SACRAMENTO STATE
Redefine the Possible

APPLYING THE IDENTITY

Special Marks
Special Marks

WHAT IS A SPECIAL MARK?
A special mark is a custom graphic composed of pictures and words or both.
Sacramento State Identity Extensions are allowed to create and use special marks to visually represent unique centers, initiatives, events, programs, campaigns or projects. These special marks support Sacramento State’s identity; they do not replace it. Special marks cannot be used on their own. They must always appear with a primary or integrated University logo/logotype.

LETTERHEAD AND SPECIAL MARKS
A special mark can be added to University letterhead, but in a position secondary to the primary logo. It can be shown only in black-and-white/grayscale or Sac State Green.
Special marks are not approved for use on University business cards.

CREATING SPECIAL MARKS
Special marks must be created using colors from the formal and standard University color palettes and fonts. The double S graphic element can be used in the design according to approved guidelines. See the Double S Section for details.

Special marks must:
· Have a color version and a black-and-white/grayscale version
· Have a version that includes the words “at Sacramento State” or “at Sac State”
· Always be used in conjunction with a University logo or logotype, including in email signatures
· Be submitted for approval through universitymarketing@csus.edu

SPECIAL MARKS EXAMPLE

SPECIAL MARKS ON LETTERHEAD
Special Marks Off-Campus Use

SPECIAL MARKS IN ADVERTISING
Advertisements (standard/formal voice): Special marks can be integrated in the artwork, but a University or integrated University logo/logotype is required, and must have a larger overall presence than the special mark. Standard advertising guidelines apply. See Advertising Guidelines Section.

SPECIAL MARKS IN COLLATERAL
USED OFF-CAMPUS
Fliers and posters (standard/formal voice): Special marks can be added into artwork, but a primary or integrated logo/logotype is required, and must have a larger overall presence than the special mark.

Brochures and programs (standard/formal voice): Highlighting the special mark is allowed, but the name of the University (logotypes are acceptable) must appear at the top of the cover. A University or integrated logo/logotype must also appear elsewhere on the cover. University logo/logotypes must have a larger overall presence than the special mark. An integrated logo or logotype is also required on the back.

Postcards and invitations (standard/formal voice): Special marks can be added to artwork on the front of the postcard or on the cover of a fold-over invitation. An integrated logo or logotype is required on the back of postcard and on the back of the invitation. The invitation must refer to Sacramento State in the text.

These off-campus configurations may be used on campus.
Special Marks On-Campus Use

Special Marks in Collateral Used on Campus Only

For communications used on campus only, the special mark can be a larger part of the visual.

Fliers/posters (casual/standard voice): Special marks can be the primary focus. A University core identity or an Integrated logo/logotype should appear in the lower third of the communication.

Brochures (casual/standard voice): Highlighting the special mark is allowed, but the name of the University (logotypes are acceptable) must appear at the top of the cover. A University or integrated logo/logotype must also appear elsewhere on the cover. The University logo/logotype must have larger overall presence than the special mark. An integrated logo or logotype is also required on the back.

On-Campus Fliers with a Special Mark

On-Campus Brochures with a Special Mark