

# Ohio Federal Research Network

*Driving Innovation Through Strategic Partnerships*

## Brand Identity Style Guide

*The Ohio Federal Research Network (OFRN) is a program administered by Parallax Advanced Research Corporation.*

# Brand Introduction

---

The Ohio Federal Military Jobs Commission (OFMJC) tasked Wright State Applied Research Corporation, now Parallax Advanced Research, and The Ohio State University (OSU) in November 2014 to frame a requirements-driven R&D initiative that would address emerging mission requirements for the US Air Force and National Aeronautics and Space Administration (NASA) in which Wright-Patterson Air Force Base (WPAFB) and NASA Glenn Research Center (NASA-GRC) play significant roles.

## The key goals were to:

- leverage the State of Ohio's R&D investment
- capitalize on federal and university research assets
- integrate Ohio firms and industrial partners into the proposed projects aligned with operational user needs
- better prepare and train universities and firms in Ohio to compete for federal funding
- facilitate the transition of government funded technology to commercial markets
- create the jobs, processes, and firms of tomorrow in Ohio
- to differentiate Ohio from other states relative to its commitment and support of our national defense and civil space missions

The 2015 strategic planning effort resulted in the organization of Ohio's universities and community colleges around the future research priorities of WPAFB and NASA-GRC through the creation of the OFRN.

The OFRN projects and activities were directly aligned with WPAFB and NASA-GRC strategic priorities, and both organizations provided university researchers with insights into the requirements for each of the priority research areas.

As a result of the above referenced strategic planning process in collaboration with the members of the OFMJC, the State supported the establishment of the OFRN to leverage federal, university, and commercial capabilities to support the future of WPAFB and NASA-GRC, while retaining and creating new jobs within Ohio. On 10 December 2015, the Ohio Department of Higher Education contracted out the management of the Defense/Aerospace Workforce Development Initiative to Parallax Advanced Research. OFRN has been and continues to be an active participant and supporter of both the Ohio Aerospace and Aviation Council (OAAC) and the state government supported Ohio Aerospace and Aviation Technology Council (OAATC).

# Our Mission

---

We have the mission to stimulate Ohio's innovation economy by building vibrant, statewide university and industry research collaborations that meet the requirements of Ohio's federal laboratories to result in the creation of leading-edge technologies and job growth for the State of Ohio.

