OUR
IDENTITY
Use the Correct Logo for Your Audience

NICKNAME

SAC STATE

PRIMARY

SACRAMENTO STATE

PRESIDENTIAL SEAL

other primary mark configurations:

WORD MARK

SAC STATE

FORMAL WORD MARK

CALIFORNIA STATE UNIVERSITY, SACRAMENTO
Use the Correct Logo for Your Audience

OPTIONS FOR SCHOOLS, DEPARTMENTS AND PROGRAMS

SACRAMENTO STATE
Department of Government

CALIFORNIA STATE UNIVERSITY, SACRAMENTO
Department of Government

CALIFORNIA STATE UNIVERSITY SACRAMENTO
Institute for Higher Education Leadership & Policy

LOGO OPTIONS FOR COLLEGES

SACRAMENTO STATE
UNIVERSITY ADVANCEMENT

CALIFORNIA STATE UNIVERSITY, SACRAMENTO
UNIVERSITY ADVANCEMENT

CALIFORNIA STATE UNIVERSITY SACRAMENTO
COLLEGE OF SOCIAL SCIENCES & INTERDISCIPLINARY STUDIES
Use the Correct Size and Clear Space

- SAC STATE
  - Minimum size: .125” tall
  - Minimum size: .1875” tall

- Sacramento State
  - Minimum size: .375” tall
  - Minimum size: .1875” tall

- California State University, Sacramento
  - Minimum size: .5” tall
  - Minimum size: .25” tall
University Colors

- **Sac State Green**
  - Pantone 343
  - C98 + M0 + Y72 + K61
  - R 0 + G 87 + B 61
  - HEX 00573D

- **Hornet Gold**
  - Pantone 4515
  - C0 + M 9 + Y 50 + K 24
  - R 200 + G 178 + B 109
  - HEX 8B26D

- **Black**
  - Pantone Black
  - C75 + M 68 + Y 67 + K 90
  - R 0 + G 0 + B 0
  - HEX 000000

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2 + 3 Color

- SAC STATE

1 Color

- SAC STATE
- SAC STATE
- SAC STATE

SACRAMENTO STATE

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SACRAMENTO STATE

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SACRAMENTO STATE
Secondary Color Palette Guidelines

Minimize use of blue and avoid using blue and gold together.

Casual and informal communicating to internal audience and students

30%  
(PMS 343, PMS 4515, black)  
70%  
(secondary palette colors)

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Anything and everything Sac State.

60-70%  
(PMS 343, PMS 4515, black)  
40-30%  
(secondary palette colors)

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Formal communications and/or audiences outside of the United States.

80%  
(PMS 343, PMS 4515, black)  
20%  
(secondary palette colors)
University Fonts

TRAJAN
TRAJAN BOLD

Myriad Family
Myriad MM Family
Myriad Pro Family

Scriptina

Minimum use of alternative fonts for headlines is allowed if all other University guidelines are adhered to.

Alternative body copy font is garamond
University Names

Sac State
Sacramento State
California State University, Sacramento

NEVER REFER TO THE UNIVERSITY AS...

CSUS
CSU Sacramento
Sacramento State University
California State University-Sacramento

Avoid sentences that appear to use an incorrect name.
eg. Phrases like “Sacramento State University Union” should be rewritten to avoid incorrect name appearance,
eg. “Sacramento State in the University Union” or “Sacramento State, University Union”
Graphic Element

Used as a screen, gradient and tone on tone
Used as a transparent overlay
Partial use of the element is acceptable

*There should be at minimum of 15% value difference in tones.

THE GRAPHIC ELEMENT SHOULD NEVER ...

- Be stretched or manipulated, or distorted in any way
- Appear on its side; It must appear vertically
- Be turned into a pattern
NEW TAGLINE
Tagline “Redefine the Possible”

The tagline can be used with the official University logo, as a wordmark graphic, and in copy.
Tagline Integrated with Logo

Preferred version

Alternative version

Redefine the Possible
Tagline Wordmark Graphic

When the tagline is used separately from the logo, the wordmark graphic must be used.

Redefine the Possible

- Capitalize
- Ligature (a character combining two or more letters)
- Capitalize
- No punctuation
Tagline Wordmark Use

The tagline wordmark graphic can be used adjacent to, or separately from, University logos, marks and auxiliaries’ logos, as long as existing clear-space guidelines are applied.
Tagline Wordmark Use (continued)

The wordmark graphic must be accompanied by the official logo or other University mark to indicate the communication comes from Sacramento State.
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 wordmark graphic is not required in copy.

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

Redefining expectations is...

The “Redefine the Possible” Initiative focuses on...
Should You Use the Logo with Tagline or Wordmark?

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.

**YES (~65%):**
- Positive communications
- Promotions
- Advertising

**NO:**
- Bad news
- Institutional forms
- Sponsorships
Karen Booth, 278-4381, kbooth@csus.edu
or universitymarketing@csus.edu