“Life is no brief candle to me. It is a sort of splendid torch which I have got a hold of for the moment, and I want to make it burn as brightly as possible before handing it on to future generations.”

—George Bernard Shaw

What do we care about? What is important to us? These aren’t simple questions, but the answers make us more focused and ultimately more successful.

At Sacramento State, we know the answers: opportunity, teaching, community and leadership. These are our values. We offer a life-changing opportunity for our 28,000 students, preparing them to be leaders in their fields and communities. Our professors are known for their dedication to great teaching and their personal attention to students. There’s an unmistakable pride in our campus community. And our location in the capital of the nation’s most populous state allows students to pursue unique internships and research.

Sacramento State makes a difference in California’s Capital Region and beyond.

These values guide what we do at Sacramento State. They’re reflected in our new logo and graphic identity package. And they’re at the heart of our Destination 2010 initiative, which will make Sac State a premier metropolitan university and a destination campus for the West.

I encourage all campus units to utilize our new look and adhere to the guidelines. This consistency will be immensely helpful as we strive to share our success stories with the public.

Alexander Gonzalez
President
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OBJECTIVES & VALUES

These guidelines represent an opportunity to communicate and reinforce Sacramento State’s values in the community. More than a list of rules regarding fonts and colors, these guidelines will help bring the image of Sacramento State to life. This image is a reflection of Sac State’s strengths and personality. It reflects and evokes emotions directly related to the experiences an individual has with this University. The look and feel of all materials and publications affect how this image is conveyed and perceived. In developing the package, dozens of planning documents such as the Mission Statement and Strategic Plan were consulted. Surveys of alumni, students, faculty and staff were used. And the design team met with more than 500 people individually and in small groups.

The campus identity package was designed to:

» Help increase and reinforce public awareness by creating a consistent, unified image that can be easily recognized and identified as Sacramento State throughout the community

» Help improve student recruitment, and build alumni and donor support

» Assist departments, units, vendors and designers in maintaining consistent and precise production of the campus marks and graphics

» Create one cohesive look and effective visual style among all departments and across all applications
The marks in this section are the primary graphic elements of the Sacramento State identity program. Consistent application and precise production of them will identify and reinforce public awareness of the University, its Colleges, departments, and other areas. When the logos are used properly with the other elements of the identification program, a unique and effective visual style can be established. The formal name and nickname are typeset in the font Trajan Bold (see pages 8 and 28 for font guidelines).

Reproduction quality copies and digital images of the logo may be obtained from the Public Affairs Office at (916) 278-4381 or online at www.csus.edu/sacstatenews/marketing. All materials using the Sacramento State logo must be approved by the Public Affairs Office, send project for review to universitymarketing@csus.edu. Please allow two or more working days for all requests depending on the size of the project. See Approval & Usage on page 7.

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**SACRAMENTO STATE MARKS**

When the tagline is used separately from the logo, the tagline wordmark must be used. The tagline wordmark graphic is set in the font Myriad Pro Italic.
THE UNIVERSITY NAME

NAMING SYSTEM
The University has settled on a common naming system, and the designs for the identity package are based on that system. The number of name variations has been limited to avoid causing confusion. The names are:

- California State University, Sacramento — Formal Name
- Sacramento State — Common Name
- Sac State — Secondary Nickname

Name variations that should not be used include, but are not limited to:
- CSUS
- Sacramento State University
- CSU Sacramento
- Cal State Sacramento
- California State University at Sacramento

This standardized system was put in place after broad consultation with key campus constituencies. It reflects the strong preference of students who were asked in a survey what they preferred as the “common, everyday name” for the University. It also reflects common usage in the community, where many still remember when the University was founded as “Sacramento State College.” This naming system is similar to “systems” used by individuals. For example, “Susan” might be called “Sue” most commonly and “Susie” by close friends.

