



The
Ohio
Aerospace
Institute

Brand Guidelines

**Welcome
To Our
Brand**





Table of Contents

01.1	Logo and usage	5
01.2	Measurements of logo	6
01.3	Logo clearspace	7
01.4	Minimum logo sizes	8
01.5	Incorrect use	9
01.6	Correct logo placement	10
02.1	Primary font	13
02.2	Secondary font	14
02.3	Type hierarchy	15
03.1	Primary color palette	17
03.2	Primary color palette - continuation	18
03.3	Secondary color palette	19
04.1	Letterhead	21
04.2	Stationery items	22
04.3	Merchandise T-shirt	23
04.4	Branding elements	24
05.1	Mobile web design	27
05.2	Social media - squares	28
05.3	Social media - vertical	29
06.1	Corporate image - black & white	31
06.2	Blending modes for images	32
07.1	Iconography - icons set	35



wholly affiliated with
Parallax Advanced Research

Introduction

Why are brand guidelines important?

A brand is more than a logo or tagline—it's a unique personality and narrative. Woven through every interaction, it's a consistent tone and style that connects with the audience. A successful brand's mission, values, and choice of words blend to create a recognizable persona. This persona brings the brand alive, influencing audience behavior. Ultimately, a brand's voice is its verbal business card, leaving a lasting impression.

Brand guidelines are a set of standards that dictate how a company communicates across various platforms. They are an indispensable resource for all employees, as they establish the foundation for a consistent brand experience. These guidelines encompass everything from logo usage, color palette, typography, and imagery to the tone of voice, messaging, and visual language. They work to maintain brand consistency, enhance brand recognition, and build brand equity across all mediums and touch points. Our brand guidelines are not just a set of rules, but a guide to understanding the essence of OAI — what we stand for, how we communicate it, and why it matters. They are an essential tool for us to connect with our audience with one voice in a way that is meaningful, authentic, and impactful. When we adhere to these guidelines, we move as a single entity, preserving the integrity of our brand and reinforcing the OAI identity.

Guiding Principles

Why OAI?

At The Ohio Aerospace Institute, everything we do is about possibilities and partnership. Looking forward and helping our partners create what is, and develop what could be, is our essence. It is at the core who we are.

As we embark on a new chapter through an affiliation with Parallax Advanced Research, we can look toward four shared pillars between OAI and Parallax where the opportunity exists to advance our efforts:

Collaboration | Expertise | Innovation | Trusted Partnership

Value Proposition

The Ohio Aerospace Institute is a central hub for industry, government and academia, where collaboration is fostered to accelerate Ohio's aerospace economy. We do this by connecting companies with cutting-edge academic research, workforce development and industry connections to drive growth, efficiency, and competitiveness.

Key Elements Of Our Value Proposition

- **FACILITATING INNOVATION:** We create opportunities for partnership between academic institutions, government, and industry to discover or advance new technologies. We provide research leadership and support to help companies grow and innovate, staying ahead of the competition.
- **WORKFORCE DEVELOPMENT:** We promote and offer workforce development programs to prepare Ohio's workforce with the skills that aerospace companies require. This creates an attractive proposition for companies looking to make Ohio their home base.
- **CREATING OPPORTUNITIES:** We excel at building collaboration and forging connection. Through consortia, public-private partnerships, tech transfer and engaging events, we create environments for companies to connect, grow and succeed.

The Ohio Aerospace Institute is more than a non-profit organization - we are a catalyst for economic growth and a bridge that leads to a bright future for Ohio aerospace.



wholly affiliated with
Parallax Advanced Research

How We Sound

Our guiding tenet is clear: we look towards the possible. This is also evident in the tone of voice in our communications. We look forward with optimism and curiosity. We exchange ideas with openness and respect.

Voice & Tone

What is voice & tone?

Brand Voice is the overall sound of the organization, it is the personality that it presents to the audience. The voice of OAI is that of expertise, confidence and positivity.

Brand Tone is how we engage our audiences, the attitude behind the delivery. Our tone is optimistic and knowledgeable, while being empathetic. We do not want to sound arrogant or dismissive.

- We sound knowledgeable, so that people trust us
- We sound optimistic, so that people are inspired
- We sound empathetic, so that people are supported

Example

Since our inception, The Ohio Aerospace Institute has been at the forefront of complex, award winning research. We have continually provided expertise to notable entities such as NASA Glenn Research Center, the Air Force Research Laboratory, and other federal laboratories and organizations. We focus on developing the future of aviation and space technologies, including advanced materials, space propulsion, high temperature electronics, and multidisciplinary computational fluid dynamics.

