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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.
SECTION 1
LOGO

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

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.

PRIMARY LOGO

LOGO DARK VERSION

LOGO LIGHT VERSION

1) 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.

2) Logo Light Version
will be used when the background is a dark 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.
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 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.

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.
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 USAGE**

**YES**

![Correct Logo Application](image1)

![Correct Logo Application](image2)

![Correct Logo Application](image3)

**NO**

![Incorrect Logo Application](image4)

![Incorrect Logo Application](image5)

![Incorrect Logo Application](image6)

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

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.
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

OPEN SANS

**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.

<table>
<thead>
<tr>
<th>Bold</th>
<th>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 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</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
<tr>
<td>Figures</td>
<td>0 1 2 3 4 5 6 7 8 9 0</td>
</tr>
<tr>
<td>Special</td>
<td>! “ $ $ % &amp; / ( ) = ? ` ; : ! ’ ] ] ] [ [ { } ≠ ‘ ‹ € ® † Ω ” / ø π • ± ’ æ œ @ Δ ø ¨ © ¤ ð , å ¥ ≈ ç √ ~ μ ∞ ... - ≤ &lt; &gt; ≥ ‘ ’ &lt; ⊙</td>
</tr>
</tbody>
</table>
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

\[
\begin{matrix}
A & B & C & D & E & F & G & H & I & J & K & L & M \\
N & O & P & Q & R & S & T & U & V & W & X & Y & Z \\
\end{matrix}
\]

\[
\begin{matrix}
a & b & c & d & e & f & g & h & i & j & k & l & m \\
& n & o & p & q & r & s & t & u & v & w & x & y & z \\
\end{matrix}
\]

Figures

\[
\begin{matrix}
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\end{matrix}
\]

Special Characters

\[
\begin{matrix}
! " $ % & / ( ) = ? \; \:\i " \: \emptyset \[ \] \| \{ \} \neq \not\in \\
\ll \Sigma \Theta \Omega \; / \; \pi \; \pm \\
\alpha \omega \Delta \circ \bullet \oplus \odot \phi \theta , \angle \approx \approx \\
\sqrt { \sim } \; \mu \; \infty \; \ldots \; \leq \; < \; \geq \; > \; \leq \; \geq \; \leq \; \geq
\end{matrix}
\]
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

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
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

! “ § $ % & / ( ) = ? ` ; :
\i “ ¶ į [ ] | { } ≠ i ‘
\« ∑ € ® † Ω “ ç ō • ± ‘
æ ø æ @ Δ ° a © f Ø , 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

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonumy nibh euismod tincidunt?
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.
BRAND COLOR PALETTE

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

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<th>Description</th>
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<td>#F57E20</td>
<td>Tango</td>
</tr>
<tr>
<td>98CA3E</td>
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</tr>
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<td>#D7DBF0</td>
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NGSS

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</tr>
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SCOPE & SEQUENCE

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<td>#EAEBF3</td>
<td>Tango</td>
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<tr>
<td>CBE49E</td>
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<td>Sushi</td>
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NEUTRALS

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<tr>
<td>FFFFFF</td>
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<td></td>
</tr>
<tr>
<td>1EAEDB</td>
<td>#1EAEDB</td>
<td>Hyperlinks</td>
</tr>
</tbody>
</table>
CURRICULUM COLOR PALETTE

**SHARED BY ALL**

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

**SIXTH**

- Acorn: 68813C
- Willow: 87A96B
- E8EBE0
- CDCDB9

**SEVENTH**

- Forest: 256C8D
- E2EBED
- CDCDB9

**EIGHTH**

- Ruby: 9A2F3E
- F5EDEF
- CDCDB9

**PROFESSIONAL DEVELOPMENT MATERIALS**

- FC8B00
- FEF2E7
- CDCDB9
# 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

- **Color 1**: 7698A3
- **Color 2**: CDCDB9

## H.S. Chemistry

- **Color 1**: 27697B
- **Color 2**: CDCDB9

## H.S. 30

- **Color 1**: 304852
- **Color 2**: CDCDB9
CURRICULUM COLOR PALETTES

PD PRESENTER
FACILITATOR
MATERIALS

COVID SPECIFIC

COVID K-2

COVID 3-5

COVID 6-8

COVID 9-12
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](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 consistency 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/1biV9TgQDPXRYnJPevQ-zVxRvS7zeeFo/view?usp=sharing](https://drive.google.com/file/d/1biV9TgQDPXRYnJPevQ-zVxRvS7zeeFo/view?usp=sharing)

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**ILLUSTRATION**

We share an experience.

**ANCHORING PHENOMENON ROUTINE**

We develop questions for the Driving Question Board.

**DRIVING QUESTION BOARD**

We figure out where we are and where we need to go next.

**NAVIGATION ROUTINE**

We develop evidence from investigations to explain parts of the phenomena.

**INVESTIGATION ROUTINE**

We come to a consensus on what we’ve figured out and have a more complete explanation of the phenomenon.

**PUTTING THE PIECES TOGETHER ROUTINE**

We develop evidence from investigations to explain parts of the phenomena.

**PROBLEMATIZING ROUTINE**

But new questions emerge through evidence we find.

**QUESTIONS ANSWERED ROUTINE**

We’ve answered many of the questions from our Driving Question Board and are ready to explain some new phenomena.
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!
SOCIAL MEDIA TEMPLATES - BRAND

The following templates reside in a single Adobe Illustrator file and can be downloaded here:
https://drive.google.com/file/d/1YHTw8TcWhpZtGAa53re_yX_nj1SQbk7/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.