



Brand Guideline

INDEX

LOGO	2
Overview	3
Clear Space	5
Common Errors	6
 SASE PROFESSIONAL	 7
Overview	8
Clear Space	9
 SASE Collegiate	 10
Overview	11
Clear Space	12
 COLORS	 13
Primary Colors	14
Secondary Colors	15

TYPOGRAPHY	16
Overview	17
Typography in Use	18
 LOGO ADAPTATION	 20
Logo Icon Adaptation	21
Logo Adaptation with Mascot	22
SASE Collegiate Logo Adaptation	23
 USAGE	 24
Social Icon	25
Headline	26
Hero Image	27
Letterhead	28
Business Card	29

LOGO

OVERVIEW



HORIZONTAL



STACKED



CLEAR SPACE

To preserve the integrity and legibility of the logo, please ensure that there is always adequate clear space between it and other elements or boundaries of the space it occupies. The top and bottom margin should be the height of the “e” in SASE; the left and right margin should be the width of the “e” in “SASE.”



COMMON ERRORS

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.



Do not stretch, squash, skew, or distort the logo in any way.



Do not edit the color, use an off brand color, or reduce the opacity.



Do not add graphic effects to the logo, including drop shadows.



Do not rotate the logo.



Do not mix or change the logo colors.



Do not reposition the logo elements.



PROFESSIONAL

OVERVIEW



CLEAR SPACE

To preserve the integrity and legibility of the logo, please ensure that there is always adequate clear space between it and other elements or boundaries of the space it occupies. The top and bottom margin should be the height of the “e” in SASE; the left and right margin should be the width of the “e” in “SASE.”





COLLEGIATE

OVERVIEW



CLEAR SPACE

To preserve the integrity and legibility of the logo, please ensure that there is always adequate clear space between it and other elements or boundaries of the space it occupies. The top and bottom margin should be the height of the “e” in SASE; the left and right margin should be the width of the “e” in “SASE.”



COLORS

PRIMARY COLORS

Color is an integral part of brand identity. Consistent use of the color palette will not only reinforce the cohesiveness of the brand, but color also serves a psychological purpose by communicating a certain feeling to our audience.

SASE Navy Blue
Pantone: 2766C
CMYK: 100 87 0 58
RGB: 20 28 82
Hex: 141C52



SASE Light Blue
Pantone: 2171 C
CMYK: 67 21 0 0
RGB: 71 160 233
Hex: 47ADE9

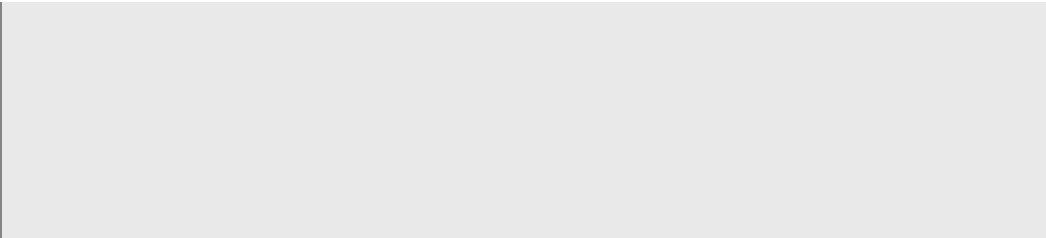
SASE PRO Coral Red
Pantone: 1788 C
CMYK: 0 93 82 0
RGB: 238 38 62
Hex: EE263E

SASE COL Turquoise
Pantone: 3265 CP
CMYK: 75 0 43 0
RGB: 0 200 183
Hex: 00C8B7

SECONDARY COLORS

As needed, the corporate colors may also be highlighted with colors from the secondary palette on this page.

Secondary colors may be used in various combinations based on value, density, and complementarity to one another, but they should not dominate the primary colors in group-level communications material paired with a wide range of photography.

	
Pantone: 7590 C CMYK: 0 8 18 18 RGB: 209 193 172 Hex: D1C1AC	Pantone: Black 0961 C CMYK: 0 14 22 39 RGB: 155 133 121 Hex: 9B8579
	
%55 Black	%10 Black
	
Black	White

TYPOGRAPHY

OVERVIEW

Headline: Orbitron

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Body Text: Roboto

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

TYPOGRAPHY IN USE



Headline should be set in call caps in Orbitron Bold, Extra Bold, or Black

**LOREM IPSUM DOR SIT AMET,
CONSETUR ADPISCING ELIT, SED
DO ETEMPORDE.**

Background and border colors should be in SASE primary or secondary colors

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Body text should be set in Roboto Light or Regular

