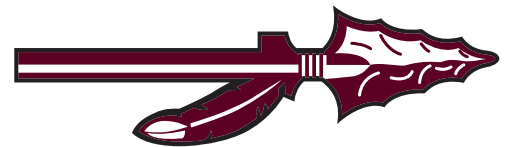
**School of the Osage Logotype:**  
Type used in conjunction with the mark,  
horizontal aligned



**Power O Logo:**  
Can be used with a  
gray or black outline



**Power O with Spear Logo:**  
Spear with feather on top,  
pointing toward the top right.

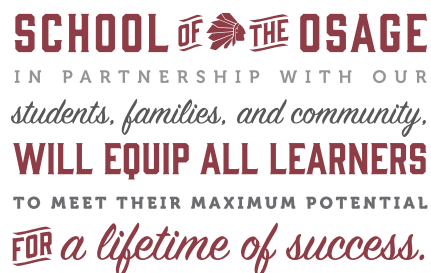


**Spear Logo:**  
Correct Usage  
Feather below the spear, Facing Right

# Specialized District Logos



Create. Connect. Collaborate



Mission Logotype



SOTO Keys



Raising Excellence Seal

# Unapproved Usage



Do not use the incorrect logo or elements.

9 Feathers, Facing Left is incorrect



Do not use the logo or elements in non-approved colors.



Do not flip/reflect logo or mascot elements.

Indian Head should face right.

# Approved Colors

Aggie Maroon™ and White are the official approved colors of School of the Osage and play a major role in supporting the core visual identity of the brand.

The color palette presented on this page represent the approved colors for SOTO's brand identity. Aggie Maroon™ and White are the primary foundation colors and should always be the first colors used in any application where a single color predominates. Black or gray should only be used as a secondary accent color.

Aggie Maroon	White	Black	
		Gray (80% Black)	Tan (Website)
<b>BASE COLOR</b>	<b>BASE COLOR</b>	<b>ACCENT COLORS</b>	

OFFICIAL COLOR	PANTONE COATED	WEB	PROCESS	PMS UNCOATED
Aggie Maroon	Pantone Aggie Maroon (Special Formula) Pantone Yellow 012 - 9.00 Pantone Rubine Red - 36.00 Pantone Black - 25.00 Pantone Trans. White - 30.00	Hex: 500000 RGB: 80,0,0	C=15 M=100 Y=39 K=69	Pantone Aggie Maroon (Special Formula) Pantone Yellow 012 - 13.90 Pantone Rubine Red - 70.00 Pantone Black - 16.10
White	White	Hex: FFFFFFFF RGB: 255,255,255	C=0 M=0 Y=0 K=0	White
Black	Black C	Hex: 151514 RGB: 0,0,0	C=0 M=0 Y=0 K=100	Black UC
Gray	Cool Gray 11 C	Hex: 3A3A3B RGB: 74, 69, 71	C=0 M=0 Y=0 K=80	Cool Gray 8 UC

The colors shown on this page have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE color standards. Refer to the current edition of the PANTONE Color Formula Guide for accurate colors. PANTONE® is a registered trademark of PANTONE, Inc.

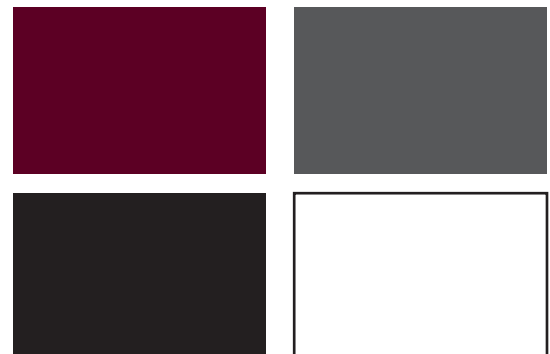
## LOGO GUIDELINES AGAINST BACKGROUND COLORS

The logo should only be used against Aggie Maroon, White, Black or neutrals such as gray/silver/tan.

When black is used as a background color, both Aggie Maroon and White (or Gray) must be present in all logos.

The logo should always be used on a solid color (or transparent) background (vs. against an image, pattern or texture).

The logo should not be used against other strong colors that are not one of the approved colors.



# Typography

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## *Preferred Typefaces for District Communications*

Communications from the district utilize two common typefaces. A sans serif and serif to be used in contrast.

### Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Sans Serif Typeface (Other weights may be used as needed.)

If Avenir is not available, please use Helvetica.

### Palatino Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Serif Typeface (Other weights may be used as needed.)

If Palatino is not available, please use Times New Roman.

## *Specialty Typefaces for use in Logos and Graphics*

### **GIN REGULAR**

**Museo 500, 700, 900**

*SignPainter-House Script*

**Museo Sans 500, 700**

Cabrito Norm Regular

# Approved Logos

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Approved logos are available for download at [www.osageschools.org/branding](http://www.osageschools.org/branding) or by contacting:

**Deputy Superintendent:**

Brad Yoder

[YoderB@osageschools.org](mailto:YoderB@osageschools.org)

**District Webmaster:**

Rob Adams

[AdamsR@osageschools.org](mailto:AdamsR@osageschools.org)

**Superintendent of Schools:**

Dr. Laura Nelson,

[NelsonL@osageschools.org](mailto:NelsonL@osageschools.org)

**Central Office:** 573.365.4091

## **ELECTRONIC FILES**

Electronic files in EPS or PNG format are available.

Original art should always be used when possible.