IDENTITY SYSTEM QUICK GUIDE

IDENTITY SYSTEM » LOGO

Our logo is the official graphic representation of the Sunnyside Unified School District. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document — there are no exceptions.

PRIMARY VERSION: TWO COLOR STACKED LOGO

SECONDARY VERSION: TWO COLOR HORIZONTAL LOGO

IDENTITY SYSTEM » TYPOGRAPHY

Typography is a powerful brand tool when used thoughtfully. PROXIMA NOVA is used for headlines and titles. The feel is clean and when used in upper case, its effect is unmistakably Sunnyside. Our secondary font is Merriweather, and may be used in body copy. These fonts should be used consistently throughout all communication materials and should not be substituted.

PROXIMA NOVA

Merriweather

IDENTITY SYSTEM » COLOR PALETTE

In addition to our logo, color is the second most recognizable aspect of our identity. Utilizing these colors appropriately and consistently creates an additional layer of recognition and coherence. Currently, our pallet consists of blue and gold.

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