



# Owen J. Roberts Block Logo

The OJR Block Logo should be used in full color when representing the District in any official letterhead, building branding, sponsorships, and community partnerships. The Block Logo is adaptable for different departments.

The block logo must be displayed in its original form and should not be altered or manipulated in any way. Please allow sufficient clear space around the logo to prevent its visual impact from being obstructed. If  $x$  = the height of the logo, then sufficient clear space is  $3/8x$  or more.

The grayscale version should be used when color printing is not available. Black and white variations should be used as needed, to reduce printing costs or to enhance the quality of materials.



## Full Color

The full color logo should be used for OJR communications, publications and promotional materials, digital and print and community partnerships.



## Black

This logo variation only contains black; it does not contain any colors, shadows or shades. It is ideal for laser engravings, embroidery, 3D and textile printing.



## Gray

The grayscale version should be used on printed materials when color printing is not available. It contains multiple shades of gray.



## White

This logo variation only contains white; it does not contain any colors, shadows or shades. It is ideal for use on black or colored backgrounds.

# Owen J. Roberts School Logos

The OJR school logos can be used for school specific communications, publications and promotional materials. When abbreviating the name of a school, please use the initials that represent the full name of the school for consistency. For example, East Coventry Elementary School should be abbreviated as ECES. Please refrain from using both the academic logo and a school logo in a single publication; choose one or the other.



# Owen J. Roberts Athletics and Activities Logos

The OJR Athletics and Activities Logo incorporates OJR's mascot, the wildcat, into its branding. The Wildcat Head and Paw Print logos can be used as a stand-alone options. Both logos can also include the text, "Owen J. Roberts Wildcats," or the name of a team, or organization such as "Football," or "Band." The typeface Signo must be used when including a team or organization name with any version of the logo.

As a guideline, the Wildcat Head is recommended for athletics, secondary activities, events aimed at teens, and apparel at the middle school and high school. The Paw Print is recommended for day-to-day use by schools, elementary activities, fun events, decorations, and apparel items designed for younger students.



Wildcat Head

The wildcat with no typography



Wildcat Mascot

The wildcat with detailed typography



Wildcat Customized

The wildcat with detailed typography-replacing "wildcats" with specific sport or activity name.

# Owen J. Roberts Official Seal

The Official Seal of OJR is designed for official documents such as diplomas, legal letters, formal presentations, commendations, etc.

The OJR Seal is not intended for apparel, sports uniforms, large murals, or daily, student-focused activities.

For grayscale or colorless prints, it is recommended to use the black logo.





## Paw Print

The paw print with no typography



Owen J. Roberts  
**WILDCATS**

## Paw Print Mascot

The paw print with detailed typography

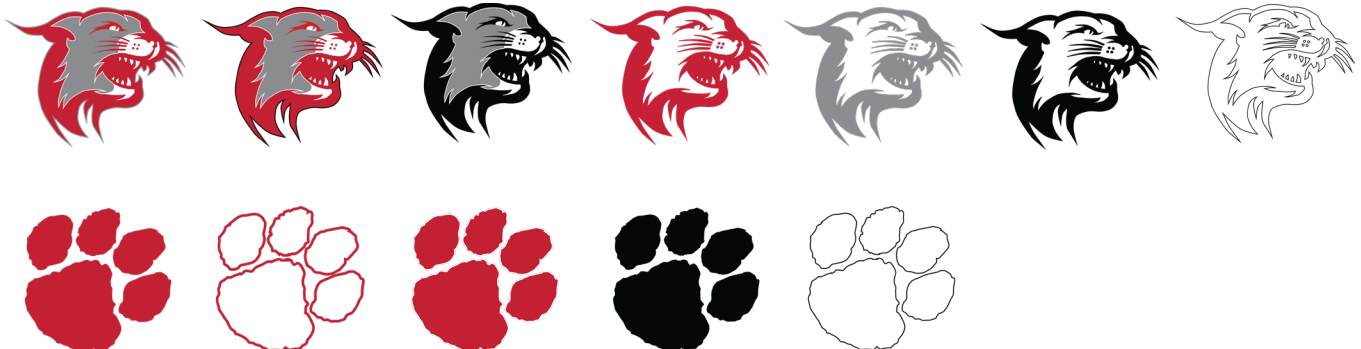


Owen J. Roberts  
**TRACK & FIELD**

## Paw Print Customized

The paw print with detailed typography- replacing "wildcats" with specific sport or activity name.

## Other Color Variations



# Owen J. Roberts Athletic Uniform and Apparel Colors

- ❖ OJR's official colors are red, white & gray. These colors must be used for all PIAA-sanctioned activities and games. Red is the primary color, with white, gray and black as the accent colors.
- ❖ Warm-up uniforms and pinnies have leeway to deviate for special occasions, or with the approval of the Athletic Director.
- ❖ Non-official apparel has more leeway for color variations. This includes jackets, t-shirts, hats, and other apparel that is not used when officially representing OJR at sanctioned athletic events, or that is purchased by students with their own funds.
- ❖ The mixing and matching of old and new logos is not permitted. All uniform layers must be complete (all pinnies, all jerseys, all helmets, etc.).
- ❖ However, as the district transitions from the old logos to the new logos, it is permissible to have different layers use a combination of the old and new logos. For example, a team may have uniforms with the old logo and pinnies with the new logo, so long as each layer is consistent from player to player.
- ❖ The alteration of any logo (Wildcat Head, Paw Print, Block Logo, or Seal, is strictly prohibited without the express written permission and approval of the Owen J. Roberts School District. For questions, or to submit a request, please contact the OJR Communications Office.
- ❖ The use of OJR's logos by third-parties outside of the school district is permitted only with express written permission. The district reserves the right to withdraw permission at its own discretion.

# Color Palette & Letterhead

## Primary Colors

Hex: c32033

R:195  
G:32  
B:51

Hex: 888a8d

R:136  
G:138  
B:141

Hex: 000000

R:0  
G:0  
B:0



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# Font Families

## Signo | Century

To ensure brand consistency when developing materials, use the display font Century for headlines and Signo for body copy.

### Signo - Thin Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&?%"/".,:!

### Signo - Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&?%"/".,:!

### Signo - Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&?%"/".,:!

### Signo - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&?%"/".,:!

### Signo - Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&?%"/".,:!

### Signo - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&?%"/".,:!

### Signo - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&?%"/".,:!

### Signo - Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&?%"/".,:!

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### Century- Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&?%"/".,:!

### Century- Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&?%"/".,:!

### Century- Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&?%"/".,:!

### Century- Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&?%"/".,:!