The Ohio State University
College of Education and Human Ecology
Brand Guidelines
EHE design elements

- Single 5 point rule, either PMS 7534, PMS 424, or white

- Use bands of three, five, seven, or eleven dotted rules for exterior documents, and 2 point rules for smaller format documents like 8.5 x 11. In subheadings of previous covers as appropriate.

- Large background element, can be added or highlight primary photos or elements

- Circles with solid or gradient, dotted 2 point rule

- Circle shadow shape to highlight areas of importance shown in PMS 7534

- Field of circled 2 or 3 point rules pasted into circle shape

- Overlapping circles with gradient fill, set to "multiply"

- Overlapping circles with a dotted gradient line

- Overlapping circles with a gradient line

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**The Ohio State University**

**College of Education and Human Ecology**
EHE color palette

**OHIO STATE SIGNATURE COLORS**
Scarlet and gray should always appear in a prominent way on any communication materials. We recommend that Departments within EHE use only red or gray in their colored bar identifier.

- PMS 200 scarlet
- PMS 424 gray
- Black

**EHE SECONDARY COLORS**
Whether selecting a single secondary color or several, scarlet and gray should always appear in a prominent way on any communication materials. Choose/combine colors from this secondary palette (as well as tints/shades) to use as accent colors. We recommend that Departments, Centers, and Named Centers within EHE develop their own unique combinations of secondary colors and apply them consistently throughout their communications to establish their own unique look within the EHE family look.

- PMS 644 blue
- PMS 380 chartreuse
- PMS 5473 teal
- PMS 159 orange
- PMS 563 aqua
- PMS 7534 warm gray
- PMS 391 green
- PMS 2597 violet
- PMS 1205 cream
Photo treatments

Stand-alone photos

Photos in groups

Photos needing legends

When grouping photos, use rounded corners carefully on just a few photos to result in a pleasing shape relationship for the grouping.
WE ARE IN THE BUSINESS OF DEVELOPING HUMAN POTENTIAL
EHE design templates

- Fact sheets, both horizontal and vertical format
- Flyer for event or speaker
- Multiple variations for brochure or report cover
- Newsletter
EHE fact sheet

The Schoenbaum Family Center is focused on the development of the whole child through an approach to learning that is child-centered and based on active projects.

The daily curriculum focuses on fun approaches to getting your child ready for school and offers learning experiences based on your child's interests and ideas.

We emphasize respectful relationships, open communication, and an interesting environment with toys and materials for your child to explore.

Bachelors and masters level teachers teach in each classroom, supervising interns and student teachers.

A librarian from the Columbus Metropolitan Library offers weekly story times and books for you to check out and Facilities Ready to Read workshops.

A registered nurse in the Wellness Suite oversees your child's medications and organizes immunizations and health screenings.

A nutrition director trained in allergies makes daily breakfasts, snacks, and lunches from scratch.

Diapers, wipes and formula are provided to infants and toddlers.

Children receive a book each month to create their own home library.

Fostering high-quality relationships with and between children is at the heart of our mission. We are also committed to building strong relationships with you and your family, because you expect children's learning to be at home.

You and your family are given access to:

- Meetings to talk through topics, including child development milestones, child behavior and behavior guidance.
- A full-time family advocate who connects your family with resources and information about educational and enrichment programs.
- Advice from the center librarians on easy ways you or family members can support your child.

Learning to read

- An Early Childhood Professional Job Training Program: providing individuals in the neighborhood with the opportunity to work at the Schoenbaum Center as a teaching assistant and attend classes to obtain a Child Development Associate credential. If you participate and have young children, they can be enrolled in the child care and education program, and the tuition is paid for you.

- Computer use through an Ohio State University guest account.

The Schoenbaum Family Center was designed with particular attention to physical learning environments and every child's individual experience.

- The 40,185 square-foot building provides 12 square feet per infant/toddler and 53 square feet per preschooler, which is more than state standards require.

- Windows allow children to stay in touch with their natural environment and the community.

- An indoor courtyard provides a space for children, teachers, and families to maintain fruits, vegetables and beds used in daily meal preparation.

- The Ethler's Products, Inc. Art Studio gives your children and you the chance to engage in art play and represent ideas and thoughts through art supplies and natural recycled materials.

- A dining room adjacent to the kitchen provides family-style dining at mealtime for the preschoolers and teachers.

- The building is also home to 21st Century offices, OSU Community Extension and the Crane Center for Early Childhood Research and Policy.

Enrollment Details

- No affiliation with The Ohio State University is necessary for enrollment.
- Tuition is based on full-day, full-year programming.
- Fees are determined on a sliding-scale and support from partnering agencies.

Call to schedule a tour and learn more about our programs and enrollment.

THE OHIO STATE UNIVERSITY
COLLEGE OF EDUCATION AND HUMAN ECOLOGY

Crane Center for Early Childhood Research and Policy (OCEC)

Niswanger Center
EHE fact sheet

Schoenbaum Family Center at Weinland Park

The Schoenbaum Family Center is focused on the development of the whole child through an approach to learning that is child-centered and based on active projects.

