ASI
IDENTITY GUIDE
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INTRODUCTION

Objective
Identity Guide
What We Value
Tagline
Associated Students, Inc. (ASI) serves as the official governing body of the Sacramento State students and through operation and sponsorship of programs and services meets the varied needs of students. We provide experiential education, leadership opportunities, student representation, various business and recreational services, campus life programs and activities that support the campus and greater Sacramento community.

Identity Guide

This manual will help you use the visual identity guidelines easily and accurately. Your careful attention to these specifications will ensure consistent quality.

A clear and consistent visual identity is key to maintaining a strong image for Associated Students, Inc. The identity connects and leverages the organization’s many parts, and is easily recognized and understood by its wide-ranging publics. Through consistent use of the identity, rather than rigid requirements for the design of all ASI publications and web sites, our graphic standards provide the means to create a modern look for print and online collateral through unifying elements. The constant use of the logo, wordmark typefaces, photographs and color palette all reinforce a strong and positive image of our organization.
What We Value

COMMUNITY SUPPORT
We are a voice for students. We provide learning experiences, services and programs. We promote campus life and involvement. We provide a connection to the greater community. We set high personal and professional standards.

COMMITMENT
We do what it takes to get the job done. We work to exceed minimum standards. We personally invest in our organization.

DIVERSITY
We acknowledge our equality and honor our differences; above all, respect governs our actions.

INTEGRITY
What we say is what we do. We communicate respectfully at all levels. We are true to ourselves and the organization.

TEAM WORK
We respect and recognize every member and their role in the organization. We take part in open, honest and regular communication. We support and assist each other in working towards our common goals.

PASSION & PURPOSE
We are excited about and believe in what we do. We hire and support individuals who value and are committed to the organization’s mission. We believe that what we do contributes to others’ growth and success.

EXCELLENCE IN SERVICE
We seek to understand and respond to our constituents’ needs and priorities. We assess the importance and impact of our programs and services. We strive to celebrate our successes and improve our shortcomings.

Tagline

“I WORK. I LEARN. I PLAY. I AM ASI.”

This tagline is designed to showcase the student experience when participating in ASI programs and services. Another variation is “Work. Learn. Play. I am ASI.”

ASI Student Engagement and Outreach should be consulted for assistance in using this tagline on promotional materials.
LOGOS

Formal Logos
Casual Logos
ASI Funded Logo
Logos Clear Space
Logos Sizing
Formal Logos

The official Associated Student seal and logo are the primary components of the corporation's graphic identity. These versions should be used when ASI and Sacramento State are to be represented on formal communications.

**PRIMARY USAGE**
Official documents, stationary, signage, business cards, merchandise, and nametags.

**VARIATIONS**
Two options may be used when a black and white or single color logo is required.

- The first is a black/gray/white version which can be reproduced on any printer.
- The second version is simply one color. The other available colors are shown below as swatches.

These examples are shown on a white background but it is important to remember that the background color should never show through the logo.

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-9-50-24</td>
<td>200-178-109</td>
<td>CBB26D</td>
</tr>
<tr>
<td>98-0-72-61</td>
<td>0-87-61</td>
<td>00573D</td>
</tr>
<tr>
<td>75-68-67-90</td>
<td>0-0-0</td>
<td>000000</td>
</tr>
</tbody>
</table>
Casual Logos

The casual logos was developed to be used internally within the campus when promoting ASI programs and services.

PRIMARY USAGE
Signage, apparel, graphics, and web.

VARIATIONS
Two options may be used when a black and white or single color logo is required.

• The first is a black/white version which can be reproduced on any printer.
• The second version is one color, with recommended colors shown below. Suggested colors are below, but you are not limited to just those colors.

Primary Stacked Logo

Secondary Stacked Logo

CMYK
36-0-100-0 100-95-11-17 77-100-24-0 0-0-0-25
RGB
176-210-54 37-46-119 100-47-122 199-200-202
HEX
B0D235 252E77 642F7A C7C8CA
ASI Funded Logo

These custom logos were developed for our DOC and Grant funded programs. All ASI funded programs, events, and items should feature the ASI Funded logo.

