

# BRANDING AND IDENTITY GUIDELINES

UPDATED IN  
**2025**

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A handbook that defines  
**Santa Ana College** and  
its identity

# THE IMPORTANCE OF SANTA ANA COLLEGE'S BRANDING AND VISUAL IDENTITY

A brand is more than a logo. A brand is an essence. Every organization presents a unique and defining brand image. A brand represents the organization's values and shapes the public's perception of the organization. It takes brand consistency to create a positive, impression.

Leading institutional brands provide advantages in student and faculty recruitment and retention, fundraising, and program support. The Santa Ana College Public Information Office strives to maintain the brand's strength and legitimacy by sharing impactful and credible messages about about the college, its people, and the accomplishments that stem from it.

An established brand allows Santa Ana College to project a public image that instills confidence that the college is producing valuable returns for our students, alumni, donors, employees and neighbors. A strong brand for Santa Ana College enhances our ability to lead and influence, demonstrating our collective strengths and singular identity.

Our brand is everything we say and do – and how we say and do it. Managing the perception of thousands is no small task. It's a big job, and everyone who speaks for SAC plays a crucial role. These guidelines will help you do just that. They're a foundation to build upon and a source of inspiration.

**We are all keepers of the Santa Ana College brand, and it is our collective responsibility to use these guidelines to help share, and strengthen the Santa Ana College story.**



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**WHO WE ARE**

## SEEING

Santa Ana College (SAC) held its first classes in the fall of 1915 as Santa Ana Junior College, located on the campus of Santa Ana High School, during the presidency of Woodrow Wilson.

With the country on the precipice of involvement in WWI, the “Department Junior College” opened its doors to 24 students and 11 teaching faculty. It was the second junior college founded in Orange County and the fourth oldest in all of California.

## BELIEVING

The earthquake of 1933 forced the college to relocate to a site on North Main Street, where it served 803 students with thirty-four teaching faculty.

Growing pains are nothing new in the history of the college. There was much debate about a bond measure in 1945 that would allow the development of 55 acres on its current site at 17th and Bristol. At that time, it was felt the college would be located too far away from the bustling downtown district.

Santa Ana School District board member, Lutheran Pastor George Busdiecker, rallied support for the measure via radio broadcast in 1945.

“Your investment in education will pay dividends in the enriched lives of the boys and girls of Santa Ana. Go to the polls and cast your vote in favor of our children,” Lutheran stated.

The bond measure passed by a 3-to-1 margin and in 1947 Santa Ana College moved to its permanent campus at 17th and Bristol. In 1971, Santa Ana College formally separated from the Santa Ana Unified School District to form the Rancho Santiago Community College District.

## ACHIEVING

The mission of Santa Ana College is to be a leader and partner in meeting the intellectual, cultural, technological, and workforce development needs of our diverse community.

Located at the corner of West 17th Street and Bristol in Santa Ana on about 65 acres, Santa Ana College provides access and equity in a dynamic learning environment that prepares students to transfer to a four-year university, build a career pathway, or pursue lifelong learning in a global community.



## APPLICATION

The following standards are the ongoing, active brand authority for Santa Ana College's visual identity, approved by our President and the President's cabinet.

**All communication products must meet the requirements set forth in this manual. Santa Ana College Public Information Office provides ongoing governance and implementation for these visual standards.** A unified Santa Ana College is a healthy Santa Ana College, and by centralizing our brand identity we build equity into the whole organization. Consistency, clarity and quality are the primary functions of this document.

All SAC stakeholders, internally and externally, are expected to operate in accordance with these standards. As a representative of SAC, it's your responsibility to do so as a part of the team.

# ADA AND ACCESSIBILITY GUIDELINES

**Colleges and universities offer many of their services, programs, and activities through websites and mobile apps. When these digital platforms are not accessible, they can create significant barriers for students, faculty, staff, and visitors with disabilities.**

For example, individuals who are blind often use screen readers to convert visual information into speech or braille. If a college posts an image—such as a flyer for an event or instructions for course registration—without including a text description (called “alternative text” or “alt text”), screen reader users may miss out on critical information. Since screen readers cannot interpret images directly, missing alt text means missing content entirely.

Inaccessible websites and apps can make it difficult or even impossible for people with disabilities to access essential services such as:

- Registering for classes
- Accessing course materials
- Applying for housing or financial aid
- Paying tuition
- Participating in virtual learning or campus events

In addition, individuals with vision impairments may struggle to read content if it’s not presented in an accessible format. To help address this, **the minimum font size recommended for ADA compliance is 14 points** for printed materials and digital text, unless a user adjusts it themselves through assistive technology or browser settings.

Improving digital accessibility ensures equal access to the full range of college services and experiences. It also helps institutions meet their obligations under the Americans with Disabilities Act (ADA), while fostering a more inclusive and equitable campus environment.

# EXAMPLES OF WEBSITE ACCESSIBILITY BARRIERS



## Only Incorporate High Contrast Visuals

People with limited vision or color blindness cannot read text if there is not enough contrast between the text and background (for example, light gray text on a light - colored background).



## Describe Color Cues With Words

Color-blind users may struggle to interpret color-coded information. In addition, screen readers don't convey text color, meaning visually impaired users may miss information communicated through color alone (e.g., red text indicating required form fields)



## Include Alternative Text ("Alt Text") on Images

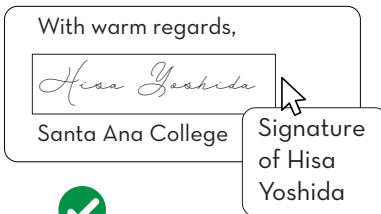
People who are blind will not be able to understand the content and purpose of images, such as pictures, illustrations, and charts, when no text alternative is provided. Text alternatives convey the purpose of an image, including pictures, illustrations, charts, etc.



## Ensure Online Forms are Accessible

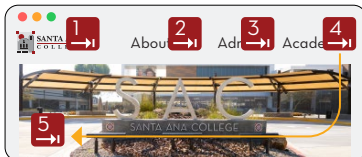
People with disabilities may have difficulty understand and accurately filling out forms without features like:

- Accessible labels that screen readers can identify for users
- Easy-to-follow instructions
- Error Indicators



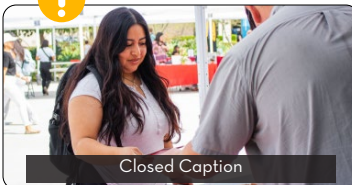
## Email Signatures

If email signature is an image file, include alternative text



## Validate Keyboard Navigation

People with disabilities who cannot use a mouse or trackpad will not be able to access web content if they cannot navigate a website using a keyboard.

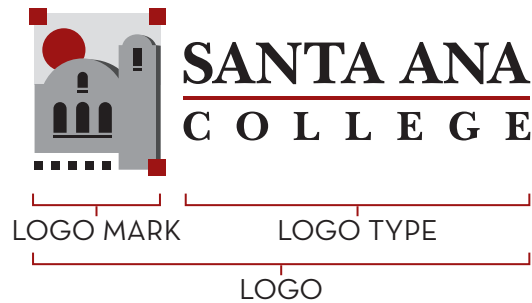


## Always Add Closed Captioning on Videos

People with hearing disabilities may not be able to understand information communicated in a video if the video does not have humanly edited captions. Go to [page 33](#) for more information.

