



SACRAMENTO
STATE

Redefine the Possible

SACRAMENTO STATE

BRAND BOOK

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INTRODUCTION

What Is Brand?

Brand is the sum of everything an organization is and does. It is a perception held in the minds of the organization's audience, a perception formed from both facts and emotions.

Branding is how an organization establishes, reinforces and enhances memorable images and distinct experiences for its audiences. Branding begins with the essence of an organization and its promise to its audiences. Branding happens through consistent communications, experiences and visuals.

"[Brand is] the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product over another."

*Seth Godin
Author, entrepreneur and marketer*

BRANDING AT SAC STATE

By presenting our brand consistently, we can positively influence how people think and feel about Sacramento State and amplify our impact. The guidelines and tools on the following pages are available to everyone on campus to help in building the University's brand. A strong brand will help:

- » Grow a reputation as an exceptional University with outstanding student success
- » Build community through shared connections, camaraderie and pride
- » Motivate audiences to attend, support and partner with Sacramento State
- » Create passion and loyalty for continued growth and success
- » Increase visibility and recognition locally, nationally and globally

Essence of Sacramento State

Sacramento State is the anchor institution in the capital city of our nation's most influential state because of people, passion and ideas. A four-year university for today's world, Sacramento State is essential to the region. It is the place to learn, connect and be part of the fabric of our city, our state and beyond. It stands for opportunity and for making a difference. Our students, faculty and alumni redefine the possible.

SACRAMENTO STATE'S MISSION STATEMENT

As California's capital university, Sacramento State transforms lives by preparing students for leadership, service and success.

Our brand is our very nature. It is who we are and what makes us shine.

SACRAMENTO

- » Sixth-largest city in California with an estimated 500,000 population
- » Home to the "Farm to Fork" sustainable farming and food movement
- » Listed as the nation's second happiest city to live and work by Forbes Magazine in 2015
- » Ranked first in the world for coffee lovers by the online travel magazine MatadorNetwork.com
- » Named the third healthiest community in California (and 11th in the nation), based on residents' fitness levels and access to health care by NerdWallet 2015
- » Listed as one of the top regions to find a healthcare job by ZipRecruiter 2015



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BRAND PLATFORM

Brand Promise

Our brand platform captures the essence of Sacramento State. It defines our brand promise, principles, differentiators, personality and voice. It serves as the source from which we draw information and guidance for presenting our story to the world.

Redefine the Possible™

At Sacramento State, we foster an atmosphere of intellectual curiosity and cultural enrichment, and a passion for new possibilities. We are dedicated to the advancement of ideas and innovations to improve the lives of those in our community and beyond.

We take pride in our role as California's capital university, and we believe there are no limits to the potential each of us has for excellence and success. Our students define themselves through their own efforts and achievements. They are empowered by faculty and staff who share their transformative ideals. Our graduates have the knowledge, guidance and expertise to thrive in a rapidly evolving world.

Through our collective success, we pay back countless dividends to the Sacramento region and deliver the next generation of leaders who are prepared for a new era. We redefine the possible every day at Sacramento State. This is our promise to students, faculty and staff, and to the community at large.

Brand Principles

Our brand principles are the core of Sacramento State. They define who we are and what we stand for.



Principle	It means...	Proof points include:
Student Success	We take every opportunity to provide our students with a transformative and fulfilling college experience that leads to advancement and a rewarding professional career.	<ul style="list-style-type: none"> • More than 7,600 students graduate from Sacramento State every year • 83% of graduating seniors are satisfied or very satisfied with their experience • The School of Nursing sees 450 annual graduates and a 98% pass rate on the license exam
Excellent Education	Our challenging, high-quality courses are taught by faculty who are leaders in their fields. Innovation is embraced, and course material is adapted to be most relevant – including up-to-the-minute research, theory and technological advancements, and important real-world applications.	<ul style="list-style-type: none"> • Sacramento State offers 58 undergraduate majors, 41 master’s degrees, 20 credential programs, an honors program and two independent doctorates • The University is WASC-accredited, and the College of Business Administration holds the prestigious AACSB accreditation • 85% of seniors report applying classroom learning to “real-life” issues
Leadership	The Sacramento region looks to our faculty, staff, alumni and students to provide valuable insight and community leadership. Sacramento State is an influential cultural, business and policy driver.	<ul style="list-style-type: none"> • Sacramento State partners with cities, counties and school districts to pave the way from elementary school through to college to produce career-ready graduates • Leadership certificate programs are available to both students and professionals • Capital Public Radio is licensed to Sacramento State
Community	We are a strong community on and off campus. We attract and foster bright and motivated individuals to be part of the Sacramento State experience. Our students, faculty, staff and alumni are essential to the fabric of our community.	<ul style="list-style-type: none"> • Sacramento State contributes nearly \$1 billion to the local economy annually • The University has received the prestigious Carnegie Community Engagement Classification for its culture of service • Athletics partners with local organizations to attract world-class sporting events to campus, such as the USA Olympic Track & Field Trials
Access	Centrally located in the city of Sacramento, we offer all students access to quality education at an affordable price. We embrace students from all backgrounds and experiences, and provide a variety of programs, courses, formats and tools to support their varied educational goals and needs.	<ul style="list-style-type: none"> • One-third of new students are the first in their family to attend college • More than 37 centers on campus serve varied student needs and interests • Sacramento State students carry 26% less student debt than the national average • More than half of Sacramento Students students have taken online courses

Brand Differentiators

Our brand differentiators are unique and compelling attributes specific to Sacramento State.



Differentiator	It means...	Proof points include:
Value of Degree	Our alumni are a preferred choice for many regional employers who recognize the value and strong work ethic of our students and graduates. A degree from Sacramento State represents an excellent investment, a top-notch education, an excellent employment opportunity and an unforgettable experience — all at a reasonable cost.	<ul style="list-style-type: none"> • More than half of Sacramento State graduates stay and work in the region • In-state tuition is as little as half the cost of other local higher education options • The Construction Management Department has one of the highest job placement rates of any program at any CSU • Fact: Individuals with a bachelor's degree earn nearly a million dollars more over the course of their time than those with only a high school diploma
Engaged Student Body	Sacramento State students are energetic, motivated and involved. They define themselves, work hard and thrive. Our students achieve — and often exceed — their goals.	<ul style="list-style-type: none"> • About half of the students belong to at least one of 300 clubs and organizations • There are 36 Greek Life organizations, ranging in size from five to 60 members • More than one-third of students have participated in one or more internship programs
Commitment, Expertise of Faculty and Staff	As leaders in their fields, faculty members are committed to providing unparalleled learning experiences for students, including one-on-one mentoring. Faculty and staff serve as advisors, organizers, promoters and in other roles to prepare students for success in the classroom and beyond.	<ul style="list-style-type: none"> • More than 98% of the faculty hold the highest degree in their fields • The professor-to-student ratio is 1 to 25, and the average undergraduate class size is 33 • 80% of graduating seniors say their professors help them in achieving professional goals
Involved, Successful Graduates	Sacramento State graduates make positive contributions to our everyday lives and stay actively involved and connected — giving back to their alma mater and the communities in which they live.	<ul style="list-style-type: none"> • One in 20 residents in the region is an alumnus, and there are more than 7,000 active members in the Alumni Association • Distinguished Alumni Awards have recognized hundreds of alumni since 1972 for their achievements and community service • The <i>Made at Sac State</i> campaign highlights the impact of Sacramento State through its graduates
California's Capital University	Our campus orbits within the gravitational pull of the state's governance center, offering insights and access to myriad political and policy issues. We are a cultural and intellectual mosaic with a diversity of people and ideas, sharing a uniquely California perspective.	<ul style="list-style-type: none"> • Sacramento State is just six miles from the State Capitol • The Capital Fellows Programs are recognized as one of the top 10 internships in the nation • Minorities make up nearly two-thirds of Sacramento State's student population • The Center for California Studies brings the resources of the state's largest university system to the service of public discourse, civic education and state government
Beautiful Campus	Our campus meshes smoothly with the metropolitan soul of Sacramento. Thousands of trees and flowers, a focus on sustainability and art, along with the river and bike trail, create a natural metaphor for Sacramento State's energy, abundance and connection with our community.	<ul style="list-style-type: none"> • A Tree Campus USA, Sacramento State is home to more than 3,500 trees and 400 tree species, a 3-acre botanical garden, and a Japanese tea room and garden • The campus is rich with public art installments and art galleries • The WELL, a student recreation and wellness center, and the American River Courtyard, an on-campus residence hall, are LEED-certified

Personality

Our personality captures the spirit that stems from our promise and principles. It represents our brand and the characteristics we aim to embody.

Sac State is...	It means...	We sound...	Rather than...
Energetic	Our campus is alive with creative energy, opportunity and diversity of people and ideas. We are passionate about learning and doing.	Vibrant Lively Vital	Bubbly Excessive Forceful
Smart	We are forward-looking, sharp and enthusiastic. We learn with a fresh approach and use our imaginations. Knowledge fuels us.	Knowledgeable Astute Imaginative	Haughty Exclusionary Dreamy
Enterprising	We are a community motivated to achieve goals and realize dreams. We are focused, innovative and accomplished.	Original Resourceful Determined	Radical Utilitarian Tenacious
Aspirational	Students, faculty and staff thrive at Sacramento State. We think big and overcome obstacles to build bright futures.	Motivational Encouraging Accomplished	Impulsive Utopian Grandiose
Approachable	We are genuine, welcoming and supportive of all students and cultures. We are ready to help those with a desire to learn.	Friendly Warm Authentic	Familiar Worldly Generic

Sacramento State Voice

Sacramento State has three distinct tones of voice: standard voice, casual voice and formal voice. Each serves a particular purpose, and our brand personality should shine through each of them.

STANDARD VOICE

This is the most common voice. Engaging and informational, it is appropriate for use both on and off campus. The standard voice is used with many audiences, including students and their families, prospective students, faculty and staff, alumni, and community members. In standard voice, we are Sacramento State.

CASUAL VOICE

Communications for groups very familiar with the University, such as current students, recent alumni, and faculty and staff, lean more informal. Friendly, inclusive and energetic, they are focused primarily on campus. In casual voice, we are Sac State.

FORMAL VOICE

Reserved for distinctive events and communications, the formal voice is dignified and institutional by nature. It is used in official documents, announcements, and ceremonies as well as nationally and internationally. In formal voice, we are California State University, Sacramento.



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IDENTITY STYLE GUIDE

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Sacramento State's Visual Identity and Style

IMPORTANCE OF VISUAL IDENTITY

Hundreds of messages are sent daily through a multitude of media — all vying for attention at all times. This makes it increasingly challenging for communications to be noticed and to have impact on audiences as intended. Consistent visuals make it easier to recognize messages from a single source, improving awareness of a brand and ultimately the success of its communications.

IDENTITY STYLE GUIDE

Sacramento State's official identity and style standards are detailed in the following pages. They are intended to improve visual consistency for all University communications, addressing the use of logos and special marks, the tagline, colors, fonts, photography, design options, and much more. They are overarching and flexible to best meet the many and varying needs of campus.

APPROVAL PROCESS

To ensure that materials meet the required visual identity standards, they must be approved by University Marketing prior to finalization or "going live." Send a PDF of the project to universitymarketing@csus.edu and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.

FIND IT ONLINE

Much of the information provided in this document is also available online. Throughout this document you will see either of these icons:



Clicking this icon will take you to a web page where more information can be found. The page also may contain downloadable documents.



FIND IT ONLINE

Download the files you need to access at www.csus.edu/brand

CHECK BACK OFTEN

These guidelines will be updated regularly to keep them current. Look online for the most up-to-date information.



SACRAMENTO
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IDENTITY STYLE GUIDE

THE UNIVERSITY NAMES

The University Names

SACRAMENTO STATE NAMING SYSTEM

The University has a common naming system that allows for standard, casual and formal uses. The designs for the identity package are based on this system. The officially recognized names are:

- SACRAMENTO STATE

Standard name

- SAC STATE

Nickname

- CALIFORNIA STATE UNIVERSITY,
SACRAMENTO

Formal name

Name variations that should NEVER be used include, but are not limited to:

- ~~CSUS~~
- ~~SACRAMENTO STATE UNIVERSITY~~
- ~~CSU SACRAMENTO~~
- ~~CAL STATE SACRAMENTO~~
- ~~CALIFORNIA STATE UNIVERSITY AT SACRAMENTO~~
- ~~CSU – SACRAMENTO~~
- ~~CALIFORNIA STATE UNIVERSITY – SACRAMENTO~~

STANDARD NAME (STANDARD VOICE):

SACRAMENTO STATE

The common and most frequently used name and voice for the University is “Sacramento State.”

“Sacramento State” may appear as the first and only reference to the University. It is also the second reference when the formal name is used. The standard voice is preferred for most materials since it addresses a general audience. Such audiences usually include, but are not limited to: students, prospective students, campus employees, residents of the Sacramento region, residents of the state, donors and alumni.

NICKNAME (CASUAL VOICE):

SAC STATE

The nickname for the University is “Sac State” – a name that has been long used with affection by students, alumni and the local community. It should only be used on material intended for an audience that is highly familiar with and close to the University, such as current students, staff, faculty and recent alumni.

FORMAL NAME (FORMAL VOICE):

should always include the comma

CALIFORNIA STATE UNIVERSITY, SACRAMENTO

The formal name of the University is “California State University, Sacramento.” This name should always include the comma, and should not include other elements such as a dash or the word “at.” An exception for comma is in the formal stacked logotype, because the break is implied (see [Logos Section](#)).

The formal name should be used on materials that are institutional in nature, as well as formal documents or materials that will be distributed primarily nationally or internationally. These items include, but are not limited to, diplomas, contracts, collateral for national conventions, and grant proposals. In text, the formal name may be used as a first reference with “Sacramento State” as a second reference.



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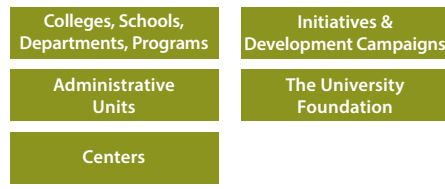
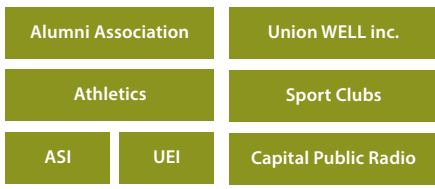

Redefine the Possible

IDENTITY STYLE GUIDE

VISUAL IDENTITY
ARCHITECTURE

Visual Identity Architecture

The identity architecture is a framework that organizes the University’s many identities into defined categories for the application of the identity style guidelines. Categories are based on strategic and visual connections to the University.

CORE IDENTITY	IDENTITY EXTENSIONS	SUB-IDENTITIES	INDEPENDENT IDENTITIES
<p>Visual representation of entire University, appropriate for all audiences. Uses primary University logos/logotypes and follows University identity style guide.</p> 	<p>Visual representation of units supporting the University’s core function, serving targeted audience segments. Uses integrated University logos/logotypes and follows University identity style guide.</p> 	<p>Visual representation of units strategically linked to the University, supporting different missions and presenting unique identities. Uses a separate logo linked to the University visually/in text, but follows its own identity standards.</p> 	<p>Represents a complete visual departure from the University. Uses an independent logo and its own identity standards.</p> 
			

Where Do You Fit? Presenting Your University Identity

Core identity and identity extension units should adhere to the standards established in the identity style guide. Sub-identities have their own style guides, and independent identities are not visually connected to the University.

Are you?	For example	Then you are a(n)	Your role is to	Visual identity requirements	Required approvals
Representing the entire University to all of its audiences?	Sac State Sacramento State California State University, Sacramento	CORE IDENTITY	<ul style="list-style-type: none"> Ensure function and messages support the University's core mission Consistently represent the identity to the University's primary target audiences 	Primary logos and logotypes, nickname logo and logotype, formal logotypes, official seal Must follow the University identity style guide	All core identity materials need to be approved through universitymarketing@csus.edu . Allow up to five business days.
Serving or supporting the University's primary mission and functions?	Colleges, schools, departments, programs, centers Administration: Academic Affairs, Administration & Business Affairs, Human Resources, Information Resources & Technology, Public Affairs & Advocacy, Student Affairs, University Advancement, University Counsel Initiatives Development campaigns	IDENTITY EXTENSION	<ul style="list-style-type: none"> Support the University's core mission, serving segments of the primary target audiences Visually reinforce the University's core identity, providing depth and width 	Core identity marks or integrated logos and logotypes Special marks may supplement the University marks, but do not replace them Must follow the University identity style guide	All identity extension materials need to be approved through universitymarketing@csus.edu . Allow up to five business days. New special marks must also be submitted to University Marketing for approval. Approval time may vary.
Visually and functionally linked to the University for strategic reasons, but supporting a separate mission?	Alumni Association Associated Students, Inc. Athletics Capital Public Radio Sport Clubs The Union University Enterprises, Inc. The WELL University Foundation*	SUB-IDENTITY	<ul style="list-style-type: none"> Produce products or services related to, but different from, those of the University Serve and support your target audience, separate from the University's Build and promote a unique identity 	Unique logos distinct from University marks, but linked visually or in text Follow individual identity style guidelines	Requested to keep University Marketing informed of public communications and advertisements, work in cooperation whenever possible.
Visually and functionally separate from the University?	United States Geological Survey California Water Science Center Friends of the Library Student Clubs & Groups Alumni groups not supported via Alumni Association, a college or dept.	INDEPENDENT IDENTITY	<ul style="list-style-type: none"> Perform functions different from the University's core mission Serve audiences separate from the University's, but located on or connected to campus Build and promote a completely separate identity from the University 	Independent logo with no visual connection to the University Follows its own identity style guidelines	No identity oversight required from the University. With permission from University Marketing, these identities may include "at Sacramento State" or "at Sac State" with their logos.

* University Foundation uses the University identity

Non-Standard Identity Presentations

Some groups do not fit clearly within the University identity architecture. Some student clubs, sponsorships and customizable third-party web applications are among a few, their identity requirements are summarized here.

STUDENTS

Most student groups are restricted from using University logos/ logotypes and graphic elements, such as the double S, in their club names or on promotional materials. They may attach the University name or nickname as an “at Sacramento State” or “at Sac State,” but they may not include the University name as part of the club name. For example, “Sacramento State Student Club” or “Sac State’s Student Club” are not allowed. These guidelines apply to informal student clubs and groups, as well as those sanctioned by Student Organizations and Leadership.

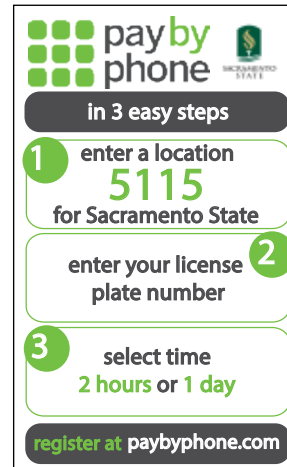
Student groups with exception to this rule include faculty sponsored academic clubs (e.g. debate club) and Sport Clubs. The Sport Clubs have and monitor their own set of identity guidelines, and faculty advisors assume responsibility for the use of University logos/logotypes and graphic elements used by academic clubs.

SPONSORSHIPS

Anytime a logo is needed to indicate Sacramento State’s support or sponsorship of an event, the vertical or horizontal primary logo with no tagline should be provided. If more than one unit is sponsoring an event, the primary logo should be used with the sponsoring departments identified in text.

NEED HELP?

Contact universitymarketing@csus.edu with questions about presenting University identities.



THIRD-PARTY WEB APPLICATIONS

Some third-party web applications allow for some range of visual customization. The core identity primary vertical or horizontal logo with no tagline should be used whenever possible. If additional color customization of the page is an option, Sac State green should be applied.



When more than one University unit sponsors an event, list departments or units in text.

Sacramento State logo



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Redefine the Possible

IDENTITY STYLE GUIDE

UNIVERSITY MARKS

Symbolism

SHIELD AND THE FLAME

The University's logo is composed of a shield, flame, rivers, University name and tagline. The curves of the flame within the torch create a double S that stands for Sacramento State. The solid stance of the torch and handle is the defining feature of the Sacramento State logo system and evokes a flame of knowledge. It is inspired by the quality of learning, diversity, unity, strength and leadership that a torch has long symbolized. Other elements of the logo include a shield (official, government representation), an arch (reminiscent of the Guy West Bridge) and a curved element (representing the American and the Sacramento Rivers. Both the double S and rivers can be used as separate graphic elements, see [Graphic Elements Section](#).

UNIVERSITY NAME

The Standard name of the University is typeset in the font **Trajan Pro Bold**. Its all-caps evokes strength, while the thin serifs of the font are friendly and welcoming.

TAGLINE

The primary logos with the tagline, "Redefine the Possible," should be the primary logos used for most external and internal communications.

The tagline can be integrated with the primary vertical and horizontal logos, as a tagline logotype, and in copy. For details on when and how to use the tagline and the tagline logotype, see [Tagline Usage Section](#).

COLORS

University colors are Sac State Green and Sac State Gold. Logos have strict color guidelines. See [Color Palettes Section](#) for color breakdowns (Pantone, RGB, CMYK, HEX, etc.)



Primary vertical logo

LOGO COLORS

■ Sac State Green

Green: foothills and trees

■ Sac State Gold

Gold: discovery

■ Black



SACRAMENTO
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Redefine the Possible

IDENTITY STYLE GUIDE

CORE IDENTITY:
LOGOS & LOGOTYPES

Core Identity: Logos & Logotypes

CORE IDENTITY

The core identity represents the entire University. The names Sacramento State, Sac State and California State University, Sacramento and their correlating marks are the preferred University logos and logotypes.

LOGOS, LOGOTYPES AND OFFICIAL SEAL

The logos and logotypes in this section represent Sacramento State – its image, ideas, goals, personality and values. Consistent application and precise production will reinforce public awareness of the University, its colleges, departments and other areas.

When the logos are used properly with the University's colors, fonts and graphic elements, a unique and effective visual style can be established. The primary logos are appropriate for most situations and should be considered first before other logos or logotypes.

Print- and digital- quality images of the logo and logotypes may be obtained online at www.csus.edu/brand. All materials using Sacramento State logos and logotypes must meet the Identity Style Guide requirements.

APPROVAL PROCESS

To ensure that materials meet the required visual identity standards, they must be approved by University Marketing prior to finalization or "going live." Send a PDF of the project to universitymarketing@csus.edu and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.

PRIMARY LOGO (STANDARD VOICE)



Primary vertical logo



Primary horizontal logo



Primary horizontal stacked logo

NICKNAME LOGO & LOGOTYPE (CASUAL VOICE)



Nickname logo



Nickname logotype

OFFICIAL SEAL AND FORMAL LOGOTYPE (FORMAL VOICE)



Formal horizontal stacked logotype



Official seal

CALIFORNIA STATE UNIVERSITY, SACRAMENTO

Formal horizontal logotype

Primary Logos

USAGE AND CONFIGURATIONS WITH THE TAGLINE

The primary logo has several configurations. The vertical configuration is the preferred version and should be considered first with the tagline. The primary logos with the tagline should be used whenever possible, especially in advertising and promotional materials.

The horizontal version is available for applications with restricted vertical spacing. The horizontal stacked configuration is an option when a smaller size is needed. It is legible at smaller size than the other configurations of the primary logo.

VERTICAL CONFIGURATION



Vertical logo with tagline



Vertical logo without tagline

HORIZONTAL CONFIGURATION



Horizontal logo with tagline



Horizontal logo without tagline

The University standard name is vertically centered with the shield

HORIZONTAL STACKED CONFIGURATION



The base of the University name aligns with the base of the main body of the shield

NOTE: The horizontal stacked logo configuration does not have a tagline version

 **FIND IT ONLINE**
Download Sacramento State logos at www.csus.edu/brand

Primary Logos Clear Space

CLEAR SPACE

To ensure visual integrity, there must always be a minimum amount of white or clear space surrounding the logo or logotype. This clear space must be kept free of other elements.

The correct minimum amount of clear space shall be defined as "X" as shown. The measurement "X" is equal to the height of the "SACRAMENTO" letters in the logo.

Please note these are only minimum measurements.

VERTICAL CONFIGURATION



HORIZONTAL CONFIGURATION



HORIZONTAL STACKED CONFIGURATION



Primary Logos Sizing

MINIMUM SIZE

The logo should be displayed prominently, relative to the size of the piece, in all applications. It should be visually clear to the audience that the material presented to them is from Sacramento State. When reducing the logo size for very small ads or small promotional materials, the logo must remain clear and legible. Whatever the reproduction technique, be sure the logo is always legible at its size and can be clearly executed/reproduced.

