



2012 BRAND BOOK



SASE IS DEDICATED TO THE ADVANCEMENT OF ASIAN HERITAGE SCIENTISTS AND ENGINEERS IN EDUCATION AND EMPLOYMENT SO THAT THEY CAN ACHIEVE THEIR FULL CAREER POTENTIAL. IN ADDITION TO PROFESSIONAL DEVELOPMENT, SASE ALSO ENCOURAGES MEMBERS TO CONTRIBUTE TO THE ENHANCEMENT OF THE COMMUNITIES IN WHICH THEY LIVE.

INTRODUCTION

SASE's MISSION IS TO:

- PREPARE ASIAN HERITAGE SCIENTISTS AND ENGINEERS FOR SUCCESS IN THE GLOBAL BUSINESS WORLD.
- CELEBRATE DIVERSITY ON CAMPUSES AND IN THE WORKPLACE.
- PROVIDE OPPORTUNITIES FOR MEMBERS TO MAKE CONTRIBUTIONS TO THEIR LOCAL COMMUNITIES.

SASE BRINGS STUDENTS AND PROFESSIONALS TOGETHER TO ACHIEVE THEIR FULL POTENTIAL. THIS IS ACHIEVED VIA PROFESSIONAL AND LEADERSHIP DEVELOPMENT THROUGHOUT ONE'S EDUCATION AND CAREER. SASE OFFERS A VARIETY OF PROGRAMMING INCLUDING OUR NETWORK OF COLLEGIATE AND PROFESSIONAL CHAPTERS THROUGHOUT THE COUNTRY, AND IN THE FUTURE, THE GLOBE. OURS CHAPTERS PROVIDE OUR MEMBERS THE OPPORTUNITY TO NETWORK WITH OTHER STUDENTS AND PROFESSIONALS IN THE STEM INDUSTRY AND ARE THE BACKBONE OF HOW WE DEPLOY OUR PROGRAMMING. SASE ALSO OFFERS AN ANNUAL NATIONAL CONFERENCE AND CAREER FAIR IN THE FALL AND REGIONAL CONFERENCES IN THE SPRING. THESE CONFERENCES SERVE TO INSPIRE OUR MEMBERS WITH KEYNOTE SPEAKERS AND INDUSTRY LEADERS OFFERING PERSPECTIVE ON HOW TO SUCCEED IN THE GLOBAL BUSINESS WORLD. WHILE SASE CELEBRATES THE PAN-ASIAN CULTURES, WE WELCOME MEMBERS FROM ALL ETHNIC AND PROFESSIONAL BACKGROUNDS. WE HOPE YOU WILL JOIN US FOR THIS SEN-SASE-TIONAL OPPORTUNITY!

STEM – SCIENCE, TECHNOLOGY, ENGINEERING, MATHEMATICS

MISSION

LOGO MARK

A LOGO MARK IS A SINGULAR VISUALLY CONCENTRATED COMMUNICATION, REPRESENTING THE CORE OF WHAT A COMPANY OR PROGRAM BELIEVES, PROJECTS, AND AND PROVIDE. OUR LOGO MARK IS A SYMBOL SHOWING A SCIENTIST AND ENGINEER COMING TOGETHER IN AN IMBRACE THAT REPRESENTS THE SOCIAL CONNECTION THAT BONDS THE ORGANIZATION. UNDER CERTAIN CIRCUMSTANCES, THIS GRAPHIC MAY BE USED AS A SEPARATE DESIGN ELEMENT, INDEPENDENT OF THE TYPE WITHIN A COMPLETE DESIGN. IN THOSE CASES, IT SHOULD ALWAYS APPEAR AS A SCREENED IMAGE OR OBSQUIRED VIEW AND NEVER AS THE PRIMARY FOCUS OF ANY PIECE.



LOGO TYPE

THE LOGO TYPE IS THE FOUNDATION OF THE LOGO MARK, ADDING VALIDITY AND WEIGHT TO THE LOGO AS A WHOLE. DESIGNED TO WORK TOGETHER AS A TEAM, THE LOGO MARK AND LOGO TYPE ESTABLISH THE BACKBONE OF THE **SASE** ORGANIZATION, SOCIAL, ASIAN, SCIENTISTS & ENGINEERS COMING TOGETHER ARE THE BRAND IMAGE. USED AS A UNIT, THESE ELEMENTS HELP TO BUILD AND PROMOTE LASTING AWARENESS OF THE BRAND, WHILE CREATING TRUST AMONG THE ORGANIZATION.

LOGO

DOUBLE CHECK

WHEN PRINTING A TWO-COLOR LOGO, ALWAYS USE THE EXAMPLE THAT APPEARS TO THE RIGHT. USE PMS 660 FOR THE BOTTOM LOGO MARK COLOR AND PMS 376 FOR THE TOP LOGO MARK TYPE COLOR. USE PMS 660 FOR THE TYPE.



