



SACRAMENTO
STATE

Redefine the Possible

BRAND BOOK

BRAND PLATFORM

Brand Promise

Our brand platform captures the essence of Sacramento State. It defines our brand promise, principles, differentiators, personality and voice. It serves as the source from which we draw information and guidance for presenting our story to the world.

Redefine the Possible™

At Sacramento State, we foster an atmosphere of intellectual curiosity and cultural enrichment, and a passion for new possibilities. We are dedicated to the advancement of ideas and innovations to improve the lives of those in our community and beyond.

We take pride in our role as California's capital university, and we believe there are no limits to the potential each of us has for excellence and success. Our students define themselves through their own efforts and achievements. They are empowered by faculty and staff who share their transformative ideals. Our graduates have the knowledge, guidance and expertise to thrive in a rapidly evolving world.

Through our collective success, we pay back countless dividends to the Sacramento region and deliver the next generation of leaders who are prepared for a new era. We redefine the possible every day at Sacramento State. This is our promise to students, faculty and staff, and to the community at large.

Brand Principles

Our brand principles are the core of Sacramento State. They define who we are and what we stand for.



Principle	It means...	Proof points include:
Student Success	We take every opportunity to provide our students with a transformative and fulfilling college experience that leads to advancement and a rewarding professional career.	<ul style="list-style-type: none"> • More than 7,600 students graduate from Sacramento State every year • 83% of graduating seniors are satisfied or very satisfied with their experience • The School of Nursing sees 450 annual graduates and a 98% pass rate on the license exam
Excellent Education	Our challenging, high-quality courses are taught by faculty who are leaders in their fields. Innovation is embraced, and course material is adapted to be most relevant – including up-to-the-minute research, theory and technological advancements, and important real-world applications.	<ul style="list-style-type: none"> • Sacramento State offers 58 undergraduate majors, 41 master’s degrees, 20 credential programs, an honors program and two independent doctorates • The University is WASC-accredited, and the College of Business Administration holds the prestigious AACSB accreditation • 85% of seniors report applying classroom learning to “real-life” issues
Leadership	The Sacramento region looks to our faculty, staff, alumni and students to provide valuable insight and community leadership. Sacramento State is an influential cultural, business and policy driver.	<ul style="list-style-type: none"> • Sacramento State partners with cities, counties and school districts to pave the way from elementary school through to college to produce career-ready graduates • Leadership certificate programs are available to both students and professionals • Capital Public Radio is licensed to Sacramento State
Community	We are a strong community on and off campus. We attract and foster bright and motivated individuals to be part of the Sacramento State experience. Our students, faculty, staff and alumni are essential to the fabric of our community.	<ul style="list-style-type: none"> • Sacramento State contributes nearly \$1 billion to the local economy annually • The University has received the prestigious Carnegie Community Engagement Classification for its culture of service • Athletics partners with local organizations to attract world-class sporting events to campus, such as the USA Olympic Track & Field Trials
Access	Centrally located in the city of Sacramento, we offer all students access to quality education at an affordable price. We embrace students from all backgrounds and experiences, and provide a variety of programs, courses, formats and tools to support their varied educational goals and needs.	<ul style="list-style-type: none"> • One-third of new students are the first in their family to attend college • More than 37 centers on campus serve varied student needs and interests • Sacramento State students carry 26% less student debt than the national average • More than half of Sacramento Students students have taken online courses

Brand Differentiators

Our brand differentiators are unique and compelling attributes specific to Sacramento State.



Driver	It means...	Proof points include:
Value of Degree	Our alumni are a preferred choice for many regional employers who recognize the value and strong work ethic of our students and graduates. A degree from Sacramento State represents an excellent investment, a top-notch education, an excellent employment opportunity and an unforgettable experience — all at a reasonable cost.	<ul style="list-style-type: none"> • More than half of Sacramento State graduates stay and work in the region • In-state tuition is as little as half the cost of other local higher education options • The Construction Management Department has one of the highest job placement rates of any program at any CSU • Fact: Individuals with a bachelor's degree earn nearly a million dollars more over the course of their time than those with only a high school diploma
Engaged Student Body	Sacramento State students are energetic, motivated and involved. They define themselves, work hard and thrive. Our students achieve — and often exceed — their goals.	<ul style="list-style-type: none"> • About half of the students belong to at least one of 300 clubs and organizations • There are 36 Greek Life organizations, ranging in size from five to 60 members • More than one-third of students have participated in one or more internship programs
Commitment, Expertise of Faculty and Staff	As leaders in their fields, faculty members are committed to providing unparalleled learning experiences for students, including one-on-one mentoring. Faculty and staff serve as advisors, organizers, promoters and in other roles to prepare students for success in the classroom and beyond.	<ul style="list-style-type: none"> • More than 98% of the faculty hold the highest degree in their fields • The professor-to-student ratio is 1 to 25, and the average undergraduate class size is 33 • 80% of graduating seniors say their professors help them in achieving professional goals
Involved, Successful Graduates	Sacramento State graduates make positive contributions to our everyday lives and stay actively involved and connected — giving back to their alma mater and the communities in which they live.	<ul style="list-style-type: none"> • One in 20 residents in the region is an alumnus, and there are more than 7,000 active members in the Alumni Association • Distinguished Alumni Awards have recognized hundreds of alumni since 1972 for their achievements and community service • The <i>Made at Sac State</i> campaign highlights the impact of Sacramento State through its graduates
California's Capital University	Our campus orbits within the gravitational pull of the state's governance center, offering insights and access to myriad political and policy issues. We are a cultural and intellectual mosaic with a diversity of people and ideas, sharing a uniquely California perspective.	<ul style="list-style-type: none"> • Sacramento State is just six miles from the State Capitol • The Capital Fellows Programs are recognized as one of the top 10 internships in the nation • Minorities make up nearly two-thirds of Sacramento State's student population • The Center for California Studies brings the resources of the state's largest university system to the service of public discourse, civic education and state government
Beautiful Campus	Our campus meshes smoothly with the metropolitan soul of Sacramento. Thousands of trees and flowers, a focus on sustainability and art, along with the river and bike trail, create a natural metaphor for Sacramento State's energy, abundance and connection with our community.	<ul style="list-style-type: none"> • A Tree Campus USA, Sacramento State is home to more than 3,500 trees and 400 tree species, a 3-acre botanical garden, and a Japanese tea room and garden • The campus is rich with public art installments and art galleries • The WELL, a student recreation and wellness center, and the American River Courtyard, an on-campus residence hall, are LEED-certified

Personality

Our personality captures the spirit that stems from our promise and principles. It represents our brand and the characteristics we aim to embody.

Sac State is...	It means...	We sound...	Rather than...
Energetic	Our campus is alive with creative energy, opportunity and diversity of people and ideas. We are passionate about learning and doing.	Vibrant Lively Vital	Bubbly Excessive Forceful
Smart	We are forward-looking, sharp and enthusiastic. We learn with a fresh approach and use our imaginations. Knowledge fuels us.	Knowledgeable Astute Imaginative	Haughty Exclusionary Dreamy
Enterprising	We are a community motivated to achieve goals and realize dreams. We are focused, innovative and accomplished.	Original Resourceful Determined	Radical Utilitarian Tenacious
Aspirational	Students, faculty and staff thrive at Sacramento State. We think big and overcome obstacles to build bright futures.	Motivational Encouraging Accomplished	Impulsive Utopian Grandiose
Approachable	We are genuine, welcoming and supportive of all students and cultures. We are ready to help those with a desire to learn.	Friendly Warm Authentic	Familiar Worldly Generic

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.