Minimum sizes have been established to the right. Logo size should be approximately 10% of the overall communication. There is no maximum size.

VERTICAL CONFIGURATION



HORIZONTAL CONFIGURATION



HORIZONTAL STACKED CONFIGURATION



Primary Logos Colors

COLOR

Color plays an important role in communicating the University's identity. The 3-color version of the vertical logo is preferred in most applications. The 1- and 2-color versions are alternatives and are intended for 1- or 2-color printing or occasions when a 3-color logo does not have enough contrast with a background color or image.

LOGOS PLACED ON COLORED BACKGROUNDS



The 2- and 3-color version should only be placed on backgrounds with at least 50% contrast.



NOTE: When the logo is placed on a background other than white, the torch handle should be the same color as the flame.

Contact universitymarketing@csus.edu for more information.



FIND IT ONLINE

Download Sacramento State logos at www.csus.edu/brand

3-COLOR

■ Sac State Green ■ Sac State Gold ■ Black



SACRAMENTO STATE

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Vertical logo with tagline



SACRAMENTO STATE

Vertical logo without tagline

2-COLOR

■ Sac State Green ■ Sac State Gold



SACRAMENTO STATE

Redefine the Possible

Vertical logo with tagline



SACRAMENTO STATE

Vertical logo without tagline

NOTE: When logo is presented on a white background, the torch handle should always be white

1-COLOR

■ Sac State Green or ■ Sac State Gold or ■ Black

The 1-color version can only be reproduced in one of the three approved colors — Sac State Green (PMS 343), Sac State Gold (PMS 4525), or black. Otherwise the logo must reverse to white out of a color from the approved color palette for the appropriate voice. See [Colors Section](#).



SACRAMENTO STATE

Redefine the Possible



SACRAMENTO STATE

Redefine the Possible



SACRAMENTO STATE

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LOGOS PLACED ON COLORED BACKGROUNDS

The 2- and 3-color version should only be placed on backgrounds with at least 50% contrast.



NOTE: When the logo is placed on a background other than white, the torch handle should be the same color as the flame.



3-COLOR ■ Sac State Green ■ Sac State Gold ■ Black



Horizontal logo with tagline



Horizontal logo without tagline

NOTE: When logo is presented on a white background, the torch handle should always be white

2-COLOR ■ Sac State Green ■ Sac State Gold



Horizontal logo with tagline



Horizontal logo without tagline

NOTE: When logo is presented on a white background, the torch handle should always be white

1-COLOR ■ Sac State Green or ■ Sac State Gold or ■ Black

The 1-color version can only be reproduced in one of the three approved colors — Sac State Green (PMS 343), Sac State Gold (PMS 4525), or black. Otherwise the logo must reverse to white out of a color from the approved color palette for the appropriate voice. See [Colors Section](#).



Contact universitymarketing@csus.edu for more information.



LOGOS PLACED ON COLORED BACKGROUNDS

The 2- and 3-color version should only be placed on backgrounds with at least 50% contrast.



NOTE: When the logo is placed on a background other than white, the torch handle should be the same color as the flame.



3-COLOR ■ Sac State Green ■ Sac State Gold ■ Black



Horizontal stacked

2-COLOR ■ Sac State Green ■ Sac State Gold



Horizontal stacked

NOTE: When logo is presented on a white background, the torch handle should always be white

NOTE: The Horizontal Stacked logo configuration does not have a tagline version

1-COLOR ■ Sac State Green or ■ Sac State Gold or ■ Black

The 1-color version can only be reproduced in one of the three approved colors – Sac State Green (PMS 343), Sac State Gold (PMS 4525), or black. Otherwise the logo must reverse to white out of a color from the approved color palette for the appropriate voice. See [Colors Section](#).



Contact universitymarketing@csus.edu for more information.



FIND IT ONLINE

Download Sacramento State logos at www.csus.edu/brand

Primary Logos Use & Misuse

IMPROPER USE

Shown here are examples of improper uses of the primary logo. The logo should always be used in the configuration in which it was designed and not combined or made part of other words or design elements. Always use the approved artwork and follow the guidelines when using it. If you are unsure, please contact universitymarketing@csus.edu for more information.

APPROVAL PROCESS

To ensure that materials meet the required visual identity standards, they must be approved by University Marketing prior to finalization or “going live.” Send a PDF of the project to universitymarketing@csus.edu and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.



Do not rearrange the relationship of the shield and the University name.



Do not outline or place a stroke around any portion of the logo.



Do not place the University name on one line below the shield.



Do not re-create the logo with any other typeface.



Do not use the shield as a stand alone element.



Do not use the torch with handle as a stand alone element.



Do not contain or surround the logo in other graphic devices or elements.



Do not use any colors other than those designated as the primary logo colors.



Do not add drop shadow or other effects to logo.

Primary Logos Use & Misuse *continued*

IMPROPER USE

More examples of improper uses of the primary logos.

APPROVAL PROCESS

To ensure that materials meet the required visual identity standards, they must be approved by University Marketing prior to finalization or “going live.” Send a PDF of the project to universitymarketing@csus.edu and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.



The torch handle should not be white when logo is placed on a colored background.



The torch handle should be white when logo is placed on a white background.



Do not place logo over complex backgrounds.



Do not re-create a new logo by combining, surrounding, adding or overprinting type.



Do not distort, squeeze, or stretch the logo in any way.



Do not place any images or elements into the clear space area.

Nickname Logo & Logotype Clear Space & Sizing

USAGE AND CONFIGURATIONS

The nickname logo and logotype are intended for use on communications that have a casual voice. Informal materials that are intended for current students, staff, faculty and recent alumni can use this logo and logotype.

The nickname should not be used as a department logo or design element. It may never appear in conjunction with the official seal. There is not a version of the nickname logo with our tagline. The tagline logotype can be included in communications if it is outside of the nickname logo or nickname logotype's clear space.

There are two configurations for the nickname; it should only be presented in one of the two styles shown.

CLEAR SPACE

To ensure visual integrity, there must always be a minimum amount of white or clear space surrounding the logo or logotype. This clear space must be kept free of other elements. The correct minimum amount of clear space shall be defined as ".5X", as shown. The measurement "X" is equal to the height of the "SAC STATE" letters. Please note these are only minimum measurements.

MINIMUM SIZE

The sizes at right indicate the smallest size the nickname logo and logotype can be reproduced. Whatever the reproduction technique, be sure the logo and logotype are always legible and can be clearly executed/reproduced. Logo and logotype size should be approximately 10% of the overall communication. There is no maximum size.

Contact universitymarketing@csus.edu for more information.



FIND IT ONLINE

Download Sacramento State logos at www.csus.edu/brand



Nickname logo



Nickname logotype

CLEAR SPACE



MINIMUM SIZE



Nickname Logo & Logotype Colors

PLACED ON DARK BACKGROUNDS

Do not place the 2-color or 1-color green logo or logotype on a black background. The nickname logo and logotype should only be placed on backgrounds with at least 50% contrast.



Never place the 1-color Sac State Gold logo or logotype on the following palette colors: American River Teal, Blue Gum Eucalyptus or Blue Book Cyan.

2-COLOR ■ Sac State Green ■ Sac State Gold



Logo

1-COLOR ■ Sac State Green or ■ Sac State Gold or ■ Black

The 1-color version can only be reproduced in one of the three approved colors — Sac State Green (PMS 343), Sac State Gold (PMS 4525), or black. Otherwise the logo must reverse to white out of a color from the approved color palette for the appropriate voice. See [Colors Section](#).



logo



logotype



logo



logotype



logo



logotype



logo



logotype

Nickname Logo & Logotype Use & Misuse

IMPROPER USE

Shown here are examples of improper uses of the nickname logo and logotype. The logo and logotype should always be used in the configuration in which it was designed and not combined or made part of other words or design elements. Always use the approved artwork and follow these guidelines when using it.

APPROVAL PROCESS

To ensure that materials meet the required visual identity standards, they must be approved by University Marketing prior to finalization or “going live.” Send a PDF of the project to universitymarketing@csus.edu and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.

If you are unsure, please contact universitymarketing@csus.edu for questions.



Do not rearrange the relationship of the University nickname and the double S.



Do not use any colors other than those designated as the logo or logotype colors. See [logo and logotype colors](#).



Do not distort, squeeze, or stretch the logo.



Do not combine the nickname logotype with the tagline (unless it is outside of the clear space) or department/unit/club/program/project names.



Do not re-create the logo with any other typeface.



Do not distort, squeeze, or stretch the logotype.



Do not switch the colors in the 2-color logo.



Do not place any images or elements into the clear space area.

Formal Logotypes *Clear Space*

USAGE AND CONFIGURATIONS

The formal name should be used primarily on formal documents or materials which will be distributed primarily nationally or internationally, or otherwise benefit from the use of the formal University name. These include, but are not limited to, diplomas, contracts, national conventions and grant proposals.

The University's formal name can be presented in one of two logotypes shown. The stacked logotype is the only instance where the comma after University is not required. Otherwise, a comma should always fall between "University" and "Sacramento."

CLEAR SPACE

To ensure visual integrity, there must always be a minimum amount of white or clear space surrounding the logotypes. This clear space must be kept free of other elements. The correct minimum amount of clear space shall be defined as "X" as shown.

The measurement "X" is equal to the height of the "CALIFORNIA STATE UNIVERSITY" letters in the logotype. Please note these are only minimum measurements.



FIND IT ONLINE

Download Sacramento State logos at www.csus.edu/brand

FORMAL STACKED LOGOTYPE

CALIFORNIA STATE UNIVERSITY
SACRAMENTO

FORMAL LOGOTYPE

CALIFORNIA STATE UNIVERSITY, SACRAMENTO

should always include the comma

CLEAR SPACE



Formal Logotypes Sizing & Colors

MINIMUM SIZE

The sizes at right indicate the smallest size the formal logotype can be reproduced. Whatever the reproduction technique, be sure the logotype is always legible and can be clearly executed/reproduced. Logotype size should be approximately 10% of the overall communication. There is no maximum size.

MINIMUM SIZE

CALIFORNIA STATE UNIVERSITY
SACRAMENTO .25"

CALIFORNIA STATE UNIVERSITY, SACRAMENTO .085"

LOGOTYPE COLORS

■ Sac State Green

■ Sac State Gold

■ Black

The 1-color version can only be reproduced in one of the three approved colors — Sac State Green, Sac State Gold, or black. Otherwise the logotype must reverse to white out of a color from the approved color palette for the appropriate voice. See [Colors Section](#).

CALIFORNIA STATE UNIVERSITY
SACRAMENTO

CALIFORNIA STATE UNIVERSITY
SACRAMENTO

CALIFORNIA STATE UNIVERSITY
SACRAMENTO

CALIFORNIA STATE UNIVERSITY
SACRAMENTO

LOGOTYPE COLORS

■ Sac State Green

■ Sac State Gold

■ Black

The 1-color version can only be reproduced in one of the three approved colors — Sac State Green, Sac State Gold, or black. Otherwise the logotype must reverse to white out of a color from the approved color palette for the appropriate voice. See [Colors Section](#).

CALIFORNIA STATE UNIVERSITY, SACRAMENTO

CALIFORNIA STATE UNIVERSITY, SACRAMENTO

CALIFORNIA STATE UNIVERSITY, SACRAMENTO

CALIFORNIA STATE UNIVERSITY, SACRAMENTO

Formal Logotypes Use & Misuse

IMPROPER USE

Shown here are some examples of improper uses of the formal name logotypes. Logotypes should always be used in the configurations in which they were designed and not combined or made part of other words or design elements. Always use the approved artwork and follow these guidelines when using it.



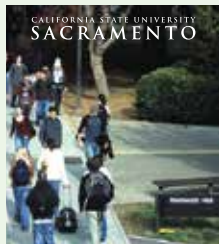
Do not give the logotype a drop shadow.



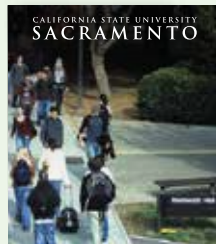
Do not place any images or elements into the clear space area.

LOGOS AND LOGOTYPES ON PHOTOS

Place the University mark on a neutral area. Try darkening or lightening the image behind the mark or using a soft drop shadow to help the logotype stand out.



Original



Darkened behind logotype



Do not distort, squeeze, or stretch the logotype.



Do not place the logotype on an active area of an image.



Do not use any colors, in any combinations other than those designated as the logotype colors.



Do not use colors not designated as the logotype colors.

APPROVAL PROCESS

To ensure that materials meet the required visual identity standards, they must be approved by University Marketing prior to finalization or "going live." Send a PDF of the project to universitymarketing@csus.edu and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.

Contact universitymarketing@csus.edu for questions.



Do not use effects that interfere with the legibility of the logotype.



Do not combine the logotype with a department/unit/club/program/project name.

The Official Seal

USAGE

As the formal symbol of the University, the official seal is used selectively and with the distinction appropriate for such symbols. It is intended for formal occasions and materials. Examples include diplomas, certificates or medals given on behalf of the University, programs for presentations by dignitaries and collateral for formal events. The official seal is also used on University business cards, letterhead and envelopes for the President, the President's office staff, Cabinet members, faculty and the President Emeritus.

The official seal is not for common use. It should not be used as a department logo or design element, on publicity fliers or in newsletters. Nor should it appear in conjunction with the nickname, nickname logo or nickname logotype.

The official seal is available by request only. Written approval must be secured in advance, and all materials using the official seal must be approved through **universitymarketing@csus.edu**. Allow a minimum of five working days for approvals.

OFFICIAL SEAL COLORS

- Sac State Green
- Sac State Gold



The Official Seal ties in elements from the logo, using the torch and curved rivers element, and includes the formal name and year of our founding.

The Official Seal Clear Space & Sizing

CLEAR SPACE

To ensure visual integrity, there must always be a minimum amount of white or clear space surrounding the seal. This clear space must be kept clear of other elements. The correct minimum amount of clear space shall be defined as "X" as shown. The measurement "X" is equal to the height of "1947."

Please note these are only minimum measurements.

MINIMUM SIZE

The sizes at right indicate the smallest size the official seal can be reproduced. Whatever the reproduction technique, be sure the seal is always legible and can be clearly executed/reproduced. Official seal size should be approximately 10% of the overall communication. There is no maximum size.

CLEAR SPACE



SIZING



The Official Seal Colors

COLOR

Color plays an important role in communicating the University's identity. A 2-color version of the seal is preferred in most applications. The 1-color versions are alternatives and are intended for 1- or 2-color printing or occasions when a 3-color logo does not have enough contrast with a background color or image.

LOGOS PLACED ON COLORED BACKGROUNDS



When the logo is placed on a background other than white, the torch handle should be the same color as the flame.



The 2-color version should only be placed on backgrounds with at least 50% contrast. If less than 50% contrast choose a seal with a white background; see lower right examples.

When reversing to a 1-color logo the flame and the flame handle are transparent.

When printing in only 1-color, and that one color is not one of the three approved colors, then the seal must be reversed out to white.

2-COLOR ■ Sac State Green ■ Sac State Gold

The 2-color version can only be reproduced in Sac State Green (PMS 343) and Sac State Gold (PMS 4525)



NOTE: When logo is presented on a white background, the torch handle should always be white

1-COLOR ■ Sac State Green or ■ Sac State Gold or ■ Black

The 1-color version can only be reproduced in one of the three approved colors: Sac State Green (PMS 343), Sac State Gold (PMS 4525) or black.



PLACED ON DARK BACKGROUNDS



Use these versions if there is less than 50% contrast between the official seal and the black background.

The Official Seal Use & Misuse

IMPROPER USE

Shown here are examples of improper uses of the official seal. The seal should always be used in the configuration in which it was designed and not combined or made part of other words or design elements. Always use the approved artwork and always follow these guidelines when using it.



Do not combine the seal with the common name or nickname.



Do not overprint type or graphics on the seal.



Do not use any portion of the seal as a standalone element.

APPROVAL PROCESS

To ensure that materials meet the required visual identity standards, they must be approved by University Marketing prior to finalization or “going live”. Send a PDF of the project to universitymarketing@csus.edu and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.



Do not distort, squeeze, or stretch the seal elements.



Do not contain or surround the seal in other graphic devices or elements as shown here, or inside other shapes or complex backgrounds.



Do not use any colors other than those designated as the primary colors.

Contact universitymarketing@csus.edu for questions.



Do not use the seal as a graphic element or reversed out of a photo.



Do not re-create a new logo by combining the elements with surrounding, adding or overprinting type.

Logos & Logotypes on Images

PLACING LOGOS AND LOGOTYPES ON TOP OF PHOTOS

When placing one of the University logos or logotypes over a photograph, it must remain completely legible. Use the following guidelines when choosing where to place it on your image:

- The image area behind and around the logo or logotype must have very little texture or activity.
- Allow for the logo or logotype individual clear space requirement. See [Clear Space Section](#). The edge of the page, major color shifts, active areas and major elements of the image visually distract and should not fall within the clear space.
- Effects should only be applied to the logo or logotype to increase legibility and should not change the logo or logotype. Be cautious about:
 - using program filters to make the logos or logotypes look embossed or beveled
 - outlining the logos or logotypes
 - applying heavy shadows or glows

EXAMPLES OF THE LOGO REVERSED OUT OF A PHOTO



MISUSE OF THE LOGO REVERSED OUT OF A PHOTO



An approved image release is available at www.csus.edu/brand



A gallery of approved campus photography is available at www.flickr.com/photos/sacstate/sets



SACRAMENTO
STATE

Redefine the Possible

IDENTITY STYLE GUIDE

IDENTITY EXTENSION:
INTEGRATED LOGOS
& LOGOTYPES

Integrated Logos & Logotypes One Position

IDENTITY EXTENSIONS

Identity Extensions are units that serve or support the University's primary function – administrative units, colleges, departments, programs, centers, and initiatives, among others. They are visually represented by a University mark; they cannot be represented by a separate logo. They may use special marks in their communications, but it must be used in conjunction with a University mark, per the guidelines in the [Special Marks Section](#).

INTEGRATED LOGOS AND LOGOTYPES WITH ONE POSITION

Units can integrate their name with a primary logo or logotype to create a unique integrated University mark. Names can be integrated at one or two levels. Examples to the right show how a single campus unit should be presented. The type of unit determines the font. See the table on the following page for details.

Please do not re-create these integrated logos or logotypes. Contact universitymarketing@csus.edu for your unit's integrated logos. Please allow a minimum of 7 business days.

PRIMARY HORIZONTAL INTEGRATED LOGO WITH ONE POSITION

Height is .5X where X equals the height of Sacramento State



3-COLOR

- Sac State Green
- Sac State Gold
- Black

1-COLOR

- Sac State Green or
- Sac State Gold or
- Black

College/VP Office is in Trajan ALL-CAPS



Unit/Department is in Myriad Title Case

FORMAL INTEGRATED HORIZONTAL STACKED LOGOTYPE WITH ONE POSITION

Height is .5X where X equals the height of Sacramento



1-COLOR

- Sac State Green or
- Sac State Gold or
- Black



FORMAL INTEGRATED HORIZONTAL LOGOTYPE WITH ONE POSITION

Height is .75X where X equals the height of Sacramento



College/VP Office is in Trajan ALL-CAPS



School, Center, Division, Unit, Department, Project, Program, Initiative, Campaign is in Myriad Light Title Case

Integrated Logos & Logotypes *Two Positions*

INTEGRATED LOGOS AND LOGOTYPES WITH TWO POSITIONS

Two-position integrated marks allow for more than one unit to be identified. For example, both a college and a department can be integrated with a primary logo.

Examples to the right and on the following page show how two campus units can be integrated with any primary logo or logotype, including a formal logotype and a standard voice logotype for Sacramento State. This Sacramento State logotype is available only for two-position integration. An example is shown on the following page.

Any two related units can be integrated with a primary mark, but the overarching unit must come first. The type of unit determines the font.

INTEGRATED LOGO & LOGOTYPE TABLE

	Position 1	Position 2
College Admin Unit	TRAJAN ALL CAPS	N/A
School Center Division Unit Department	Myriad Pro Light	Myriad Pro Light
Project Program Initiative Campaign	<i>Myriad Pro Light Italic</i>	<i>Myriad Pro Light Italic</i>

Note: All logos must be converted to outlines to represent correctly. The font weight becomes heavier when converted to outline.

Please do not recreate these integrated logos. Contact universitymarketing@csus.edu for your unit's integrated logos. Please allow a minimum of 7 business days.

PRIMARY VERTICAL INTEGRATED LOGO WITH TWO POSITIONS



EXAMPLES OF DIFFERENT COMBINATIONS



(continued on following page)

Integrated Logos & Logotypes *Two Positions* continued

SPACING BETWEEN LINES

The spacing between the different units is based on the E at the end of the word STATE. The measurement is from the baseline of the E to the top of the letter middle bar, represented as Y.

SIZE OF TEXT

The height of the text representing each type of unit should equal Y.

WHERE TO BREAK THE WORDS

Both the primary vertical logo and formal stacked logo have a maximum width, so if it is necessary to break a unit name use the following formula for the leading: the space between the two broken lines is equal to 75% of Y.

The maximum width for the vertical primary logo is two sideways S's on either side of the word SACRAMENTO. The formal stacked logo's maximum width is not to exceed the word SACRAMENTO.

The standard logotype does not have a line break requirement.

THE SEPARATING LINE

The line that separates the parts of the logo or logotype is called a rule. The rule is equal in thickness to the bar of the capital A in Myriad Light after turning text to an outline. The rule is centered vertically in a space that is 2 times the amount of Y.

The rule length of each logo or logotype is at right.

Please do not re-create these integrated logos. Contact universitymarketing@csus.edu for your unit's integrated logos. Please allow a minimum of 7 business days.

PRIMARY VERTICAL INTEGRATED LOGO WITH TWO POSITIONS



STANDARD INTEGRATED LOGOTYPE WITH TWO POSITIONS



FORMAL INTEGRATED HORIZONTAL STACKED LOGOTYPE WITH TWO POSITIONS



FORMAL INTEGRATED HORIZONTAL LOGOTYPE WITH TWO POSITIONS



Integrated Logos Clear Space

CLEAR SPACE

To ensure visual integrity, there must always be a minimum amount of white or clear space surrounding the logo. This clear space must be kept clear of other elements.

Integrated logos each have a customized clear space formula as shown at right.

Please note these are only minimum measurements.

HORIZONTAL INTEGRATED PRIMARY LOGOS WITH ONE POSITION



Clear space = X

VERTICAL INTEGRATED PRIMARY LOGO WITH TWO POSITIONS



Clears space = 2X

Please do not re-create these integrated logos. Contact universitymarketing@csus.edu for your unit's integrated logos. Please allow a minimum of 7 business days.

Integrated Logos Clear Space continued

CLEAR SPACE

To ensure visual integrity, there must always be a minimum amount of area surrounding the logotype that is kept clear of other elements. This is called the clear space.

Integrated logotypes each have a customized clear space formula as shown at right.

Please note these are only minimum measurements.

FORMAL INTEGRATED LOGOTYPES WITH ONE POSITION



Formal integrated horizontal stacked logotype with one position clear space = 1X



Formal integrated horizontal logotype with one position clear space = 1X

STANDARD AND FORMAL INTEGRATED LOGOTYPES WITH TWO POSITIONS



Standard integrated logotype clear space = 2X



Formal stacked integrated logotype clear space = X



Formal integrated logotype clear space = 2X

Please do not re-create these integrated logos. Contact universitymarketing@csus.edu for your unit's integrated logos. Please allow a minimum of 7 business days.

Integrated Logos & Logotypes Sizing

MINIMUM SIZE

The sizes indicated are the smallest size the integrated logos and logotypes can be reproduced. Certain production techniques may require a larger size to be legible. The integrated logo and logotype size should be approximately 10% of the overall communication. There is no maximum size.

Contact universitymarketing@csus.edu for questions.

INTEGRATED LOGOS



Horizontal integrated logo



Vertical integrated logo

INTEGRATED LOGOTYPES

Standard integrated logotype



Formal stacked integrated logotype



Formal integrated logotype



Please do not re-create these integrated logos. Contact universitymarketing@csus.edu for your unit's integrated logos. Please allow a minimum of 7 business days.



SACRAMENTO
STATE

Redefine the Possible

IDENTITY STYLE GUIDE

UNIVERSITY TAGLINE

Redefine the Possible

WHY THE TAGLINE

A tagline expresses an organization's promise to the world. Sacramento State's tagline, "Redefine the Possible," was born of a campus-wide initiative to focus on progress, innovation and marshaling intellectual resources to build for the future.

