



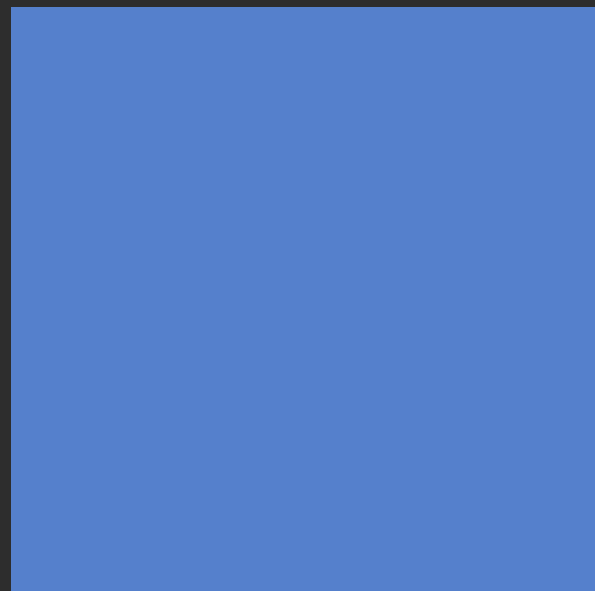
STUDENT ATHLETE COMMUNITY FOUNDATION

Branding Guidelines

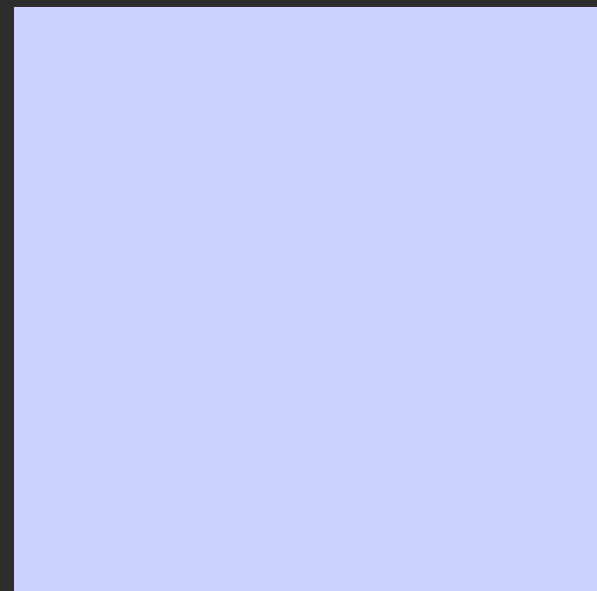
LOGO



LIGHT



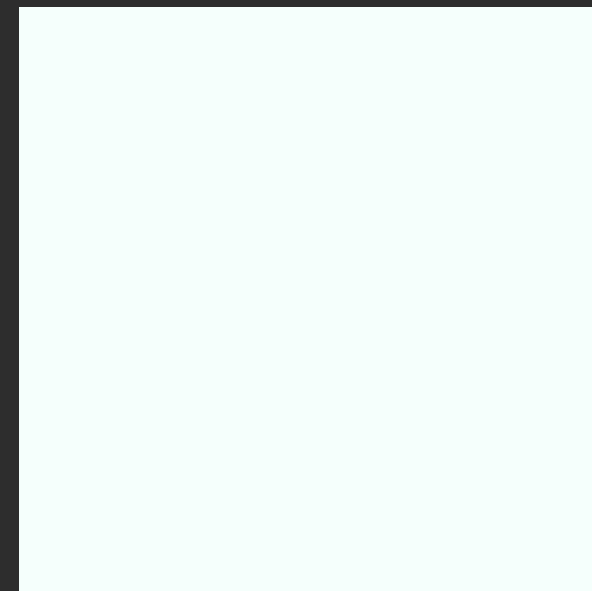
