



SACRAMENTO
STATE

UNIVERSITY BRANDING

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University Marketing

Redefine the Possible™

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.

| CORE IDENTITY | IDENTITY EXTENSIONS | SUB-IDENTITIES | INDEPENDENT IDENTITIES |
|--|---|---|--|
| <p>Visual representation of entire University, appropriate for all audiences. Uses primary University logos/logotypes and follows University identity style guide.</p> | <p>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.</p> | <p>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.</p> | <p>Represents a complete visual departure from the University. Uses an independent logo and its own identity standards.</p> |
| | | | |
| <ul style="list-style-type: none"> Sac State Sacramento State California State University, Sacramento | <ul style="list-style-type: none"> Colleges, Schools, Departments, Programs Administrative Units Centers Initiatives & Development Campaigns The University Foundation | <ul style="list-style-type: none"> Alumni Association Athletics ASI Union WELL inc. Sport Clubs UEI Capital Public Radio | <ul style="list-style-type: none"> Housed on Campus Connected to but not funded by campus Student Organizations |

<https://www.csus.edu/brand/visual-identity-architecture.html>



know your voice

- formal voice
- standard voice
- casual voice

voice decides

- **logo**
- **color palette**
- **font**
- **graphic elements**
- **university name**

**standard voice +
primary logos
appropriate
95% of the time**

FORMAL VOICE

In formal voice, we are California State University, Sacramento

CALIFORNIA STATE UNIVERSITY
SACRAMENTO

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.

STANDARD VOICE

In standard voice, we are Sacramento State



SACRAMENTO STATE

Engaging and informational, this is the most common voice. It is used with many audiences, including students, families, faculty, staff, alumni, and community members. It is appropriate on and off campus.

CASUAL VOICE

In casual voice, we are Sac State

SACSTATE

Informal, friendly and energetic, these communications are for groups very familiar with the University, such as current students, recent alumni, faculty, and staff. Casual voice is used primarily on campus.

COLORS

90% MUST BE
with green dominant



10% MAY BE



30% MUST BE
with Sac State Green dominant



70% MAY BE



10% MUST BE
with Sac State Green dominant



90% MAY BE



GRAPHIC ELEMENTS






FONTS

HEADLINES & SUBHEADS

TRAJAN & TRAJAN PRO
The entire font family can be used. This font must be purchased.

Myriad & Myriad Pro
The entire font family can be used. This font must be purchased.

Aleo
The entire font family can be used. This font can be downloaded for free.

BODY COPY

Myriad & Myriad Pro
The entire font family can be used. This font must be purchased.

Garamond
This font should be used as an alternative to Myriad in body copy. It is a standard font available with most programs.

SCRIPT
Script fonts should only be used in small amounts, not as body copy.

Soft Four
This font can be downloaded for free.

Great Vites
This font can be downloaded for free.

Lobster
This font can be downloaded for free. Lobster is for casual voice only.

EXAMPLES


FORMAL VOICE



STANDARD VOICE



CASUAL VOICE



Brand-At-A-Glance
available in Brand Center



Brand Toolkit

| | | | |
|-------------------|-----------------------------|-----------------------------|-------------------------------------|
| Logos & Logotypes | Color Palettes | Fonts | Tagline |
| Graphic Elements | Templates & Design Examples | Business Cards & Letterhead | Vanity Marks - New Updates |
| Advertising | Email Signatures | Photo Gallery | University-Wide Marketing Campaigns |

www.csus.edu/brand



Brand Review Process

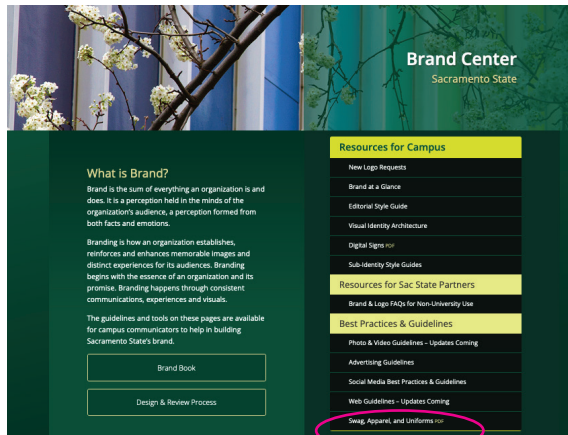
(allow 5 business days for feedback/approval)