THE COLORS SHOWN ON THIS PAGE AND THROUGHOUT THE BRAND BOOK HAVE NOT BEEN EVALUATED BY PANTONE, INC. FOR ACCURACY AND MAY NOT MATCH THE PANTONE COLOR STANDARDS. PLEASE REFER TO THE CURRENT EDITION OF THE PANTONE COLOR FORMULA GUIDE FOR ACCURATE COLORS. PANTONE® IS A REGISTERED TRADE-MARK OF PANTONE, INC. THE COLOR CHIPS SHOWN ARE A CMYK REPRESENTATION OF THE PMS COLORS. WHEN POSSIBLE THE GRADED LOGO AND MARK SHOULD BE USE. ONLY IN RARE CASES SHOULD A SOLID COLOR OF OUR LOGO SHOULD BE USED.



COLOR



USE THE REVERSE LOGO (WHITE) ON ALL
DARK OR COLORED BACKGROUND.



USE THE BLACK LOGO ON A WHITE
OR LIGHTLY COLORED BACKGROUND.

THIS DIAGRAM ILLUSTRATES THE MINIMUM DISTANCE OF EMPTY SPACE THAT MUST SURROUND THE SASE LOGO. NO OTHER GRAPHIC OR TYPE SHOULD ENTER THIS AREA. PLEASE FOLLOW THESE SIMPLE GUIDELINES FOR IMPLEMENTING ALL PRINT, Web, MULTIMEDIA, AND ALTERNATE USES. SPACING SHOULD BE THE DISTANCE OF THE SIZE OF THE CIRCLES IN THE THE LOGO MARK.

WHEN REPRODUCING THE LOGO ON COLLATERAL MATERIALS: VERTICALLY, IT CAN NEVER APPEAR SMALLER THAN 1.5" OR LARGER THAN 2.5" IN HEIGHT. HORIZONTALLY, IT CAN NEVER APPEAR SMALLER THAN 1" OR LARGER THAN 2" IN HEIGHT.



LOGO

DISPROPORTIONALLY STRETCH OR SCALE THE **SASE** LOGO. THE LOGO ELEMENTS MUST BE SCALED PROPORTIONALLY AS A UNIT TO MAINTAIN THEIR DESIGN INTEGRITY.

SCALE THE LOGO MARK AND THE LOGO TYPE SEPARATELY. THE LOGO ELEMENTS MUST BE SCALED PROPORTIONALLY AS A UNIT TO MAINTAIN THEIR DESIGN INTEGRITY.

USE THE LOGO TYPE BY ITSELF. IT SHOULD ALWAYS BE SHOWN WITH THE LOGO MARK. “**SASE**” SHOULD NEVER BE SEPARATED FROM “**SCIENTISTS & ENGINEERS** COMING TOGETHER.”

ALTERING OR ADDING COLOR BEHIND THE MARK IN THE LOGO. THIS AREA WILL ALWAYS BE TRANSPARENT AND REFLECT WHATEVER MATERIAL OR COLOR IT IS PRINTED ON.

DO NOT USE THE **SASE** LOGO AS A WATERMARK OR % TRANSPARENT.



WEB

BECAUSE OF THE EXTREME HORIZONTAL LIMITATIONS OF THE WEB AND MULTIMEDIA INTERFACE DESIGN, FEEL FREE TO USE THE HORIZONTALLY FORMATTED LOGO. PLEASE FOLLOW THE SAME RULES GOVERNING THE USE OF THE VERTICAL LOGO AND DO NOT ALTER THIS LOGO IN ANY WAY OR ATTEMPT TO REDRAW OR ALTER ITS PROPORTIONS. SEE THE PREVIOUS SECTION ON LOGO USE.

MULTIMEDIA

BECAUSE OF THE ABILITY TO ANIMATE AND VISUALLY DISTORT A LOGO IN MULTIMEDIA APPLICATIONS AND PRESENTATIONS, PLEASE ADHERE TO THE RULES GOVERNING LOGO USE IN THE PREVIOUS SECTION. ALL MULTIMEDIA LOGO USE WILL BE CRITIQUED ON A CASE-BY-CASE BASIS TO AVOID ANY DEGRADATION OF THE INTEGRITY OF THE BRAND MESSAGE OR THE INTEGRITY OF THE LOGO AS A WHOLE.



PICK A COLOR, JUST NOT ANY COLOR!

WHEN DESIGNING NEW PIECES FOR THIS INITIATIVE, USE ONLY COLORS THAT APPEAR IN THE **SASE** COLOR PALETTE TO THE RIGHT. PLEASE SEE IDENTITY SECTION FOR USE OF COLORS IN THE LOGO.