FORMAL NAME
California State University, Sacramento
The formal name of the University is California State University, Sacramento. This name should always include the comma, and should not include other elements such as a dash or the word “at.” An exception would be the stacked version of the department logotype, where the break is implied (see page 17).

The formal name should be used on formal documents or those materials which will be distributed primarily nationally or internationally. These include, but are not limited to, diplomas, contracts, national conventions and grant proposals. The formal name may be used as a first reference with “Sacramento State” as a second reference.

COMMON NAME
Sacramento State
The common and most frequently used name style for the University is “Sacramento State.”

“Sacramento State” may appear as the first and only reference to the University. It is also the second reference when the formal name is used. The common name is preferred for materials intended for a general audience. Such audiences usually include, but are not limited to, students, prospective students, campus employees, residents as a whole of the Sacramento region, residents as a whole of the state, donors and alumni.

NICKNAME
Sac State
The secondary nickname for the University is “Sac State” – a name that has been long used with affection by students, alumni and the local community. It should be used on material intended for an audience that is highly familiar with and close to the University, such as alumni.
The University's logo and accompanying identity package reflect the most important values and strengths of the institution, as well as its key aspirations.

Consistent application and precise production of the logos will identify and reinforce public awareness of the University, its Colleges, departments, and other areas. When the logos are used properly with the other elements of the identification program, a unique and effective visual style can be established.

**Approval Process:**
This style guide is intended to establish as much flexibility as possible for users of the campus identity package. However, to ensure that all materials are in full compliance with University communication policies, there is a process in place for approval of all communication that reaches an off-campus audience.

If you are designing your own publications (such as brochures, flyers, invitations, booklets, ads, etc.), you must obtain the approval of the Public Affairs Office before the material is printed or content goes “live.” This is not a new policy, but it is one that takes on increased importance as the campus establishes new standards for its identity. The policy covers all communication, regardless of the source of funding for the material.

The process for approval is best started early in the design process. Please allow no fewer than two working days for review of your project. Contact the Public Affairs Office at (916) 278-4381 or email a pdf of your project to universitymarketing@csus.edu.
The University’s signature is composed of the logo (symbol and wordmark) and tagline. This signature represents the University as a whole—it’s goals, image, ideas, personality and values. This signature should be applied to all university-related documents that do not call for use of the formal seal and should be displayed as a prominent element.

**The Symbol**
The first element you’ll notice is the torch or “S” contained within the shield. The curves of the flame combined above the solid stance of the torch handle is the defining feature of the Sacramento State logo system. It is inspired by the quality of learning, diversity, unity, strength and leadership that a torch has long symbolized. Other elements of the logo include a shield (official, government representation), an arch (reminiscent of the Guy West Bridge) and curved waves (river, geographical reference). Only the “S” or flame can be used as a separate graphic element.

**The Wordmark**
The wordmark is typeset in the font **Trajan Bold** (see page 28 for font guidelines). Its all-caps typography evokes strength, while the thin serifs of the font are friendly and welcoming.

**The Tagline**
Sacramento State’s tagline, “Redefine the Possible,” should be used with the primary Sacramento State logo for most communications. It can be used with the University logo, as a tagline wordmark graphic, and in copy. For more details on when and how to use the tagline and the wordmark graphic, see the Tagline Usage guidelines at [www.csus.edu/excellence/marketing/taglineusage.pdf](http://www.csus.edu/excellence/marketing/taglineusage.pdf)

**Logo Colors**
- Sac State Green (Pantone 343)
- Hornet Gold (Pantone 4515) or
- Black
PRIMARY SIGNATURE CONFIGURATIONS

The preferred primary signature—the vertical configuration—should be considered first. The horizontal version is available for applications with restricted vertical spacing. The primary signature locked with the tagline should be used whenever possible, especially in advertising and promotional materials. Logos are available for download at www.csus.edu/sacstatenews/marketing. Contact the Public Affairs Office at (916) 278-4381 for more information.