**PRIMARY USAGE**
All ASI funded event fliers, posters, promo and apparel.

**VARIATIONS**
Only use the logo using the given colors, ASI colors, black and white, or white and gray.

Please ensure that the logo is visible with your chosen background color. If you cannot read the logo, please use the pdf or jpg version with the background provided.

**Primary Stacked Logo**

The activities and opinions presented are not necessarily those of Associated Students, Inc.

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**CMYK**
- 36-0-100-0
- 100-95-11-17
- 77-100-24-0
- 0-0-0-25

**RGB**
- 176-210-54
- 37-46-119
- 100-47-122
- 199-200-202

**HEX**
- B0D235
- 252E77
- 642F7A
- C7C8CA
Logo Restriction

THE FOLLOWING GUIDELINES APPLY TO ALL LOGOS PRESENTED THIS DOCUMENT:

• Don’t change the colors.
• Don’t take away any elements of the logo.
• Don’t scale elements of the logos disproportionately.
• Don’t draw additional artwork on the logos.
• Don’t redo the logos in a different font.
• Don’t use dark logos on dark backgrounds.
• Don’t outline the logos.
• Don’t use logos on a busy background.
• Don’t distort the logos.
• Don’t put a border or bounding box around the logo.
• Don’t rotate the logo.
Logos Clear Space

**AREA OF ISOLATION**
The area of isolation serves as a buffer between the logo and other elements in the layout. The area of isolation (shown in green) is defined by the size of the letter “a” from each mark itself. As the marks and the text grow larger, so will the area of isolation.

![Examples of isolated logos](image-url)
Logos Sizing

SIZE AND LEGIBILITY
Below are the minimum dimensions that the logos can be reduced to.

- ASSOCIATED STUDENTS SACRAMENTO STATE: 0.75” x 0.45”
- associated students, inc.: 0.25” x 0.5”
- as.i funded: 0.5” x 0.5”

The activities and opinions presented are not necessarily those of Associated Students, Inc.
COLORS

Formal Color Palette
Casual Color Palette
Formal Color Palette

<table>
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</tr>
<tr>
<td>75-68-67-90</td>
<td>0-0-0</td>
<td>000000</td>
</tr>
</tbody>
</table>
Casual Color Palette

CMYK  36-0-100-0  100-95-11-17  77-100-24-0  0-0-0-25
RGB   176-210-54  37-46-119   100-47-122  199-200-202
HEX   B0D235      252E77       642F7A      C7C8CA

SECONDARY CASUAL COLOR PALETTE
These colors are for secondary graphic use.

CMYK  56-20-100-3  78-33-0-0  50-85-0-0  12-10-15-0  65-58-56-36
RGB   126-160-62  31-142-204 143-79-159  222-219-211 77-78-78
HEX   7E9F45      288FCA      8E529D     DEDBD4      4D4E4E

*Please note that the formal and casual color palette are preferred but ASI designers can use additional colors to develop their graphics.*
TYPOGRAPHY

- Formal Fonts
- Casual Fonts
**Formal Fonts**

**HOEFLER**
Regular, Italic, Black, and Black Italic.

**GARAMOND**
Regular, Italic, and Bold.
Casual Fonts

**GOTHAM**
Thin, Thin Italic, Light, Light Italic, Xlight, Xlight Italic, Book, Book Italic, Medium, Medium Italic, Bold, Bold Italic, Black, Black Italic, Ultra, and Ultra Italic.