- The daily curriculum includes fun approaches to getting your child ready for school and offers learning experiences based on your child’s interests and ideas.
- It emphasizes respectful relationships, open communication and an exciting environment with toys and materials to foster your child’s abilities.
- Teachers and master’s degree teachers work in each classroom, supervising interns and student teachers.
- A librarian from the Columbus Metropolitan Library offers weekly story times and books for you to check out, and facilitates Family Read workshops.
- A registered nurse in the Wellness Suite oversees your child’s medications and organizes immunizations and health screenings.
- A nutrition director trained in all allergens makes daily breakfasts, lunches, and snacks from scratch.
- Diapers, wipes, and formula are provided for infants and toddlers.
- Children receive a book each month to create their own home library.
- Ohio State’s Memory Center for Intellectual and Developmental Disabilities works on positive strategies for teachers to use in classrooms to manage behavior.

Offering high-quality relationships with young children in part of the curriculum. We also incorporate building strong relationships with you and your family, because you impact children’s learning in the home.

You and your family are always welcome.

- Mornings to talk through topics, including child development, educational, child care, and family guidance.
- A family-friendly atmosphere, oversight of your family’s needs.
- Information about educational and enrichment programs.
- Advice from the center librarians, easy ways you or family members can support your child in learning to read.
- Monthly programs and classes, and a variety of activities, including family time, and social events.

Parent goals or testimonial or other testimonials are available at the website.

Two-sided, vertical fact sheet, 8.5” x 11”

Schoenbaum Family Center at Weinland Park

An Early Childhood Professional 2+1 Training Program providing individual in the neighborhood with the opportunity to work at the Schoenbaum Center as a teaching assistant and attend classes to obtain a Child Development Associate credential. If you participate and learn young children, you can be recruited into the child care and education program, and the tuition is paid for you.

Computer access through an Ohio State University card account.

The Schoenbaum Family Center was designed with particular attention to physical learning environments and every child’s individual experience.

- The 40,558 square-foot building provides 75 square feet per child and 10 feet per preschooler, which is more than state standards require.
- Walls of windows allow children to stay in touch with their natural environment and the community.
- An indoor courtyard provides a space for children, teachers, and families to maintain ties, socialize, and relax in daily need preparation.
- The early childhood playspace, Art Studio, gives children a chance to engage in all play and represent ideas through art supplies and natural and recycled materials.
- A dining area adjacent to the kitchen provides family-style dining at lunchtime for the preschoolers and teachers.
- The building is also home to the OSU Office, OSU Community Extension, and the Care Center for Early Childhood Research and Policy.

Enrollment Details:
- No application fee; the Ohio State University is necessary for enrollment.
- Tuition is based on full-time, full-year programming.
- Fees are determined on a sliding scale and supported from partnering agencies.

Call to schedule a tour and learn more about our programs and enrollment.

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College of Education and Human Ecology

Schoenbaum Family Center at Weinland Park

175 East Seventh Avenue
Columbus, Ohio 43205
614-292-4555
Monday-Friday 7 a.m. to 5 p.m.
Learn more at ehe.osu.edu
EHE flyer

Boosting Profits with Accurate Recipe Costs and Menu Engineering

Mark Kelinhofer, President and CEO of Return on Ingredients LLC, is an international expert on recipe costing and menu engineering with 20 years of experience in bottom line boosting accounting. In 2002, he implemented cost control system-based principles for the Breville Restaurant Group (NASDAQ:BBRG), resulting in five consecutive years of cost reductions and millions of dollars saved. Mark started Return on Ingredients in January 2009 based on those principles, including accurate recipe costing, effective menu engineering, and process improvements. The Return on Ingredients methodology is proven to mitigate loss and increase profits.

November 16, 2013
6 p.m.
220 Campbell Hall

Sponsored by the Hospitality Management Program in the Department of Human Sciences

RSVP
Michelle Puthoff
puthoff.17@osu.edu

Scarlet and gray with a secondary accent color

Mark Kelinhofer

November 6, 2013
6 p.m.
220 Campbell Hall

Sponsored by the Hospitality Management Program in the Department of Human Sciences

RSVP
Michelle Puthoff
puthoff.17@osu.edu
EHE brochure designs

Faculty and Staff Fitness Program

Read about the “clear space” required around the logo at osu.edu/brand

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Brochure (5.5”x8.5”)
Report covers (8.5”x11”)

The Ohio State University
College of Education and Human Ecology
Brochure or report cover

Program within a program

General brochure about a center or project or program within a center
Brochure or report cover variations
Notable quotes

Headline Goes In Here

Story Headline Goes In Here

Story Headline Goes In Here

Inside This Issue
3 Story Headline Goes Here
4 Story Headline Goes Here
5 Story Headline Goes Here

Newsletter template