## Core Competencies

**Build** a statewide network of innovators and technologists from universities, industry, and government

**Identify** applied R&D opportunities through key partnerships with statewide federal laboratories

**Create & Facilitate** competitive procurement processes for technology solutions

**Accelerate** technology transition via academic, industry and government partnerships

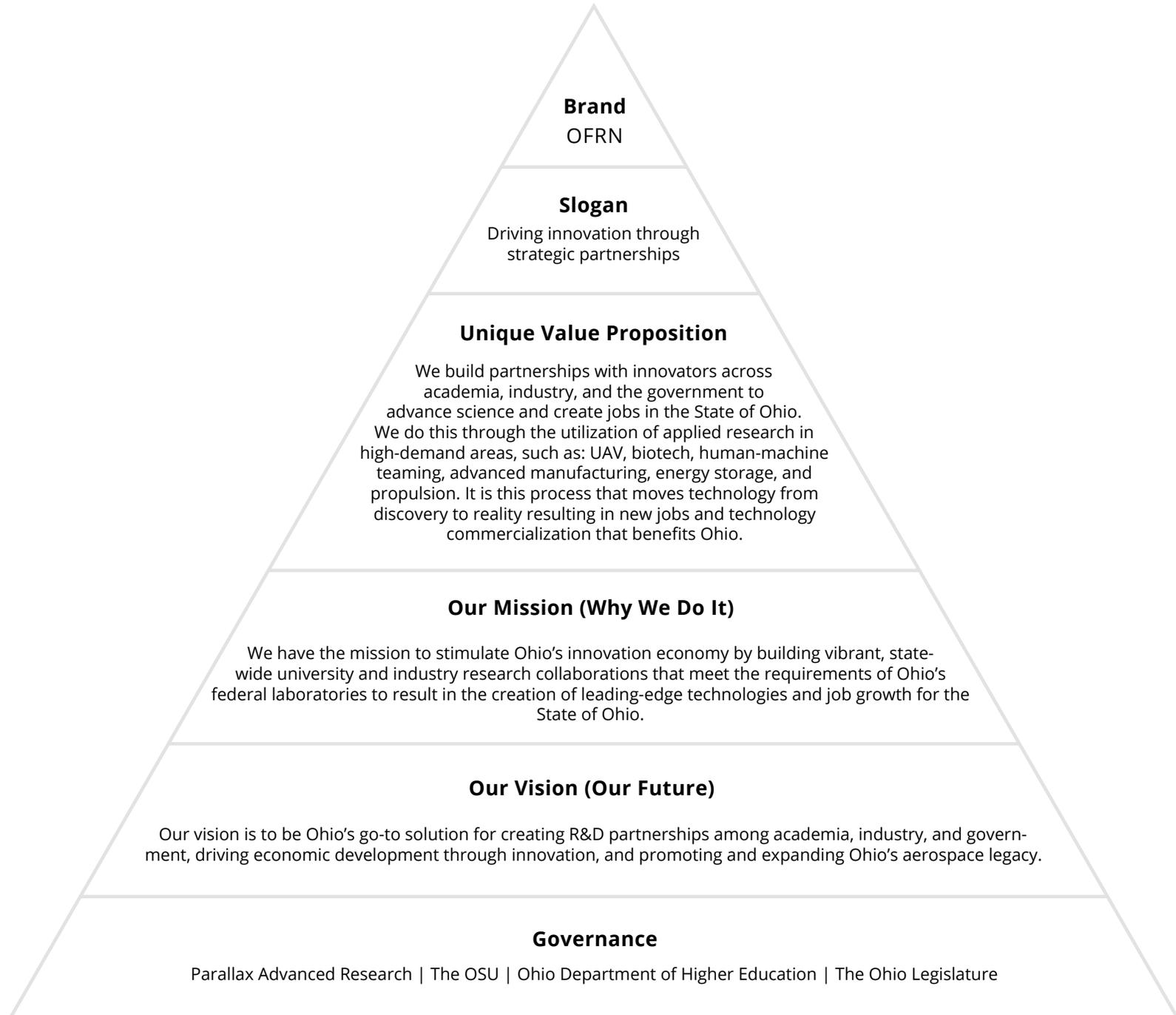
**Drive** innovation and workforce development through the creation of high-performance teams

## Our Slogans

- Stimulating Ohio's innovation economy through R&D collaborations among academia, industry, and government
- Driving innovation through strategic partnerships
- Innovation, technology, collaboration

# Brand Structure

---



# Brand Visuals

---

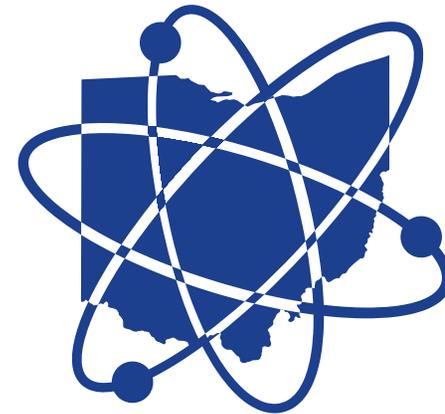
The OFRN logo has two main versions. The primary logo is shown here on the left. The secondary logo has the logomark isolated above the text. Use the secondary logo when the design layout calls for it. Otherwise, the primary logo should be prioritized.

**Primary Logo**



*Driving Innovation Through Strategic Partnerships*

**Secondary Logo**



**Ohio Federal Research Network**  
*Driving Innovation Through Strategic Partnerships*

# Brand Guidelines

The logo may not be stretched, recolored, rearranged, or altered in any way. It must always be scaled proportionately and the elements must always remain the same. Below are examples of incorrect logo usage:

Do not stretch the logo



Do not rearrange the logo



Do not recolor the logo



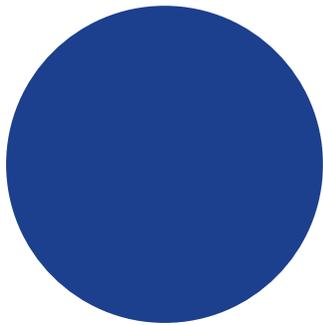
# Brand Color Palette

---

The logo is always in the primary color indicated below or in one of the approved color variations (see page 5). Brand materials and other designed collateral can follow the color palette found here.