# LOGOS

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. **Please do not create your own logo unless approved by the Public Information Office.**



# CLEAR SPACE

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.



CLEAR SPACE

# PRIMARY LOGO

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.

## 1. Preferred Logo



## 2. Alternate Preferred Logo



## 3. Alternate Logo



## SECONDARY LOGO

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.

### THE SEAL

The school's seal is appropriate when marking formal Santa Ana College events and on texts or documents pertaining to the academic mission of the school such as **diplomas, certificates of achievement, and awards for outstanding service**. It is NOT intended as a marketing logo.

In every case, the seal should remind us of our educational priorities and stand for honor and rare achievement.

**The official seal should NEVER be altered or varied.**

**The seal may only be used with permission from the Public Information Office.**



### MONOGRAM



### LOGOMARK (STANDALONE)



## DIFFERENT 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.

### Grayscale Logos



### 100% Black Logo

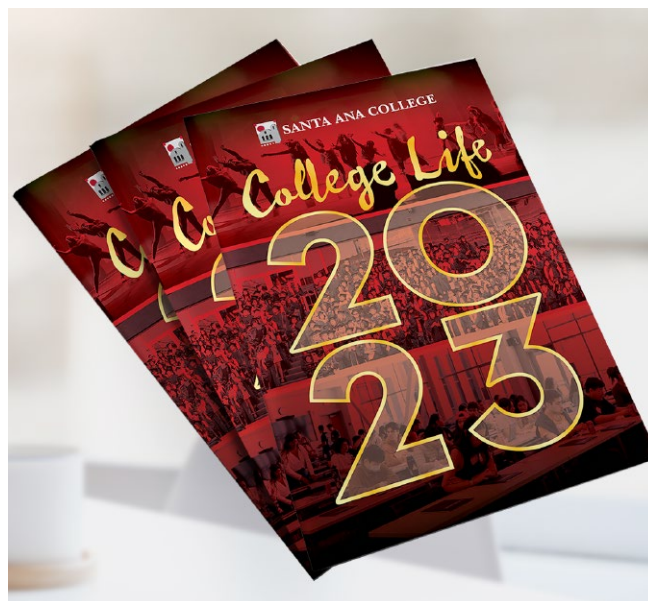


### Reverse Logos



## EXAMPLES OF SAC LOGO USED ON PRODUCTS

Mock-up products demonstrate the versatility and adaptability of our logo system across various applications and formats. Each mock-up showcases how different logo variations - whether horizontal, stacked, or icon-only - can be strategically incorporated depending on the medium and available space. From apparel and promotional items to digital platforms and print materials, these examples illustrate proper logo placement, sizing, and color usage in real-world contexts.



**SANTA ANA COLLEGE**

BRANDING AND IDENTITY GUIDELINES

# MINIMUM LOGO SIZES

There are several important reasons for minimum logo size requirements:

**Legibility:** Below a certain size, fine details in the logo become unclear or disappear. Text, intricate design elements, and subtle features need adequate space to remain readable and recognizable.

**Brand Recognition:** A logo that's too small loses its visual impact and may not be identifiable. The minimum size ensures the logo maintains its distinctiveness and is quickly recognized.

**Professional Appearance:** Tiny, illegible logos look unprofessional and can diminish the credibility of both the material and the institution.

**Reproduction Quality:** At very small sizes, logos may blur, pixelate, or lose contrast when printed or displayed digitally, especially on lower-resolution screens or print materials.

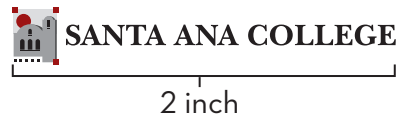
**Brand Integrity:** Maintaining minimum size standards ensures consistent quality across all applications and prevents the brand from being weakened through poor presentation.

For Santa Ana College, the minimum logo size ensures that text and design elements remain clear and maintain the college's professional image across all platforms.

## Preferred Logo



## Alternate Preferred Logo



## Alternate Logo



## Seal

















# LOGO MISUSE

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.

The college logos should **NEVER** be altered or modified in any way.

- ✘

**SANTA ANA**  
COLLEGE
Do not use outdated logos
- ✘

**SANTA ANA**  
COLLEGE
Do not stretch or condense
- ✘

**SANTA ANA**  
COLLEGE
Do not alter color
- ✘

**SANTA ANA**  
COLLEGE
Do not alter the proportions
- ✘

**SANTA ANA**  
COLLEGE
Do not recreate the logo
- ✘

**SANTA ANA**  
COLLEGE
Do not rotate the logo
- ✘

**SANTA ANA**  
COLLEGE
Do not add effects to any element of the logo
- ✘

**SANTA ANA**  
COLLEGE
Do not change the typeface
- ✘

**SANTA ANA**  
COLLEGE
Do not invert the logo
- ✘

**SANTA ANA**  
COLLEGE
Do not crop the logo
- ✘

**SANTA ANA**  
COLLEGE
Do not use grainy logo
- ✘

**SANTA ANA**  
COLLEGE
Make sure logos are visible when placing on images
- ✘

**SANTA ANA**  
COLLEGE
Make sure logos are visible when placing on images
- ✘

**SANTA ANA**  
COLLEGE
Make sure to use transparent logos

# 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.

## Division Descriptive Signatures



## Department Descriptive Signatures



The signatures on this page is only a representation of how they look like. To access your descriptive signature, please contact the **Santa Ana College Public Information Office**.

## 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.

### SAC Mascot “Don” Icon



The “Don” image is only used in association with athletics and should not be used with any other college programs or services.

### SAC Signature



## ADDITIONAL 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**.

### Associated Student Government (ASG)



### Santa Ana College Foundation



### Veterans Services



# 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.

Santa Ana College updated the SAC Red in 2025. Please use only the current color specification and avoid using the outdated version.

## Primary Colors



PRINT	DIGITAL
<b>C:</b> 25	<b>R:</b> 157
<b>M:</b> 94	<b>G:</b> 20
<b>Y:</b> 88	<b>B:</b> 20
<b>K:</b> 20	#9D1414
#9E2A2B	

PRINT	DIGITAL
<b>C:</b> 0	<b>R:</b> 0
<b>M:</b> 0	<b>G:</b> 0
<b>Y:</b> 0	<b>B:</b> 0
<b>K:</b> 100	#000000

