



JOHN R. OISHEI FOUNDATION

**CORPORATE IDENTITY GUIDELINES**

*May 2015*

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## Graphic & Corporate Identity Standards

- This guide's purpose is to help the staff and Board of the Foundation develop and maintain a solid, consistent brand identity for The John R. Oishei Foundation.
- The guide defines the correct application of core graphic elements of the Foundation.
- A mini style guide is also supplied to help increase consistency within written copy.
- Please consider and follow these corporate guidelines when developing any external or internal written or electronic communications.

## OUR LOGO

There are two core versions of The John R. Oishei Foundation logo, the horizontal logo and the vertical logo.

Use as two-color when possible.

When printing with traditional offset printing, metallic inks should be used. See section 3.0 for details.

Use in black only when two colors is not an option.

The logo may also be reversed to white out of a solid background.

### Distribution of Logo

Our logo is available for download at:  
<http://www.oishei.org/logos>

**Note:** *Special use configurations may be created by the Foundation to fit certain needs. Contact Sally Crowley at 541-0113 to inquire.*

## Logo Usage



JOHN R. OISHEI FOUNDATION

2-Color Horizontal Logo



JOHN R. OISHEI FOUNDATION

Black Horizontal Logo



JOHN R. OISHEI FOUNDATION

Gray Horizontal Logo



JOHN R. OISHEI FOUNDATION

White Horizontal Logo



JOHN R. OISHEI  
FOUNDATION

2-Color Vertical Logo



JOHN R. OISHEI  
FOUNDATION

Black Vertical Logo



JOHN R. OISHEI  
FOUNDATION

Gray Vertical Logo



JOHN R. OISHEI  
FOUNDATION

White Vertical Logo

## OUR LOGO

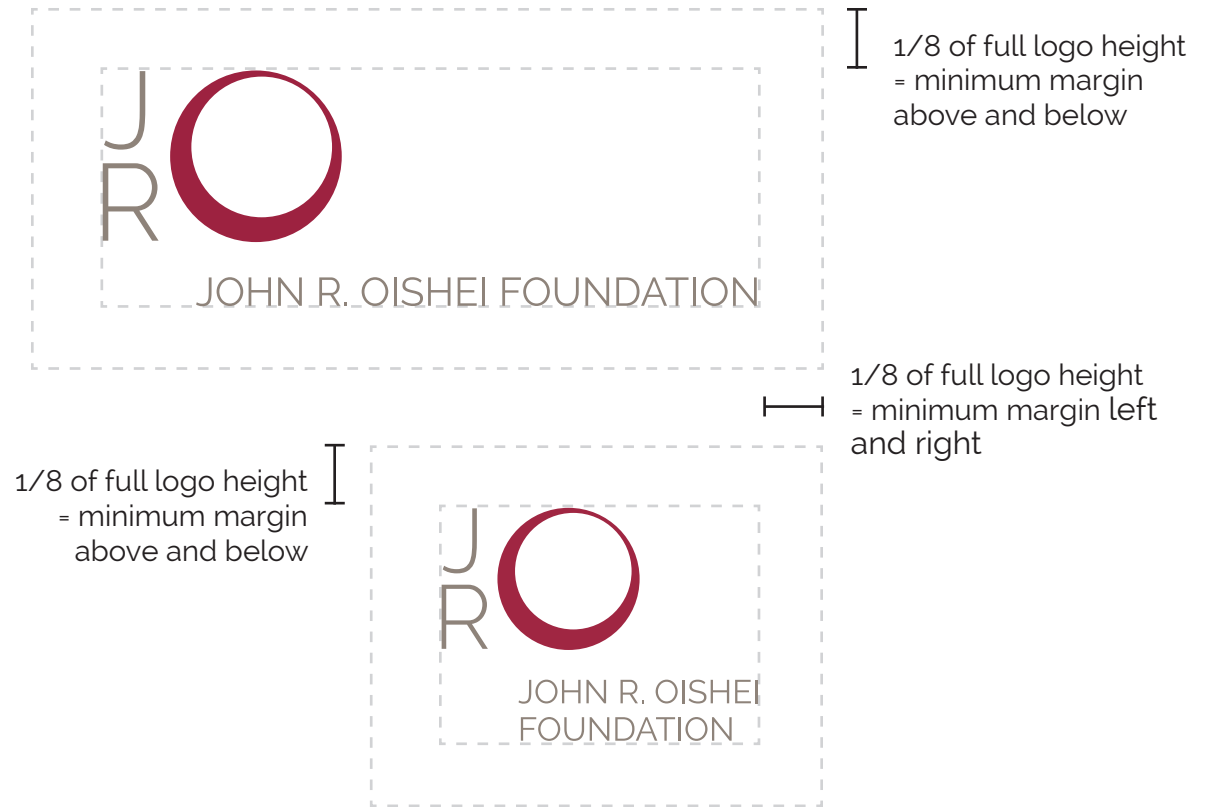
### Clear space

Always leave a minimum amount of clear space around our logo of 1/8 of the height or width of the logo on each side. Do not put distracting elements – e.g. type, illustrations or a textured background in the clear area.

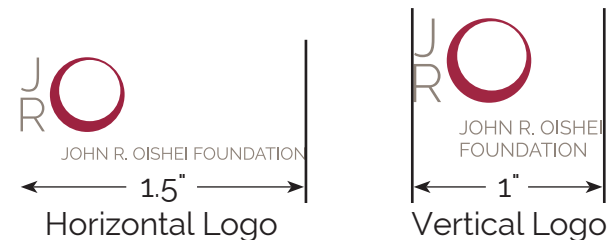
### Minimum size

In all instances, the JRO logo should be clearly depicted and readable. The size of the logo may vary to fit within a communication's constraints, however, the logo should not be smaller than 1.5" wide (horizontal version), 1" wide (vertical version).

## Keep a clear space around the logo



## Minimum logo size



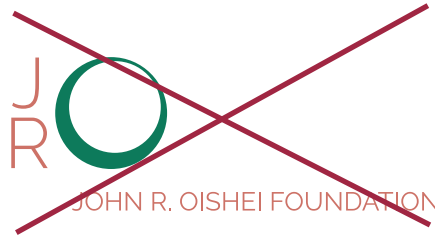