Our success lies with our commitment to harness knowledgeable, experienced research talent. Our team of researchers stand at the forefront of innovation, with accomplishments that have shaped our industry. Through numerous patents, published books, and peer reviewed literature, they have pushed aerospace forward. The OAI Research Group have inspired others and their contributions have been recognized through government honors, key chairmanships with international technical societies, and multiple R&D 100 awards.

In their pursuit of progress, the OAI Research Group doesn't just envision the future - they shape it. Our researchers empower others with their insights, whether it be through consortia, engineering support, technology transfer, educational workshops or personalized training programs.

At OAI, we're not just dedicated to developing economic opportunities, but also developing new technologies that will advance exploration of the skies and beyond.



wholly affiliated with
Parallax Advanced Research

How We Look

Brand Design and Color Palette

Correct and consistent use of a visual identity system is an essential to building and maintaining brand equity. While flexibility is has been built into the system, the correct use of each element has been carefully defined.

Color Palette

OAI's color palette begins with a simple base of Blue, white and grey from which to launch our communications. Our OAI blue is symbolic of the sky and beyond, of which our efforts to explore are geared toward.

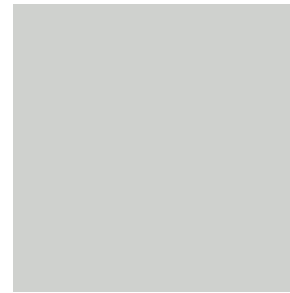
Primary Color Palette



CMYK 93 73 2 0
PANTONE 293C
RGB 43 77 155
HEX 2b4d9b



CMYK 0 0 0 0
PANTONE WHITE
RGB 255 255 255
HEX ffffff

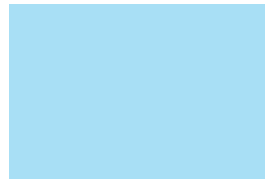


CMYK 18 12 15 0
PANTONE Cool Grey 1
RGB 217 217 214
HEX

Secondary Color Palette



CMYK 100 100 28 42
PANTONE 2747C
RGB 43 77 155
HEX 000052



CMYK 31 0 2 0
PANTONE 297C
RGB 169 223 243
HEX a9dff3



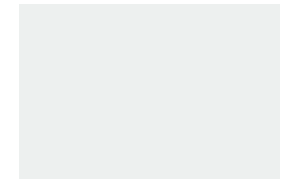
CMYK 1 26 99 0
PANTONE 123C
RGB 255 192 0
HEX 2b4bd9b



CMYK 0 100 89 0
PANTONE 185C
RGB 219 43 69
HEX db2b45



CMYK 86 68 36 78
PANTONE 4280C
RGB 45 51 58
HEX 2d333a



CMYK 6 4 4 0
RGB 243 244 244
HEX f3f4f4

Logo Variations

The OAI seal is our logo. It contains elements of who we are and what we support. As the cornerstone for our identity, the seal is a critical tool that signifies belonging to the OAI organization and network.

The OAI Seal

The seal is the anchor of the OAI visual language, and the thread that ties all communications together.



Full color



Black



White

The OAI Seal and Wordmark

The seal is the logo in all situations. The OAI wordmark is only allowed in tandem with the seal. The seal and wordmark is always used on title pages and introductory situations.



The
Ohio
Aerospace
Institute

OAI Acronym Wordmark

The abbreviated wordmark is a supplementary wordmark designed to provide visual interest within a layout. It is only used after the introduction of the seal elsewhere in the communication.



Logo Clearspace

Adequate clear space surrounding the logo is required to ensure visibility and impact. This space allows the logo to maintain the proper focus within the layout and not get overshadowed by other graphic elements or text. The proper clear space is measured by the height and width of the seal circumference.

Primary Logo Clear Space



Wordmark Logo Clear Space



Minimum Logo Sizes

To ensure adequate visibility and legibility, logos should never be presented in a size smaller than what is provided on this page.

OAI Seal Logo Minimum Size

Print: 1 inch wide | Digital: 150 pixels wide



OAI Seal and Wordmark Logo Minimum Size

Print: 2.5 inches wide | Digital: 400 pixels wide



OAI Acronym Logo Minimum Size

Print: 2.5 inches wide | Digital: 300 pixels wide



Incorrect use

Consistency is key to building a recognizable brand and logo. To ensure maximum impact, the logo must only be used as approved.

