

## TYPOGRAPHY

### PREFERRED

Serifa	<b>Serifa</b>	Univers	<b>Univers</b>
Roman	<b>Bold</b>	Roman	<b>Bold</b>

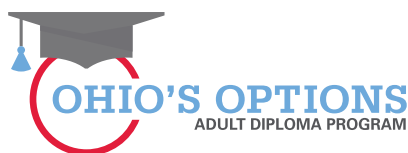
### ALTERNATE

Rockwell	<b>Rockwell</b>	Arial	<b>Arial</b>
Roman	<b>Bold</b>	Roman	<b>Bold</b>

Typography is a strong extension of the brand personality. Two typefaces are used for Ohio's Options: Serifa (Bold and Roman) and Univers (Bold and Roman). Serifa is used primarily for display and headline copy, while Univers is used primarily as body copy.

## LOGOTYPE

### THREE-COLOR



### GRAYSCALE



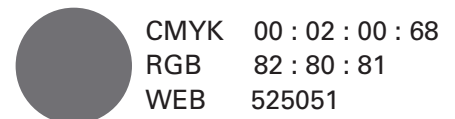
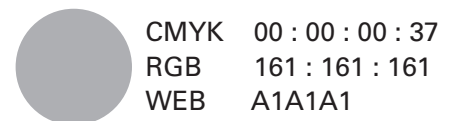
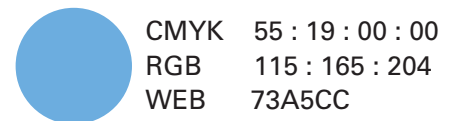
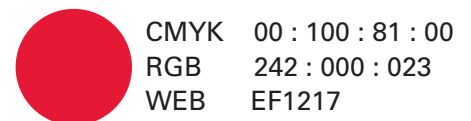
### ONE-COLOR



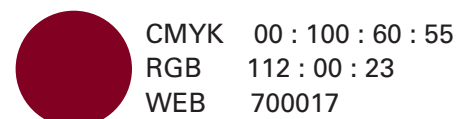
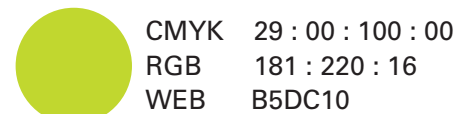
The color of Ohio's Options Adult Diploma Program core mark can be treated in three ways, depending on its use. Color provides a quick and powerful means of recognition and is the preferred version. When the three-color mark cannot be used, the one-color mark or grayscale mark may be applied.

## BRAND ELEMENTS

### PRIMARY



### SECONDARY



The core colors for the Ohio brand are Pantone 186 red and Pantone 284 blue. These colors are warm, energetic and straightforward; they reinforce the distinctiveness of the brand. These core colors are strong tools to effectively communicate the brand in advertising and collateral materials.