



# ONYX VALLEY

## BRAND GUIDE

# OVERVIEW

Onyx Valley identifies and prepares diverse talent for careers in the User Experience (UX) field.

Talent is cultivated through the programming and resources we offer. We create a community that introduces students to the tech industry in a way that builds their esteem and makes them feel welcomed and included.

Our brand is an important part of our mission. Our minimalist design sense and bold use of color convey the dedication to simplicity and message necessary for a UX designer.



# LOGO

## MAIN LOGO

Use this logo over light backgrounds or imagery.

ONYX VALLEY

## COLOR LOGO

Use this logo over light backgrounds or imagery.

ONYX VALLEY

# LOGO

## WHITE MAIN LOGO

Use this logo over dark backgrounds or imagery.



## STACKED LOGO

Use these logos over light backgrounds or imagery.



# LOGO

## WHITE STACKED LOGO

Use this logo over dark backgrounds or imagery.



# ICON

Use the icon in situations where space is limited, such as on social media posts.

## MAIN ICON



## WHITE MAIN ICON



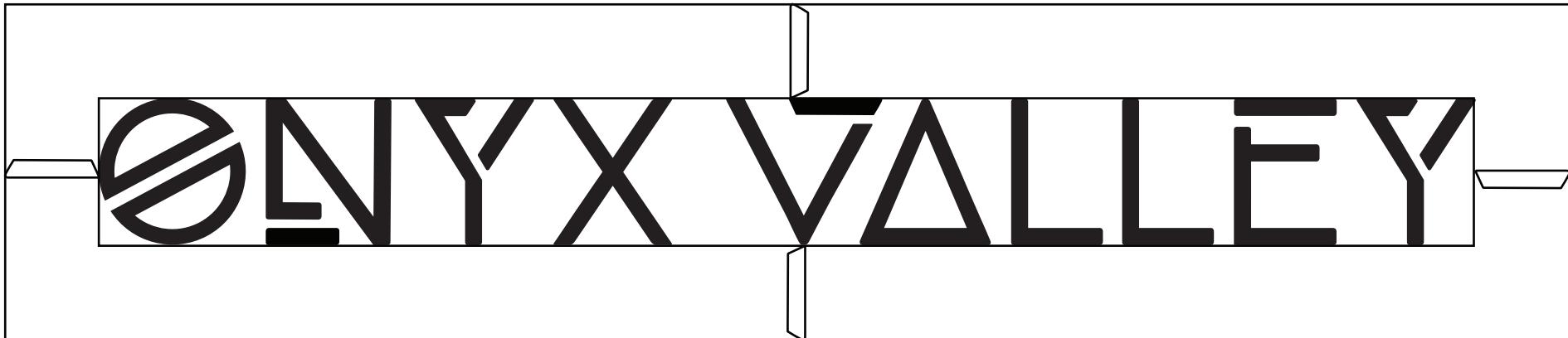
## COLOR MAIN ICON



# USAGE

## CLEAR SPACE

To ensure legibility, always keep a minimum clear space of the length of the top bar in 'V.'



## MINIMUM SIZE

The minimum size of the screen application of our logo is 24 dp in height. In print, it is 0.125 in/3.1 mm in height.

24 dp — ONYX VALLEY

## ABBREVIATING

Onyx Valley should only be abbreviated to OV in long text documents where the abbreviation will be used multiple times for brevity. In these instances, the full name should appear first before transitioning to initials.

# USAGE

## UNACCEPTABLE USAGE

To maintain consistency of our logo, do not do any of the following:



1. Do not change the colors in the logo



2. Do not rotate the logo



3. Do not modify the logo, such as by adding a drop shadow



4. Do not squash or stretch the logo



5. Do not outline or create a keyline around the logo



6. Do not rearrange the logo



7. Do not shorten Onyx Valley to Onyx or refer to Onyx Valley colloquially as Onyx.



8. Do not change the typeface nor recreate or manipulate the wordmark.

# TYPOGRAPHY

## PRIMARY TYPEFACE

# Futura

## SUBHEADINGS

### BYLINES

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

  Lorem ipsum dolor sit amet, consectetur  
  adipiscing elit, sed do eiusmod tempor  
  incididunt ut labore et dolore magna aliqua.  
  Ut enim ad minim veniam, quis nostrud  
  exercitation ullamco laboris nisi ut aliquip ex  
  ea commodo consequat.