## OUR LOGO

### Non-approved Logo Usage

#### DO NOT:

- Skew or alter the shape/proportions of our logo.
- Print our logo in any color(s) other than the official, approved corporate colors.
- Lighten or darken logo colors to change their value.
- Switch the color make up of the logo.
- Redraw or add to the logo.
- Enclose the logo in a close-fitting shape or outline.
- Add graphics, drop shadows or 3D look to the logo.
- Use colored logo on a colored background

### Examples of how not to display our logo:



## COLOR PALETTE

### Color Palette

Our core color palette consists of our logo colors of PMS 194 Red and PMS 409 Gray. Each of these colors may be created using a four-color process match if the pantone color is not available or cost effective. For commercial printing, metallic inks should be used. See chart.











In addition, each of our focus areas has a color assigned to it as shown here. These colors should be used as accents and for graphic appeal in all communications when possible.

### Text Palette

All body text should be 100% black for optimal readability.

*\*Note: colors shown are approximations of the actual PANTONE colors. For the most accurate depiction, please refer to the PANTONE Matching System (PMS) color guide.*

## All communications should follow these guidelines.

Primary Palette	PANTONE	CMYK	RGB	HEX
 JRO Gray	Warm Gray 8	C45, M44, Y47, K7	R140, G130, B121	8c8279
 JRO Red	194	C27, M97, Y69, K20	R155, G39, B62	9b2743
Metallic Palette	PANTONE(for commercial printing only)			
 JRO Metallic Silver	8003			
 JRO Metallic Red	8883			
Secondary Palette	PANTONE	CMYK	RGB	HEX
 Strengthening the Education Continuum	1807	C28, M88, Y79, K24	R150, G54, B5	963605
 Enhancing Options for Self-Sufficiency	118	C38, M27, Y100, K2	R169, G161, B7	a9a107
 Building Livable, Stable Neighborhoods	273	C73, M80, Y26, K10	R93, G73, B122	5d497a
 Promoting Health and Improving Systems of Care	294	C97, M78, Y25, K10	R31, G73, B125	1f497d
 Expanding the Role of Arts, Culture, and Heritage in Regional Development	378	C67, M41, Y100, K31	R79, G98, B10	ccf7ff
Text Palette	PANTONE	CMYK	RGB	HEX
 Black	n/a	C0, M0, Y0, K100	R0, G0, B0	000000

## CORPORATE FONTS

The consistent use of a specific set of fonts strengthens the overall image of our communication materials. Our official font is:

### **Primary Printed Materials font: Raleway**

Primary font for printed materials such as brochures, KM reports, annual reports (used mainly for text).