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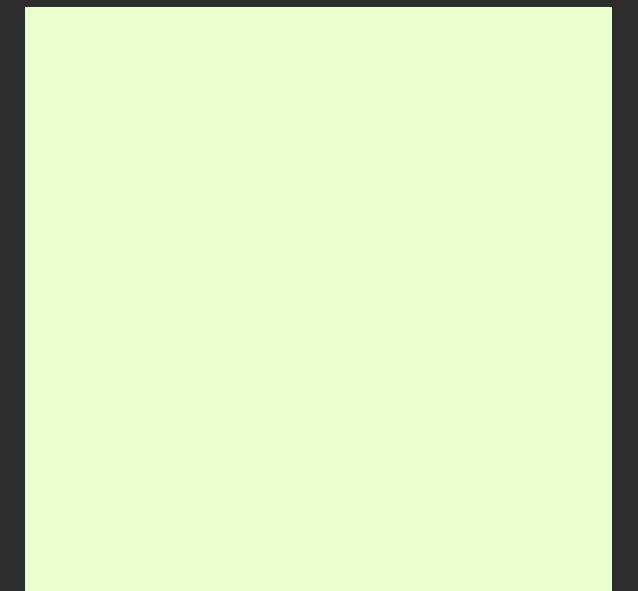
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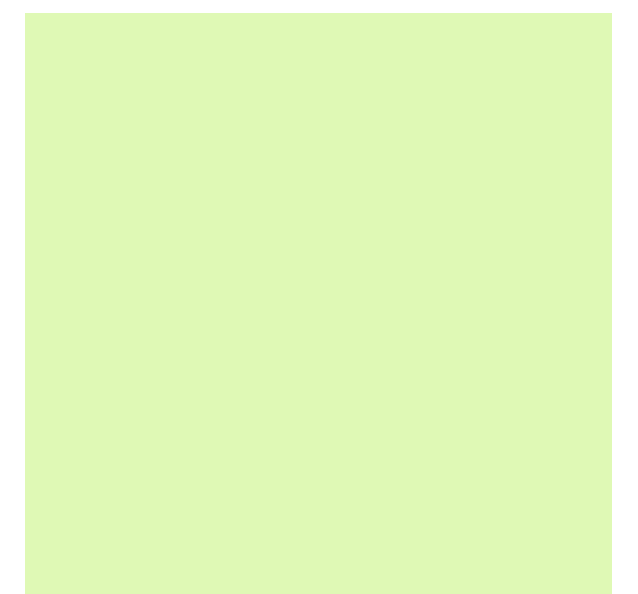
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