



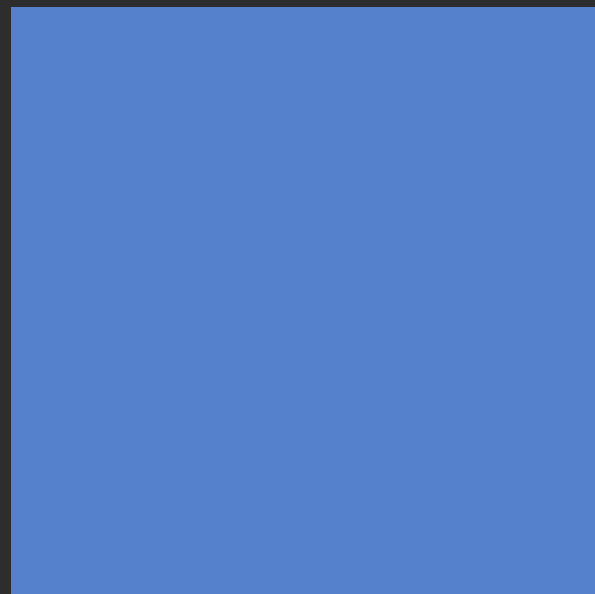
# STUDENT ATHLETE COMMUNITY FOUNDATION

Branding Guidelines

LOGO



LIGHT



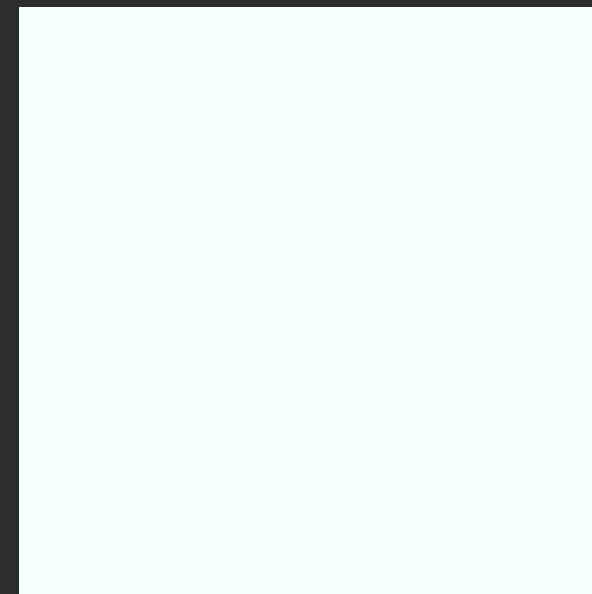
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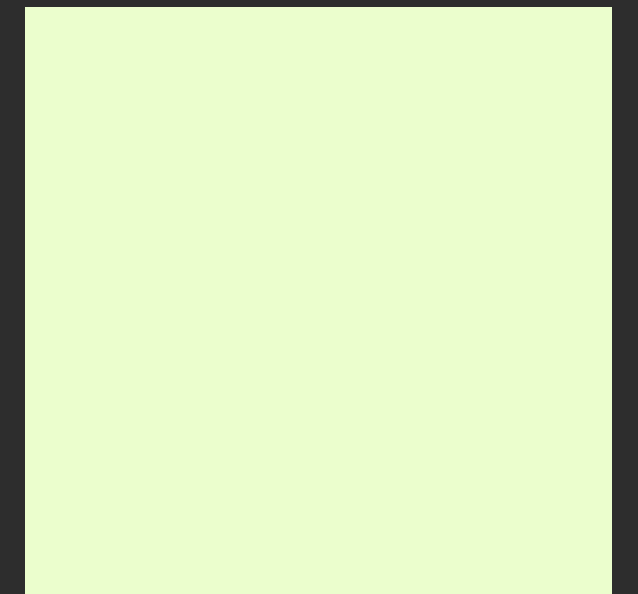
#CDD2FE