**PRINT and DIGITAL are different:**  
use **#9E2A2B** for PRINT materials and  
**#9D1414** for DIGITAL applications.

**CMYK RICH BLACK**  
**C:** 75 **M:** 68 **Y:** 67 **K:** 90

## Secondary Colors



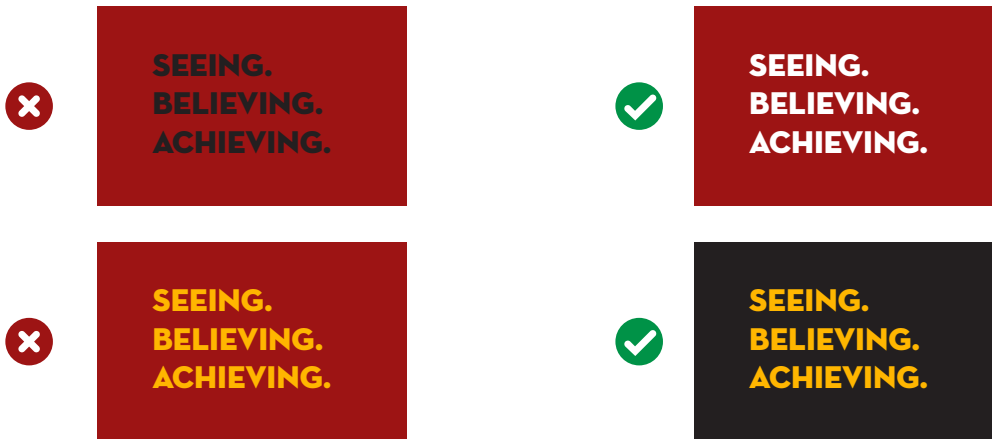
PRINT	DIGITAL
<b>C:</b> 0	<b>R:</b> 255
<b>M:</b> 38	<b>G:</b> 182
<b>Y:</b> 100	<b>B:</b> 0
<b>K:</b> 0	#FFB600

PRINT	DIGITAL
<b>C:</b> 0	<b>R:</b> 157
<b>M:</b> 0	<b>G:</b> 159
<b>Y:</b> 0	<b>B:</b> 162
<b>K:</b> 45	#9D9FA2

# RESTRICTIONS

## Pairing Colors

Do not use the RED, BLACK, AND GOLD in a manner that visually vibrates.



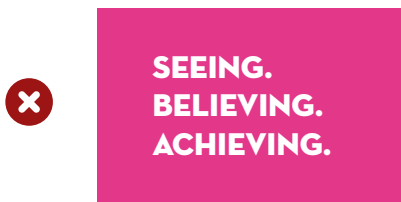
## Secondary Palette

Do not use secondary colors as the predominant color of a design.



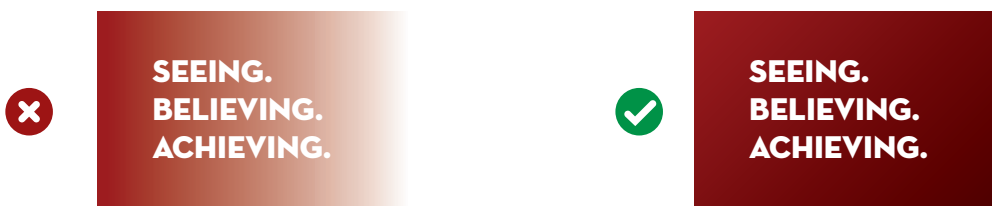
## Other Colors

Do not use colors that are not part of the brand's palette.



## Gradient

Gradient may be used, but do not fade to white.



# MORE COLOR OPTIONS

At times, additional color combinations are required - for instance, when creating research materials, graphs, or infographics. In these situations, it's necessary to incorporate supplementary colors. Although there are many colors to choose from, we always incorporate our primary color combinations into the charts.



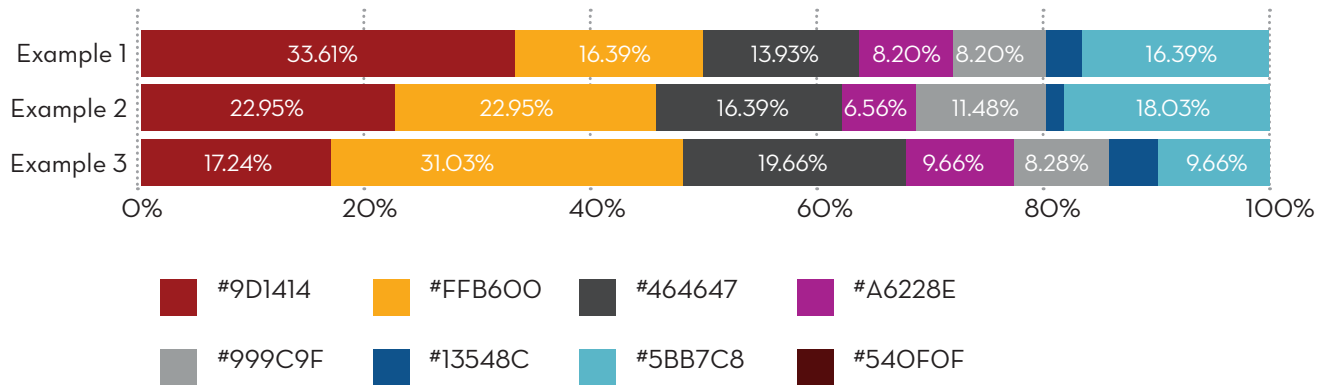
## Sample Graphs

When selecting colors for a design, always start with the core palette of #9D1414, #FFB600, and #464647 as your primary colors.

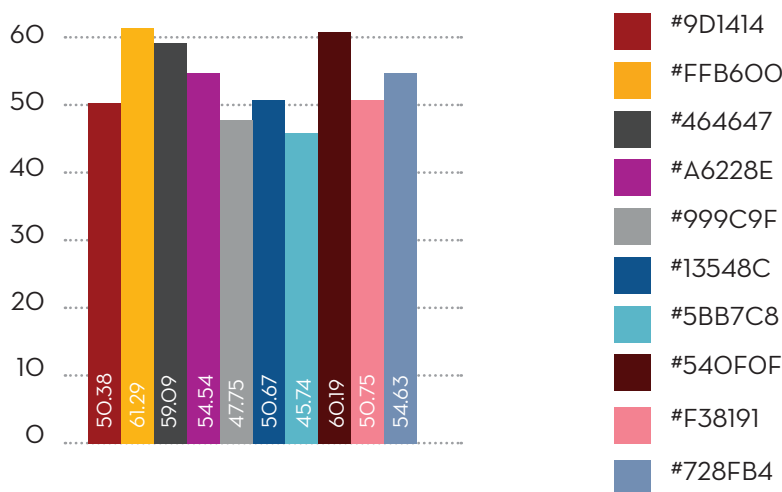
If additional colors are needed beyond this trio, select them in the order they appear in the examples\* below.

*\*The examples are graphs in the Comprehensive Education Plan.*

## AGE DISTRIBUTION SAMPLE



## AVERAGE CLASS SIZE SAMPLE



# 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 Compliance

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.

## Neutra Family

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**SEEING. BELIEVING. ACHIEVING.**

**SEEING. BELIEVING. ACHIEVING.**

SEEING. BELIEVING. ACHIEVING.

## Muli Family

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**SEEING. BELIEVING. ACHIEVING.**

**SEEING. BELIEVING. ACHIEVING.**

SEEING. BELIEVING. ACHIEVING.

## Garamond Pro

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**SEEING. BELIEVING. ACHIEVING.**

**SEEING. BELIEVING. ACHIEVING.**

SEEING. BELIEVING. ACHIEVING.

## Arial Family

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**SEEING. BELIEVING. ACHIEVING.**

SEEING. BELIEVING. ACHIEVING.

## Helvetica Family

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**SEEING. BELIEVING. ACHIEVING.**

SEEING. BELIEVING. ACHIEVING.

SEEING. BELIEVING. ACHIEVING.