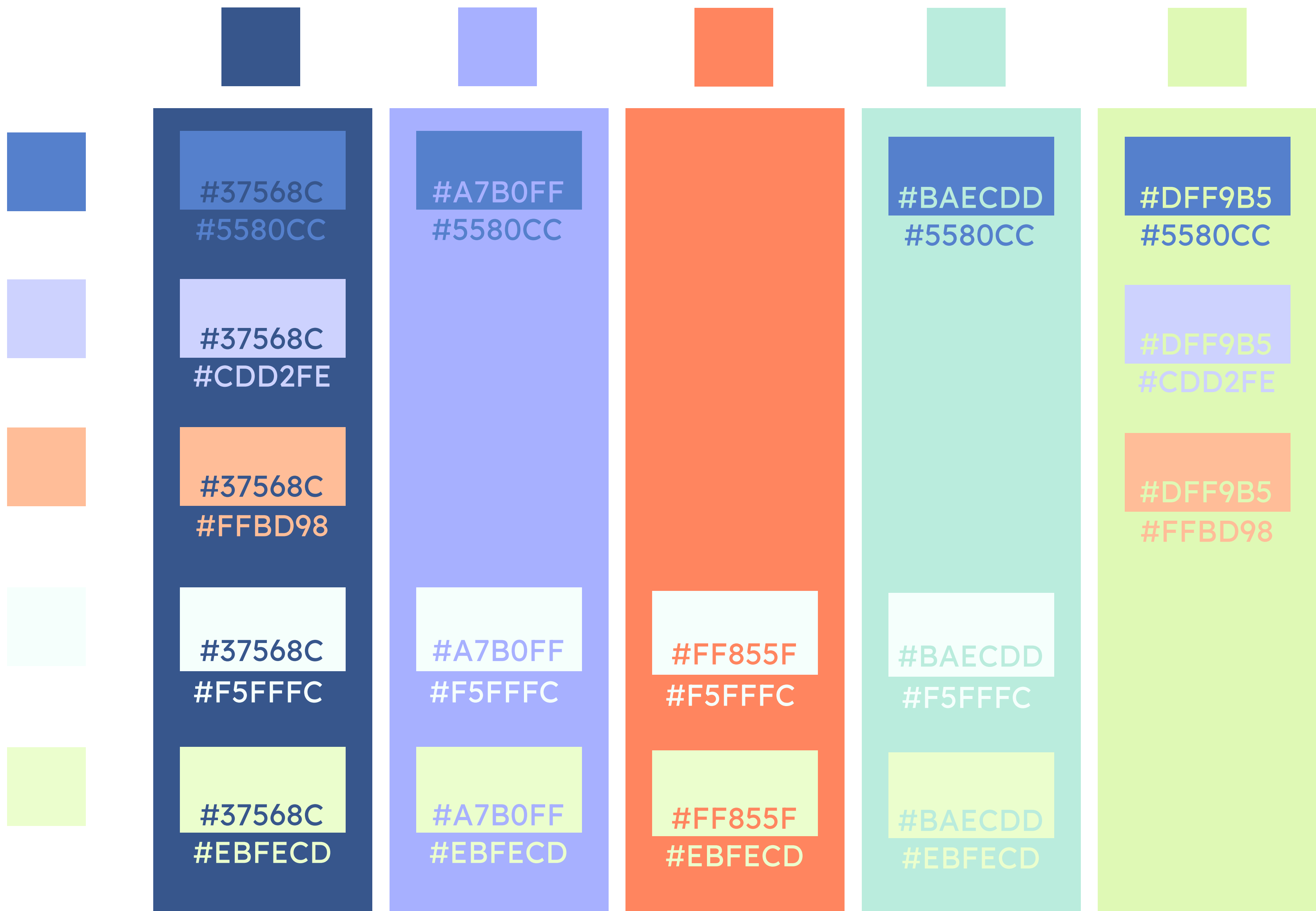
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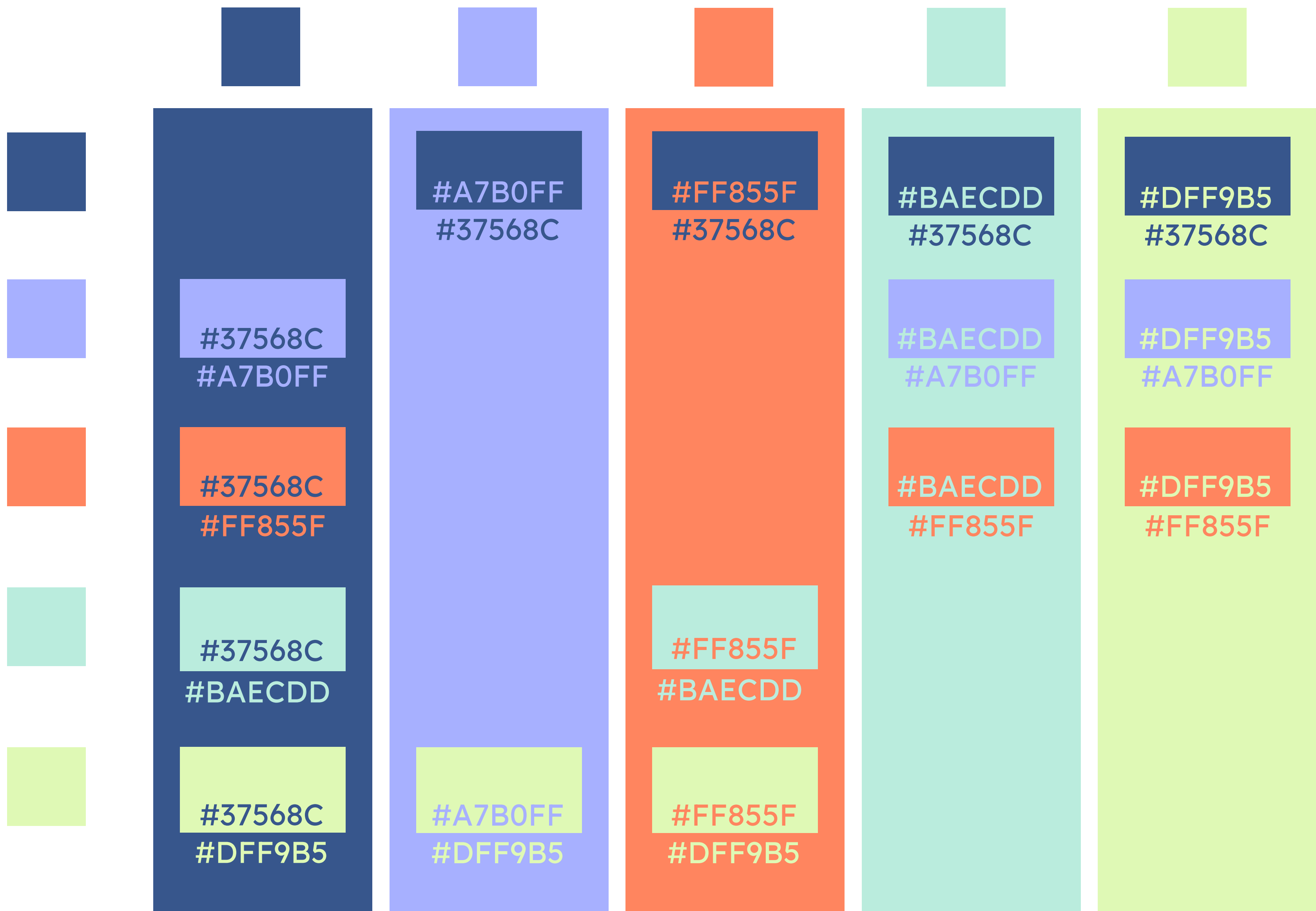
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DARK

