



**OKINAWA CHRISTIAN
SCHOOL INTERNATIONAL**

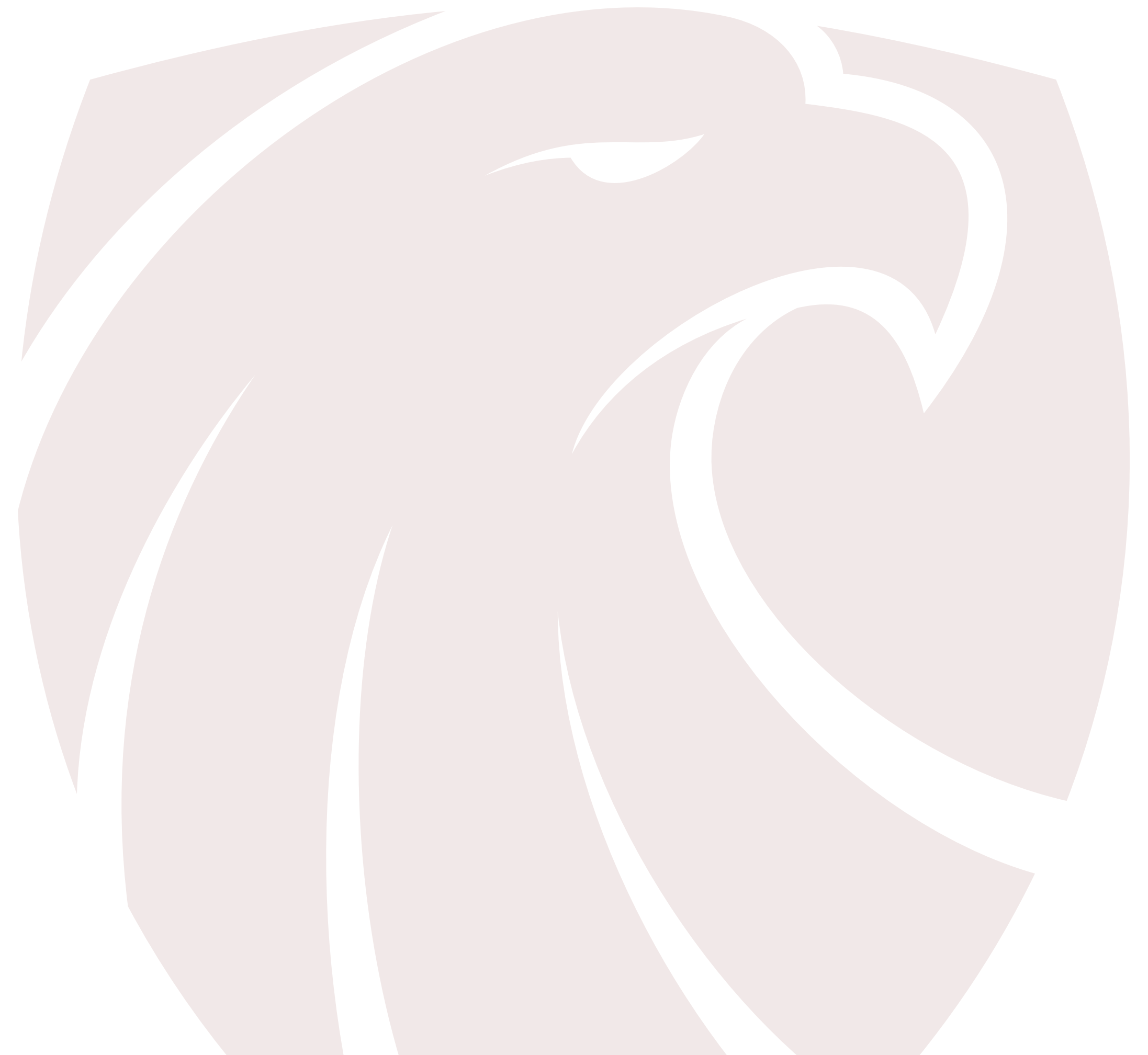
EST. 1957

BRAND GUIDELINES

How To Use

These brand guidelines provide a framework for strategic direction, tone of voice, and visual consistency. At Okinawa Christian School International (OCSI), our mission is to “equip students to walk with Jesus and impact the world for Him.”

We aim for our brand to embody this mission in every aspect. Our entire team should refer to these guidelines to inform creative decisions and marketing endeavors. While our brand is dynamic, these guidelines serve to effectively navigate its evolution as we strive to be synonymous with academic excellence, spiritual growth, and global service.



