Sacramento State’s Visual Identity and Style

IMPORTANCE OF VISUAL IDENTITY
Hundreds of messages are sent daily through a multitude of media — all vying for attention at all times. This makes it increasingly challenging for communications to be noticed and to have impact on audiences as intended. Consistent visuals make it easier to recognize messages from a single source, improving awareness of a brand and ultimately the success of its communications.

IDENTITY STYLE GUIDE
Sacramento State’s official identity and style standards are detailed in the following pages. They are intended to improve visual consistency for all University communications, addressing the use of logos and special marks, the tagline, colors, fonts, photography, design options, and much more. They are overarching and flexible to best meet the many and varying needs of campus.

APPROVAL PROCESS
To ensure that materials meet the required visual identity standards, they must be approved by University Marketing prior to finalization or “going live.” Send a PDF of the project to universitymarketing@csus.edu and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.
The University Names

SACRAMENTO STATE NAMING SYSTEM
The University has a common naming system that allows for standard, casual and formal uses. The designs for the identity package are based on this system. The officially recognized names are:

• SACRAMENTO STATE
  Standard name

• SAC STATE
  Nickname

• CALIFORNIA STATE UNIVERSITY, SACRAMENTO
  Formal name

Name variations that should NEVER be used include, but are not limited to:

• CSUS
• SACRAMENTO STATE UNIVERSITY
• CSU SACRAMENTO
• CAL STATE SACRAMENTO
• CALIFORNIA STATE UNIVERSITY AT SACRAMENTO
• CSU – SACRAMENTO
• CALIFORNIA STATE UNIVERSITY – SACRAMENTO

STANDARD NAME (STANDARD VOICE):

SACRAMENTO STATE
The common and most frequently used name and voice for the University is “Sacramento State.”

“Sacramento State” may appear as the first and only reference to the University. It is also the second reference when the formal name is used. The standard voice is preferred for most materials since it addresses a general audience. Such audiences usually include, but are not limited to: students, prospective students, campus employees, residents of the Sacramento region, residents of the state, donors and alumni.

NICKNAME (CASUAL VOICE):

SAC STATE
The nickname for the University is “Sac State” — a name that has been long used with affection by students, alumni and the local community. It should only be used on material intended for an audience that is highly familiar with and close to the University, such as current students, staff, faculty and recent alumni.

FORMAL NAME (FORMAL VOICE):

CALIFORNIA STATE UNIVERSITY, SACRAMENTO
The formal name of the University is “California State University, Sacramento.” This name should always include the comma, and should not include other elements such as a dash or the word “at.” An exception for comma is in the formal stacked logotype, because the break is implied (see Logos Section).

The formal name should be used on materials that are institutional in nature, as well as formal documents or materials that will be distributed primarily nationally or internationally. These items include, but are not limited to, diplomas, contracts, collateral for national conventions, and grant proposals. In text, the formal name may be used as a first reference with “Sacramento State” as a second reference.
The identity architecture is a framework that organizes the University’s many identities into defined categories for the application of the identity style guidelines. Categories are based on strategic and visual connections to the University.

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<th>IDENTITY EXTENSIONS</th>
<th>SUB-IDENTITIES</th>
<th>INDEPENDENT IDENTITIES</th>
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<td>Visual representation of entire University, appropriate for all audiences. Uses primary University logos/logotypes and follows University identity style guide.</td>
<td>Visual representation of units supporting the University’s core function, serving targeted audience segments. Uses integrated University logos/logotypes and follows University identity style guide.</td>
<td>Visual representation of units strategically linked to the University, supporting different missions and presenting unique identities. Uses a separate logo linked to the University visually/in text, but follows its own identity standards.</td>
<td>Represents a complete visual departure from the University. Uses an independent logo and its own identity standards.</td>
</tr>
</tbody>
</table>

### SACRAMENTO STATE UNIVERSITY, SACRAMENTO

- Sac State
- Sacramento State
- California State University, Sacramento

### SAC STATE

- Sacramento State

### UNITS

- College, Schools, Departments, Programs
- Administrative Units
- Centers
- Initiatives & Development Campaigns
- The University Foundation
- Alumni Association
- Athletics
- Sport Clubs
- ASI
- UEI
- Capital Public Radio

- Housed on Campus
- Connected to but not funded by campus
### Where Do You Fit? Presenting Your University Identity

Core identity and identity extension units should adhere to the standards established in the identity style guide. Sub-identities have their own style guides, and independent identities are not visually connected to the University.

