

Santa Cruz County OA Intergroup Brand Guide



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This is a branding guideline for all materials that represent the Santa Cruz County OA Intergroup.

- **SCOAIG branding is not required for any materials created that represent OA at the group level. Groups are autonomous and can use their own branding designs.**
- Please include the word "County" to honor our folks in South Santa Cruz County.
- Themes are inclusive of all people, according to OA's Unity with Diversity policy.
- Photos and designs match the brand colors listed below.

Main SCC OA IG Brand Colors:

#097dd8 
#5ac5f8 

Current Logo:



Accent Colors:

#ef626c 
#ff9200 
#f6e8ea 
#060606 
#828282 
#84dccf 
#ffffff 

Logo

Keep a minimum distance from all other design elements the combined width of the logo font letters "I" and "G." Please do not change the colors of the logo or alter its shape.

Previous Logo:

