



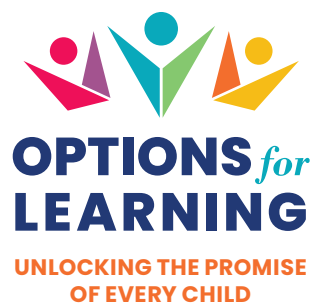
Graphic Identity Manual
VERSION 1: JULY 2021

THE OPTIONS FOR LEARNING LOGO

The Options for Learning logo is a four-color mark and is available with and without a tagline. Either version of the logo may be used, depending on which fits the space better.

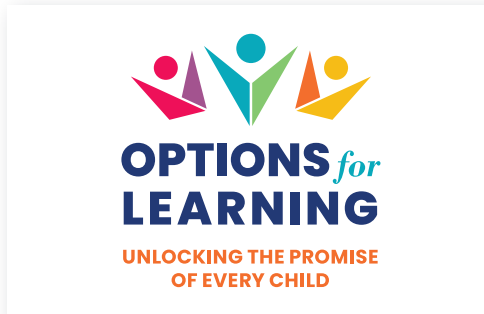


Standard version



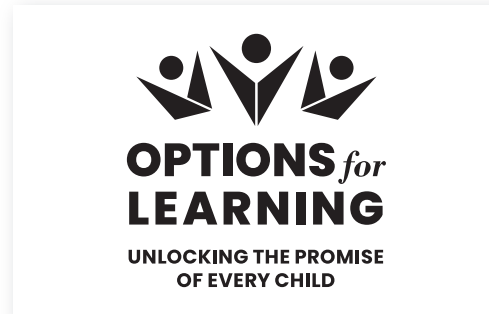
Version with tagline

LOGO USAGE

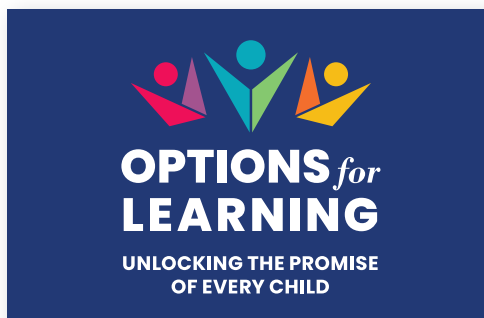


PRIMARY LOGO: ALWAYS PREFERRED

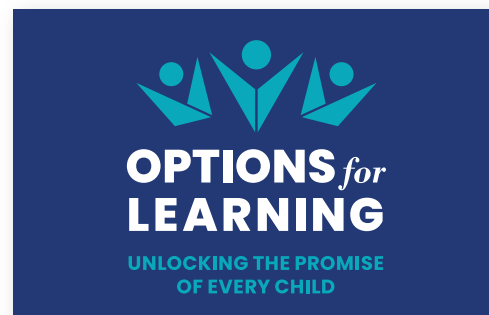
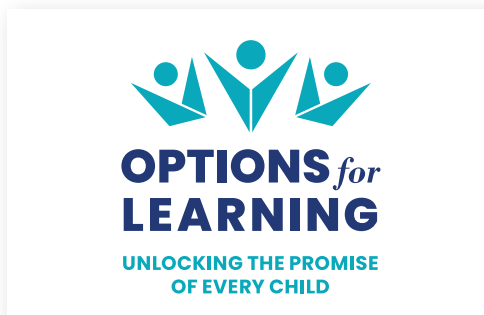
The logo will have maximum clarity when used on a white or light background. Use this version of the logo whenever possible, as long as it is legible.



A black version may be used in situations where available colors are limited.



On dark backgrounds, a version with white type or an all-white version may be used.



In situations where limited colors are available, the logo may use dark blue and turquoise instead of the full color palette.

LOGO USAGE (CONTINUED)

The following usage examples are **not** permitted. While this isn't a complete list, it should provide a good idea of what's acceptable and what isn't.

