

Waves

by



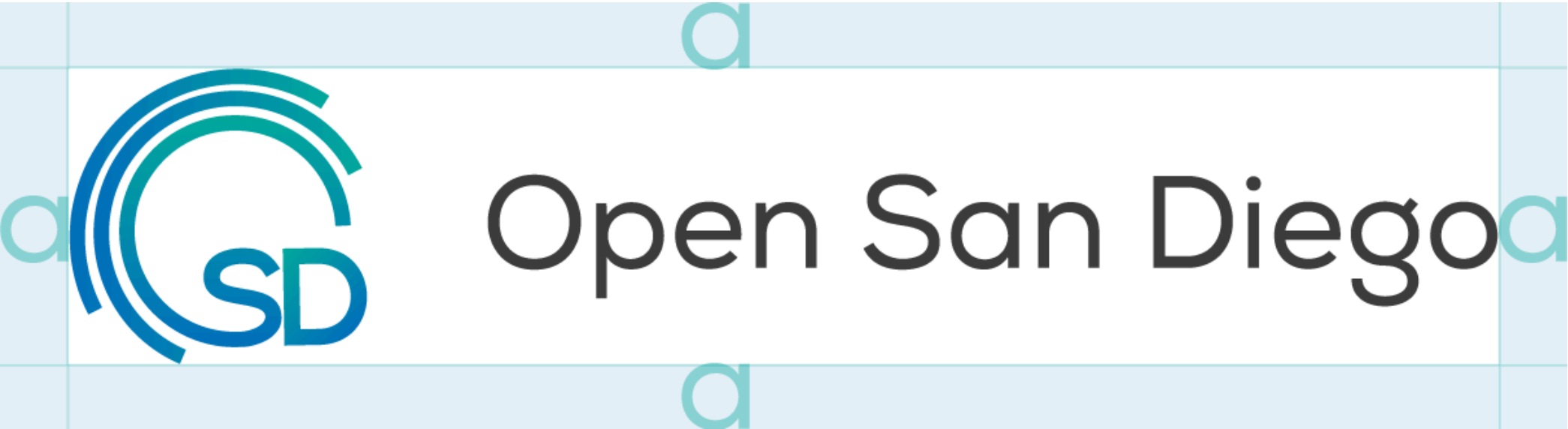
Open San Diego

Logo

The Open San Diego wave logo combines partial concentric circles in ocean blues and geometric san serif type.

Clearspace

The minimum amount of space surrounding the logo lockup should be equal to the height of the lower-case “a”. It can be used in full color or in all white for contrast on dark backgrounds.



Icon

The wave logomark can be used without type for app icons, favicons, and footers. It can either be used on its own in full color or in white with the oceana gradient background.



Usage

Ensure the logo has enough contrast from its background so that it can be easily read. Use the full color version for light backgrounds and white for dark.



USE THE FULL COLOR LOGO ON WHITE AND LIGHT BACKGROUNDS



USE THE WHITE LOGO ON THE OCEANA GRADIENT FOR DISPLAY



USE THE WHITE LOGO ON DARK BACKGROUNDS



DO NOT USE THE FULL COLOR LOGO ON ANY DARK BACKGROUNDS



Color

The Open San Diego color theme is designed to create consistency across our organizations brand and communications.