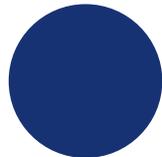
*Driving Innovation Through Strategic Partnerships*



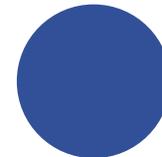
Pantone 287  
CMYK: 100 81 0 23  
RGB: 0 48 135  
Hex: 003087



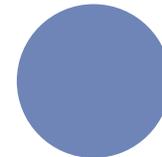
CMYK: 99 84 45 51  
RGB: 10 34 64  
Hex: 0A2240



CMYK: 100 91 27 13  
RGB: 22 50 114  
Hex: 163272



CMYK: 92 78 7 1  
RGB: 49 80 152  
Hex: 315098



CMYK: 61 44 7 0  
RGB: 111 133 183  
Hex: 6F85B7

# Logo Color Variations

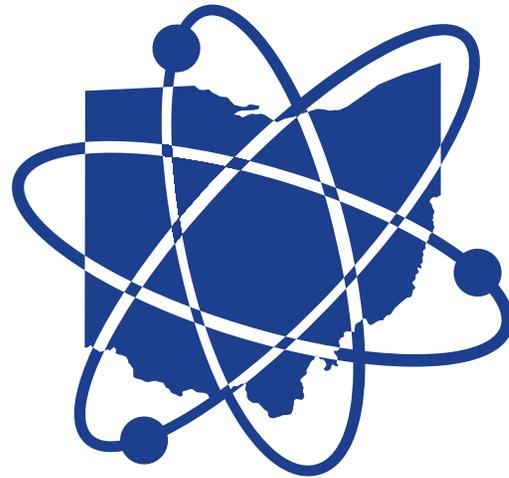
---

Sometimes colors may be limited with certain printing methods and the need for a single color logo may arise. If the logo is to be printed on a light background, the logo can be printed in either blue or black. If the logo is to be printed on a dark background, the logo must always be in white. Use the examples below as a guide.



# Logotype Typefaces

---



Ohio  
Federal  
Research  
Network

*Driving Innovation Through Strategic Partnerships*

## **ARIAL BOLD**

**abcdefghijklmnopqr  
stuvwxyz ABCDEFG  
HIJKLMN OPQRSTU  
V WXYZ1234567890?!**

## ***ARIAL BOLD ITALIC***

***abcdefghijklmnopqr  
stuvwxyz ABCDEFG  
HIJKLMN OPQRSTU  
V WXYZ1234567890?!***

## **ARIAL REGULAR**

**abcdefghijklmnopqr  
stuvwxyz ABCDEFG  
HIJKLMN OPQRSTU  
V WXYZ1234567890?!**

# Website Typefaces

---

Headings: Source Sans Pro  
SemiBold

Body text: Source Sans Pro

Source Sans Pro SemiBold

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 0 ? !

Source Sans Pro

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 0 ? !

Body texts for websites range between 14px - 18px in *Source San Pro Regular* with a font-weight of normal and with a line-height 4 px more than the font-size.

There are six main heading sizes on a website. They are called H1 -H6. The H1 heading is largest. Below is a table with appropriate heading sizes. The line-height should be 4-6 px larger than the heading font-size.

**Heading 1- 36px**

**Heading 2 - 32px**

**Heading 3 - 28px**

**Heading 4 - 24px**

**Heading 5 - 22px**

**Heading 6 - 18px**

# Briefing Chart Typefaces

---

**Headings: Arial Bold**

Body text: Arial Regular

**Arial Bold**

**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 0 ? !**

Arial Regular

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 0 ? !

Body text for print documents should be set in *Arial Regular*. Appropriate body text sizes are between 10pt -14pt. The smallest size that should be used is 8pt. For reference, this text size is 14pt.

**Headings should be set in Arial Bold. Appropriate heading sizes for most documents is 16pt - 22pt. For reference, this text size is 18pt.**

## **Typeface Substitutions:**

When Arial Bold and Arial Regular can not be used, you can substitute these with:

- Calibri
- Myriad Pro
- Helvetica
- Montserrat