



SACNAS Chapter Branding Toolkit

Updated September 14, 2020

Branding

Chapter branding is important so that people both in and outside of the SACNAS community can identify/recognize/associate your activities and publications to your specific chapter. All of your chapter activities and publications should include your chapter branding and not the branding of the national organization, unless you have written consent from the national office.

Chapter Colors

Below are the official SACNAS chapter colors you should consider using when creating publications (*e.g.*, event flyers, social media graphics, etc.) and merchandise (*e.g.*, t-shirts, stickers, etc.) for your chapter.

HEX: #01A4B5
R,G,B: (1,164,181)

HEX: #7BD3F7
R,G,B: (123,211,247)

HEX: #FFFFFF
R,G,B: (255,255,255)

HEX: #231F20
R,G,B: (35,31,32)

Chapter Logos

All SACNAS chapters should use the appropriate logos provided by the SACNAS national office. Below are examples of the approved chapter logos and their usage. These chapter logos should not be modified in any way including changing colors, font, text, aspect ratio or cropping. All your chapter activities and publications should include your chapter logo and not the logo of the national organization (green version), unless you have written consent from the national office.



SACNAS Chapter Branding Toolkit (cont'd)

Custom Chapter Logos

Each official SACNAS chapter will receive a primary (rectangle) and secondary (circle) custom logos. One of these logos should be used for all chapter publications and merchandise. The circle logo may be used in places that require a circular image, such as social media profile pictures or other circular merchandise you may want to acquire for your chapter.



Primary Custom Chapter Logo



Secondary Custom Chapter Logo

General Chapter Logos

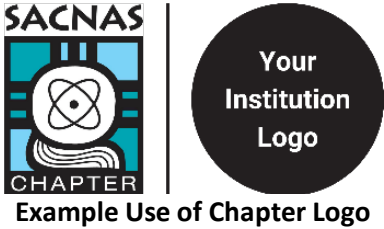
There is also primary (rectangle) and secondary (circle) general chapter logos. These logos may be used if you are not yet an official SACNAS chapter or if your institution prefers that you don't use their name within the SACNAS chapter logo.



Primary General Chapter Logo



Secondary General Chapter Logo



Example Use of Chapter Logo

You are encouraged to design and use other artwork that is unique to your chapter, as long as you use that artwork in conjunction with one of these chapter logos and not as a replacement.