THE COLORS SHOWN ON THIS PAGE AND THROUGHOUT THE BRAND BOOK HAVE NOT BEEN EVALUATED BY PANTONE, INC. FOR ACCURACY AND MAY NOT MATCH THE PANTONE COLOR STANDARDS. PLEASE REFER TO

THE CURRENT EDITION OF THE **PANTONE** COLOR FORMULA GUIDE FOR ACCURATE COLORS. **PANTONE®**

IS A REGISTERED TRADEMARK OF PANTONE, INC. THE COLOR CHIPS SHOWN ARE A CMYK REPRESENTATION OF THE PMS COLORS.

primary



PMS 379
C=56 M=0 Y=100 K=0
R=125 G=194 B=66



PMS 660
C=90 M=60 Y=0 K=0
R=6 G=104 B=179

secondary



C=40 M=2 Y=100 K=0
R=161 G=200 B=58



C=100 M=0 Y=0 K=0
R=0 G=174 B=239



C=15 M=83 Y=100 K=5
R=201 G=78 B=39



C=33 M=17 Y=100 K=0
R=183 G=183 B=52

gradation



GREEN GRADATION



BLUE GRADATION

ARIAL IS THE STANDARD FONT
FOR SASE FOR ALL MEDIA.

ARIAL

ARIAL BOLD

PICK A FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY

PRIMARY



WHEN CREATING BANNERS OR OTHER PRINTED MATERIALS THAT'S CO-BRANDED WITH UNIVERSITY/COLLEGES THE LOGO LOCKUP SHOULD BE PLACED AT THE BOTTOM RIGHT WITH THE COLLEGE LOGO AT THE BOTTOM LEFT.



SECONDARY



IF YOU NEED TO HAVE BOTH LOGOS NEXT TO EACH OTHER, THE PICTORAL SHOULD BE REMOVED AND THE UNIVERSITY/COLLEGE LOGO SHOULD PUT IN IT'S PLACE.