<table>
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</tr>
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<tbody>
<tr>
<td>Representing the entire University to all of its audiences?</td>
<td>Sac State Sacramento State California State University, Sacramento</td>
<td>CORE IDENTITY</td>
<td>• Ensure function and messages support the University’s core mission • Consistently represent the identity to the University’s primary target audiences</td>
<td>Primary logos and logotypes, nickname logo and logotype, formal logotypes, official seal</td>
<td>Must follow the University identity style guide. All core identity materials need to be approved through <a href="mailto:universitymarketing@csus.edu">universitymarketing@csus.edu</a>. Allow up to five business days.</td>
</tr>
<tr>
<td>Serving or supporting the University’s primary mission and functions?</td>
<td>Colleges, schools, departments, programs, centers Administration: Academic Affairs, Administration &amp; Business Affairs, Human Resources, Information Resources &amp; Technology, Public Affairs &amp; Advocacy, Student Affairs, University Advancement, University Counsel Initiatives Development campaigns</td>
<td>IDENTITY EXTENSION</td>
<td>• Support the University’s core mission, serving segments of the primary target audiences • Visually reinforce the University’s core identity, providing depth and width</td>
<td>Core identity marks or integrated logos and logotypes. Special marks may supplement the University marks, but do not replace them</td>
<td>Must follow the University identity style guide. All identity extension materials need to be approved through <a href="mailto:universitymarketing@csus.edu">universitymarketing@csus.edu</a>. Allow up to five business days. New special marks must also be submitted to University Marketing for approval. Approval time may vary.</td>
</tr>
<tr>
<td>Visually and functionally linked to the University for strategic reasons, but supporting a separate mission?</td>
<td>Alumni Association Associated Students, Inc. Athletics Capital Public Radio Sport Clubs The Union University Enterprises, Inc. The WELL University Foundation*</td>
<td>SUB-IDENTITY</td>
<td>• Produce products or services related to, but different from, those of the University • Serve and support your target audience, separate from the University’s • Build and promote a unique identity</td>
<td>Unique logos distinct from University marks, but linked visually or in text</td>
<td>Follow individual identity style guidelines. Requested to keep University Marketing informed of public communications and advertisements, work in cooperation whenever possible.</td>
</tr>
<tr>
<td>Visually and functionally separate from the University?</td>
<td>United States Geological Survey California Water Science Center Friends of the Library Student Clubs &amp; Groups Alumni groups not supported via Alumni Association, a college or dept.</td>
<td>INDEPENDENT IDENTITY</td>
<td>• Perform functions different from the University’s core mission • Serve audiences separate from the University’s, but located on or connected to campus • Build and promote a completely separate identity from the University</td>
<td>Independent logo with no visual connection to the University. Follows its own identity style guidelines.</td>
<td>No identity oversight required from the University. With permission from University Marketing, these identities may include “at Sacramento State” or “at Sac State” with their logos.</td>
</tr>
</tbody>
</table>

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* University Foundation uses the University identity
Non-Standard Identity Presentations

Some groups do not fit clearly within the University identity architecture. Some student clubs, sponsorships and customizable third-party web applications are among a few, their identity requirements are summarized here.

STUDENTS

Most student groups are restricted from using University logos/logotypes and graphic elements, such as the double S, in their club names or on promotional materials. They may attach the University name or nickname as an “at Sacramento State” or “at Sac State,” but they may not include the University name as part of the club name. For example, “Sacramento State Student Club” or “Sac State’s Student Club” are not allowed. These guidelines apply to informal student clubs and groups, as well as those sanctioned by Student Organizations and Leadership.

Student groups with exception to this rule include faculty sponsored academic clubs (e.g. debate club) and Sport Clubs. The Sport Clubs have and monitor their own set of identity guidelines, and faculty advisors assume responsibility for the use of University logos/logotypes and graphic elements used by academic clubs.

SPONSORSHIPS

Anytime a logo is needed to indicate Sacramento State’s support or sponsorship of an event, the vertical or horizontal primary logo with no tagline should be provided. If more than one unit is sponsoring an event, the primary logo should be used with the sponsoring departments identified in text.

NEED HELP?

Contact universitymarketing@csus.edu with questions about presenting University identities.

THIRD-PARTY WEB APPLICATIONS

Some third-party web applications allow for some range of visual customization. The core identity primary vertical or horizontal logo with no tagline should be used whenever possible. If additional color customization of the page is an option, Sac State green should be applied.
Symbolism

SHIELD AND THE FLAME
The University’s logo is composed of a shield, flame, rivers, University name and tagline. The curves of the flame within the torch create a double S that stands for Sacramento State. The solid stance of the torch and handle is the defining feature of the Sacramento State logo system and evokes a flame of knowledge. It is inspired by the quality of learning, diversity, unity, strength and leadership that a torch has long symbolized. Other elements of the logo include a shield (official, government representation), an arch (reminiscent of the Guy West Bridge) and a curved element (representing the American and the Sacramento Rivers. Both the double S and rivers can be used as separate graphic elements, see Graphic Elements Section.

UNIVERSITY NAME
The Standard name of the University is typeset in the font **Trajan Pro Bold**. Its all-caps evokes strength, while the thin serifs of the font are friendly and welcoming.

TAGLINE
The primary logos with the tagline, “Redefine the Possible,” should be the primary logos used for most external and internal communications.

The tagline can be integrated with the primary vertical and horizontal logos, as a tagline logotype, and in copy. For details on when and how to use the tagline and the tagline logotype, see Tagline Usage Section.