**Preferred: vertical configuration**

![Vertical with tagline][1]

**Alternate: horizontal configuration**

![Horizontal with tagline][2]

**Alternate: horizontal stacked configuration**

![Horizontal stacked][3]

*NOTE: Use of tagline with logo is optional*

*NOTE: the tagline does not lock with this configuration*
PRIMARY SIGNATURE

VERTICAL COLOR VARIATIONS

Color plays an important role in communicating the University’s image and personality. A preferred 3-color version of the signature has been developed for use in most applications. The one and two-color versions are intended for applications that are restricted to one or two-color printing. These same color guidelines apply to the alternate horizontal versions. Logos are available for download at [www.csus.edu/sacstatenews/marketing](http://www.csus.edu/sacstatenews/marketing). Contact the Public Affairs Office at (916) 278-4381 for more information.

### Three-color

- Sac State Green (PMS 343)
- Hornet Gold (PMS 4515)

![Three-color Variations](image)

### Two-color

![Two-color Variations](image)

### One-color

- Sac State Green (PMS 343)
- Hornet Gold (PMS 4515)
- Black

![One-color Variations](image)

**NOTE:** When logo is placed on a background other than white, the torch handle should be the same color as flame.

Placed on dark backgrounds

![Dark Background Variations](image)

**NOTE:** When logo is placed on a white background, the torch handle is white.

**NOTE:** When printing in only one-color, and that one color is a color other than one of the four approved colors, then the logo must be reversed out to white.

The three color version should only be placed on backgrounds with at least 50% contrast.
Color plays an important role in communicating the University’s image and personality. A preferred 3-color version of the signature has been developed for use in most applications. The one and two-color versions are intended for applications that are restricted to one or two-color printing processes. These same color guidelines apply to the alternate horizontal versions. Logos are available for download at www.csus.edu/sacstatenews/marketing. Contact the Public Affairs Office at (916) 278-4381 for more information.

NOTE: the tagline does not lock with the horizontal stacked configuration

three-color

Horizontal stacked

two color

Horizontal stacked

one color

The one color version can ONLY be reproduced in one of the four approved colors*: Sac State Green (PMS 343) and Hornet Gold (PMS 4515).

Placed on dark backgrounds

NOTE: When logo is placed on a background other than white, the torch handle should be the same color as flame.

*When printing in only one-color, and that one color is a color other than one of the four approved colors, then the logo must be reversed out to white.

NOTE: When logo is placed on a background other than white, the torch handle should be the same color as flame.

The three color version should only be placed on backgrounds with at least 50% contrast.
Primary Signature

Horizontal Color Variations

Color plays an important role in communicating the University’s image and personality. A preferred 3-color version of the signature has been developed for use in most applications. The one and two-color versions are intended for applications that are restricted to one or two-color printing processes. These same color guidelines apply to the alternate horizontal versions. Logos are available for download at [www.csus.edu/sacstatenews/marketing](http://www.csus.edu/sacstatenews/marketing). Contact the Public Affairs Office at (916) 278-4381 for more information.

Three-color

*NOTE:* When logo is placed on a background other than white, the torch handle should be the same color as flame.

Placed on dark backgrounds

*NOTE:* When logo is placed on a background other than white, the torch handle should be the same color as flame.

One color

The one color version can ONLY be reproduced in one of the three approved colors*: Sac State Green (PMS 343), Hornet Gold (PMS 4515) or black.

*When printing in only one-color, and that one color is a color other than one of the four approved colors, then the logo must be reversed out to white.

*When printing in only one-color, and that one color is a color other than one of the four approved colors, then the logo must be reversed out to white.

Three-color

The three color version should only be placed on backgrounds with at least 50% contrast.
PRIMARY SIGNATURE

MISUSE & IMPROPER ALTERATION

Shown here are examples of improper uses of the Sacramento State logo. The identity elements should always be used in the configuration in which it was designed and not combined or made part of other design elements. Always use the approved artwork and always follow these guidelines when using it. If you are unsure, please call for guidance.

