Eastside Union
SCHOOL DISTRICT

BRAND GUIDE

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LOGO

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MAIN LOGO

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LOGO VARIATIONS

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FULL COLOR DESIGN

GREY SCALE DESIGN

1 COLOR DESIGN

LOGO USAGE

MINIMUM WIDTH

The logo minimum width is 90px or 32mm.

EXCLUSION ZONES

Always allow a minimum space around the logo.

MAXIMUM WIDTH

There is no maximum size defined for this logo.

TYPOGRAPHY

TT NORMS BOLD
MAIN FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+=":?><

TT NORMS MEDIUM
SECONDARY FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+=":?><

COLOR

HEX #FFCC00
R248 G152 B34
C0 M18 Y100 K0

HEX #FF9900
R248 G152 B34
C0 M47 Y100 K0

HEX #FF6600
R242 G103 B34
C0 M74 Y100 K0

HEX #FF3300
R239 G60 B36
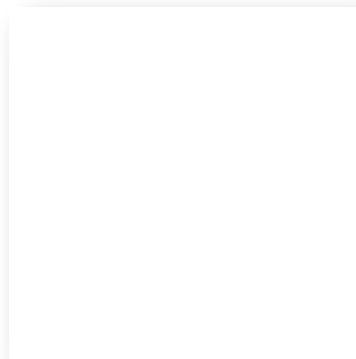C0 M91 Y100 K0

HEX #E6000
R228 G30 B38
C0 M100 Y100 K0

HEX #2E0000
R44 G15 B15
C54 M78 Y70 K80

HEX #000000
R0 G0 B0
C0 M0 Y0 K100

HEX #ffffff
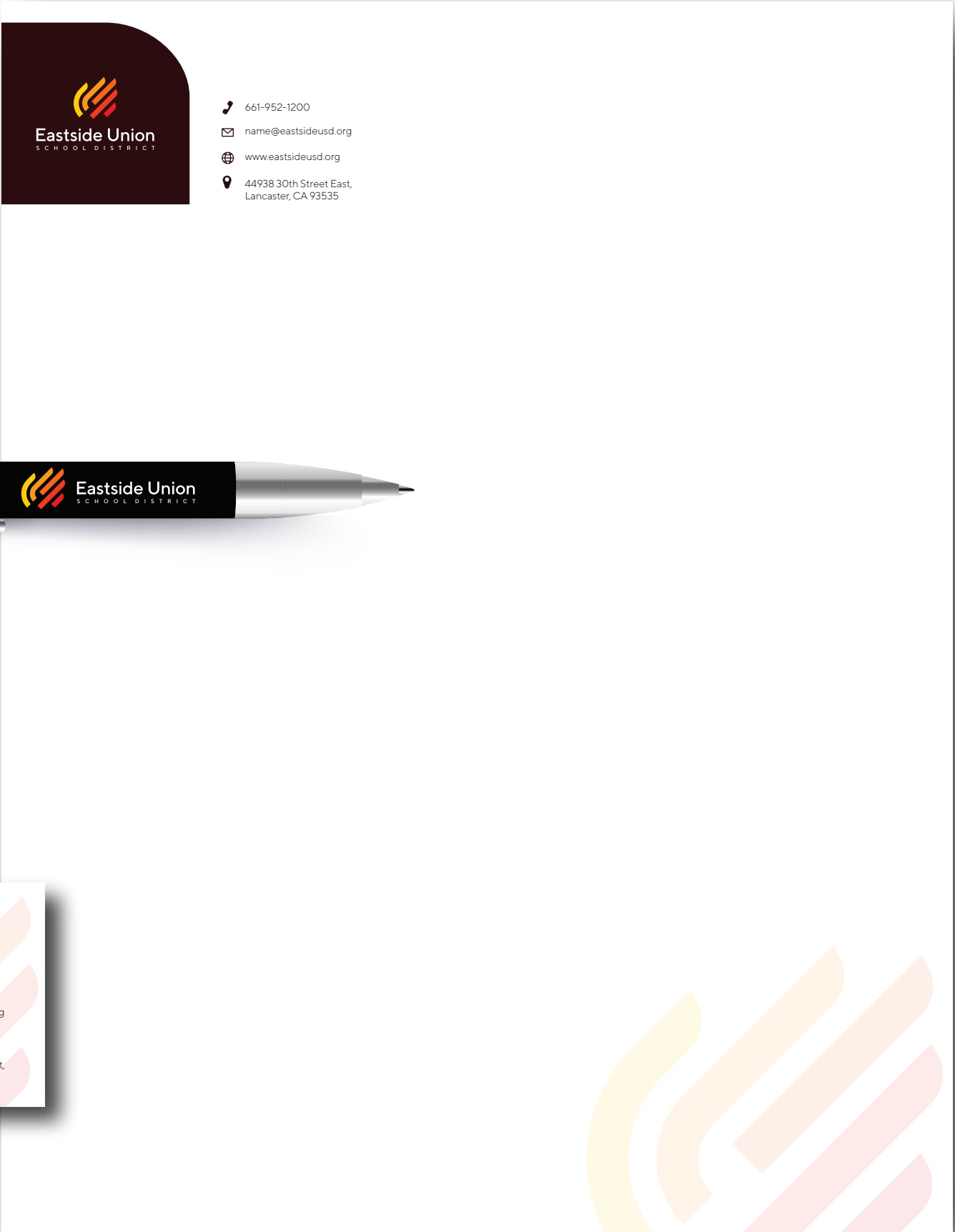R255 G255 B255
C0 M0 Y0 K0

BRAND APPLICATION

Eastside Union
SCHOOL DISTRICT

- 📞 661-952-1200
- ✉ name@eastsideusd.org
- 🌐 www.eastsideusd.org
- 📍 44938 30th Street East,
  Lancaster, CA 93535

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STATIONARY

Eastside Union
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APPAREL

OUR DISTRICT GOALS

Improve teaching for student learning, achievement, and success.
Promote a safe and caring learning environment.
Foster a team commitment.
Operate with increasing efficiency and effectiveness.

Our Vision

"Everyone contributes, every student achieves"

Our Mission

To provide a rigorous education in a safe, inclusive learning environment with caring, passionateprofessionals who prepare students to reach their highest potential.

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