COLORS
University colors are Sac State Green and Sac State Gold. Logos have strict color guidelines. See Color Palettes Section for color breakdowns (Pantone, RGB, CMYK, HEX, etc.)
**CORE IDENTITY**

The core identity represents the entire University. The names Sacramento State, Sac State and California State University, Sacramento and their correlating marks are the preferred University logos and logotypes.

**LOGOS, LOGOTYPES AND OFFICIAL SEAL**

The logos and logotypes in this section represent Sacramento State – its image, ideas, goals, personality and values. Consistent application and precise production will reinforce public awareness of the University, its colleges, departments and other areas.

When the logos are used properly with the University’s colors, fonts and graphic elements, a unique and effective visual style can be established. The primary logos are appropriate for most situations and should be considered first before other logos or logotypes.

Print- and digital- quality images of the logo and logotypes may be obtained online at [www.csus.edu/brand](http://www.csus.edu/brand). All materials using Sacramento State logos and logotypes must meet the Identity Style Guide requirements.

**APPROVAL PROCESS**

To ensure that materials meet the required visual identity standards, they must be approved by University Marketing prior to finalization or “going live.” Send a PDF of the project to [universitymarketing@csus.edu](mailto:universitymarketing@csus.edu) and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.
Primary Logos

Usage and Configurations with the Tagline
The primary logo has several configurations. The vertical configuration is the preferred version and should be considered first with the tagline. The primary logos with the tagline should be used whenever possible, especially in advertising and promotional materials.

The horizontal version is available for applications with restricted vertical spacing. The horizontal stacked configuration is an option when a smaller size is needed. It is legible at smaller size than the other configurations of the primary logo.

Vertical Configuration

**Vertical Logo with Tagline**

**Vertical Logo without Tagline**

Horizontal Configuration

**Horizontal Logo with Tagline**

**Horizontal Logo without Tagline**

Horizontal Stacked Configuration

**Horizontal Stacked Logo**

*The base of the University name aligns with the base of the main body of the shield*

*NOTE: The horizontal stacked logo configuration does not have a tagline version*

FIND IT ONLINE
Download Sacramento State logos at www.csus.edu/brand
**Primary Logos Clear Space**

**CLEAR SPACE**

To ensure visual integrity, there must always be a minimum amount of white or clear space surrounding the logo or logotype. This clear space must be kept free of other elements.

The correct minimum amount of clear space shall be defined as “X” as shown. The measurement “X” is equal to the height of the “SACRAMENTO” letters in the logo.

Please note these are only minimum measurements.
**Primary Logos Sizing**

**MINIMUM SIZE**

The logo should be displayed prominently, relative to the size of the piece, in all applications. It should be visually clear to the audience that the material presented to them is from Sacramento State. When reducing the logo size for very small ads or small promotional materials, the logo must remain clear and legible. Whatever the reproduction technique, be sure the logo is always legible at its size and can be clearly executed/reproduced.

*Minimum* sizes have been established to the right. Logo size should be approximately 10% of the overall communication. There is no maximum size.

**VERTICAL CONFIGURATION**

- SACRAMENTO STATE
  - Minimum size: 0.5"
  - Maximum size: 0.625"

**HORIZONTAL CONFIGURATION**

- SACRAMENTO STATE
  - Minimum size: 0.1875"
  - Maximum size: 0.3"

**HORIZONTAL STACKED CONFIGURATION**

- SACRAMENTO STATE
  - Minimum size: 0.1875"
**Primary Logos Colors**

**COLOR**
Color plays an important role in communicating the University’s identity. The 3-color version of the vertical logo is preferred in most applications. The 1- and 2-color versions are alternatives and are intended for 1- or 2-color printing or occasions when a 3-color logo does not have enough contrast with a background color or image.

LOGOS PLACED ON COLORED BACKGROUNDS
The 2- and 3-color version should only be placed on backgrounds with at least 50% contrast.

NOTE: When the logo is presented on a white background, the torch handle should always be white.

The 1-color version can only be reproduced in one of the three approved colors — Sac State Green (PMS 343), Sac State Gold (PMS 4525), or black. Otherwise the logo must reverse to white out of a color from the approved color palette for the appropriate voice. See Colors Section.

Contact universitymarketing@csus.edu for more information.

FIND IT ONLINE
Download Sacramento State logos at www.csus.edu/brand
LOGOS PLACED ON COLORED BACKGROUNDS

The 2- and 3-color version should only be placed on backgrounds with at least 50% contrast.

NOTE: When the logo is placed on a background other than white, the torch handle should be the same color as the flame.

3-COLOR  Sac State Green  Sac State Gold  Black

SACRAMENTO STATE  Redefine the Possible

Horizontal logo with tagline

NOTE: When logo is presented on a white background, the torch handle should always be white

2-COLOR  Sac State Green  Sac State Gold

SACRAMENTO STATE  Redefine the Possible

Horizontal logo with tagline

NOTE: When logo is presented on a white background, the torch handle should always be white

1-COLOR  Sac State Green or  Sac State Gold or  Black

The 1-color version can only be reproduced in one of the three approved colors — Sac State Green (PMS 343), Sac State Gold (PMS 4525), or black. Otherwise the logo must reverse to white out of a color from the approved color palette for the appropriate voice. See Colors Section.