"Redefine the Possible" is a rallying cry for faculty, staff and administration, and it is Sacramento State's promise to the students and community it serves.

TRADEMARK

The tagline is trademarked, helping Sacramento State distinguish itself with "Redefine the Possible." The trademark protects the University from others using or promoting similar messages, especially as it relates to higher education. To get the full benefit of the trademark it is recommended to include the TM trademark designation whenever appropriate. It is the University's responsibility to monitor and report any trademark infringements.

The TM designation should be used whenever the tagline logotype is used separately from the logo. If the words "redefine the possible" are written in text, or if tagline is integrated with the logo, the TM is not necessary.

HOW TO USE THE TAGLINE

The tagline can be integrated with the primary logos (shown below), used as a tagline logotype, and in copy. The stand alone tagline logotype can be used adjacent to, or separately from, University logos and logotypes.

INTEGRATED WITH LOGO

The tagline can be integrated with these primary logo configurations. When the tagline is integrated with the logo, the tagline does not require a TM at the end. See [Core Identity: Logo & Logotypes Section](#).



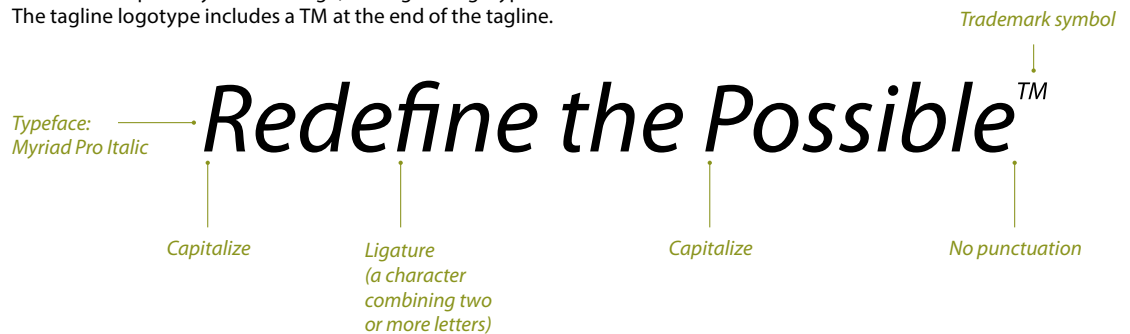
Vertical primary logo with tagline



Horizontal primary logo with tagline

TAGLINE LOGOTYPE

When used separately from the logo, the tagline logotype must be used. The tagline logotype includes a TM at the end of the tagline.



FIND IT ONLINE

Download logos with tagline and the tagline wordmark at www.csus.edu/brand

Redefine the Possible Use & Misuse

Do use the logo with the tagline or the tagline logotype for:

- Advertising
- Brochures or other printed collateral
- Email signatures
- Student outreach and recruitment
- Orientation materials
- First Year Experience materials
- Newsletters and e-newsletters
- Invitations from Sacramento State (not for co-sponsored events)
- Giveaways and promotional swag (cups, pens, etc. — if space allows and event/promotion appropriate)
- Event signage (banners, tablecloths, etc.)
- Overall University messaging
- Press releases
- Presentation materials (PowerPoint, handouts, etc.)
- Web pages (csus.edu and other approved University pages, as appropriate)

Do not use the logo with the tagline or the tagline logotype for:

- Bad news (parking tickets, you owe fees, etc.)
- Institutional forms (time sheets, application for graduation, etc.)
- Letterhead and envelopes
- Certificates
- Partnership and co-sponsorship materials with multiple logos present
- Sponsorship materials for outside events and programs with multiple logos presented

IN HEADLINES AND BODY COPY

Using the tagline verbatim, playing on the words or changing the tense in copy is allowed, as long as it is used in a positive context and aligns with the priorities of the University. The tagline logotype nor the TM mark are required in copy.

Redefine your academic experience

Our graduates redefine the possible

Redefining expectations is...

Do not use capitalization unless specifically referring to the Initiative or the tagline itself, in which case the phrase should also be in quotation marks. For example:

We redefine the possible by helping students realize dreams bigger than those they brought to college.

The "Redefine the Possible" Initiative focuses on...

DO NOT use the tagline sarcastically. For example:

Redefine the salary structure.

WHEN TO USE THE LOGO WITH TAGLINE

- The logo with tagline is appropriate — and preferred — for use in most communications from the University.
- The logo with tagline should be used in materials that promote and support the values of the "Redefine the Possible" Initiative, focusing on progress, innovation and marshaling intellectual resources.
- As a general rule of thumb, about 65 percent of Sacramento State communications should include the logo with the tagline.

WHEN NOT TO USE THE LOGO WITH TAGLINE

The logo with the tagline should not be used if it will make the logo smaller than the minimum required size, or the logo or tagline will be distorted or illegible as a result.



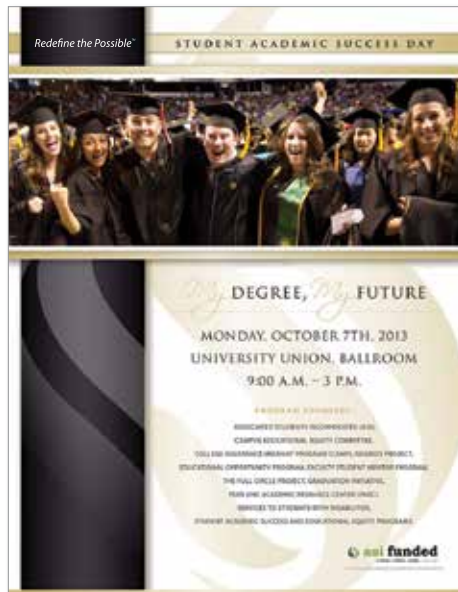


PRIMARY LOGO WITH TAGLINE MINIMUM SIZE



CLEAR SPACE

The tagline logotype can be used near other Sacramento State logos and logotypes, as well as sub-identity logos, as long as existing clear-space guidelines are applied. The TM should be attached to the tagline when used in these instances.



STANDING ALONE

When standing alone, the tagline logotype does not replace the logo. A University logo or logotype, with or without the tagline, still must be included to clearly indicate the communication comes from Sacramento State (see samples to the left).



SACRAMENTO
STATE

Redefine the Possible

IDENTITY STYLE GUIDE

BUSINESS SYSTEM

Business Cards

STANDARD

This business card is available to Sacramento State staff. It is available in 3 colors or 1 color. Examples are shown to the right.

All University business cards are one-sided, but two-sided business cards are available. (See [Business Card Backs Section](#) for design options.)

Note: The 4-digit zip code extensions have been changed to MS (Mail Stop)

Business cards are purchased through Reprographics.



FIND IT ONLINE

Order forms are available at www.csus.edu/repro or call (916) 278-6198.

3-COLOR ■ Sac State Green
■ Sac State Gold
■ Black

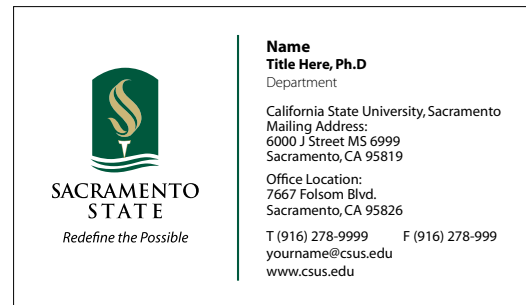
1-COLOR ■ Sac State Green



Standard University logo & address



1-color version



Multiple addresses



Alternate University address



Multiple titles & departments



A California State University

Business Cards continued

OFFICIAL SEAL

The Official Seal is used on the business cards for the President, the President's office staff, Cabinet, faculty and the President Emeritus.

These business cards are available in 3 colors or 1 color. At right are examples.

The University business card is one-sided but two-sided business cards are available. (See [Business Card Back Section](#) for options.)

The 4-digit zip code extensions have been changed to MS (Mail Stop)

Any exceptions must have approval from the President's Office.

Business cards are purchased through Reprographics.



FIND IT ONLINE

Order forms are available at www.csus.edu/repro or call (916) 278-6198.

3-COLOR ■ Sac State Green
■ Sac State Gold
■ Black



1-COLOR ■ Sac State Green



Business Card Backs

BUSINESS CARD BACK OPTIONS

The standard business card back is blank. However, there are several back options available. All University employees are able to select any of the options at right.

Up to four customized social media addresses can be used, but the four social media icons will be printed regardless of the number or types of addresses shown.

Any exceptions to the business card back options presented here must be approved by University Marketing.

Business cards are purchased through Reprographics.

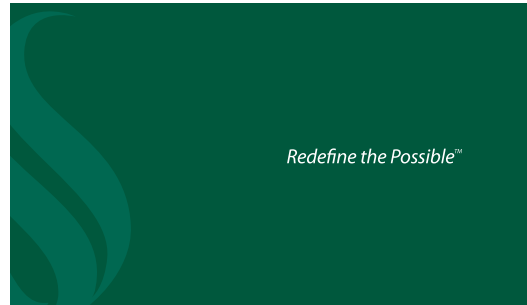


FIND IT ONLINE

Order forms are available at www.csus.edu/repro or call (916) 278-6198.

1-COLOR ■ Sac State Green

GREEN TAGLINE LOGOTYPE



SOCIAL MEDIA



DEPARTMENT SPECIFIC EXAMPLES

CASE NO. _____ **DATE** _____

CRIME _____

WORK DAYS _____ **TO** _____

WORK HOURS _____ **TO** _____

MESSAGE _____

CSU Admission Application:
www.csumentor.edu

Financial Aid Application:
www.fafsa.ed.gov

Transfer Major Articulation:
www.assist.org

New Sac State Student Orientation:
www.csus.edu/orientation

EPT/ELM Placement Tests:
www.csus.edu/testing

Letterhead

STANDARD UNIVERSITY LETTERHEAD

This letterhead is available to Sacramento State staff in 3 colors or 1 color.

The standard University letterhead includes:

- College/Division/Program Name
- Address
- Building & Room Number
- Mail Stop
- City, State, Zip
- Phone Number
- Fax

Optional:

- Website
- Email
- Removal of Double S

STANDARD LETTERHEAD WITH SPECIAL MARK

Identity extensions may elect to customize the standard letterhead with an approved special mark.

The special mark is positioned to the left of the CSU college list. It is centered under the University logo and can be no taller than the rule to its right.

The special mark can be presented as shown; in black and white/grayscale or Sac State green.

Letterhead is purchased through Reprographics.



FIND IT ONLINE

Order forms are available at www.csus.edu/repro or call (916) 278-6198.

3-COLOR LETTERHEAD

- Sac State Green
- Sac State Gold
- Black



UNIVERSITY/SPECIAL MARK 3-COLOR EXAMPLE



1-COLOR LETTERHEAD

- Sac State Green



UNIVERSITY/SPECIAL MARK 1-COLOR EXAMPLE



OFFICIAL SEAL UNIVERSITY LETTERHEAD

This letterhead is available to:

- President
- President's office staff
- Cabinet Members
- Faculty
- President Emeritus

Any exceptions must have approval from the President's Office.

Letterhead is available in 3 colors or 1 color
University letterhead includes:

- College/Division/Program Name
- Address
- Building & Room Number
- Mail Stop
- City, State, Zip
- Phone Number
- Fax

Optional:

- Website
- Email
- Removal of double S graphic

Letterhead is purchased through Reprographics.



FIND IT ONLINE

Order forms are available at
www.csus.edu/repro or call (916) 278-6198.

3-COLOR LETTERHEAD

- Sac State Green
- Sac State Gold
- Black



1-COLOR LETTERHEAD

- Sac State Green



Envelopes

STANDARD UNIVERSITY ENVELOPE

These envelopes are available to Sacramento State staff in 3 colors or 1 color. The University envelope includes:

- California State University, Sacramento
- College/Division/Program Name
- Address
- Building & Room Number
- Mail Stop
- City, State, Zip
- Speedtype (Postage Billing Account)

College, Division and Program names are separated by a bullet. Depending on name length, names may be split to two lines and the address line combined to one line. The return address cannot be more than 5 lines.

BULK MAIL INDICIAS

Any envelope or mailing panel using a Permit 47 mailing indicia must have California State University, Sacramento as the first line of the return address. The University owns the permit, this permit is not available to individual Colleges or departments.

The most common bulk mailing indicias are:

Presorted
First-Class Mail
US Postage PAID
Sacramento CA
Permit No. 47

*Requires a minimum
of 500 pieces*

Non-Profit Org.
US Postage PAID
Sacramento CA
Permit No. 47

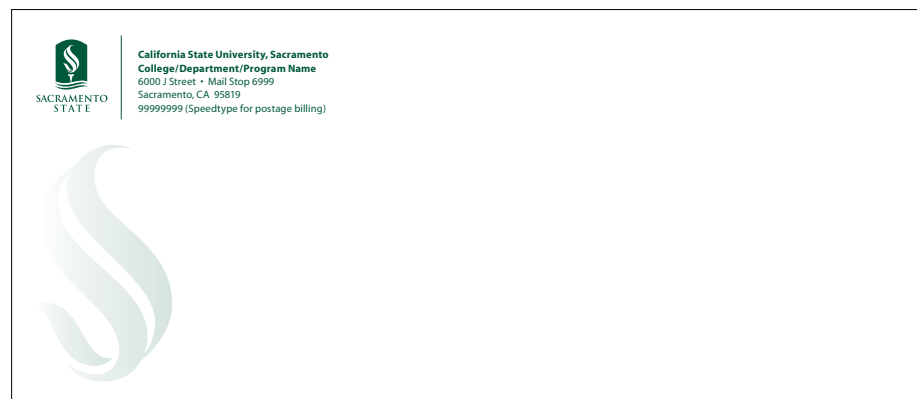
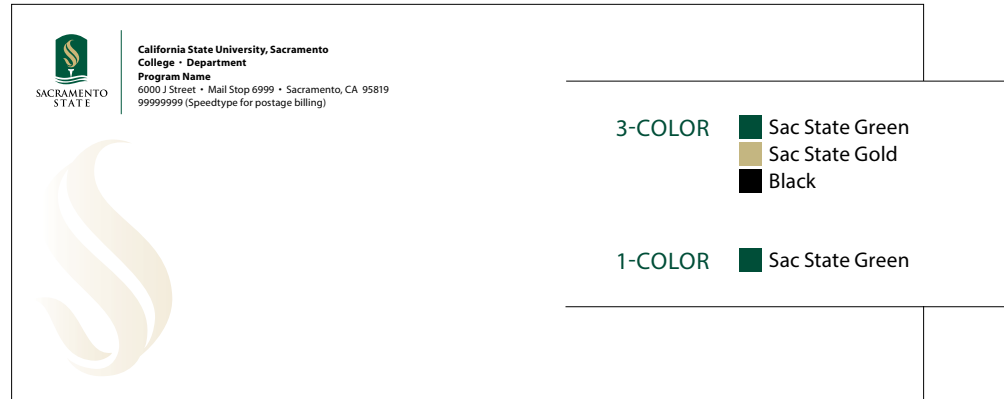
*Requires a minimum
of 200 pieces*

Contact **Reprographics & Mail Services** at **(916) 278-6783** for more information on bulk mail projects.



FIND IT ONLINE

Order forms are available at www.csus.edu/repro or call (916) 278-6198.



OFFICIAL SEAL UNIVERSITY ENVELOPES

These envelopes are available to:

- President
- President's office staff
- Cabinet Members
- Faculty
- President Emeritus

Any exceptions must have approval from the President's Office.

Envelopes are available in 3 colors or 1 color. The standard University envelope includes:

- California State University, Sacramento
- College/Division/Program Name
- Address
- Building & Room Number
- Mail Stop
- City, State, Zip
- Speedtype (Postage Billing Account)

College, Division and Program names are separated by a bullet. Depending on name length, names may be split to two lines and the address line combined to one line.

The return address cannot be more than 5 lines.

Envelopes are purchased through Reprographics.

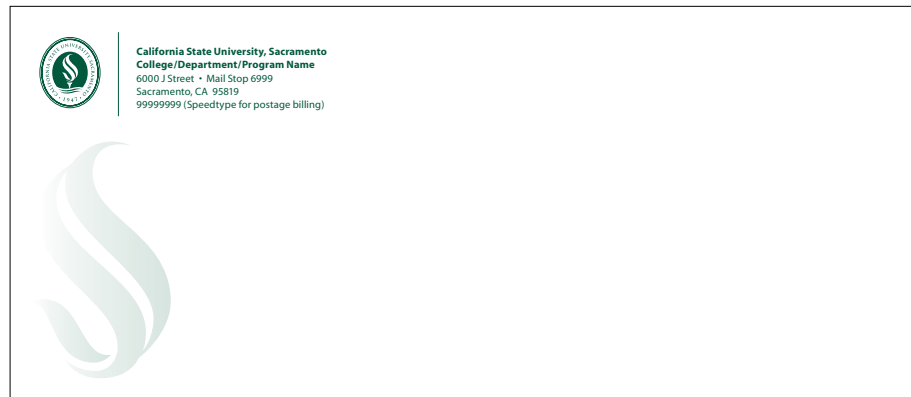
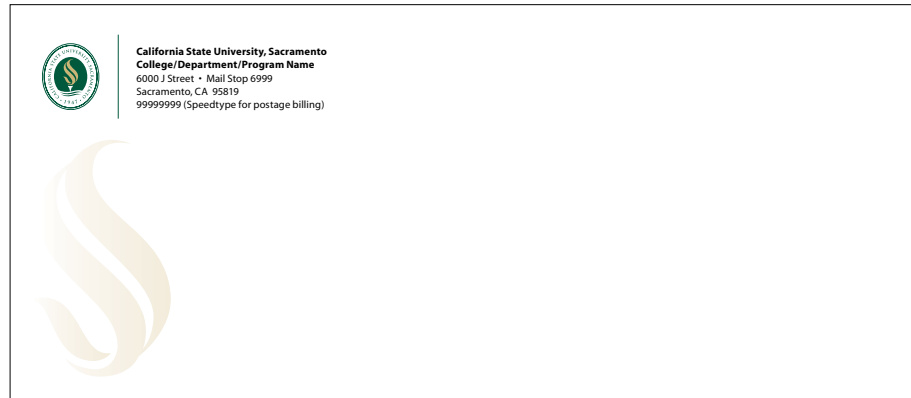


FIND IT ONLINE

Order forms are available at www.csus.edu/repro or call (916) 278-6198.

3-COLOR ■ Sac State Green
■ Sac State Gold
■ Black

1-COLOR ■ Sac State Green





SACRAMENTO
STATE

Redefine the Possible

IDENTITY STYLE GUIDE

VISUAL ELEMENTS

University Fonts

To maintain visual consistency across all University materials, use the University fonts whenever possible. The Trajan and Myriad family of fonts must be purchased. Any version of Trajan, Trajan Pro or Myriad, Myriad Pro including Myriad MM, can be used. If these fonts are not available, Adobe Garamond Pro should be used in lieu of Trajan, Trajan Pro, Myriad, Myriad Pro or Myriad MM. Garamond is available on all computers. Aleo, Lobster, Great Vibes, and Scriptina can be downloaded for free.

STANDARD VOICE FONTS

For materials in the standard voice, Trajan Pro and Myriad Pro (or any other version of Myriad, including Myriad MM) may be supported with several open source fonts. Standard voice may use Aleo and Great Vibes for headlines, subheads and short blocks of copy, such as pull quotes. Do not use either Aleo or Great Vibes for body copy. The script font Scriptina may also be used it is best in small amounts such as short words in headlines.

CASUAL VOICE FONTS

Materials in the casual voice may use Myriad Pro (or any other version of Myriad, including Myriad MM.) Aleo, Lobster and Great Vibes may be used for headlines, subheads. Aleo may also be used for short blocks of copy, such as pull quotes. Do not use Aleo, Lobster or Great Vibes for body copy.

FORMAL VOICE FONTS

For materials in formal voice communications, Trajan or Trajan Pro should be used for headlines and subheads, use Myriad Pro for headlines, subheads and body type in all documents whenever possible.



FIND IT ONLINE

Purchase the Trajan and Myriad family fonts at www.linotype.com, www.veer.com, www.fonts.com or <http://store.adobe.com/type>

HEADLINE AND SUBHEAD FONT

TRAJAN PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

TRAJAN PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

HEADLINE, SUBHEAD OR BODY FONT

Myriad Pro Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Myriad Pro Light Italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()*

Myriad Pro Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Myriad Pro Italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()*

Myriad Pro Semibold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()**

Myriad Pro Semibold Italic

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()***

Myriad Pro Bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()**

Myriad Pro Bold Italic

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()***

Myriad Pro Black

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()**

Myriad Pro Black Italic

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()***

HEADLINE, SUBHEAD OR BODY FONT

Myriad Pro Light Condensed
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#% ^&*()

Myriad Pro Condensed
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#% ^&*()

Myriad Pro Semibold Condensed
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#% ^&*()

Myriad Pro Bold Condensed
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#% ^&*()

Myriad Pro Black Condensed
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#% ^&*()

Myriad Pro Light Condensed Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#% ^&()*

Myriad Pro Condensed Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
!@#% ^&()*

Myriad Pro Semibold Condensed Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#% ^&()*

Myriad Pro Bold Condensed Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#% ^&()*

Myriad Pro Black Condensed Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#% ^&()*

ALTERNATE HEADLINE, SUBHEAD OR BODY FONT (To be used when Trajan Pro and Myriad Pro are unavailable.)

Garamond Pro
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#% ^&*()

Garamond Pro Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#% ^&*()

Garamond Pro Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#% ^&()*

Garamond Pro Bold Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#% ^&*()



FIND IT ONLINE

Purchase these fonts at
www.linotype.com, www.veer.com,
www.fonts.com or <http://store.adobe.com/type>

HEADLINE, SUBHEAD OR BODY FONT

Myriad Pro Light SemiCondensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Myriad Pro Light SemiCondensed Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&()*

Myriad Pro SemiCondensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Myriad Pro SemiCondensed Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&()*

Myriad Pro Semibold SemiCondensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Myriad Pro Semibold SemiCondensed Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&()*

Myriad Pro Bold SemiCondensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Myriad Pro Bold SemiCondensed Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&()*

Myriad Pro Black SemiCondensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Myriad Pro Black SemiCondensed Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&()*



FIND IT ONLINE

Purchase these fonts at
www.linotype.com, www.veer.com,
www.fonts.com or <http://store.adobe.com/type>

HEADLINE, SUBHEAD OR BODY FONT

Myriad Pro Light SemiExtended
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Myriad Pro SemiExtended
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Myriad Pro Semibold SemiExtended
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Myriad Pro Bold SemiExtended
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Myriad Pro Black SemiExtended
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Myriad Pro Light SemiExtended Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&()*

Myriad Pro SemiExtended Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&()*

Myriad Pro Semibold SemiExtended Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&()*

Myriad Pro Bold SemiExtended Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&()*

Myriad Pro Black SemiExtended Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&()*



HEADLINE, SUBHEAD AND PULLQUOTE FONT

Aleo Light
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890 !@#%&*()

Aleo Regular
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890 !@#%&*()

Aleo Bold
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890 !@#%&*()

Aleo Light Italic
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890 !@#%&*()

Aleo Italic
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890 !@#%&*()

Aleo Bold Italic
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890 !@#%&*()

OPTIONAL CALLIGRAPHIC FONT

(Only to be used on official certificates and awards.)

Kingstings Calligraphica Light
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890 !@#%&*()

Kingstings Calligraphica 2
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 !@#%&*()

SCRIPT FONTS

Great Vibes
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890 !@#%&*()

Lobster
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 !@#%&*()

For use in casual voice only

Scriptina Pro
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890 !@#%&*()



FIND IT ONLINE

Download support fonts for free at
www.fontsquirrel.com

Colors



SACRAMENTO
STATE

Redefine the Possible

Sac State Green

Pantone 343 C
~CMYK: 89-19-72-60
Pantone 343 U
~CMYK: 91-15-80-47
RGB: 0-78-56
HEX: 043927

Sac State Gold

Pantone 4525 C
~CMYK: 9-12-47-18
Pantone 4525 U
~CMYK: 8-10-44-15
RGB: 196-182-129
HEX: c4b581

OFFICIAL SACRAMENTO STATE COLORS

Colors in these palettes have been thoughtfully chosen for use in Sacramento State communications. The palettes contain specific hues and tones that, individually and together, embody the unique attributes of Sacramento State as they apply to standard, casual and formal applications. Numbers indicated on each color swatch refer to the Pantone Matching System (PMS) ink colors, CMYK (process colors: cyan, magenta, yellow, and black) conversions are for 4-color process printing, RGB (red, green, blue) conversions and web (hexadecimal) conversions are to be used for electronic communications. Colors shown on the following pages of this document are CMYK conversions. If possible, please consult an actual Pantone swatch book to see the true colors.

