**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.
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.

ALTERNING COLORS

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

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

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.

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

It is OK to flip the rivers horizontally.
Graphic Elements  
**Rivers** continued

**MISUSE & IMPROPER ALTERATIONS**

- Do not skew the rivers.
- 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°.
- Do not use colors that are not in University color palettes.
- 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.