

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



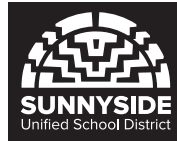
SECONDARY VERSION: TWO COLOR HORIZONTAL LOGO



BLACK LOGOS



REVERSED LOGOS



LOGO RESTRICTIONS



DON'T use drop shadows or other visual effects



DON'T skew or bend in any way



DON'T rotate



DON'T stretch or condense



DON'T alter or replace the font



DON'T alter the color



DON'T alter the scale or placement of the logo elements

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.



CMYK 97, 96, 25, 13 • RGB 50, 47, 111 • Hex Code 322F6F • Pantone 2756C



CMYK 0, 51, 100, 0 • RGB 247, 145, 29 • Hex Code F7911D • Pantone 144C