- Do not rearrange the relationship of the symbol and wordmark.
- Do not outline or place a stroke around any portion of the logo.
- Do not use any colors other than those designated as the primary colors (not expanded color palette).
- See page 26.
- Do not distort, squeeze, or stretch the signature elements.
- Do not place the wordmark on one line below the symbol.
- Do not contain or surround the signature in other graphic devices or elements. As shown here inside other shapes or complex backgrounds.
- Do not re-create the logo with any other typeface.
- Do not re-create the symbol or torch (double S flame w/ handle) as a stand alone element.
- Do not re-create a new logo by combining the elements with surrounding, adding or overprinting type.
- The torch handle should not be white when logo is placed on a colored background.
- Do not re-create a new logo by combining the elements with surrounding or overprinting type.
To ensure visual integrity, there must always be a minimum amount of white or clear space surrounding the signature. This clear space must be kept free of other graphic elements.

The correct minimum amount of clear space shall be defined as “X”, as shown. The measurement “X” is equal to the height of the “SACRAMENTO” letters in the wordmark.

Please note these are only minimum measurements.
The logo should be displayed prominently, relative to the size of the piece, in all applications (logo size should be approximately 10% of the overall space). It should be visually clear to the audience that the material presented to them is from Sacramento State. Whenever reducing the logo in cases such as very small ads or small promotional materials, the logo must always be clear and legible. The logo should never be used smaller than shown below. Whatever the reproduction technique, be sure the signature is always legible at its size and can be clearly executed/reproduced. Pins, pens, and the like are examples of exceptions. Minimum sizes have been established below.

**PREFERRED vertical configuration**

<table>
<thead>
<tr>
<th>Vertical without tagline</th>
<th>Vertical with (optional) tagline</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="logo_vertical.png" alt="Logo" /></td>
<td><img src="logo_vertical_tagline.png" alt="Logo" /></td>
</tr>
<tr>
<td>.375&quot;</td>
<td>.50&quot;</td>
</tr>
</tbody>
</table>

**Alternate horizontal configuration**

<table>
<thead>
<tr>
<th>Horizontal without tagline</th>
<th>Horizontal with (optional) tagline</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="logo_horizontal.png" alt="Logo" /></td>
<td><img src="logo_horizontal_tagline.png" alt="Logo" /></td>
</tr>
<tr>
<td>.1875&quot;</td>
<td>.25&quot;</td>
</tr>
</tbody>
</table>

**Alternate horizontal stacked configuration**

<table>
<thead>
<tr>
<th><img src="logo_stacked.png" alt="Logo" /></th>
<th>.1875&quot;</th>
</tr>
</thead>
</table>

Minimum sizes have been established below.
FORMAL NAME LOGOTYPE

The presentation of the University’s formal name should be just as consistent as the presentation of the logo and official seal. The University’s formal name can be presented in one of two styles shown below, stacked or horizontal. The stacked configuration is the only instance where the comma is not necessary. Otherwise, a comma should always fall between “University” and “Sacramento.” Contact the Public Affairs Office at (916) 278-4380 for more information.

CALIFORNIA STATE UNIVERSITY SACRAMENTO

The formal name should be used on formal documents or those materials which will be distributed primarily nationally or internationally. These include, but are not limited to, diplomas, contracts, national conventions and grant proposals.

Logo Colors

- Sac State Green (Pantone 343)
- Black
- Hornet Gold (Pantone 4515) or

The formal name logotype can be reproduced in only one of the four approved colors above. When printing material that is in a color other than one of the four approved colors, then the logo must be reversed out to white.

CLEAR SPACE

To ensure visual integrity, there must always be a minimum amount of white or clear space surrounding the formal name. This clear space must be kept free of other graphic elements. The correct minimum amount of clear space shall be defined as “X”, as shown below. The measurement “X” is equal to the height of the “CALIFORNIA STATE UNIVERSITY” letters in the logotype. Please note these are only minimum measurements.

