

Vanity Mark Guidelines

A vanity mark is a custom graphic, used in conjunction with an official University logo, that may also be connected to a specific center, initiative, event, program, campaign, or project on campus. Vanity marks may not be created or used for divisions, colleges, departments, academic programs/degrees, or other University units, and they do not replace Sacramento State's identity. All vanity marks must always be shown with an official University logo.

Creating New Vanity Marks

Vanity marks should be created and used with intentionality. All new vanity marks must be reviewed and approved by [University Marketing](#) prior to use. It is highly recommended to schedule a consultation prior to creating new vanity marks to ensure the guidelines are properly applied and the approval process goes smoothly.

Vanity marks must be created according to these requirements:

- Must use only Sac State Green, Sac State Gold, Stinger Green, Spruce Green, Black, White*
- Must use only Aleo, Myriad Pro, or Trajan Pro font families
- May not include the University name, in any form
- May not use acronyms in design or text
- May not include tag lines, slogans or mottos
- Must be legible at .75" (vertical)

**In select cases, cultural centers or programs on campus may be granted permission to use expanded colors if they are integral to the representation of the culture and the mission of the center or program. Permission to use additional colors must be received by [University Marketing](#) prior to creating the design.*

General Use

Vanity marks should never be used in place of an official Sacramento State logo, and the University logo must always have visual prominence – it must always be clear that the communication comes from Sacramento State. Specifically, vanity marks must:

- *Have secondary placement in designs:* Vanity marks may not be featured on their own, such as in headers, in logo/address areas, as email signatures, or as other standalone

imagery. However, they may be incorporated into an overall design, as long as an official Sacramento State logo is also prominently displayed.

- *Be secondary on swag and apparel:* The University logo must be more prominent, or come before, a vanity mark when included on promotional items, apparel, or uniforms.
- *Be used individually:* Only one vanity mark may appear per item or communication. When multiple units collaborate on an event or initiative, vanity marks should not be used. A University logo should be featured, and participating units should be identified in text.

Vanity Marks on Letterhead

A vanity mark may be added to official University letterhead in a position secondary to the primary logo. Vanity marks are not approved for use on business cards.

Email universitymarketing@csus.edu with any additional questions.