Primary

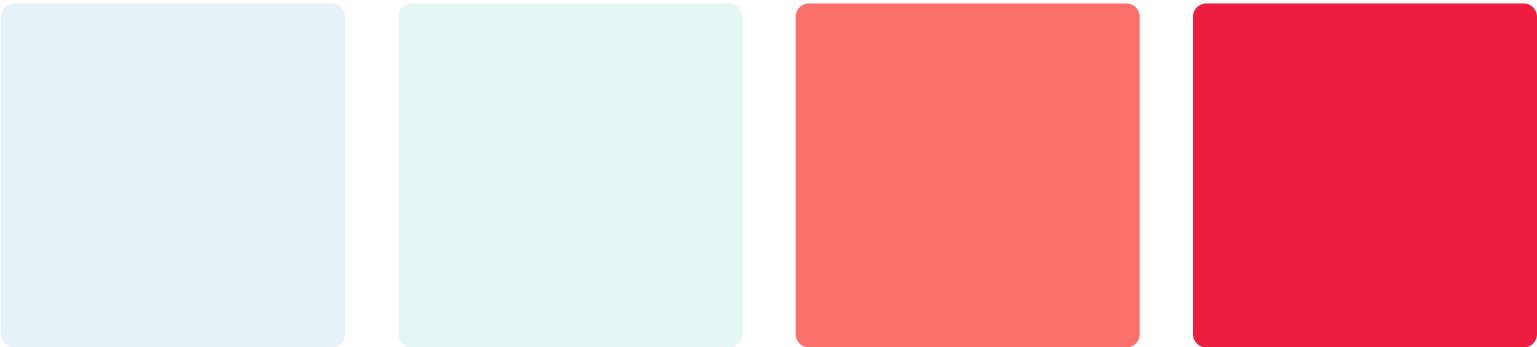
Our primary colors provide the foundation for the Open San Diego brand. White and grey should be used most often in combination with splashes of blue and aqua for added identity.



WHITE HEX #FFFFFF RGB 255, 255, 255	GREY HEX #3D3D3D RGB 61, 61, 61	BLUE HEX #0071BC RGB 00, 113, 188	AQUA HEX #00A99D RGB 00, 169, 157
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Secondary

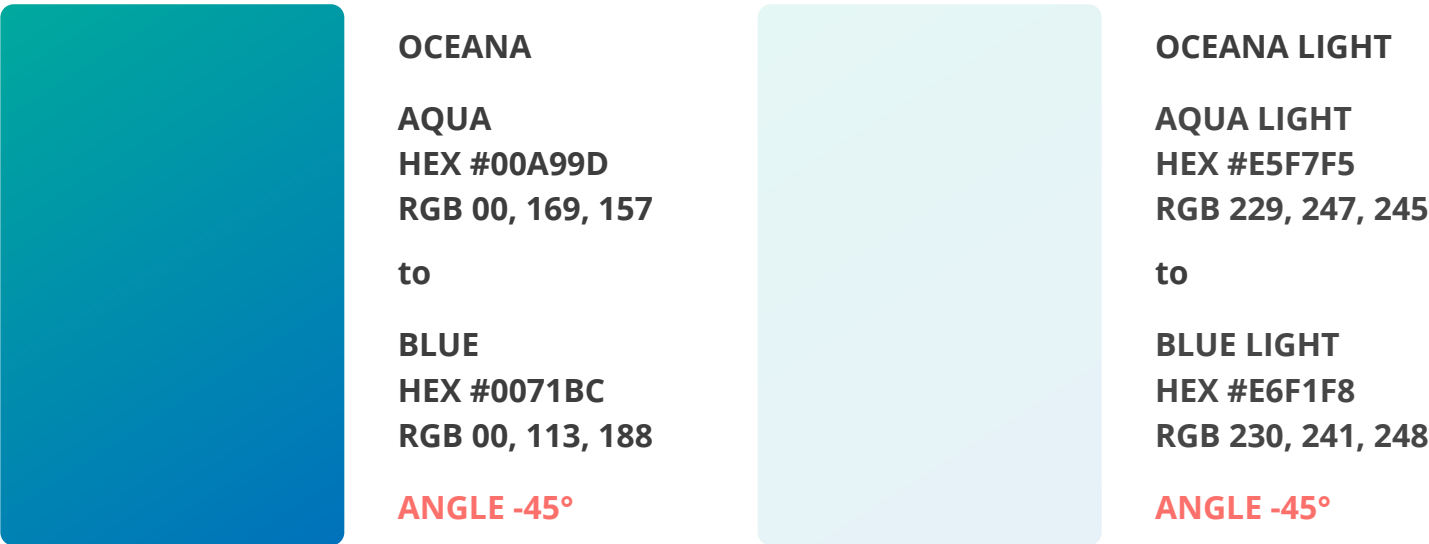
Our secondary colors can be used for backgrounds or to call attention to important interaction points or errors. Meetup Red can be used to draw added attention to buttons directing people to our Meetup page.



