

TYPOGRAPHY

LATO BLACK // HEADLINES

BEBAS NUE // ALTERNATIVE HEADLINES

LATO BOLD // SUB-HEADLINES

LATO REGULAR // BODY COPY

TAGLINE

| BE EXTRAORDINARY.



For more information on proper implementation of our brand standards and to download logo files & fonts, visit:
riversideunified.org/ourbrand



RIVERSIDE UNIFIED SCHOOL DISTRICT BRAND GUIDE



(951) 788-7135
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www.riversideunified.org

FOLLOW US ON





MISSION

Riverside Unified School District provides engaging, innovative, and equitable learning experiences for all students.



VALUES

- Community
- Engagement
- Equity
- Excellence
- Innovation
- Well-being

LOGO VARIATIONS



PRIMARY VERSION // STACKED



SECONDARY VERSION // NO TEXT



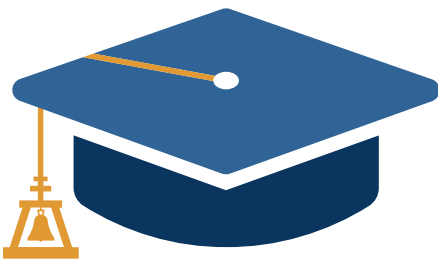
SECONDARY VERSION // TAGLINE



PRIMARY VERSION // HORIZONTAL



SECONDARY VERSION // HORIZONTAL TAGLINE



ICON // ART ELEMENT

DESIGNING RUSD MATERIALS?

KEEP THESE RULES IN MIND:

- Never rearrange elements of the design
- Never stretch or distort the logo
- Never switch the colors
- Never use the design on similarly-colored backgrounds



PANTONE 7427
CMYK 26/100/90/24
RGB 152/26/38
HEX #981a26

PANTONE 647
CMYK 89/61/20/3
RGB 41/99/148
HEX #296394

PANTONE 425
CMYK 0/0/0/80
RGB 88/89/91
HEX #58585b

PANTONE 7563
CMYK 12/44/93/0
RGB 221/151/55
HEX #dd9737

PANTONE 534
CMYK 100/89/35/26
RGB 22/47/95
HEX #162f5f

PANTONE 427
CMYK 0/0/0/20
RGB 209/211/212
HEX #d1d2d4