SASE Branding
and Poster Guidelines

SASE
SOCIETY OF ASIAN SCIENTISTS & ENGINEERS

Part I:
Logo Usage and Guidelines

The SASE
Logo + Symbol

This is our official SASE logo. Please read the following pages about our logo and usage.

Acceptable Logo Lockups

These are acceptable logo locks up. Please refer to the next page for what is not allowed. If you have any further questions, please reach out to your regions RMR.

1.

2.

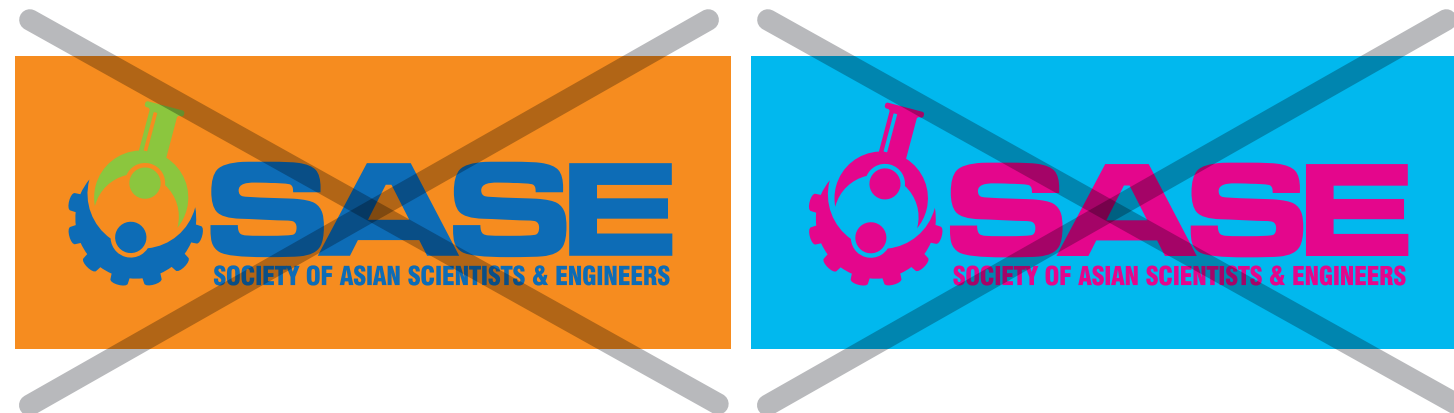3.

4.

5.

(logo in white)

6.

Using the SASE logo with color

If you want to use the SASE logo on a colored poster or graphic, (ie if the poster is your school color), you must knock the logo out in all white.

• Do not change the logo to a different color other than white or black.

• Do not use the SASE two color logo on a colored background

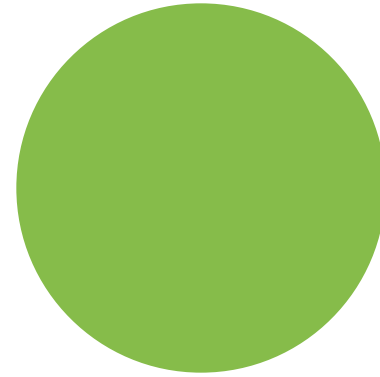When using a colored background behind the SASE logo, change the logo to white.

Don't put the gradient SASE logo over a colored background. Change the logo to white.

Don't change the color of the SASE logo unless it's one of the colors on page 4.
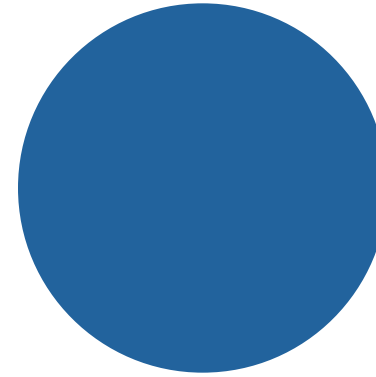
Color Usage

Primary Colors:

Please follow these guidelines. If you have any questions regarding proper usage outside of these guidelines, please contact xyz@saseconnect.org

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

Dos and Don'ts of Logo Usage.

Please follow these guidelines. If you have any questions regarding proper usage outside of these guidelines, please contact xyz@saseconnect.org

Do not use gradient logo on colored background.

