ACM General Logo of SAHE - 2025

LOGO:

GITHUB LINK FOR ASSETS:
https://github.com/prabhasg5/ACM_SAHE

Meaning and Symbolism:

The ACM SAHE logo is designed in alignment with the official ACM branding guidelines, preserving the signature **cyan-blue color** to maintain authenticity and global recognition.

At the center, the text **"acm SAHE"** is prominently displayed, signifying the chapter's strong affiliation with the ACM community while highlighting its local identity at SAHE.
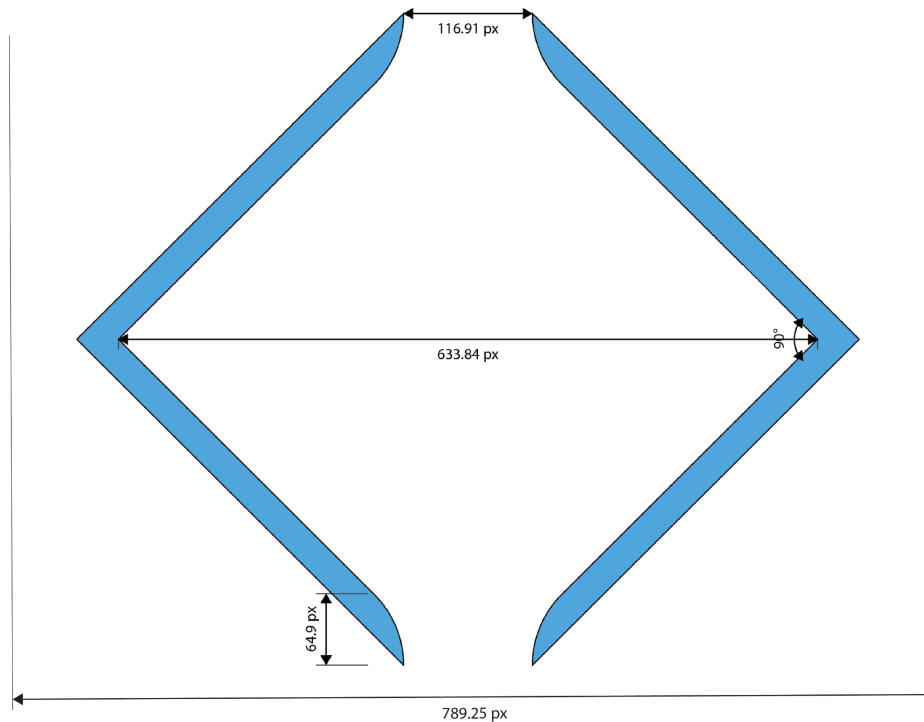
Surrounding the text is a **modified diamond frame** — a unique reinterpretation of ACM's visual identity. This frame is deliberately **not fully closed**, creating **intentional gaps** that symbolize:

- **Openness to innovation and creativity**, representing the free exchange of ideas encouraged within the ACM community.
- A **guided structure**, implying that while the chapter promotes exploration and experimentation, it does so with mentorship, discipline, and purpose.

The **subtle curves at the corners** of the diamond convey:

- **Softness and approachability**, reflecting a welcoming and inclusive environment for all members.
- **Comfort and flexibility**, indicating that members can grow, contribute, and collaborate without rigid constraints.

Dimensional Ratios:

116.91 px

633.84 px

90°

64.9 px

789.25 px

How to Calculate Proportional Ratios from the Logo Dimensions

1. **Use the Logo Width as the Base Reference (100%)**

   -> Let the total width (from outermost left to right) = **789.25 px**

   -> This becomes your reference unit for all ratio calculations.

2. **Calculate Individual Element Ratios**
   Use this formula:

$$\text{Ratio} = \left(\frac{ElementSize}{TotalWidth}\right) \times 100$$

3. **Get Ratios for All Key Dimensions**
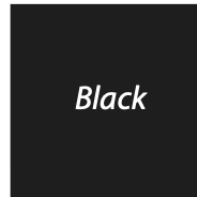4. **Angle Consideration (for Design Consistency)**

   ->The **internal corner angle = 96°**

   -> Keep this fixed to maintain the shape aesthetics when scaling.

Color palette:

ACM Blue	Black	White
PANTONE Process Blue C	Black	White
C100, M10, Y0, K10	C0, M0, Y0, K100	C0, M0, Y0, K0
R1, G130, B172	R0, G0, B0	R255, G255, B255

Typography - Fonts used:
-> Myriad Pro - Regular
-> Ashemore - Norm Black

Mockups(sample):