



SACE International

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We are SACE International

The SACE International brand is a visual expression of the SACE Board of South Australia's world-class international program and is the foundation upon which all relationships are developed between the SACE Board, its program providers and the wider community.

The SACE International brand, its logo, tagline and visual assets recognises the changing world in which our young people will grow and develop, and acquire the skills, knowledge and capabilities for successful lives.

The SACE Board and its partners are responsible for protecting the public image of the SACE International program and ensuring the brand is presented in a consistent and professional manner at all times.

Protecting our Brand

The strength and success of the SACE International brand relies on everyone's adherence to the branding guidelines.

This guide provides schools with a functional understanding of the SACE International brand and how to apply it accurately and consistently in conjunction with their school brand identity.

Our Standards

1. The SACE International brand identity remains the property of the SACE Board of South Australia.
2. The SACE Board of South Australia reserves the right to reject incorrect or inappropriate use of the SACE International brand identity.
3. Any part of the brand identity must always appear in the configurations as specified in these guidelines. Any variation must be approved by the SACE Board of South Australia's Communications team.
4. When in doubt, always check!

Further Information

For further advice or assistance on the application of these branding guidelines please contact the **Communications Team** at the SACE Board of South Australia.

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Our logo

The SACE International Program logo consists of:

- The plus mark, incorporating the letters 'SACE'; (an acronym for South Australian Certificate of Education) and
- The words 'SACE International'; and
- The words 'world class learning'.



The Plus Mark

"As the world changes and the education needs of students evolve, the SACE International program evolves to meet those needs."

The plus mark is a symbol of the power that education has to create positive change in a student's life.

It is also representative of the continuous program of subject renewal. This is at the heart of SACE International's ability to provide 'learning at the pace of change'.

Please note:

The plus mark must be used in conjunction with the words 'SACE International'.

The logo must be reproduced in its entirety.

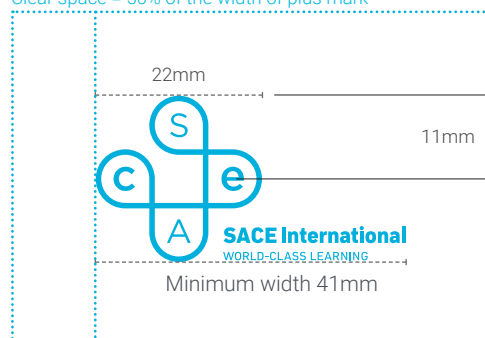
The SACE International logo can be used on its own, or can be co-branded with the Government of South Australia logo and/or your school logo.

Its specifications, usage guidelines and recommended applications are described in detail on the following pages.

Positioning

- The logo must be protected by an isolation zone of clear space at all times.
- A clear space, measuring **50%** of the width of the plus mark, must surround the logo on all sides.
- It cannot be impinged upon by graphic elements, other logos, the edge of a page or advertisement.
- It must be free of background colour changes.
- The logo must not be rotated.

Clear space = 50% of the width of plus mark



The example displays the logo at its minimum size, with the minimum clear space. The clear space surrounding the SACE International logo must equal 50% of the width of the plus mark.

The plus mark is 22mm wide – this means there must be at least 11mm of clear space around the edge.

The minimum width of the logo is 41mm.

Co-branding with the Government of South Australia Logo

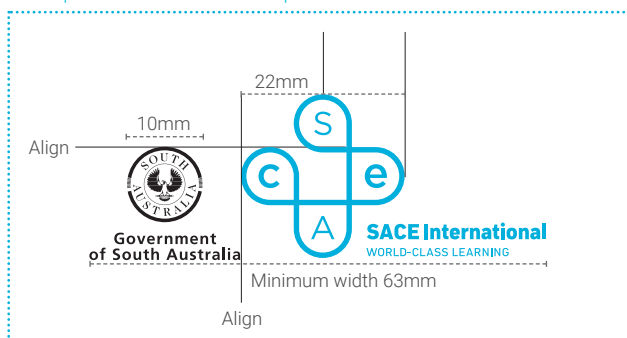
Important: the Government of South Australia logo cannot be used by itself. It can only be used in conjunction with SACE International logo.

Positioning

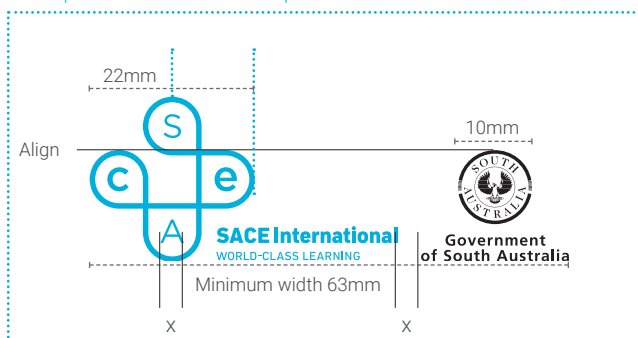
- The logo must be protected by an isolation zone of clear space at all times.
- A clear space, measuring 50% of the width of the plus mark, must surround the logo on all sides
- It cannot be impinged upon by graphic elements, other logos, the edge of a page or advertisement.
- It must be free of background colour changes.
- The logo must not be rotated.