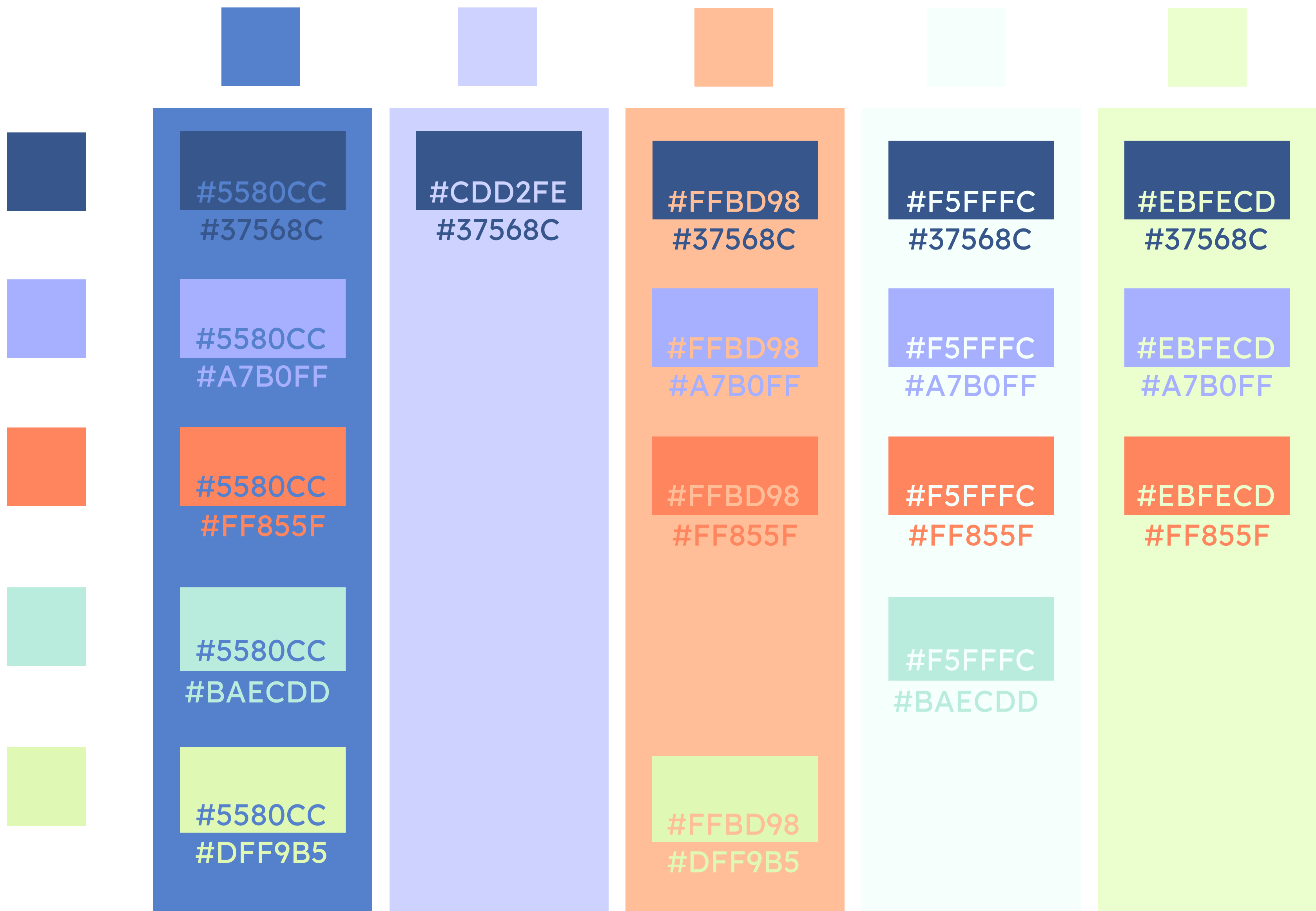
PERMISSIBLE LIGHT ON DARK CONTRAST



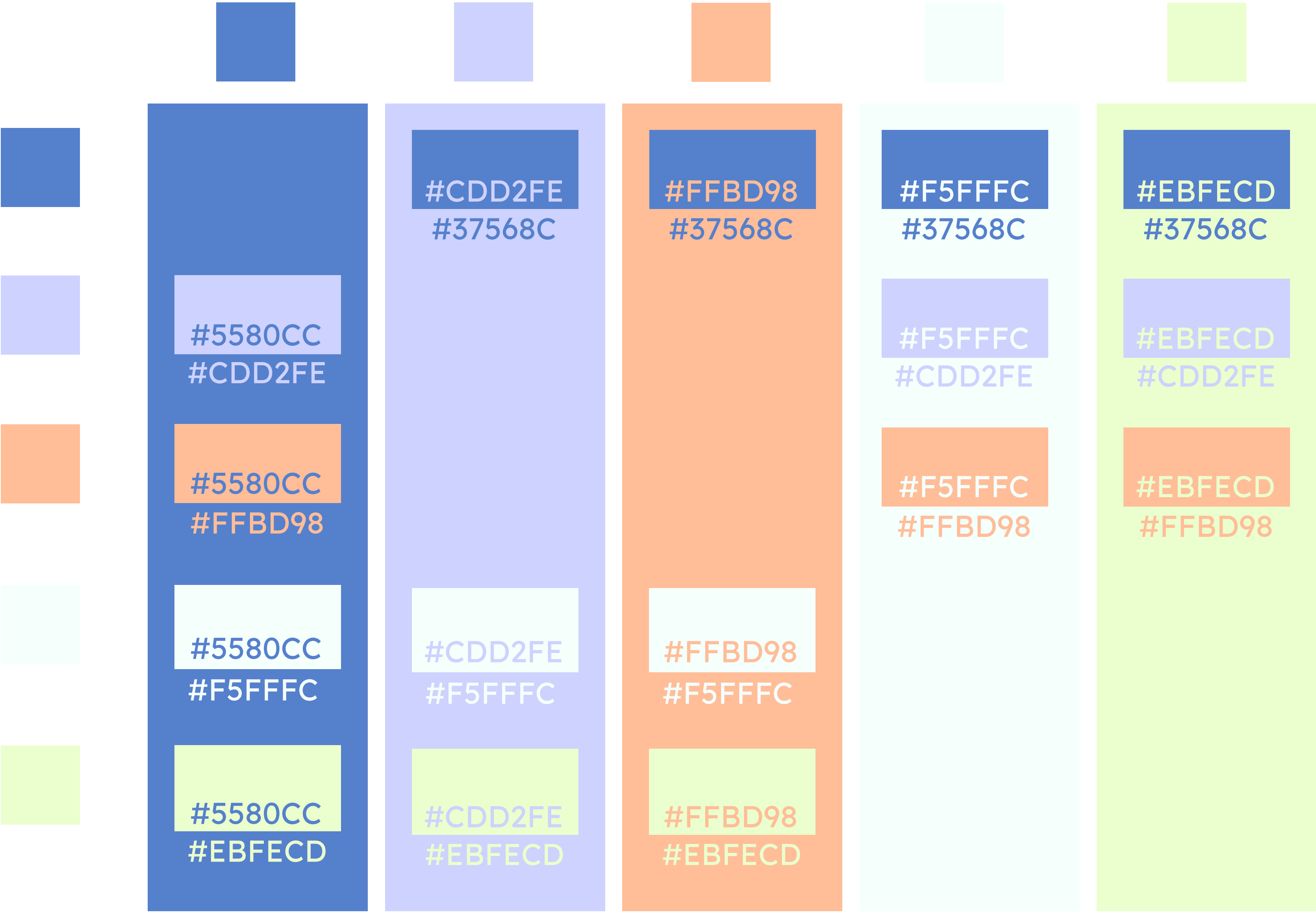
PERMISSIBLE DARK ON DARK CONTRAST



PERMISSIBLE DARK ON LIGHT CONTRAST



PERMISSIBLE 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