Do not change the proportions of logo

Do not skew or distort logo vertically

Do not skew or distort logo horizontally

Do not fill in or change the logo design

Don't flip the logo elements.

Do not change colors

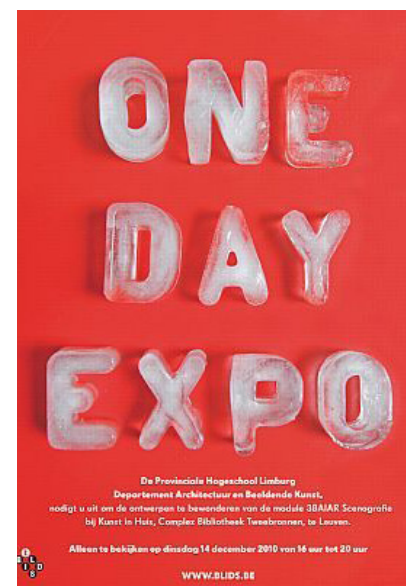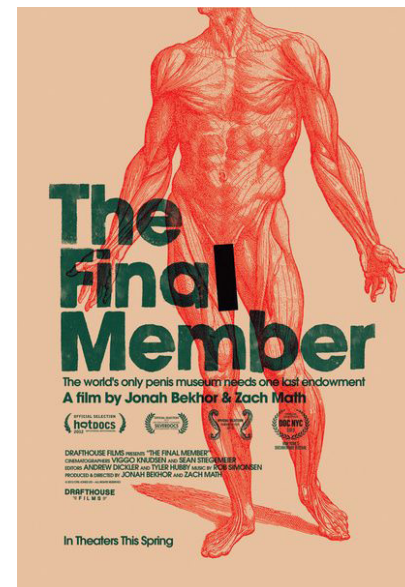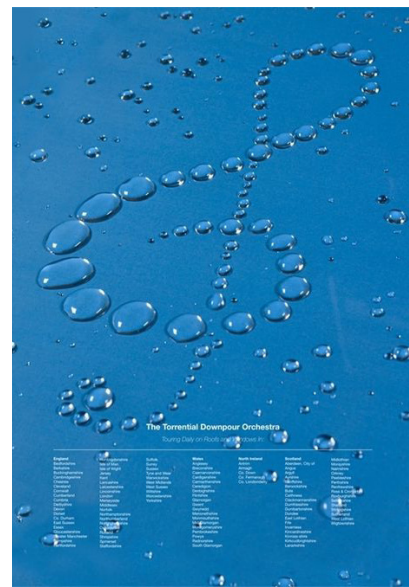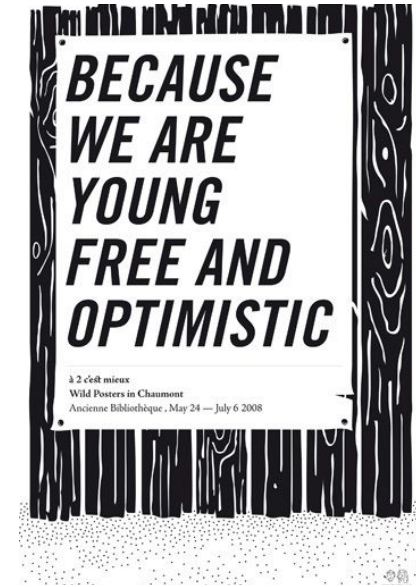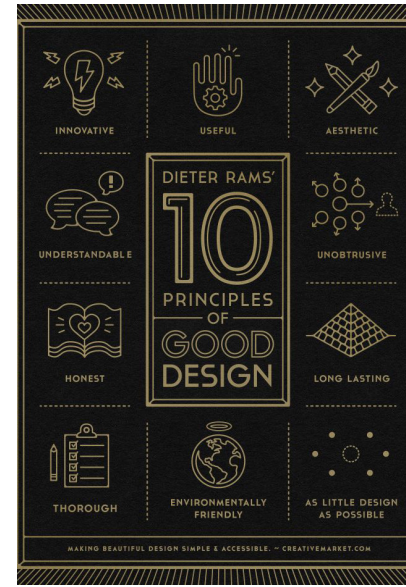Do not add transparency to the logo

Part II:
Poster Guidelines

The Purpose of Posters

• Posters need to concisely convey information and not overwhelm the viewer with too much information.
• A viewer should be able to glance at a poster and understand what it's about. You should not have to "read" it.