Contact universitymarketing@csus.edu for more information.

FIND IT ONLINE
Download Sacramento State logos at www.csus.edu/brand
**Primary Logos Colors continued**

**LOGOS PLACED ON COLORED BACKGROUNDS**

The 2- and 3-color version should only be placed on backgrounds with at least 50% contrast.

NOTE: When the logo is placed on a background other than white, the torch handle should be the same color as the flame.

3-COLOR  Sac State Green  Sac State Gold  Black

NOTE: When logo is presented on a white background, the torch handle should always be white

NOTE: The Horizontal Stacked logo configuration does not have a tagline version

1-COLOR  Sac State Green or Sac State Gold or Black

The 1-color version can only be reproduced in one of the three approved colors — Sac State Green (PMS 343), Sac State Gold (PMS 4525), or black. Otherwise the logo must reverse to white out of a color from the approved color palette for the appropriate voice. See Colors Section.

Contact [universitymarketing@csus.edu](mailto:universitymarketing@csus.edu) for more information.

**FIND IT ONLINE**
Download Sacramento State logos at [www.csus.edu/brand](http://www.csus.edu/brand)
Primary Logos Use & Misuse

IMPROPER USE
Shown here are examples of improper uses of the primary logo. The logo should always be used in the configuration in which it was designed and not combined or made part of other words or design elements. Always use the approved artwork and follow the guidelines when using it. If you are unsure, please contact universitymarketing@csus.edu for more information.

APPROVAL PROCESS
To ensure that materials meet the required visual identity standards, they must be approved by University Marketing prior to finalization or “going live.” Send a PDF of the project to universitymarketing@csus.edu and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.
**Primary Logos Use & Misuse continued**

**IMPROPER USE**
More examples of improper uses of the primary logos.

**APPROVAL PROCESS**
To ensure that materials meet the required visual identity standards, they must be approved by University Marketing prior to finalization or “going live.” Send a PDF of the project to universitymarketing@csus.edu and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.

- Do not distort, squeeze, or stretch the logo in any way.
- Do not re-create a new logo by combining, surrounding, adding or overprinting type.
- Do not place logo over complex backgrounds.
- The torch handle should not be white when logo is placed on a colored background.
- The torch handle should be white when logo is placed on a white background.
- Do not place any images or elements into the clear space area.
- Do not distort, squeeze, or stretch the logo in any way.
Nickname Logo & Logotype Clear Space & Sizing

**USAGE AND CONFIGURATIONS**

The nickname logo and logotype are intended for use on communications that have a casual voice. Informal materials that are intended for current students, staff, faculty and recent alumni can use this logo and logotype.

The nickname should not be used as a department logo or design element. It may never appear in conjunction with the official seal. There is not a version of the nickname logo with our tagline. The tagline logotype can be included in communications if it is outside of the nickname logo or nickname logotype’s clear space.

There are two configurations for the nickname; it should only be presented in one of the two styles shown.

**CLEAR SPACE**

To ensure visual integrity, there must always be a minimum amount of white or clear space surrounding the logo or logotype. This clear space must be kept free of other elements. The correct minimum amount of clear space shall be defined as “.5X”, as shown. The measurement “X” is equal to the height of the “SAC STATE” letters. Please note these are only minimum measurements.

**MINIMUM SIZE**

The sizes at right indicate the smallest size the nickname logo and logotype can be reproduced. Whatever the reproduction technique, be sure the logo and logotype are always legible and can be clearly executed/reproduced. Logo and logotype size should be approximately 10% of the overall communication. There is no maximum size.

Contact universitymarketing@csus.edu for more information.

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FIND IT ONLINE

Download Sacramento State logos at www.csus.edu/brand
Nickname Logo & Logotype Colors

PLACED ON DARK BACKGROUNDS
Do not place the 2-color or 1-color green logo or logotype on a black background. The nickname logo and logotype should only be placed on backgrounds with at least 50% contrast.

Never place the 1-color Sac State Gold logo or logotype on the following palette colors: American River Teal, Blue Gum Eucalyptus or Blue Book Cyan.

2-COLOR   Sac State Green   Sac State Gold

The 1-color version can only be reproduced in one of the three approved colors — Sac State Green (PMS 343), Sac State Gold (PMS 4525), or black. Otherwise the logo must reverse to white out of a color from the approved color palette for the appropriate voice. See Colors Section.
**Nickname Logo & Logotype Use & Misuse**

**IMPROPER USE**
Shown here are examples of improper uses of the nickname logo and logotype. The logo and logotype should always be used in the configuration in which it was designed and not combined or made part of other words or design elements. Always use the approved artwork and follow these guidelines when using it.