**GOTHAM ROUNDED**
Light, Light Italic, Book, Book Italic, Medium, Medium Italic, Bold, and Bold Italic.

**HEADLINE, SUBHEAD OR BODY FONT**

Gotham Book

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()
```

Gotham Bold

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()
```

Gotham Black

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()
```

Gotham Rounded Book

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()
```

Gotham Rounded Bold

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()
```

Gotham Rounded Book Italic

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()
```

Gotham Rounded Bold Italic

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()
```

*Please note that the formal and casual fonts are preferred but ASI designers may use other fonts in association with these.
ASI DEPARTMENTS

ASI Department & Program Logos
Aquatic Center
Children’s Center
Food Pantry
KSSU
Peak Adventures
Safe Rides
ASI Department & Program Logos

ABOUT
ASI programs and departments with formal logos are represented on the following pages.
Aquatic Center

ABOUT
Associated Students, Inc., Aquatic Center offers high quality boating and safety programs through education, recreation, and competition. The Aquatic Center is one of the finest and most comprehensive centers in the country. All Sacramento State students, staff and alumni receive a discount on selected programs and rentals with their Sac State ID. Classes and Activities include: rowing, wakeboarding, waterskiing, sailing, kayaking, canoeing, youth & adult programs, facility rentals, equipment rentals, student employment.

LOGO USAGE CONTACT
Cindi Dulgar
(916) 278-1112
cindi@csus.edu
Children Center

ABOUT
Associated Students, Inc., Children's Center serves as a family support service for Sacramento State students by providing child care programming. Enrollment priority is given to Sac State students, and then opened to the rest of the Sac State community. In addition, under the direction of a team of professional staff, the Children’s Center employs a large number of Sacramento State students seeking experience in childcare. The Children’s Center serves as a support system existing in a home-oriented environment to meet a child’s emotional, physical, intellectual and social growth needs.

LOGO USAGE CONTACT
Sherry Velte
(916) 278-5120
velte@csus.edu
Food Pantry

ABOUT
The ASI Food Pantry exists to provide food and basic necessities at no cost to Sac State students in need. The Food Pantry aims to decrease the impact that food insecurities have on the academic success of Sac State students. It is increasingly challenging for students to juggle the costs of living while working to obtain their degree. Many students are finding themselves choosing between basic essentials such as food and basic toiletries and the required costs of tuition, fees, and books. The ASI Food Pantry helps to alleviate hunger within our student community.

LOGO USAGE CONTACT
Reuben Greenwald
(916) 278-2113
reuben.greenwald@csus.edu
KSSU

ABOUT
Associated Students, Inc., KSSU is Sacramento State’s student-run radio station, which offers a range of different radio personalities as well as genres of music. In addition to regular programming, KSSU also interviews visiting artists, broadcasts at Sac State athletic events, provides students opportunities to DJ, and participates in a number of campus events. As a part of the Student Life & Services program, KSSU is a vital part to student life on the Sac State campus.

LOGO USAGE CONTACT
Andrew Garcia
(916) 278-3343
andrewgarcia3@csus.edu
Peak Adventures

ABOUT
Associated Students, Inc., Peak Adventures is a major outdoor adventure provider for Northern California. Peak Adventures is dedicated to providing adventure education and leadership development opportunities for all ages. Peak Adventures has been guiding people on outdoor adventures since 1989, and has become the most unique, diverse, and affordable outdoor recreation provider within the Sacramento Valley.

LOGO USAGE CONTACT
Tanner Landon
(916) 278-6321
tannerlandon@csus.edu

Primary Logo

Secondary Logo

Minimum Size
Clear Space

0.5"
0.2"
Safe Rides

ABOUT
Associated Students, Inc., Safe Rides is a free program that provides safe, and confidential rides home to the students, staff and faculty of Sac State. The Safe Rides Program is designed to prevent drinking and driving related incidents, such as accidents, DUI/DWI arrests, and death. Safe Rides are also a safety net that can be used in many different situations, a bad date, a late movie, or a broken down car. Safe Rides operate Wednesday, Thursday, Friday and Saturday nights from 10 p.m. to 2 a.m. Safe Rides relies on Sac State Organizations and Clubs to ensure the successes of the Safe Rides program through volunteering.

LOGO USAGE CONTACT
Andrew Garcia
(916) 278-3343
andrewgarcia3@csus.edu