The Anatomy of a Poster

These are the general ements of the poster and the rules to follow.

General Body Meeting

Event Title

Keep your poster titles short and concise.

Event Graphic or Photo

Graphic should reflect what the event is about. It's allowed to use the SASE symbol.

Poster Background

Try to keep the background simple if possible.

Event Time

This should be the second largest piece of text on the poster but should be no larger than 50% the size of the header.

Example type size: 36pt

"Free Food"

Lines such as Free Food or refreshment lines should be no larger than the date and time. Do not allow this line to be as large as the title.

Date: September 15th
Time: 9-10PM, Room 5A
FREE FOOD AND DRINKS!

Event Information:
Liciis rehent dolupta spiders pitatiasi berum intio. Errovitate pa ipsum eaque nonsequisqui ducilia nos aut porese volo molore reribearum doluptur soloremo most officiis ma nimusap erionet ut quam am doloritae voluptat minus quam as explabo. Moloribus.

Event Details

Communicate event details in a short and concise manner. Try not to overwhelm the poster with too much information.

Example type size: 20pt
Type should be no smaller than 10 pt.

SASE
SOCIETY OF ASIAN SCIENTISTS & ENGINEERS

SASE Logo

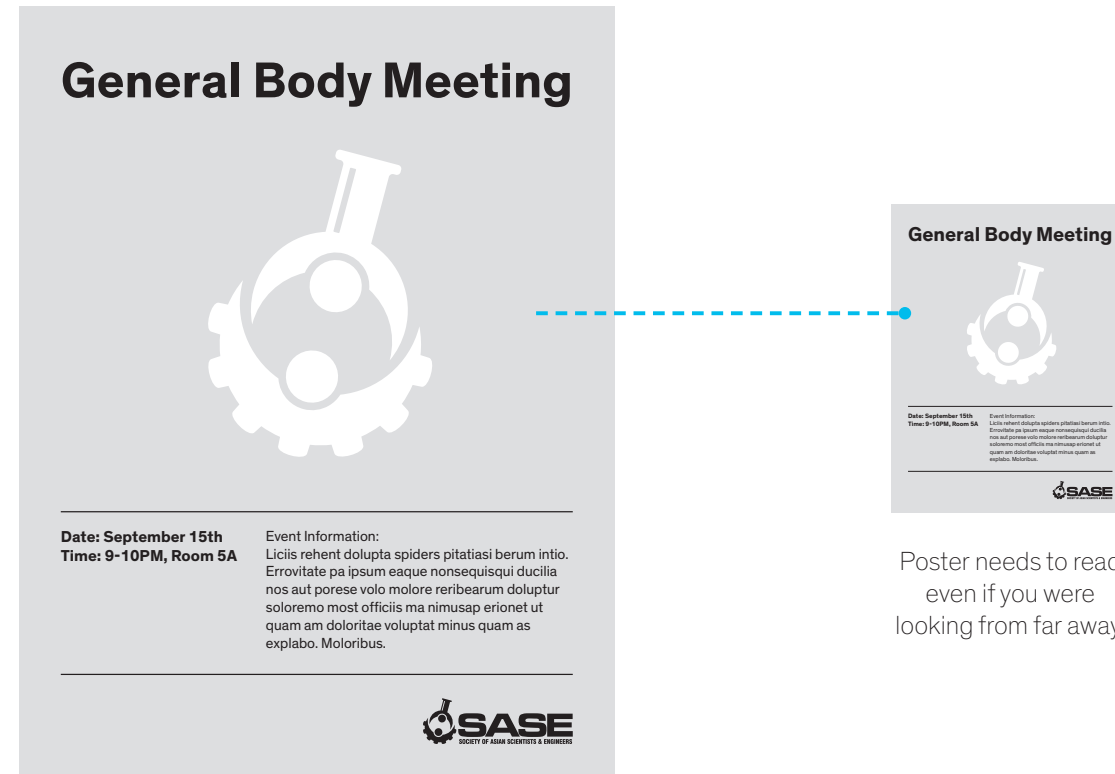Full SASE logo must appear somehwere on the poster.

