



DESIGN AND BRAND GUIDELINES

v4
December 7, 2022



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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

01

LOGO INTRODUCTION

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.

PRIMARY LOGO

PRIMARY LOGO - HORIZONTAL ORIENTATION



1) Logo Symbol

Consists of our multi-colored atom.

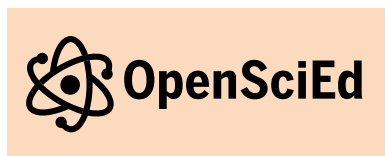
2) Logo Title

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.

LOGO DARK VERSION



3

LOGO LIGHT VERSION



4

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 is a dark shade or image that makes the primary full color logo difficult to read.

[Download Fontpack](#)

Formats included

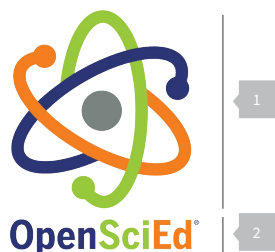
.eps | .ai | .png | .jpg

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.

STACKED LOGO

STACKED LOGO



1) Logo Symbol

Consists of our multi-colored atom.

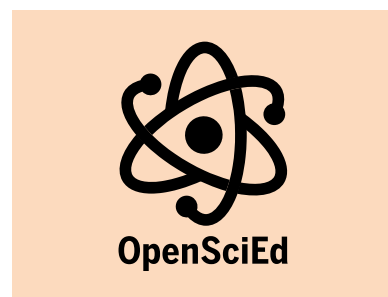
2) Logo Title

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.

LOGO DARK VERSION



LOGO LIGHT VERSION



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
.eps | .ai | .png | .jpg

Attention:

Use of any stylized, hand drawn or other versions of a 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.

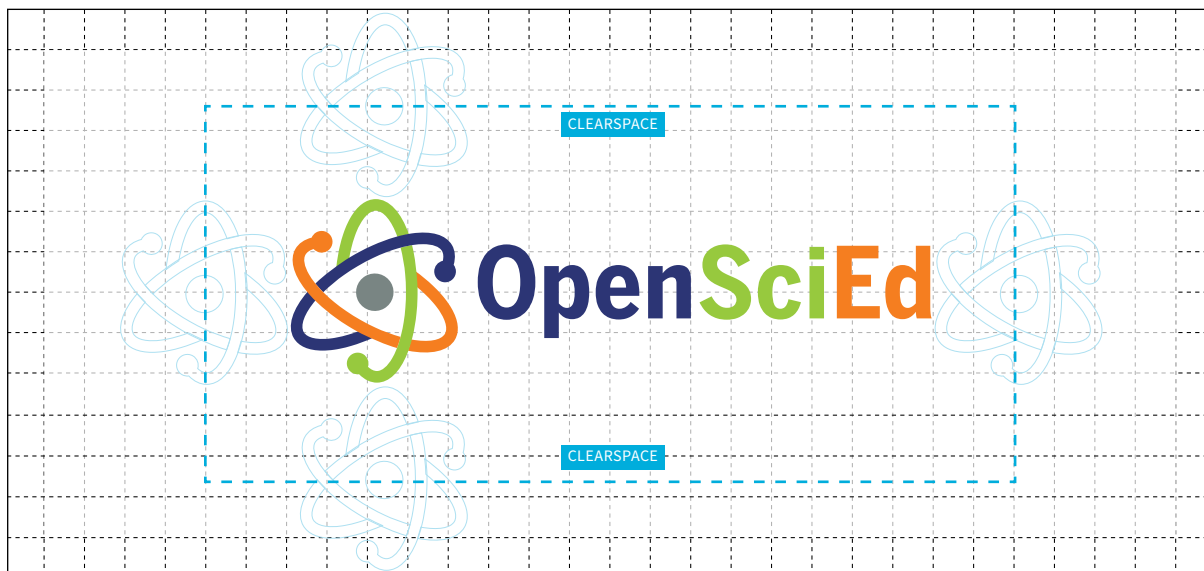
CLEARSPACE

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.