BLUE LIGHT HEX #E6F1F8 RGB 230, 241, 248	AQUA LIGHT HEX #E5F7F5 RGB 229, 247, 245	ACCENT RED HEX #FC706C RGB 252, 112, 108	MEETUP RED HEX #ED1D40 RGB 237, 29, 64
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Gradients

Our oceana gradients combine aqua and blue. They can be used behind title text or on buttons to draw attention to elements while injecting personality.



OCEANA AQUA HEX #00A99D RGB 00, 169, 157 to BLUE HEX #0071BC RGB 00, 113, 188 ANGLE -45°	OCEANA LIGHT AQUA LIGHT HEX #E5F7F5 RGB 229, 247, 245 to BLUE LIGHT HEX #E6F1F8 RGB 230, 241, 248 ANGLE -45°
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Typography

Open San Diego typography should both be easy to read and implement across all of our communications.

Open Sans

Embracing the spirit of open source we use Open Sans as the only typeface for Open San Diego. It can be accessed on Google Fonts.

OPEN SANS SEMIBOLD 600

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!@#\$%&.,?::;)"

OPEN SANS REGULAR 400

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!@#\$%&.,?::;)"

OPEN SANS BOLD 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!@#\$%&.,?::;)"

Hierarchy

We use a Major Third (1.25) type scale with a base font size of 16 pixels. Headlines and captions use heavier font weights while body text should be displayed at a regular weight.

	SIZE	WEIGHT	LETTER SPACING
Headline 1	49PX	600	0
Headline 2	39px	600	0
Headline 3	31px	600	0
Headline 4	25px	600	0
Body 1	20px	400	0
Body 2	16px	400	0
CAPTION	12px	700	0



Primary Buttons

Primary buttons should be used throughout our UI to trigger actions in windows, forms and dialogs.

Styling

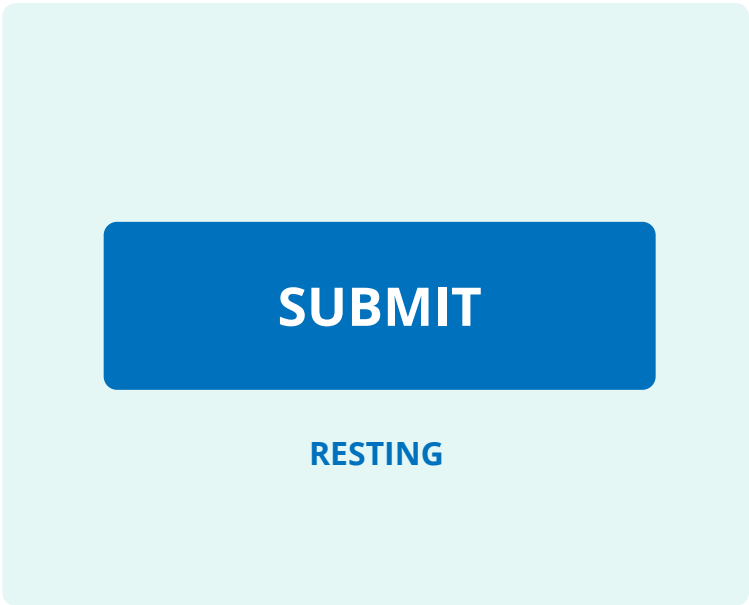
The border radius, casing and padding should be universal across all buttons in the Open San Diego UI for consistency. Colors and box shadows may change based on states, backgrounds, and emphasis.