PRIMARY COLORS

The primary colors for Sacramento State are Sac State Green (Pantone 343) and Sac State Gold (Pantone 4525). The consistent representation of these primary colors distinctly identifies the University and reinforces its brand.

The Sac State Green is dominant to the Sac State Gold. In the region, we like to think we own the color green.

COLOR COMBINATIONS TO AVOID

The color combination of blue and gold is not to be used as it can be construed as similar to the UC system. To further differentiate Sacramento State, the blues available in the expanded color palette are more teal and aqua than royal or dark blue. Avoid combining palette colors Hornet Yellow, Sac State Gold, Ginkgo Gold, California Poppy and No. 2 Pencil Yellow with American River Teal, Blum Gum Eucalyptus or Blue Book Cyan.

Colors Palettes

FORMAL VOICE COLOR PALETTE

Redwood Grove Green Pantone 560 C ~CMYK: 79-30-63-80 Pantone 560 U ~CMYK: 85-32-79-59 RGB: 0-46-35	Sac State Green Pantone 343 C ~CMYK: 89-19-72-60 Pantone 343 U ~CMYK: 91-15-80-47 RGB: 0-78-56	Stinger Green Pantone 341 C ~CMYK: 95-5-82-24 Pantone 341 U ~CMYK: 96-5-80-23 RGB: 0-132-83	Evergreen Ash Pantone 347 C ~CMYK: 93-0-100-0 Pantone 347 U ~CMYK: 71-0-72-0 RGB: 0-170-79	Spruce Green Pantone 369 C ~CMYK: 68-0-100-0 Pantone 369 U ~CMYK: 55-0-92-3 RGB: 88-185-71	White Birch Pantone 616 C ~CMYK: 10-5-49-6 Pantone 616 U ~CMYK: 17-11-52-0 RGB: 218-212-144	Sac State Gold has changed! Old Sac State Gold was PMS 4515, now PMS 4525. Sac State Gold Pantone 4525 C ~CMYK: 9-12-47-18 Pantone 4525 U ~CMYK: 8-10-44-15 RGB: 196-182-129	Hornet Yellow Pantone 110 C ~CMYK: 2-22-100-8 Pantone 110 U ~CMYK: 4-17-98-7 RGB: 230-183-17
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STANDARD VOICE COLOR PALETTE

Ginkgo Gold Pantone 7406 C ~CMYK: 0-20-100-2 Pantone 7406 U ~CMYK: 1-17-93-3 RGB: 250-198-6	California Poppy Pantone 124 C ~CMYK: 0-30-100-0 Pantone 124 U ~CMYK: 2-30-98-8 RGB: 235-171-33	Kumquat Orange Pantone 131 C ~CMYK: 2-39-100-10 Pantone 131 U ~CMYK: 3-36-97-9 RGB: 221-151-26	Guy West Bridge Orange Pantone 153 C ~CMYK: 5-64-100-17 Pantone 153 U ~CMYK: 5-52-97-14 RGB: 198-103-29	Red Maple Pantone 7599 C ~CMYK: 0-85-98-20 Pantone 7599 U ~CMYK: 0-72-83-22 RGB: 198-64-29	Pomegranate Pantone 202 C ~CMYK: 9-100-64-48 Pantone 202 U ~CMYK: 12-88-67-34 RGB: 132-0-41	Mulberry Pantone 689 C ~CMYK: 24-89-5-37 Pantone 689 U ~CMYK: 40-78-23-12 RGB: 139-52-109	Princess Tree Purple Pantone 7670 C ~CMYK: 80-74-0-0 Pantone 7670 U ~CMYK: 73-62-0-2 RGB: 78-88-166
American River Teal Pantone 3155 C ~CMYK: 100-9-29-47 Pantone 3155 U ~CMYK: 100-6-31-34 RGB: 0-100-144	Desert Olive Pantone 384 C ~CMYK: 26-4-99-35 Pantone 384 U ~CMYK: 27-6-95-26 RGB: 112-140-44	Pineapple Guava Pantone 611 C ~CMYK: 7-1-89-10 Pantone 611 U ~CMYK: 5-3-100-13 RGB: 214-220-52	Squirrel Brown Pantone 140 C ~CMYK: 19-49-100-54 Pantone 140 U ~CMYK: 14-28-90-35 RGB: 117-86-39	Black Walnut Pantone 7532 C ~CMYK: 23-37-45-65 Pantone 7532 U ~CMYK: 14-23-33-52 RGB: 93-78-63	<p><i>If you are not printing in Pantone colors please use the CMYK breakdown on this page (C=coated, U=uncoated.)</i></p> <p><i>Add swatches using the "Pantone + Color Bridge Coated" when creating files in Illustrator and InDesign.</i></p> <p><i>Avoid combining gold or yellow with teal, blue or cyan as they represent another local University's colors.</i></p>		

CASUAL VOICE COLOR PALETTE

No.2 Pencil Yellow Pantone 116 C ~CMYK: 0-14-100-0 Pantone 116 U ~CMYK: 0-19-100-0 RGB: 255-205-0	Flamin' Hot Orange Pantone 7579 C ~CMYK: 0-74-100-0 Pantone 7579 U ~CMYK: 0-56-89-0 RGB: 222-92-43	Rose Garden Red Pantone 193 C ~CMYK: 2-99-62-11 Pantone 193 U ~CMYK: 3-89-49-9 RGB: 191-13-62	Phlagleblast Fuchsia Pantone 513 C ~CMYK: 53-99-0-0 Pantone 513 U ~CMYK: 41-82-0-0 RGB: 135-38-113	Blue Gum Eucalyptus Pantone 7467 C ~CMYK: 97-0-30-0 Pantone 7467 U ~CMYK: 76-0-30-0 RGB: 0-163-173	Blue Book Cyan Pantone 326 C ~CMYK: 81-0-39-0 Pantone 326 U ~CMYK: 68-0-36-0 RGB-C: 21-170-166	Apple Green Pantone 361 C ~CMYK: 77-0-100-0 Pantone 361 U ~CMYK: 56-0-87-0 RGB: 55-167-72	Bike Lane Lime Pantone 382 C ~CMYK: 28-0-100-0 Pantone 382 U ~CMYK: 33-0-85-0 RGB: 191-208-39
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Colors Formal Voice

FORMAL VOICE COLOR PALETTE

Sacramento State is associated with the color green. It is the color of the University logos and logotypes, it embodies the lush landscape of our campus, implies new growth and reflects the community's love of nature and the environment.

Sacramento State's gold reflects strength, pride, sophistication, excellence and our geopolitical distinction as California's capital university. The combination of the green and gold colors embody the essence of Sacramento State.

The formal palette is a family of greens and golds. It includes several tones of green ensuring creative options.

When creating official or formal Sacramento State collateral, green and gold should always be the prominent colors, with green the dominant color.

When creating a formal piece colors from the standard voice palette may be used as an accent. An accent in this case is defined as not covering more than 10% of the total communication.

Please note: American River Teal may not be used next to Sac State Gold, Ginkgo Gold, Hornet Yellow or California Poppy.

Formal voice materials **MUST** have 90% of the following colors with Sac State Green as the dominant color:



Formal voice materials **MAY** have up to 10% of the following colors:



 **FIND IT ONLINE**
Downloadable swatch palettes are available for InDesign, Illustrator and Photoshop, visit the Brand Center at csus.edu/brand/colors.html.

Colors Standard Voice

STANDARD VOICE COLOR PALETTE

In University publications and correspondence where the standard voice is appropriate, color options are much more liberal than in the formal voice. As much as 70% of the total design area may utilize colors from the palette shown here. 30% of the design area must be dedicated to the primary colors.

The standard voice palette still skews heavily toward the greens and supporting golds. Standard voice materials make up a large share of the collateral seen by external audiences and should strongly represent the brand.

Please note: American River Teal may not be used next to Sac State Gold, Ginkgo Gold, California Poppy or Hornet Yellow.

Standard voice materials **MUST** include 30% of the following colors, with Sac State green as the dominant color:



Standard voice materials **MAY** have 70% of the following colors:



FIND IT ONLINE

Downloadable swatch palettes are available for InDesign, Illustrator and Photoshop, visit the Brand Center at csus.edu/brand/colors.html.

CASUAL VOICE COLOR PALETTE

Because casual voice communications are primarily targeted to our current student community, the casual palette provides more latitude with brighter and friendlier colors. Up to 90% of the total design area may utilize the casual voice palette, while 10% should remain dedicated to the primary colors.

While the casual voice palette offers two blue-hued options, the directive remains the same: avoid using blue, especially with gold or yellow, as a dominant color scheme in any voice.

Please note: Blue Gum Eucalyptus, Blue Book Cyan and American River Teal may not be used next to Sac State Gold, No.2 Pencil Yellow, Ginkgo Gold, California Poppy or Hornet Yellow.

Casual voice materials **MUST** include 10% of the following colors, with Sac State green as the dominant color:



Casual voice materials **MAY** have 90% of the following colors:



FIND IT ONLINE

Downloadable swatch palettes are available for InDesign, Illustrator and Photoshop, visit the Brand Center at csus.edu/brand/colors.html.

Web Colors

WEB COLOR GUIDELINES

Web communications reach broad audiences and should be presented only in standard or formal voice. The web colors shown on the right are from the University's formal and standard color palettes with additional golds in the formal palette for web design only.

A formal voice web page must have 90% of its color come from the formal palette with Sac State Green as the dominant color. The remaining 10% of the page may use accent colors from the standard voice palette.

A standard voice web page must have at least 30% of its color as Sac State Green and Sac State Gold, with Sac State Green as the dominant color. Up to 70% of the page may use supporting standard and formal voice colors.

In web design, these color combinations should be considered for the page as a whole, as well as the "above the fold" view.

Please note: American River Teal may not be used next to Sac State Gold, Ginkgo Gold, California Poppy, Hornet Yellow or web-only colors: HEX aa985e, HEX cbb778, HEX cfb668, HEX e1c57a, HEX f0e1b0.

FORMAL VOICE COLOR PALETTE – WEB

Redwood Grove Green Pantone 560 C RGB: 0-46-35 HEX: 021e14	Sac State Green Pantone 343 C RGB: 0-78-56 HEX: 043927	Stinger Green Pantone 341 C RGB: 0-132-83 HEX: 00573d	Evergreen Ash Pantone 347 C RGB: 0-170-79 HEX: 0fa153	Spruce Green Pantone 369 C RGB: 88-185-71 HEX: 58b947	Sac State Gold Pantone 4525 C RGB: 196-182-129 HEX: c4b581
Hornet Yellow Pantone 110 C RGB: 230-183-17 HEX: e6b711	Web-Only Color RGB: 170-152-94 HEX: aa985e	Web-Only Color RGB: 203-183-120 HEX: cbb778	Web-Only Color RGB: 207-182-104 HEX: cfb668	Web-Only Color RGB: 225-197-122 HEX: e1c57a	Web-Only Color RGB: 240-225-176 HEX: f0e1b0

STANDARD VOICE COLOR PALETTE – WEB

Ginkgo Gold Pantone 7406 C RGB: 250-198-6 HEX: fac606	California Poppy Pantone 124 C RGB: 235-171-33 HEX: eba821	Kumquat Orange Pantone 131 C RGB: 221-151-26 HEX: dd971a	Guy West Bridge Orange Pantone 153 C RGB: 198-103-29 HEX: c6671d	Red Maple Pantone 7599 C RGB: 198-64-29 HEX: c6401d	Pomegranate Pantone 202 C RGB: 132-0-41 HEX: 840029
Mulberry Pantone 689 C RGB: 139-52-109 HEX: 8b346d	Princess Tree Purple Pantone 7670 C RGB: 78-88-166 HEX: 4e58a6	American River Teal Pantone 3155 C RGB: 0-100-144 HEX: 006472	Desert Olive Pantone 384 C RGB: 112-140-44 HEX: 708c2c	Pineapple Guava Pantone 611 C RGB: 214-220-52 HEX: d6dc34	Web-Only Color RGB: 151-176-89 HEX: 97b059
Squirrel Brown Pantone 140 C RGB: 117-86-39 HEX: 755627	Black Walnut Pantone 7532 C RGB: 93-78-63 HEX: 5d4e3f				

Graphic Elements *Double S*

DOUBLE S

An element in the primary logo is the flame or double S contained within the shield. This double S is the defining feature of the Sacramento State logo system and was designed to be used as a graphic element in a multitude of ways.

Partial use of the icon is acceptable. It cannot however, be stretched, manipulated or distorted in anyway; it must maintain its proportional shape.

The double S can be used in all types of communications, but is best suited to materials that will use the standard and formal voices.



Gradient shading
Sac State Green



Cropped
80% Sac State Green on solid Sac State Green

Graphic Elements Double S *continued*

HOW TO USE THE COLOR PALETTES WITH THE DOUBLE S ELEMENT

Only the formal color palette can be used for the double S element when it is not on a background. It can appear at 100% of a formal color, as a tint, screen, gradient, or tone on tone. The double S can also appear as a screen on color backgrounds from the formal, standard and casual color palettes. It can also be used in black.



80% Sac State Green on solid Sac State Green
80% Sac State Gold on solid Sac State Gold



Sac State Green screen: 10% Sac State Green
Sac State Gold screen: 20% Sac State Gold

Stand alone double S
100% Pantone – formal color palette



Redwood Grove Green

Sac State Green

Stinger Green

Evergreen Ash

Spruce Green

White Birch

Sac State Gold

Hornet Yellow

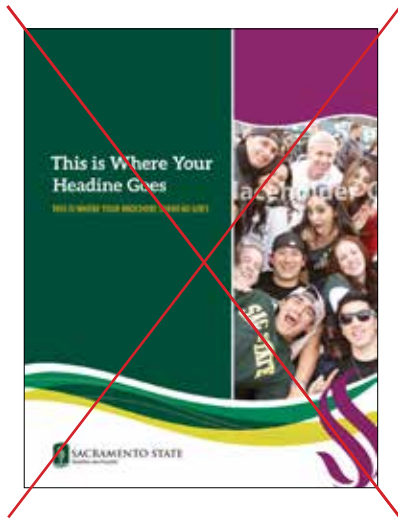


Transparent overlay: 100% white with 60% transparency



Transparent overlay: 100% Sac State Green with 30% transparency

Graphic Elements Double S *continued*



The double S may be integrated with other graphic elements. However, the double S should not overlap or "dam" the rivers.



The double S works well in conjunction with the river shape. Do not use a pattern behind the double S.



Do not outline



Do not stretch, manipulate or distort



Do not turn the double S into a design, mark or logo



Do not delete any portion of the double S



Do not turn the double S on its side



Do not turn the double S into a pattern

Graphic Elements Rivers

RIVERS GRAPHIC

The rivers graphic is derived from the curved element of the University's logo. The curved element represents the American and Sacramento rivers, two very important features of our community.

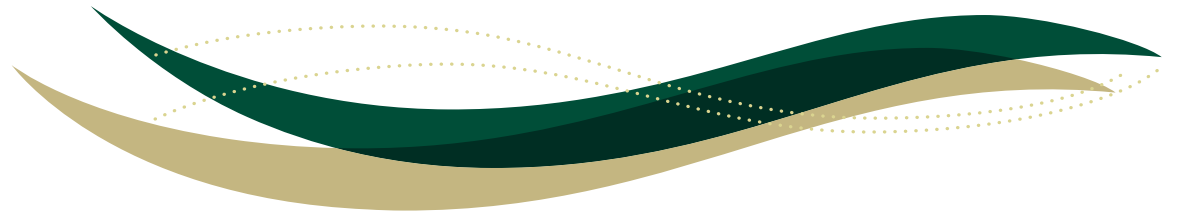
In the rivers graphic, each river shape is represented as a different color, and where they intersect creates a third color. Much as the Sacramento and American rivers converge in reality; Sacramento State converges with its surrounding community.

Partial use of the graphic is acceptable. It cannot, however, be stretched or manipulated; it must maintain its proportional shape.

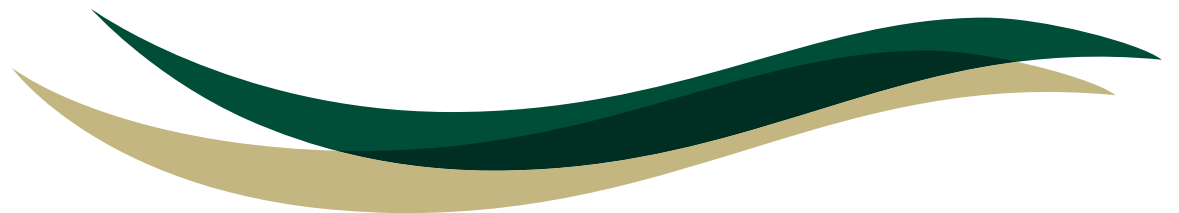
Sac State Green is always included as one of the river graphic colors. This is described in more detail in the following pages.



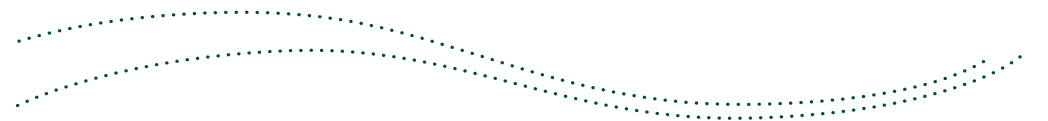
DOTTED RIVERS & RIVERS COMBINATION



RIVERS



DOTTED RIVERS



HOW TO USE THE COLOR PALETTES WITH THE RIVERS ELEMENT

Sac State Green is always included as one of the river graphic colors. In standard and casual voice, it is the intersecting area that must be Sac State Green. Use the palette colors at 100%, do not use tints or screens. This includes the dotted river element.

STANDARD RIVER GRAPHIC COLORS

When using the standard voice for your materials, there are many options for river colors. You may pull colors from the standard and formal color palettes, as long as the center convergence area of the graphic always remains Sac State Green.

CASUAL RIVER GRAPHIC COLORS

When using the casual voice for your materials, you have expanded options for river colors. You may pull colors from the standard, casual and formal color palettes, as long as the center convergence area of the graphic always remains Sac State Green.

FORMAL RIVER GRAPHIC COLORS

When using the formal voice for your materials, the two outside shapes are Sac State Gold and Sac State Green, the center convergence area of the graphic can pull a color from the formal palette.

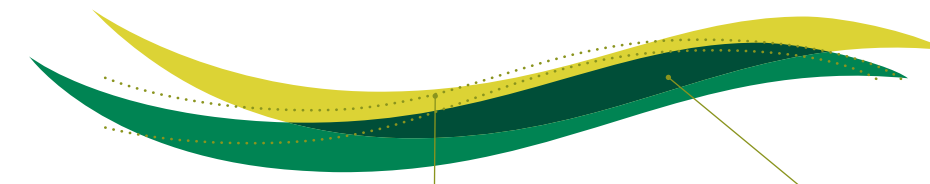
DOTTED RIVERS

The position of the two rivers is locked in relationship to each other but the dotted rivers may be moved as needed. Dotted rivers should be 100% strength of a color from the palette and have enough contrast to be easily visible where it crosses the solid rivers.

Dotted rivers should always be in front of the solid rivers, do not place them in the background.

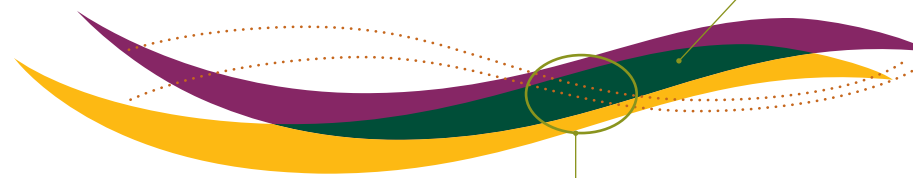
Do not change the size or spacing between the dots. The rivers and dotted rivers elements must be scaled together in order to maintain proper proportion.

ALTERING COLORS

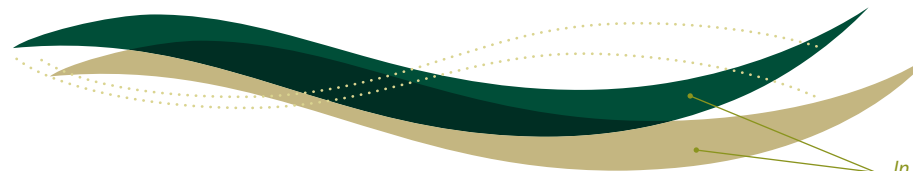


You may change the orientation of the dotted rivers to work with your usage of the graphic or not include them at all.

In standard and casual voice communications the intersection shape must be Sac State green



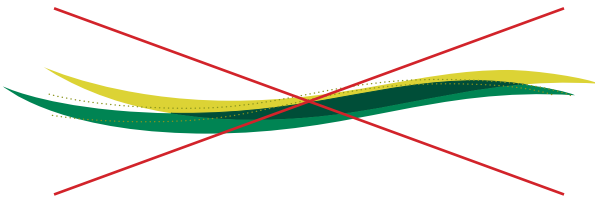
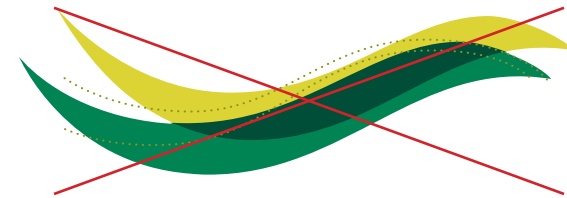
Dotted rivers should be 100% of a color from the palette and have enough contrast to be easily visible where it crosses over the solid rivers.



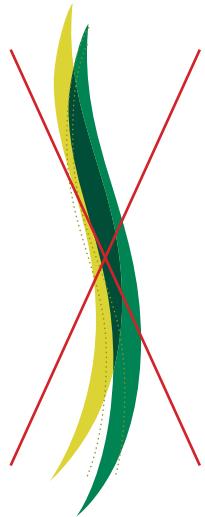
It is OK to flip the rivers horizontally.

In formal voice communications the two outside shapes are Sac State Gold and Sac State Green

MISUSE & IMPROPER ALTERATIONS

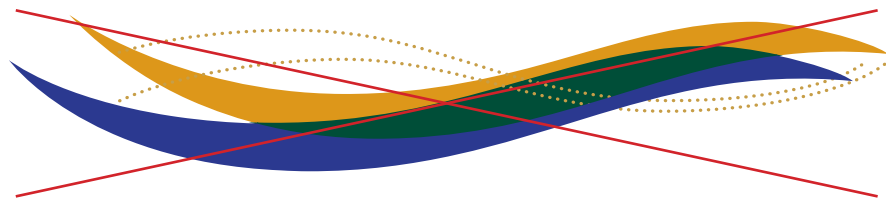


Do not skew the rivers.

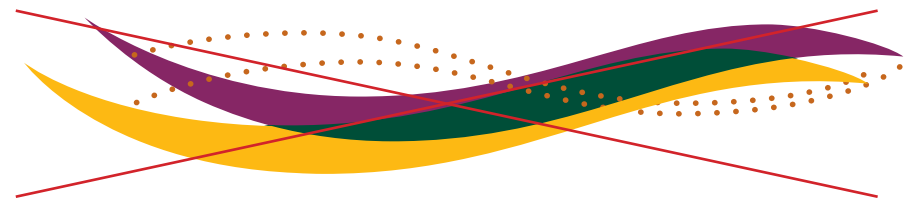


Do not rotate

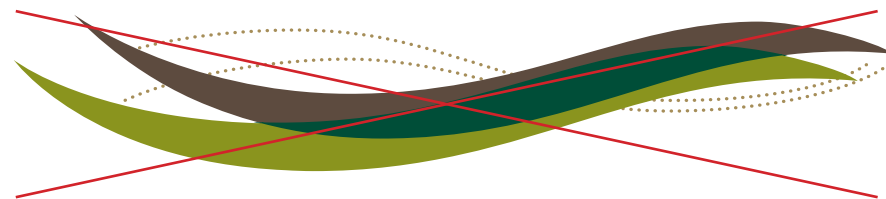
Avoid combining gold with palette colors American River Teal, Blue Gum Eucalyptus or Blue Book Cyan



Do not use colors that are not in University color palettes.



Make sure to scale the dots and rivers proportionally.
Do not alter the size and spacing of the dots independently of the rivers.