BRAND STRATEGY

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BRAND IDENTITY

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BRAND STRATEGY

Positioning OCSI for
lasting success and growth.



Okinawa Christian School International is a distinguished educational institution committed to equipping students to walk with Jesus and impact the world for Him.

Our Biblically-integrated, American-based curriculum provides students with opportunities to excel academically, grow as lifelong learners, and be equipped to serve others.



OCSI is recognized as the largest independent Christian international school in Japan, serving over 570 students across kindergarten to 12th grade.

The school is accredited by both the Association of Christian Schools International (ACSI) and the Western Association of Schools and Colleges (WASC), ensuring adherence to high educational standards.



Uniquely integrating faith with learning, OCSI fosters both **spiritual growth and academic excellence**. We prepare students to lead lives rooted in Christian values.

We empower students to not only succeed in their academic pursuits but also to become compassionate, purpose-driven servant leaders who make a positive impact in the world.



We guide our students to discover their potential, empowering them to face challenges with resilience and lead with integrity.

We are dedicated to ensuring that every student feels valued, supported, and inspired. Our commitment is to create an environment that nurtures both academic growth and spiritual development.



Warm
Confident
Clear
Inspiring
Conversational
Respectful

Our voice is personal, motivating, and grounded in Christian values.

The tone is both approachable and respectful, balancing academic formality with a sense of community.

Communication is consistent, engaging, and authentic, reflecting the school's mission, vision, and values.



