

OCEANSIDE
UNIFIED SCHOOL
DISTRICT

STYLE GUIDE



OCEANSIDE
UNIFIED • SCHOOL • DISTRICT

Our logo is a symbol of our district, its students, staff, and our community. We work to maintain consistent, appropriate use of this design and all communication affiliated with OUSD.

Please refer to the following style guide which provides information on proper use of our logo and graphic standards.

The Communications Office is the point of contact for all questions regarding the district logo.

LOGO OPTIONS - FULL COLOR



OCEANSIDE
UNIFIED ♦ SCHOOL ♦ DISTRICT



OCEANSIDE
UNIFIED ♦ SCHOOL ♦ DISTRICT

LOGO OPTION - ONE COLOR



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LOGO - WHITE



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Futura Medium All Caps

OCEANSIDE

Futura Medium

Oceanside

Futura Bold

Oceanside

Futura Title

Futura makes a strong and timeless headline great for titles, headings, and subheadings.

FUTURA SUBHEADING

Proxima Nova is a clean and legible font that looks great with Futura for use in body copy in print and digital applications.

Nunito Sans (Google Fonts)

Nunito and Proxima will be most commonly accessible to those using Google platforms. Raleway medium is a great free alternative to Proxima Nova as well.

COLORS



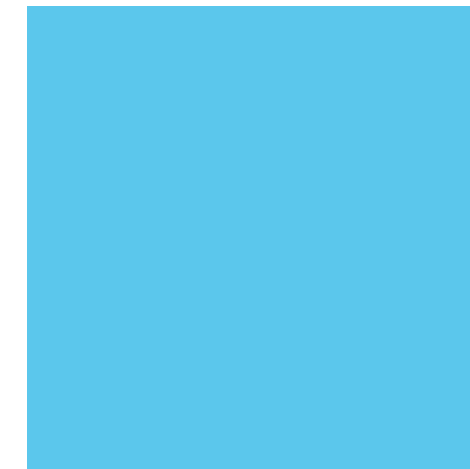
PANTONE 3025C

R0 G79 B113
C100 M30 Y0 B56
#004F71



PANTONE 284C

R108 G172 B228
C53 M25 Y0 B11
#6CACE4



PANTONE 305C

R89 G203 B232
C62 M13 Y0 B9
#59CBE8



PANTONE 1235C

R255 G184 B28
C0 M28 Y89 B0
#FFB81C

EXAMPLES OF APPROPRIATE LOGO USAGE

EMAIL SIGNATURES

Name
Position
Oceanside Unified School District
Pronouns: *she/her/hers* ([What's this?](#))
(o) 760-966-EXTENSION



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(English/Spanish)

DISTRICT LETTERHEAD



Board of Education
Stacy Begin, Ed.D.
Raquel Alvarez Mike Blessing
Eleanor Evans Eric Joyce

Superintendent
Julie A. Vitale, Ph.D.

2111 Mission Avenue
Oceanside, CA 92058-232
Phone (760) 966-4000
www.osite.us

BUSINESS CARDS



First Last Name
Title

1234 Street Address
Oceanside, CA 92058

Phone: (760) 000-0000
name@osite.us

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