This manual outlines the standards for the University Union. Please direct any comments or suggestions to the Design & Visual Communications Department at:

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(916) 278-2871
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Introduction

This manual of graphic standards for the University Union provides guidelines for the consistent application of the visual identity. It includes guidelines for the use of the logo, typography, color, and should be applied to all visual communication produced for the University Union.

IN THIS SECTION

Mission
Values
Slogan
MISSION STATEMENT

The University Union exists for the benefit of students, offering a welcoming environment where the students, faculty, staff, alumni, and the greater community participate in campus life. The programs, services and facilities of the Union foster personal growth, encourage social interaction and develop leadership skills. This involvement leads to memorable experiences and builds a community that cultivates enduring commitment, pride and loyalty to the University.

VALUES

In creating applications for the University Union, consider the keywords that have driven the development of our identity. Always aim to convey several of these concepts at all times.
The mottos of the University Union reflect our mission statement and its desire to be a welcoming environment. Both express our function as the center of campus life and the campus home for students, faculty, staff, and alumni of California State University, Sacramento.

**Slogans**

Above, are two slogan variations. Each variation communicates the same message, however, one is simply shortened.

**Note**

“It’s All Right Here”

“Campus Life Happens Here”
“CAMPUS LIFE HAPPENS HERE”
Standards

The success of our brand depends on the consistent and frequent use of key elements, which, when used effectively, will produce a powerful and lasting impression in the minds of our audience.

IN THIS SECTION

Composition  Color palette
Scale / size   Typography
Clear space    Logo misusage
Color variation
The University Union logotype is set in Spectrum, a classic serif typeface that visually conveys the integrity and respect of the University Union while also communicating the pride and professionalism of California State University, Sacramento.

The alternate version of the logotype includes the common name “Sacramento State,” located in the space directly underneath “Union.” This element of the logotype is in Myriad Pro.

**NOTE**

Above, are two acceptable logotype variations. The first is the standard logotype. The second contains the tagline “Sacramento State” set in Myriad Pro. The version with the added tagline is primarily used for any off campus marketing.

**COMPOSITION**

The University Union logotype is set in Spectrum, a classic serif typeface that visually conveys the integrity and respect of the University Union while also communicating the pride and professionalism of California State University, Sacramento.

The alternate version of the logotype includes the common name “Sacramento State,” located in the space directly underneath “Union.” This element of the logotype is in Myriad Pro.

**SCALE / SIZE**

The University Union logotype may be enlarged or reduced in size. The minimum size restrictions ensures that the logotype remains readable. The University Union logo must be used at a size no smaller than .75” wide. The preferred width for most applications of the logotype is 1”.
For the logotype to communicate effectively, it should not be crowded or overwhelmed by any other elements. "Clear space" refers to the area surrounding the signature that should be kept free from any visual distractions.

No graphic element or text of any kind should be placed within this clear space unless otherwise shown within this manual. The clear space equals the x-height of the name “Union.” Keep this area clear of distracting elements on all sides of the logotype.

**COLOR VARIATION**

The University Union logotype can be reproduced in one of the approved primary colors: Green (330C), Gold (4515C), Metallic Gold (872C), or Black. It may also be knocked out in white on most applications. Keep in mind how a background color interacts with the one color solution and allow for sufficient contrast.
COLOR PALETTE

The following color palette has been developed specifically for the University Union. It consists of a primary color palette and a secondary, supporting palette that can be used in developing collateral materials for the University Union. The secondary colors may serve to organize, clarify and differentiate content as well as emphasize details.

Remember to use only darker ink colors for text. Take caution on your choice of papers and note that the ink color will vary based on the color of paper selected as well as on coated vs. uncoated papers. Be sure to reference the corresponding PMS swatches when printing on coated or uncoated papers.

