VISUAL IDENTITY STANDARDS

SANTA ANA
C O L L E G E

MASTER BRAND

The Santa Ana College mark consists of two elements: the logo mark and the logo type. These two elements should always be used together to ensure consistency. The Santa Ana College logo has been developed and implemented with continuity being paramount. The logo is not to be distorted, altered, modified or redrawn in any way. Preserving the integrity of the logo is key to ensuring immediate campus and brand recognition.

Horizontal structure is preferred when using the Santa Ana College logo, however, when necessary, a vertical option is available with the approval of the Santa Ana College Public Information Officer or the Graphic Communications Department.

Preferred Logo

Alternate Preferred Logo

Alternate Logo

The Seal

Monogram

SAC

SAC

Logomark (standalone)

Santa Ana College also has three additional marks available for use in specific and limited circumstances. These include the Santa Ana College Seal, the SAC Monogram, and the standalone logo mark.

For more information on the use of these secondary marks, please contact the Santa Ana College Public Information Officer or the Graphic Communications Department.

VERSIONS

The Santa Ana College logo is available in several versions to accommodate various color and spacial requirements. The primary colors are always red and black, however a reverse logo is available for use on dark backgrounds.

Color and Grayscale are the preferred versions of the Santa Ana College logo. 100% Black logos should only be used with approval and when circumstances dictate.

Color Logos – Preferred

SANTA ANA
C O L L E G E

SANTA ANA COLLEGE

Grayscale Logos – Preferred

SANTA ANA
C O L L E G E

SANTA ANA COLLEGE

100% Black

SANTA ANA
C O L L E G E

SANTA ANA COLLEGE

Reverse Logos

SANTA ANA
C O L L E G E

SANTA ANA COLLEGE

SIGNATURES

To provide Santa Ana College divisions, departments and programs a unique identity that falls within the Santa Ana College visual identity standard, each area has a unique descriptive signature.

To access your descriptive signature, please contact the Santa Ana College Public Information Officer or Graphic Communications Department.

Division Descriptive Signatures

SANTA ANA COLLEGE
Academic Affairs

SANTA ANA COLLEGE
Humanities & Social Sciences

SANTA ANA COLLEGE
Administrative Services

SANTA ANA COLLEGE
Kinesiology & Athletics

SANTA ANA COLLEGE
School of Continuing Education

SANTA ANA COLLEGE
Public Affairs

SANTA ANA COLLEGE
Business

SANTA ANA COLLEGE
Research

SANTA ANA COLLEGE
Fine & Performing Arts

SANTA ANA COLLEGE
Science, Mathematics & Health Sciences

SANTA ANA COLLEGE
Foundation

SANTA ANA COLLEGE
Student Information Support

SANTA ANA COLLEGE
Human Services & Technology

SANTA ANA COLLEGE
Student Services

SIGNATURES

Science, Mathematics & Health Sciences
Biology

Fine & Performing Arts
Theater

Human Services & Technology
Child Development and Educational Studies

Humanities & Social Sciences
Psychology

Kinesiology & Athletics
Baseball

PLACEMENT

The Santa Ana College logo should appear on all college correspondence, communications and advertising. Preferred placement is in either the lower right or left corners.

Care should be taken to ensure that the SAC logo is clear and legible without encroachment of surrounding elements. When placing the SAC logo with other logos, it should have a clear space surrounding the mark that will ensure the preservation of its impact and enhance its recognition.

Logo Clear Space

LOGO MISUSE

Do not use
outdated logos

Do not
stretch or condense

Do not
alter color

Do not alter the
proportions

Do not
recreate the logo

Do not
rotate the logo

Do not add effects
to any element of the brand

Do not change
the typeface

Do not
invert the logo

The Santa Ana College students, faculty and staff have worked tirelessly to earn the reputation as one of the top colleges in Southern California.

This reputation of excellence is held in our brand and visual identity. That is why it's crucial to take great care when working with our school's brand. Alterations or manipulations to the SAC logo will result in a weakening of the visual identity and will effectively damage the SAC brand.