#FFBD98



#F5FFFC



#EBFECF



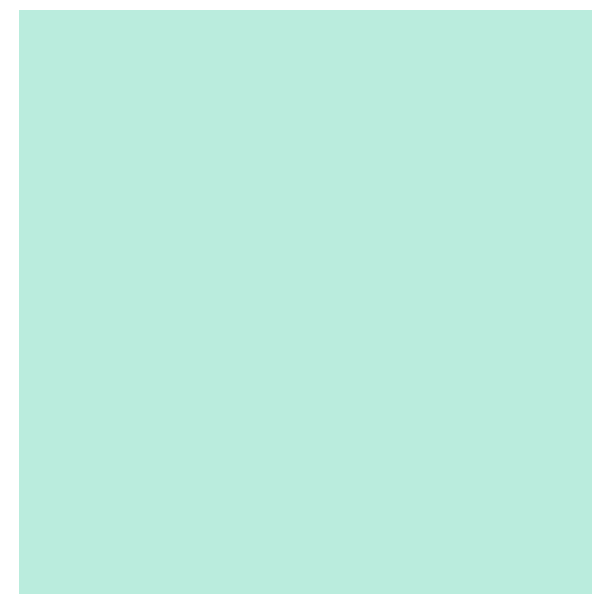
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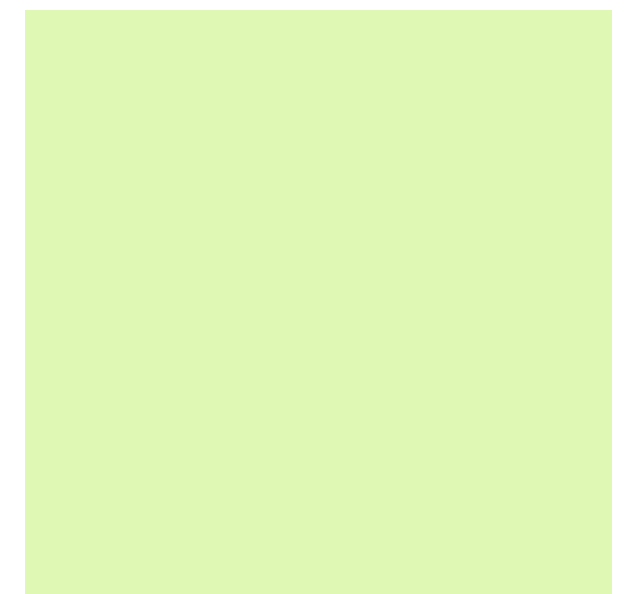
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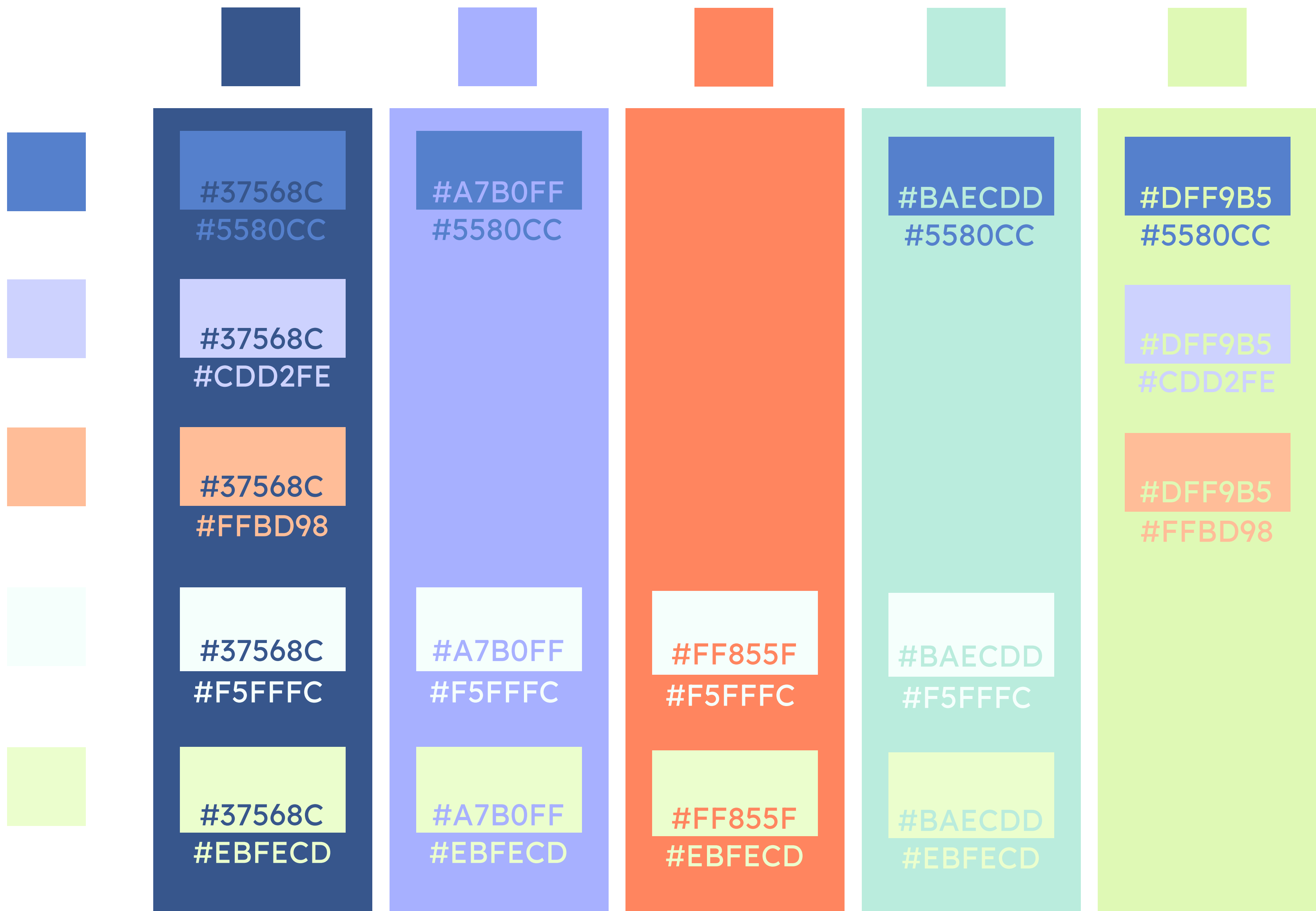