MINIMUM SIZE

The sizes below indicate the smallest size at which the formal name logotype can be reproduced. Whatever the reproduction technique, be sure the logotype is always legible at its size and can be clearly executed/reproduced. Pins, pens, and the like are examples of exceptions. Minimum sizes have been established below.
UNIT/DEPARTMENT LOGOS

Each department, unit and program may use an individual presentation of the logo and name. This replaces secondary logos that departments or units have previously used.

**COLLEGES & VP OFFICES:** Height is .5X where X equals the height of Sacramento State

```
SACRAMENTO STATE
UNIVERSITY ADVANCEMENT
```

= X

= .5 X

College/VP Office is in Trajan ALL-CAPS

**UNITS/DEPARTMENTS:** Height is .5X where X equals the height of Sacramento State

```
SACRAMENTO STATE
Department of Government
```

= X

= .5 X

Unit/Department is in Myriad Title Case

**UNITS/DEPARTMENT LOGOS WITH FORMAL NAME:** Height is .75X where X equals the height of Sacramento

```
CALIFORNIA STATE UNIVERSITY, SACRAMENTO
UNIVERSITY ADVANCEMENT
```

= X

= .75 X

Unit/Department is in Myriad Title Case

```
CALIFORNIA STATE UNIVERSITY, SACRAMENTO
Department of Government
```

= X

= .75 X

Unit/Department is in Myriad Title Case

**Stacked version:** Height is .5X where X equals the height of Sacramento

```
CALIFORNIA STATE UNIVERSITY
SACRAMENTO
```

= X

= .5 X

College of Social Sciences & Interdisciplinary Studies

```
CALIFORNIA STATE UNIVERSITY
SACRAMENTO
```

= X

= .5 X

Institute for Higher Education Leadership & Policy

It is important that the public understands the link between the University and the department or campus unit. The examples above show how the President’s, Vice Presidents’ and Deans’ offices should be presented in conjunction with the campus name and logo. The examples above also show how the “functional” units—nearly all other campus units—should be presented with the campus name and logo.

Campus unit names should not be presented along with the official University seal. That does not prohibit use of the unit’s name elsewhere on a certificate, program, etc. Although campus unit names cannot be combined with the seal, they can be presented with the University’s formal name (see examples above).

A very limited number of campus units and auxiliaries may have their own logo, but that logo must be clearly related to and similar to the University logo. These units may have their own logo because of their unique missions and unique needs to be clearly identified with that mission. They include, but are not limited to, University Enterprises, Associated Students, Athletics and the Alumni Association. Units such as academic departments and campus service offices are generally not eligible for their own logo.

Those units that believe they require an individual logo must provide written justification. The design team the unit plans to use, and the new logo itself, must be approved by Public Affairs. For more information, contact the Public Affairs Office at (916) 278-4381 or universitymarketing@csus.edu.
The official seal of the University includes new logo, the formal name and the year of our founding. It is intended primarily for use on formal and legal publications of the University.

To ensure compliance and proper use the official seal, all units planning to use it must obtain written and advance approval by contacting the Public Affairs Office at (916) 278-4381 or universitymarketing@csus.edu. Please allow an approval time of five working days so that printing and other deadlines can be met.

The official seal replaces the prior University seal, which was the state seal encircled by the University’s name. The current seal should not be used as a department logo or design element. It is the official symbol of the University, and all efforts should be made to ensure that it is presented with the dignity appropriate for such symbols. It should not appear, for instance, on publicity flyers, or newsletters. Because the official seal contains the formal name of the University, the formal seal may appear with or without the formal name. It may never appear in conjunction with the common name or nickname of the University.

The official seal is intended for use on formal materials and for formal occasions. Examples include diplomas, certificates or medals given on behalf of the University, programs for presentations by dignitaries and collateral for formal events. The official seal is also an option for campus business cards and letterhead.