Heirarchy of Information

It's important to remember that the heirarchy of information determines how readable the poster is. Keep these guidelines in mind when designing posters.

Fun Facts:

Fact: 40% of people will respond better to visual information than plain text.

Fact: 90% of information transmitted to the brain is visual and processed 50,000× faster than text.

General Body Meeting

Date: September 15th
Time: 9-10PM, Room 5A

Event Information:
Liciis rehent dolupta spiders pitatiasi berum intio. Errovitate pa ipsum eaque nonsequisqui ducilia nos aut porese volo molore reribearum doluptur soloremo most officiis ma nimusap erionet ut quam am doloritae voluptat minus quam as explabo. Moloribus.

Poster needs to read even if you were looking from far away.

1. Title

The most important component is the title. The title needs to read loud and clear from afar.

2. Graphic/Photo

This is the second most important component. If a graphic or photo is being used, have it be a focal point.

3. Date & Time

The Date & Time is important, but should not be the same size as the title. Keep the date/time a maximum of 50%-60% the size of the title.

4. Event Information

Event information should be grouped together and the smallest type size.

5. Extra Info

This applies to company descriptions and bios. If you are using a biography for an event speaker, keep this information short and straight to the point.

6. SASE Logo

The full SASE logo must appear on your poster.

7. Social Media

Links to Facebook, Instagram, Twitter, etc. Remember, while social media is important, it's not the main focus of your event poster.

Things to ~~Avoid~~

• Avoid putting too much information on the poster. Try to be as concise and to the point with information as possible

• Avoid having the Title and Event Information in close scale to the title. Make sure there's a clear contrast in scale between information.

• Avoid using more than two fonts (this excludes logos).

Liciis rehent dolupta spiders pitatiasi berum intio. Errovitate most officiis ma nimusap

General Body Meeting

Event Information:
Liciis rehent dolupta spiders pitatiasi berum intio. Errovitate most officiis ma nimusap erionet ut quam am doloritae voluptat minus quam as explabo. Moloribus.

Event Information:
- Liciis rehent dolupta spiders
- pitatiasi berum intio. Errovitate
- most officiis ma nimusap
- erionet ut quam am doloritae

WHY ATTEND?

Event Information:
- Liciis rehent dolupta spiders pitatiasi berum intio Errovitate most officiis ma nimusap erionet ut quam am doloritae

University of SASE
Date: September 15th
Time: 9-10PM

This poster doesn't read from far away.

Liciis rehent dolupta spiders pitatiasi berum intio. Errovitate most officiis ma nimusap

General Body Meeting

Event Information:
Liciis rehent dolupta spiders pitatiasi berum intio. Errovitate most officiis ma nimusap erionet ut quam am doloritae voluptat minus quam as explabo. Moloribus.

Event Information:
- Liciis rehent dolupta spider
- pitatiasi berum intio. Errovitate
- most officiis ma nimusap
- erionet ut quam am doloritae

University of SASE
Date: September 15th
Time: 9-10PM

WHY ATTEND?

Event Information:
- Liciis rehent dolupta spiders pitatiasi berum intio Errovitate most officiis ma nimusap erionet ut quam am doloritae

Recommended Fonts

Although not required by SASE branding, these are the recommended fonts for event posters.

Theinhardt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

DIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Recommended Fonts, pt2

Although not required by SASE branding, these are the recommended fonts for event posters.

Archer

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Brandon Grotesque

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Poster Add ons: Bios & Collabs

Should your SASE chapter parter with a company or other collegiate group, the same poster rules apply.

When a guest speaker comes visits for an event, the same rules follow. Heirarchy of information needs to be followed. Add the biography and speaker image (optional)

Collaboration Poster

SASE Meeting Title Goes Here

University of SASE
Date: September 15th
Time: 9-10PM, Room 5A

Event Information: Liciis rehent dolupta spiders pitatiasi berum intio. Errovitate pa ipsum eaque nonsequisqui ducilia nos aut porese volo molore reribearum doluptur soloremo most officiis ma nimusap erionet ut quam am doloritae voluptat minus quam as explabo. Event Information: Liciis rehent dolupta spiders pitatiasi berum

intio.Event Information: Liciis rehent dolupta spiders pitatiasi berum intio. Errovitate pa ipsum eaque nonsequisqui ducilia nos aut porese volo molore reribearum doluptur soloremo most officiis ma nimusap erionet ut quam am doloritae voluptat minus quam as explabo. Event Information: Liciis rehent dolupta spiders pitatiasi berum intio.