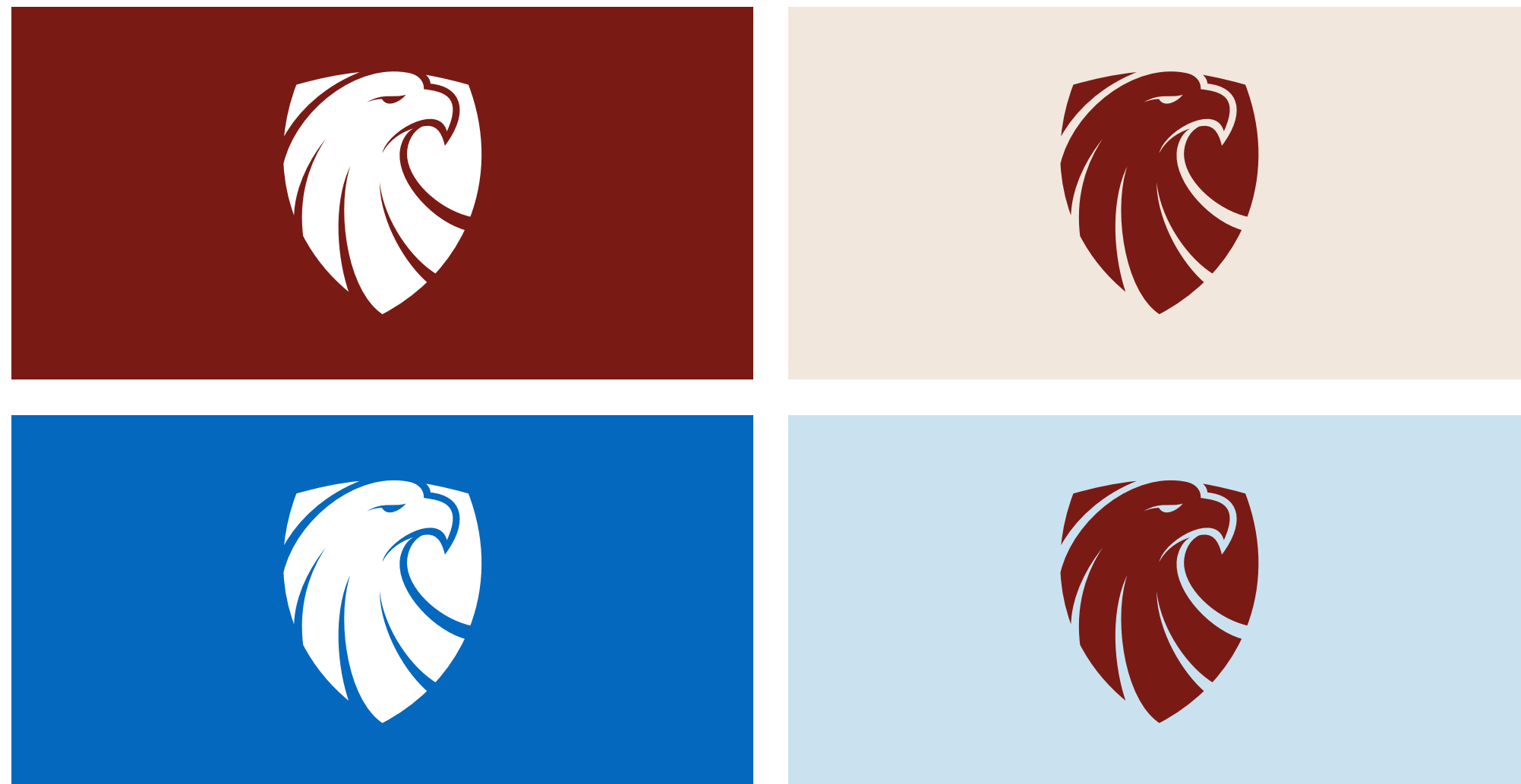
BRAND IDENTITY

Representing OCSI in a
professional and authentic manner.



Emblem

The eagle emblem is a key symbol of our identity, representing strength, vision, and purpose, reinforcing the spirit of our brand. This logo should be featured in all communications, either as a standalone mark or within an approved design format. Below are the approved color variations to ensure consistency and brand recognition.



Full Logo

This logo lockup highlights our founding year, emphasizing our long-standing heritage. It should be used in market-facing materials when showcasing our legacy and lasting impact.



MINIMUM SIZE

Do not use this logo at a size smaller than 2 inches or 5 centimeters across.

PADDING

Ensure there is sufficient spacing around the logo. The size of the eagle's head should be considered as the minimum padding guideline.

AREAS OF USE

This logo is best suited for cover pages, event materials, and large format designs.

Simple Logo

This version removes the founding year and scales down the icon, creating a more usable stacked lockup. Its balanced layout makes it the preferred choice for most applications.



MINIMUM SIZE

Do not use this logo at a size smaller than 1.25 inches or 3 centimeters across.

PADDING

Ensure there is sufficient spacing around the logo. The size of the eagle's head should be considered as the minimum padding guideline.

AREAS OF USE

This logo is ideal for internal and external materials, as well as the majority of digital applications.

Horizontal Logo

This lockup is designed for wide layouts, ensuring our icon and name fit seamlessly in areas with limited vertical space.



MINIMUM SIZE

Do not use this logo at a size smaller than 2 inches or 5 centimeters across.

PADDING

Ensure there is sufficient spacing around the logo. The size of the eagle's head should be considered as the minimum padding guideline.

AREAS OF USE

This logo is perfect for lanyards, horizontal banners, and both digital and print ads.

Monogram Logo

This version replaces our full name with our abbreviation, offering a well-balanced and versatile design for various applications.



MINIMUM SIZE

Do not use this logo at a size smaller than 0.5 inches or 1.5 centimeters across.

PADDING

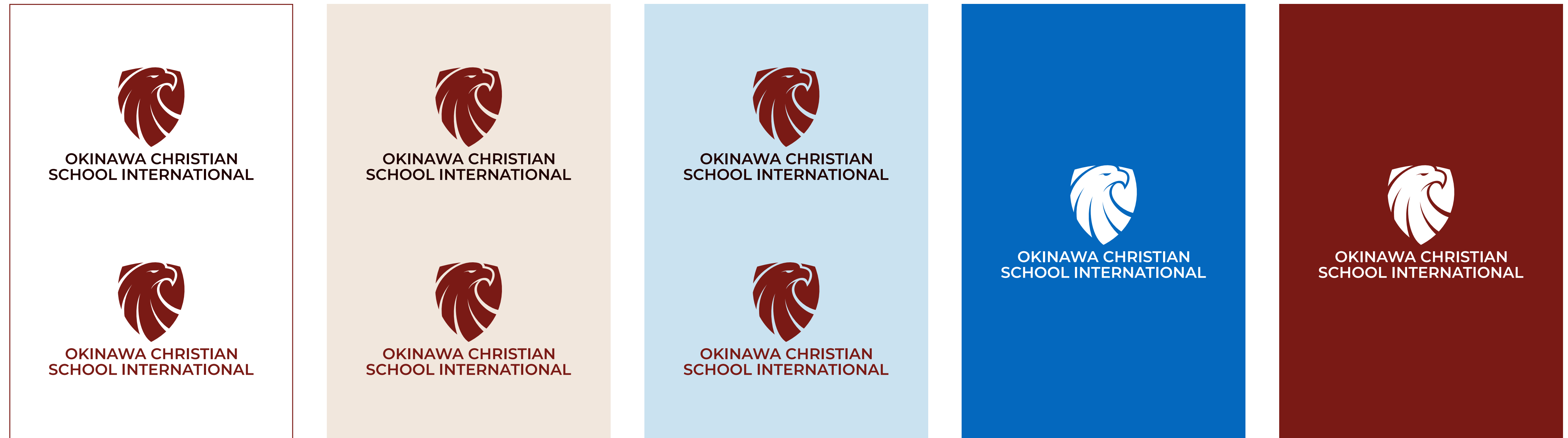
Ensure there is sufficient spacing around the logo. The size of the eagle's head should be considered as the minimum padding guideline.