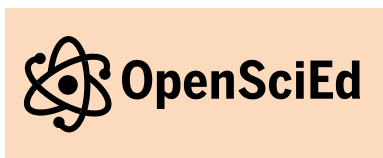
LOGO APPLICATION

LOGO USAGE

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.

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

YES



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



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.

SECTION 2

TYPOGRAPHY

02

COMMUNICATIONS AND CURRICULUM FONTS

TYPOGRAPHY

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

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

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

! " § \$ % & / () = ? ` ; :
ı " ¶ ¢ [] | { } ≠ ¿ '
« » € ® † Ω ¨ / ø π • ± '
æ œ @ Δ ° ª © ¢ ¤ , å ¥ ≈ ¸
√ ~ 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

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 " ¶ ¢ [] | { } ≠ ¿ '
« » € ® † Ω " / ø π ▪ ± '
æ œ @ Δ ° ª © ¢ ¤ , ¤ ¥ ≈ ¢
√ ~ μ ∞ ... − ≤ < > ≥ ~ > < ◇

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

! “ § \$ % & / () = ? ` ; :
¡ “ ¶ ¢ [] | { } ≠ ¿ ‘
« » € ® † Ω “ ø w • ± ‘
æ œ @ Δ ° ª © f ð , å ¥ ≈ ¢
√ ~ μ ∞ ... - ≤ < > ≥ > < ◇

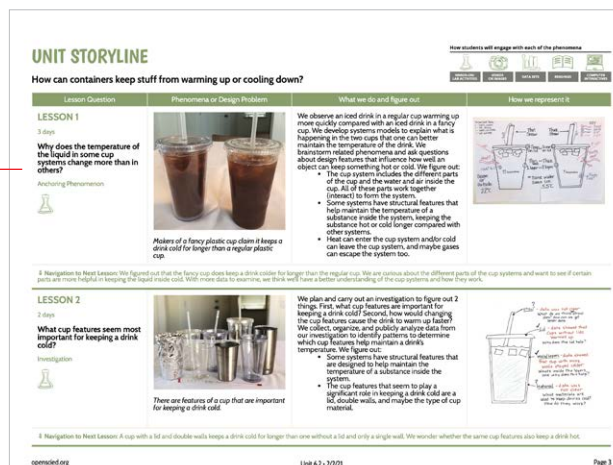
TYPOGRAPHY EXAMPLES

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

03

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:

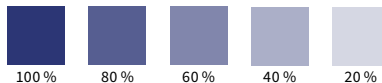
Use them as the dominant color palette for all internal and external visual presentations of the organization.



