BRAND BOOK
Design Examples
Informational Handouts

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

HEADLINE OR EVENT NAME GOES HERE
This is where your event subhead goes.

SIDEMARGIN 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.

SUBHEAD
Second Subhead

• 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

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.

SIDEMARGIN SUBHEAD
“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. 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. 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. Use this style for body text.
HEADLINE CAN GO HERE

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. 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.

DATE: Date, Month, Year
TIME: 1:30–3:00 p.m.
LOCATION: Location Name
Disclaimer information goes here
XXXXXXXXX@csus.edu
916-278-XXXX

ADDITIONAL LOGOS CAN GO HERE

Fliers

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

Headline Can Go Here

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csus.edu/XXXXXXXXXX

ADDITIONAL LOGOS CAN GO HERE

Sacramento State Brand Book | Spring 2015
Identity Style Guide | Design Examples 3

universitymarketing@csus.edu

Fliers

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

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ADDITIONAL LOGOS CAN GO HERE

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Disclaimer information goes here
XXXXXXXXX@csus.edu
916-278-XXXX
csus.edu/XXXXXXXXXX

ADDITIONAL LOGOS CAN GO HERE

Sacramento State Brand Book | Spring 2015
Identity Style Guide | Design Examples 3

universitymarketing@csus.edu
Postcards

postcard front

Headline for Event
SUBHEAD FOR THE EVENT GOES HERE
date: Date, Month, Year
time: 1:30–3:00 p.m.
location: Location Name
contact: XXXXXXXX@csus.edu
This is where your short description for your event goes. This is where your short description for your event goes. This is where your short description for your event goes.

additional logos can go here

csu.edu |  |  |  |  |

large postcard, casual voice

postcard back, mailing panel

California State University, Sacramento
Department Name Goes Here
Sacramento, CA 95819-6123
555555555

Marginal Notes

This is where your short description for your event goes. This is where your short description for your event goes.

Small postcard, standard voice

postcard front

Redeine the Possible™

For Placeholder Only

California State University
Sacramento

Headline for Event
SUBHEAD FOR THE EVENT GOES HERE

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

additional logos can go here
csu.edu |  |  |  |  |

Check online for available templates – www.csus.edu/sacstate/brand
may experience Japanese tea gatherings and share the spirit of place of serenity and beauty on campus. It is a cultural treasure tea gatherings. An exhibit area for display of Chadô items and learning environment for a variety of groups attending the and mizuya roji programs, lectures, and special events. The eight-tatami chashitsu The tea room serves as a classroom as well as a setting for cultural The Tea Room & Garden, providing an ideal interactive seating for up to 40 participants also form part of the tea room interior space. The tearoom and garden is also enjoyed as a place of serenity and beauty on campus. It is a cultural treasure where members of the campus and the community at large may experience Japanese tea gatherings and share the spirit of peacefulness embodied in the Way of Tea.
EVENTS
CAREER CENTER
CALIFORNIA STATE UNIVERSITY, SACRAMENTO

Resume Makeover & Speed Interviews
Noon - 3 pm / University Union Ballroom
Your resume gets you in the door and the interview seals the deal. Will you be ready when opportunity knocks? Local and national recruiters will be at this event so make sure you are too!

Career Fair
10 am - 2 pm / University Union Ballroom
Don't wait until after you graduate to start your job search! Regional and national employers will be at this event offering full-time and part-time jobs as well as internships and volunteer opportunities. Alumni are welcome. Resumes and professional dress are highly recommended!

On-Campus Recruitment
Lassen Hall 1013
Between March 3rd and May 6th recruiters will be interviewing in the Career Center for full-time professional positions and internships. Come to the Career Center or check online to find out who's interviewing and how you can sign up!

Pathways to Public Service: State Careers
5 - 8 pm / University Union Redwood Room
State jobs and internships - learn about them, apply for them, land them! You can do all of this and more at our government careers mixer.

Etiquette Dinner
5 - 8 pm / University Union Ballroom / $12 fee
Everything they told you is true, but you weren't paying attention, were you? Manners matter, in life and in the job search. At this event we will serve you dinner and a big slice of etiquette. Contact Cein Mathisen at cein.mathisen@csus.edu for more information.