- Do not rearrange the relationship of the University nickname and the double S.
- Do not use any colors other than those designated as the logo or logotype colors. See logo and logotype colors.
- Do not distort, squeeze, or stretch the logo.
- Do not combine the nickname logotype with the tagline (unless it is outside of the clear space) or department/unit/club/program/project names.
- Do not re-create the logo with any other typeface.
- Do not distort, squeeze, or stretch the logotype.
- Do not switch the colors in the 2-color logo.
- Do not place any images or elements into the clear space area.

**APPROVAL PROCESS**
To ensure that materials meet the required visual identity standards, they must be approved by University Marketing prior to finalization or “going live.” Send a PDF of the project to universitymarketing@csus.edu and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.

If you are unsure, please contact universitymarketing@csus.edu for questions.
**Usage and Configurations**

The formal name should be used primarily on formal documents or materials which will be distributed primarily nationally or internationally, or otherwise benefit from the use of the formal University name. These include, but are not limited to, diplomas, contracts, national conventions and grant proposals.

The University’s formal name can be presented in one of two logotypes shown. The stacked logotype is the only instance where the comma after University is not required. Otherwise, a comma should always fall between “University” and “Sacramento.”

**Clear Space**

To ensure visual integrity, there must always be a minimum amount of white or clear space surrounding the logotypes. This clear space must be kept free of other elements. The correct minimum amount of clear space shall be defined as “X” as shown. The measurement “X” is equal to the height of the “CALIFORNIA STATE UNIVERSITY” letters in the logotype. Please note these are only minimum measurements.

**Find it Online**

Download Sacramento State logos at www.csus.edu/brand

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**Formal Logotypes**

**Clear Space**

**Formal Stacked Logotype**

**California State University Sacramento**

**Formal Logotype**

**California State University, Sacramento**

**Clear Space**

**California State University, Sacramento**
**Formal Logotypes** **Sizing & Colors**

**MINIMUM SIZE**
The sizes at right indicate the smallest size the formal logotype can be reproduced. Whatever the reproduction technique, be sure the logotype is always legible and can be clearly executed/reproduced. Logotype size should be approximately 10% of the overall communication. There is no maximum size.

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**LOGOTYPE COLORS**

- Sac State Green
- Sac State Gold
- Black

The 1-color version can only be reproduced in one of the three approved colors — Sac State Green, Sac State Gold, or black. Otherwise the logotype must reverse to white out of a color from the approved color palette for the appropriate voice. See Colors Section.
IMPROPER USE
Shown here are some examples of improper uses of the formal name logotypes. Logotypes should always be used in the configurations in which they were designed and not combined or made part of other words or design elements. Always use the approved artwork and follow these guidelines when using it.

LOGOS AND LOGOTYPES ON PHOTOS
Place the University mark on a neutral area. Try darkening or lightening the image behind the mark or using a soft drop shadow to help the logotype stand out.

APPROVAL PROCESS
To ensure that materials meet the required visual identity standards, they must be approved by University Marketing prior to finalization or “going live.” Send a PDF of the project to universitymarketing@csus.edu and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.

Contact universitymarketing@csus.edu for questions.
**The Official Seal**

**USAGE**

As the formal symbol of the University, the official seal is used selectively and with the distinction appropriate for such symbols. It is intended for formal occasions and materials. Examples include diplomas, certificates or medals given on behalf of the University, programs for presentations by dignitaries and collateral for formal events. The official seal is also used on University business cards, letterhead and envelopes for the President, the President’s office staff, Cabinet members, faculty and the President Emeritus.

The official seal is not for common use. It should not be used as a department logo or design element, on publicity fliers or in newsletters. Nor should it appear in conjunction with the nickname, nickname logo or nickname logotype.

The official seal is available by request only. Written approval must be secured in advance, and all materials using the official seal must be approved through universitymarketing@csus.edu. Allow a minimum of five working days for approvals.

**OFFICIAL SEAL COLORS**

- Sac State Green
- Sac State Gold

The Official Seal ties in elements from the logo, using the torch and curved rivers element, and includes the formal name and year of our founding.
The Official Seal Clear Space & Sizing

CLEAR SPACE
To ensure visual integrity, there must always be a minimum amount of white or clear space surrounding the seal. This clear space must be kept clear of other elements. The correct minimum amount of clear space shall be defined as “X” as shown. The measurement “X” is equal to the height of “1947.”

Please note these are only minimum measurements.

MINIMUM SIZE
The sizes at right indicate the smallest size the official seal can be reproduced. Whatever the reproduction technique, be sure the seal is always legible and can be clearly executed/reproduced. Official seal size should be approximately 10% of the overall communication. There is no maximum size.
COLOR
Color plays an important role in communicating the University’s identity. A 2-color version of the seal is preferred in most applications. The 1-color versions are alternatives and are intended for 1- or 2-color printing or occasions when a 3-color logo does not have enough contrast with a background color or image.

2-COLOR
Sac State Green  Sac State Gold
The 2-color version can only be reproduced in Sac State Green (PMS 343) and Sac State Gold (PMS 4525).

PLACED ON DARK BACKGROUNDS
Use these versions if there is less than 50% contrast between the official seal and the black background.