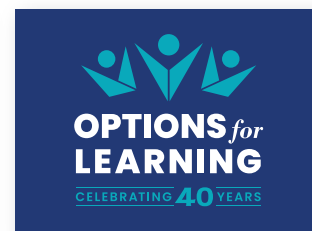
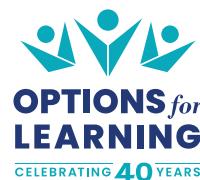
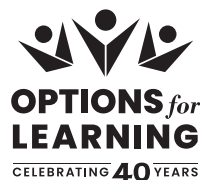


“CELEBRATING 40 YEARS” LOGO

Options for Learning’s 40th anniversary, to be celebrated in fall 2021, offers the agency the opportunity to add a badge or other graphic to its printed and electronic materials throughout 2021. This will help raise awareness of the agency’s long-standing reputation in the community. This “Celebrating 40 Years” logo will highlight the anniversary, and will no longer be used after 2021.



40th anniversary logo
(Primary version)



Secondary limited color versions; to be used only when cost prohibits full-color primary version

Note: These logos have been supplied in the same formats as documented on pages 8-10 of this guide.

FONT SYSTEM

The Options for Learning logo primarily uses the font Poppins, which may also be used in other communications materials. The font may be downloaded here:

<https://fonts.google.com/specimen/Poppins>

The font may also be activated through Adobe Fonts, with a Creative Cloud subscription:

<https://fonts.adobe.com/fonts/poppins>

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

abcdefghijklmnopqrstuvwxyz123456789

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

abcdefghijklmnopqrstuvwxyz123456789

Poppins Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

abcdefghijklmnopqrstuvwxyz123456789

Other weights of these fonts are available and are also permissible.

Additional fonts may be added to this guide as new pieces are designed.

COLOR PALETTE



C:100 M:90 Y:25 K:10
R:36 G:58 B:118
#243a76
PMS 654 C



C:0 M:70 Y:93 K:0
R:243 G:112 B:44
#f3702c
PMS 158 C



C:84 M:8 Y:27 K:0
R:0 G:169 B:187
#00a9bb
PMS 7710 C



C:3 M:27 Y:100 K:0
R:246 G:188 B:24
#f6bc18
PMS 123 C



C:40 M:80 Y:15 K:0
R:163 G:84 B:143
#a3548f
PMS 7656 C



C:50 M:0 Y:75 K:0
R:136 G:200 B:111
#88c86f
PMS 359



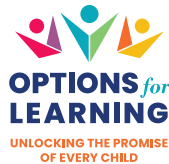
C:0 M:100 Y:50 K:0
R:237 G:20 B:91
#ed145b
PMS 1925 C

FILE FORMATS



- CMYK
 - OFL-logo-CMYK.ai
 - OFL-logo-CMYK.pdf
 - OFL-logo-CMYK.tif

CMYK logos are for high-quality four-color, process printing. The AI and PDF files are vector files and are best for printing. The TIF file is also high resolution (600 dpi).



- CMYK
 - OFL-logo-with-tagline-CMYK.ai
 - OFL-logo-with-tagline-CMYK.pdf
 - OFL-logo-with-tagline-CMYK.tif

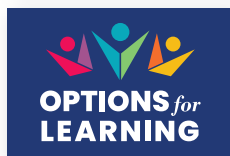


- White
 - OFL-logo-white.ai
 - OFL-logo-white.pdf
 - OFL-logo-white.png

White logos are for reversing out of colors and photos. Use AI or PDF for professionally printed pieces. Transparent PNGs are for web use or desktop publishing in PowerPoint or MS Word.

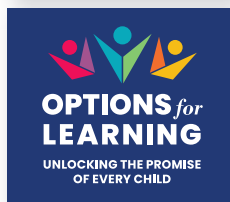


- White
 - OFL-logo-with-tagline-white.ai
 - OFL-logo-with-tagline-white.pdf
 - OFL-logo-with-tagline-white.png

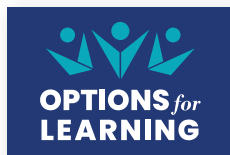


- CMYK - White Type with Color Icon
 - OFL-logo-white-CMYK.ai
 - OFL-logo-white-CMYK.pdf
 - OFL-logo-white-RGB.png

CMYK - White type with color icon logos are CMYK (or in the case of the PNG file, RGB) and are for reversing out of colors and photos. Use AI or PDF for professionally printed pieces. Transparent PNGs are for web use or desktop publishing in PowerPoint or MS Word.