Do not place dotted rivers behind the solid rivers.

Graphic Elements *Dot Swarm*

DOT SWARM

The dot swarm is intended to add playfulness and energy to a design, with a subtle reference to a hornet swarm. The dot swarm element lends itself to casual voice and standard voice communications best but it can be used in formal materials as long as the proper colors are applied.

The dotted rivers and the dot swarm can be used with the rivers, but not together with the rivers.

Any color within the color palettes may be used as long as it fits within the standards of the voice you are using. The dot swarm may also be reversed out of a color or multiplied over a color.

You may flip the dot swarm horizontally or vertically, but do not skew the dot swarm or rotate it -90° or 90°. Do not alter the proportion or spacing of dots in the swarm shape, or the swarm shape itself.

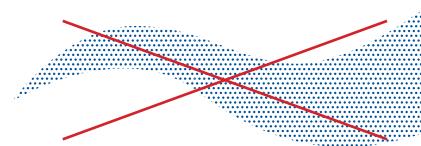
INDIVIDUAL ELEMENT



INCORPORATED WITH RIVERS



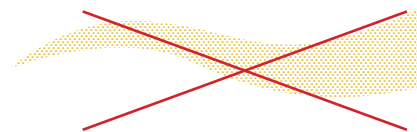
MISUSE & IMPROPER ALTERATIONS



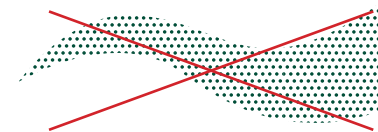
Do not use the swarm in any other color than those in the official Sac State palette.



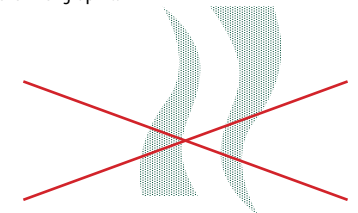
Do not combine the dot swarm and the Dotted Rivers with the river graphic.



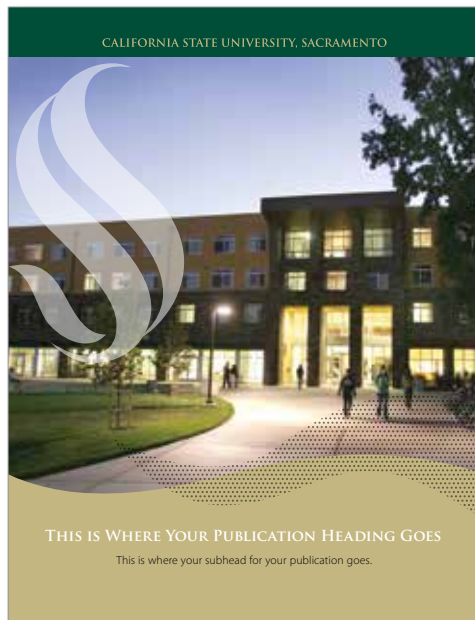
Do not skew the dot swarm.



Do not change the proportion of dots to swarm shape.



Do not rotate.



Report cover, formal voice



Transit bus ad, standard voice

Graphic Elements Patterns

RIVERS AS A PATTERN

Patterns may be created by layering rivers. You may incorporate any graphic elements that mimic the river shape such as the dotted rivers and dot swarm. Do not incorporate the double S into your pattern.

The pattern can be contained within a frame or used to create a shape (see examples to right). All patterns must follow the rules established in the [Color Palette](#) and [Rivers](#) sections.



Brochure Inside Spread, standard voice

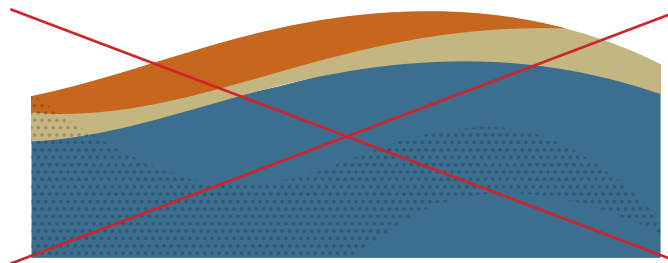


Email header, standard voice

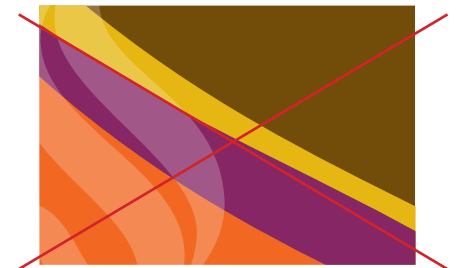
COMBINED RIVERS, DOTTED RIVERS & DOT SWARM



MISUSE & IMPROPER ALTERATIONS



Do not incorporate colors that are not in the color palette.



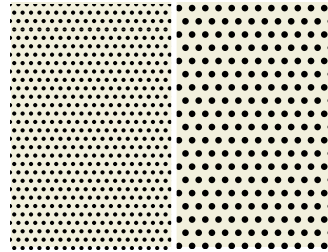
Do not rotate the rivers to a horizontal format OR incorporate the double S.

PATTERN USAGE

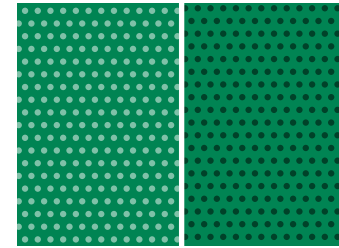
Dot and wave patterns are available for additional texture in design. The spacing between lines and dots must always stay proportional. Do not skew the dots or waves into different shapes.



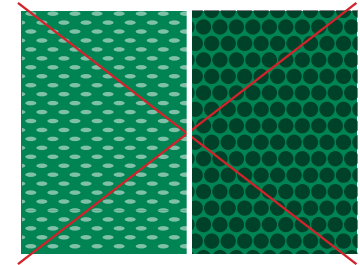
DOT PATTERN



Dot pattern may be scaled up or down as long as the spacing stays proportional.

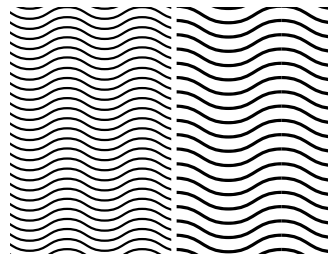


You may make the dots lighter or darker than the background color.

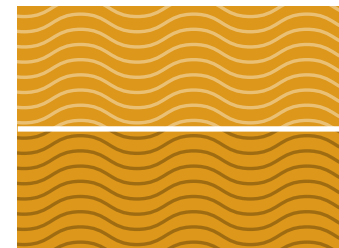


Do not skew dots into an oval shape. Do not change the space between dots.

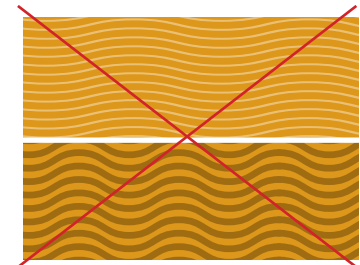
WAVE PATTERN



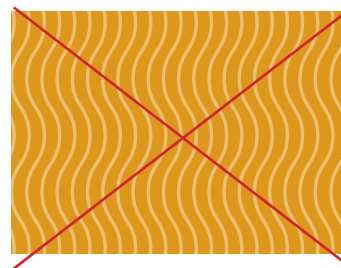
Wave pattern may be scaled up or down as long as the spacing stays proportional.



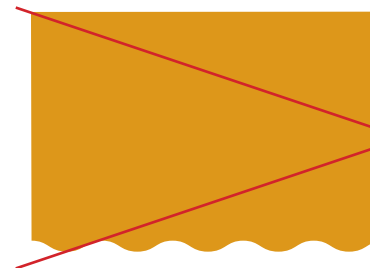
You may make the waves lighter or darker than the background color.



Do not skew waves. Do not change the space between waves.



Do not rotate waves.



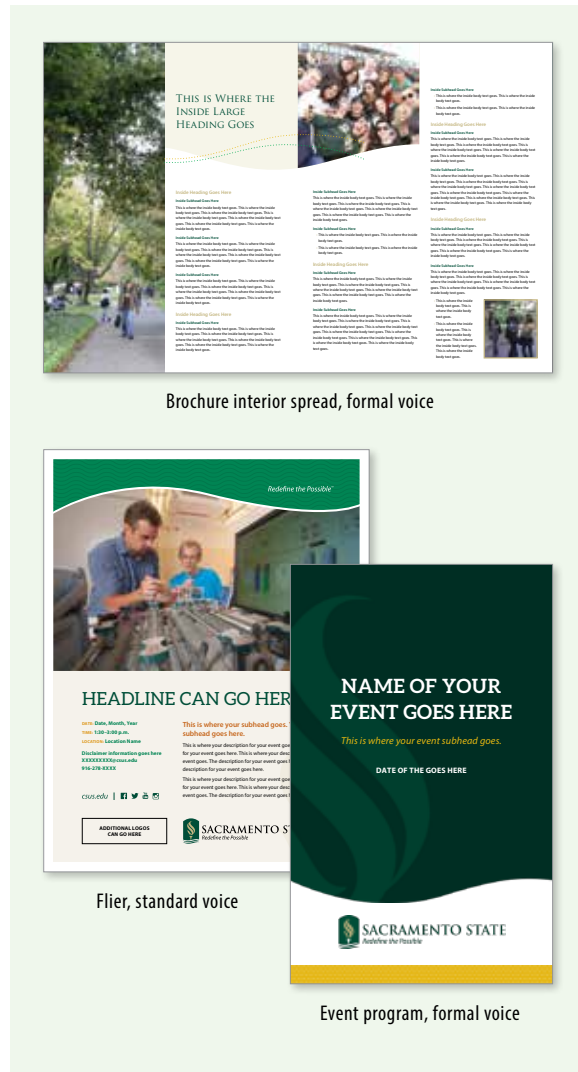
Do not use the wave as an element or photo frame.



Graphic Elements Shapes

RIVER SHAPE

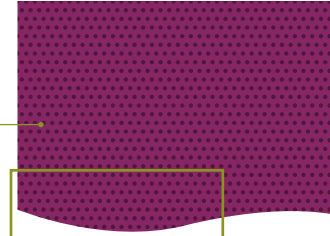
The river shape may be used to create call-out boxes, image frames and more. You may use a portion of the river shape, but do not distort or alter the curves of the shape.



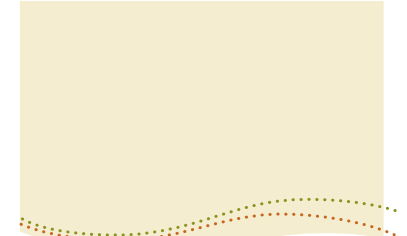
APPROVED USAGES



The river shape can be used as a photo frame.



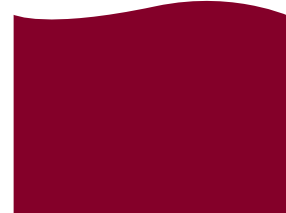
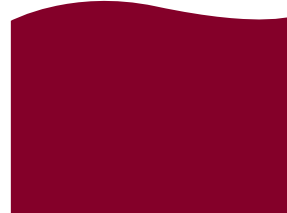
Using a portion of the curve is acceptable.
The shape can be filled with any of the approved textures.



You may layer other graphic elements with the river shape.



It can be flipped horizontally or vertically.

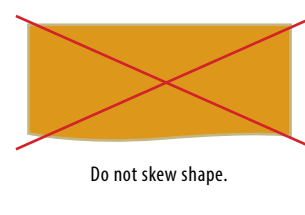


The box can be modified to be as tall as needed but do not alter the curved areas.

MISUSE & IMPROPER ALTERATIONS



Do not alter the angle of the curves.



Do not skew shape.




Do not rotate shape.

Approved Campus Photos

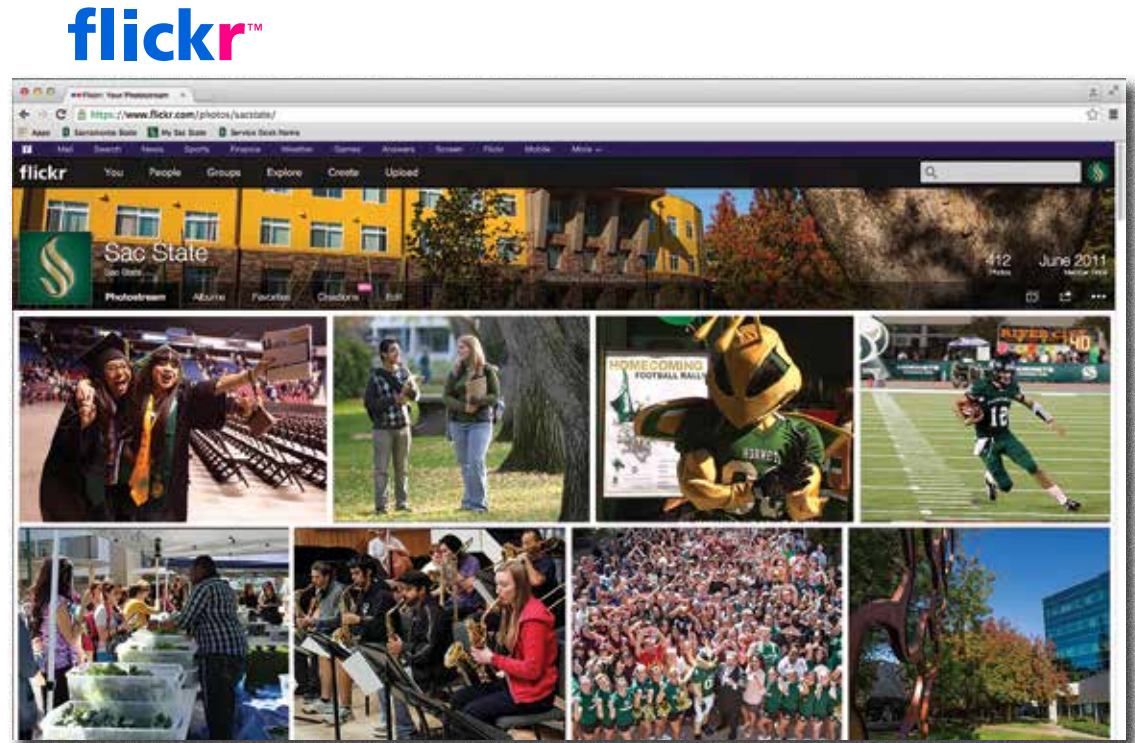
PHOTO GALLERY

Approved campus photographs are available for download from the University Flickr page. Images include photos capturing campus beauty, student life, and commencement, among others. Photos may be downloaded for use in University materials.

The gallery will be updated over time.

 Access the approved campus photo gallery at www.flickr.com/sacstate/sets

Contact publicaffairs@csus.edu for help or assistance with photos and videos.





SACRAMENTO
STATE

Redefine the Possible

BRAND BOOK

APPLYING THE IDENTITY



SACRAMENTO
STATE

Redefine the Possible

APPLYING THE IDENTITY

SPECIAL MARKS

Special Marks

WHAT IS A SPECIAL MARK?

A special mark is a custom graphic composed of pictures and words or both.

Sacramento State Identity Extensions are allowed to create and use special marks to visually represent unique centers, initiatives, events, programs, campaigns or projects. These special marks support Sacramento State's identity; they do not replace it. Special marks cannot be used on their own. They must always appear with a primary or integrated University logo/logotype.

LETTERHEAD AND SPECIAL MARKS

A special mark can be added to University letterhead, but in a position secondary to the primary logo. It can be shown only in black-and-white/grayscale or Sac State Green.

Special marks are not approved for use on University business cards.

CREATING SPECIAL MARKS

Special marks must be created using colors from the formal and standard University color palettes and fonts. The double S graphic element can be used in the design according to approved guidelines. See the [Double S Section](#) for details.

Special marks must:

- Have a color version and a black-and-white/grayscale version
- Have a version that includes the words "at Sacramento State" or "at Sac State"
- Always be used in conjunction with a University logo or logotype, including in email signatures
- Be submitted for approval through universitymarketing@csus.edu

SPECIAL MARKS EXAMPLE



Color



*Black and white
or grayscale*



With the University name

SPECIAL MARKS ON LETTERHEAD



Special Marks Off-Campus Use

SPECIAL MARKS IN ADVERTISING

Advertisements (standard/formal voice): Special marks can be integrated in the artwork, but a University or integrated University logo/logotype is required, and must have a larger overall presence than the special mark. Standard advertising guidelines apply. See [Advertising Guidelines Section](#).

SPECIAL MARKS IN COLLATERAL USED OFF-CAMPUS

Fliers and posters (standard/formal voice):

Special marks can be added into artwork, but a primary or integrated logo/logotype is required, and must have a larger overall presence than the special mark.

Brochures and programs (standard/formal voice):

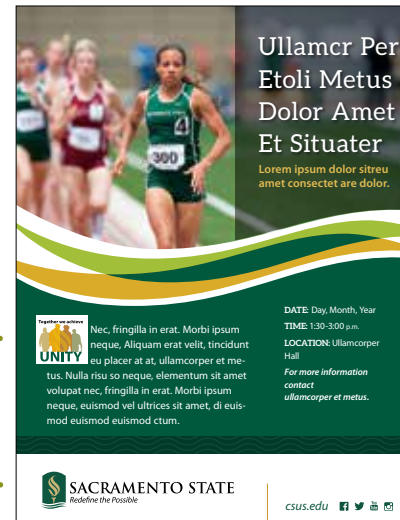
Highlighting the special mark is allowed, but the name of the University (logotypes are acceptable) must appear at the top of the cover. A University or integrated logo/logotype must also appear elsewhere on the cover. University logo/logotypes must have a larger overall presence than the special mark. An integrated logo or logotype is also required on the back.

Postcards and invitations (standard/formal voice):

Special marks can be added to artwork on the front of the postcard or on the cover of a fold-over invitation. An integrated logo or logotype is required on the back of postcard and on the back of the invitation. The invitation must refer to Sacramento State in the text.

These off-campus configurations may be used on campus.

FLIER WITH A SPECIAL MARK



Special mark

University mark or Integrated logo or logotype

POSTER WITH A SPECIAL MARK



Special mark

University mark or Integrated logo or logotype

BROCHURES WITH A SPECIAL MARK

University name

Special mark

University mark or integrated logo or logotype



University name

Special mark

University mark or integrated logo or logotype

Special Marks On-Campus Use

SPECIAL MARKS IN COLLATERAL USED ON CAMPUS ONLY

For communications used on campus only, the special mark can be a larger part of the visual.

Fliers/posters (casual/standard voice): Special marks can be the primary focus. A University core identity or an Integrated logo/logotype should appear in the lower third of the communication.

Brochures (casual/standard voice): Highlighting the special mark is allowed, but the name of the University (logotypes are acceptable) must appear at the top of the cover. A University or integrated logo/logotype must also appear elsewhere on the cover. The University logo/logotype must have larger overall presence than the special mark. An integrated logo or logotype is also required on the back.

ON-CAMPUS FLIERS WITH A SPECIAL MARK



Special mark

University mark or integrated logo or logotype

ON-CAMPUS BROCHURES WITH A SPECIAL MARK



University name

Special mark

University mark or integrated logo or logotype



SACRAMENTO
STATE

Redefine the Possible

APPLYING THE IDENTITY

PHOTOGRAPHY & VIDEO

Photography Guidelines

PHOTOS

Photography is the face of the University, and Sacramento State imagery is a vital part of University communications. All photos used, taken yourself or stock, should be engaging and informative, advancing University messaging and brand identity at every opportunity.

When creating or choosing visuals, the overall goal of the communication, its audience, the message to be imparted and the action desired of the audience must be considered. Of equal importance is consistency with our University brand principles. Images should represent at least one of the categories below:


Student Success. *Candid imagery of students actively and positively participating in the college experience — in the classroom, around campus, at athletic events and in the community — should be included whenever possible. Depictions of students bettering themselves, and having fun in the process, have wide appeal.*

Excellent Education. *The teaching and learning process is core to the University. Faculty leading students in innovative, challenging courses — often including advanced technology and practical research techniques — make compelling, storytelling visuals.*

Leadership. *Sacramento State students, faculty, staff and alumni have great influence in the region and are found in many leadership roles. This provides many visual opportunities. For communications on nearly any subject, a Sacramento State leader can be found and included.*

Community. *University ties to the community are strong and varied. Students, faculty and staff frequently participate in the community, and community members participate in many campus activities. Including these connections reinforces the real-world experiences the University provides and creates stronger visual communications.*

Access. *The inclusive nature of Sacramento State should be depicted in its visuals. Diversity in all its forms should be intrinsic to visual communications.*

 An approved image release form is available at www.csus.edu/brand

 A gallery of approved campus photography is available at www.flickr.com/photos/sacstate/sets



Examples of University photography

MANDATORY GUIDELINES

1. Students, faculty, staff, alumni and the campus are to be shown in a positive manner.
2. Illegal acts or violations of University policy should not be shown.
3. The University must only be referred to in the caption or shown within the image by one of the approved names: California State University, Sacramento; Sacramento State, or Sac State.
4. Only approved University fonts and logos/logotypes should be used. See [Fonts Section](#).
5. Image releases or the equivalent must be obtained and kept on file for all identifiable people depicted.

ENCOURAGED GUIDELINES

1. Show diversity in gender, ethnicity, age, etc.
2. Show Sacramento State logos/logotypes and other campus visual references like buildings.
3. Do not show other campuses, logos or visual references to commercial products (usually found on T-shirts) in the background.
4. Do not depict the use of the drugs, alcohol or tobacco, legal or not.
5. Use the highest-resolution imagery possible for the medium.
6. Original media files should be securely archived. Visuals created for Sacramento State are the property of the University and may be reused.

Video Guidelines

VIDEO

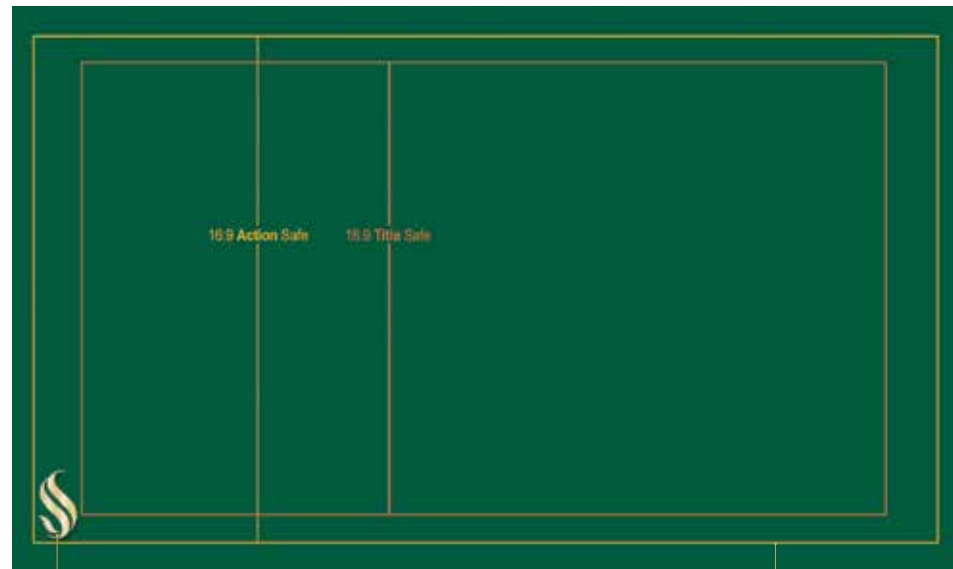
Like photographs, videos should be engaging and informative, advancing the University's image and messaging at every opportunity. The mandatory and encouraged guidelines for photographs apply to videos as well. See [Photography Guidelines section](#).

TECHNICAL GUIDELINES

1. Text, graphics and other elements that appear in videos should be inside the action-safe area (illustration at right).
2. Videos for public distribution should include an approved University graphic ("bug") within the action-safe area on the lower left. It should appear for the entirety of the video. This lets viewers know the video originated from and is approved by Sacramento State (illustration at right).

VISUAL ASSETS

Approved video elements, including opening and closing graphics, lower-third banners, and the University "bug" are available for download.



An approved University mark (bug) within the action-safe area on the lower left

Text, graphics or other elements that appear in videos should be inside the action-safe area (gold line)

 **FIND IT ONLINE - ASSETS**
An approved image release and video graphics are available at www.csus.edu/brand



Example of an opening graphic in a University video.



