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WHY THIS IS IMPORTANT

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent OpenSciEd’s identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our organization.

The OpenSciEd brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the organizations’ interests by preventing unauthorized or incorrect use of the OpenSciEd name and marks.
THE FULL LOGOTYPE

The OpenSciEd Masterbrand or Organization Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is an atom-inspired graphic that immediately draws the connection to our science-based content.

The Logo Type has been carefully chosen for its clean, modern, highly legible style which has been further enhanced by the use of upper case letters to delineate the word roots.

The three official colors are specific formulations of Blue, Orange, and Green, supported by an accent shade of Gray. It is a vibrant blend of colors chosen for their bold combination and versatility in curriculum presentation.

These colors have been selected with sensitivity to print and web standards as shown in the following pages and are easily implemented.
1) Logo Symbol
Consists of our multi-colored atom.

2) Logo Title
Carefully chosen for its modern, highly legible style, which has been further enhanced by the use of upper case letters and color distinctions to break out the word roots. The font that is used here is Benton Sans and should not be used for any materials other than the logotype.

1) The Primary Logo
The primary logo is the full color logo used on white background. For darker backgrounds you will find appropriate alternatives below.

3) Logo Dark Version
will be used when the background is a light shade or image that makes the primary full color logo difficult to read.

4) Logo Light Version
will be used when the background background is a dark shade or image that makes the primary full color logo difficult to read.

Download Fontpack
Formats included
.epsl | .ai | .png | .jpg

Attention:
Use of any stylized, hand drawn or other versions of our logo is not permitted. This undermines the logo system and brand consistency. Please consult with OpenSciEd if you have any questions or need further help.
1) The Stacked Logo
When available real estate does not accommodate the primary horizontal logo, the stacked version should be used. For darker backgrounds you will find appropriate alternatives below.

2) Logo Title
Carefully chosen for its modern, highly legible style, which has been further enhanced by the use of uppercase letters and color distinctions to break out the word roots. The font that is used here is Benton Sans and should not be used for any materials other than the logotype.

3) Logo Dark Version
Will be used when the background is a dark shade or image that makes the primary full color logo difficult to read.

4) Logo Light Version
Will be used when the background is a light shade or image that makes the primary full color logo difficult to read.

Download Fontpack
Formats included:
- .eps
- .ai
- .png
- .jpg

Attention:
Use of any stylized, hand drawn or other versions of our logo is not permitted. This undermines the logo system and brand consistency. Please consult with OpenSciEd if you have any questions or need further help.
CLEARSPACE

LOGO CLEARSPACE

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone or 'Clearspace' indicates the closest any other graphic element or message should be positioned in relation to the mark and our organization name – they have a fixed relationship that should not be altered in any way.

RULE OF THUMB

Use half the final size of the OpenSciEd logomark as a spacer to determine the appropriate clearspace for any situation.
Below are just a few examples of proper and improper logo application. Never stretch or contort the logo or any brand mark. Always resize proportionately and strive for clear visibility and legibility.

**LOGO APPLICATION**

**LOGO USAGE**

Avoid placing the logo over background patterns or photographs that make it difficult to see or read.

**YES**

<table>
<thead>
<tr>
<th>![Example 1]</th>
<th>![Example 2]</th>
</tr>
</thead>
</table>

Try to add a solid block of color from the primary color palette over the top of photos and illustrations in order create a clear bed for one of the approved logos.

**NO**

<table>
<thead>
<tr>
<th>![Example 3]</th>
<th>![Example 4]</th>
</tr>
</thead>
</table>

- Logo is stretched vertically
- Color logo is difficult or impossible to read over dark and/or brand colors
- Color logo is too low contrast to comply with accessibility best practices
- Placing the logo - single or full color - over the top of busy backgrounds or backgrounds that don’t provide enough contrast should always be avoided.
Typography plays an important role in communicating quality and consistency. Careful use of typography reinforces our personality and ensures clarity and harmony in all OpenSciEd communications and outputs. We have selected a narrow collection of fonts for specific applications. Use of fonts not specified in this guide should be avoided unless expressly permitted by OpenSciEd.
# PRIMARY BRAND FONT

## PRIMARY FONT

**OPEN SANS**

**DESIGNER:** STEVE MATTESON

---

**USE**

Open Sans should be used on the OpenSciEd.org website and all communications and marketing outputs.

---

**WEIGHTS**

All available weights of this font are acceptable for use.