**Logo Colors**

- Sac State Green (Pantone 343)
- Hornet Gold (Pantone 4515) or Black

Seal ties in elements from the logo, using the torch and waves, and includes the formal name and year of our founding.
THE OFFICIAL SEAL
COLOR VARIATIONS

Color plays an important role in communicating the University’s image and personality. A 2-color version of the seal has been developed for use in approved applications (see Approval & Usage on page 7). The one-color version is intended for applications that are restricted to one-color printing processes. Contact the Public Affairs Office at (916) 278-4381 for more information.

**two color**

![Two color version of the seal](image)

**one color**

The one color version can ONLY be reproduced in one of the three approved colors*: Sac State Green (PMS 343) or Hornet Gold (PMS 4515).

![One color version of the seal](image)

**Placed on dark backgrounds**

The two color version should only be placed on backgrounds with at least 50% contrast.

**Reversed**

*When printing in only one-color, and that one color is a color other than one of the four approved colors, then the seal must be reversed out to white.

**NOTE:** When logo is placed on a background other than white, the torch handle should be the same color as flame.

NOTE: When logo is placed on a background other than white, the torch handle should be the same color as flame.
THE OFFICIAL SEAL
MISUSE & IMPROPER ALTERATION

Shown here are examples of improper uses of the California State University, Sacramento official seal. The seal should always be used in the configuration in which it was designed and not combined or made part of other design elements. Always use the approved artwork and always follow these guidelines when using it. If you are unsure, please call the Public Affairs Office at (916) 278-4381 for guidance.

Do not combine the seal with the nickname.
Do not use any portion of the seal as a stand alone element.
Do not distort, squeeze, or stretch the signature elements.
Do not contain or surround the signature in other graphic devices or elements. As shown here inside other shapes or complex backgrounds.
Do not re-create a new logo by combining the elements with surrounding, adding or overprinting type.
Do not use any colors other than those designated as the primary colors (not expanded colors). See page 26.
Do not use any portion of the seal as a stand alone element.
Do not use the seal as a graphic element.
THE OFFICIAL SEAL

CLEAR SPACE

To ensure visual integrity, there must always be a minimum amount of white or clear space surrounding the seal. This clear space must be kept free of other graphic elements.

The correct minimum amount of clear space shall be defined as “X”, as shown. The measurement “X” is equal to the height of “1947.”

Please note these are only minimum measurements.

THE OFFICIAL SEAL

MINIMUM SIZE

The sizes below indicate the smallest size at which the seal can be reproduced. Whatever the reproduction technique, be sure the seal is always legible at its size and can be clearly executed/reproduced. Pins, pens and the like are examples of exceptions. Minimum sizes have been established below.
The presentation of the University's nickname should be just as consistent as the presentation of the logo and official seal. There are two configurations for the nickname; it should only be presented in one of the two styles shown above. Logos are available for download at www.csus.edu/sacstatenews/marketing. Contact the Public Affairs Office at (916) 278-4381 or universitymarketing@csus.edu for more information.

The nickname is intended for use on informal materials or those intended for an audience that is highly familiar with or close to the University.

The nickname should not be used as a department logo or design element. It may never appear in conjunction with the official seal.

**Logo Colors**
- Sac State Green (Pantone 343)
- Hornet Gold (Pantone 4515)

**CLEAR SPACE**
To ensure visual integrity, there must always be a minimum amount of white or clear space surrounding the nickname. This clear space must be kept free of other graphic elements. The correct minimum amount of clear space shall be defined as “.5X”, as shown. The measurement “X” is equal to the height of the “SAC STATE” letters in the logotype. Please note these are only minimum measurements.

