Visual Identity Architecture

The identity architecture is a framework that organizes the University’s many identities into defined categories for the application of the identity style guidelines. Categories are based on strategic and visual connections to the University.

<table>
<thead>
<tr>
<th>CORE IDENTITY</th>
<th>IDENTITY EXTENSIONS</th>
<th>SUB-IDENTITIES</th>
<th>INDEPENDENT IDENTITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visual representation of entire University, appropriate for all audiences. Uses primary University logos/logotypes and follows University identity style guide.</td>
<td>Visual representation of units supporting the University’s core function, serving targeted audience segments. Uses integrated University logos/logotypes and follows University identity style guide.</td>
<td>Visual representation of units strategically linked to the University, supporting different missions and presenting unique identities. Uses a separate logo linked to the University visually/in text, but follows its own identity standards.</td>
<td>Represents a complete visual departure from the University. Uses an independent logo and its own identity standards.</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>Sacramento State</th>
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<th>California State University, Sacramento</th>
</tr>
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<tbody>
<tr>
<td>SACRAMENTO STATE</td>
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<td>SACRAMENTO STATE</td>
<td>CALIFORNIA STATE UNIVERSITY, SACRAMENTO</td>
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</tr>
</tbody>
</table>
| Sac State | Sacramento State | California State University, Sacramento | Sacramento State Brand Book | Spring 2015 | Identity Style Guide | Visual Identity Architecture | 3
## Where Do You Fit? Presenting Your University Identity

Core identity and identity extension units should adhere to the standards established in the identity style guide. Sub-identities have their own style guides, and independent identities are not visually connected to the University.

<table>
<thead>
<tr>
<th>Are you?</th>
<th>For example</th>
<th>Then you are a(n)</th>
<th>Your role is to</th>
<th>Visual identity requirements</th>
<th>Required approvals</th>
</tr>
</thead>
</table>
| Representing the entire University to all of its audiences? | Sac State Sacramento State California State University, Sacramento | CORE IDENTITY | • Ensure function and messages support the University’s core mission  
• Consistently represent the identity to the University’s primary target audiences | Primary logos and logotypes, nickname logo and logotype, formal logotypes, official seal | Must follow the University identity style guide. All core identity materials need to be approved through universitymarketing@csus.edu. Allow up to five business days. |
| Serving or supporting the University’s primary mission and functions? | Colleges, schools, departments, programs, centers Administration: Academic Affairs, Administration & Business Affairs, Human Resources, Information Resources & Technology, Public Affairs & Advocacy, Student Affairs, University Advancement, University Council Initiatives Development campaigns | IDENTITY EXTENSION | • Support the University’s core mission, serving segments of the primary target audiences  
• Visually reinforce the University’s core identity, providing depth and width | Core identity marks or integrated logos and logotypes.  
Special marks may supplement the University marks, but do not replace them | Must follow the University identity style guide.  
All identity extension materials need to be approved through universitymarketing@csus.edu. Allow up to five business days.  
New special marks must also be submitted to University Marketing for approval. Approval time may vary. |
| Visually and functionally linked to the University for strategic reasons, but supporting a separate mission? | Alumni Association Associated Students, Inc. Athletics Capital Public Radio Sport Clubs The Union University Enterprises, Inc. The WELL University Foundation* | SUB-IDENTITY | • Produce products or services related to, but different from, those of the University  
• Serve and support your target audience, separate from the University’s  
• Build and promote a unique identity | Unique logos distinct from University marks, but linked visually or in text  
Follow individual identity style guidelines. | Requested to keep University Marketing informed of public communications and advertisements, work in cooperation whenever possible. |
| Visually and functionally separate from the University? | United States Geological Survey California Water Science Center Friends of the Library Student Clubs & Groups Alumni groups not supported via Alumni Association, a college or dept. | INDEPENDENT IDENTITY | • Perform functions different from the University’s core mission  
• Serve audiences separate from the University’s, but located on or connected to campus  
• Build and promote a completely separate identity from the University | Independent logo with no visual connection to the University.  
Follows its own identity style guidelines. | No identity oversight required from the University.  
With permission from University Marketing, these identities may include “at Sacramento State” or “at Sac State” with their logos. |

* University Foundation uses the University identity
Non-Standard Identity Presentations

Some groups do not fit clearly within the University identity architecture. Some student clubs, sponsorships and customizable third-party web applications are among a few, their identity requirements are summarized here.

STUDENTS

Most student groups are restricted from using University logos/logotypes and graphic elements, such as the double S, in their club names or on promotional materials. They may attach the University name or nickname as an “at Sacramento State” or “at Sac State,” but they may not include the University name as part of the club name. For example, “Sacramento State Student Club” or “Sac State’s Student Club” are not allowed. These guidelines apply to informal student clubs and groups, as well as those sanctioned by Student Organizations and Leadership.

Student groups with exception to this rule include faculty sponsored academic clubs (e.g. debate club) and Sport Clubs. The Sport Clubs have and monitor their own set of identity guidelines, and faculty advisors assume responsibility for the use of University logos/logotypes and graphic elements used by academic clubs.

SPONSORSHIPS

Anytime a logo is needed to indicate Sacramento State’s support or sponsorship of an event, the vertical or horizontal primary logo with no tagline should be provided. If more than one unit is sponsoring an event, the primary logo should be used with the sponsoring departments identified in text.

THIRD-PARTY WEB APPLICATIONS

Some third-party web applications allow for some range of visual customization. The core identity primary vertical or horizontal logo with no tagline should be used whenever possible. If additional color customization of the page is an option, Sac State green should be applied.

NEED HELP?

Contact universitymarketing@csus.edu with questions about presenting University identities.