Goal:
To use the OSA Centennial logo in place of the traditional OSA logo during the Centennial year (beginning with the 100-day countdown September 22, 2015 through December 31, 2015) in order to highlight and celebrate the Centennial. At the same time, to maintain the use of existing brand standards. Typography and color palette remain defining elements of The Optical Society brand during the Centennial celebration.

This document intends to provide a high level overview of logo usage and guidelines for the OSA Centennial brand. The guidelines will help ensure consistency, but they should be interpreted and applied with care and consideration of the OSA brand’s best interests as a whole.
Primary Logo Lockup

The OSA Centennial lockup (either horizontal or vertical) is to be used in any instance where the OSA Centennial brand needs to be represented. It is intended to celebrate the milestone of the Centennial, while remaining true to the OSA brand as a whole.

The Primary logo is reserved for OSA Centennial materials and publications. The intended uses are as a primary header or title treatment with the OSA palette. As long as legibility of the mark is not compromised, the primary logo needs no background.

The Centennial logo utilizes existing colors from the OSA palette and should not be altered. The design font for The Optical Society is Avenir. The secondary font is Calibri. Calibri should be used for all desk-top documents such as Word and PowerPoint, email, etc.

Pantone Reflex Blue

CMYK C92 M83 Y3 K0
RGB R54 G73 B155
HEX #36499b

Pantone Cyan Blue

CMYK C100 M0 Y0 K0
RGB R0 G174 B239
HEX #00aeef
Minimum Space Requirements

To preserve the integrity of the OSA logo, negative space standards are required. The rules illustrated here apply to both the vertical and horizontal logo options. The amount of negative space here is indicated by one-half the size of the number “1.”

This unit of measurement should be applied to the alternative logo options as well.