BRAND BOOK

ADVERTISING GUIDELINES
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)
- 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)

SAMPLE ADVERTISEMENT

Sacramento State is a place rich with knowledge and passion for innovation and entrepreneurship, real-world learning and the arts. It is home to nationally recognized programs, unique learning opportunities and thousands of students pursuing their dreams and shaping their futures.

- Fifty-eight majors, 41 master's programs, 20 credential programs, an honors program and two independent doctorates
- National award-winning Construction Management Department with 100 percent job placement for its graduates two years in a row
- Capital Fellows Program is ranked as one of the nation's top 10 internships
- Executive MBA program ranked second among all CSU campuses by U.S. News & World Report

Sacramento State. Where dreams are realized and lives are changed.

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
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.
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

REQUIRED ELEMENTS

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

SACRAMENTO STATE
Primary vertical logo

SACRAMENTO STATE
Primary horizontal logo without tagline

SACRAMENTO STATE
Primary horizontal stacked logo

SACRAMENTO STATE
Primary vertical logo with tagline

SACRAMENTO STATE
Primary horizontal logo with tagline

UNIVERSITY ADVANCEMENT
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.

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

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

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

universitymarketing@csus.edu
**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.

Contact [universitymarketing@csus.edu](mailto:universitymarketing@csus.edu) with questions about the advertising guidelines.

**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.

---

**FIND IT ONLINE**

Download advertising guidelines and elements at [www.csus.edu/brand](http://www.csus.edu/brand)
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.
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
**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.
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.

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

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