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.

“We must not look just at how we can improve, but how we can reinvent ourselves in the name of improvement. We must stand up for innovation, and stand out in our community, state and nation.”

~ President Alexander Gonzalez, 2012 Spring Address

“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.

How to Use the Tagline

The tagline can be used with the official University logo, as a tagline wordmark graphic, and in copy. The tagline wordmark also can be used adjacent to, or separately from, University logos and marks.

Integrated with Logo

Logo options that integrate the tagline are below. Refer to University Identity Guidelines for details on logo use.

Prefered version of the logo with tagline

Alternative version of the logo with tagline

Tagline Wordmark Graphic

When the tagline is used separately from the logo, the tagline wordmark must be used. See how it should appear below:
**Not Integrated with Logo**

The tagline wordmark graphic can be used near other Sacramento State logos and marks, and its auxiliary’s logos, as long as existing clear-space guidelines are applied.

**Examples:**

![SAC STATE](image)

**Standing Alone**

When standing alone as a graphic element, the tagline wordmark does not replace the logo. Official logos or University marks without the tagline must still be included to indicate the communication comes from Sacramento State.

**Examples:**

![Redefine the Possible](image)

**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 wordmark graphic is not required for use in copy.

**Examples:**

- 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, 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.

**Use the Logo with the Tagline 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 template, handouts, etc.)
- Web pages (csus.edu and other University pages, as appropriate)

**DO NOT use the Logo with the Tagline for:**

- Bad news (parking tickets, you owe fees, etc.)
- Institutional forms (time sheets, application for graduation, etc.)
- Letterhead/business cards/envelopes
- Certificates
- Partnership and co-sponsorship materials (potential logo soup)
- Sponsorship materials for outside events and programs (potential logo soup; often logo is picked up from year before)
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.

Example:

Logos and wordmark are available for download at http://www.csus.edu/sacstatenews/marketing

For questions about the tagline or its usage, call (916) 278-4381 or email universitymarketing@csus.edu.