Slanted logo/text



Squeezed logo/text



Lower case company name



Do not use low contrast backgrounds



Mismatched color scheme



Incorrect font weight



Also Do Not...

- Stretch
- Rearrange Elements
- Delete Elements
- Scale Separately
- Outline
- Warp
- Crop
- Blur
- Rotate
- Change Type
- Alter Palette
- Alter Margins
- Drop Shadows
- Create Fills
- Use Complex Backgrounds



wholly affiliated with
Parallax Advanced Research

Typography

Brand Design and Color Palette

A clear typographic system is critical to the effective communication and representation of a brand. We use a font system that is designed for legibility, is modern, and is suitable for a variety of uses.

Brand Typefaces

Primary font

Futura is a versatile, timeless font that elicits a modern mood. When it was developed in 1928, it was seen as a tasteful, yet radical sans serif font. Today, it continues to be a popular choice when the user wants to express confidence, elegance, and clarity. Futura is our primary font used throughout marketing communications in headlines, as well as body text.

Futura

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 £ \$ % ! < > { } [] # ¢ ™ ®

Type Use

A system of visual hierarchy in a communication organizes the content relative to its importance. This is especially important when creating PowerPoint presentations and flyers. When done properly, the reader will be instinctively led through the content in a natural, comfortable way. The type size of the communication can be freely selected, but it must be clearly legible. Below are examples of sizes related to their use. For greatest aesthetic value and flexibility, type justification should be flush left or flush right.

Headline

54 pt

Subheadline

27 pt

Subtitles

18 pt

Body Text

9 pt

Elements of Type Hierarchy

Several elements of type can help to create a hierarchy in an layout. Below are a few elements to consider to achieve an elegant design that delivers an intuitive flow of information.

- Type Size
- Type Weight
- Type Color
- Type Spacing

You will read this last.

**You will read
this first.**

Then you will read this

And then this one.



wholly affiliated with
Parallax Advanced Research

Stationery

Quality material contribute to a brand reputation. To provide the appropriate impression, professionally printed letterhead on a quality paper stock should be utilized for official communications.

Stationary





wholly affiliated with
Parallax Advanced Research

Merchandise

Branded gifts and merchandise are an excellent way to keep the organization in the minds of clients. Quality merchandise will not only provide an opportunity to represent the company well, but can become a sought after commodity, providing an opportunity with which to create engagement.





wholly affiliated with
Parallax Advanced Research

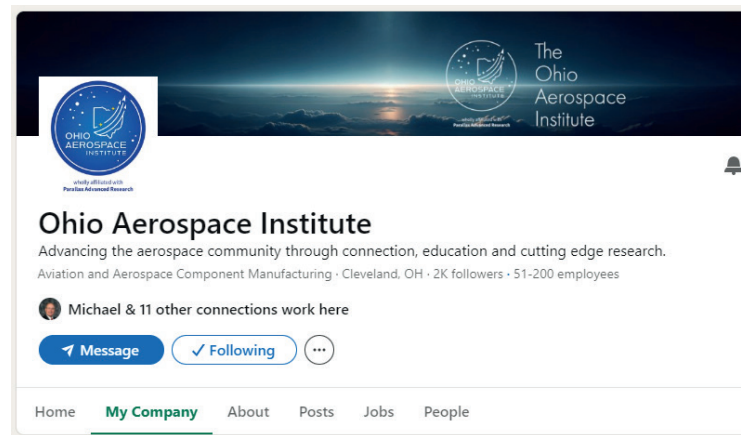
Social Media

Consistency in look and tone is key to brand building on social media. Considering the other elements established within this guide will help to establish and maintain the same tone, voice, and visual style across social media channels.

Social Media

Throughout OAI's social media channels, the seal logo and carefully selected photography will be utilized in profile headers for continuity. When posting images, using OAI brand colors as accents creates a common theme for all posted content, as well as a visual connection to other materials in the marketing communications ecosystem.

Channel Profiles



Post Layouts





wholly affiliated with
Parallax Advanced Research

The
Ohio
Aerospace
Institute

To request assistance or brand resources, please contact John Jackson at johnjackson@oai.org

The Ohio Aerospace Institute
22800 Cedar Point Rd.
Brook Park, OH 44142

440.962.3000
info@oai.org
www.oai.org