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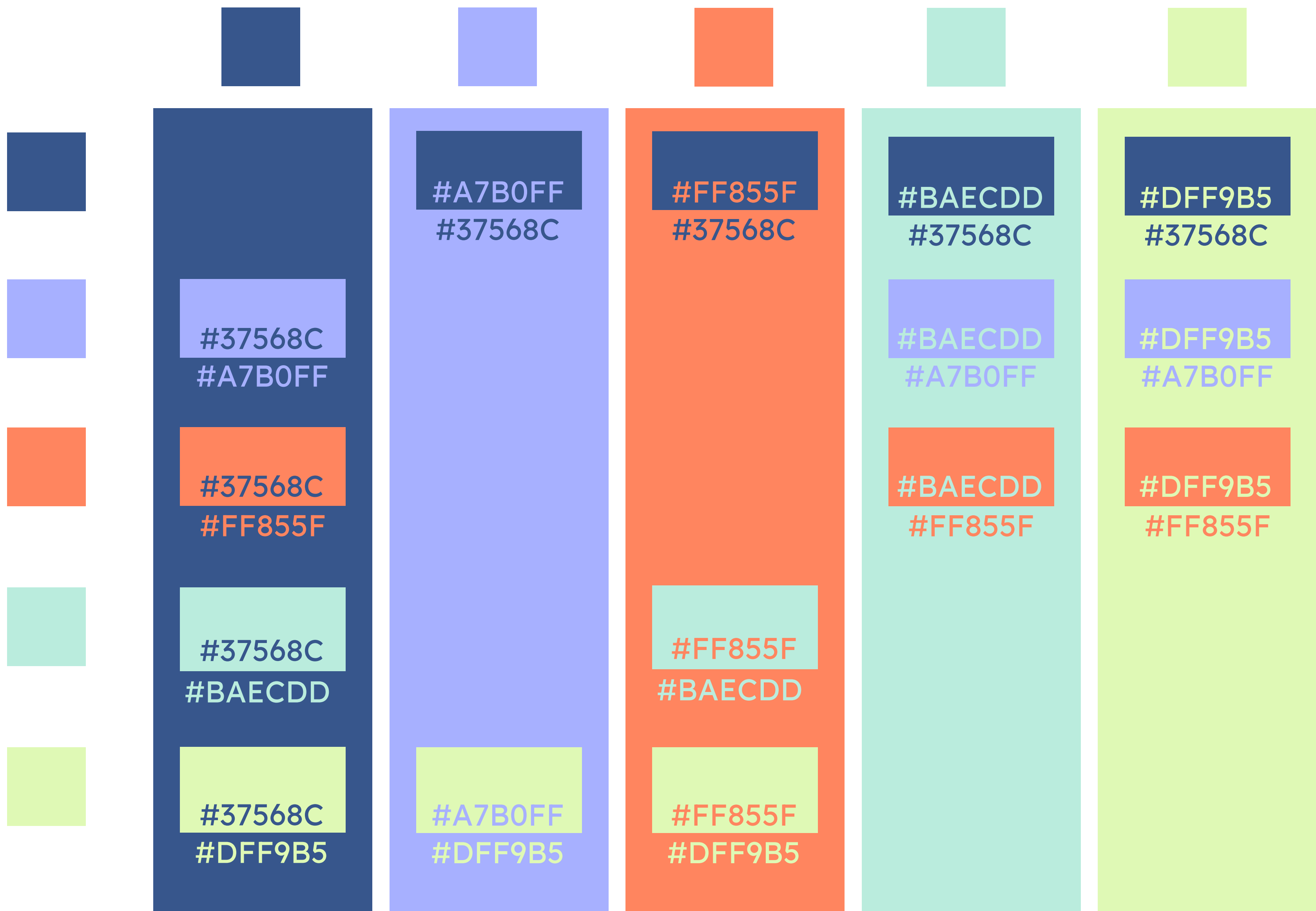
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DARK