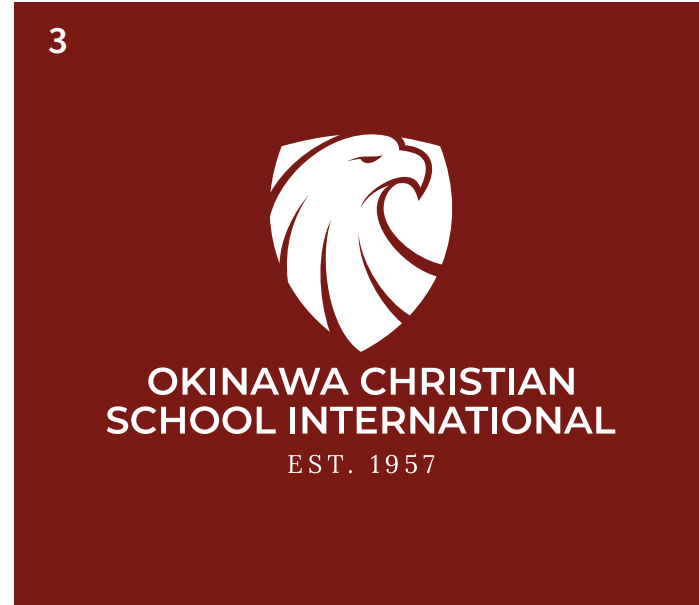
AREAS OF USE

This logo is ideal for apparel, stickers, badges, backdrops, and school spirit materials.

Color Guidelines

We offer a limited selection of color options to preserve the logo's recognition and effectiveness. Please refer to the examples below for acceptable color combinations on various backgrounds. The following pages provide the naming details of every logo file.





- [1. OCSI FullLogo Color](#)
- [2. OCSI FullLogo Red](#)
- [3. OCSI FullLogo White Red-BG](#)
- [4. OCSI SimpleLogo Color](#)
- [5. OCSI SimpleLogo Red](#)
- [6. OCSI SimpleLogo White Red-BG](#)
- [7. OCSI HorizontalLogo Color](#)
- [8. OCSI HorizontalLogo Red](#)
- [9. OCSI HorizontalLogo White Red-BG](#)
- [10. OCSI MonogramLogo Color](#)
- [11. OCSI MonogramLogo Red](#)
- [12. OCSI MonogramLogo White Red-BG](#)
- [13. OCSI Emblem Red](#)
- [14. OCSI Emblem White Red-BG](#)