SACRAMENTO
STATE

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APPLYING THE IDENTITY
WEB

Web Guidelines

REINFORCING THE BRAND IDENTITY

The web is often the first connection a person makes with Sacramento State, and it is the primary source for information about the University. This makes it one of the most important channels for establishing a strong brand identity.

To help achieve visual consistency among the University's web pages and affiliated sites, the following best practices and general design guidelines should be applied.

BEST PRACTICES & INDUSTRY STANDARDS

Best practices in web design indicate that pages should be accessible to all users, including individuals with disabilities (as required by law for a state university), as well as to users with multiple devices. Web pages should be responsive so that the content is readable on personal computers, tablets, and mobile phones.

CREATING PAGES

To match the style and look of Sacramento State's web pages, it is recommended that units on campus use the web content management (WCM) system when designing and creating new pages. Many pre-designed and easy-to-use page templates are available. Accessibility requirements and responsive design concepts also are addressed within the templates. WCM-hosted pages are the only pages supported by IRT and its Web Services unit.

Pages and microsites that are created outside the WCM, but are "live" within the csus.edu domain, are required to use the standard University header and footer, and must use the University-approved web color palette and fonts.

WEB RESOURCES

More information on web policies, security, training, services, and accessibility compliance is available at www.csus.edu/irt/web.

HOME PAGE



Web Guidelines

PAGE & DESIGN ELEMENTS

University Header and Footer

The current Sacramento State web design supports a wide range of University departments, organizations, and content while maintaining the overall look and feel of the University. The elements that visually connect them are the University header and footer.

Web pages created in the WCM automatically will contain an instance of the header and footer that will remain updated. Designers creating any HTML page outside the WCM must contact Web Services to obtain the current versions.

For more information, contact IRT Web Services at www.csus.edu/irt/web.

Header



Footer

Web Guidelines

PAGE AND DESIGN ELEMENTS

Web Colors

Web communications reach broad audiences and should be presented only in standard or formal voice. The web colors shown on the right are from the University's formal and standard color palettes with additional golds in the formal palette for web design only.

A formal voice web page must have 90% of its color come from the formal palette with Sac State Green as the dominant color. The remaining 10% of the page may use accent colors from the standard voice palette.

A standard voice web page must have at least 30% of its color as Sac State Green and Sac State Gold, with Sac State Green as the dominant color. Up to 70% of the page may use supporting standard and formal voice colors.

In web design, these color combinations should be considered for the page as a whole, as well as the "above the fold" view.

Please note: American River Teal may not be used next to Sac State Gold, Ginkgo Gold, California Poppy, Hornet Yellow or web-only colors: HEX aa985e, HEX cbb778, HEX cfb668, HEX e1c57a, HEX f0e1b0.

FORMAL VOICE COLOR PALETTE – WEB

Redwood Grove Green Pantone 560 C RGB: 0-46-35 HEX: 021e14	Sac State Green Pantone 343 C RGB: 0-78-56 HEX: 043927	Stinger Green Pantone 341 C RGB: 0-132-83 HEX: 00573d	Evergreen Ash Pantone 347 C RGB: 0-170-79 HEX: 0fa153	Spruce Green Pantone 369 C RGB: 88-185-71 HEX: 58b947	Sac State Gold Pantone 4525 C RGB: 196-182-129 HEX: c4b581
Hornet Yellow Pantone 110 C RGB: 230-183-17 HEX: e6b711	Web-Only Color RGB: 170-152-94 HEX: aa985e	Web-Only Color RGB: 203-183-120 HEX: cbb778	Web-Only Color RGB: 207-182-104 HEX: cfb668	Web-Only Color RGB: 225-197-122 HEX: e1c57a	Web-Only Color RGB: 240-225-176 HEX: f0e1b0

STANDARD VOICE COLOR PALETTE – WEB

Ginkgo Gold Pantone 7406 C RGB: 250-198-6 HEX: fac606	California Poppy Pantone 124 C RGB: 235-171-33 HEX: eba21	Kumquat Orange Pantone 131 C RGB: 221-151-26 HEX: dd971a	Guy West Bridge Orange Pantone 153 C RGB: 198-103-29 HEX: c6671d	Red Maple Pantone 7599 C RGB: 198-64-29 HEX: c6401d	Pomegranate Pantone 202 C RGB: 132-0-41 HEX: 840029
Mulberry Pantone 689 C RGB: 139-52-109 HEX: 8b346d	Princess Tree Purple Pantone 7670 C RGB: 78-88-166 HEX: 4e58a6	American River Teal Pantone 3155 C RGB: 0-100-144 HEX: 006472	Desert Olive Pantone 384 C RGB: 112-140-44 HEX: 708c2c	Pineapple Guava Pantone 611 C RGB: 214-220-52 HEX: d6dc34	Web-Only Color RGB: 151-176-89 HEX: 97b059
Squirrel Brown Pantone 140 C RGB: 117-86-39 HEX: 755627	Black Walnut Pantone 7532 C RGB: 93-78-63 HEX: 5d4e3f				



FIND IT ONLINE

For more information on University color palettes and identity guidelines, visit the Brand Center at csus.edu/brand.

Web Guidelines

PAGE AND DESIGN ELEMENTS

Web Fonts

Headings on csus.edu pages typically will use the free web font Lato.

When coding web pages, fallback fonts must be provided for users whose display systems cannot display every character from the main fonts.

For headings use the following “font family”
css: font-family: ‘Lato’, ‘Helvetica Neue’, Helvetica, Arial, sans-serif.

For any other text – such as paragraphs, captions, or links – use the following “font-family” css: font-family: “Helvetica Neue”, Helvetica, Arial, sans-serif.

HEADLINE FONT

Lato
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

FALLBACK HEADLINE FONTS

Helvetica Neue
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

Helvetica
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
1234567890 !@#\$%^&*()

Arial
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
1234567890 !@#\$%^&*()

TEXT FONT

Helvetica Neue
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

FALLBACK TEXT FONTS

Helvetica
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
1234567890 !@#\$%^&*()

Arial
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
1234567890 !@#\$%^&*()

 **FIND IT ONLINE**
Lato is a free font that can be found at
<https://www.google.com/fonts/specimen/Lato>.

Web Guidelines

NAVIGATION

Navigation helps users find information both within and outside the site itself. It should be clear and concise. Relevant links at the top or on the side of the page, links within or below stories, or kickers at the bottom of a page all help the navigation.

It is recommended that complex sites for colleges and other large units use a navigation structure that is consistent across all pages.

Simpler sites should consolidate information to present it on as few pages as possible. This makes the information easier to access on devices such as tablets and mobile phones. As much as possible, links to secondary pages should be within the body copy of the page or below the main content as a button.

The kicker is another tool for aiding navigation. It appears just above the footer and typically is a call to action. The kicker can be specific to the unit it represents and should remain consistent across all of the unit's web pages if possible.

TOP-LEVEL URL REQUEST

A top-level URL is a custom web address that follows www.csus.edu, such as www.csus.edu/example.

To request a top-level url, contact IRT Web Services at www.csus.edu/irt/web.



Top navigation text link

Text link

Button link

Text link

Button link

Kicker

Footer



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BRAND BOOK

ADVERTISING
GUIDELINES

Advertising Guidelines *Print*

PROMOTING A STRONG UNIVERSITY IDENTITY

Whether in a newspaper, a magazine, an event program, on the web, or on the side of a bus, the consistent use of visuals in advertising, including colors, fonts, graphic elements, and logo placement help make an impact and promote a strong University identity.

GUIDELINES FOR PRINT ADS

These guidelines are for core identity and identity extensions, but are encouraged for use by sub-identities when appropriate. They are intended to keep advertisements visually related while allowing for design flexibility. The majority of the advertisement space is available for custom design that adheres to the identity style guide. To tie advertisements together, a Sacramento State logo (core or identity extension) is required in the lower left corner in one of the approved advertising footer styles. No other logos may appear in the footer. An optional identifying banner may also be included at the top of the advertisement.

PRINT AD COMPONENTS

Banner (optional)

- Sacramento State (Sac State Green, Sac State Gold, or black)
- California State University, Sacramento (Sac State Green, Sac State Gold, or black)

Ad content (custom design area)

- University colors and fonts (required)
- University graphic elements (recommended)
- Call to action (recommended)
- Tagline (recommended, if not included in footer)
- Sub-identity logos, special marks or sponsor logos (if needed, they may not appear in the footer)

Footer (required)

- University logo and URL (required)
- Social icons (optional)
- Tagline (recommended)

universitymarketing@csus.edu

SAMPLE ADVERTISEMENT



Note: The tagline should appear somewhere in the ad, but does not have to be in the footer or part of the logo. If separate from the logo, the tagline logotype must be used.

Banner (optional)

- Sacramento State
- California State University, Sacramento

Ad content (custom design area)

- University colors and fonts
- University graphic elements (recommended)
- Call to action (recommended)
- Tagline (if not included in footer)
- Sub-identity logos, special marks or sponsor logos (if needed)

Footer (required)

- University logo
- University URL
- Social icons (optional)
- University graphic elements (optional)
- Tagline (recommended)

Advertising Guidelines Print: Banners

BANNERS FOR PRINT ADS (OPTIONAL)

The banner component is optional for print advertisements. Only the standard or formal names should be used, and it must be at the top of the advertisement. Sub-identities are strongly encouraged to include the banner whenever appropriate to strengthen the visual connection with the University.

SPECIFICATIONS

- Banners may be Sac State Green, Sac State Gold, or black with a contrasting rule line and drop shadow. Only the color combinations pictured at right may be used.
- The minimum banner height is 0.288" tall.
- The font is Trajan Bold and the minimum font size is 9 pts.

Note: Since the text is not a logotype, clear space requirements do not apply.

Contact universitymarketing@csus.edu with questions about the advertising guidelines.



FIND IT ONLINE

Download advertising guidelines and elements at www.csus.edu/brand

BANNER OPTIONS

CALIFORNIA STATE UNIVERSITY, SACRAMENTO

CALIFORNIA STATE UNIVERSITY, SACRAMENTO

CALIFORNIA STATE UNIVERSITY, SACRAMENTO

CALIFORNIA STATE UNIVERSITY, SACRAMENTO

SACRAMENTO STATE

SACRAMENTO STATE

SACRAMENTO STATE

SACRAMENTO STATE

Advertising Guidelines Print: Footers

FOOTERS FOR PRINT ADS (REQUIRED)

University advertisements are required to have an approved footer with a University logo anchoring the advertisement in the lower left corner.

COLORS

Footer background color can be one of the following from the formal palette: Redwood Grove Green, Sac State Green, Stinger Green, Evergreen Ash, Spruce Green, White Birch, Sac State Gold, black, or white, as shown to the right. Use colors at 100%; do not use as a tint. (See [Colors Section](#) for PMS, CMYK, and RGB breakdowns.)

STYLES

Standard

A simple rectangular solid color block in one of the approved colors. The double S or dot swarm graphic element (see [Graphic Elements Section](#)) can be incorporated, but is not required.

Rivers

An approved rivers graphic element (see [Graphic Elements Section](#)) can be incorporated with the standard footer, appearing above the color block.

Rivers Lite

An approved river shape (see [River Shapes Section](#)) can be used instead of the standard rectangular block.

More examples of approved footers and required/optional elements are provided on the following pages.

Contact universitymarketing@csus.edu with questions about the advertising guidelines.



FIND IT ONLINE

Download advertising guidelines and elements at www.csus.edu/brand

FOOTER COLORS



Redwood Grove Green



Sac State Green



Stinger Green



Evergreen Ash



Spruce Green



White Birch



Sac State Gold

EXAMPLES OF FOOTER STYLES



Standard

The double S is not a required element.



Rivers

An approved logo must always appear in the lower left corner of the ad. Minimum size and clear space requirements should be followed.

If no specific URL applies, use the University website.

Social icons are optional and presented secondary to the logo.



Rivers Lite

Advertising Guidelines Print: Footers

FOOTER ELEMENTS

The following elements are required, recommended, or can be optionally included in advertising footers. A primary or integrated University logo must be presented in the lower left corner. Special marks or sub-identity logos may appear in the advertisement, but not in the footer. Elements and sample configurations are shown to the right. No additional elements may appear in the footer.

Required

- University logo
- University URL

Recommended

- Tagline

Optional

- University graphic elements
- Social icons

Contact universitymarketing@csus.edu with questions about the advertising guidelines.



REQUIRED ELEMENTS

Logo: A primary logo or integrated logo must be included in the footer on the left side.



Primary vertical logo



Primary horizontal logo without tagline



Primary horizontal stacked logo



Primary vertical logo with tagline



Primary horizontal logo with tagline



Integrated horizontal logo

Logos can be reversed to white or used as in a one-color version, according to identity style guidelines. Special marks and sub-identity logos may be included in the advertisement, but not in the footer.

URL: An approved University URL must be included in all advertisements. If there is not a specific url, use csus.edu.

RECOMMENDED

Tagline: The logotype should be used in the footer, or elsewhere in the ad, if it is not used with the logo.

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OPTIONAL

Social icons: Social icons can be used when applicable. They must be presented in a single color and secondary to the University logo. They can be reversed out to white if needed. See examples below.

SAMPLE CONFIGURATIONS



Advertising Guidelines Print: Standard Footer

STANDARD FOOTER

A simple rectangular solid color block in one of these formal palette colors: Redwood Grove Green, Sac State Green, Stinger Green, Evergreen Ash, Spruce Green, White Birch, Sac State Gold, black, or white. The double S or dot swarm graphic element can be incorporated, but is not required.

All footers must adhere to identity style guide standards for logos, fonts, colors and graphics. Core identity primary logos or identity extension integrated logos are acceptable. If a logo with the tagline is not used, the tagline logotype should appear elsewhere in the advertisement.

Black and white footers and logos should be used only in black and white ads. This is a preferred black and white footer style. Do not use grayscale.

STANDARD FOOTER EXAMPLES



An approved logo must always appear in the lower left corner of the ad. Minimum size and clear space requirements must be followed.

If no specific URL applies, use the University website.

Social media icons are optional and presented secondary to the logo.



BLACK AND WHITE STANDARD FOOTER EXAMPLES



The black or white logo should be used only in black and white footers.

Contact universitymarketing@csus.edu with questions about the advertising guidelines.



Advertising Guidelines Print: Rivers Footer

RIVERS FOOTER

An approved rivers graphic element (see [Graphic Elements Section](#)) can be incorporated with the standard footer, appearing above the color block.

All footers must adhere to identity style guide standards for logos, fonts, colors, and graphics. Core identity primary logos or identity extension integrated logos are acceptable. If a logo with the tagline is not used, the tagline logotype should appear elsewhere in the advertisement.

This footer style should not be used for black and white advertisements.

RIVERS FOOTER EXAMPLES



An approved logo must always appear in the lower left corner of the ad. Minimum size and clear space requirements should be followed.

If no specific URL applies, use the University website.

Social icons are optional and presented secondary to the logo, in one unifying color.



All guidelines discussed in the [Graphic Elements Section](#) apply when creating your footers. Make sure the intersecting shape is Sac State Green.



When using a logo without the tagline, it should appear in the ad or elsewhere in the footer.



Contact universitymarketing@csus.edu with questions about the advertising guidelines.

 **FIND IT ONLINE**
Download advertising guidelines and elements at www.csus.edu/brand

Advertising Guidelines Print: Rivers Lite Footer

RIVERS LITE FOOTER

An approved river shape (see [River Shapes Section](#)) can be used instead of the standard rectangular block in one of the following colors: Redwood Grove Green, Sac State Green, Stinger Green, Evergreen Ash, Spruce Green, White Birch, Sac State Gold, black, or white.

All footers must adhere to identity style guide standards for logos, fonts, colors, and graphics. Core identity primary logos or identity extension integrated logos are acceptable. If a logo with the tagline is not used, the tagline logotype should appear elsewhere in the advertisement.

Black and white footers and logos should be used only in black and white ads. This is a preferred black and white footer style. Do not use grayscale.

RIVERS LITE FOOTER EXAMPLES



An approved logo must always appear in the lower left corner of the ad. Minimum size and clear space requirements must be followed.

If no specific URL applies, use the University website.

Social icons are optional and presented secondary to the logo.



BLACK AND WHITE RIVERS LITE EXAMPLES



The black or white logo should be used only in black and white footers.

Contact universitymarketing@csus.edu with questions about the advertising guidelines.



FIND IT ONLINE

Download advertising guidelines and elements at www.csus.edu/brand

HORNETS

FOOTBALL SCHEDULE

Date	Day	Opponent	Time
Aug. 30	Thu	at San Jose State	7 pm
Sept. 5	Thu	at Arizona State	7 pm
Sept. 14	Sat	SOUTHERN OREGON	6:05 pm
Sept. 21	Sat	SOUTHERN UTAH	6:05 pm
Sept. 28	Sat	at Weber State	5 pm
Oct. 5	Sat	NORTHERN COLORADO*	6:05 pm
Oct. 12	Sat	NORTHERN ARIZONA*	6:05 pm
Oct. 19	Sat	at North Dakota	12:05 pm
Nov. 2	Sat	MONTANA*	1:05 pm
Nov. 9	Sat	at Cal Poly	6:05 pm
Nov. 16	Sat	at Portland State	1:05 pm
Nov. 23	Sat	UC DAVIS*	1:05 pm

All CAPS and bold indicates home game. * Big Sky Conference game. # non-conference. All times Pacific.

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CALIFORNIA STATE UNIVERSITY, SACRAMENTO

Are you ready for your big day?

Winter Commencement

Friday and Saturday, Dec. 20 and 21
Sleep Train Arena

The Commencement Office website is loaded with valuable information to help you:

- Identify the date and time of your college ceremony
- RSVP to walk in the ceremony
- Verify your name in the commencement program
- Get answers to other frequently asked commencement questions
- Visit csus.edu/commence or scan the QR code

SACRAMENTO STATE *Redefine the Possible* csus.edu | Facebook | Twitter | Instagram

MADE AT SAC STATE

Women in Business Making a Difference

Cheryl Dell
Publisher and President,
The Sacramento Bee
Communication Studies '82

Cate Dyer
Founder and CEO,
StemExpress
Sociology '95

Leticia Ordez
Reporter/Anchor,
KCRA 3
Communication Studies '98

Rhonda Staley-Brooks
President and CEO, Big Brothers
Big Sisters of Greater Sacramento
Child Development '93

Alyssa Zayas
Project Manager,
Swinterton Builders
Construction Management '14

By advancing medical research or pushing the boundaries of media, by helping underprivileged youth, or building our communities from the ground up — these outstanding alumnae have a major impact on our region and in the lives of those around them. They redefine the possible. They are *Made at Sac State*.

SACRAMENTO STATE *Redefine the Possible* csus.edu/made

Advertisements should be submitted to universitymarketing@csus.edu for approval prior to publication. Please allow 5 business days.

Advertising Guidelines Outdoor

GUIDELINES FOR OUTDOOR ADS

To maximize the unique nature of outdoor media, the requirements vary slightly from print. Outdoor advertisements include, but are not limited to, billboards, outdoor posters, digital signs, bus shelters, and bench backs.

An approved banner must be included at the top of the ad or, alternatively, the primary logo can be prominently displayed in its own color block. A single, clear call to action is required and a University URL must be prominent. An official University logo – core identity, identity extension or sub-identity – must be used, and in some cases a special mark may be appropriate. Standard voice and name – Sacramento State – is appropriate for most outdoor advertising.

OUTDOOR AD COMPONENTS

Banner (required)

- Sacramento State (Sac State Green, Sac State Gold, or black)

Ad content (custom design area)

- University colors and fonts (required)
- Single, clear call to action (required)
- University or sub-identity logo (required)
- University URL (required)
- University graphic elements (optional)
- Social icons (optional, secondary to logo)

SPECIFICATIONS

- The banner component can appear only at the top.
- Banners may be Sac State Green, Sac State Gold, or black, with a contrasting rule line and drop shadow. Only the color combinations pictured may be used.
- Banner height must be no less than 9% of the ad, and must appear as a strong, readable element.
- If a separate primary logo is used, it must be its own color block equal to the height of the ad.
- The font is Trajan Bold.
- Social icons should appear in one color and presented secondary to the logo.

OUTDOOR BANNER OPTIONS



OUTDOOR ADVERTISING EXAMPLES



A footer can be used in outdoor advertising, but it's not required if the format does not provide appropriate space.

Advertising Guidelines *Digital, Mobile and Non-Standard*

GUIDELINES

Digital, mobile, or other non-standard format ads may not have space for a banner or footer. In such instances, the following general guidelines apply.

The design should adhere to the identity style guide. University colors and fonts must always be used, and graphic elements incorporated as appropriate.

All ads should include:

- University logo
- University URL
- Call to action

Advertisements should be submitted to universitymarketing@csus.edu for approval prior to publication or going "live." Please allow 5 business days.

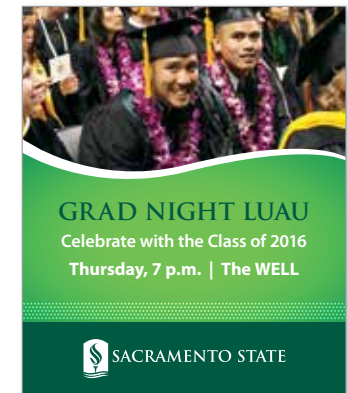
SAMPLE ADVERTISEMENTS



300 x 600 pixels



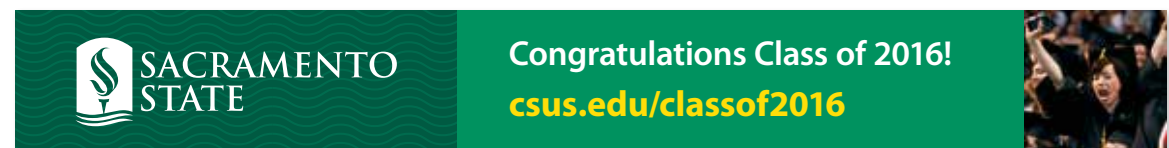
300 x 600 pixels



300 x 250 pixels



728 x 90 pixels



728 x 90 pixels

Contact universitymarketing@csus.edu with questions about the advertising guidelines.



FIND IT ONLINE
Download advertising guidelines and elements
at www.csus.edu/brand

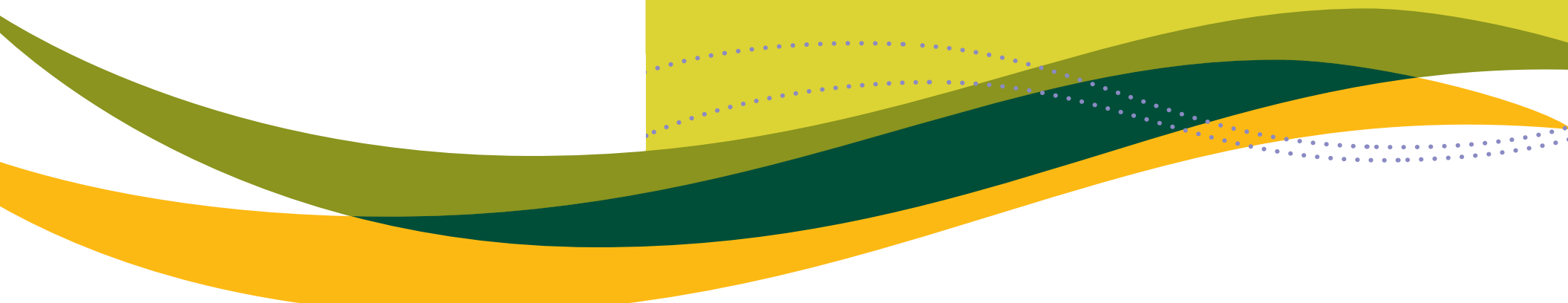


SACRAMENTO
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BRAND BOOK

DESIGN EXAMPLES



HEADLINE OR EVENT NAME GOES HERE

This is where your event subhead goes.

SIDE MARGIN SUBHEAD
Side margin is body text. Use this text style for your side margin. Side margin is body text. Use this text style for your side margin. Side margin is body text. Use this text style for your side margin. Side margin is body text. Use this text style for your side margin.




“Side margin call out. Use this style for call outs. Side margin call out style.”

csus.edu/xxxxxx








SUBHEAD
Second Subhead
Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here.

- Here is a bullet style. Use this style for your bullet points. Here is the bullet style. Use this style for your bullet points.
- Here is a bullet style. Use this style for your bullet points. Here is the bullet style. Use this style for your bullet points.

Second Subhead
Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here.

Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here.



8.5" x 11" Handout, formal voice

HEADLINE OR NAME OF YOUR EVENT GOES HERE

This is where your event subhead goes.

