

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



SANTA ANA

COLLEGE



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COLLEGE



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SANTA ANA

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**

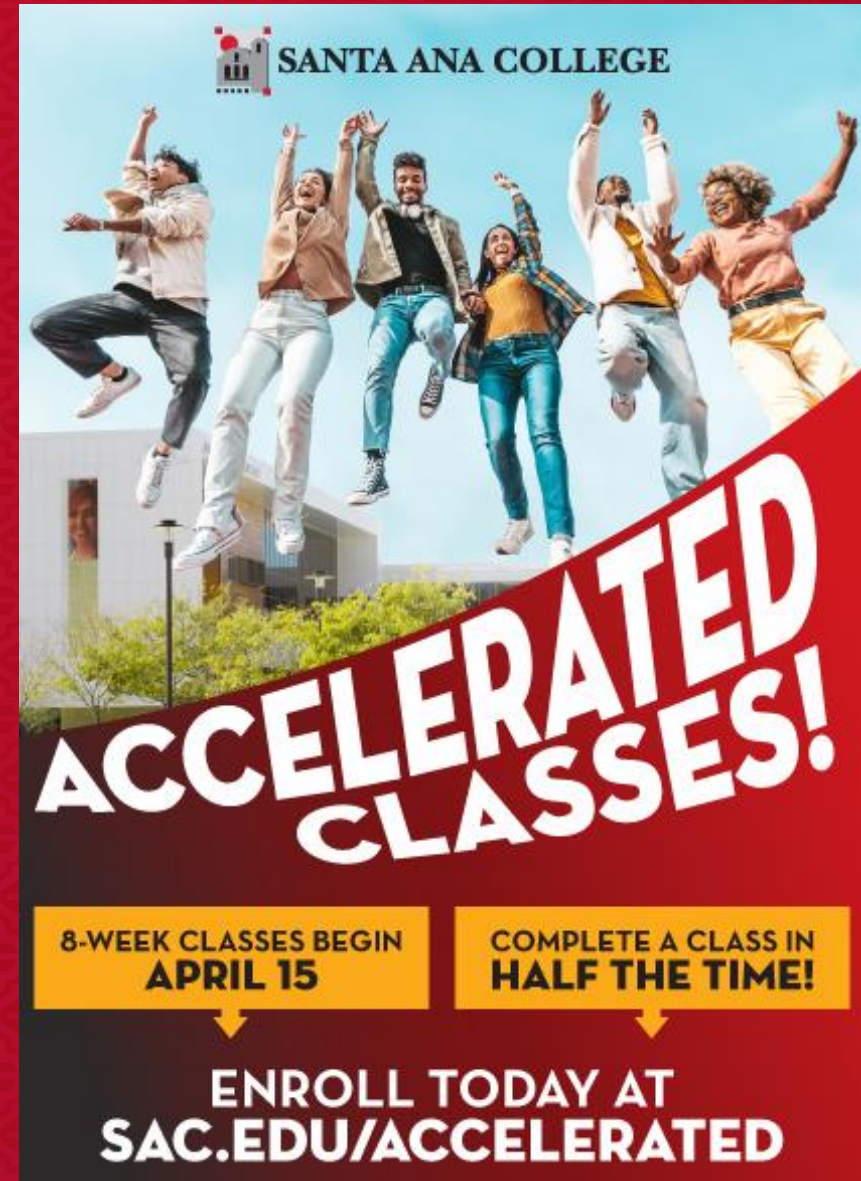
STARTS AT


 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**



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SANTA ANA
COLLEGE

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outdated logos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



