Identity Standards
University Enterprises, Inc.
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Introduction

University Enterprises, Inc.’s (UEI) role as a non-profit auxiliary organization of California State University, Sacramento is to create and manage programs and services that enhance the University’s educational mission. Examples include Sac State Campus Dining, California Intern Network, UEIJobs, Hornet Bookstore, Julia Morgan House Event and Conference Center, and Upper Eastside Lofts.
 Objective

The purpose of this document is to introduce the UEI brand and the brands UEI manages, and to provide guidelines for consistent application of their visual identities. The brands that UEI manages include UEIJobs, California Intern Network, Julia Morgan House, Epicure Catering at Sacramento State, Sac State Campus Dining and the following self-operated eateries on campus: Courtyard Market, Dining Commons, Epicure Restaurant at Sacramento State, Good Eats!, RF Greens, and The Buzz.
University Enterprises, Inc. Brand Map

This brand map illustrates UEI’s relationship to the brands it manages.
Primary Colors
As an auxiliary of Sacramento State, our colors follow the color standards established by the University.

- Green = PMS 343
- Gold = PMS 4515

Secondary Colors
Refer to the University’s Identity Style Guide for the current secondary colors.

Clear Space
Separate the logo from other elements by creating a clear space equal to the height represented by the capital S.

Minimum Size
The logo should not be sized smaller than shown and must always be legible.

1.25" wide
UEI Managed Brands

Always use the UEI logo with these brands. Placement of the UEI logo is dependent upon the medium (print, digital, etc.), however typically the UEI logo should be placed in a subordinate position in the lower right corner or lower left corner and be shown smaller or equal to the size of the dominant logo.

- UEIJobs
- California Intern Network
- Julia Morgan House Event and Conference Center
- Sac State Campus Dining
- Courtyard Market
- Dining Commons
- Good Eats!
- Epicure Catering at Sacramento State
- Epicure Restaurant at Sacramento State
- RF Greens
- The Buzz
UEIJobs

Primary Colors

Green=PMS 343
Gold=PMS 4515

Clear Space
Separate the logo from other elements by creating a clear space equal to the height represented by the letter s.

Minimum Size
The logo should not be sized smaller than shown and must always be legible.

1" wide
California Intern Network

Primary Colors
- Red = PMS 1797
- Gray = PMS 430

Clear Space
Separate the logo from other elements by creating a clear space equal to the height represented by the letter n.

Cobranding
- University Enterprises, Inc.
- SACRAMENTO STATE

Minimum Size
The logo should not be sized smaller than shown and must always be legible.
Julia Morgan House

Primary Color

Purple=PMS 491

Clear Space

Separate the logo from other elements by creating a clear space equal to the height represented by the capital H.

Minimum Size

The logo should not be sized smaller than shown and must always be legible.
Sac State Campus Dining

Primary Color

Green=PMS 343

Clear Space
Separate the logo from other elements by creating a clear space equal to the height represented by the capital S.

Minimum Size
The logo should not be sized smaller than shown and must always be legible.

1.25" wide
Self-Operated Eateries
Courtyard Market

Primary Colors
Red=PMS 484
Green=PMS 371

Clear Space
Separate the logo from other elements by creating a clear space equal to the height represented by the capital T.

Minimum Size
The logo should not be sized smaller than shown and must always be legible.

1” wide
Dining Commons

**Primary Colors**
- Orange = PMS 124
- Green = PMS 7495

**Clear Space**
Separate the logo from other elements by creating a clear space equal to the height represented by the letter n.

**Minimum Size**
The logo should not be sized smaller than shown and must always be legible.

Orange = PMS 124
Green = PMS 7495
Epicure Catering at Sacramento State

Primary Colors

- Black
- Green=PMS 7495

Clear Space

Separate the logo from other elements by creating a clear space equal to the height represented by the letter e.

Minimum Size

The logo should not be sized smaller than shown and must always be legible.
Epicure Restaurant at Sacramento State

Primary Colors

- Black
- Green=PMS 7495

Clear Space
Separate the logo from other elements by creating a clear space equal to the height represented by the letter e.

Minimum Size
The logo should not be sized smaller than shown and must always be legible.
Good Eats!

Primary Colors
- Blue=PMS 286
- Yellow=PMS 380
- Green=PMS 361

Clear Space
Separate the logo from other elements by creating a clear space equal to half the height represented by the height of the green bar.

Minimum Size
The logo should not be sized smaller than shown and must always be legible.
RF Greens

Primary Colors
- Green=PMS 377
- Blue=PMS 3155

Clear Space
Separate the logo from other elements by creating a clear space equal to the height represented by the capital R.

Minimum Size
The logo should not be sized smaller than shown and must always be legible.

1" wide
The Buzz

Primary Colors

Brown=PMS 462  Orange=PMS 131

Clear Space

Separate the logo from other elements by creating a clear space equal to the height represented by the capital Z.

Minimum Size

The logo should not be sized smaller than shown and must always be legible.

1" wide
Unacceptable Logo Use

The following guidelines apply to all logos presented in this document:

- Don’t change the colors.
- 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 watermark the logos.
- 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.
Typography

Primary Typeface: Myriad Pro

Myriad Pro Light

abcd...xyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Pro Regular

abcd...xyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Pro Italic

abcd...xyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Pro Semibold

abcd...xyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Pro Semibold Italic

abcd...xyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Pro Bold

abcd...xyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Pro Bold Italic

abcd...xyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Pro Black

abcd...xyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Additional typefaces may be used as defined by the University’s Identity Style Guide.
Writing Style

Business Communications
UEI follows the *Associated Press Stylebook*, the University’s writing style guide.

Marketing Communications
UEI uses *The Chicago Manual of Style*, which focuses on making the English language clear and readable while allowing flexibility and personal style.
Contact Us

For questions about logo use and approval and for more information, please contact Director, Marketing Services, Angela Rader at (916) 278-7425 or email angela.rader@csus.edu.