Logo Usage



DO NOT skew or distort the logo



DO NOT add shadows or effects



DO NOT change the coloring



DO NOT rearrange elements



DO NOT rotate the logo



DO NOT set on different backgrounds

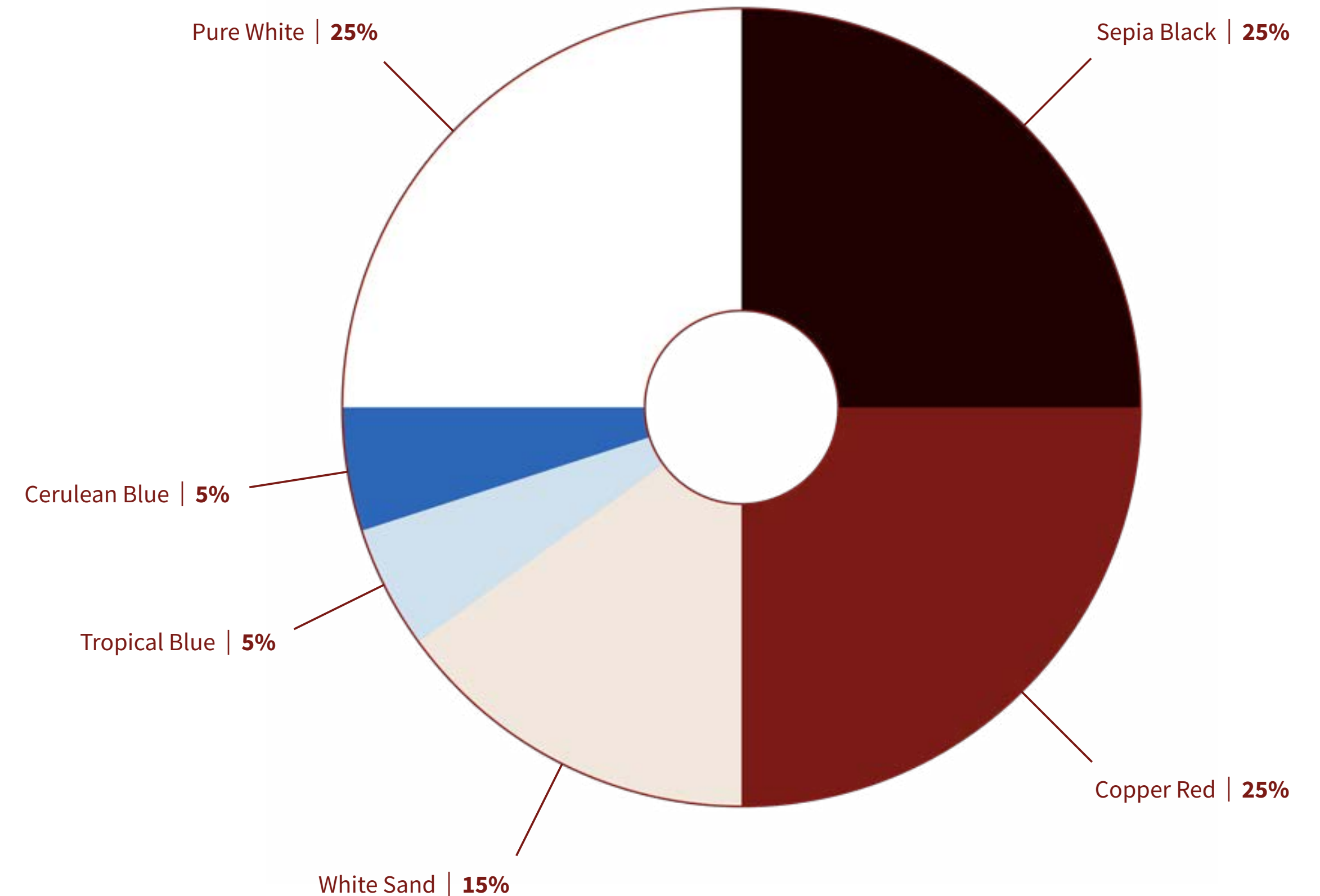
Color Palette

OCSI's brand is built around three primary and three secondary colors to ensure consistency, impact, and a sense of trust.

Copper Red serves as our bold, recognizable color, representing strength and passion. Sepia Black adds depth and sophistication, grounding our brand with a strong and timeless presence. Pure White provides contrast and balance, ensuring clarity, a polished appearance, and a sense of reliability.

Our secondary colors—White Sand, Tropical Blue, and Cerulean Blue—offer subtle accents that enhance layouts and guide the viewer's eye without overpowering the primary colors. These shades are used strategically in backgrounds, patterns, and gradients to create depth and visual harmony, reinforcing the confidence and credibility we stand for.

Refer to the accompanying chart for guidelines on color usage and best practices in branding applications.



PRIMARY COLORS

COPPER
RED

#7A1A15

R122 G26 B21
C30 M97 Y100 K40

SEPIA
BLACK

#1E0000

R30 G0 B0
C60 M73 Y67 K83

PURE
WHITE

#FFFFFF

R255 G255 B255
C0 M0 Y0 K0

SECONDARY COLORS

WHITE
SAND

#F1E7DD

R241 G231 B221
C4 M7 Y11 K0

TROPICAL
BLUE

#CFE1EE

R207 G225 B238
C17 M5 Y2 K0

CERULEAN
BLUE

#2C66B8

R44 G102 B184
C85 M62 Y0 K0

MONTSERRAT LIGHT _____ Title - 50 pt.

Montserrat ExtraBold _____ H1 - 30 pt.

SOURCE SANS PRO BLACK _____ H2 - 22 pt.

Source Sans Pro Light _____ H3 - 18 pt.