## Tahoma Family

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**SEEING. BELIEVING. ACHIEVING.**

SEEING. BELIEVING. ACHIEVING.

## Verdana Family

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**SEEING. BELIEVING. ACHIEVING.**

SEEING. BELIEVING. ACHIEVING.

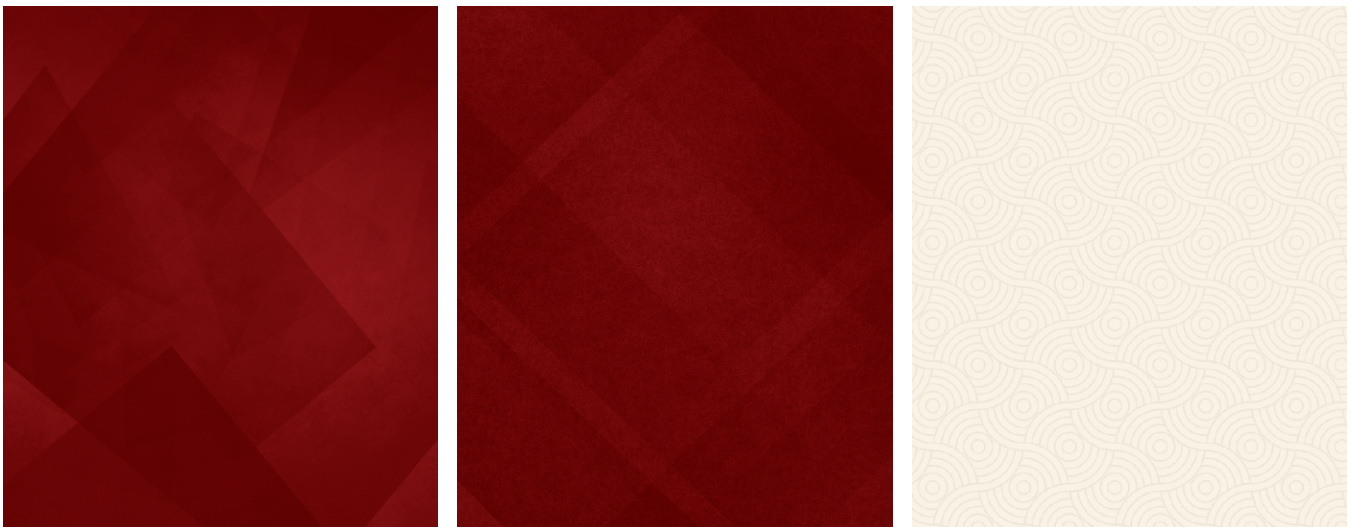
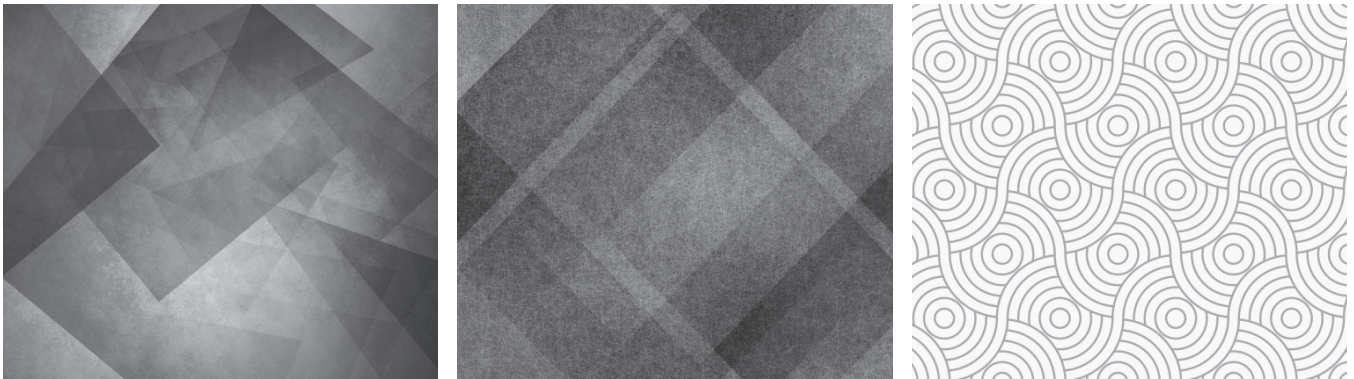
# PATTERNS

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



# SAMPLES - HOW EVERYTHING WORK TOGETHER

Occasionally we use unique fonts to bring interest for titles



Santa Ana College logo at top right

## SANTA ANA COLLEGE OFFERS...



**OVER 265 DEGREES AND CERTIFICATES** to choose from



**BACHELOR'S DEGREES AT A LOW COST**  
Occupational Studies, Paralegal Studies, and Automotive Technology



Award winning **PATHWAY TO LAW SCHOOL PROGRAM**



**CHAMPIONSHIP WINNING ATHLETIC PROGRAMS**  
Mentorship to become a strong scholar-athlete



**TOP HISPANIC SERVING AND ASIAN AMERICAN AND NATIVE AMERICAN PACIFIC ISLANDER SERVING INSTITUTION**



**RENOWNED CRIMINAL JUSTICE ACADEMY AND FIRE TECHNOLOGY PROGRAM**  
Opportunity to be your generations' police officers and firefighters

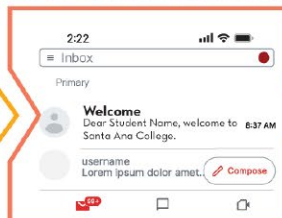
Neutra fonts

**TO APPLY, VISIT**

**SAC.EDU/APPLY**



To apply, create an account or log in to **CCCApply** and submit your application.



Receive your confirmation email with your SAC username within **2 business days**.



Choose your classes online in **Self-Service** or with a **counselor**.

Colors



✓ Improve your English

✓ Earn a High School Diploma

✓ Transfer to a University

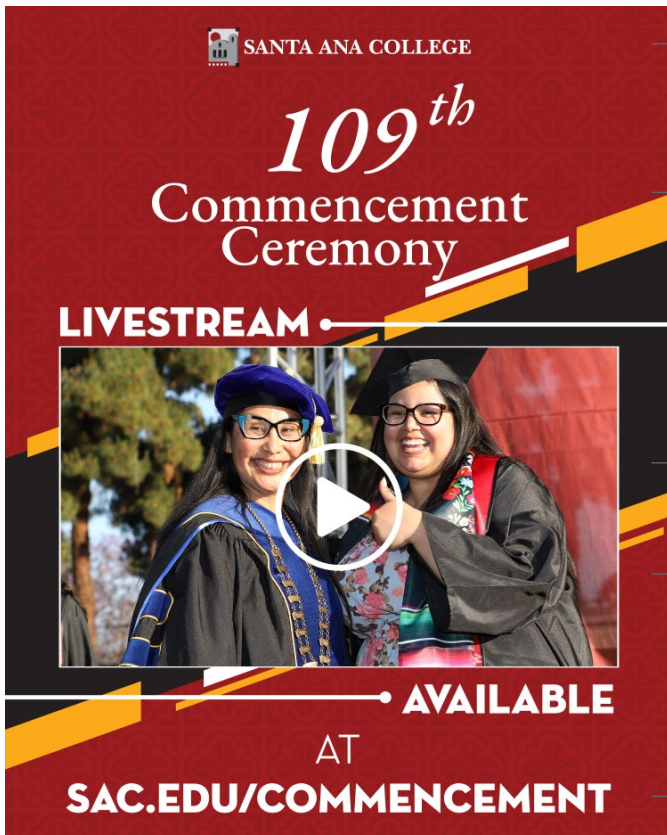
# SAMPLES - HOW EVERYTHING WORK TOGETHER

Real SAC Students

Santa Ana College logo at top right



Garamond Pro fonts



Santa Ana College logo at top center

Colors



Garamond Pro fonts

Real SAC Students

Texture



Neutra fonts

# PHOTOGRAPHY

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.

