Sacramento State Voice

Sacramento State has three distinct tones of voice: standard voice, casual voice and formal voice. Each serves a particular purpose, and our brand personality should shine through each of them.

STANDARD VOICE

This is the most common voice. Engaging and informational, it is appropriate for use both on and off campus. The standard voice is used with many audiences, including students and their families, prospective students, faculty and staff, alumni, and community members. In standard voice, we are Sacramento State.

CASUAL VOICE

Communications for groups very familiar with the University, such as current students, recent alumni, and faculty and staff, lean more informal. Friendly, inclusive and energetic, who are focused primarily on campus. In casual voice, we are Sac State.

FORMAL VOICE

Reserved for distinctive events and communications, the formal voice is dignified and institutional by nature. It is used in official documents, announcements, and ceremonies as well as nationally and internationally. In formal voice, we are California State University, Sacramento.