MONTSERRAT BOLD _____ Subtitle - 12 pt.

Source Sans Pro Regular _____ Body Text - 10 pt.

Transformative Educational Experience in Okinawa, Japan

H1

Inspiring purpose, cultivating growth.

H3

Okinawa Christian School International (OCSI) is dedicated to nurturing each student's unique potential through a Christ-centered education. As an international school, we embrace diverse learning styles, ensuring that every student is equipped academically, spiritually, and personally for a life of purpose. Our teachers are committed to flexible and engaging instruction, meeting students where they are and guiding them toward success in a way that best supports their individual learning journey.

Body

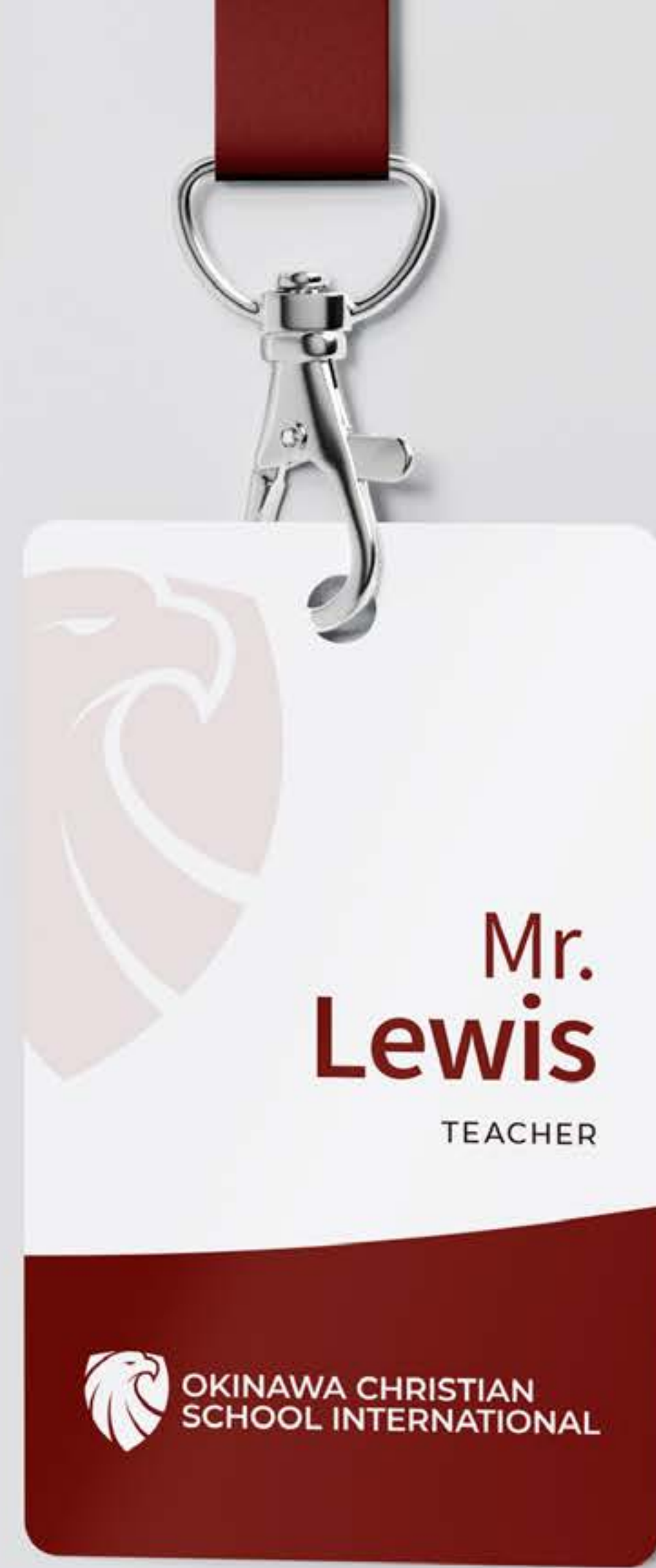
BRAND EXAMPLES

Ideas for expressing
our school's identity.













ocsiconnect
Okinawa, Japan

“The teachers at OCSI truly care. They go above and beyond to **help students succeed** both in and out of the classroom!”

— 6TH GRADE PARENT

See how OCSI helps students thrive →

ocsiconnect
Okinawa, Japan



OPEN  HOUSE

March 21st | 10 am

ocsiconnect
Okinawa, Japan

What sets Okinawa Christian School International **apart?**

SWIPE →







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