What Is Brand?

Brand is the sum of everything an organization is and does. It is a perception held in the minds of the organization’s audience, a perception formed from both facts and emotions.

Branding is how an organization establishes, reinforces and enhances memorable images and distinct experiences for its audiences. Branding begins with the essence of an organization and its promise to its audiences. Branding happens through consistent communications, experiences and visuals.

“[Brand is] the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product over another.”

Seth Godin
Author, entrepreneur and marketer

BRANDING AT SAC STATE

By presenting our brand consistently, we can positively influence how people think and feel about Sacramento State and amplify our impact. The guidelines and tools on the following pages are available to everyone on campus to help in building the University’s brand. A strong brand will help:

» Grow a reputation as an exceptional University with outstanding student success

» Build community through shared connections, camaraderie and pride

» Motivate audiences to attend, support and partner with Sacramento State

» Create passion and loyalty for continued growth and success

» Increase visibility and recognition locally, nationally and globally
Essence of Sacramento State

Sacramento State is the anchor institution in the capital city of our nation’s most influential state because of people, passion and ideas. A four-year university for today’s world, Sacramento State is essential to the region. It is the place to learn, connect and be part of the fabric of our city, our state and beyond. It stands for opportunity and for making a difference. Our students, faculty and alumni redefine the possible.

SACRAMENTO STATE’S MISSION STATEMENT
As California’s capital university, Sacramento State transforms lives by preparing students for leadership, service and success.

Our brand is our very nature. It is who we are and what makes us shine.

SACRAMENTO
» Sixth-largest city in California with an estimated 500,000 population
» Home to the “Farm to Fork” sustainable farming and food movement
» Listed as the nation’s second happiest city to live and work by Forbes Magazine in 2015
» Ranked first in the world for coffee lovers by the online travel magazine MatadorNetwork.com
» Named the third healthiest community in California (and 11th in the nation), based on residents’ fitness levels and access to health care by NerdWallet 2015
» Listed as one of the top regions to find a healthcare job by ZipRecruiter 2015