**Graphic Elements Dot Swarm**

**DOT SWARM**
The dot swarm is intended to add playfulness and energy to a design, with a subtle reference to a hornet swarm. The dot swarm element lends itself to casual voice and standard voice communications best but it can be used in formal materials as long as the proper colors are applied.

The dotted rivers and the dot swarm can be used with the rivers, but not together with the rivers.

Any color within the color palettes may be used as long as it fits within the standards of the voice you are using. The dot swarm may also be reversed out of a color or multiplied over a color.

You may flip the dot swarm horizontally or vertically, but do not skew the dot swarm or rotate it -90° or 90°. Do not alter the proportion or spacing of dots in the swarm shape, or the swarm shape itself.

**INDIVIDUAL ELEMENT**

**INCORPORATED WITH RIVERS**

**MISUSE & IMPROPER ALTERATIONS**

- Do not use the swarm in any other color than those in the official Sac State palette.
- Do not combine the dot swarm and the Dotted Rivers with the river graphic.
- Do not skew the dot swarm.
- Do not change the proportion of dots to swarm shape.
- Do not rotate -90° or 90°.

**Heading can go here!**
Supporting body text goes here. Supporting body text goes here. Supporting body text goes here.

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Identity Style Guide | Visual Elements

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**Graphic Elements**

**Patterns**

**RIVERS AS A PATTERN**

Patterns may be created by layering rivers. You may incorporate any graphic elements that mimic the river shape such as the dotted rivers and dot swarm. Do not incorporate the double S into your pattern.

The pattern can be contained within a frame or used to create a shape (see examples to right). All patterns must follow the rules established in the *Color Palette* and *Rivers* sections.

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**COMBINED RIVERS, DOTTED RIVERS & DOT SWARM**

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**MISUSE & IMPROPER ALTERATIONS**

- Do not incorporate colors that are not in the color palette.
- Do not rotate the rivers to a horizontal format OR incorporate the double S.
**Graphic Elements** *Patterns* continued

**Pattern Usage**
Dot and wave patterns are available for additional texture in design. The spacing between lines and dots must always stay proportional. Do not skew the dots or waves into different shapes.

**Dot Pattern**
- Dot pattern may be scaled up or down as long as the spacing stays proportional.
- You may make the dots lighter or darker than the background color.
- Do not skew dots into an oval shape.
- Do not change the space between dots.

**Wave Pattern**
- Wave pattern may be scaled up or down as long as the spacing stays proportional.
- You may make the waves lighter or darker than the background color.
- Do not skew waves.
- Do not change the space between waves.
- Do not rotate waves.
- Do not use the wave as an element or photo frame.
**Graphic Elements** Shapes

**RIVER SHAPE**
The river shape may be used to create call-out boxes, image frames and more. You may use a portion of the river shape, but do not distort or alter the curves of the shape.

**APPROVED USAGES**
The river shape can be used as a photo frame.

Using a portion of the curve is acceptable. The shape can be filled with any of the approved textures.

It can be flipped horizontally or vertically.

**MISUSE & IMPROPER ALTERATIONS**
Do not alter the angle of the curves.

Do not skew shape.

Do not rotate shape.

Shape, but do not distort or alter the curves of the shape.

The river shape may be used to create call-out boxes, image frames and more. You may use a portion of the river shape, but do not distort or alter the curves of the shape.

Brochure interior spread, formal voice

Flier, standard voice

Event program, formal voice

You may layer other graphic elements with the river shape.

The box can be modified to be as tall as needed but do not alter the curved areas.