OneLearning Academy

Brand guide

How to use the OneLearning Academy logo, colors and lettering, plus ready-made files for the website, Facebook and print.

Our logo

The OneLearning Academy name sits inside the state of Kansas. The lettering is the styling the school already uses; the Kansas outline is new and replaces the old compass and cross mark, which is retired.



OneLearning is one word

Always write it as OneLearning, with a capital L and no space. Never “One Learning”.

The “y” steps over the line

The tail of the “y” in Academy crosses the bottom of Kansas on purpose. The line breaks around it so both stay clear.

Drawn from the real map

The Kansas outline comes from the U.S. Census Bureau state boundary. The north-east corner follows the Missouri River.

Logo versions

Use the full-color logo whenever you can. The other versions are for places where full color will not work. Every version comes as SVG (website), PNG (Canva, Word, Facebook) and PDF (print shops).

Full color

First choice. On white, cream or light, plain backgrounds.

ola-logo-color

One color: purple

One-ink printing, embroidery, stamps and engraving.

ola-logo-purple

Black

Black-and-white printing, copies, forms and newspaper ads.

ola-logo-black

Reverse

On Plum or Purple, like the website footer. Gold Kansas with white lettering.

ola-logo-reverse

White

On photos and other dark colors.

ola-logo-white

Icon

Only where the full logo is too small: website tab, phone home screen, small avatars.

icons folder

Space and size



Clear space

Keep empty space around the logo at least as tall as the "O" in OneLearning. Nothing else (text, photos, edges) goes inside it.



1.25 in: smallest in print

Smallest size

Print: at least 1.25 inches wide. Screens: at least 140 pixels wide. Smaller than that, the word Academy gets hard to read; use the icon instead.

Please don't



✕ Stretch or squash it



✕ Change the colors



✕ Tilt or rotate it



✕ Add shadows, glows or outlines



✕ Put it on busy backgrounds



✕ Retype it or split OneLearning

Colors

These are the colors of the school's website. Use the codes exactly; they keep the logo, website, Facebook and print matching.

OLA Purple

HEX #3A2F86
RGB 58, 47, 134
CMYK 57, 65, 0, 47

Main color. The logo lettering, headings, buttons and links.

Plum

HEX #241B45
RGB 36, 27, 69
CMYK 48, 61, 0, 73

Darkest color. Footers, dark backgrounds and long text.

OLA Gold

HEX #E8B53D
RGB 232, 181, 61
CMYK 0, 22, 74, 9

Accent. The Kansas line, highlights, buttons on dark colors. Not for small text on white.

Deep Gold

HEX #B8862A
RGB 184, 134, 42
CMYK 0, 27, 77, 28

Gold for small text or thin lines on white or ivory.

Ivory

HEX #FBF7EF
RGB 251, 247, 239
CMYK 0, 2, 5, 2

Page and section backgrounds.

CMYK values are close matches for print. If color matters, give the printer the HEX code and ask for a proof.

Lettering

Trade Gothic Condensed

Luminous Marker

Every child known by name.

Trade Gothic Condensed: "OneLearning" and headings

In Canva it is Trade Gothic LT Pro, Condensed No. 18. Where it isn't available (Google Docs, Word, websites), use the free **Pathway Gothic One** from Google Fonts. It looks almost the same.

Lumios Marker: "Academy" and short accents

In Canva it is listed as Lumios Marker (the earlier sheet called it Luminous Marker). Use it for one or two words at a time, never for whole sentences.

Everyday text: Open Sans

For paragraphs, letters, flyers and forms. Free in Canva and Google Docs. In Word, Arial is fine.

Website and phone icons

A browser tab only has room for a tiny square, so the tab icon is just big OLA letters, drawn separately for each size so they stay sharp. In dark mode the website's icon turns gold so it stands out. Phone home screens and app icons have more room, so they show OLA inside the gold Kansas.



Tab, 16 px



Tab, 32 px



Dark mode, 16 px



Dark mode, 32 px



Phone home screen



App and large icon

Facebook

Ready to upload, no editing needed. Facebook crops the profile picture to a circle; the files already allow for that. Pick one profile picture and keep it.



Light
facebook-profile-logo.png



Dark
facebook-profile-logo-dark.png



Icon (easiest to spot small)
facebook-profile-icon.png



Cover photo (dark) · facebook-cover-dark.png



Cover photo (light) · facebook-cover-light.png

Change the profile picture

1. Open the OneLearning Academy Facebook Page.
2. Click the camera icon on the round profile picture.
3. Choose **Upload photo** and pick the profile picture file.
4. Leave it centered and click **Save**.

Change the cover photo

1. On the Page, click **Edit cover photo** (camera icon on the wide banner).
2. Choose **Upload photo** and pick **facebook-cover-dark.png** or **facebook-cover-light.png**.
3. Don't drag it; click **Save changes**.

What's in the files

Each logo comes three ways. **SVG**: sharp at any size, best for the website. **PNG**: a picture with a see-through background, best for Canva, Word, Google Docs and Facebook. **PDF**: for sign shops, shirts and professional printers.

logo/	**ola-logo-color**	Full-color logo. Use this one first.
logo/	**ola-logo-purple**	All purple, for one-ink printing.
logo/	**ola-logo-black**	All black, for black-and-white printing.
logo/	**ola-logo-white**	All white, for photos and dark backgrounds.
logo/	**ola-logo-reverse**	Gold and white, for Plum or Purple backgrounds.
icons/	**favicon.ico, favicon.svg**	Browser tab icon (the website uses these).
icons/	**favicon-16/32/48.png**	Tab icon as plain pictures.
icons/	**apple-touch-icon.png**	iPhone and iPad home screen icon (180 px).
icons/	**icon-192.png, icon-512.png**	Android home screen and app icons.
icons/	**icon-maskable-512.png, icon.svg**	Android icon that can be cropped to any shape; icon drawing.
facebook/	**facebook-profile-logo.png**	Profile picture, full logo on white (1080 × 1080).
facebook/	**facebook-profile-logo-dark.png**	Profile picture, full logo on plum (1080 × 1080).
facebook/	**facebook-profile-icon.png**	Profile picture, OLA icon (1080 × 1080).
facebook/	**facebook-cover-dark.png**	Cover photo, plum (1640 × 624).
facebook/	**facebook-cover-light.png**	Cover photo, ivory (1640 × 624).
facebook/	**facebook-post-share.png**	Logo image for posts and link previews (1200 × 630).

Quick picks

- **Flyer or letter in Canva or Word:** ola-logo-color.png
- **Photocopied form:** ola-logo-black.png
- **T-shirt, sign or banner:** send the printer the PDF that matches the shirt or sign color
- **On top of a photo:** ola-logo-white.png