1-COLOR
Sac State Green or Sac State Gold or Black
The 1-color version can only be reproduced in one of the three approved colors: Sac State Green (PMS 343), Sac State Gold (PMS 4525) or black.

NOTE: When logo is presented on a white background, the torch handle should always be white.

LOGOS PLACED ON COLORED BACKGROUNDS
When the logo is placed on a background other than white, the torch handle should be the same color as the flame.

When reversing to a 1-color logo the flame and the flame handle are transparent.

When printing in only 1-color, and that one color is not one of the three approved colors, then the seal must be reversed out to white.
The Official Seal Use & Misuse

IMPROPER USE

Shown here are examples of improper uses of the official seal. The seal should always be used in the configuration in which it was designed and not combined or made part of other words or design elements. Always use the approved artwork and always follow these guidelines when using it.

APPROVAL PROCESS

To ensure that materials meet the required visual identity standards, they must be approved by University Marketing prior to finalization or “going live”. Send a PDF of the project to universitymarketing@csus.edu and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.

Do not combine the seal with the common name or nickname.

Do not distort, squeeze, or stretch the seal elements.

Do not overprint type or graphics on the seal.

Do not contain or surround the seal in other graphic devices or elements as shown here, or inside other shapes or complex backgrounds.

Do not re-create a new logo by combining the elements with surrounding, adding or overprinting type.

Do not use any portion of the seal as a standalone element.

Do not use any colors other than those designated as the primary colors.

Do not contain the seal in other graphic devices or elements as shown here, or inside other shapes or complex backgrounds.

Do not re-create a new logo by combining the elements with surrounding, adding or overprinting type.

Contact universitymarketing@csus.edu for questions.
Logos & Logotypes on Images

PLACING LOGOS AND LOGOTYPES ON TOP OF PHOTOS
When placing one of the University logos or logotypes over a photograph, it must remain completely legible. Use the following guidelines when choosing where to place it on your image:

- The image area behind and around the logo or logotype must have very little texture or activity.
- Allow for the logo or logotype individual clear space requirement. See Clear Space Section. The edge of the page, major color shifts, active areas and major elements of the image visually distract and should not fall within the clear space.
- Effects should only be applied to the logo or logotype to increase legibility and should not change the logo or logotype. Be cautious about:
  - using program filters to make the logos or logotypes look embossed or beveled
  - outlining the logos or logotypes
  - applying heavy shadows or glows

EXAMPLES OF THE LOGO REVERSED OUT OF A PHOTO

MISUSE OF THE LOGO REVERSED OUT OF A PHOTO

An approved image release is available at www.csus.edu/brand
A gallery of approved campus photography is available at www.flickr.com/photos/sacstate/sets
IDENTITY STYLE GUIDE

IDENTITY EXTENSION: INTEGRATED LOGOS & LOGOTYPES
**Integrated Logos & Logotypes One Position**

**Identity Extensions**
Identity Extensions are units that serve or support the University’s primary function – administrative units, colleges, departments, programs, centers, and initiatives, among others. They are visually represented by a University mark; they cannot be represented by a separate logo. They may use special marks in their communications, but it must be used in conjunction with a University mark, per the guidelines in the Special Marks Section.

**Integrated Logos and Logotypes with One Position**
Units can integrate their name with a primary logo or logotype to create a unique integrated University mark. Names can be integrated at one or two levels. Examples to the right show how a single campus unit should be presented. The type of unit determines the font. See the table on the following page for details.

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**Primary Horizontal Integrated Logo with One Position**
Height is .5X where X equals the height of Sacramento State

<table>
<thead>
<tr>
<th>3-COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sac State Green</td>
</tr>
<tr>
<td>Sac State Gold</td>
</tr>
<tr>
<td>Black</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1-COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sac State Green</td>
</tr>
<tr>
<td>Sac State Gold</td>
</tr>
<tr>
<td>Black</td>
</tr>
</tbody>
</table>

**Sacramento State University Advancement**

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**Formal Integrated Horizontal Stacked Logotype with One Position**
Height is .5X where X equals the height of Sacramento

**Sacramento State University**

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**3-Color**

Sac State Green
Sac State Gold
Black

**1-Color**

Sac State Green or Sac State Gold or Black

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Please do not re-create these integrated logos or logotypes. Contact universitymarketing@csus.edu for your unit’s integrated logos. Please allow a minimum of 7 business days.
Integrated Logos & Logotypes Two Positions

Integrated Logos and Logotypes with Two Positions

Two-position integrated marks allow for more than one unit to be identified. For example, both a college and a department can be integrated with a primary logo.

Examples to the right and on the following page show how two campus units can be integrated with any primary logo or logotype, including a formal logotype and a standard voice logotype for Sacramento State. This Sacramento State logotype is available only for two-position integration. An example is shown on the following page.

Any two related units can be integrated with a primary mark, but the overarching unit must come first. The type of unit determines the font.