SIDE MARGIN SUBHEAD
Side margin is body text. Use the body text style for your side margin. Side margin is body text. Use this text style for your side margin. Side margin is body text. Use this text style for your side margin. Side margin is body text. Use this text style for your side margin.



“Side margin call out. Use this style for call outs. Side margin call out style.”

csus.edu/xxxxxx








SUBHEAD
Second Subhead
This is the body text style. Use this style for body text. This is the body text style. Use this style for body text. This is the body text style. Use this style for body text. This is the body text style. This is the body text style. Use this style for body text. This is the body text style. This is the body text style.

- Here is a bullet style. Use this style for your bullet points. Here is the bullet style. Use this style for your bullet points.
- Here is a bullet style. Use this style for your bullet points. Here is the bullet style. Use this style for your bullet points.

Second Subhead
This is the body text style. Use this style for body text. This is the body text style. Use this style for body text. This is the body text style. Use this style for body text. This is the body text style. This is the body text style. Use this style for body text. This is the body text style. This is the body text style.

Second Subhead
This is the body text style. Use this style for body text. This is the body text style. Use this style for body text. This is the body text style. Use this style for body text. This is the body text style. This is the body text style. Use this style for body text. This is the body text style. This is the body text style.



8.5" x 11" Handout, standard voice

HEADLINE OR EVENT NAME GOES HERE HEADLINE OR

This is where your event subhead goes (Optional).


SACRAMENTO
STATE

csus.edu/xxxxxx





Subhead
Second Subhead
Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here.

- Here is a bullet style. Use this style for your bullet points. Here is the bullet style. Use this style for your bullet points.
- Here is a bullet style. Use this style for your bullet points. Here is the bullet style. Use this style for your bullet points.



Second Subhead
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Third Subhead
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Fourth Subhead
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Optional Caption Goes Here. Optional Caption Goes Here"

CALIFORNIA STATE UNIVERSITY,
SACRAMENTO
6000 J Street
Sacramento, CA 95819
(916) 278 – 6011

csus.edu/XXXXXX
916-278-XXXX

8.5" x 11" Handout, standard voice

HEADLINE OR NAME OF YOUR EVENT GOES HERE

This is where your event subhead goes.

SIDE MARGIN SUBHEAD
Side margin is body text. Use body text for the side margin. Side margin is body text. Use body text for the side margin. Side margin is body text. Use body text for the side margin. Side margin is body text.

Side margin is body text. Use body text for the side margin. Side margin is body text. Use body text for the side margin. Side margin is body text. Use body text for the side margin.

SUBHEAD
Second Subhead
This is the body text style. Use this style for body text. This is the body text style. Use this style for body text. This is the body text style. Use this style for body text. This is the body text style. Use this style for body text. This is the body text style.

- Here is a bullet style. Use this style for your bullet points. Here is the bullet style. Use this style for your bullet points.
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"Side margin call out. Use this style for call outs. Side margin call outs style."

 Redefine the Possible™

csus.edu | 

8.5" x 11" Black-and-white handout, casual voice

universitymarketing@csus.edu

Sacramento State Brand Book | Fall 2015

Identity Style Guide | Design Examples 2



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HEADLINE CAN GO HERE

DATE: Date, Month, Year
TIME: 1:30–3:00 p.m.
LOCATION: Location Name

Disclaimer information goes here
 XXXXXXXXXXX@csus.edu
 916-278-XXXX

This is where your subhead goes. Your subhead goes here.

This is where your description for your event goes. The description for your event goes here. This is where your description for your event goes. The description for your event goes here. The description for your event goes here.

This is where your description for your event goes. The description for your event goes here. This is where your description for your event goes here. The description for your event goes here.

csus.edu |    

ADDITIONAL LOGOS CAN GO HERE



SACRAMENTO STATE
 Redefine the Possible

8.5" x 11" Flier, standard voice



Headline Can Go Here

Date: Day, Month, Year
Time: 1:30–3:00 p.m.
Location: Location Name

Disclaimer information goes here
 XXXXXXXXXXX@csus.edu
 916-278-XXXX
 csus.edu/XXXXXXXXXXXX

This is where your subhead goes. Place for subhead.

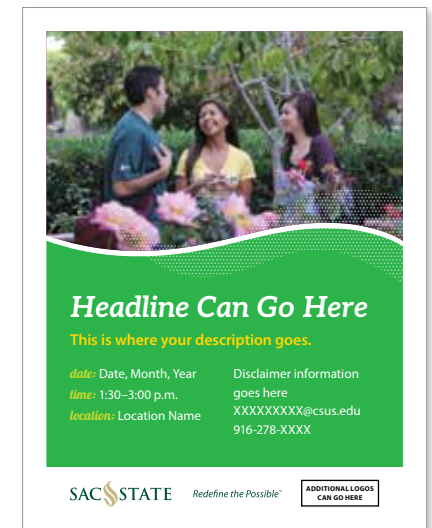
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SACSTATE Redefine the Possible™

ADDITIONAL LOGOS CAN GO HERE

5.5" x 8.5" Flier, standard voice



Headline Can Go Here

This is where your description goes.

date: Date, Month, Year
time: 1:30–3:00 p.m.
location: Location Name

Disclaimer information goes here
 XXXXXXXXXXX@csus.edu
 916-278-XXXX

SACSTATE Redefine the Possible™

ADDITIONAL LOGOS CAN GO HERE

4.25" x 5.5" Flier, casual voice



8.5" x 11" Flier, standard voice



4.5" x 5.5" Flier, standard voice



8.5" x 5.5" Flier, casual voice

Postcards

Check online for available templates – www.csus.edu/brand

postcard front



postcard front



postcard back, mailing panel



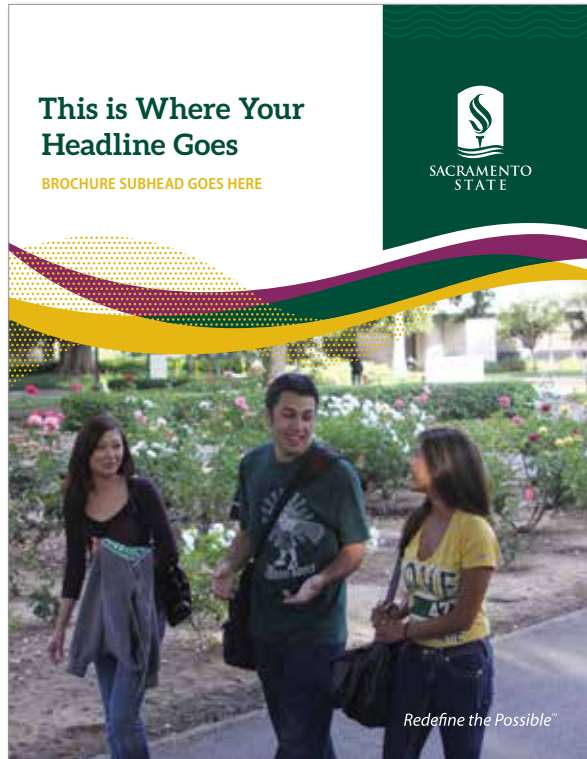
Large postcard, casual voice

postcard back, non-mailing



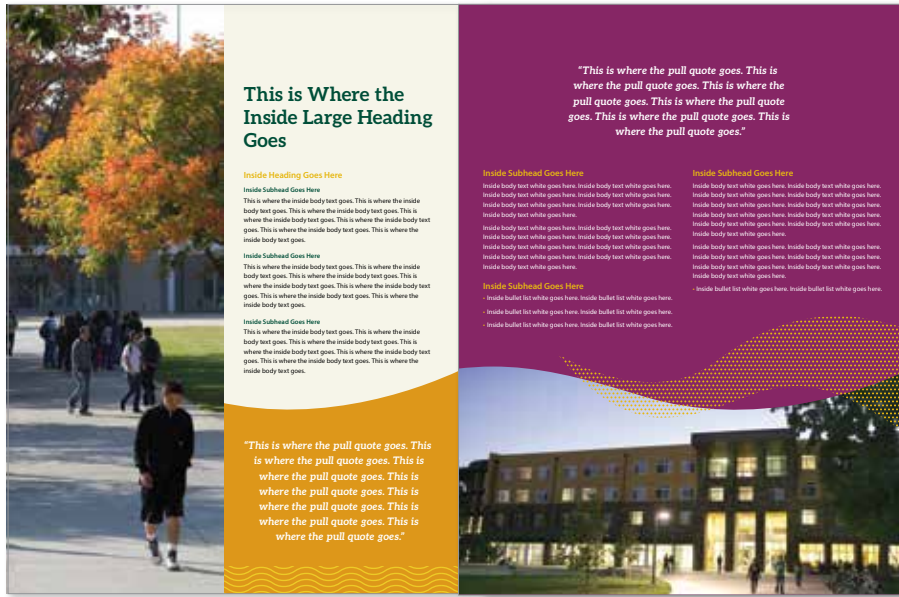
Small postcard, standard voice

tri-fold cover



Large Tri-fold Brochure, standard voice

inside flap and left panel



inside left, middle and right panels



tri-fold cover



Small tri-fold brochure, standard voice

tri-fold cover



Small tri-fold brochure, formal voice

inside flap and inside left panel



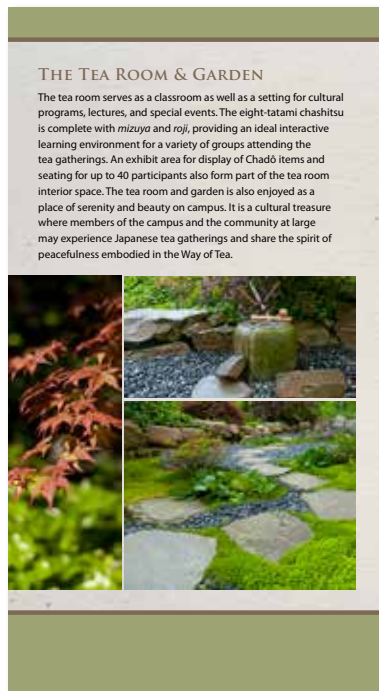
inside left, middle and right panels



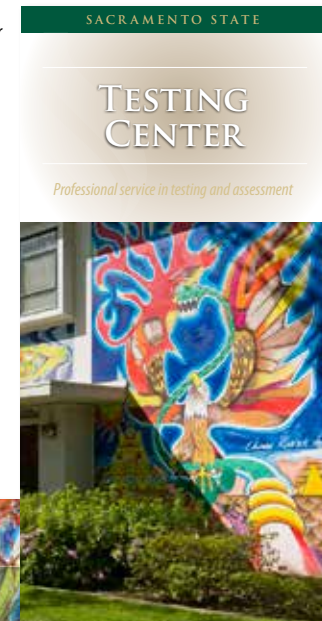
tri-fold cover



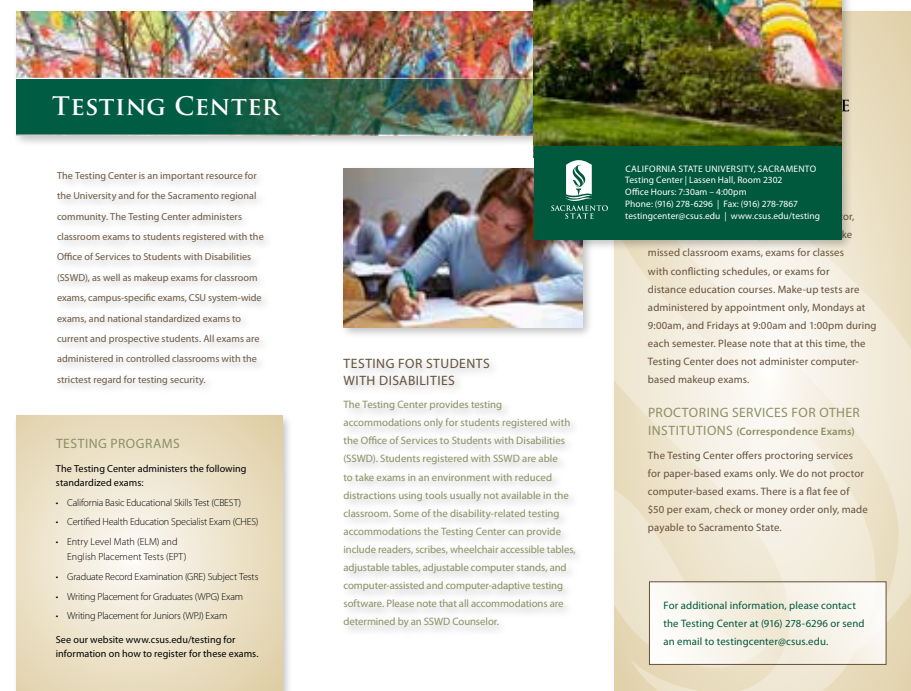
back cover, mailing panel



tri-fold cover



inside left, middle and right panels



Small tri-fold brochures, standard voice



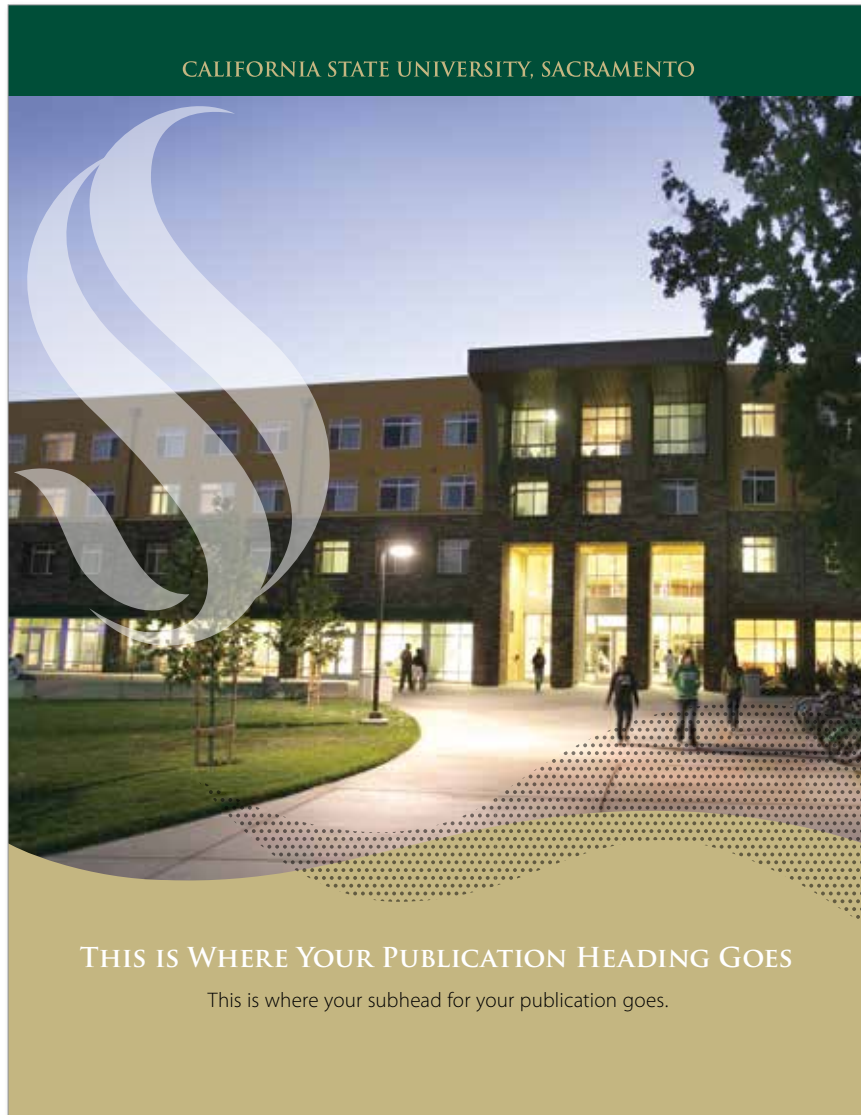
Poster, standard voice



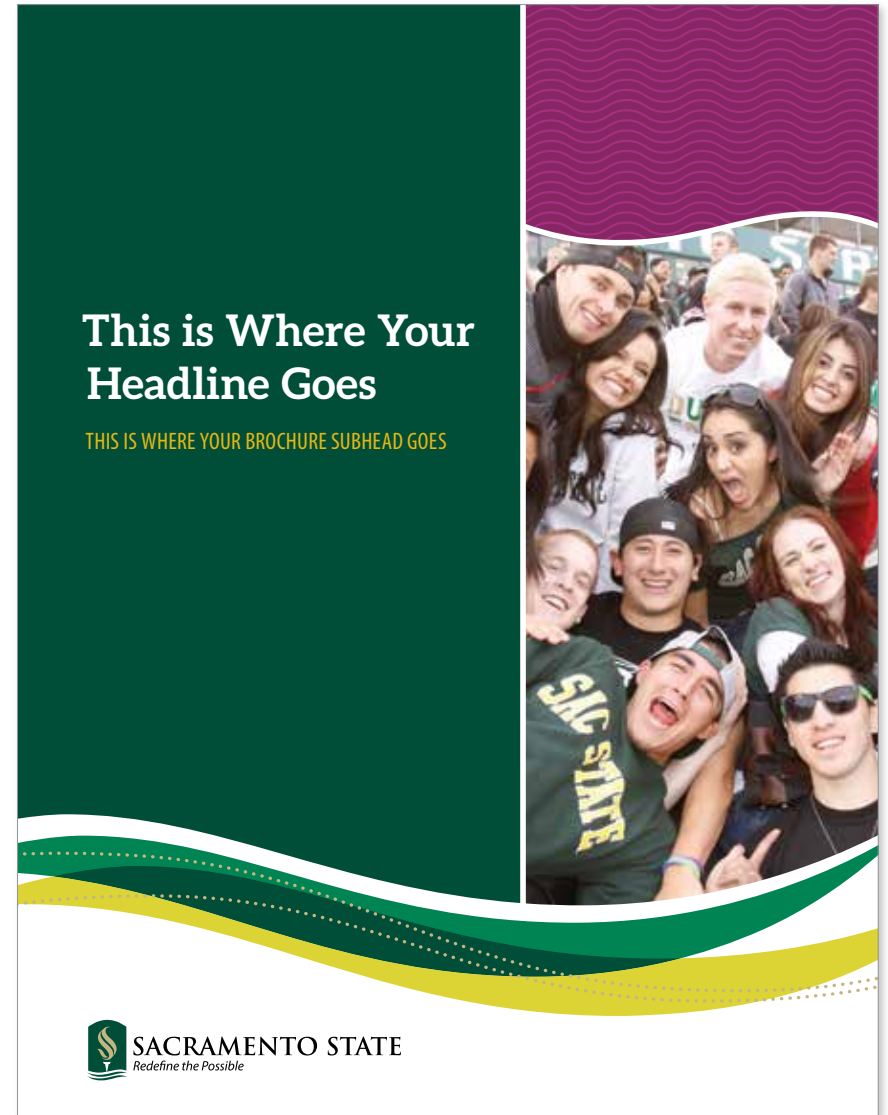
Poster, standard voice

Report Covers

 Check online for available templates – www.csus.edu/brand



8.5" x 11" Report cover, formal voice



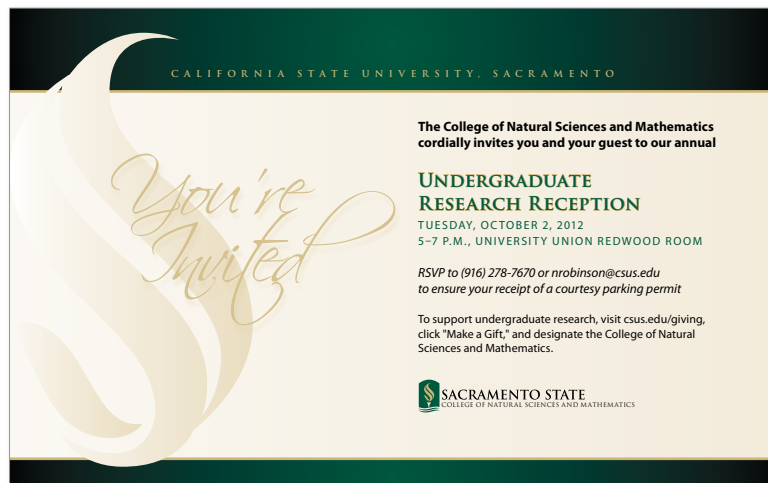
8.5" x 11" Report cover, standard voice



Save the Date card, standard voice



Folding invitation, standard voice



Flat invitation, formal voice



5.5" x 8.5" Meeting agenda, formal voice



8.5" x 11" Meeting agenda, formal voice



8.5" x 11" Meeting agenda, standard voice



5.5" x 8.5" Meeting agenda, standard voice



8.5" x 11" Certificate, standard voice



8.5" x 11" Certificate, formal voice



8.5" x 11" Certificate, casual voice



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BRAND BOOK

BEST PRACTICES



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BEST PRACTICES

SOCIAL MEDIA

Social Media

Join the Conversation

The world of social media is constantly changing — and so are the guidelines that govern it. If you have questions or would like to share some of your best practices, please contact **Public Affairs at publicaffairs@csus.edu or (916) 278-6156.**

Social Media Icons

When promoting social media pages in your communication materials, please use the approved University social media icons in the appropriate colors.



FIND IT ONLINE

Download Sacramento State social media icons at www.csus.edu/brand

OVERVIEW

Sacramento State recognizes that the use of social media to exchange news and information is highly effective and popular. At Sac State, there is a growing network of social media sites, including an official Sacramento State Facebook page at facebook.com/sacstate, a Twitter feed at twitter.com/sacstate, a YouTube channel at youtube.com/sacstatevideo, and an Instagram presence at instagram.com/sacstate.

It is important that University-related sites be managed well and consistently, even as the world of social media (e.g., Facebook, Twitter, YouTube, Pinterest, Instagram, LinkedIn) continues to evolve. To help, here are some general guidelines, plus some best practices gleaned from administering Sac State's official social media.

General Guidelines

- **Be professional.** As an administrator of a University-related social media site, you are representing Sacramento State. As such, anything you post will reflect on the University. Therefore, always use civil language and appropriate images. And, please, check your spelling, punctuation and grammar.
- **Be careful.** Remember that social media sites are public and — despite their seemingly fleeting nature — permanent. Once words or images are posted, they are impossible to completely retrieve. Think before you post and, when in doubt, leave it out.
- **Be courteous.** Respond to questions and comments politely and promptly. Do not be drawn into arguments or heated debates.
- **Be accurate.** While timeliness is appreciated, so is having the correct information. Do your research when needed. And feel free to send visitors to the University's website at www.csus.edu.
- **Be vigilant.** Sacramento State reserves the right to remove inappropriate or disrespectful language and images. Site administrators should follow the **web policies** outlined at www.csus.edu/web. In the case of Facebook, they also should abide by the University's "**Commenting Guide**" as well as Facebook's own "**Statement of Rights and Responsibilities**."
- **Be useful.** Offer "news you can use." And work cooperatively with administrators of other University social media sites, sharing information, links, video and photos. Note: When posting images, always check for copyright and use restrictions.
- **Be fun.** Use conversational and engaging language. Invite questions and comments. Use humor, but judiciously — everyone thinks they are funny, but not everyone is.

Social Media Launching

LAUNCHING A SOCIAL MEDIA SITE

When creating social media content for an official University department, program or college, here are some best practices to follow:

1. Prior to launching your new social media page(s), notify webmaster@csus.edu of your plans. This will allow them to assist by including this content on relevant University pages.
2. Use a department email account. Do not use a personal email account.
3. A manager or director must approve and have access to all social media content.
4. Apply the University's Identity Style Guidelines when customizing any page that contains official University information.
5. Name your page appropriately:
 - a. *Acceptable examples — always identify the University name first:*
 - i. www.facebook.com/sacramentostate — (your unit name)
 - ii. www.youtube.com/Sacstate — (your unit name)
 - b. *Unacceptable names — names that contain personal information or do not follow the style guide:*
 - ~~i. www.facebook.com/csus/your unit~~
 - ~~ii. www.youtube.com/your name~~
 - ~~iii. www.linkedin.com/your unit name~~
6. Follow the University Identity Style Guidelines for creating profile pictures. Do not alter or distort University marks. Remember, these images appear extremely small when viewed on mobile devices and newsfeeds. Minimum size requirements may not be met.



Do not use a University logo for the avatar or create an icon with unreadable type at the smallest size used.

FACEBOOK AND BEST PRACTICES

Many universities now have flourishing social media sites, including a majority of sister CSU campuses. Inarguably, the most far-reaching of these sites is Facebook.