If you have any questions regarding use and treatment of the Santa Ana College logo or visual identity, please feel free to call the Santa Ana College Public Information Officer or the Graphic Communications Department.

ATHLETICS

The Santa Ana College Kinesiology and Athletics Department have adopted an athletics logo to be used on intercollegiate athletic publications, signage and clothing/ gear. The "Don" image is only used in association with athletics and should not be used with any other college programs or services.

SAC Mascot "Don" Icon

SAC Signature

CAMPUS LOGOS

Santa Ana College is home to many special groups and programs. When deemed appropriate, these groups use logos that fall outside of the Master brand and signature identities.

For more information regarding supporting campus logos, please contact your Public Information Officer or the Graphic Communications Department.

Associated Student Government (ASG)

Santa Ana College Foundation

SANTA ANA COLLEGE
FOUNDATION

Veterans Services

SoCal
VETERANS
UPWARD BOUND
SANTA ANA COLLEGE

VETERANS
VSSS STUDENT SUPPORT SERVICES
SANTA ANA COLLEGE

COLORS

The Santa Ana College colors were selected to clearly communicate the college values on an emotional level. Red and Black convey the feeling of boldness and confidence that has been at the core of SAC for over a century. When used correctly, the complete color theme showcases the integrity, optimism, and dedication that can be seen in the students, faculty and staff on campus.
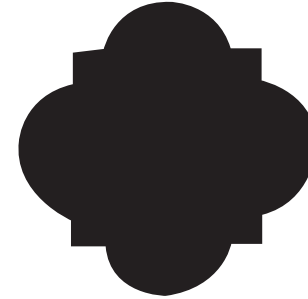
Signature Colors
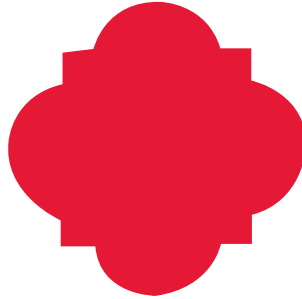
PMS: 186C
CMYK: **C**0 **M**100 **Y**81 **K**4
RGB: **R**227 **G**25 **B**55
hex: e31837

Pantone Black
CMYK: **C**0 **M**0 **Y**0 **K**100
CMYK Rich Black: **C**75 **M**68 **Y**67 **K**90
RGB: **R**0 **G**0 **B**0
hex: 000000

Secondary Colors
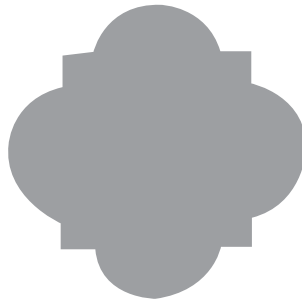
PMS: 422C
CMYK: **C**0 **M**0 **Y**0 **K**45
RGB: **R**157 **G**159 **B**162
hex: 9d9fa2
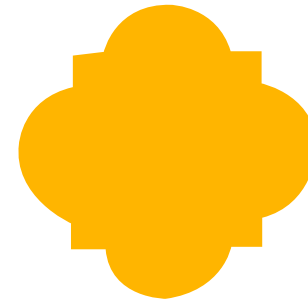
PMS: 7549C
CMYK: **C**0 **M**38 **Y**100 **K**0
RGB: **R**255 **G**182 **B**0
hex: ffb600

TYPOGRAPHY

The SAC brand is that of boldness, strength and modern sophistication. The typefaces chosen for the Santa Ana College visual identity were selected based on several criteria in addition to their aesthetic appeal and relevance to the brand.

The brand typefaces must:
• be highly legible
• meet strict accessibility standards
• be versatile with a wide array of fonts and weights.

ADA Compliancy

Santa Ana College is committed to serving all students, regardless of ability. For this reason, we have taken the initiative to develop a campus-approved ADA compliant selection of typefaces that are available to all faculty and staff through their Windows or Mac operating systems. For more information on compliancy, please contact the campus Public Information Officer or the Graphic Communications Department.

