OSCAR
INDIA

Education with a kick

STYLE GUIDE 2013

LOGO

The OSCAR logo consists of different elements that are:

Font-based logotype

OSCAR INDIA
Education with a kick

A graphic part
(the flying football)

The slogan

LOGO SIZES

Normal size for the logo

Height: 3.00 cm

Width: 5.18 cm

Minimum size for the logo

Height: 2.00 cm

Width: 3.45 cm

Minimum size for the logo has been set to secure the readability of the tagline in the logo.

Another version of the logo without the tagline could be considered. That version could be usefull when
the reserved space for the logo is small, thus risking the readability of the tagline.

CLEAR SPACE AROUND THE LOGO

Some space around the logo should be reserved clear. The clear space around the logo will ease the eyes to capture graphics and text and separate different parts from each other. It also prevents the logo from clutter and thereafter highlights it better.

The clear space around the logo has been created with a professional graphic design program. The new version of logo (see next slide) will enable to insert the logo anywhere without worrying about the clear space around the logo.

LOGO VERSIONS

Preferred

Recolorings

Without the tagline

Artistic variations

Greyscale

LOGO OLD VERSIONS

The old logos should not appear in any communication or collateral anymore.

TYPOGRAPHIE

Primary font: Arial

Abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

- Chapter heading font: Arial, 16pt and bold
- Headings of other sections: Arial, 14pt bold
- Text font: Arial, 11pt
- Line spacing is 1.5pt
- Extra line break between paragraphs
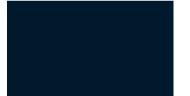- Extra effects in the text should be used scarcely

The above rules should be applied to most reports. Brochures, letterheads, 1pagers and other short texts might require different application.

COLOURS

Primary colors

Hex = #9d0200
RGB = 157, 2, 0

Hex = #031322
RGB = 3, 19, 34

Secondary colors

Hex = #58co43
RGB = 88, 192, 67

Hex = #9a9a9a
RGB = 154,154,154