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

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.

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**FLIER WITH A SPECIAL MARK**

**POSTER WITH A SPECIAL MARK**

**BROCHURES WITH A SPECIAL MARK**
**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.

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**On-Campus Fliers with a Special Mark**

![Image of flier with special mark and University mark or integrated logo or logotype]

**Special mark**

**University mark or integrated logo or logotype**

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**On-Campus Brochures with a Special Mark**

![Image of brochure with special mark, University name, and University mark or integrated logo or logotype]

**University name**

**Special mark**

**University mark or integrated logo or logotype**

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*CSUS.edu/moreinfo*

*csus.edu*
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.

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.

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
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.

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.
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.
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.
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 cb668, HEX e1c57a, HEX f0e1b0.

FIND IT ONLINE
For more information on University color palettes and identity guidelines, visit the Brand Center at csus.edu/brand.
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 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
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()

FALLBACK HEADLINE FONTS
Helvetica Neue
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()
Helvetica
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()
Arial
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()

TEXT FONT
Helvetica Neue
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()
Helvetica
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()
Arial
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()
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.