

Opportunity Charter School

Branding Guidelines

Branding Guidelines

FONTS

Times New Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Times New Roman Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Times New Roman Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Times New Roman Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri (Body)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri (Body) Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri (Body) Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri (Body) Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LOGO PLACEMENT



The OCS logo should **ALWAYS** be flushed left when used in any formal document. It can also be positioned in the header or footer in formal documents and presentations. When used with another logo, image and/or text the OCS logo should be separated by at least 1 inch of space.

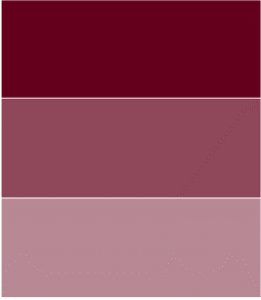
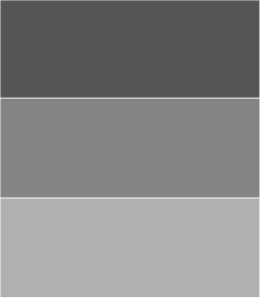
The OCS logo should always appear as a standalone image and not be modified under any circumstances, as shown here.

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COLOR SPECIFICATIONS

Primary Colors	Secondary Colors
CMYK: C-0 M-100 Y-73 K-61	CMYK: C-0 M-0 Y-0 K-67
Pantone: 7421C	Pantone: 425C
RGB: R-100 G-00 B-27	RGB: R-85 G-85 B-85
	

BOILERPLATE (To be included in all longer form collateral pieces.)

The mission of **Opportunity Charter School (OCS)** is to provide youth who struggle in traditional learning environments, including students with disabilities, with the tools needed to excel academically, emotionally and socially in all aspects of life. For more information visit www.ocsny.org.