Collaboraters logo here

Collaboraters logo here

SASE SOCIETY OF ASIAN SCIENTISTS & ENGINEERS

As a general rule, keep the collaborating groups logos in the same proportional scale as your SASE logo.

Bios:

SASE Meeting Title Goes Here

University of SASE
Date: September 15th
Time: 9-10PM, Room 5A

[Bio Photo]

Event Information: Liciis rehent dolupta spiders pitatiasi berum intio. Errovitate pa ipsum eaque nonsequisqui ducilia nos aut porese volo molore reribearum doluptur soloremo most officiis ma nimusap erionet ut quam am doloritae voluptat minus quam as explabo. Event Information: Liciis rehent dolupta spiders pitatiasi berum intio.Event Information: Liciis rehent dolupta spiders pitatiasi

SASE SOCIETY OF ASIAN SCIENTISTS & ENGINEERS

Try to keep bio's as short and to the point as possible.
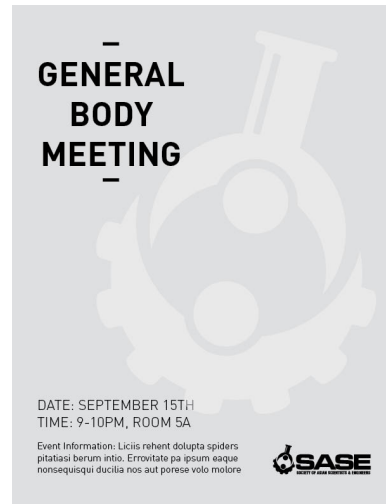
Part III:
Poster Templates

Poster Templates

These posters templates are included within your Poster Guidelines kit. These posters are in Power Point and InDesign format. You are not required to use these templates but these can be used as a foundation for your posters.

The SASE logo can be swapped out for an illustration or graphic. You can use the SASE symbol as a graphic element too.
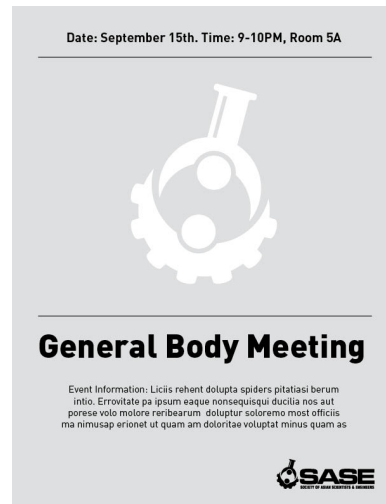

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Part IV:
Poster Examples

SASE Science Fair

Event Information: Liciis rehent dolupta spiders pitatiasi berum intio. Errovitate pa ipsum eaque nonsequisqui ducilia nos aut porese volo molore reribearum doluptur soloremo most officiis ma nimusap erionet ut quam am doloritae voluptat

University of SASE
September 15th, 9-10PM, Room 5A

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Shell Resume Review

Event Information: Liciis rehent dolupta spiders pitatiasi berum intio. Errovitate pa ipsum eaque nonsequisqui ducilia nos aut porese volo molore reribearum doluptur soloremo most officiis ma nimusap erionet ut quam am doloritaevoluptat minus quam as explabo. reribearum doluptur soloremo most officiis ma nimusap erionet ut quam am doloritaevoluptat minus quam as explabo.

University of SASE 10.15.14, 9-10PM, Room 5A

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SASE UNIVERSITY CHAPTER PRESENTS:

How to Give an Elevator Pitch

Dumpling and refreshment provided

Event Information: Liciis rehent dolupta spiders pitatiasi berum intio. Errovitate pa ipsum eaque nonsequisqui ducilia nos aut porese volo molore reribearum

doluptur soloremo most officiis ma nimusap erionet ut quam am doloritae voluptat minus quam as explabo.

Date: September 15th, Time: 9-10PM, Room 5A

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If you have any further questions, please reach out to your regions RMR.

saseconnect.org/marketing/rmr