PRINT



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9 April 2001

Name of company
Address line 3
Address line 3
Address line 3

Dear Peter

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Sincerely yours,

Name
Title

The Society of Asian Scientists & Engineers
T XXX-XXX-XXXX
www.saseconnect.org

9 April 2001

Name of company
Address line 3
Address line 3
Address line 3

Dear Peter

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Sincerely yours,

Name
Title



Figure 30a

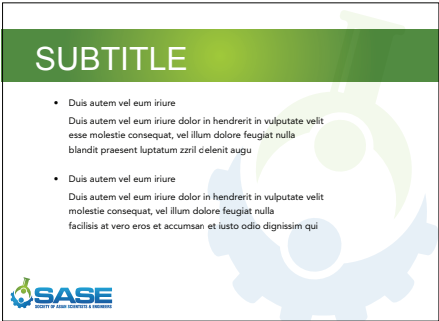


Figure 30b



Figure 30c



Figure 30d

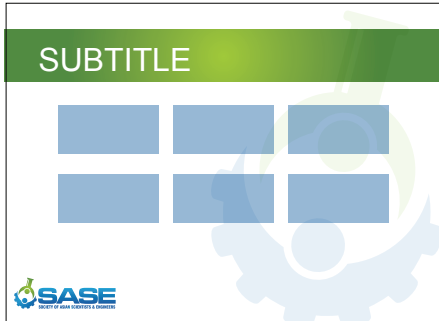


Figure 30e



Figure 30f

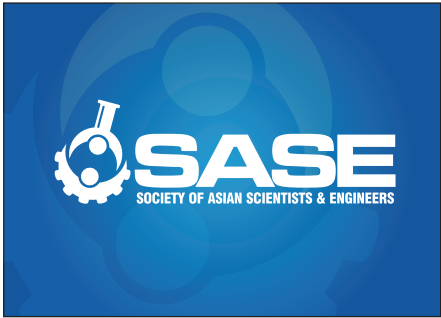


Figure 30a



Figure 30b

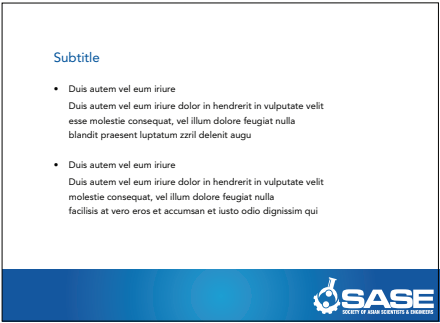


Figure 30c

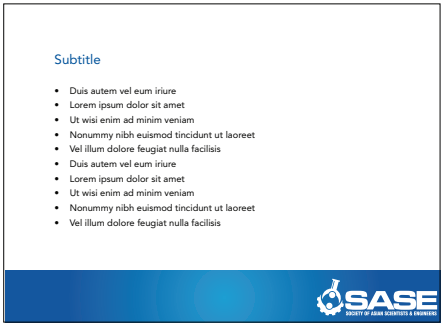


Figure 30d

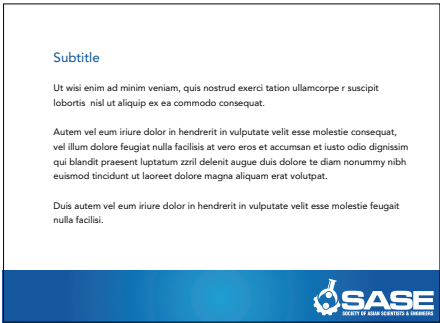


Figure 30e



Figure 30f

PRIMARY



NAME
VOLUNTEER - TITLE

The Society of Asian Scientists & Engineers
T XXX-XXX-XXXX F XX-XXX-XXXX
name@saseconnect.org
Not authorized to enter into contracts on behalf of the SASE

SCHOOL CO-BRANDED*



NAME
SCHOOL/UNIVERSITY
CHAPTER "TITLE"

The Society of Asian Scientists & Engineers
T XXX-XXX-XXXX F XX-XXX-XXXX
name@saseconnect.org
Not authorized to enter into contracts on behalf of the SASE national organization



* APPROVAL FROM UNIVERSITY/COLLEGES ARE NEEDED BEFORE USE ON BUSINESS CARDS.

FOR STUDENTS:

- WHEN USING SASE LETTERHEADS, BUSINESS CARDS, EMAIL, OR ANY OTHER SASE COMMUNICATION THE FOLLOWING NEEDS TO BE TRUE:
 - THE WORD "CHAPTER" NEEDS TO APPEAR IN THE TITLE SOMEWHERE (I.E. CHAPTER PRESIDENT)
 - THE FOLLOWING PHRASE NEEDS TO APPEAR SOMEWHERE ON THE DOCUMENT "NOT AUTHORIZED TO ENTER INTO CONTRACTS ON BEHALF OF THE SASE NATIONAL ORGANIZATION"

FOR VOLUNTEERS:

- WHEN USING SASE LETTERHEADS, BUSINESS CARDS, EMAIL, OR ANY OTHER SASE COMMUNICATION THE FOLLOWING NEEDS TO BE TRUE:
 - THE WORD "VOLUNTEER" NEEDS TO APPEAR IN THE TITLE SOMEWHERE (I.E. CHAIR OF COLLEGIATE COMMITTEE – VOLUNTEER)
 - THE FOLLOWING PHRASE NEEDS TO APPEAR SOMEWHERE ON THE DOCUMENT "NOT AUTHORIZED TO ENTER INTO CONTRACTS ON BEHALF OF THE SASE"

CO-BRANDING WITH SCHOOL LOGO SHOULD BE PLACED IN THE UPPER LEFT.

SASE LOGO WITH PICTORAL SHOULD ALWAYS BE PLACED IN THE UPPER RIGHT HAND CORNER OF THE COVER PAGE

PROFILE PICTURE SHOULD ALWAYS BE THE SASE LOGO

The screenshot shows the Facebook profile of the Society of Asian Scientists and Engineers (SASE). The page features a cover photo of a modern building with a distinctive white, curved facade. The profile picture is the SASE logo, which includes a stylized green and blue gear-like design with the text 'SASE' and 'SOCIETY OF ASIAN SCIENTISTS & ENGINEERS' below it. The page has 1,611 likes and 41 people talking about it. The 'About' section describes SASE as a non-profit organization dedicated to the advancement of Asian heritage scientists and engineers. The 'Photos' section shows a photo of a person holding a SASE logo. The 'Events' section shows a photo of a SASE logo. The 'Notes' section shows a note about the first SASE National Conference. The 'Sponsored' section shows ads for 'Harness Word of Mouth', 'Plug into Great Savings', and 'Luxury Men's Clothing'.

Annotations on the screenshot:

- A green box highlights the MIT logo in the upper left corner of the cover photo, with the text: "CO-BRANDING WITH SCHOOL LOGO SHOULD BE PLACED IN THE UPPER LEFT."
- A green box highlights the SASE logo in the upper right corner of the cover photo, with the text: "SASE LOGO WITH PICTORAL SHOULD ALWAYS BE PLACED IN THE UPPER RIGHT HAND CORNER OF THE COVER PAGE"
- A green box highlights the SASE logo in the profile picture, with the text: "PROFILE PICTURE SHOULD ALWAYS BE THE SASE LOGO"



SASE
SOCIETY OF ASIAN SCIENTISTS & ENGINEERS