TYPOGRAPHY IN USE

Background and border colors should be in SASE primary or secondary colors

Headline should be set in all caps in Orbitron Bold, Extra Bold, or Black

Body text should be set in Roboto Light or Regular

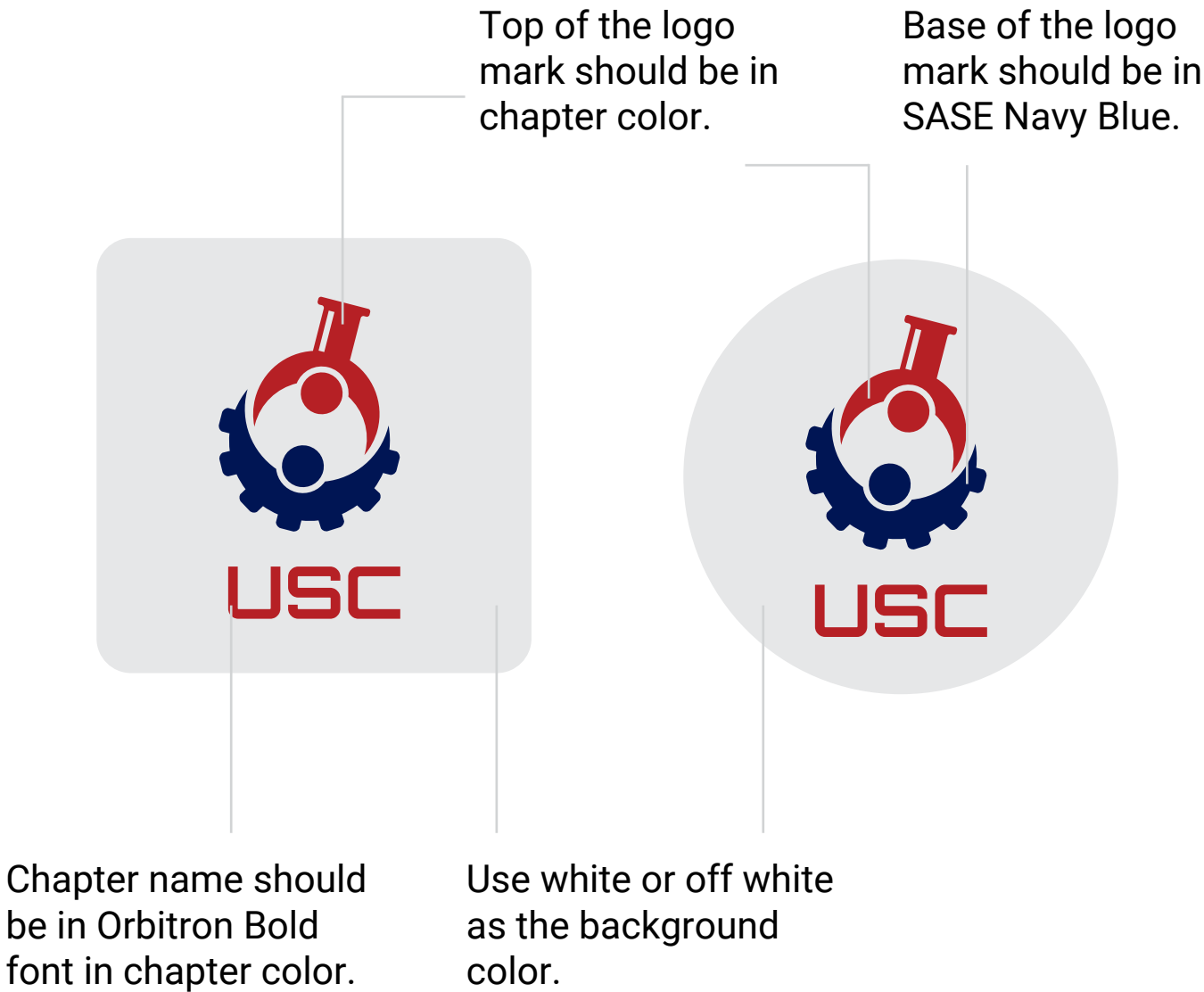
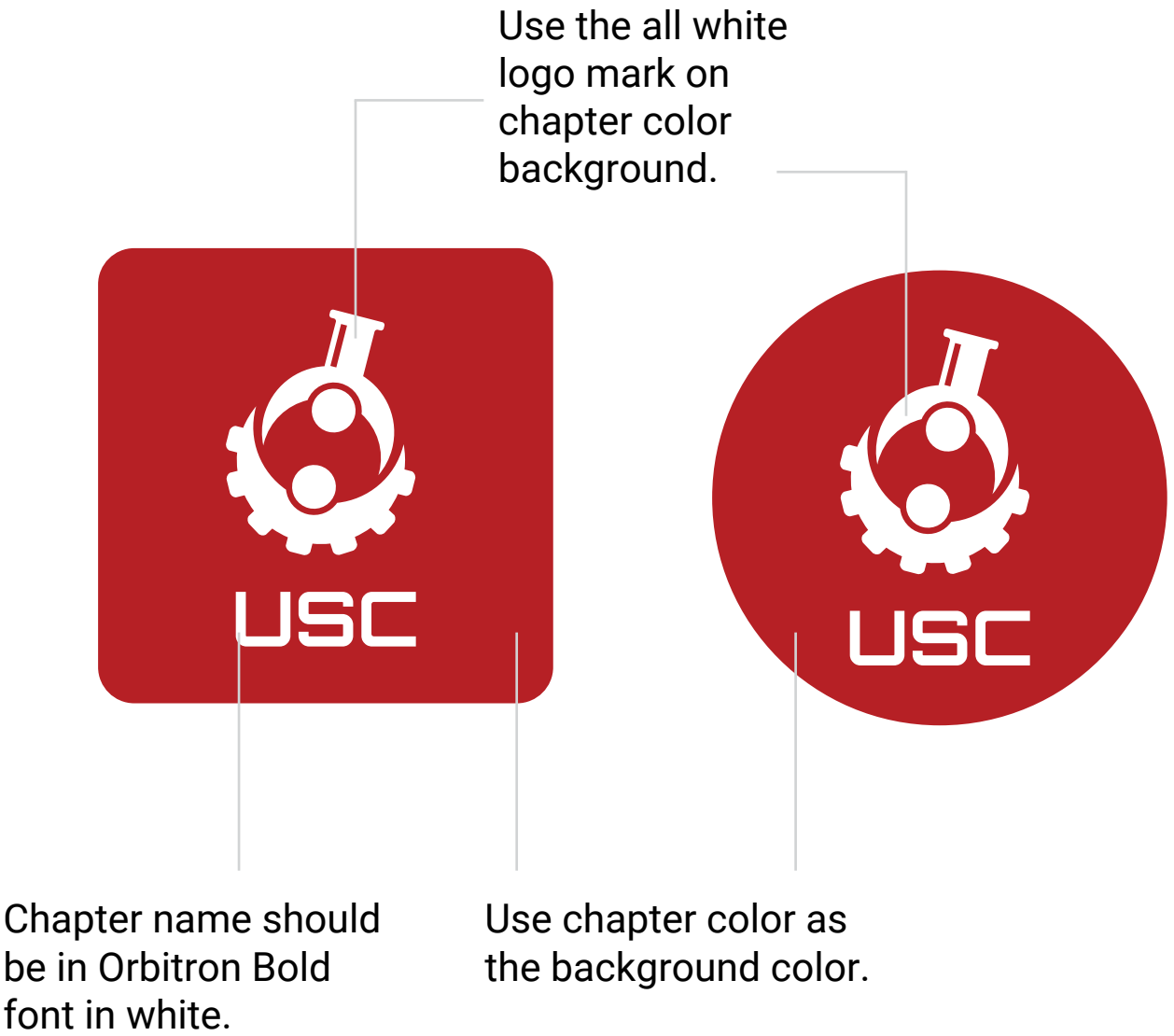
**LOREM IPSUM DOLOR SIT
AMET, CONSECTETUR
ADIPISCING ELIT, SED DO
EIUSMOD TEMPORDE.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

