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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.
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.
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).

Minimum logo size

Keep a clear space around the logo

1/8 of full logo height
- minimum margin above and below

1/8 of full logo height
- minimum margin left and right

1/8 of full logo height
- minimum margin above and below

Horizontal Logo

1.5”

Vertical Logo

1”
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

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.
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).

- **12 point Raleway Regular**
  - a b c d e f g h i j k l m n o p q r s t u v w x y z
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890
  - . , : ; " ? / @ # $ % ^ & * ( ) _ + - = \n
- **12 point Raleway Italic**
  - a b c d e f g h i j k l m n o p q r s t u v w x y z
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890
  - . , : ; " ? / @ # $ % ^ & * ( ) _ + - = \n
- **12 point Raleway Bold**
  - a b c d e f g h i j k l m n o p q r s t u v w x y z
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890
  - . , : ; " ? / @ # $ % ^ & * ( ) _ + - = \n
- **12 point Raleway Bold Italic**
  - a b c d e f g h i j k l m n o p q r s t u v w x y z
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890
  - . , : ; " ? / @ # $ % ^ & * ( ) _ + - = \n
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
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ1234567890
,.;"/@#$%^&*()_+-=\\n
12 point Garamond Italic
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ1234567890
,.;"/@#$%^&*()_+-=\\n
12 point Garamond Bold
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ1234567890
,.;"/@#$%^&*()_+-=\\n
12 point Garamond Bold Italic
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ1234567890
,.;"/@#$%^&*()_+-=\\n
Secondary font: Arial
12 point Arial
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ1234567890
,.;"/@#$%^&*()_+-=\\n
12 point Arial italic
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ1234567890
,.;"/@#$%^&*()_+-=\\n
12 point Arial Bold
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ1234567890
,.;"/@#$%^&*()_+-=\\n
12 point Arial Bold Italic
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ1234567890
,.;"/@#$%^&*()_+-=\\n
Website font:
Raleway
Our website uses the Raleway font series.

Website font:
Raleway
12 point Raleway Regular
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STU VWXYZ1234567890
:."/@#$%^&*()_+-="

12 point Raleway Italic
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STU VWXYZ1234567890
:."/@#$%^&*()_+-="

12 point Raleway Bold
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STU VWXYZ1234567890
:."/@#$%^&*()_+-="

12 point Raleway Bold Italic
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STU VWXYZ1234567890
:."/@#$%^&*()_+-="
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