**Graphic Elements Double S**

**DOUBLE S**

An element in the primary logo is the flame or double S contained within the shield. This double S is the defining feature of the Sacramento State logo system and was designed to be used as a graphic element in a multitude of ways.

Partial use of the icon is acceptable. It cannot however, be stretched, manipulated or distorted in anyway; it must maintain its proportional shape.

The double S can be used in all types of communications, but is best suited to materials that will use the standard and formal voices.
**Graphic Elements Double S continued**

**HOW TO USE THE COLOR PALETTES WITH THE DOUBLE S ELEMENT**

Only the formal color palette can be used for the double S element when it is not on a background. It can appear at 100% of a formal color, as a tint, screen, gradient, or tone on tone. The double S can also appear as a screen on color backgrounds from the formal, standard and casual color palettes. It can also be used in black.

- 80% Sac State Green on solid Sac State Green
- 80% Sac State Gold on solid Sac State Gold
- Sac State Green screen: 10% Sac State Green
- Sac State Gold screen: 20% Sac State Gold

Stand alone double S
100% Pantone – formal color palette

- Redwood Grove Green
- Sac State Green
- Stinger Green
- Evergreen Ash
- Spruce Green
- White Birch
- Sac State Gold
- Hornet Yellow

Transparent overlay: 100% white with 60% transparency

Transparent overlay: 100% Sac State Green with 30% transparency
Graphic Elements  
**Double S** continued

The double S may be integrated with other graphic elements. However, the double S should not overlap or “dam” the rivers.

The double S works well in conjunction with the river shape. Do not use a pattern behind the double S.

- Do not outline
- Do not delete any portion of the double S
- Do not stretch, manipulate or distort
- Do not turn the double S on its side
- Do not turn the double S into a design, mark or logo
- Do not turn the double S into a pattern