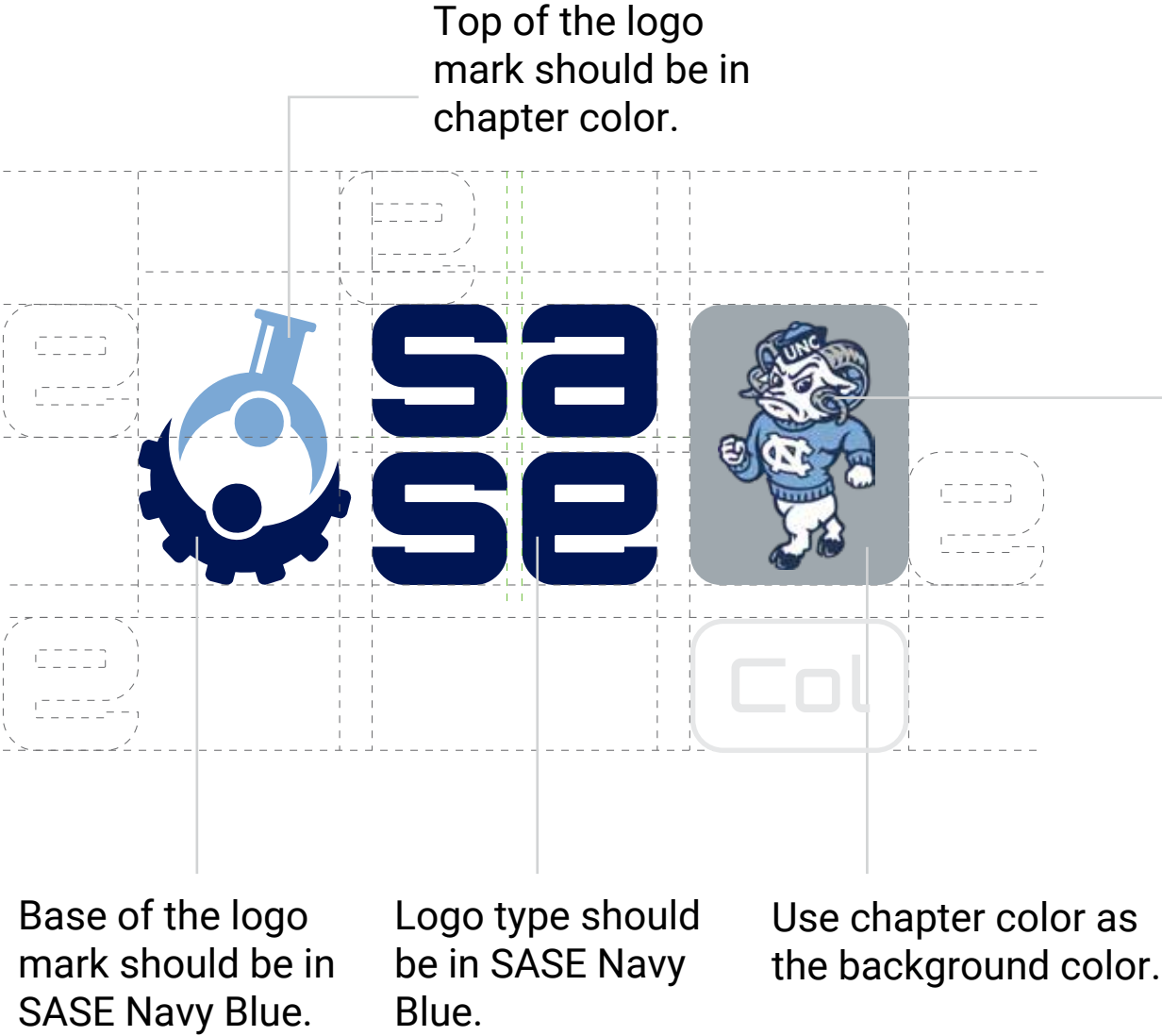


LOGO ADAPTATION

LOGO ICON ADAPTATION

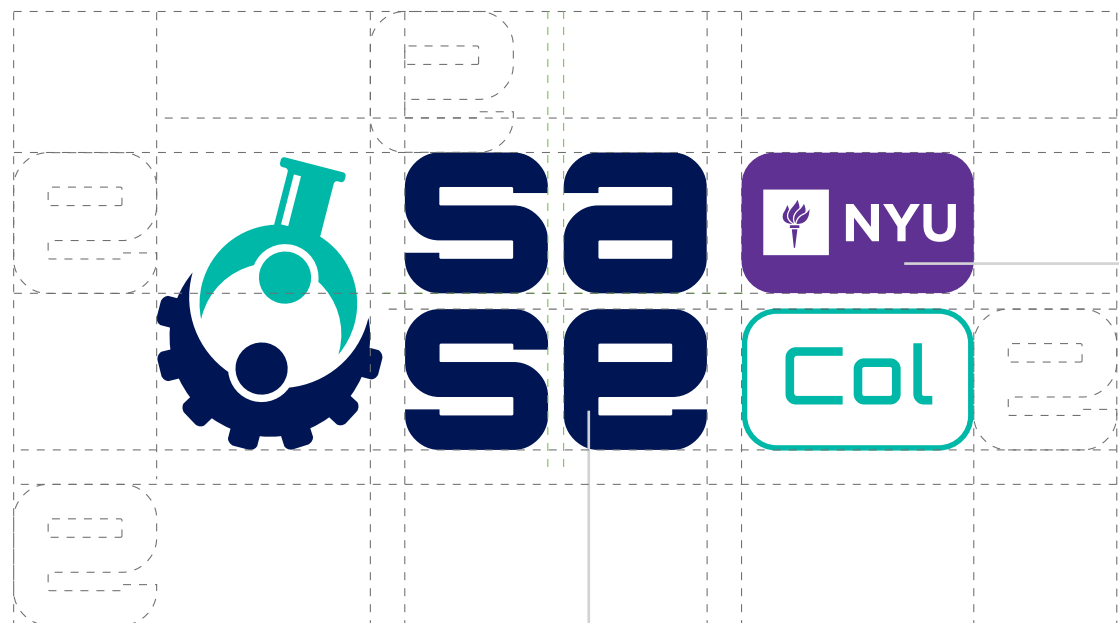


LOGO ADAPTATION WITH MASCOT



Place the chapter mascot in this space. The height of the space should be equal to the SASE logo type; the width of the space should be equal to the width of the “Col” or “Pro” rectangle.

SASE COLLEGIATE LOGO ADAPTATION



Place additional chapter logo in this space. The size of the space should be equal to the SASE COL rectangle; the chapter logo should be white on a background of the chapter theme color.

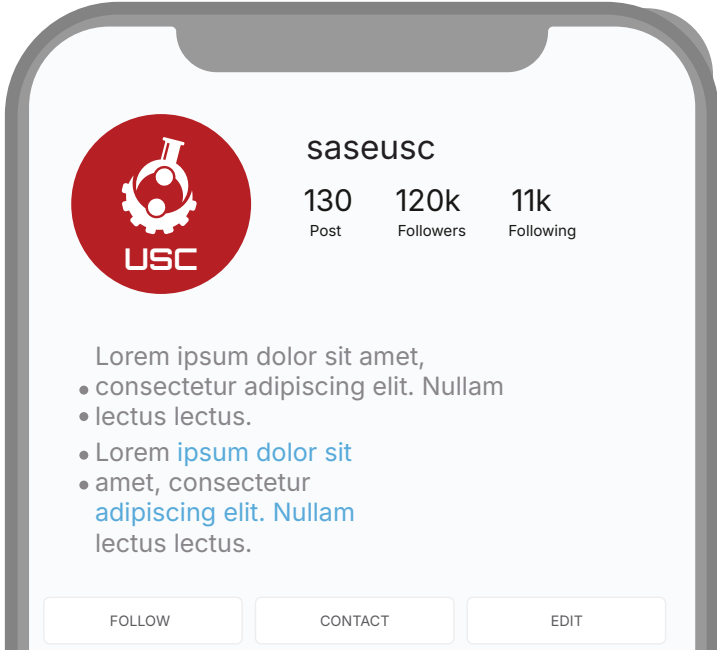
Use the SASE Collegiate logo as base for adaptation

USAGE

SOCIAL ICON

When used as social media avatars, the SASE stacked logo should be used with the right amount of clear space on all sides.

Each chapter can adapt the SASE logo according to guidelines outlined in the previous pages.



HEADLINE



LOREM IPSUM DOR SIT AMET,
CONSETUR ADPISCING ELIT, SED DO
ETEMPORDE.

Headline should be
set in all caps in
Orbitron Bold, Extra
Bold, or Black

The height of the text box
should equal to the height
of the SASE logo

Background and border
colors should be in SASE
primary or secondary colors

HERO IMAGE



The height of the image box should equal to the height of the SASE logo

LETTERHEAD



From classrooms to careers
empowering Asian heritage innovators to lead

05/17/2025

Dear Mr. Smith,

Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat. In id cursus mi pretium tellus dui convallis. Tempus leo eu aenean sed diam urna tempor. Pulvinar vivamus fringilla lacus nec metus bibendum egestas. laculis massa nisl malesuada lacinia integer nunc posuere. Ut hendrerit semper vel class aptent taciti sociosqu. Ad litora torquent per conubia nostra inceptos himenaeos.

Quisque faucibus ex sapien vitae pellentesque sem placerat. In id cursus mi pretium tellus dui convallis. Tempus leo eu aenean sed diam urna tempor. Pulvinar vivamus fringilla lacus nec metus bibendum egestas. laculis massa nisl malesuada lacinia integer nunc posuere.

Ut hendrerit semper vel class aptent taciti sociosqu. Ad litora torquent per conubia nostra inceptos himenaeos.

Sincerely,
Paul Ryan

BUSINESS CARD



Burcin Firtina

Managing Director

Phone: (000) 000-0000

Fax: (000) 000-0000

Email: b.firtina@saseconnect.org

saseconnect.org





07.2025