## Photography Styles



### Campus Beauty Shots

Santa Ana College is full of beauty that shines best during the golden hour, when warm light enhances its architecture and open spaces. Focus on landmarks like the fountain or library, and use pathways and greenery to frame your shots. Including people adds life and scale.



### Candid Photography

Candid photography captures the genuine spirit of campus life, revealing authentic moments that posed shots can't match. Focus on observing interactions rather than directing them - look for laughter, conversation, or quiet concentration.



### Power Pose

A power pose photo captures strength, confidence, and presence. Choose a clean, well-lit background that doesn't distract from the subject, and position them standing tall with shoulders back and chin slightly lifted. Encourage open, grounded stances.



### Event Photography

Capture the action by anticipating key moments - laughter, applause, or interaction - to convey energy and emotion.

## Photo and Media

Follow these guidelines when posting photos or media:

- Obtain permission before using images from other sources.
- Photos taken in public campus spaces generally do not require individual consent.
- For images taken indoors or at private events, written permission is recommended.
- Obtain guardian permission when photographing minors.
- Adhere to Santa Ana College's branding and quality standards.



Scan the QR Code to Access the [\*\*Media Release Form\*\*](#)

### Need Photography?

Please reach out to the Public Information Office for approved marketing photos.

# PHOTOGRAPHY GUIDELINES

When taking photos, it's important to follow several key guidelines to ensure high-quality images. Photos must not be overexposed, which can wash out details and create harsh, blown-out highlights, nor underexposed, which results in dark, unclear images with lost shadow detail.

Additionally, photos should never be blurry, as this compromises clarity and makes subjects difficult to identify. Before capturing any images, always wipe the camera lens clean to remove fingerprints, dust, or smudges that could affect image quality.

Following these guidelines will help maintain professional standards and ensure that all photographs are clear, well-balanced, and suitable for their intended purpose.



## Blurry Photos

When a photo is blurry, the sharpness and definition that make an image clear are lost due to motion or focus issues. Unlike other image problems, blur is nearly impossible to fix after the fact - no amount of sharpening or post-processing can recreate the crisp edges and fine details that were never recorded.



## Underexposed Photos

When a photo is underexposed, the shadows become so dark that the detail within them is lost to pure black. While brightening an underexposed image in post-processing is possible, detail that was never captured cannot be recovered. The information simply isn't there in the image data.



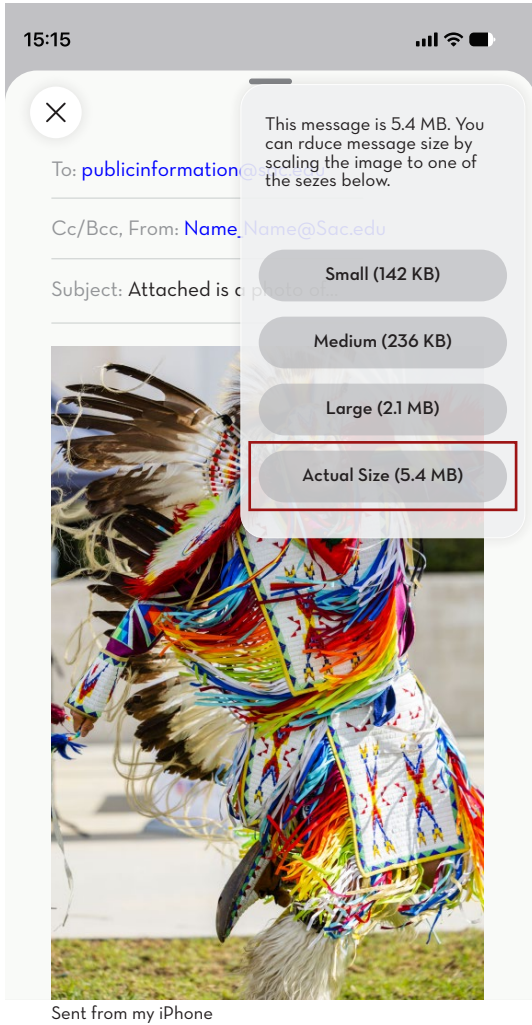
## Overexposed Photos

When a photo is overexposed, the highlights become so bright that detail within them is lost to pure white. Blown highlights are often completely unrecoverable in post-processing. Attempting to darken overexposed areas in editing will only reveal flat, featureless white patches where texture, color, and detail should exist.



## Clean the Camera Lens

Wiping the lens before taking a photo is one of the simplest yet most overlooked steps to improve image quality. Lenses constantly collect fingerprints, dust, and smudges that create a film reducing sharpness, contrast, and color accuracy - often resulting in hazy or washed-out photos.



## Attaching Photos to an Email

When attaching photos to emails on a phone, selecting “Actual Size” or “Large Size” is essential for preserving image quality. Many email apps default to “Medium” or “Small” to reduce file size, which compresses and downgrades the photo’s resolution. This compression can make images appear blurry or pixelated when viewed on larger screens, defeating the purpose of sharing high-quality photos.


# GUIDED PATHWAY BRANDINGS

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.

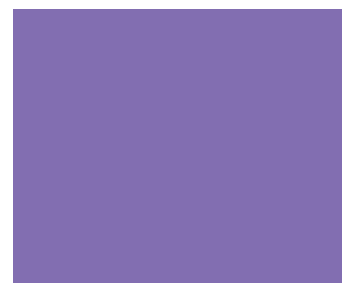
Whenever possible, departments within specific Pathways are encouraged to use the corresponding colors to reinforce Pathway messaging and identification.