BLUE

COLOR CODES

RGB : R44 G54 B117
Hex : #2C3675



COLOR TONES

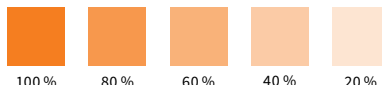
100 % 80 % 60 % 40 % 20 %



ORANGE

COLOR CODES

RGB : R245 G126 B32
Hex : #F57E20



COLOR TONES

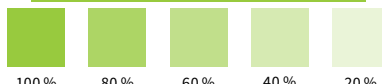
100 % 80 % 60 % 40 % 20 %



GREEN

COLOR CODES

RGB : R152 G202 B62
Hex : #98CA3E



COLOR TONES

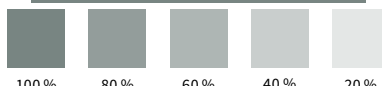
100 % 80 % 60 % 40 % 20 %



SLATE GRAY

COLOR CODES

RGB : R120 G133 B130
Hex : #788582



COLOR TONES

100 % 80 % 60 % 40 % 20 %

SECONDARY COLOR PALETTES

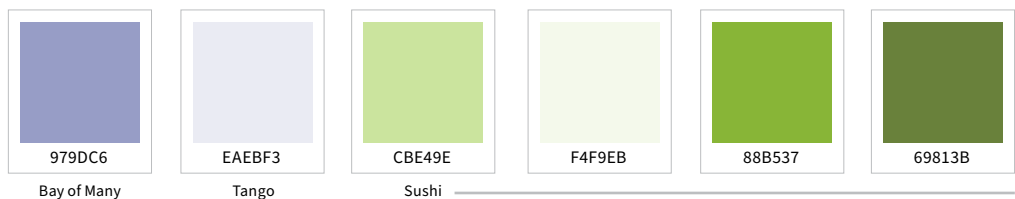
WEBSITE



NGSS



SCOPE & SEQUENCE



NEUTRALS



CURRICULUM COLOR PALETTES

SHARED BY ALL



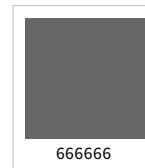
White



Concrete
Text Background

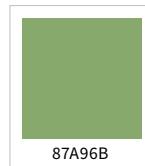
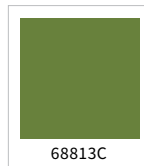


Black
Text

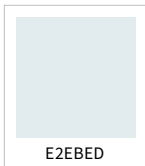


Drk. Gray Text
for student response
to prompt

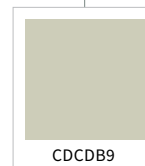
SIXTH



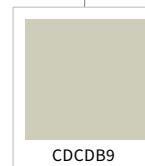
SEVENTH



EIGHTH



PROFESSIONAL DEVELOPMENT MATERIALS



CURRICULUM COLOR PALETTES

SHARED BY ALL



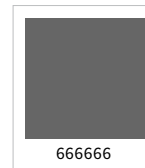
White



Concrete
Text Background



Black
Text

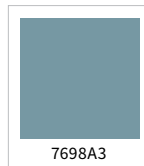


Drk. Gray Text
for student response
to prompt

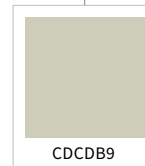


Snow

H.S. Biology



H.S. Chemistry



H.S. 30



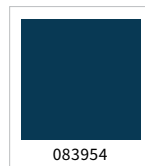
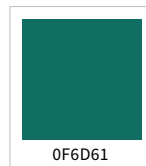
CURRICULUM COLOR PALETTES

PD PRESENTER FACILITATOR MATERIALS

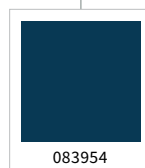
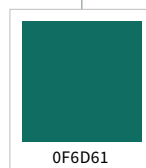


COVID SPECIFIC

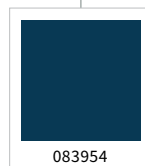
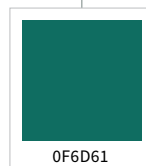
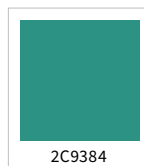
COVID K-2



COVID 3-5



COVID 6-8



COVID 9-12



SECTION 4

ICONOGRAPHY

04

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>

STREAMLINE LIGHT

The Streamline Light library can be found here: <https://app.streamlinehq.com/streamline-light>



SECTION 5

ILLUSTRATION

05

STOCK ILLUSTRATION

TRY TO MATCH STYLE AND AESTHETIC WHENEVER POSSIBLE

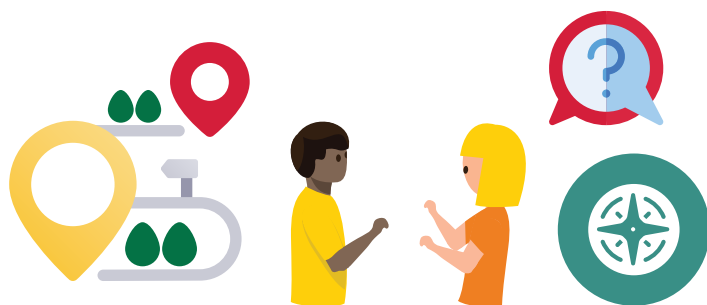
Illustration is a powerful tool for communicating ideas and processes. Though there isn't one proprietary library of illustration to pull from, there are many affordable royalty-free resources online.

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.