**MINIMUM SIZE**
The sizes below indicate the smallest size at which the nickname logotype can be reproduced. Whatever the reproduction technique, be sure the nickname logotype is always legible at its size and can be clearly executed/reproduced. Pins, pens, and the like are examples of exceptions. Minimum sizes have been established below.
NICKNAME LOGOTYPE
COLOR VARIATIONS

2-Color Nickname logotype with symbol (PMS 872)

1-Color Sac State Green Nickname (logotype with symbol)

1-Color Hornet Gold Nickname (logotype with symbol)

Black & White Nickname (logotype with symbol)

The one color version can ONLY be reproduced in one of the four approved colors: Sac State Green (PMS 343), Hornet Gold (PMS 4515), Hornet Gold Metallic (PMS 872) or black. When printing in only one-color, and that one color is a color other than one of the four approved colors, then the nickname logotype must be reversed out to white.

Placed on dark backgrounds  Do not place the 2-Color or 1-Color Green logos on a black background. The nickname logotype should only be placed on backgrounds with at least 50% contrast.
Nickname Logotype
Misuse & Improper Alteration

Shown here are examples of improper uses of the nickname. The nickname should always be used in the configuration in which it was designed and not combined or made part of other design elements. Always use the approved artwork and always follow these guidelines when using it. If you are unsure, please call the Public Affairs Office at (916) 278-4381 or contact universitymarketing@csus.edu for guidance.

- Do not rearrange the relationship of the logotype and symbol.
- Do not distort, squeeze, or stretch the signature elements.
- Do not re-create the logo with any other typeface.
- Do not combine the nickname logotype with department/unit names.
- Do not use any colors other than those designated as the primary colors (not expanded colors). See page 26.
SACRAMENTO STATE

GRAPHIC ELEMENTS

The first element you’ll notice in the primary logo is the flame or “double S” contained within the shield. This double S flame is the defining feature of the Sacramento State logo system and was designed to be used as a graphic element in a multitude of ways. The double S can be used as a graphic element as a screen, gradient, tone on tone, as a transparent overlay, etc. Partial use of the icon is acceptable. It cannot however, be stretched or manipulated; it must maintain its proportional shape. Below are only some examples of its use.

Sac State Green Screen: 10% Pantone 343
Hornet Gold Screen: 20% Pantone 4515

Sac State Green Gradient: 10% Pantone 343 to White
Hornet Gold Gradient: 20% Pantone 4515 to White

Sac State Green Tone on tone*: 80% Pantone 343 on 100% Pantone 343
Hornet Gold Tone on tone*: 80% Pantone 4515 on 100% Pantone 343
*There should be a minimum of 10% value difference in tones.

Transparent Overlay: 100% White with 60% transparency
SACRAMENTO STATE
COLOR SYSTEM

Colors in this palette are recommendations for use in Sacramento State publications and promotional communications. Consistent use of these colors will contribute to a cohesive and unified look of the Sacramento State identity across all relevant media. Numbers indicated on each color swatch refer to the Pantone Matching system (PMS) ink colors. For CMYK conversions (for 4-color process printing), RGB conversions and web (hexadecimal) conversions see page 27. Colors shown are 100% with a 50% tint of each below.

Primary
The consistent representation of these primary colors help reinforce the distinctiveness of the University image. The signature can only be reproduced in these primary colors.

The Sacramento State primary color palette is extended by using specifically defined secondary colors. This palette was designed to allow individual departments to choose from a variety of colors while maintaining a uniform color palette across the Sacramento State campus. Secondary colors can serve to organize, differentiate and clarify content, as well as emphasize details. However, the primary colors (Sac State Green Pantone 343, Hornet Gold Pantone 4515, or black) should be used whenever possible and should always be the dominant color scheme to the secondary palette. The secondary colors are divided into two groups, dark and light, and only colors from one group are used in addition to the primary colors.

Remember to use only darker ink colors for text. Take caution on your choice of papers and note that the ink color will vary based on the color of paper selected as well as on coated vs. uncoated papers. Be sure to reference the corresponding PMS swatches when printing on coated or uncoated papers.