## PRIMARY COLOR

## SECONDARY COLOR



**CREATING OUR WORLD**  
ART, MEDIA &  
PERFORMANCE  
**PANTONE 266 C**



PRINT	DIGITAL
<b>C:</b> 78	<b>R:</b> 91
<b>M:</b> 89	<b>G:</b> 64
<b>Y:</b> 12	<b>B:</b> 137
<b>K:</b> 2	#5B4089

PRINT	DIGITAL
<b>C:</b> 54	<b>R:</b> 131
<b>M:</b> 61	<b>G:</b> 111
<b>Y:</b> 1	<b>B:</b> 176
<b>K:</b> 0	#836FBO



**PEOPLE, IDEAS & CULTURE**  
HUMANITIES, SOCIAL SCIENCES  
& LANGUAGES  
**PANTONE 716 C**



PRINT	DIGITAL
<b>C:</b> 0	<b>R:</b> 244
<b>M:</b> 67	<b>G:</b> 117
<b>Y:</b> 95	<b>B:</b> 41
<b>K:</b> 0	#F47529

PRINT	DIGITAL
<b>C:</b> 1	<b>R:</b> 247
<b>M:</b> 39	<b>G:</b> 167
<b>Y:</b> 98	<b>B:</b> 32
<b>K:</b> 0	#F7A720

PRIMARY COLOR

SECONDARY COLOR



**FUTURE EDUCATORS**  
CHILD DEVELOPMENT, TEACHING &  
LIBRARY TECHNOLOGY  
**PANTONE 7643 C**



PRINT	DIGITAL
<b>C:</b> 53	<b>R:</b> 111
<b>M:</b> 90	<b>G:</b> 48
<b>Y:</b> 40	<b>B:</b> 87
<b>K:</b> 26	#6F3057

PRINT	DIGITAL
<b>C:</b> 50	<b>R:</b> 134
<b>M:</b> 64	<b>G:</b> 101
<b>Y:</b> 33	<b>B:</b> 127
<b>K:</b> 8	#86657F




**DESIGN, MAKE & MOVE**  
AUTOMOTIVE, MANUFACTURING &  
ENGINEERING TECHNOLOGY  
**PANTONE 7532 C**



PRINT	DIGITAL
<b>C:</b> 45	<b>R:</b> 110
<b>M:</b> 59	<b>G:</b> 82
<b>Y:</b> 74	<b>B:</b> 60
<b>K:</b> 35	#6E523C

PRINT	DIGITAL
<b>C:</b> 45	<b>R:</b> 134
<b>M:</b> 49	<b>G:</b> 115
<b>Y:</b> 58	<b>B:</b> 99
<b>K:</b> 15	#867363



**MONEY MATTERS**  
BUSINESS & PARALEGAL  
**PANTONE 576 C**



PRINT	DIGITAL
<b>C:</b> 62	<b>R:</b> 103
<b>M:</b> 33	<b>G:</b> 126
<b>Y:</b> 100	<b>B:</b> 54
<b>K:</b> 16	#677E36

PRINT	DIGITAL
<b>C:</b> 45	<b>R:</b> 152
<b>M:</b> 18	<b>G:</b> 173
<b>Y:</b> 88	<b>B:</b> 78
<b>K:</b> 1	#98AD4E

PRIMARY COLOR

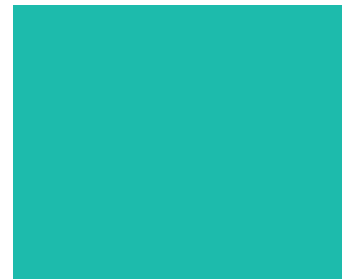
SECONDARY COLOR



**HELPING OTHERS**  
PUBLIC HEALTH & SAFETY SERVICES

**PANTONE 632 C**

PRINT	DIGITAL
<b>C:</b> 87	<b>R:</b> 4
<b>M:</b> 39	<b>G:</b> 123
<b>Y:</b> 33	<b>B:</b> 147
<b>K:</b> 5	#047B93



PRINT	DIGITAL
<b>C:</b> 71	<b>R:</b> 43
<b>M:</b> 0	<b>G:</b> 187
<b>Y:</b> 40	<b>B:</b> 173
<b>K:</b> 0	#2BBBAD



**BUILDING BRIDGES**  
CONTINUING EDUCATION

**PANTONE 298 C**

PRINT	DIGITAL
<b>C:</b> 63	<b>R:</b> 92
<b>M:</b> 21	<b>G:</b> 165
<b>Y:</b> 13	<b>B:</b> 198
<b>K:</b> 0	#5CA5C6



PRINT	DIGITAL
<b>C:</b> 31	<b>R:</b> 171
<b>M:</b> 2	<b>G:</b> 218
<b>Y:</b> 6	<b>B:</b> 232
<b>K:</b> 0	#A9D9E8



**STEM**  
COMPUTERS, MATH & SCIENCE

**PANTONE 281 C**

PRINT	DIGITAL
<b>C:</b> 100	<b>R:</b> 29
<b>M:</b> 86	<b>G:</b> 57
<b>Y:</b> 32	<b>B:</b> 105
<b>K:</b> 19	#1D3969



PRINT	DIGITAL
<b>C:</b> 86	<b>R:</b> 17
<b>M:</b> 49	<b>G:</b> 118
<b>Y:</b> 1	<b>B:</b> 187
<b>K:</b> 0	#1176BB

# SOCIAL MEDIA GUIDELINES

Santa Ana College is moving away from flyer-based posts on Instagram in favor of authentic, photo-driven content. All Instagram posts should feature high-quality photographs capturing real campus moments, events, and experiences rather than text-heavy graphics. This aligns with Instagram’s visual-first platform and engagement best practices.

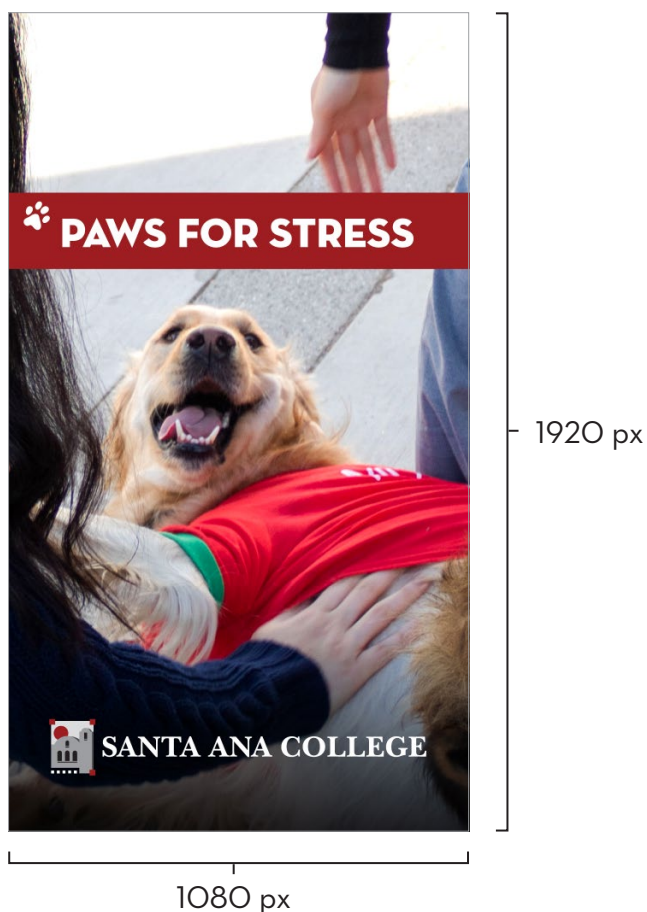
When promoting events or announcements, include key information in the photo caption instead of flyer graphics. This creates a more dynamic feed that resonates with our audience and reflects our vibrant campus community.

Content must fit the following dimensions, depending on platform.