Educator Recruitment Expo
10 am - 2 pm / University Union Ballroom
This event has been given a gold star! Highly qualified credentialed and non-credentialed future educators will have an opportunity to connect with school districts and educational organizations recruiting for full-time, part-time, internship, or volunteer positions. For more information, contact Shannon Wells at shannon.wells@csus.edu.

Follow us on Instagram!
#sacstatecareercenter

Individuals needing reasonable accommodations contact the Academic Advising and Career Center at (916) 278-6231 or careercenter@csus.edu, at least 5 business days before the event.

Like us on Facebook!
facebook.com/sacramentostate.careercenter

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0universitymarketing@csus.edu
Report Covers

8.5" x 11" Report cover, formal voice

8.5" x 11" Report cover, standard voice

CALIFORNIA STATE UNIVERSITY, SACRAMENTO

This is Where Your Publication Heading Goes
This is where your subhead for your publication goes.

This is Where Your Headline Goes
THIS IS WHERE YOUR BROCHURE SUBHEAD GOES

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

**Save the Date!**

**DATE:** Date, Month, Year  
**TIME:** 1:30–3:00 p.m.  
**LOCATION:** Location Name  
**RSVP:** XXXXXXX@csus.edu  
916-278-XXXX

NAME OF THE EVENT GOES HERE  
Description of the event goes here. Description of the event goes here. Description of the event goes here. Description of the event goes here.

**You’re Invited**

THIS IS WHERE THE NAME OF YOUR EVENT GOES

You’re Invited  
THIS IS WHERE THE NAME OF YOUR EVENT GOES

**Save the Date card, standard voice**

**Flat invitation, formal voice**

**Folding invitation, standard voice**

**CALIFORNIA STATE UNIVERSITY, SACRAMENTO**

The College of Natural Sciences and Mathematics cordially invites you and your guest to our annual

**UNDERGRADUATE RESEARCH RECEPTION**

**TUESDAY, OCTOBER 2, 2012  
5–7 P.M., UNIVERSITY UNION REDWOOD ROOM**

RSVP to (916) 278-7670 or nrobinson@csus.edu to ensure your receipt of a courtesy parking permit

To support undergraduate research, visit csus.edu/giving, click “Make a Gift,” and designate the College of Natural Sciences and Mathematics.

**Invitations**

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

Email newsletter option 1, standard voice

Email newsletter option 2, standard voice

Email newsletter option 3, formal voice

Check online for available templates – www.csus.edu/sacstate/brand
Event and Formal Meeting Agendas

5.5” x 8.5” Meeting agenda, formal voice

8.5” x 11” Meeting agenda, formal voice
Event and Formal Meeting Agendas

HERE IS THE HEADLINE SPACE
IT IS BIG ENOUGH FOR TWO LINES

Day, Month, Year
Time – Time. Location of Event

Hosted by Name of Host

Opening Remarks
Name of Speaker
Title of Speaker
School Affiliation

Next Event in Schedule
Name of Speaker
Title of Speaker
School Affiliation

Next Event in Schedule
Name of Speaker
Title of Speaker
School Affiliation

Concluding Remarks
Name of Speaker
Title of Speaker
School Affiliation

5.5” x 8.5” Meeting agenda, standard voice

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

8.5” x 11” Meeting agenda, standard voice
Congratulations, 
Recipient’s Name, 
This is the body text. The body text goes here. This is the body text. The body text goes here. This is the body text. The body text goes here. 

Recipient’s Name 
is hereby awarded the 

NAME OF AWARD 
This is the body text. The body text goes here. This is the body text. The body text goes here. This is the body text. The body text goes here. This is the body text. The body text goes here.

NAME OF AWARD 
Recipient’s Name 
This is the body text. The body text goes here. This is the body text. The body text goes here. This is the body text. The body text goes here. This is the body text. The body text goes here. This is the body text. The body text goes here.

Name, Title 
Department Name, College Name 
Name, Title 
Department Name, College Name 
Name, Title 
Department Name, College Name 

8.5” x 11” Certificate, standard voice 

8.5” x 11” Certificate, formal voice 

8.5” x 11” Certificate, casual voice 

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