LOGO MISUSE

Branded font

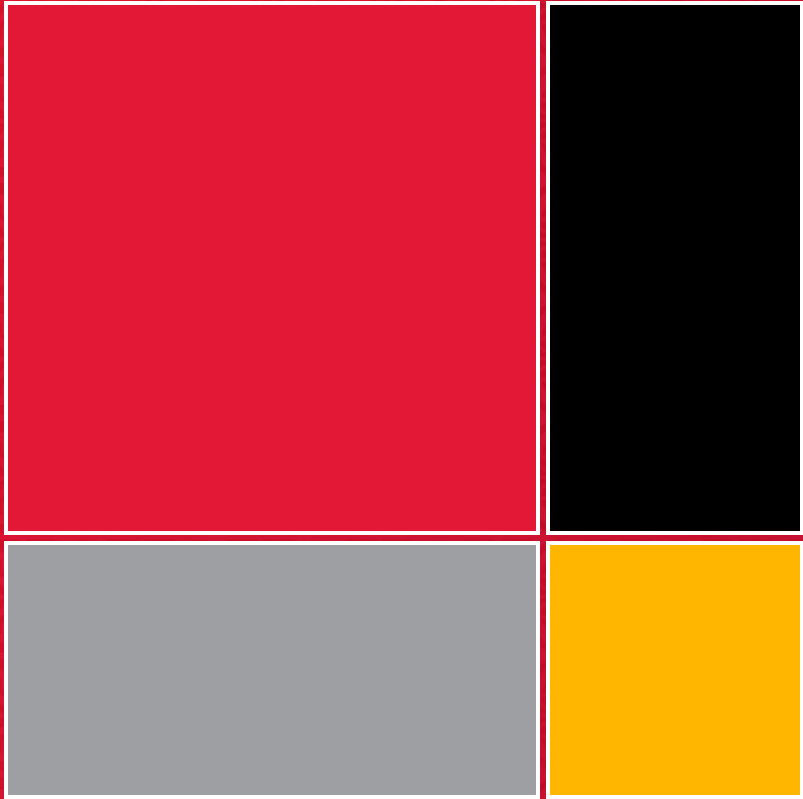
- Neutraface Family
- Muli Family
- Garamond Pro

ADA approved system font

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



Colors



HEX: E31837



HEX: 000000



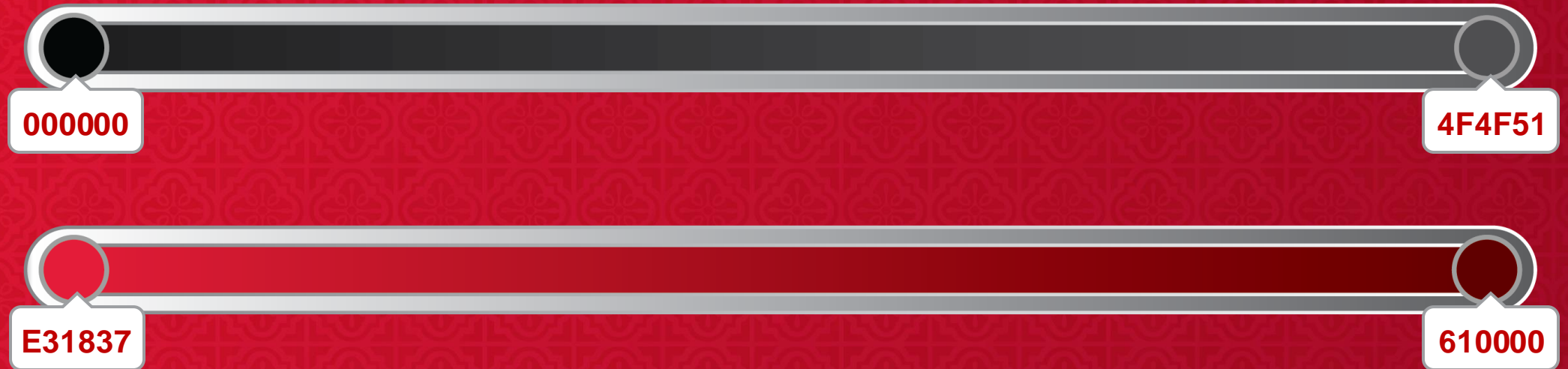
HEX: 9D9FA2



HEX: FFB600



Gradient



Dos and Don'ts - Gradient

DO NOT FADE TO WHITE



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**

 **SANTA ANA
COLLEGE**

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

REGISTER AT **SAC.EDU/SACMB**

This banner features a background image of students in a classroom. The text is in yellow and black, which is low contrast against the light background. The registration link is in a grey font.



**SAC
MEANS
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**FEB. 8, 2025
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BUILDING A**

REGISTER AT **SAC.EDU/SACMB**

This banner features the same background image as the first banner. The text is in black and white, which is high contrast against the light background. The registration link is in a dark red font.