---

## OPEN SANS

### Bold

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
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<th>I</th>
<th>J</th>
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<tr>
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<td>P</td>
<td>Q</td>
<td>R</td>
<td>S</td>
<td>T</td>
<td>U</td>
<td>V</td>
<td>W</td>
<td>X</td>
<td>Y</td>
<td>Z</td>
</tr>
</tbody>
</table>

| a | b | c | d | e | f | g | h | i | j | k | l | m |
| n | o | p | q | r | s | t | u | v | w | x | y | z |

### Regular

<table>
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<tr>
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<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
<th>J</th>
<th>K</th>
<th>L</th>
<th>M</th>
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</thead>
<tbody>
<tr>
<td>N</td>
<td>O</td>
<td>P</td>
<td>Q</td>
<td>R</td>
<td>S</td>
<td>T</td>
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<td>V</td>
<td>W</td>
<td>X</td>
<td>Y</td>
<td>Z</td>
</tr>
</tbody>
</table>

| a | b | c | d | e | f | g | h | i | j | k | l | m |
| n | o | p | q | r | s | t | u | v | w | x | y | z |

### Figures

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 |

### Special Characters

| ! “ $ % & / ( ) = ? ` ; : ‚ ’ « Ŋ € ® † Ω ¸ / ø π ∙ ± ’ æ oe @ ∆ ° a © f d å ¥ ≈ ç √ ~ μ ∞ ... – ≤ < > ≥ ‾ › < ◤ |
MATERIAL FONTS

TEACHING UNITS - TITLE

TITLE FONT
BOOGALOO

DESIGNER:
JOHN VARGAS BELTRÁN

USE
Boogaloo is used strictly as a title font for OpenSciEd teaching units.

WEIGHTS
There is only one bold weight available for this font

BOOGALOO

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9

Figures!
§$%&/()=?`;:
i"¶‘[]|{}≠´'
«Σ€®†Ω"/σπ±'
æœ@Å°·®f∂,â¥≈¢
√~µ∞…¬≤<>≥ˆ"<>
MATERIAL FONTS

TEACHING UNITS - BODY COPY

UNIT BODY COPY FONT
CABIN

DESIGNER : PABLO IMPALLARI

- USE
Cabin is used for body copy in OpenSciEd teaching units.

WEIGHTS
All available weights of this font are acceptable for use

CABIN

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Figures

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 |

Special Characters

! “ § $ % & / ( ) = ? ` ; : \[ ` ] | { } ≠ ñ ’ « ∑ € ® † Ω “ Ø " • ± ‘ æ ö @ Δ ° ø © f δ , å ¥ ≈ ç √ ~ µ ∞ … – ≤ < > ≥ > < ˚
TYPOGRAPHY EXAMPLES

TYPOGRAPHY IN USE

BOOGALOO (TITLING ONLY)

CABIN (BODY COPY)
ALL WEIGHTS OF THIS FONT ARE APPROVED FOR USE
TYPOGRAPHY EXAMPLES

TYPOGRAPHY IN USE - H.S. COVER ONLY

OPEN SANS BOLD

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt?
SECTION 3
BRAND COLOR SYSTEM

THE PRIMARY COLOR SYSTEM
AND COLOR FORMULAS

THE COLOR SYSTEM

Color plays a critical role in the OpenSciEd brand identity system. The following color palettes are broken out into general brand and specific curriculum audiences. The primary color palette has been developed to achieve a "One Voice" color scheme. Consistent use of these colors will contribute to the cohesive look of the OpenSciEd brand identity across all relevant media. Check with your designer or printer when using the brand colors to ensure output will be consistent for the delivery platform - print or web.
**PRIMARY COLOR SYSTEM**

- **Explanation:**
  OpenSciEd has four official colors: Blue, Orange, Green and Gray. These colors have become a recognizable identifier for the organization.

- **Usage:**
  Use them as the dominant color palette for all internal and external visual presentations of the organization.

**BLUE**

**COLOR CODES**

RGB : R44 G54 B117  
Hex : #2C3675

**COLOR TONES**

**ORANGE**

**COLOR CODES**

RGB : R245 G126 B32  
Hex : #F57E20

**COLOR TONES**

**GREEN**

**COLOR CODES**

RGB : R152 G202 B62  
Hex : #98CA3E

**COLOR TONES**

**SLATE GRAY**

**COLOR CODES**

RGB : R120 G133 B130  
Hex : #788582

**COLOR TONES**
SECONDARY COLOR PALETTES

WEBSITE

- Bay of Many: #2C3675
- Tango: #F57E20
- Sushi: #98CA3E
- Neutrals: #9A9A9A
- Hyperlinks: #0B0B0B
- White: #D7DBF0

NGSS

- Bay of Many: #2F3B8E
- Tango: #F28023
- Sushi: #8A8FC2
- Neutrals: #F3F3F3
- Hyperlinks: #1EAEDB

SCOPE & SEQUENCE

- Bay of Many: #979DC6
- Tango: #EAE49E
- Sushi: #DAE2E8
- White: #FFFFFF

NEUTRALS

- Black: #000000
- Gray: #909BA3
- Light Gray: #DAE2E8
- White: #FFFFFF
- Hyperlinks: #1EAEDB
## CURRICULUM COLOR PALETTEs