Secondary Expanded Dark

Secondary Expanded Light
# SACRAMENTO STATE
## COLOR SYSTEM SPECIFICATIONS

### Expanded Dark Palette

<table>
<thead>
<tr>
<th>COLOR</th>
<th>PANTONE</th>
<th>R-G-B</th>
<th>C-M-Y-K</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>343 C</td>
<td>0-87-61</td>
<td>98-0-72-61</td>
<td>00573D</td>
<td></td>
</tr>
<tr>
<td>4515 C</td>
<td>200-178-109</td>
<td>0-9-50-24</td>
<td>C8B26D</td>
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<tr>
<td>Black</td>
<td>0-0-0</td>
<td>75-68-67-90</td>
<td>000000</td>
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<tr>
<td>117 C</td>
<td>206-157-0</td>
<td>0-18-100-15</td>
<td>CE9D00</td>
<td></td>
</tr>
<tr>
<td>465 C</td>
<td>185-156-107</td>
<td>20-32-58-0</td>
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</tr>
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<td>730 C</td>
<td>172-112-61</td>
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<td>AC703D</td>
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<tr>
<td>7999 C</td>
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<tr>
<td>4505 C</td>
<td>155-137-72</td>
<td>0-15-78-36</td>
<td>9B8948</td>
<td></td>
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<tr>
<td>7532 C</td>
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<td>616 C</td>
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<td>Warm Gray 11</td>
<td>105-93-84</td>
<td>0-17-34-62</td>
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### Expanded Light Palette

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<th>PANTONE</th>
<th>R-G-B</th>
<th>C-M-Y-K</th>
<th>HEX</th>
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<tr>
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<td>187 C</td>
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<td>Cool Gray 11</td>
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<td>0-2-0-68</td>
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**NOTE**: Use of blue should be minimal. Avoid blue and gold together as a color combination.
# SACRAMENTO STATE
## TYPEFACE

To maintain visual consistency across all University publications and materials, please use the University typeface system below whenever possible. Trajan should be used for headlines and Myriad for body type in all documents whenever possible. If these fonts are not available, the typeface Garamond should be used in lieu of Trajan and Myriad. These fonts are available for purchase online at [www.linotype.com](http://www.linotype.com), [www.veer.com](http://www.veer.com), [www.fonts.com](http://www.fonts.com) or at [http://store.adobe.com/type](http://store.adobe.com/type).

### Headline font

**TRAJAN BOLD**  
ABCDEFghijklmnopqrstuvwxyz

**TRAJAN REGULAR**  
ABCDEFghijklmnopqrstuvwxyz

### Body font

<table>
<thead>
<tr>
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<th>Myriad Italic</th>
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<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
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<td>ABCDEFghijklmnopqrstuvwxyz</td>
<td>ABCDEFghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890 !@#$%^&amp;*()</td>
<td>1234567890 !@#$%^&amp;*()</td>
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<table>
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<tr>
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<tr>
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### Alternate body font (to be used when the above fonts are unavailable)

<table>
<thead>
<tr>
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<td>1234567890 !@#$%^&amp;*()</td>
</tr>
</tbody>
</table>
The brochures below show four of many possible examples of using the University’s new identity system. Although all departments are allowed their creative freedom, a consistent look and feel can be created through the use of consistent colors, fonts and basic elements.

**Brochure Example:**

- **Sac State Green title bar**
- **Use of Trajan Font**
- **Use of Myriad Font**

Primary Logo or approved Unit/Department Logo (see page 17) placed prominently on front of printed piece. Departments are encouraged to place a print date stamp (i.e. 01.06 or F06) on the reverse side of all printed materials.

A color palette has been developed to work with the new identity colors. This family of colors will create a consistent use of color throughout the University and help build better awareness of the university. See page 26 for more information on color.

If you have questions please contact Public Affairs at universitymarketing@csus.edu or (916) 278-4381.