SACRAMENTO STATE
Redefine the Possible

IDENTITY STYLE GUIDE
UNIVERSITY TAGLINE
Redefine the Possible

WHY THE TAGLINE
A tagline expresses an organization’s promise to the world. Sacramento State’s tagline, “Redefine the Possible,” was born of a campus-wide initiative to focus on progress, innovation and marshaling intellectual resources to build for the future.

“Redefine the Possible” is a rallying cry for faculty, staff and administration, and it is Sacramento State’s promise to the students and community it serves.

TRADEMARK
The tagline is trademarked, helping Sacramento State distinguish itself with “Redefine the Possible.” The trademark protects the University from others using or promoting similar messages, especially as it relates to higher education. To get the full benefit of the trademark it is recommended to include the TM trademark designation whenever appropriate. It is the University’s responsibility to monitor and report any trademark infringements.

The TM designation should be used whenever the tagline logotype is used separately from the logo. If the words “redefine the possible” are written in text, or if tagline is integrated with the logo, the TM is not necessary.

HOW TO USE THE TAGLINE
The tagline can be integrated with the primary logos (shown below), used as a tagline logotype, and in copy. The stand alone tagline logotype can be used adjacent to, or separately from, University logos and logotypes.

INTEGRATED WITH LOGO
The tagline can be integrated with these primary logo configurations. When the tagline is integrated with the logo, the tagline does not require a TM at the end. See Core Identity: Logo & Logotypes Section.

TAGLINE LOGOTYPE
When used separately from the logo, the tagline logotype must be used. The tagline logotype includes a TM at the end of the tagline.

Trademark symbol

FIND IT ONLINE
Download logos with tagline and the tagline wordmark at www.csus.edu/brand
Redefine the Possible Use & Misuse

Do use the logo with the tagline or the tagline logotype for:
- Advertising
- Brochures or other printed collateral
- Email signatures
- Student outreach and recruitment
- Orientation materials
- First Year Experience materials
- Newsletters and e-newsletters
- Invitations from Sacramento State (not for co-sponsored events)
- Giveaways and promotional swag (cups, pens, etc. — if space allows and event/promotion appropriate)
- Event signage (banners, tablecloths, etc.)
- Overall University messaging
- Press releases
- Presentation materials (PowerPoint, handouts, etc.)
- Web pages (csus.edu and other approved University pages, as appropriate)

Do not use the tagline sarcastically. For example:
- Redefine the salary structure.

IN HEADLINES AND BODY COPY

Using the tagline verbatim, playing on the words or changing the tense in copy is allowed, as long as it is used in a positive context and aligns with the priorities of the University. The tagline logotype nor the TM mark are required in copy.

Redefine your academic experience
Our graduates redefine the possible
Redefining expectations is…

Do not use capitalization unless specifically referring to the Initiative or the tagline itself, in which case the phrase should also be in quotation marks. For example:

We redefine the possible by helping students realize dreams bigger than those they brought to college.

The “Redefine the Possible” Initiative focuses on…

DO NOT use the tagline sarcastically. For example:

Redefine the salary structure.

WHEN TO USE THE LOGO WITH TAGLINE

- The logo with tagline is appropriate — and preferred — for use in most communications from the University.
- The logo with tagline should be used in materials that promote and support the values of the “Redefine the Possible” Initiative, focusing on progress, innovation and marshaling intellectual resources.
- As a general rule of thumb, about 65 percent of Sacramento State communications should include the logo with the tagline.

WHEN NOT TO USE THE LOGO WITH TAGLINE

The logo with the tagline should not be used if it will make the logo smaller than the minimum required size, or the logo or tagline will be distorted or illegible as a result.
Redefine the Possible Use & Misuse continued

A Partnership for Innovation

The futures of the City of Sacramento and California State University, Sacramento, go hand in hand. As the only four-year comprehensive university in the city, Sacramento State produces graduates who will drive innovation and supply the region’s workforce in the 21st century.

Primary Logo with Tagline Minimum Size

Clear Space

The tagline logotype can be used near other Sacramento State logos and logotypes, as well as sub-identity logos, as long as existing clear-space guidelines are applied. The TM should be attached to the tagline when used in these instances.

Standing Alone

When standing alone, the tagline logotype does not replace the logo. A University logo or logotype, with or without the tagline, still must be included to clearly indicate the communication comes from Sacramento State (see samples to the left).