

TIPS TO CREATE  
**SAC BRANDED ASSETS**



SANTA ANA COLLEGE



# LOGOS

- Always have SAC logo on your designs



# SIX VERSIONS OF THE LOGO AND ITS USAGE



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**COLLEGE**



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**COLLEGE**



**SANTA ANA COLLEGE**



**SANTA ANA COLLEGE**



**SANTA ANA**  

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**COLLEGE**



**SANTA ANA**  

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**COLLEGE**



# SIX VERSIONS OF THE LOGO AND ITS USAGE

SAMPLE



 **SANTA ANA COLLEGE**

**TOGETHER WE WIN!**

NOVEMBER 4 - 8, 2024

**INTERNATIONAL EDUCATION WEEK**



 **20** AWARDS-WINNING • SANTA ANA COLLEGE **24**  
RANKED AS ONE OF CALIFORNIA'S BEST COMMUNITY COLLEGES  
BY INTELLIGENT.COM

**Your Educational Pathway**

STARTS AT

 **SANTA ANA COLLEGE**

**Enroll Today!**

CLASSES START EVERY 8 WEEKS!



 **SANTA ANA COLLEGE**



**ACCELERATED CLASSES!**

8-WEEK CLASSES BEGIN **APRIL 15**

COMPLETE A CLASS IN **HALF THE TIME!**

**ENROLL TODAY AT SAC.EDU/ACCELERATED**



**SANTA ANA COLLEGE**





**SANTA ANA**  
**COLLEGE**

# 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outdated logos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





# BRANDED FONT

- Neutraface Family
- Muli Family
- Garamond Pro

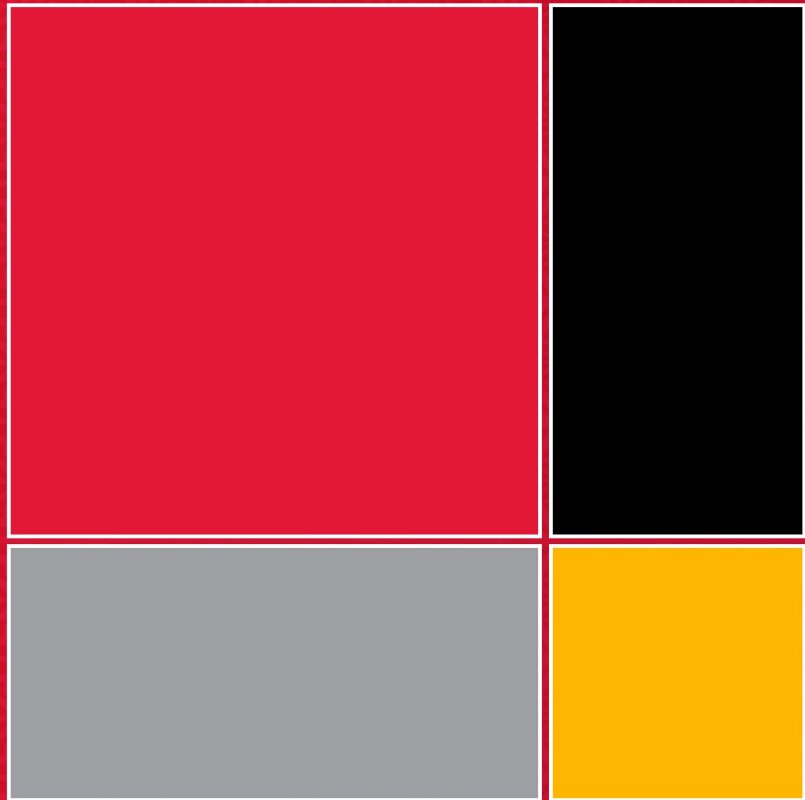
# ADA APPROVED SYSTEM FONT

- Arial Family
- Helvetica Family
- Tahoma Family
- Verdana Family





# COLORS



**HEX: E31837**



**HEX: 000000**



**HEX: 9D9FA2**



**HEX: FFB600**



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# GRADIENT





# DOS AND DON'TS - GRADIENT

DO NOT FADE TO WHITE



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SIGNING ON TO  
YOUR LIBRARY ACCOUNT

*Just Got Easier*

[sac.edu/librarySSO](https://sac.edu/librarySSO)

A horizontal gradient bar is shown below the banner, fading from red on the left to white on the right.



SANTA ANA COLLEGE

SIGNING ON TO  
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*Just Got Easier*

[sac.edu/librarySSO](https://sac.edu/librarySSO)

A horizontal gradient bar is shown below the banner, fading from red on the left to a darker red on the right.

INSTEAD, FADE TO A DARKER SHADE



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# DOS AND DON'TS - TEXT

DO NOT PUT TEXT ON TOP OF TWO OBJECTS



INSTEAD, SEPARATE THEM



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# DOS AND DON'TS - CONTRAST

MAKE SURE THE DESIGN IS HIGH CONTRAST



**SAC  
MEANS  
BUSINESS  
WORKSHOP**



**FEB. 8, 2025  
10 A.M. - 2 P.M.  
BUILDING A**

REGISTER AT **SAC.EDU/SACMB**

This banner features a high-contrast design with yellow text on a white background. The event details are highlighted in a red box, and the registration link is in a bold, grey font.



**SAC  
MEANS  
BUSINESS  
WORKSHOP**



**FEB. 8, 2025  
10 A.M. - 2 P.M.  
BUILDING A**

REGISTER AT **SAC.EDU/SACMB**

This banner features a low-contrast design with black text on a white background. The event details are highlighted in a red box, and the registration link is in a bold, red font.

OTHERWISE, OUR MARQUEE WON'T SHOW



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# DOS AND DON'TS - CONTRAST CONTINUES

DO NOT USE BLACK TEXT ON RED, THIS CREATES CONTRAST ISSUE



INSTEAD, USE WHITE TO BRING UP MORE CONTRAST



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# DOS AND DON'TS - LOGOS

PLEASE AVOID HAVING A TIGHT BOX AROUND THE LOGO



INSTEAD, USE TRANSPARENT LOGO



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# DIMENSIONS FOR YOUR DESIGNS

**JSC Monitor:** 1920 px x 1080 px

**Marquee on Bristol:** 2090 px x 950 px

**Instagram Post:** 800 px x 1000 px

Please send us **JPEG** files



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# REQUESTING LOGOS, FONTS, PHOTOS

PLEASE REACH OUT TO

**YUHONG CAO**

CAO\_YUHONG@SAC.EDU

**YOUNG KIM**

KIM\_YOUNG@SAC.EDU

QUESTIONS? REACH OUT TO US TOO!



**SANTA ANA COLLEGE**