Please note that the colors represented in this manual are not intended to match the PANTONE standards. For proper color matching please refer to color specifications or a PMS swatch book.
### PRIMARY COLORS

<table>
<thead>
<tr>
<th>SWATCH</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>WEB</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>330C</td>
<td>100–0–48–60</td>
<td>0–89–83</td>
<td>005953</td>
</tr>
<tr>
<td></td>
<td>4515C</td>
<td>0–9–50–24</td>
<td>203–182–199</td>
<td>CBB677</td>
</tr>
<tr>
<td>Black</td>
<td></td>
<td>90–90–80–100</td>
<td>0–00–00</td>
<td>000000</td>
</tr>
<tr>
<td>White</td>
<td></td>
<td>00–00–00–00</td>
<td>255–255–255</td>
<td>FFFFFF</td>
</tr>
<tr>
<td></td>
<td>872C</td>
<td>Alternate to 4515C</td>
<td>Metallic Gold</td>
<td></td>
</tr>
</tbody>
</table>

### SECONDARY COLORS

<table>
<thead>
<tr>
<th>SWATCH</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>WEB</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>539C</td>
<td>100–49–0–70</td>
<td>0–43–84</td>
<td>002B54</td>
</tr>
<tr>
<td></td>
<td>3035C</td>
<td>100–0–5–72</td>
<td>0–74–100</td>
<td>004A64</td>
</tr>
<tr>
<td></td>
<td>2975C</td>
<td>30–0–5–0</td>
<td>173–224–238</td>
<td>ADE0EE</td>
</tr>
<tr>
<td></td>
<td>558C</td>
<td>19–0–14–9</td>
<td>188–214–205</td>
<td>BCD6CD</td>
</tr>
<tr>
<td></td>
<td>575C</td>
<td>48–0–100–53</td>
<td>75–1V14–29</td>
<td>4B721D</td>
</tr>
<tr>
<td></td>
<td>506C</td>
<td>45–100–100–15</td>
<td>138–37–41</td>
<td>8A2529</td>
</tr>
<tr>
<td></td>
<td>1545C</td>
<td>0–53–100–72</td>
<td>102–55–0</td>
<td>663700</td>
</tr>
<tr>
<td></td>
<td>167C</td>
<td>0–60–100–17</td>
<td>208–111–26</td>
<td>D06F1A</td>
</tr>
<tr>
<td></td>
<td>457C</td>
<td>0–15–100–28</td>
<td>194–162–4</td>
<td>C2A204</td>
</tr>
<tr>
<td></td>
<td>4525C</td>
<td>0–7–39–17</td>
<td>218–199–146</td>
<td>DAC792</td>
</tr>
<tr>
<td></td>
<td>616C</td>
<td>0–2–35–9</td>
<td>236–223–167</td>
<td>ECDFA7</td>
</tr>
</tbody>
</table>
To maintain visual consistency across the University Union’s design materials, use this typographic system when possible. This system consists of primary and secondary typefaces. Myriad Pro, a sans serif, is the primary typeface and has a modern feel providing flexibility with a variety of weights. The secondary typeface, Adobe Caslon Pro, is a serifed face that has a timeless style with dignified character.

NOTE
These typefaces are available for purchase online at: www.myfonts.com
MYRIAD PRO

CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ADOBE CASLON PRO

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SEMIBOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
This section covers the non-approved University Union logotype usage. In order to maintain a consistent identity and protect the integrity of the University Union, it is important to provide guidelines for proper usage.

The integrity of the University Union identity diminishes when the logotype is incorrectly displayed. The identity should always be used in the configuration in which it was designed and not combined with other design elements. Always use the approved artwork along with the guidelines. Any variation or alteration, however small, is unacceptable.

**NOTE**

If you are faced with using the logo in an application not included in this manual, please contact the Design and Visual Communication Department at: (916) 278-2871.
Do not apply a texture or effect to the logo.

Do not place the logo in a position that is illegible.

Do not stretch, skew, or distort the logo.

Do not place the logo in an environment that affects its legibility.

Do not alter the colors of individual elements.

Do not tint the logo to the point of illegibility.

Do not outline the logo.

Do not remove any elements from the logo.

Do not replace any elements of the logo.