SACNAS Style Guide

This guide includes:

LOGO >>

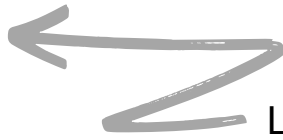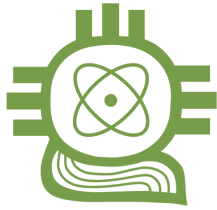FONTS >>

COLORS >>

DESIGN EXAMPLES >>

SACNAS Style Guide

LOGO

Logo, no text

Can be used for "watermark design", at varying sizes at opacity:

Logo, no tagline

Advancing Chicanos/Hispanics
& Native Americans in Science

Horizontal logo with tagline

Vertical logo with tagline

Advancing Chicanos/Hispanics
& Native Americans in Science

Logo Fonts

SACNAS → Lithos

Advancing Chicanos/Hispanics
& Native Americans in Science → Minion Pro italics

SACNAS Style Guide

Organization Name: LITHOS

"SACNAS"

Tagline: Minion Pro italics

"Advancing Chicanos/Hispanics &
Native Americans in Science"

**Print, Websites,
& Email:**

Noto Sans or Roboto

LEAGUE SPARTAN FOR EMPHASIS

Yellowtail for accents (primary)

Playlist script for accents (occasionally)

SACNAS Style Guide

COLORS

SACNAS Green (primary color)
C54 M5 Y94 K24
R120 G157 B74
#69923a

Darker green (accent)
#54853b

Black
#000000

SACNAS Chapter Blue
C77 M13 Y27 K0
R0 G166 B183
#00A6b7

Dark Blue
#192E3E
R25 G46 B62

Darker teal blue option
#013D47

Orange (Used for CTAs, Buttons, Links)
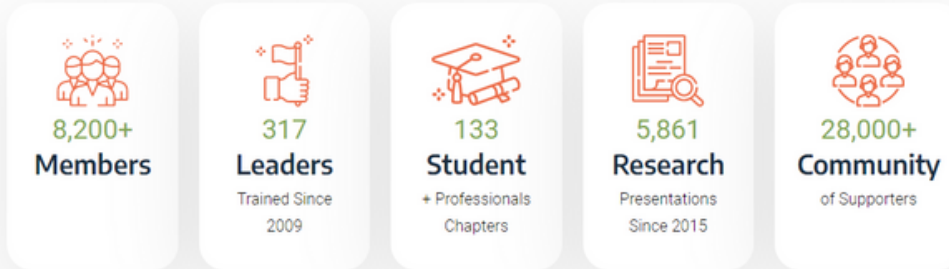R237 G111 B75
#ED6F4B

Cream
R254 G241 B214
#FEF1D6

SACNAS Style Guide

WHO WE ARE

8,200+ Members	317 Leaders Trained Since 2009	133 Student + Professionals Chapters	5,861 Research Presentations Since 2015	28,000+ Community of Supporters

Learn more about our impact →

Example of icons, #s, and buttons

YOU BELONG HERE

THE SACNISTA

There is a place for you in STEM, where you can show up exactly as you are — Where your identities are affirmed as your strength, your roots are nurtured, not dismissed, and where diversity, equity, and inclusion are the priority, not an assimilation to the majority.

Becoming a SACNAS member is an invitation to bring your whole self to the STEM field. Our memberships begin for students at the undergraduate level and serve every stage of your education and career, no matter what path you take. If you are a high school student or younger, we encourage you to follow SACNAS channels and keep up your interest in STEM!

Rounded corners for content boxes. Real images mixed with icons OK

SCIENCE Spotlight

DR. KEVIN KEYS ON THINK TECH HAWAII >>
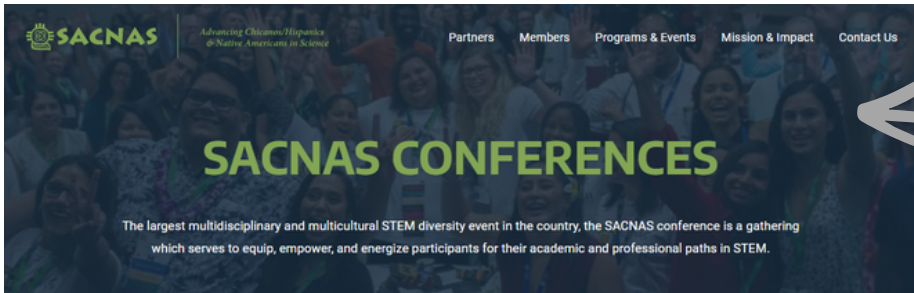
Mixed fonts. Solid blocks.

NEW GRADUATE Checklist

5 THINGS TO DO IF YOU'RE GRADUATING >>

Action items (buttons) have black outline and two ">>"

SACNAS Style Guide

Transparency over photos.

Quotes with round photos

Science icons