We are Stronger with One Voice
Advertising is one of the channels the University can use to express its brand and value to the community. Whether in a newspaper, a magazine, an event program, on the web, or on the side of a bus, consistent visuals including colors, fonts, graphic elements and logo placement help Sacramento State make an impact.

One of the 2014 – 2020 strategic goals for Sacramento State is to “Promote a strong University identity.” Visual consistency in advertising helps achieve this goal.

Visual Identity Overview
The Sacramento State name and logos should be consistent in look/feel and location as much as possible, with the logo always anchoring the advertisement in the lower left corner. Basic visual elements should be treated consistently in all Sacramento State advertisements. These include color usage, logo placement, tagline usage, banner headers, footers and arrangement of the “double S” graphic, social media icons and URLs.

Digital and Print Advertising
Logo and Logo Placement on Color (required): The University logo must be in all advertisements and appear in the bottom left corner on a solid color block in green (PMS 343), gold (PMS 4515), black or white. Color combinations are shown below. The edge of the color block can be solid or a gradient. The primary University logo with tagline or the University logo locked with the college, department, program or initiative are all acceptable. When the logo does not include the tagline, the tagline should appear elsewhere in the ad. The auxiliary logos (Athletics, Alumni Association, ASI, UEI, etc.) should be used in addition to the University logo and can appear anywhere in the ad.

Horizontal Format

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>SACRAMENTO STATE</td>
<td>SACRAMENTO STATE</td>
</tr>
<tr>
<td>Redefine the Possible</td>
<td>Redefine the Possible</td>
</tr>
<tr>
<td>color block must be larger than minimum clear space</td>
<td></td>
</tr>
<tr>
<td>minimum size of horizontal logo: 0.4” tall</td>
<td></td>
</tr>
</tbody>
</table>

Vertical Format

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>SACRAMENTO STATE</td>
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<tr>
<td>SACRAMENTO STATE</td>
<td>SACRAMENTO STATE</td>
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<tr>
<td>College of Business Administration</td>
<td>Accessible Technology Initiative</td>
</tr>
<tr>
<td>solid part of gradient must meet clear space minimum</td>
<td></td>
</tr>
<tr>
<td>minimum size of vertical logo: 0.6” tall</td>
<td></td>
</tr>
<tr>
<td>minimum size of vertical logo with tagline: 0.7” tall</td>
<td></td>
</tr>
</tbody>
</table>
Fonts *(required)*: Trajan, Myriad, Myriad Pro, Garamond is considered an acceptable alternative for body copy.

Colors *(required)*: Green (PMS 343) and Gold (PMS 4515) must appear in all color ads. Green should be a dominate presence in the ad, with secondary palette colors supporting it in appropriate percentages. The gold and black may also be used, but not without the green.

Clear Call to Action *(recommended)*: All ads should include a clear call to action.

*Examples:* Like us on facebook!
   - Buy Tickets Now at HornetSports.com
   - Find out more at csus.edu
   - Sign up at csus.edu/commence

“Double S” Graphic *(optional)*: Current Identity Guidelines apply.

Banner *(optional)*: The banner element is optional for digital and print advertising. It has a formal and a standard name version. The banner element should only appear at the top of the ad. Auxilariy are strongly recommended to use the banner for a stronger brand presence. Both versions are set in Trajan Bold, no smaller than 9 pts. This is not considered a wordtype so clear space requirements do not apply. Use only the color combinations below.

**Banner Examples**
URL (required) and Social Media Icons (optional): An approved University URL is required. Social media icons (division, department or program) are encouraged. Use only social media sites that are University operated and approved. The social media icons themselves should appear in one color (30% black or 100% PMS 343) so as not to overshadow the University logo. Icons should appear in the bottom right portion of the ad. To separate the URL and the social media icons from the other info use a pole or a cropped “double S” graphic.

Horizontal Examples

Preferred Vertical Example

Alternative Vertical Example
Horizontal Examples:
Winter Commencement 2013
Friday and Saturday, Dec. 20 and 21
Sleep Train Arena

The Commencement Office website is loaded with valuable information to help you:

- Identify the date and time of your college ceremony
- RSVP to walk in the ceremony
- Verify your name in the commencement program
- Get answers to other frequently asked commencement questions

Visit csus.edu/commence or scan the QR code at left

These notable alumni have pushed the boundaries of media, expanded health care options, fostered community partnerships, cared for the less fortunate and contributed to the growth of our region through property development and business savvy.

