PHOTOS

Photography is the face of the University, and Sacramento State imagery is a vital part of University communications. All photos used, taken yourself or stock, should be engaging and informative, advancing University messaging and brand identity at every opportunity.

When creating or choosing visuals, the overall goal of the communication, its audience, the message to be imparted and the action desired of the audience must be considered. Of equal importance is consistency with our University brand principles. Images should represent at least one of the categories below:

**Student Success.** Candid imagery of students actively and positively participating in the college experience — in the classroom, around campus, at athletic events and in the community — should be included whenever possible. Depictions of students bettering themselves, and having fun in the process, have wide appeal.

**Excellent Education.** The teaching and learning process is core to the University. Faculty leading students in innovative, challenging courses — often including advanced technology and practical research techniques — make compelling, storytelling visuals.

**Leadership.** Sacramento State students, faculty, staff and alumni have great influence in the region and are found in many leadership roles. This provides many visual opportunities. For communications on nearly any subject, a Sacramento State leader can be found and included.

**Community.** University ties to the community are strong and varied. Students, faculty and staff frequently participate in the community, and community members participate in many campus activities. Including these connections reinforces the real-world experiences the University provides and creates stronger visual communications.

**Access.** The inclusive nature of Sacramento State should be depicted in its visuals. Diversity in all its forms should be intrinsic to visual communications.

**MANDATORY GUIDELINES**

1. Students, faculty, staff, alumni and the campus are to be shown in a positive manner.
2. Illegal acts or violations of University policy should not be shown.
3. The University must only be referred to in the caption or shown within the image by one of the approved names: California State University, Sacramento; Sacramento State, or Sac State.
4. Only approved University fonts and logos/logotypes should be used. See Fonts Section.
5. Image releases or the equivalent must be obtained and kept on file for all identifiable people depicted.

**ENCOURAGED GUIDELINES**

1. Show diversity in gender, ethnicity, age, etc.
2. Show Sacramento State logos/logotypes and other campus visual references like buildings.
3. Do not show other campuses, logos or visual references to commercial products (usually found on T-shirts) in the background.
4. Do not depict the use of the drugs, alcohol or tobacco, legal or not.
5. Use the highest-resolution imagery possible for the medium.
6. Original media files should be securely archived. Visuals created for Sacramento State are the property of the University and may be reused.

An approved image release form is available at [www.csus.edu/brand](http://www.csus.edu/brand)

A gallery of approved campus photography is available at [www.flickr.com/photos/sacstate/sets](http://www.flickr.com/photos/sacstate/sets)
Video Guidelines

Video
Like photographs, videos should be engaging and informative, advancing the University’s image and messaging at every opportunity. The mandatory and encouraged guidelines for photographs apply to videos as well. See Photography Guidelines section.

Technical Guidelines
1. Text, graphics and other elements that appear in videos should be inside the action-safe area (illustration at right).

2. Videos for public distribution should include an approved University graphic (“bug”) within the action-safe area on the lower left. It should appear for the entirety of the video. This lets viewers know the video originated from and is approved by Sacramento State (illustration at right).

Visual Assets
Approved video elements, including opening and closing graphics, lower-third banners, and the University “bug” are available for download.

FIND IT ONLINE - ASSETS
An approved image release and video graphics are available at www.csus.edu/brand

Example of an opening graphic in a University video.