Please note: the minimum size of the Government of South Australia logo must be 10mm. This applies to every design form, variation and all applications, and is a minimum only. The logo must be in proportion to the design to which it is applied.

Clear space = 50% of the width of plus mark



Clear space = 50% of the width of plus mark

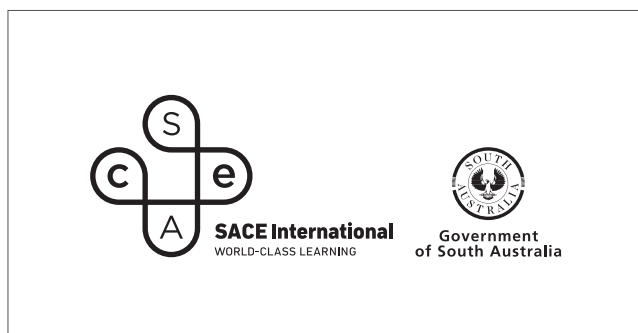


The above examples display the logo at its minimum size, with the minimum clear space. The clear space surrounding the SACE International logo must equal 50% of the width of the plus mark.

The plus mark is 22mm wide – this means there must be at least 11mm of clear space around the edge.

The minimum width of the co-branded logo is 63mm.

Alternative Options

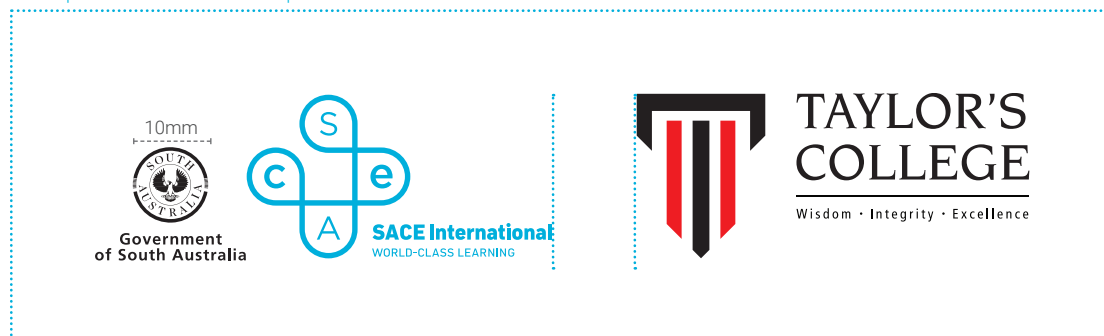


Co-branding with schools

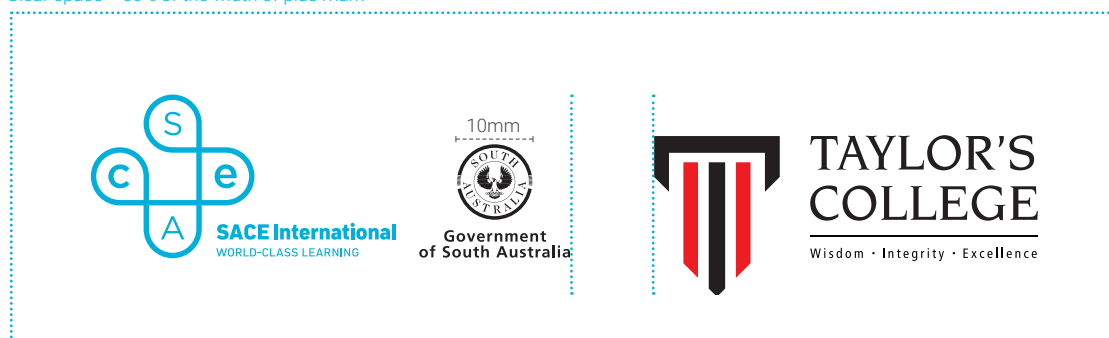
Positioning

- The logo must be protected by an isolation zone of clear space at all times, measuring 50% of the width of the plus mark.
- The SACE International logo cannot be impinged upon by graphic elements, other logos, the edge of a page or an advertisement.
- The logo must not be rotated.

Clear space = 50% of the width of plus mark



Clear space = 50% of the width of plus mark



The above examples display the logo at its minimum size, with the minimum clear space. The clear space surrounding the SACE International logo must equal 50% of the width of the plus mark. The plus mark is 22mm wide – this means there must be at least 11mm of clear space between the SACE International logo and your school's logo.

The SACE International Colour

Colour usage

The SACE International program identity must be produced in the primary brand colour. If this is not possible, the logo can appear in either black or white.

The SACE International Program primary colour is **Blue**.

Please find below a breakdown of the colour.



PMS 312 C

C 94

M 0

Y 11

K 0

R 0

G 173

B 208

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