Headline Typeface

Neutraface Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

San Serif Copy/Body Typeface

Muli Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Serif Supporting Typeface

Garamond Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ADA Compliancy Approved Typefaces (System)

Arial Family   Helvetica Family

Tahoma Family   Verdana Family

PATTERNS

As a way to build visual interest, patterns and textures are often used in the absence of quality photography. Designers can introduce beautiful depth and detail to designs by simply adding neutral elements and inspired patterns that reflect elements found at the SAC campus. Patterns and textures are available from your Graphic Communications representative or through the SAC Public Information Office.
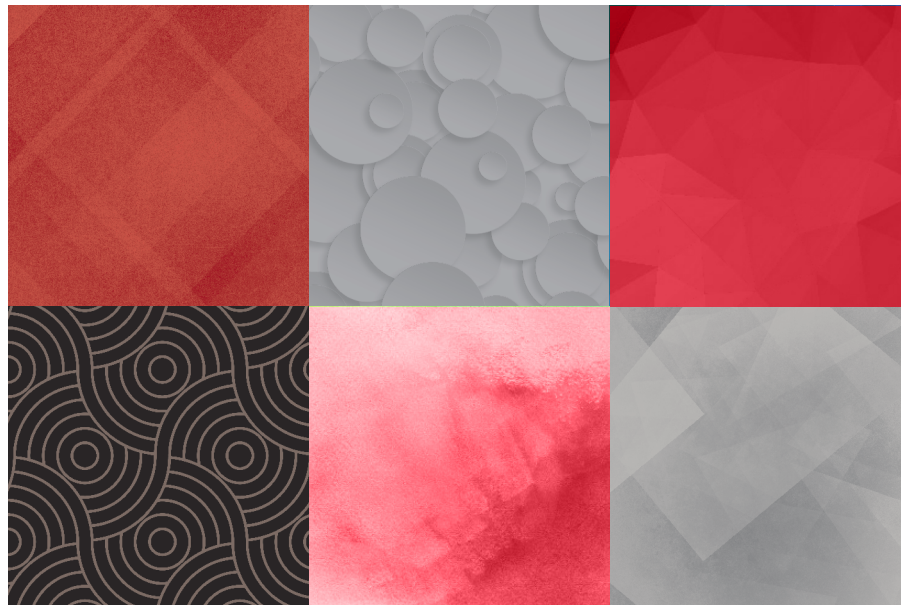
Tile Pattern

Texture

PHOTOGRAPHY

Academics in Action

Student Life

The SAC photo style captures students, faculty and staff in natural settings with candid poses. The composition is student centric with a background that highlights the campus or specific area of academic study. Tighter and interesting cropping is suggested for a calmer, less cluttered, and optimistic appearance.

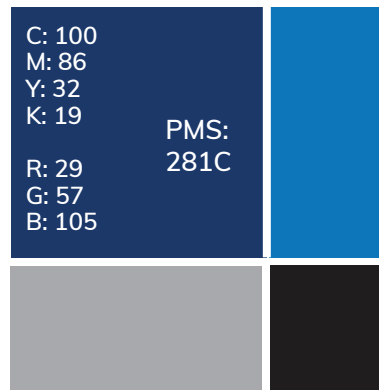When possible, use SAC owned / approved photography for best quality and to avoid licensing and usage conflicts.

For more information on SAC photography, please contact your Public Information Officer or the Graphic Communications Department.
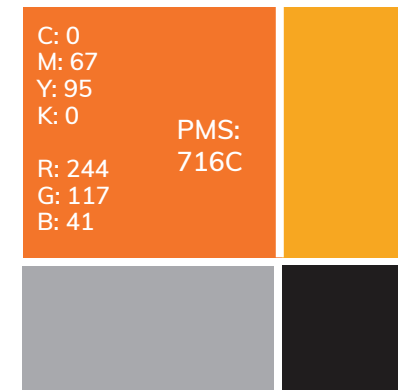
GP BRANDING

GUIDED PATHWAYS

Santa Ana College is at the forefront in the implementation of the Guided Pathways Framework. Clear communications and branding are crucial to successful implementation. By using a strategic color palette and icon system SAC will be able to reach audiences in a way that is highly relevant and easily identifiable by students on specific Pathways.