OTHERWISE, OUR MARQUEE WON'T SHOW



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Dos and Don'ts – CONTRAST (CONT.)

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



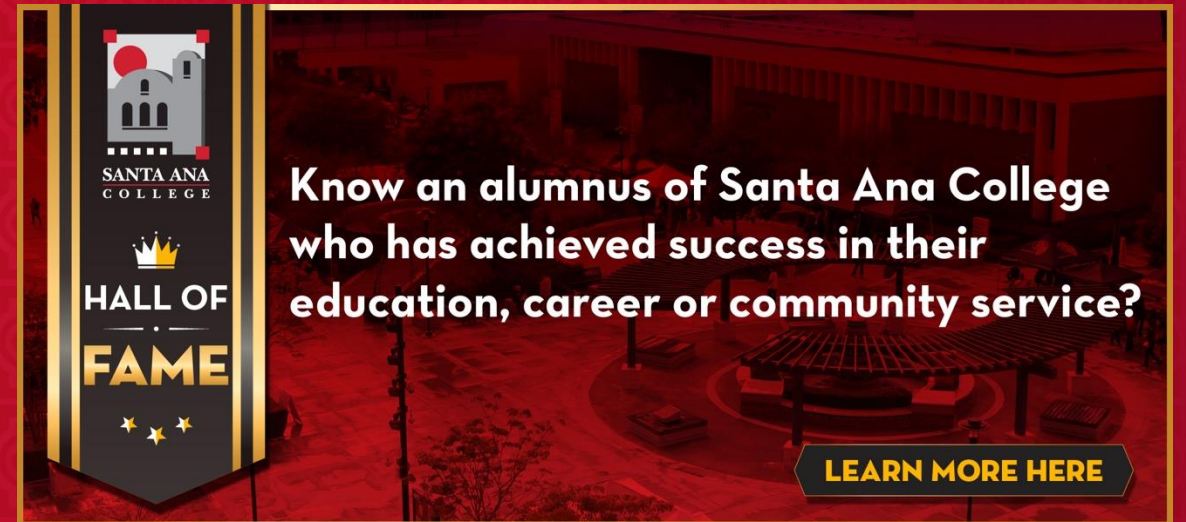
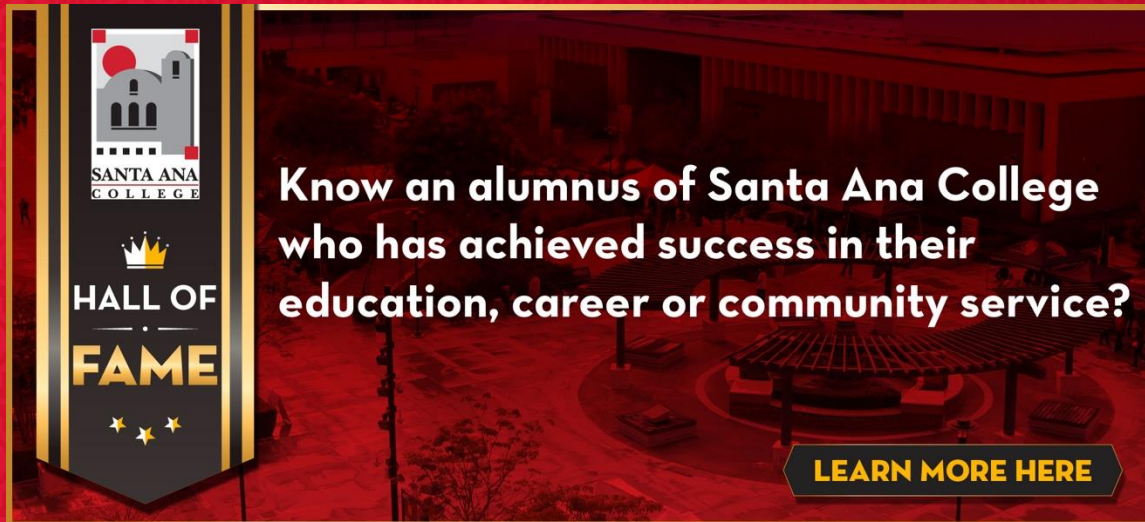
INSTEAD, USE WHITE TO BRING UP MORE CONTRAST



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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



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!



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