- **David Bugatto**
  - President and CEO of Alleghany Properties, LLC
  - Business Administration ’86

- **Cheryl Dell**
  - Publisher and President of The Sacramento Bee
  - Communications Studies ’82

- **Michael Kuhlmann**
  - President and CEO of Residential Control Systems, Inc. (RCS)
  - Electrical Engineering ’69

- **Garry Maisel**
  - President and CEO of Western Health Advantage
  - Business Administration ’80

- **Rhonda Staley-Brooks**
  - President and CEO of Big Brothers Big Sisters of Greater Sacramento
  - Child Development ’95

- **Christina Preston**
  - Founder of Shoes4Sacramento and an Anthropology Assistant
  - Anthropology ’11

This year’s honorees are being recognized for their outstanding achievements and contributions by Sacramento State and the Alumni Association on Thursday, April 25.
Vertical Examples:

Fueling Sacramento’s Economic Engine
- 40,000+ Alumni
- AACSB Accredited – among the world’s 5% best
- Serve 4,600 undergraduate students and 500 graduate students

Academic Excellence
Undergraduate Program
- Business Honors
- Concentrations:
- Graduate Programs:
  - MBA for Executives, EMBA (On-Campus Rotation)
  - Masters in Business Administration (On-Campus)
  - Masters in Accountancy (6-Credit)
  - International Masters in Business Administration (Part-time)
  - MBA/Juris Doctor

Community Enrichment
- Center for Small Business
- Center for Entrepreneurship
- Sacramento Business Review
- Economic Forecast
- Institute for Business Research and Consulting

This is the highest honor and validation of our service to the students and the community. We are proud to be one of the world’s best, and proud to graduate the best Business leadership in the greater Sacramento region!
– Sanjay Varshney, Dean, College of Business Administration, Sacramento State

AACSB congratulates the College of Business Administration at Sacramento State on achieving and maintaining 50 years of quality management education. By demonstrating a commitment to excellence in all that it does, the College of Business Administration serves as a visionary leader within Sacramento State and the greater community. Dean Sanjay Varshney, and his faculty, directors and staff should be congratulated for reaching and continuing past this important milestone.
– Robert D. Reid, Executive Vice President and Chief Accreditation Officer, AACSB International

Celebrating 50 Years of Prestigious AACSB Business Accreditation

Leading the California State University in business education.

Redefine the Possible

Degree Completion
Professional Development
Conference & Events
International Programs

Sacramento State
College of Business Administration
cba.csus.edu

Sacramento State
College of Continuing Education
ccce.csus.edu

SACRAMENTO STATE
Outdoor Advertising

Banner (required): The banner element is required for most forms of outdoor advertising, including but not limited to, outdoor posters, digital signs, bus shelters, and bench backs. (Excluded are flags mounted on light posts). Use only the standard name version. The banner element can only appear at the top of the ad. Banner height must be no less than 9% of the ad, and must appear as a strong readable element. Set the type in Trajan Bold. Use one of the color options below.

Outdoor Banner Examples

Minimum banner size should be NO less than 9% of overall outdoor advertisement. Color bar height and text should stay proportional, width of banner can be modified to size of space.

Single Call to Action (required): In outdoor advertising simple is the way to get your message across. A single, clear call to action is required for outdoor advertising.

Fonts (required): Trajan, Myriad, Myriad Pro. Garamond is considered an acceptable alternative for body copy.

Colors (required): Green (PMS 343) and Gold (PMS 4515) must appear in all color ads. Green should be a dominate presence in the ad, with secondary palette colors supporting it in appropriate percentages. The gold and black may also be used, but not without the green.

Logo/Approved Mark (required): At least one official University mark must appear in all outdoor advertising. The primary University logo (or version locked with the college, department or program), an approved mark for a campus unit or an auxiliary logo are acceptable. These logos/marks are used in conjunction with the identifying banner at the top of the advertisement.

URL (required) and Social Media Icons (optional): An approved University URL is required. Social media icons (division, department or program) are encouraged. Use only social media sites that are University operated and approved. The social media icons themselves should appear in one color (30% black or 100% PMS 343) so as not to overshadow the University logo.

Outdoor Examples:

Digital, Mobile and Non-Traditional Advertising
For digital, mobile and other less traditional advertising spaces, the above guidelines should be applied as best as possible, applying common sense and best judgement. University Marketing and the Marketing & Advertising Task Force should consult as needed in the development of the branded look and feel of these new or less traditional sizes and formats.

For questions about Interim External Advertising Guidelines call (916) 278-4381 or email universitymarketing@csus.edu.