**Instagram, X (previously Twitter),  
Facebook, LinkedIn**



**Instagram Story:**



## Keep in Mind

- Quality must be clear for social media display
- Images must feature authentic campus photos, not flyer graphics
- Images must be royalty-free with no copyright restrictions
- All information must be accurate and relevant to entire student body
- All links must be functional

# SMART BOARD MONITORS AND MARQUEES

## JSC Monitor



1080 px

1920 px

## Marquee



950 px

2090 px

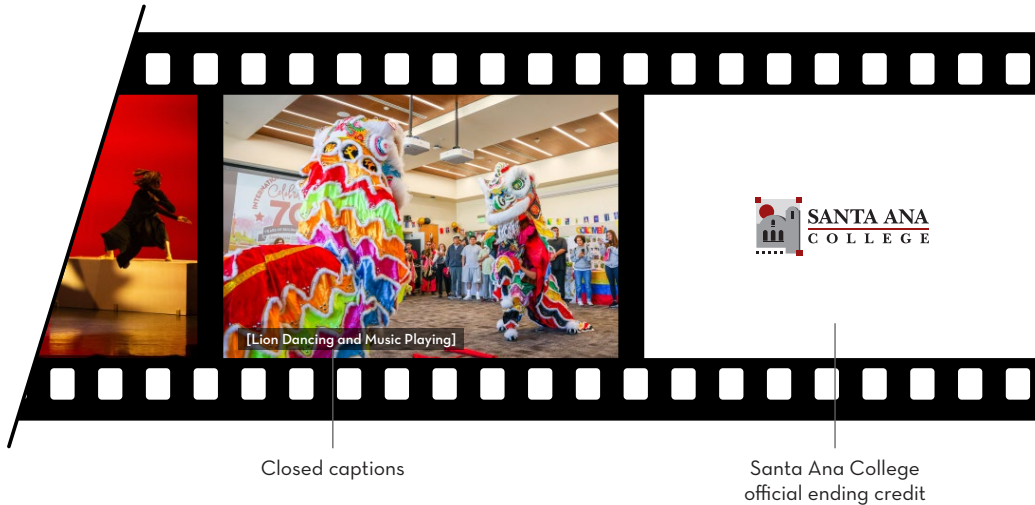
### Does your content:

- Have correct dimension?
- Have up to 150 characters of text on the content?
- Is the image free from blemishes and imperfections (pixels, blurs)?
- Is your work double-checked and proofread?

# VIDEO GUIDELINES

All video content must include accurate closed captions that are human edited to ensure accessibility for viewers who are deaf or hard of hearing, as well as those watching in sound-sensitive environments. Closed captions should be properly synchronized with the audio and include relevant sound descriptions where appropriate.

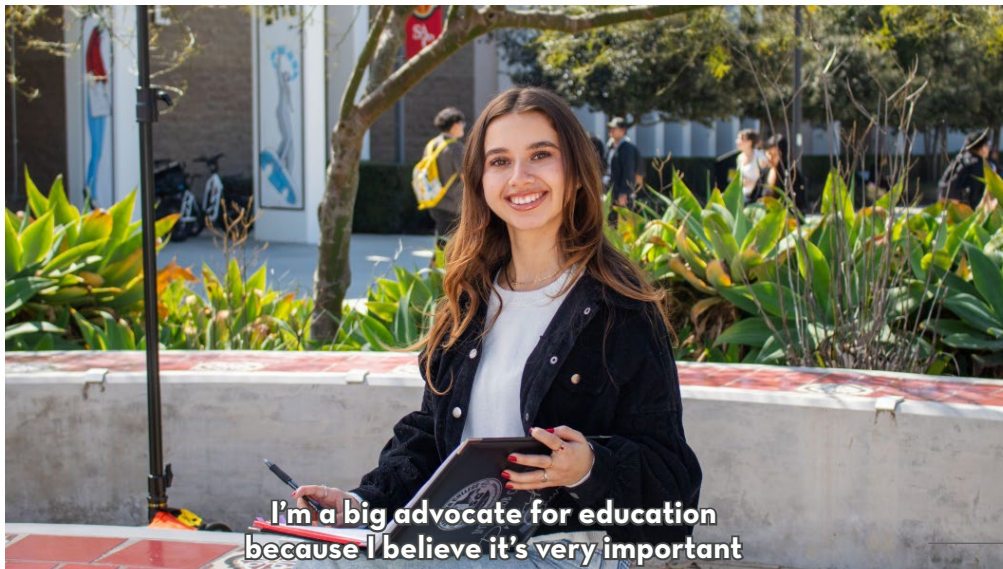
Additionally, videos should avoid using the outdated Santa Ana College ending credit format. Instead, use the updated end credit format that properly represents the college's current identity.



The official Santa Ana College video ending credit can be accessed from the [SAC Assets folder](#).

If you are having trouble accessing the file, please contact [publicinformation@sac.edu](mailto:publicinformation@sac.edu).

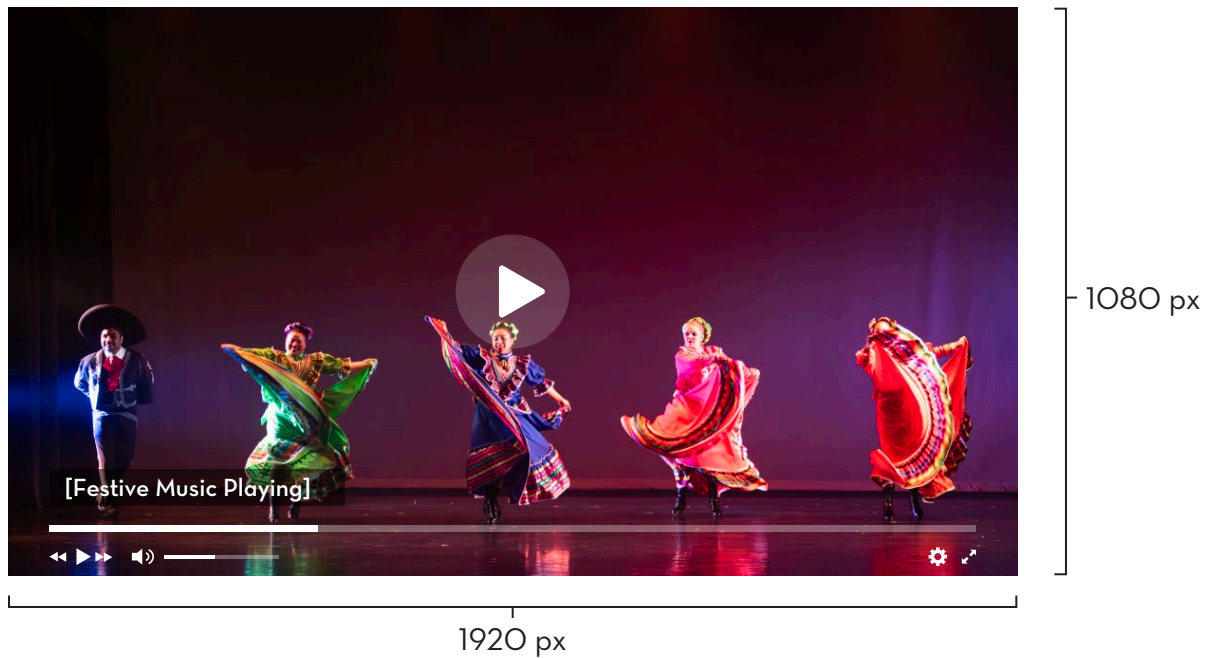
## Caption Sample



Captions should be white with a black border or white with a high contrast backdrop

# YOUTUBE AND INSTAGRAM VIDEO

## YouTube Video



## Instagram Video and Story



All videos must include closed captions to ensure accessibility for all viewers and comply with accessibility standards.