- use **link*** for initial submission request
- for anything else: **universitymarketing@csus.edu**
- brand review feedback message types:
 - “Changes required, please resubmit”
 - “Approved (with changes noted) — Please see the proof for our edits.”
 - “Approved, this document meets identity guidelines”

* <https://sacstateucomm.my.workfront.com/requests/new?activeTab=tab-new-helpRequest&projectID=62d0a-ce000313636e4689ce341fc9120&path=>

Swag, Apparel, and Uniforms

- see Process document in Brand Center
- both UM & CLC approvals needed for Procurement
- use logo with TM
- need csus.edu email to access Brand Center links



Primary Logos with Trademark



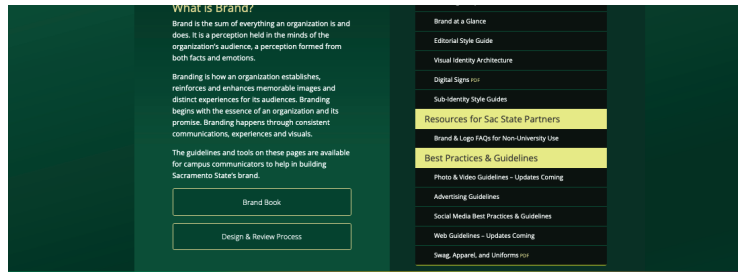
A trademark (™) is required on University logos when artwork is printed through a vendor. When printing with University Print do not use a logo with a TM in your artwork.

Primary Logos with TMs



Vanity Mark Changes

- VM approved between 2016-19 grandfathered
- request permission before creating
- guidelines for using VM need to be included
- new rules for how VM can look



Brand Toolkit

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**annoying details that may
hold up approval**



HORIZONTAL CONFIGURATION



HORIZONTAL STACKED CONFIGURATION





Clear space = X

HORIZONTAL CONFIGURATION



HORIZONTAL STACKED CONFIGURATION



Clears space = 2X

COLOR

Color plays an important role in communicating the University's identity. The 3-color version of the vertical logo is preferred in most applications. The 1- and 2-color versions are alternatives and are intended for 1- or 2-color printing or occasions when a 3-color logo does not have enough contrast with a background color or image.

LOGOS PLACED ON COLORED BACKGROUNDS



The 2- and 3-color version should only be placed on backgrounds with at least 50% contrast.



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

Contact universitymarketing@csus.edu for more information.

3-COLOR

■ Sac State Green ■ Sac State Gold ■ Black



Vertical logo with tagline



Vertical logo without tagline

2-COLOR

■ Sac State Green ■ Sac State Gold



Vertical logo with tagline



Vertical logo without tagline

NOTE: When logo is presented on a white background, the torch handle should always be white

1-COLOR

■ Sac State Green or ■ Sac State Gold or ■ Black

The 1-color version can only be reproduced in one of the three approved colors — Sac State Green (PMS 343), Sac State Gold (PMS 4525), or black. Otherwise the logo must reverse to white out of a color from the approved color palette for the appropriate voice. See [Colors Section](#).



Primary Logos with Trademark



A trademark (™) is required on University logos when artwork is printed through a vendor. When printing with University Print do not use a logo with a TM in your artwork.

Primary Logos with TMs

- Vanity marks are not allowed for colleges, academic programs, academic degrees, or units that connect/promote to an external audience

VANITY MARKS IN USE:

- In design applications, a core or integrated Sacramento State logo must always have visual prominence when used with a vanity mark. Specifically, vanity marks must:
 - **Have secondary placement on communications:** A vanity mark must be incorporated into artwork, it may not be prominently used on its own, such as in a header or a logo/address area. On web pages or sites outside of csus.edu, a vanity mark may not be used in the header or footer, though it may be incorporated into the body of the content.
 - **Be secondary on swag and apparel:** University logo also needs to be more prominent than the vanity mark in these applications (e.g., University logo on front, vanity mark on back).
 - **Be used one at a time:** Only one vanity mark may appear on an item/communication at a time. When multiple units collaborate to promote an event, no vanity marks should be used. A core University logo should be used, and participating units should be identified with text.
- In general use, best practices include:
 - **Social media:** A vanity mark should never be used as social media icon/avatar or in place of the university logo on posts.
 - **Email signatures:** Email signatures should not include vanity marks.
 - **Sponsorships:** Vanity mark may not be used to identify external sponsorships. Sponsorships must be represented by a core or integrated university logo.
- Other consideration:
 - **Walls/offices:** Vanity marks should not be used on wall art/signage in offices.