### SHARED BY ALL

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<td>White</td>
<td>#FFFFFF</td>
<td>White</td>
</tr>
<tr>
<td>F3F3F3</td>
<td>Concrete Text Background</td>
<td>#F3F3F3</td>
<td>Concrete Text Background</td>
</tr>
<tr>
<td>0B0B0B</td>
<td>Black Text</td>
<td>#0B0B0B</td>
<td>Black Text for student response to prompt</td>
</tr>
<tr>
<td>666666</td>
<td>Drk. Gray Text</td>
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<td>Drk. Gray Text</td>
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### PROFESSIONAL DEVELOPMENT MATERIALS

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</tr>
<tr>
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</tr>
<tr>
<td>CDCDB9</td>
<td></td>
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</tr>
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</table>
CURRICULUM COLOR PALETTES

SHARED BY ALL

- **White**: FFFFFF
- **Concrete Text Background**: F3F3F3
- **Black Text**: 0B0B0B
- **Drk. Gray Text for student response to prompt**: 666666
- **Snow**: EBF0F2

**H.S. Biology**

- **Background**: 7698A3
- **Concrete Text Background**: CDCDB9

**H.S. Chemistry**

- **Background**: 27697B
- **Concrete Text Background**: CDCDB9

**H.S. 30**

- **Background**: 304852
- **Concrete Text Background**: CDCDB9
CURRICULUM COLOR PALETTES

PD PRESENTER
FACILITATOR
MATERIALS

COVID K-2

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COVID 3-5

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<td>#0F6D61</td>
</tr>
<tr>
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<td>#083954</td>
</tr>
<tr>
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</table>

COVID 6-8

<table>
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<tbody>
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</tr>
<tr>
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COVID 9-12

<table>
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<tbody>
<tr>
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<td>#0F6D61</td>
</tr>
<tr>
<td>FFF8E7</td>
<td>#083954</td>
</tr>
</tbody>
</table>
THE STREAMLINE LIGHT ICON LIBRARY

A VERSATILE AND AFFORDABLE THIN-LINE ICON LIBRARY

As with all aspects of the visual brand, the consistent use of iconography will help streamline and professionalize all external outputs and materials.

The Streamline Light library of “thin-line” icons offer visuals to cover nearly any content need. Adhering to this thin-line icon style also makes it very easy to find fitting icons in other stock sources. This is a very popular and readily available illustration style.

Only the paid vector .SVG files should be used when downloading from Streamline. Please note that unpaid .PNG versions are available, but require a specific attribution and hyperlink for every icon. This should be avoided except for internal wireframes or other For Position Only comprehensives.

The Streamline Light library can be found here: https://app.streamlinehq.com/streamline-light
The Streamline Light library can be found here: https://app.streamlinehq.com/streamline-light
Illustration is a powerful tool for communicating ideas and processes. Though there isn’t one proprietary library of illustration to pull from, there are many affordable royalty-free resources online.

When selecting illustration for a branded project, try to match the established style and aesthetic. This will further create a sense of visual continuity across all outputs.
Below are examples of the primary illustration style. These can be easily found at a number of stock illustration sites. This style should be used as much as possible to ensure continuity across all outputs.

**Important:** Be sure to only license illustrations that comply with Creative Commons guidelines.

Vector versions of these avatars and icons are available for download here: [https://drive.google.com/file/d/1bIV9TgQDPXRDNjPevQzVxRv57eefo/view?usp=sharing](https://drive.google.com/file/d/1bIV9TgQDPXRDNjPevQzVxRv57eefo/view?usp=sharing)
SECTION 6
SOCIAL MEDIA GRAPHICS

SOCIAL MEDIA TEMPLATES AND BEST PRACTICES TO BUILD RECOGNITION

BRAND DISCIPLINE - CONSISTENCY IS KEY

Sticking with the following templates including standardized color choices, logo and URL placement will help establish brand recognition and trust with your followers.

Though it may feel a bit boring at times to follow a rigid pattern or formula in this space, it’s important to remember that few if any outside of the organization will be looking at your entire library or history of posts all at once. OpenSciEd’s posts are competing for attention and recognition with other brands and influencers across a multitude of industries and interests.

From other curriculum resources all the way down to cat videos. Having a reliable and consistent layout will help the organization’s posts stand out and be recognized.

Another best practice to keep in mind is to avoid baking too much copy into the actual graphics. That’s what the text field in the post is for. Try to keep the language in the graphics to just an attention grabbing headline, critical date and time information, or a clear and urgent call to action. Or even better - no text at all!
The following template reside in single Adobe Illustrator file and can be downloaded here:
https://drive.google.com/file/d/1YHTw8TcWhpZtGAa53r_e_YX_nj15Qbk7/view?usp=sharing

**LINKEDIN**
1200x627

**FACEBOOK**
1200x630

**TWITTER**
1100x628
Another set of templates can be used to accommodate content that doesn’t fit within the main brand aesthetic. The white footer with logo and URL should still be used.
BRAND PORTAL
Direct Link: https://www.openscied.org/brand