olam
Schools

NETWORK VISUAL IDENTITY SYSTEM

Olam Schools
Brand Style Guide

Standards for logo usage, color,
English & Hebrew typography, and voice

Who We Are & Our Mission

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Schools

Identity & Heritage

Olam Schools delivers academic excellence across diverse communities, reflecting clarity, trust, and continuity with the legacy of Hebrew Public.

OUR MISSION

Leading a national movement of exceptional schools teaching children of all backgrounds Modern Hebrew to become global citizens.

Our Voice & Tone

Warm & Inclusive

Welcoming families from every background.

Academically Rigorous

High expectations in every classroom.

Globally Minded

Connecting Modern Hebrew to global citizenship.

Forward-Thinking

Optimistic growth across our school network.

Primary Logo & Campus Sub-Brands

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Custom rounded "l" in Poppins Medium + "Schools" in Poppins Regular

Campus Sub-Brand Architecture

- **Shared Typography:** Custom "olam" paired with campus name.
- **Unified Palette:** Navy wordmark with Red campus label.
- **Examples:** Olam Stamford, Olam Staten Island.

olam
Stamford

olam
Staten Island

Logo Usage Guidelines

Correct Usage

- **Official Colors:** Use approved Navy, Red, or White files.
- **Sub-Brand Consistency:** Use official campus lockups only.
- **Clear Space:** Maintain full "o" height breathing room.
- **Dark Grounds:** Place reversed white logo on dark Navy.

Incorrect Usage

- **Unapproved Colors:** Never recolor or tint the wordmark.
- **Font Swaps:** Never alter letter spacing or typefaces.
- **Distortion:** Never stretch, squeeze, or rotate the logo.
- **Recreation:** Never re-type the logo; use master files.

Clear Space & Minimum Sizes



Minimum Margin = Height of "o" in Olam

120 px

Minimum digital width for web, slides, and email

1.5 in

Minimum print width for letterheads and brochures

Background & Print Applications

Light Grounds

Full-color logo on white.

DOWNLOAD LOGO

Navy Grounds

Reversed white wordmark on Navy.

DOWNLOAD LOGO

Dark Mono Print

All-white logo on dark print.

DOWNLOAD LOGO

Light Mono Print

All-black logo for B&W print.

DOWNLOAD LOGO

Official Brand Color Palette

Swatch	Color Name	HEX	RGB	Primary Role
	Olam Navy	**#003660**	0, 54, 96	Primary text, headings, dark backgrounds
	Light Blue	**#00aeef**	0, 174, 239	Primary brand expression, dividers, subheads
	Olam Red	**#e5332a**	229, 51, 42	Logo sub-label & sparing callout accent
	Olam Green	**#8dc63f**	141, 198, 63	Positive accent, growth highlights, contrast to Red
	Daphne Blue / Tint	**#e7f6fd**	231, 246, 253	Soft card fills & callout panels

Balancing Brand Colors & Positive Accents

Recommended Color Ratio



- **60% Light Grounds:** White (#ffffff) and Soft Blue (#e7f6fd).
- **32% Core Blues:** Olam Navy (#003660) and Light Blue (#00aeef).
- **8% Accents:** Olam Green (#8dc63f) and Red (#e5332a).

When to Use Green (#8dc63f)

Positive milestones, enrollment growth, checkmarks, and vibrant visual balance.

When to Use Red (#e5332a)

Logo sub-brands, urgent notices, and selective focal highlights.

English & Hebrew Typefaces

PRIMARY ENGLISH FONT

Poppins

- **Document Titles & H1:** Bold, 14–22 pt
- **Sub-Headings (H2):** SemiBold, 12–13 pt
- **Body Copy:** Regular, 11 pt

PRIMARY HEBREW FONT

Arimo • עברית

- **Hebrew Headings:** Arimo Bold, 14–22 pt
- **Hebrew Body Copy:** Arimo Regular, 11–11.5 pt
- **Pairing:** Clean geometric match with Poppins

Capitalization & Google Workspace Fonts

Always Capitalize "Olam" in Text

Lowercase "olam" belongs in the logo only; always write "Olam Schools" in prose.

Incorrect

"...at olam Schools..."

Correct

"...at Olam Schools..."

Fonts download and installation

Install:

Step 1 • Font Menu
Open Font dropdown in Docs or Slides.

Step 2 • More Fonts
Click "More fonts" at top of list.

Step 3 • Select Both
Check Poppins and Arimo, then click OK.

Download:

If you would like to download the fonts to your computer:

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BRAND STEWARDSHIP

Questions or Need Brand Assets?

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