Whenever possible, departments within specific Pathways are encouraged to use the corresponding colors to reinforce Pathway messaging and identification.

C: 100
M: 86
Y: 32
K: 19

R: 29
G: 57
B: 105

PMS: 281C

COMPUTERS, MATH & SCIENCE
STEM

C: 0
M: 67
Y: 95
K: 0

R: 244
G: 117
B: 41

PMS: 716C

HUMANITIES, SOCIAL SCIENCES & LANGUAGE
PEOPLE, IDEAS, & CULTURE

C: 53
M: 90
Y: 40
K: 26

R: 111
G: 48
B: 87

PMS: 7643C

CHILD DEVELOPMENT, TEACHING & LIBRARY TECHNOLOGY
FUTURE EDUCATORS

C: 45
M: 59
Y: 74
K: 35

R: 110
G: 82
B: 60

PMS: 7532C

AUTOMOTIVE, MANUFACTURING, & ENGINEERING TECHNOLOGY
DESIGN, MAKE, & MOVE

GP BRANDING

PUBLIC HEALTH & SAFETY SERVICES
HELPING OTHERS

C: 87
M: 39
Y: 33
K: 5

R: 4
G: 123
B: 147

PMS: 632C

ART, MEDIA & PERFORMANCE
CREATING OUR WORLD

C: 78
M: 89
Y: 12
K: 2

R: 91
G: 64
B: 137

PMS: 266C

BUSINESS & PARALEGAL
MONEY MATTERS

C: 100
M: 86
Y: 32
K: 19

R: 29
G: 57
B: 105

PMS: 281C

CONTINUING EDUCATION
BUILDING BRIDGES

C: 63
M: 21
Y: 13
K: 0

R: 92
G: 165
B: 198

PMS: 298C

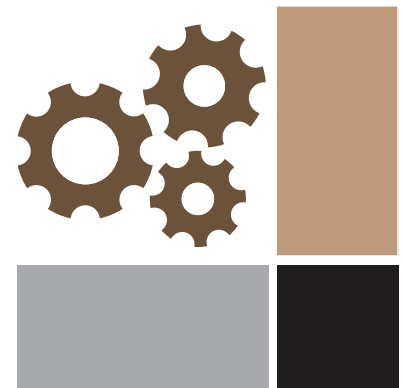# GP BRANDING

GUIDED PATHWAYS

COMPUTERS, MATH & SCIENCE
STEM

HUMANITIES, SOCIAL SCIENCES & LANGUAGE
PEOPLE, IDEAS, & CULTURE

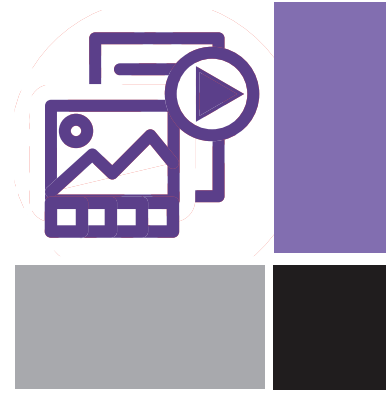**CHILD DEVELOPMENT, TEACHING & LIBRARY TECHNOLOGY**
FUTURE EDUCATORS

AUTOMOTIVE, MANUFACTURING, & ENGINEERING TECHNOLOGY
DESIGN, MAKE, & MOVE

GP BRANDING

PUBLIC HEALTH & SAFETY SERVICES
HELPING OTHERS

ART, MEDIA & PERFORMANCE
CREATING OUR WORLD

BUSINESS & PARALEGAL
MONEY MATTERS

CONTINUING EDUCATION
BUILDING BRIDGES

SANTA ANA COLLEGE

CONTACTS

Brin Wall, SAC Public Information Officer
Wall_Brin@sac.edu

Mary Law, Manager of Graphic Communications
Law_Mary@rsccd.edu

Dean Hopkins, Manager of Publications and Digital Media
Hopkins_Dean@rsccd.edu