INTEGRATED LOGO & LOGOTYPE TABLE

<table>
<thead>
<tr>
<th>Type of Unit</th>
<th>Position 1</th>
<th>Position 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>College Admin Unit</td>
<td>TRAJAN ALL CAPS</td>
<td>N/A</td>
</tr>
<tr>
<td>School Center</td>
<td>Myriad Pro Light</td>
<td>Myriad Pro Light</td>
</tr>
<tr>
<td>Division Unit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Department</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project</td>
<td>Myriad Pro Light Italic</td>
<td>Myriad Pro Light Italic</td>
</tr>
<tr>
<td>Program</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Initiative</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Campaign</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: All logos must be converted to outlines to represent correctly. The font weight becomes heavier when converted to outline.

Please do not recreate these integrated logos. Contact universitymarketing@csus.edu for your unit’s integrated logos. Please allow a minimum of 7 business days.

Primary Vertical Integrated Logo with Two Positions

Examples of Different Combinations

Sacramento State
College of Social Sciences & Interdisciplinary Studies
Public Policy & Administration

Sacramento State
College or VP Office
Department

Sacramento State
College or VP Office
Program

Sacramento State
Center
Project

(continued on following page)
SPACING BETWEEN LINES
The spacing between the different units is based on the E at the end of the word STATE. The measurement is from the baseline of the E to the top of the letter middle bar, represented as Y.

SIZE OF TEXT
The height of the text representing each type of unit should equal Y.

WHERE TO BREAK THE WORDS
Both the primary vertical logo and formal stacked logo have a maximum width, so if it is necessary to break a unit name use the following formula for the leading: the space between the two broken lines is equal to 75% of Y.

The maximum width for the vertical primary logo is two sideways S’s on either side of the word SACRAMENTO. The formal stacked logo’s maximum width is not to exceed the word SACRAMENTO.

The standard logotype does not have a line break requirement.

THE SEPARATING LINE
The line that separates the parts of the logo or logotype is called a rule. The rule is equal in thickness to the bar of the capital A in Myriad Light after turning text to an outline. The rule is centered vertically in a space that is 2 times the amount of Y.

The rule length of each logo or logotype is at right.

Please do not re-create these integrated logos. Contact universitymarketing@csus.edu for your unit’s integrated logos. Please allow a minimum of 7 business days.

<table>
<thead>
<tr>
<th>PRIMARY VERTICAL INTEGRATED LOGO WITH TWO POSITIONS</th>
</tr>
</thead>
</table>

| STANDARD INTEGRATED LOGOTYPE WITH TWO POSITIONS |

| FORMAL INTEGRATED HORIZONTAL STACKED LOGOTYPE WITH TWO POSITIONS |

| FORMAL INTEGRATED HORIZONTAL LOGOTYPE WITH TWO POSITIONS |
**Integrated Logos** *Clear Space*

**CLEAR SPACE**
To ensure visual integrity, there must always be a minimum amount of white or clear space surrounding the logo. This clear space must be kept clear of other elements.

Integrated logos each have a customized clear space formula as shown at right.

Please note these are only minimum measurements.

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**HORIZONTAL INTEGRATED PRIMARY LOGOS WITH ONE POSITION**

**VERTICAL INTEGRATED PRIMARY LOGO WITH TWO POSITIONS**

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Please do not re-create these integrated logos. Contact universitymarketing@csus.edu for your unit’s integrated logos. Please allow a minimum of 7 business days.
**Integrated Logos Clear Space continued**

**CLEAR SPACE**

To ensure visual integrity, there must always be a minimum amount of area surrounding the logotype that is kept clear of other elements. This is called the clear space.

Integrated logotypes each have a customized clear space formula as shown at right.

Please note these are only minimum measurements.

**FORMAL INTEGRATED LOGOTYPES WITH ONE POSITION**

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**STANDARD AND FORMAL INTEGRATED LOGOTYPES WITH TWO POSITIONS**

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Please do not re-create these integrated logos. Contact universitymarketing@csus.edu for your unit’s integrated logos. Please allow a minimum of 7 business days.

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universitymarketing@csus.edu
**Integrated Logos & Logotypes Sizing**

**MINIMUM SIZE**

The sizes indicated are the smallest size the integrated logos and logotypes can be reproduced. Certain production techniques may require a larger size to be legible. The integrated logo and logotype size should be approximately 10% of the overall communication. There is no maximum size.

Contact [universitymarketing@csus.edu](mailto:universitymarketing@csus.edu) for questions.