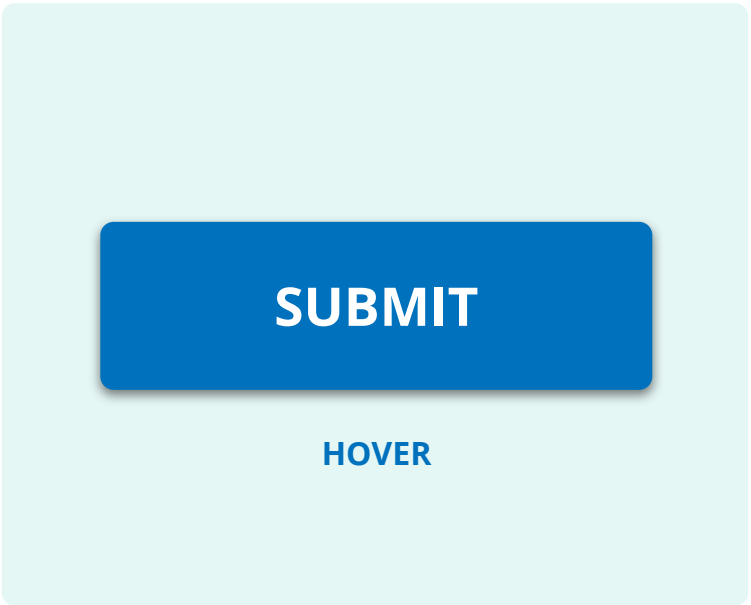
BORDER RADIUS 5px
PADDING 15PX 30PX *minimum*
UPPERCASE
FONT SIZE 20PX

States

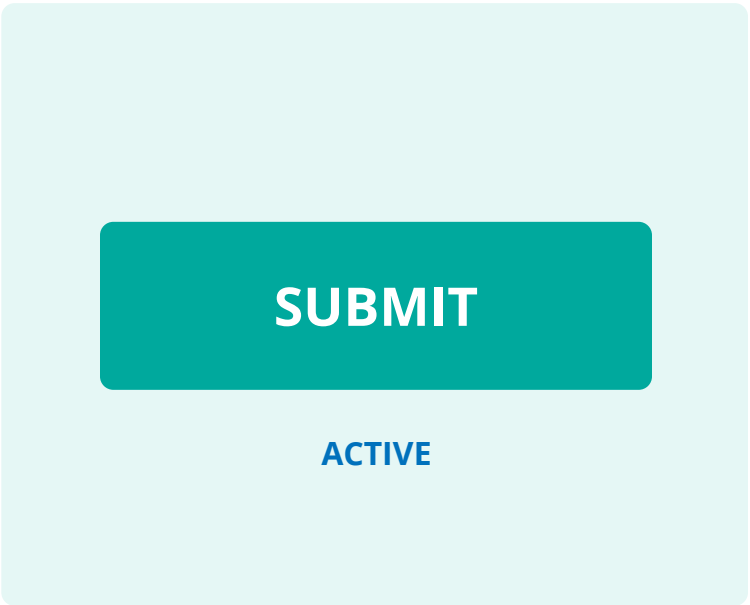
Primary buttons are styled differently depending on how the button is interacted with and the background it is placed on. Buttons on light backgrounds use the dark button styles while buttons on dark backgrounds use the light styles. Both have box shadows on the hover states and color changes on active.