# PROJECT REQUEST FORMS

The Santa Ana College Public Information Office designs, writes, edits and produces content across a variety of communications platforms, including print, videos, websites and social media channels for Santa Ana College.

To help us manage workloads effectively and meet your needs, we kindly ask that you:

- Submit your request as early as possible to allow for adequate processing time.
- Plan for potential delays due to the increased number of design requests.
- Provide complete and detailed information in your request to help expedite the process.

To access the forms, you must be signed into your Microsoft Office account using your SAC e-mail address and password.



**[Mass Email  
Communication  
Request Form](#)**



**[Social Media and  
Monitor/Marquee  
Request Form](#)**



**[Graphic Design  
and Photography  
Request Form](#)**



**[Videography  
Request Form](#)**

## **Reminder of Request Form Disclaimer:**

All requests are scheduled on a first-come, first-served basis to be placed in our queue.

*However, priority is given to any emergency or urgent projects requested by our leadership (Vice Presidents and President). Priority status will also be given to projects that directly impact enrollment. These projects are defined as any creative effort that reaches out to communicate directly with potential/current students about enrollment or registration.*

Due to variances in request times, typical project completion time may run between 15-28 business days (3-6 weeks). If a project is being requested with a deadline of less than 7 business days, the timeline will need review and approval by the Public Information Office.

# ADDITIONAL RESOURCES

## WebAIM Contrast Checker

WebAIM Contrast Checker is a free online tool that evaluates the contrast ratio between text and background colors to ensure readability and accessibility.

The tool measures the contrast ratio between foreground (text) and background colors, providing a numerical value that indicates whether the combination meets accessibility standards established by the Web Content Accessibility Guidelines (WCAG).

### Why It Matters:

Adequate color contrast is essential for:

**Accessibility:** People with visual impairments, color blindness, or low vision need sufficient contrast to read content.

**Readability:** Good contrast improves legibility for all users, especially on mobile devices or in varying lighting conditions.

**Compliance:** Meeting WCAG standards (4.5:1 for normal text, 3:1 for large text) ensures your content is accessible to everyone.

### How to Use It:

Simply enter the hex color codes for your text and background colors at **WebAIM Contrast Checker**, and the tool instantly shows whether your combination passes or fails accessibility standards.

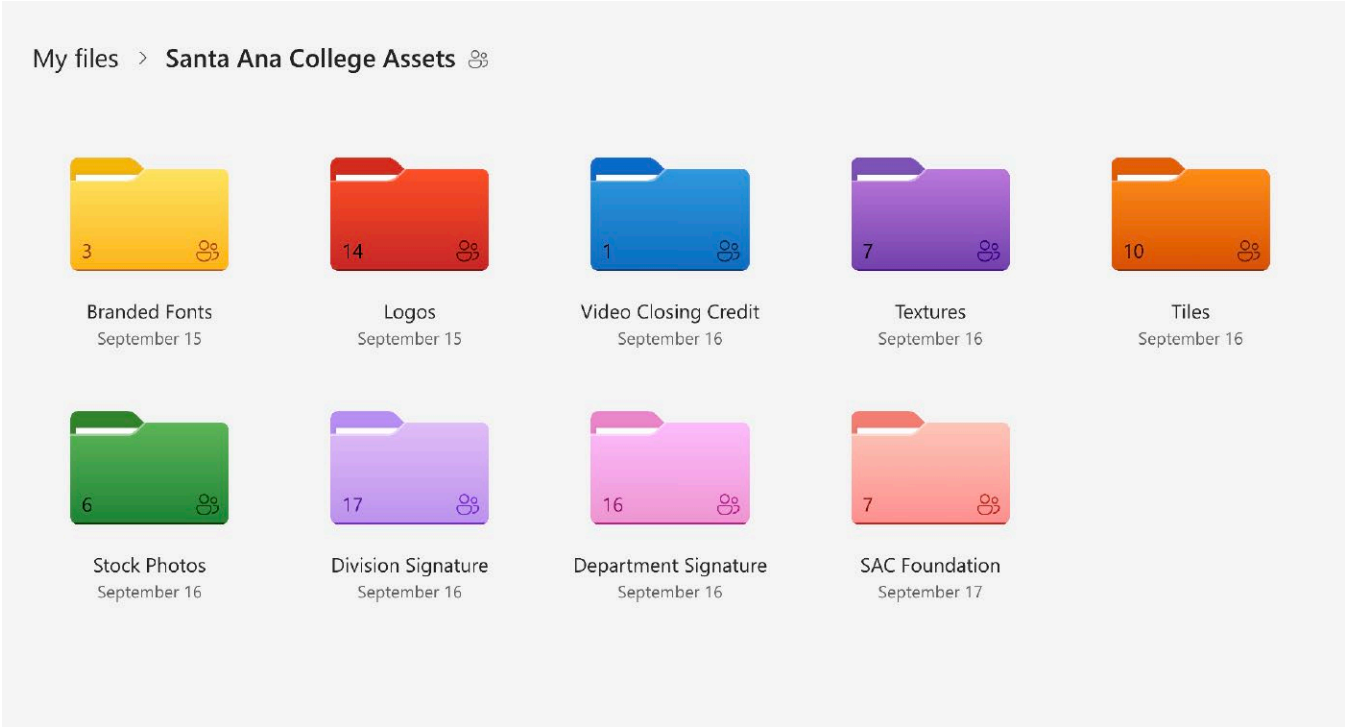
The image shows two side-by-side panels for color selection. The left panel is titled 'Foreground' and contains a 'Hex Value' input field with '#9D1414', a 'Color Picker' showing a red color swatch, an 'Alpha' input field with '1', and a 'Lightness' slider. The right panel is titled 'Background' and contains a 'Hex Value' input field with '#FFFFFF', a 'Color Picker' showing a white color swatch, and a 'Lightness' slider.

✔ Contrast Ratio  
**8.59:1**

Maintaining a **minimum 4.5:1 contrast ratio** ensures all students can easily read and engage with our communications.

# SANTA COLLEGE COLLEGE ASSETS

The Public Information Office has compiled a collection of **approved resources** for your creative projects, including logos, fonts, stock photos, tiles, textures, and video closing credits.



If you are having trouble accessing these files, please contact [publicinformation@sac.edu](mailto:publicinformation@sac.edu).



This guide is put together by the  
**SAC Public Information Office and the  
RSCCD Communications, Marketing & Public Relations**

The **Santa Ana College (SAC) Public Information Office** is the college-hub for communications, marketing and takes the lead in developing effective outreach and communications strategies. Whether developing unique relationships with and communicating to SAC's diverse external and internal audiences, the department staff collaborates to tell the stories of the students, faculty, staff and programs who make up the SAC community.

If you have a story to tell, need assistance promoting an event, or would like to request these guidelines in a different format, send us an email at [publicinformation@sac.edu](mailto:publicinformation@sac.edu) to see how we can help.

For more details, visit: [sac.edu/PIO](http://sac.edu/PIO)

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