The OPAL Logo

A logo is the defining feature of any visual brand and what people most closely relate to when they think of an organization. Consistent and correct usage of our logo is the key to reinforcing our visual brand.
OPAL
Ohio Private Academic Libraries
Beyond the logo, color is the most recognizable aspect of the OPAL visual identity. Using the color palette appropriately is one of the easiest ways to make sure our print materials reflect our visual brand.
PANTONE MATCHING SYSTEM (PMS)
PMS colors, often referred to as spot colors, are ideal. This color system produces the most accurate colors when printed and should be used when possible or when exact color is needed.

CMYK
CMYK (cyan, magenta, yellow and black), also known as process colors, refers to the four ink colors that are used to create every color of the rainbow. This is the color system used for internal (on campus) print pieces. Photographs should be converted to CMYK for color printing.

RGB
RGB (red, green, and blue) refers to colors used on screen only: web, phone, and video. Photos should be in RGB when intended for on-screen viewing.

HEX
Hex refers to the hexadecimal number assigned to solid colors for use on the web. These numbers appear as #xxxxxxxx
The OPAL Fonts

Typography, like color, is essential to building our visual identity. The use of consistent typography is an effective means of reinforcing a cohesive look in all OPAL materials. Avenir and Archer are the official typefaces of OPAL communications.