Sacramento State's official Facebook page is overseen by the Office of Public Affairs. The mission of the page is to deepen a sense of community among students, faculty and staff while sharing University news and information. Further, it serves to strengthen brand awareness.

Here are some best practices gleaned from administering the Sacramento State Facebook page — as well as from campus feedback and by studying the pages of other universities.

- 1. Build it as a “fan” page.** The two options on Facebook are personal “friend” profiles, which are optimized for individuals, and “fan” pages, which are geared specifically toward organizations, institutions and businesses. Sac State's is a fan page. Fan pages have built-in applications to engage audiences and have no limit on the number of fans.
- 2. Actively maintain it with fresh content.** As with all things, if you nurture it, it will grow.
- 3. But don't be heavy-handed with posts.** Too many posts, like too few, can result in the same thing: driving away users.
- 4. The key: Get to know your audience — and its rhythm.** For example, one or two postings a day is generally sufficient, although on some Facebook pages (including Sac State's), administrators have posted as often as half a dozen to a dozen times a day, which in turn has generated greater interest and traffic.

Analyze the insights provided by Facebook to get a better idea of which hours and days work well with your audience.
- 5. Remember, variety is the spice.** In any case, it's usually best to mix it up. Even with pages that can sustain multiple daily posts, there is no need to post several times a day, every day. Also, stagger posts through the morning, afternoon and early evening — no one wants to read a bunch of missives sent in one clump.

Change it up when it comes to the *type* of postings as well, keeping a good balance of “hard” news (e.g., Sac State's President presides at a Budget Town Hall) vs. “soft” (a free film screening at the Union).

- 6. Find your page's “voice” and have administrators use it consistently.** For example, are the postings authoritative (“Try this!”) or more low-key (“You may want to try this”), casual (“Hey Hornets!”) or more formal (“A call out to students”)? The most popular pages develop their own voice and “personality,” adding to the positive experience of users.

Also: Keep postings short. Some people follow Facebook on their mobile phones — and posts that go beyond a screen can be irritating.

- 7. Be diligent in “tagging” other pages or posts.** It's like inviting friends over.
- 8. Use images and video often.** They help grab the eye.
- 9. Stay current.** Stay on top of activities and the news. Nothing kills a page faster than to be perceived as being static or out of touch.
- 10. Maximize your postings by using such applications as Hootsuite,** which will allow you to time your posts as well as post on several social media accounts at once.

SACRAMENTO STATE'S FACEBOOK COMMENTING GUIDE

Sacramento State abides by [Facebook's Statement of Rights and Responsibilities*](#) and the University asks that its Facebook fans do as well. In particular, we request that users please adhere to the following:

- Be respectful
- Make no personal attacks
- Do not “post content that is hateful, threatening or pornographic, incites violence, or contains nudity or graphic or gratuitous violence”
- Do not “post unauthorized commercial communications (such as spam)” or “do anything unlawful, misleading, malicious or discriminatory.”

Sacramento State is not responsible for content submitted by other users, and the University reserves the right to remove inappropriate or disrespectful language and images.





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BEST PRACTICES

MOBILE

MOBILE TECHNOLOGY

The official Sacramento State app is available in both the Apple App store and Google Play. When evaluating mobile app alternatives in your area, consult with Information Resources and Technology (IRT) *early in the process* as there are authentication, accessibility and security considerations to be considered with all mobile applications. It is often unnecessary to develop a native mobile app and preferable to make your content mobile-aware.



Making Your Content Mobile-Aware

It's important to start with "clean" accessible and valid HTML in order for your mobile-aware site to function efficiently on mobile devices.

Use the "Resources" links provided to the right to learn about HTML5 and CSS. Alternatively, contact the Service Desk to arrange for IRT to help build you a mobile-aware site with the campus Web Content Management System (WCM).

Building Your Mobile-Aware Site

Training is available to use special responsive designs within the WCM. By using the WCM, the burden of ensuring the correct branding, security and accessibility is carried by IRT.

Branding for Mobile Devices

In most cases, the branding for mobile devices is informed by our current web design guidelines (See [Web Section](#)). It is recommended that anyone building a mobile application follow our branding best practices for web design and include the following:

1. An official University logo.
2. Clear and usable navigation that avoids "hover states" (hover states are not usable on touch devices).
3. Our official web color palette defined in our web guidelines.
4. Search is very helpful for users and is strongly recommended.
5. Due to the smaller screens on mobile devices, it is important to consolidate and prioritize your content for best readability.
6. HTML is clean and uses valid HTML5 (see "Resources" at right).
7. Consider a grid system. Modern CSS grid systems make use of responsive design. We currently use Twitter Bootstrap and recommend it for building mobile-aware sites. The latest responsive templates in the WCM are built with the Twitter Bootstrap framework (see "Resources" at right).

SECURITY

Campuses must develop and implement controls for securing protected data stored on mobile devices. Protected data must not be stored on mobile devices unless effective security controls have been implemented to protect the data. Campuses must use encryption, or equally effective measures, on all mobile devices that store Level 1 data as defined in the CSU Data Classification Standard. Alternatives to encryption must be reviewed on a case-by-case basis and approved in writing by a designated campus official. Other effective measures include physical protection that ensures only authorized access to protected data.

RESOURCES

Information Resources and Technology (IRT)

<http://www.csus.edu/irt/ServiceDesk/itc.html>

<http://www.csus.edu/irt/Web/>

<http://www.csus.edu/cascade/training/>

HTML5 Specifications

<http://www.w3.org/TR/2014/REC-html5-20141028/>

HTML/HTML5 Validators

<http://html5.validator.nu/>

<http://validator.w3.org/>

HTML/CSS Tutorials

<http://www.w3schools.com/html/>

<http://www.w3schools.com/css/default.asp>

<http://www.w3schools.com/bootstrap/default.asp>

CSS Grid Systems for Responsive Design

<http://getbootstrap.com/>

Web Accessibility

<http://www.csus.edu/irt/Web/Accessibility/>



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SUB-IDENTITIES &
OTHER GUIDELINES



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IDENTITY GUIDELINES FOR
ALUMNI ASSOCIATION



 Contact the Alumni Association for information on its identity style guidelines.

ALUMNI ASSOCIATION

The Alumni Association is open to all alumni and friends of the University. It encourages alumni involvement with their alma mater and support of the campus community, and provides members with the opportunity to network with fellow Hornets who share professional or social interests.

Governed by a 27-member Board of Directors, the association offers its members various opportunities to volunteer and participate in social and fundraising activities. The Alumni Association has five current committees: Chapter & Alumni Development; Membership & Fund Development; Scholarship; Finance; and Nominating.

CONTACT:

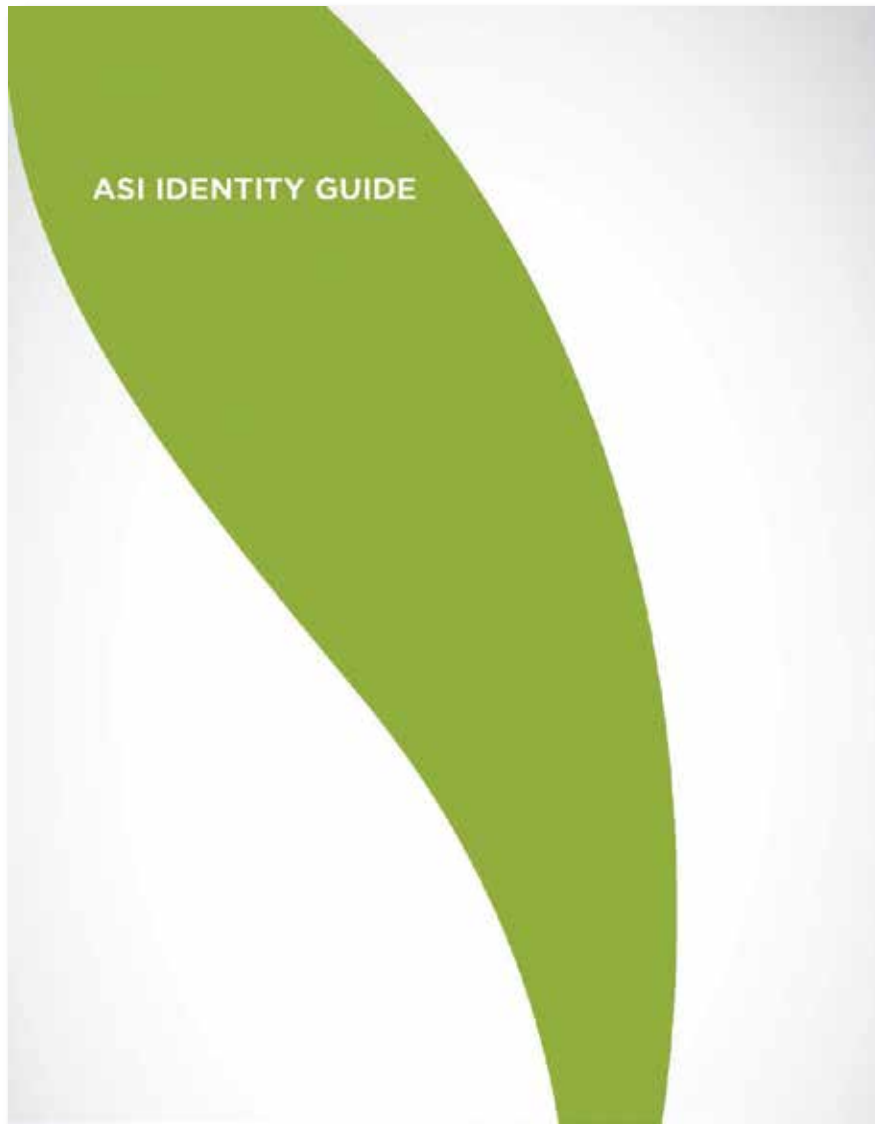
Jennifer Barber
Executive Director
(916) 278-6295
jbarber@csus.edu



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IDENTITY GUIDELINES FOR
**ASSOCIATED
STUDENTS, INC.**



ASSOCIATED STUDENTS, INC.

Associated Students, Inc., serves as the official student-led governing organization of the Sacramento State student body. Through the operation and sponsorship of programs and services, ASI meets the various needs of the campus community.

ASI provides experiential education, leadership opportunities, student representation in University affairs, various business and recreational services, campus life programs and activities that support the campus and greater Sacramento community.

CONTACT:

ASI Student Engagement and Outreach
(916) 278-4800



Download identity style guidelines at www.csus.edu/brand/asi



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IDENTITY GUIDELINES FOR
ATHLETICS



SACRAMENTO STATE HORNETS

Sacramento State Athletics is committed to success.
We work hard to achieve excellence – on the field and in the classroom.
We inspire campus pride and engage our community. We win.

 Download identity style guidelines at www.csus.edu/brand/athletics

ATHLETICS

Sacramento State Athletics is responsible for facilitating, overseeing and promoting the University's numerous sports programs, which play an essential role in connecting Sacramento State with the community.

As one of the most visible arms of the University, Athletics raises recognition and generates pride among current and prospective students, alumni, and the local community while advancing the University's mission, contributing to the lives of students and improving the quality of life in the Sacramento region.

CONTACT:

Brian Berger
Assistant Athletics Director,
Media Relations
(916) 278-4313
bwberger@csus.edu

Adam Primas
Marketing Director
(916) 278-7551
adamp@csus.edu



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IDENTITY GUIDELINES FOR

CAPITAL PUBLIC RADIO

Version 1.0 | 12.1.2012

CAPITAL PUBLIC RADIO
Brand, Logo and Style Guide



TACKETT+BARBARIA

CAPITAL PUBLIC RADIO

Capital Public Radio is an auxiliary of Sacramento State and operates listener-supported public radio stations that provide news, music and entertainment for the Sacramento and San Joaquin valleys in addition to parts of Nevada.

Sacramento State is the FCC licensee of the seven signal campus-based NPR-member stations and is also home to the Capital Public Radio studios.

CONTACT:

Constance Crawford
Director of Marketing & Public Affairs

(916) 278-8955

constance.crawford@csus.edu



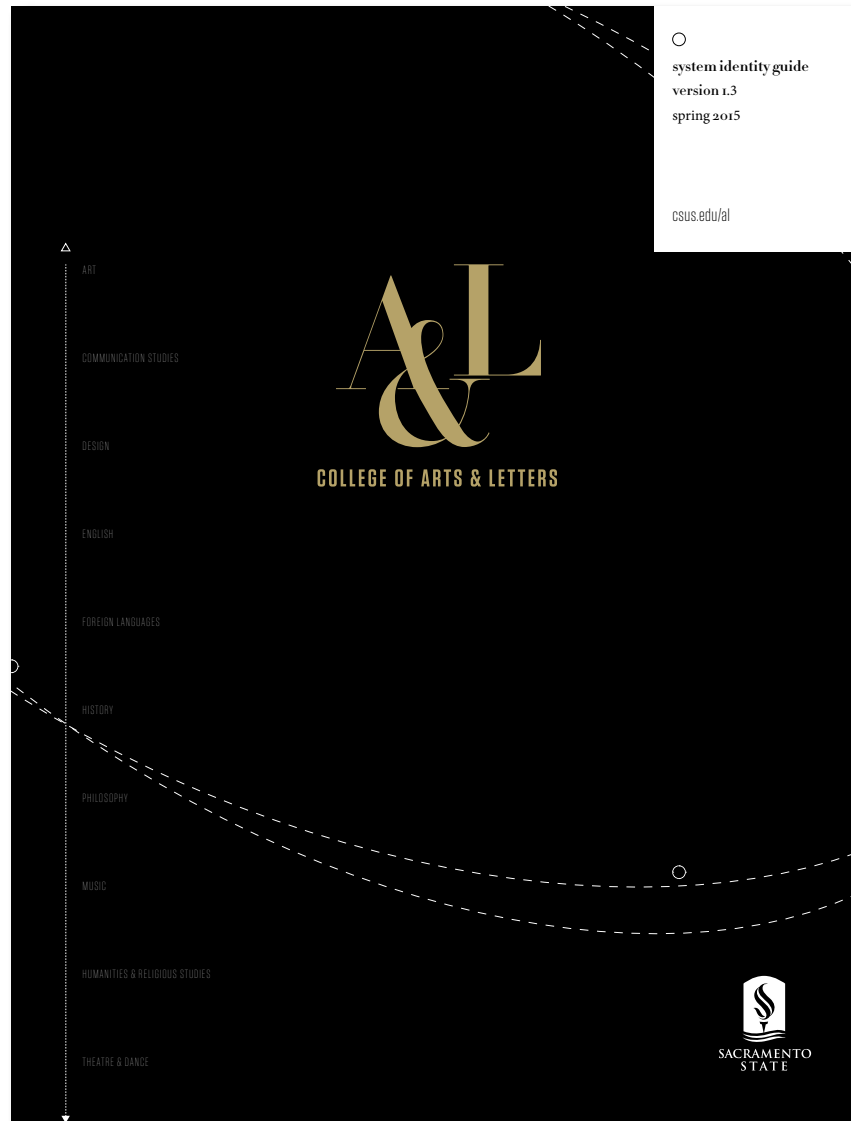
Download identity style guidelines at www.csus.edu/brand/capitalpublicradio



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IDENTITY GUIDELINES FOR
COLLEGE OF
ARTS & LETTERS



COLLEGE OF ARTS AND LETTERS

The College of Arts and Letters is one of the seven academic colleges at Sacramento State and leads the growth and development of the regional arts and cultural community through academic excellence, innovation and engagement.

The college hosts many events throughout the year, many of which extend beyond the campus community – such as theater productions, festivals, gallery openings, symposia and music concerts – that raise the University's role in the Sacramento arts community while providing enriching experiences for its students.

CONTACT:

An Vo
**External Relations &
Communications Coordinator**
(916) 278-7669
an.vo@csus.edu

 Download identity style guidelines at www.csus.edu/brand/al



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IDENTITY GUIDELINES FOR
SPORT CLUBS

SACRAMENTO STATE SPORT CLUBS



Sacramento State Sport Club Style Guide

Effective as of August 2014

SACRAMENTO STATE SPORT CLUBS

The Sacramento State Sport Clubs program consists of 17 highly competitive clubs that compete against other universities in leagues, conferences and tournaments at the local, regional and national levels.

Each club is developed, organized and led by students under guidance and direction from the Sport Clubs Advisor, student assistants, and club coaches and instructors.

The Sacramento State Sport Clubs program provides the disparate student sport clubs with an official University identity that speaks to the overall University brand and works with the look of the athletics program.

CONTACT:

Sport Clubs Office
(916) 278-6731
sportclub@csus.edu

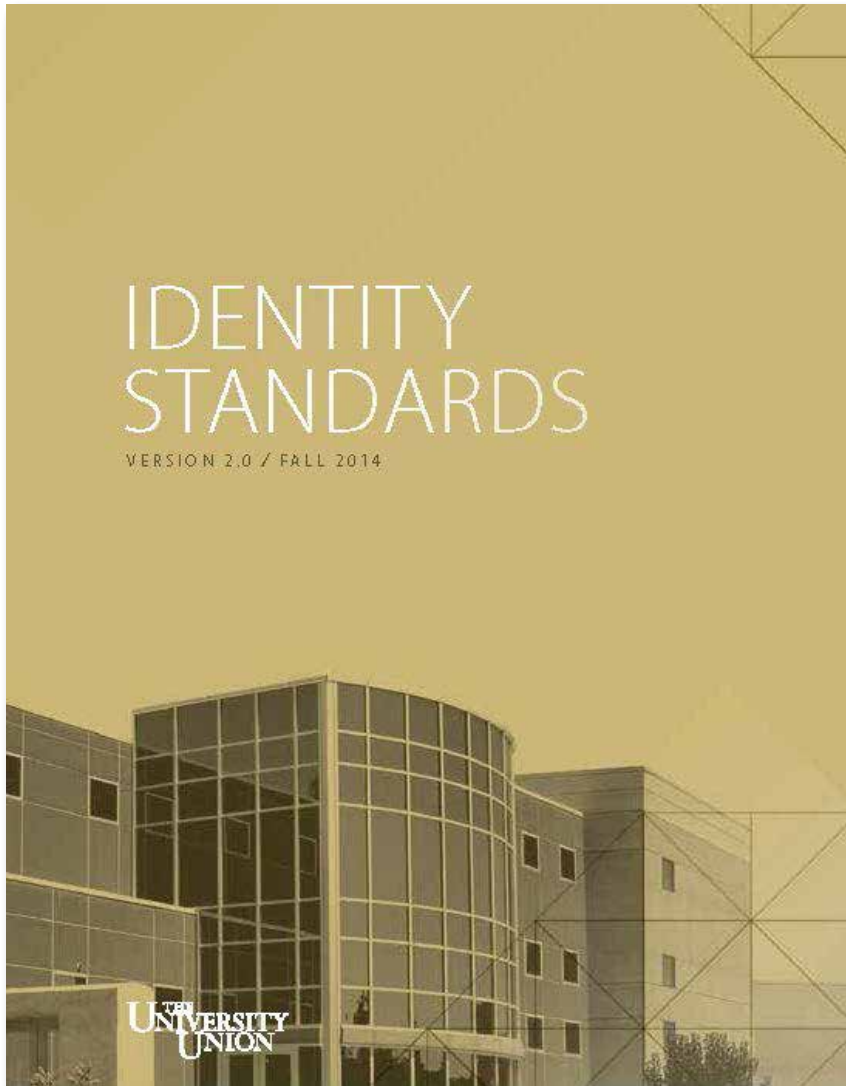
 Download identity style guidelines at www.csus.edu/brand/sportclubs



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IDENTITY GUIDELINES FOR
THE UNIVERSITY UNION



THE UNIVERSITY UNION

The University Union is a division of the auxiliary Union WELL Inc. The Union serves as the major central hub of campus life, providing the Sacramento State campus with the benefits and resources central to the student community.

Myriad services and activities reside in the Union, including student government, organization advising, dining, retail spaces, meeting rooms and lounge areas.

CONTACT:

Rebecca Voorhees
Design, Identity and Studio
Manager

(916) 278-2871

rebeccav@csus.edu

 Download identity style guidelines at www.csus.edu/brand/union



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IDENTITY GUIDELINES FOR
UNIVERSITY
ENTERPRISES, INC.



Identity Standards

University Enterprises, Inc.



UNIVERSITY ENTERPRISES, INC.

University Enterprises, Inc. (UEI) is a nonprofit auxiliary organization at Sacramento State. UEI's mission is to meet the evolving needs of the University community by providing programs and services that support and strengthen the Sacramento State experience, including:

- Sac State Campus Dining
- California Intern Network
- UEI Jobs
- Hornet Bookstore
- Julia Morgan House
- Upper Eastside Lofts

Additionally, UEI bolsters the University through investment activity that provides benefits beyond state funding capacity, including building purchases and federal research grants.

CONTACT:

Angela Rader
Director, Marketing Services
(916) 278-7425
angela.rader@csus.edu

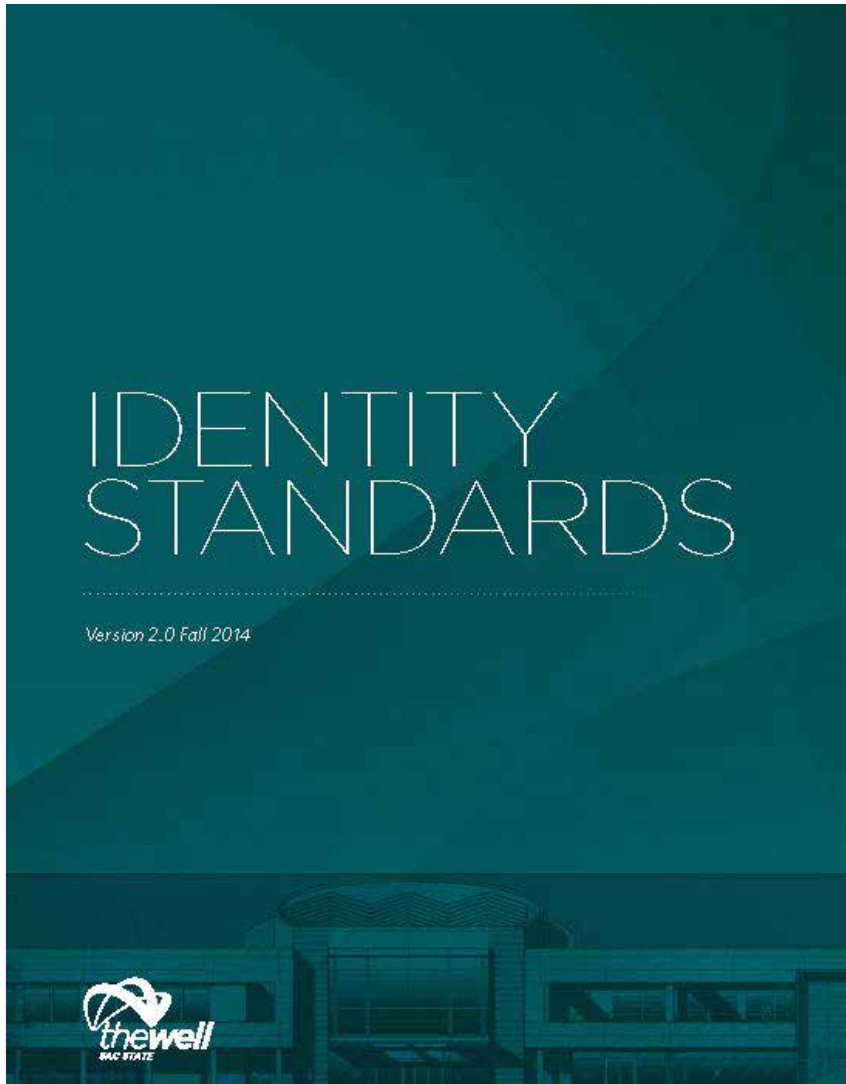
 Download identity style guidelines at www.csus.edu/brand/UEI



SACRAMENTO
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IDENTITY GUIDELINES FOR
THE WELL



The WELL

As a division of the auxiliary Union WELL Inc., The WELL serves as the campus recreation and wellness center for the Sacramento State community.

The WELL is a membership facility open to students, faculty, staff, alumni and campus affiliates, providing fitness, informal recreation, rock climbing and intramural sports programs for all members. The WELL is also the home for Student Health and Counseling Services and Peak Adventures.

CONTACT:

Rebecca Voorhees
Design, Identity and Studio
Manager
(916) 278-2871
rebeccav@csus.edu



Download identity style guidelines at www.csus.edu/brand/WELL