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**INTEGRATED LOGOS**

<table>
<thead>
<tr>
<th>Integrated Logo</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sacramento State</td>
<td>3&quot;</td>
</tr>
<tr>
<td>Sacramento State</td>
<td>1.4&quot;</td>
</tr>
<tr>
<td>Sacramento State</td>
<td>3&quot;</td>
</tr>
</tbody>
</table>

Horizontal integrated logo  |  Vertical integrated logo

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**INTEGRATED LOGOTYPES**

<table>
<thead>
<tr>
<th>Integrated Logotype</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard integrated logotype</td>
<td>SACRAMENTO STATE</td>
</tr>
<tr>
<td>Formal stacked integrated logotype</td>
<td>CALIFORNIA STATE UNIVERSITY</td>
</tr>
<tr>
<td>Formal integrated logotype</td>
<td>CALIFORNIA STATE UNIVERSITY, SACRAMENTO</td>
</tr>
</tbody>
</table>

Please do not re-create these integrated logos. Contact [universitymarketing@csus.edu](mailto:universitymarketing@csus.edu) for your unit’s integrated logos. Please allow a minimum of 7 business days.
Redefine the Possible

WHY THE TAGLINE
A tagline expresses an organization’s promise to the world. Sacramento State’s tagline, “Redefine the Possible,” was born of a campus-wide initiative to focus on progress, innovation and marshaling intellectual resources to build for the future.

“Redefine the Possible” is a rallying cry for faculty, staff and administration, and it is Sacramento State’s promise to the students and community it serves.

TRADEMARK
The tagline is trademarked, helping Sacramento State distinguish itself with “Redefine the Possible.” The trademark protects the University from others using or promoting similar messages, especially as it relates to higher education. To get the full benefit of the trademark it is recommended to include the TM trademark designation whenever appropriate. It is the University’s responsibility to monitor and report any trademark infringements.

The TM designation should be used whenever the tagline logotype is used separately from the logo. If the words “redefine the possible” are written in text, or if tagline is integrated with the logo, the TM is not necessary.

HOW TO USE THE TAGLINE
The tagline can be integrated with the primary logos (shown below), used as a tagline logotype, and in copy. The stand alone tagline logotype can be used adjacent to, or separately from, University logos and logotypes.

INTEGRATED WITH LOGO
The tagline can be integrated with these primary logo configurations. When the tagline is integrated with the logo, the tagline does not require a TM at the end. See Core Identity: Logo & Logotypes Section.

TAGLINE LOGOTYPE
When used separately from the logo, the tagline logotype must be used. The tagline logotype includes a TM at the end of the tagline.

Trademark symbol

**Redefine the Possible**
Typeface: Myriad Pro Italic

Capitalize Ligature (a character combining two or more letters) Capitalize No punctuation

FIND IT ONLINE
Download logos with tagline and the tagline wordmark at www.csus.edu/brand
**Redefine the Possible** 

*Use & Misuse*

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**Do use the logo with the tagline or the tagline logotype for:**
- Advertising
- Brochures or other printed collateral
- Email signatures
- Student outreach and recruitment
- Orientation materials
- First Year Experience materials
- Newsletters and e-newsletters
- Invitations from Sacramento State (not for co-sponsored events)
- Giveaways and promotional swag (cups, pens, etc. — if space allows and event/promotion appropriate)
- Event signage (banners, tablecloths, etc.)
- Overall University messaging
- Press releases
- Presentation materials (PowerPoint, handouts, etc.)
- Web pages (csus.edu and other approved University pages, as appropriate)

**Do not use the logo with the tagline or the tagline logotype for:**
- Bad news (parking tickets, you owe fees, etc.)
- Institutional forms (time sheets, application for graduation, etc.)
- Letterhead and envelopes
- Certificates
- Partnership and co-sponsorship materials with multiple logos present
- Sponsorship materials for outside events and programs with multiple logos presented

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**IN HEADLINES AND BODY COPY**

Using the tagline verbatim, playing on the words or changing the tense in copy is allowed, as long as it is used in a positive context and aligns with the priorities of the University. The tagline logotype nor the TM mark are required in copy.

- **Redefine your academic experience**
- **Our graduates redefine the possible**
- **Redefining expectations is…**

Do not use capitalization unless specifically referring to the Initiative or the tagline itself, in which case the phrase should also be in quotation marks. For example:

- **We redefine the possible by helping students realize dreams bigger than those they brought to college.**

**THE “Redefine the Possible” Initiative focuses on…**

**DO NOT use the tagline sarcastically. For example:**

- **Redefine the salary structure.**

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**WHEN TO USE THE LOGO WITH TAGLINE**

- The logo with tagline is appropriate — and preferred — for use in most communications from the University.
- The logo with tagline should be used in materials that promote and support the values of the “Redefine the Possible” Initiative, focusing on progress, innovation and marshaling intellectual resources.
- As a general rule of thumb, about 65 percent of Sacramento State communications should include the logo with the tagline.

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**WHEN NOT TO USE THE LOGO WITH TAGLINE**

The logo with the tagline should not be used if it will make the logo smaller than the minimum required size, or the logo or tagline will be distorted or illegible as a result.
Redefine the Possible Use & Misuse continued

**PRIMARY LOGO WITH TAGLINE MINIMUM SIZE**

**CLEAR SPACE**

The tagline logotype can be used near other Sacramento State logos and logotypes, as well as sub-identity logos, as long as existing clear-space guidelines are applied. The TM should be attached to the tagline when used in these instances.

**STANDING ALONE**

When standing alone, the tagline logotype does not replace the logo. A University logo or logotype, with or without the tagline, still must be included to clearly indicate the communication comes from Sacramento State (see samples to the left).