## Primary Font: Raleway

12 point Raleway Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQR  
STUVWXYZ1234567890  
.,:;"/@#\$\$%^&\*()\_+ -= \

*12 point Raleway Italic*  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQR*  
*STUVWXYZ1234567890*  
*.,:;"/@#\$\$%^&\*()\_+ -= \*

**12 point Raleway Bold**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQR**  
**STUVWXYZ1234567890**  
**.,:;"/@#\$\$%^&\*()\_+ -= \**

***12 point Raleway Bold Italic***  
***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNOPQR***  
***STUVWXYZ1234567890***  
***.,:;"/@#\$\$%^&\*()\_+ -= \***



**Primary Serif Word Processing and Electronic Communications font: Garamond**

Primary font for word processing, including written correspondence, email, PowerPoint slides, and “e” newsletters.

**Secondary Word Processing and Electronic Communications font: Arial**

Secondary font for word processing, including written correspondence, email, PowerPoint slides and “e” newsletters.

**Primary font: Garamond**

12 point Garamond Regular  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQR  
 STUVWXYZ1234567890  
 .,:;”?/@#\$\$%^&\*()\_+ -= \

*12 point Garamond Italic*  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQR  
 STUVWXYZ1234567890  
 .,:;”?/@#\$\$%^&\*()\_+ -= \

**12 point Garamond Bold**  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQR  
 STUVWXYZ1234567890  
 .,:;”?/@#\$\$%^&\*()\_+ -= \

***12 point Garamond Bold Italic***  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQR  
 STUVWXYZ1234567890  
 .,:;”?/@#\$\$%^&\*()\_+ -= \

**Secondary font: Arial**

12 point Arial  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQR  
 STUVWXYZ1234567890  
 .,:;”?/@#\$\$%^&\*()\_+ -= \

*12 point Arial italic*  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQR  
 STUVWXYZ1234567890  
 .,:;”?/@#\$\$%^&\*()\_+ -= \

**12 point Arial Bold**  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQR  
 STUVWXYZ1234567890  
 .,:;”?/@#\$\$%^&\*()\_+ -= \

***12 point Arial Bold Italic***  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQR  
 STUVWXYZ1234567890  
 .,:;”?/@#\$\$%^&\*()\_+ -= \

**Website font:  
Raleway**

Our website uses the Raleway font series.

**Website font:  
Raleway**

12 point Raleway Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZ1234567890  
.,:;'"?/@#\$%^&\*()\_+ -= \

*12 point Raleway Italic*  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*STUVWXYZ1234567890*  
*.,:;'"?/@#\$%^&\*()\_+ -= \*

**12 point Raleway Bold**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**STUVWXYZ1234567890**  
**.,:;'"?/@#\$%^&\*()\_+ -= \**

***12 point Raleway Bold Italic***  
***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***STUVWXYZ1234567890***  
***.,:;'"?/@#\$%^&\*()\_+ -= \***

### Corporate Name

Our corporate name includes "The" with a capital "T." In written copy, once we mention our full name we may then refer to our organization as "the Foundation" and/or "the Oishei Foundation" using a lower case "t." The acronyms JROF and JRO Foundation may also be used after the full name appears within the text.

### Correct

The John R. Oishei Foundation  
the Foundation  
the Oishei Foundation  
the JRO Foundation\*  
the JROF\*

\* Only for use after the full organization title is mentioned within the text.

### Incorrect

the John R. Oishei Foundation  
The Foundation  
The Oishei Foundation  
JR Oishei Foundation  
The JRO Foundation  
The JROF Foundation