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.
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.

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
**Graphic Elements: Rivers**

**RIVERS GRAPHIC**

The rivers graphic is derived from the curved element of the University's logo. The curved element represents the American and Sacramento rivers, two very important features of our community.

In the rivers graphic, each river shape is represented as a different color, and where they intersect creates a third color. Much as the Sacramento and American rivers converge in reality; Sacramento State converges with its surrounding community.

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

Sac State Green is always included as one of the river graphic colors. This is described in more detail in the following pages.
**Graphic Elements** Rivers continued

HOW TO USE THE COLOR PALETTES WITH THE RIVERS ELEMENT
Sac State Green is always included as one of the river graphic colors. In standard and casual voice, it is the intersecting area that must be Sac State Green. Use the palette colors at 100%, do not use tints or screens. This includes the dotted river element.

STANDARD RIVER GRAPHIC COLORS
When using the standard voice for your materials, there are many options for river colors. You may pull colors from the standard and formal color palettes, as long as the center convergence area of the graphic always remains Sac State Green.

CASUAL RIVER GRAPHIC COLORS
When using the casual voice for your materials, you have expanded options for river colors. You may pull colors from the standard, casual and formal color palettes, as long as the center convergence area of the graphic always remains Sac State Green.

FORMAL RIVER GRAPHIC COLORS
When using the formal voice for your materials, the two outside shapes are Sac State Gold and Sac State Green, the center convergence area of the graphic can pull a color from the formal palette.

DOTTED RIVERS
The position of the two rivers is locked in relationship to each other but the dotted rivers may be moved as needed. Dotted rivers should be 100% strength of a color from the palette and have enough contrast to be easily visible where it crosses the solid rivers. Dotted rivers should always be in front of the solid rivers, do not place them in the background. Do not change the size or spacing between the dots. The rivers and dotted rivers elements must be scaled together in order to maintain proper proportion.

ALTERING COLORS

In standard and casual voice communications the intersection shape must be Sac State Green.

In formal voice communications the two outside shapes are Sac State Gold and Sac State Green.

You may change the orientation of the dotted rivers to work with your usage of the graphic or not include them at all.

Dotted rivers should be 100% of a color from the palette and have enough contrast to be easily visible where it crosses over the solid rivers.

It is OK to flip the rivers horizontally.
MISUSE & IMPROPER ALTERATIONS

Do not use colors that are not in University color palettes.

Do not skew the rivers.

Avoid combining gold with palette colors American River Teal, Blue Gum Eucalyptus or Blue Book Cyan.

Do not rotate 90°.

Make sure to scale the dots and rivers proportionally. Do not alter the size and spacing of the dots independently of the rivers.

Do not place dotted rivers behind the solid rivers.
**Graphic Elements** Dot Swarm

**DOT SWARM**
The dot swarm is intended to add playfulness and energy to a design, with a subtle reference to a hornet swarm. The dot swarm element lends itself to casual voice and standard voice communications best but it can be used in formal materials as long as the proper colors are applied.

The dotted rivers and the dot swarm can be used with the rivers, but not together with the rivers.

Any color within the color palettes may be used as long as it fits within the standards of the voice you are using. The dot swarm may also be reversed out of a color or multiplied over a color.

You may flip the dot swarm horizontally or vertically, but do not skew the dot swarm or rotate it -90° or 90°. Do not alter the proportion or spacing of dots in the swarm shape, or the swarm shape itself.

**INDIVIDUAL ELEMENT**

**INCORPORATED WITH RIVERS**

**MISUSE & IMPROPER ALTERATIONS**

Do not use the swarm in any other color than those in the official Sac State palette.

Do not combine the dot swarm and the Dotted Rivers with the river graphic.

Do not skew the dot swarm.

Do not change the proportion of dots to swarm shape.

Do not rotate -90° or 90°.

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Report cover, formal voice

Transit bus ad, standard voice
RIVERS AS A PATTERN

Patterns may be created by layering rivers. You may incorporate any graphic elements that mimic the river shape such as the dotted rivers and dot swarm. Do not incorporate the double S into your pattern.

The pattern can be contained within a frame or used to create a shape (see examples to right). All patterns must follow the rules established in the Color Palette and Rivers sections.

COMBINED RIVERS, DOTTED RIVERS & DOT SWARM

MISUSE & IMPROPER ALTERATIONS

Do not incorporate colors that are not in the color palette.

Do not rotate the rivers to a horizontal format OR incorporate the double S.
PATTERN USAGE
Dot and wave patterns are available for additional texture in design. The spacing between lines and dots must always stay proportional. Do not skew the dots or waves into different shapes.

DOT PATTERN
Dot pattern may be scaled up or down as long as the spacing stays proportional.

You may make the dots lighter or darker than the background color.

Do not skew dots into an oval shape. Do not change the space between dots.

WAVE PATTERN
Wave pattern may be scaled up or down as long as the spacing stays proportional.

You may make the waves lighter or darker than the background color.

Do not skew waves. Do not change the space between waves.

Do not rotate waves.

Do not use the wave as an element or photo frame.
**Graphic Elements**  
**Shapes**

**RIVER SHAPE**

The river shape may be used to create call-out boxes, image frames and more. You may use a portion of the river shape, but do not distort or alter the curves of the shape.

- **Approved Usages**
  - The river shape can be used as a photo frame.
  - Using a portion of the curve is acceptable. The shape can be filled with any of the approved textures.
  - It can be flipped horizontally or vertically.

- **Misuse & Improper Alterations**
  - Do not alter the angle of the curves.
  - Do not skew shape.
  - Do not rotate shape.

- **Examples**
  - Brochure interior spread, formal voice
  - Flier, standard voice
  - Event program, formal voice

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**Contact Information**

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Sacramento State Brand Book | Spring 2015  
Identity Style Guide | Visual Elements  
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