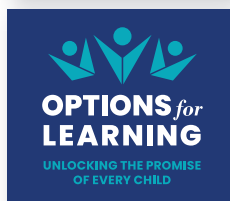


- CMYK - White Type with Color Icon
 - OFL-logo-with-tagline-CMYK-white.ai
 - OFL-logo-with-tagline-CMYK-white.pdf
 - OFL-logo-with-tagline-RGB-white.png



- CMYK - White and Turquoise
 - OFL-logo-white-turquoise.ai
 - OFL-logo-white-turquoise.pdf
 - OFL-logo-white-turquoise.png

CMYK - White and turquoise logos are CMYK (or in the case of the PNG file, RGB) and are for reversing out of colors and photos. Use AI or PDF for professionally printed pieces. Transparent PNGs are for web use or desktop publishing in PowerPoint or MS Word.



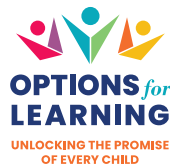
- CMYK - White and Turquoise
 - OFL-logo-with-tagline-white-turquoise.ai
 - OFL-logo-with-tagline-white-turquoise.pdf
 - OFL-logo-with-tagline-white-turquoise.png

FILE FORMATS (CONTINUED)



- ▼ Pantone
 - OFL-logo-pantone.ai
 - OFL-logo-pantone.pdf

Pantone logos are made from Pantone colors and are for screen printing or embroidery.

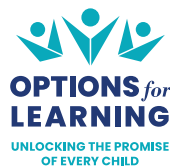


- ▼ Pantone
 - OFL-logo-with-tagline-pantone.ai
 - OFL-logo-with-tagline-pantone.pdf



- ▼ Pantone - Blue and Turquoise
 - OFL-logo-pantone-654-7710.ai
 - OFL-logo-pantone-654-7710.pdf

Pantone - Blue and turquoise logos are two-color spot versions for use in screen printing and embroidery. They are secondary logos that should only be used when cost is a consideration.

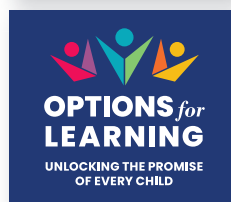


- ▼ Pantone - Blue and Turquoise
 - OFL-logo-with-tagline-pantone-654-7710.ai
 - OFL-logo-with-tagline-pantone-654-7710.pdf

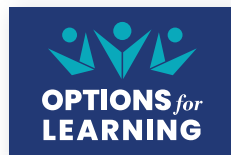


- ▼ Pantone - White Type with Color Icon
 - OFL-logo-pantone-white.ai
 - OFL-logo-pantone-white.pdf

Pantone - White type with color Icon logos are for reversing out of dark backgrounds in screen printing and embroidery.

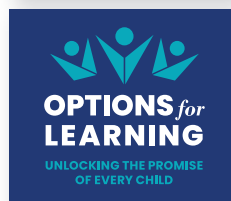


- ▼ Pantone - White Type with Color Icon
 - OFL-logo-with-tagline-pantone-white.ai
 - OFL-logo-with-tagline-pantone-white.pdf



- ▼ Pantone - White and Turquoise
 - OFL-logo-pantone-white-7710.ai
 - OFL-logo-pantone-white-7710.pdf

Pantone - White and turquoise logos are two-color spot versions for use in screen printing and embroidery. They are secondary logos that should only be used when cost is a consideration.

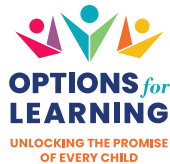


- ▼ Pantone - White and Turquoise
 - OFL-logo-with-tagline-pantone-white-7710.ai
 - OFL-logo-with-tagline-pantone-white-7710.pdf

FILE FORMATS (CONTINUED)



- RGB
 - OFL-logo-RGB.jpg
 - OFL-logo-RGB.png



- RGB
 - OFL-logo-with-tagline-RGB.jpg
 - OFL-logo-with-tagline-RGB.png



- Black
 - OFL-logo-black.ai
 - OFL-logo-black.pdf
 - OFL-logo-black.tif



- Black
 - OFL-logo-with-tagline-black.ai
 - OFL-logo-with-tagline-black.pdf
 - OFL-logo-with-tagline-black.tif

RGB logos are for web usage or desktop publishing usage in PowerPoint or MS Word. They should not be used for something that will be professionally printed. PNGs are transparent.

Black logos are for use only when color printing is not available.