**Headings** in Futura Bold  
(Title case) 56 PT

**Subheadings** in Futura  
Bold (Upper case) 22 PT

**Body text** in Futura Std  
(Sentence case) 18 PT

# TYPOGRAPHY

## SECONDARY TYPEFACES

# Oswald

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

## Source Sans Pro

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

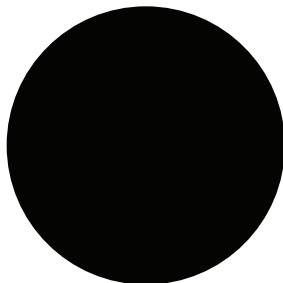
“  
**THE GRASS IS  
ALWAYS GREENER  
WHERE YOU  
WATER IT.**  
”

Melissa Smith

Both secondary typefaces are for use in social media and can be resized as needed. **Oswald** should be used in all uppercase, while **Source Sans Pro** can be used for attributions. See graphic above for an example.

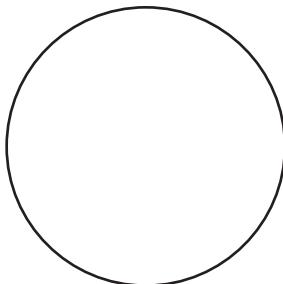
# COLORS

## PRIMARY PALETTE



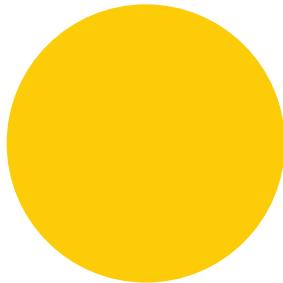
### VANTABLACK

HEX: #000000  
RGB: 0, 0, 0  
CMYK: 0, 0, 0, 100



### CHALK

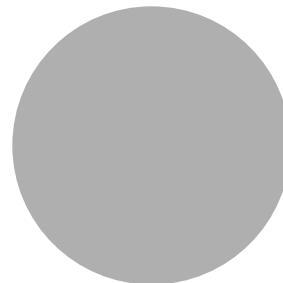
HEX: #FFFFFF  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0



### SULFUR

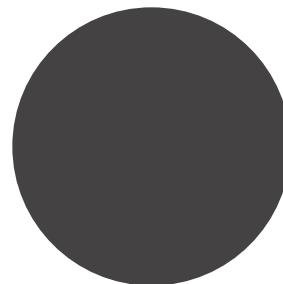
HEX: #FFCC00  
RGB: 255, 205, 5  
CMYK: 0, 19, 100, 0

## SECONDARY PALETTE



### ALKALINE

HEX: #AFAFAF  
RGB: 176, 176, 176  
CMYK: 33, 26, 26, 0



### COAL

HEX: #444345  
RGB: 68, 67, 69  
CMYK: 67, 61, 58, 44

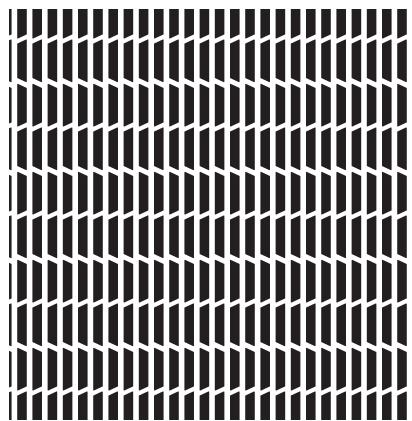
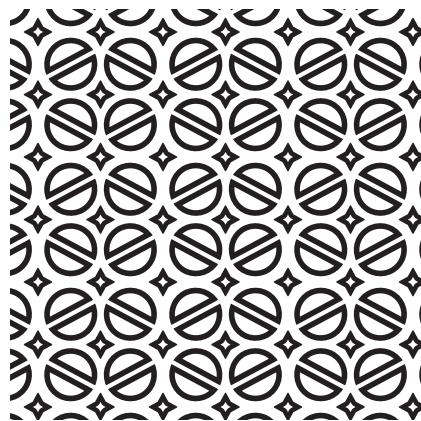
# PHOTOGRAPHY

Photos convey our commitment to the OV community, and help ground new members in a physical space. Social media photos should appear in monochrome with a background color wash as shown here. Social media may also include subtle patterns in the background for texture as shown here. See the following pages for more examples.

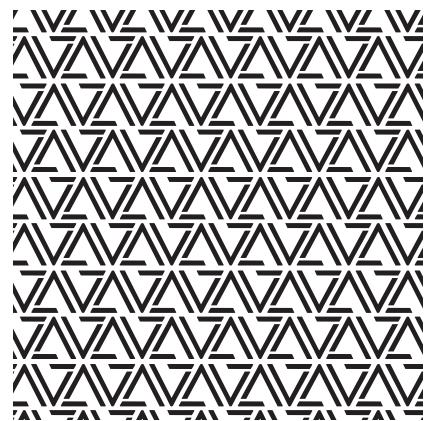


# PHOTOGRAPHY

## PATTERN EXAMPLES



VΔS VΔS VΔS  
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VΔS VΔS VΔS  
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## **THANK YOU!**

If you have questions on this guide, please reach out  
to [info@onyxvalley.com](mailto:info@onyxvalley.com).