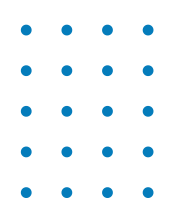




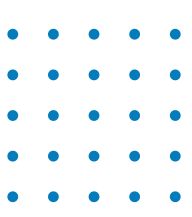
# Brand Guidelines





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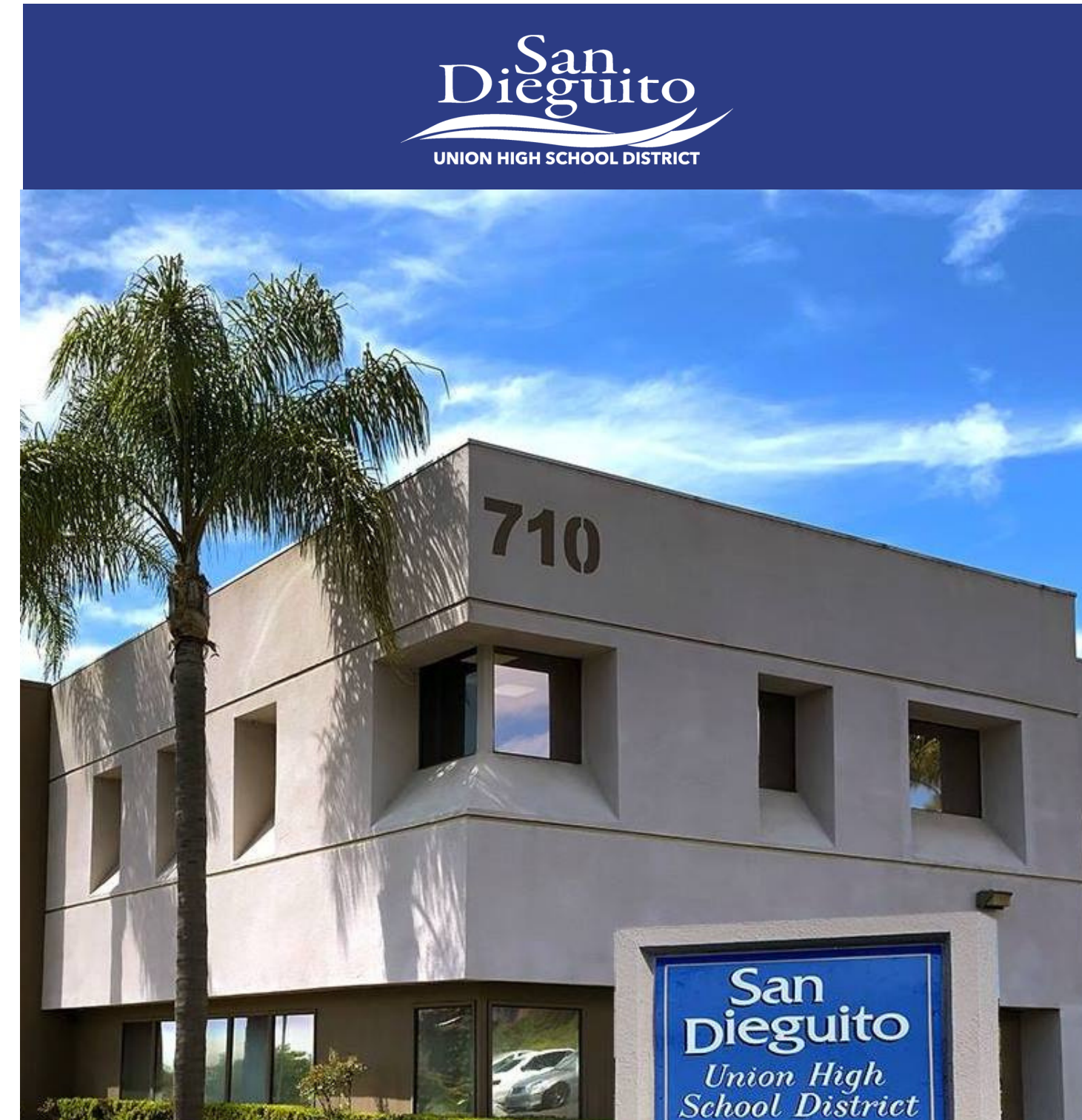
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# SDUHSD Profile

The San Dieguito Union High School District serves 7th through 12th grade students in the communities of Encinitas, Solana Beach, Del Mar, Cardiff, Rancho Santa Fe and surrounding areas. Covering 85 square miles, the district includes four high schools, five middle schools and a continuation high school.

SDUHSD serves students from five elementary school districts in North County: Encinitas, Rancho Santa Fe, Cardiff, Solana Beach, and Del Mar. Students from those districts matriculate through our middle schools and high schools, with the exception of those from the Rancho Santa Fe School District, who begin here as freshmen.





## Primary Logo

The primary logo of the San Dieguito Union High School District includes the wordmark "San Dieguito" atop intersecting waves with "Union High School District" underneath.



White and black versions of the SDUHSD logo

**Please do not use the following retired versions of the SDUHSD logo. Note that versions of the logo with the tagline "Engaged, Inspired, Prepared" should not be used in any capacity. Additionally, the waves should not be inverted.**





# Typography

## Typography

### Typography

The official font of the District is "Open Sans" and should be used as the primary font on all documents and communications. An acceptable alternative to Open Sans is "Arial" while "Montserrat" may be used for headings and titles.

Arial - acceptable alternative

Montserrat - headings and titles

# Aa

## Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

# Color Palette

## Primary Colors



#2c3c84

Bay of Many

**HEX:** #2c3c84  
**RGB:** 44, 60, 132  
**CMYK:** 67, 55, 0, 48



#047cbb

Lochmara

**HEX:** #047cbb  
**RGB:** 4, 124, 187  
**CMYK:** 98, 34, 0, 27

## Secondary Colors



#65cbf3

Malibu

**HEX:** #65cbf3  
**RGB:** 101, 203, 243  
**CMYK:** 58, 16, 0, 5



#cdd5e7

Periwinkle Gray

**HEX:** #cdd5e7  
**RGB:** 205, 213, 231  
**CMYK:** 11, 8, 0, 9



# Contact Information



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**760-753-6491**



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