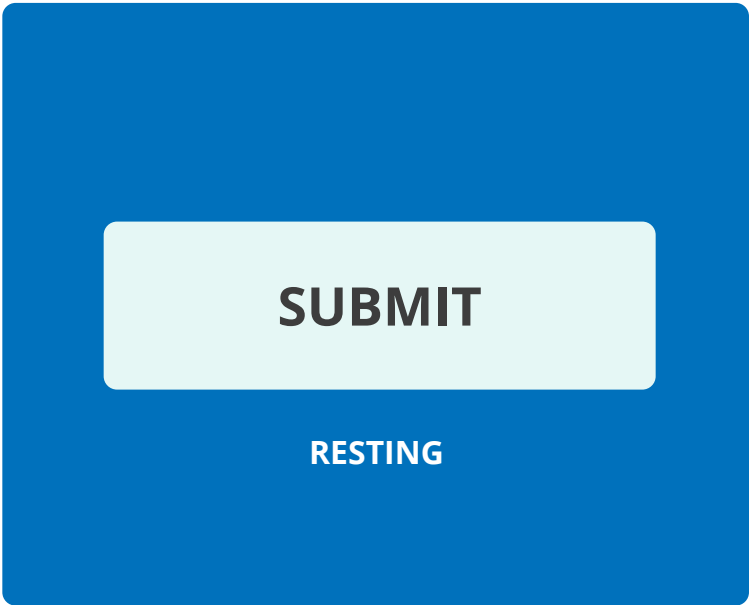
BG COLOR #0071BC
BOX SHADOW NONE



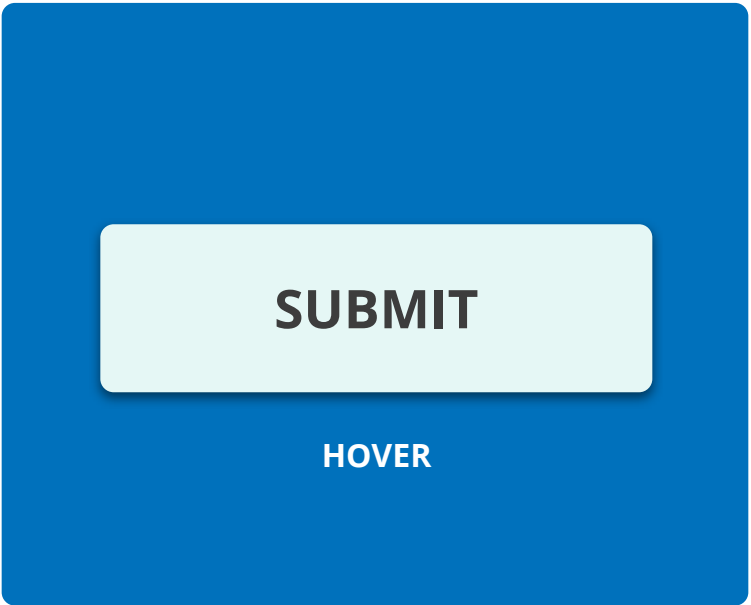
BG COLOR #0071BC
BOX SHADOW 0px 2px 4px 0px rgba(0,0,0,0.5)



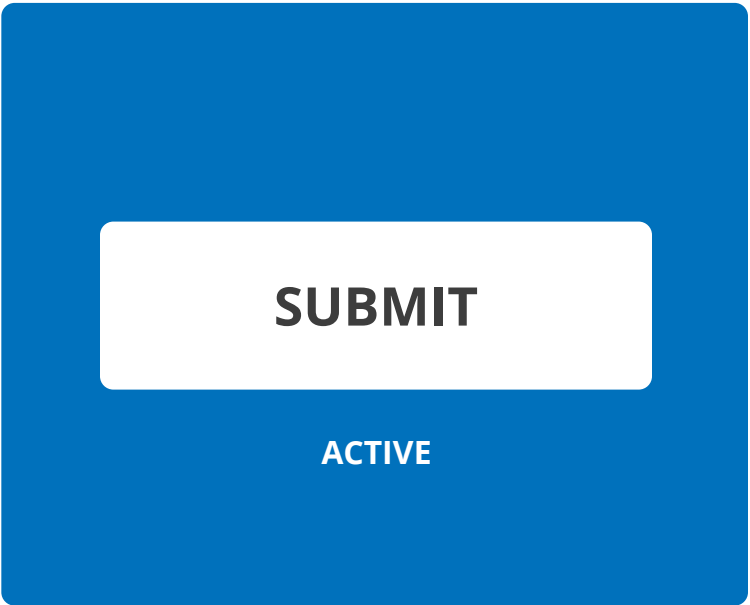
BG COLOR #00A99D
BOX SHADOW NONE



BG COLOR #E5F7F5
BOX SHADOW NONE



BG COLOR #E5F7F5
BOX SHADOW 0px 2px 4px 0px rgba(0,0,0,0.5)



BG COLOR #FFFFFF
BOX SHADOW NONE

