OC UNITED

BRAND & STYLE GUIDE

Updated November 2022

Welcome to the OC United Brand & Style Guide. This document contains all component parts for the brand's visual language, including logo, typography, color palette, and more.

This information should be used to reference how visual design should be maintained to ensure all materials coming out of OC United are cohesive and consistent at every touchpoint, giving our audience the best representation of our brand at all times.

Our Brand

Our tone of voice, visual language and approach to design are all founded on a set of founding principals that are represented in a set of words. Use these "Yes" and "No" words when thinking about our brand. Our brand is a personality, and like people, the brand's personality is how people will encounter and ultimately perceive and remember OC United.

The way that OC United looks, feels, and speaks to its audience should reflect these guiding principals in a consistent way across all types of communications. When creating content for the website, blogs, social media, and printed pieces. Keep these words in mind to convey the correct tone.

YES words

Empowering
Restorative
Equipping
Connecting
Transformative

NO words

~~Serious~~
~~Depressing~~
~~Dark~~
~~Silly~~

Creating Clear-Space

1. Use the width of half of the "O" to create the measure "x".

2. Use the measure "x" placed at the four corners as seen above.

3. The outer edges of measure "x" are then used to create the container shape around the logo.

Typographic Approach

Friendly and accessible, OC United's brand comes to life in print and on screen through the use of a single typeface: Poppins.

Poppins is geometric, clean, and includes 18 different font weights from thin to black. This sans serif typeface is great for both headlines and paragraph copy because of its readability and style.

Typography

Poppins is a geometric sans serif designed by Indian Type Foundry and John Pinhorn.

Each letterform is nearly monolinear, with optical corrections applied to stroke joints where necessary to maintain an even typographic color.

This font is licensed under the Open Font License. We can use it in our products and projects – print or digital, commercial, or otherwise.

San Serif Family – Poppins

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnop
qrstuvwxyz ( ) & ? !

1234567890 . , : ; – — ' / %

LARGE HEADLINE
Poppins Bold – ALL CAPS
Kerning: Optical
Leading: 100% (57.6/57.6)
At larger scales, the space between lines should be tighter than at small scale.

FOSTER CARE INITIATIVE

LARGE PARAGRAPH
Poppins Medium
Kerning: Optical
Leading: 120% (16pt/22pt)
At larger scales, the space between lines should be tighter than at small scale.

The THRIVE Program serves former-foster and at-risk youth through housing, education, mental health support, and workforce development.

EQUAL HEADLINE/ PARAGRAPH (MEDIUM)
Poppins Bold/Medium
Kerning: Optical
Leading: 120% (18pt/12pt)
At larger scales, the space between lines should be tighter than at small scale.

FOSTER CARE

The THRIVE Program serves former-foster and at-risk youth through housing, education, mental health support, and workforce development.

EQUAL HEADLINE/ PARAGRAPH (SMALL)
Poppins Bold/Medium
Kerning: Optical
Leading: 120% (16pt/9pt)
At larger scales, the space between lines should be tighter than at small scale.

FOSTER CARE

The THRIVE Program serves former-foster and at-risk youth through housing, education, mental health support, and workforce development.
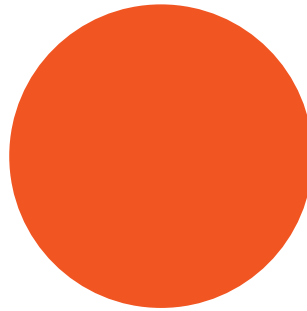
Color

Color is a powerful signifier of brand recognition. OC United's color palette is vibrant, employing a variety of bold tones inspired by the diversity and excitement felt by all who interact with OC United.
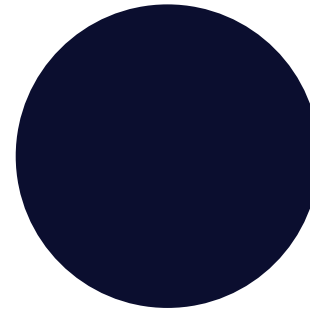
Primary Color Family
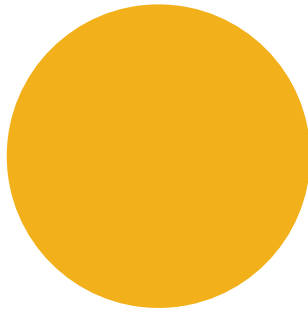
OCU Yellow
CMYK: 4 33 100 0
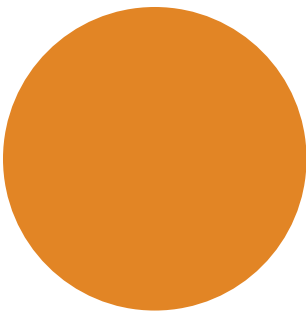RGB: 241 176 29
HEX: F1B01D

OCU Orange
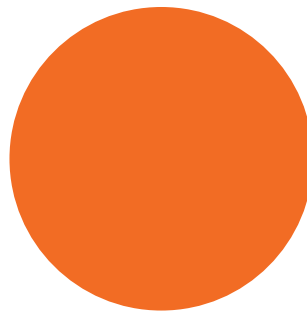CMYK: 0 81 100 0
RGB: 241 87 34
HEX: F15722
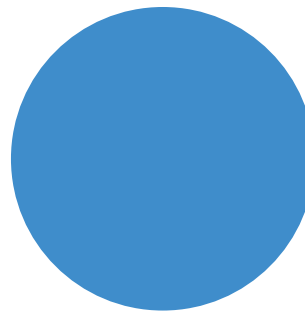
OCU Navy
CMYK: 94 89 43 65
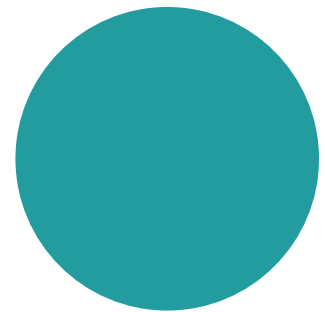RGB: 15 16 49
HEX: 0F1031

Accent Colors

Accent Yellow
CMYK: 9 56 100 0
RGB: 225 132 38
HEX: E18426

Accent Orange
CMYK: 0 71 99 0
RGB: 242 110 35
HEX: F26E23

Accent Blue
CMYK: 72 35 0 0
RGB: 67 142 204
HEX: 438ECC

Accent Teal
CMYK: 79 19 39 1
RGB: 29 155 159
HEX: 1D9B9F

QUESTIONS?

For questions about design or art direction regarding the OC United brand, please contact:

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