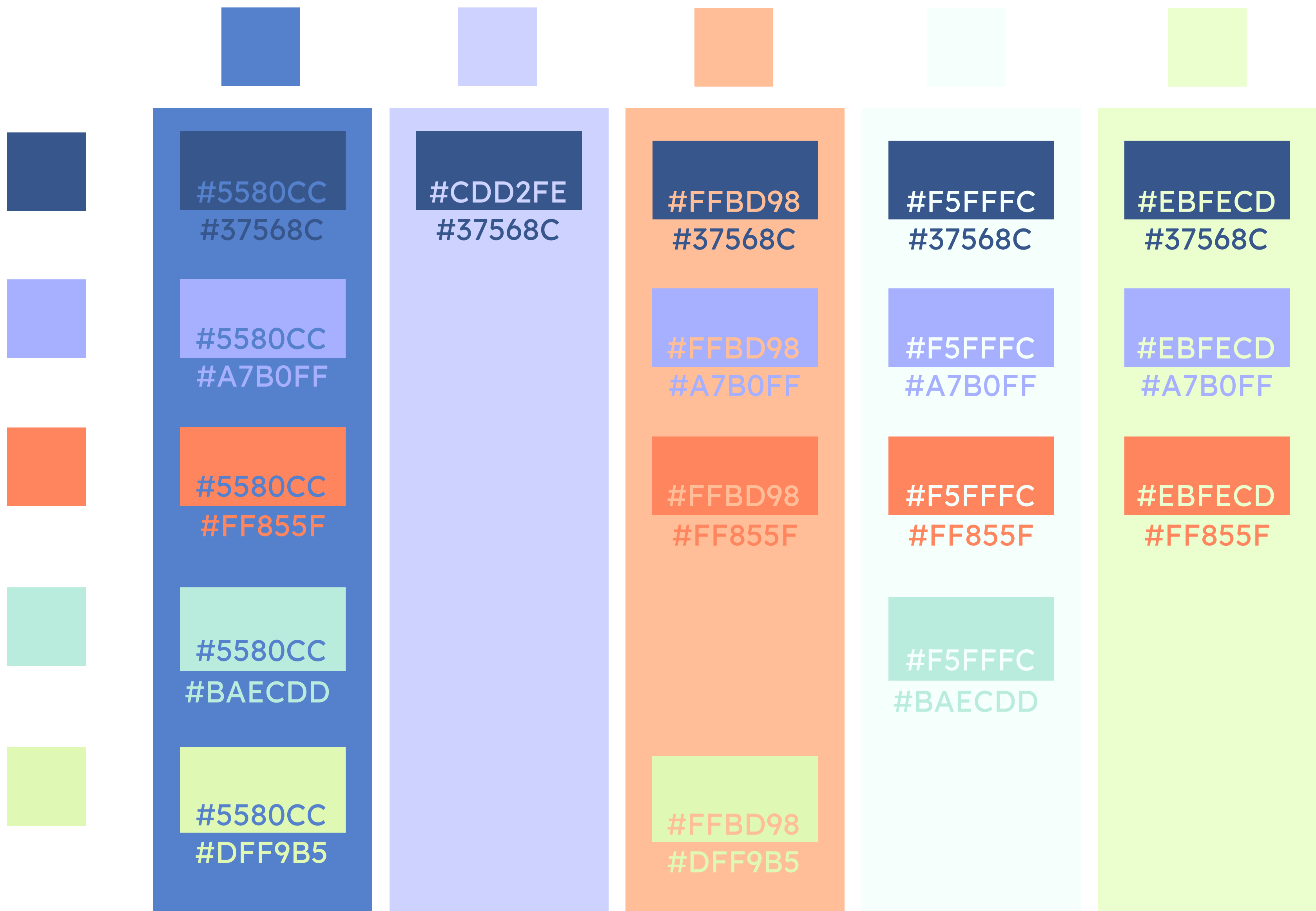
# SUGGESTED LIGHT ON DARK CONTRAST



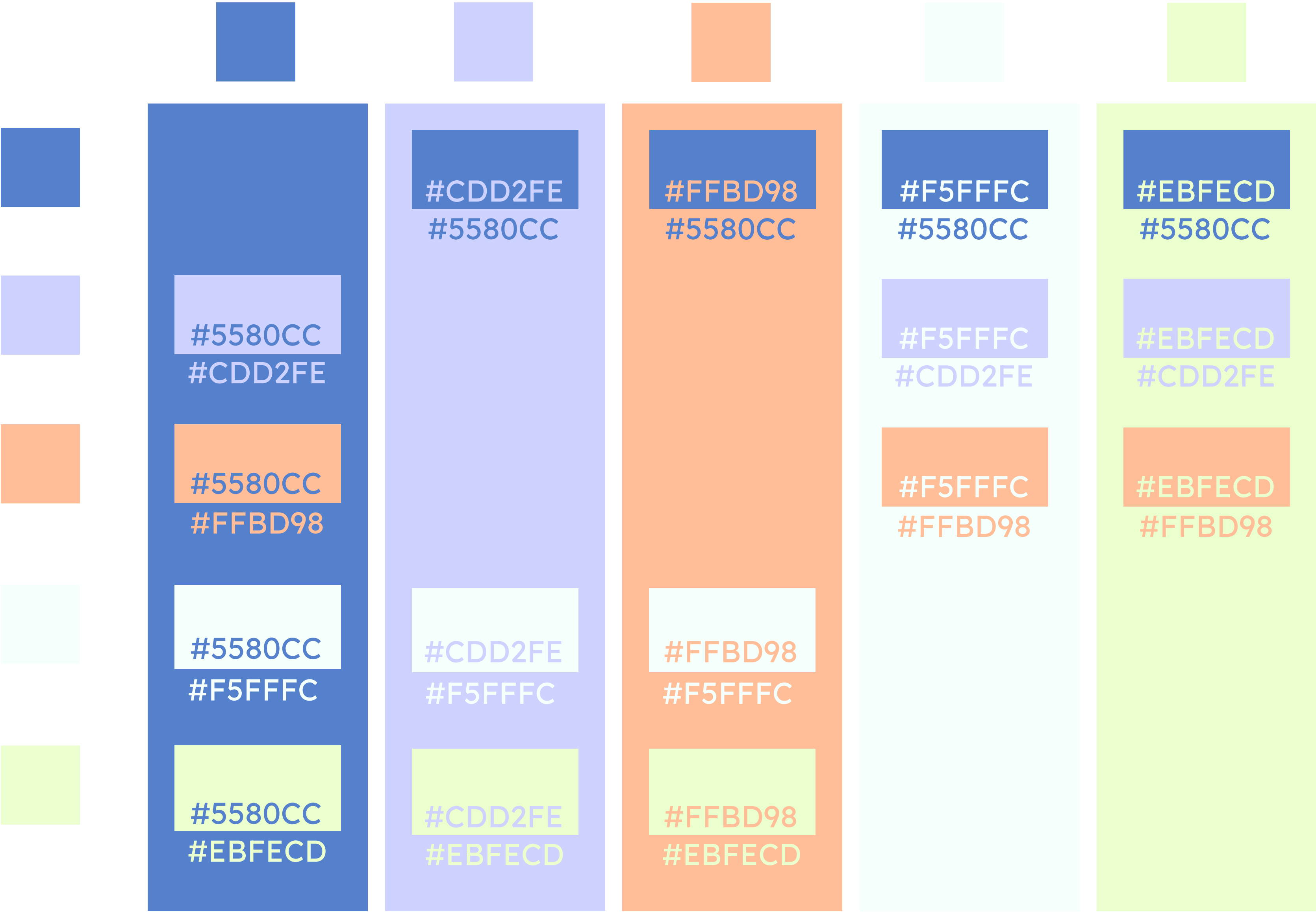
# SUGGESTED DARK ON DARK CONTRAST



# SUGGESTED DARK ON LIGHT CONTRAST



# SUGGESTED LIGHT ON LIGHT CONTRAST



TYPOGRAPHY: SANS SERIF FONT

LEXEND

PLUS JAKARTA SANS

THIN

EXTRALIGHT

EXTRALIGHT

*EXTRALIGHT*

LIGHT

LIGHT

*LIGHT*

REGULAR

REGULAR

*REGULAR*

MEDIUM

MEDIUM

*MEDIUM*

SEMIBOLD

SEMIBOLD

*SEMIBOLD*

BOLD

BOLD

*BOLD*

EXTRABOLD

EXTRABOLD

*EXTRABOLD*

BLACK



## TYPOGRAPHY: SERIF FONT

# TRIRONG

THIN

*THIN*

EXTRALIGHT

*EXTRALIGHT*

LIGHT

*LIGHT*

REGULAR

*REGULAR*

MEDIUM

*MEDIUM*

SEMIBOLD

*SEMIBOLD*

**BOLD**

***BOLD***

**EXTRABOLD**

***EXTRABOLD***

**BLACK**

***BLACK***

# TYPOGRAPHY: HIERARCHY

Eyebrow: Trirong Regular, 24px

**Heading: Lexend Bold, 75px**

**Subline 1: Lexend Medium, 50px**

Subline 2: Trirong Regular, 30px

Body: Plus Jakarta Sans Regular, 24px

# TYPOGRAPHY: SAMPLE 1

Eyebrow: Trirong Regular, 24px

**Heading: Lexend Bold, 75px**

**Subline 1: Lexend Medium, 50px**

Subline 2: Trirong Regular, 30px

Body: Plus Jakarta Sans Regular, 24px

## TYPOGRAPHY: SAMPLE 2

Eyebrow: Trirong Regular, 24px

**Heading: Lexend Bold, 75px**

**Subline 1: Lexend Medium, 50px**

Subline 2: Trirong Regular, 30px

Body: Plus Jakarta Sans Regular, 24px