ILLUSTRATION

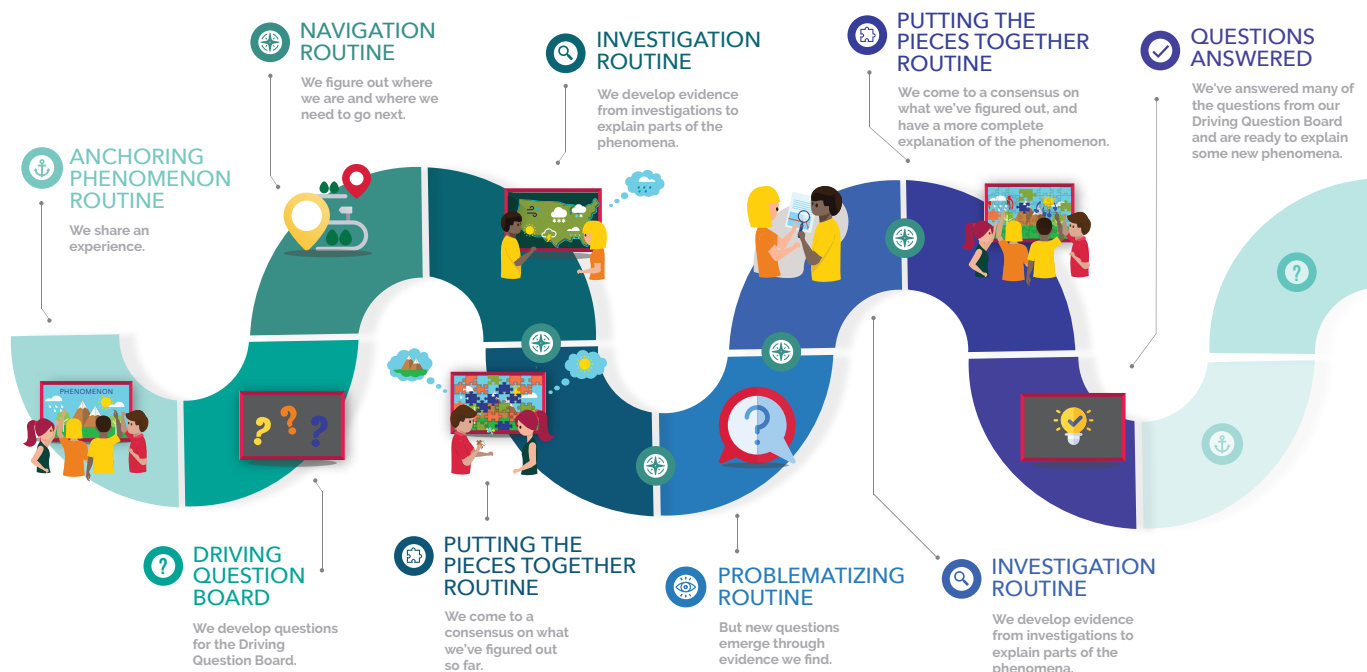
Below are examples of the primary illustration style. These can be easily found at a number of stock illustration sites. This style should be used as much as possible to ensure continuity across all outputs.

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/1b1V9TgQDPXRDYnJPevO-zVxRvS7zeeFo/view?usp=sharing>



SECTION 6

SOCIAL MEDIA GRAPHICS

06

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 template reside in single Adobe Illustrator file and can be downloaded here:
https://drive.google.com/file/d/1YHTw8TcWhpZtGAa53r_e_YX_nj1SQbk7/view?usp=sharing



LINKEDIN

1200x627



FACEBOOK

1200x630



TWITTER

1100x628

SOCIAL MEDIA TEMPLATES - FLEX

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.

Gray area indicates
space for photos or
related graphics.

OpenSciEd.org



LINKEDIN

1200x627

Gray area indicates
space for photos or
related graphics.

OpenSciEd.org



FACEBOOK

1200x630

Gray area indicates
space for photos or
related graphics.

OpenSciEd.org



TWITTER

1100x628



BRAND PORTAL

Direct Link : <https://www.openscienced.org/brand>
