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Sacramento State’s Visual Identity and Style

IMPORTANCE OF VISUAL IDENTITY

Hundreds of messages are sent daily through a multitude of media — all vying for attention at all times. This makes it increasingly challenging for communications to be noticed and to have impact on audiences as intended. Consistent visuals make it easier to recognize messages from a single source, improving awareness of a brand and ultimately the success of its communications.

IDENTITY STYLE GUIDE

Sacramento State’s official identity and style standards are detailed in the following pages. They are intended to improve visual consistency for all University communications, addressing the use of logos and special marks, the tagline, colors, fonts, photography, design options, and much more. They are overarching and flexible to best meet the many and varying needs of campus.

APPROVAL PROCESS

To ensure that materials meet the required visual identity standards, they must be approved by University Marketing prior to finalization or “going live.” Send a PDF of the project to universitymarketing@csus.edu and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.

FIND IT ONLINE

Much of the information provided in this document is also available online. Throughout this document you will see either of these icons:

Clicking this icon will take you to a web page where more information can be found. The page also may contain downloadable documents.

CHECK BACK OFTEN

These guidelines will be updated regularly to keep them current. Look online for the most up-to-date information.
The University Names

SACRAMENTO STATE NAMING SYSTEM

The University has a common naming system that allows for standard, casual and formal uses. The designs for the identity package are based on this system. The officially recognized names are:

- SACRAMENTO STATE
  Standard name

- SAC STATE
  Nickname

- CALIFORNIA STATE UNIVERSITY, SACRAMENTO
  Formal name

Name variations that should NEVER be used include, but are not limited to:

- CSUS
- SACRAMENTO STATE UNIVERSITY
- CSU SACRAMENTO
- CAL STATE SACRAMENTO
- CALIFORNIA STATE UNIVERSITY AT SACRAMENTO
- CSU – SACRAMENTO
- CALIFORNIA STATE UNIVERSITY – SACRAMENTO

STANDARD NAME (STANDARD VOICE):

SACRAMENTO STATE

The common and most frequently used name and voice for the University is “Sacramento State.”

“Sacramento State” may appear as the first and only reference to the University. It is also the second reference when the formal name is used. The standard voice is preferred for most materials since it addresses a general audience. Such audiences usually include, but are not limited to: students, prospective students, campus employees, residents of the Sacramento region, residents of the state, donors and alumni.

NICKNAME (CASUAL VOICE):

SAC STATE

The nickname for the University is “Sac State” — a name that has been long used with affection by students, alumni and the local community. It should only be used on material intended for an audience that is highly familiar with and close to the University, such as current students, staff, faculty and recent alumni.

FORMAL NAME (FORMAL VOICE):

CALIFORNIA STATE UNIVERSITY, SACRAMENTO

should always include the comma

The formal name of the University is “California State University, Sacramento.” This name should always include the comma, and should not include other elements such as a dash or the word “at.” An exception for comma is in the formal stacked logotype, because the break is implied (see Logos Section).

The formal name should be used on materials that are institutional in nature, as well as formal documents or materials that will be distributed primarily nationally or internationally. These items include, but are not limited to, diplomas, contracts, collateral for national conventions, and grant proposals. In text, the formal name may be used as a first reference with “Sacramento State” as a second reference.
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.

### Visual Identity Architecture

<table>
<thead>
<tr>
<th>CORE IDENTITY</th>
<th>IDENTITY EXTENSIONS</th>
<th>SUB-IDENTITIES</th>
<th>INDEPENDENT IDENTITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visual representation of entire University, appropriate for all audiences. Uses primary University logos/logotypes and follows University identity style guide.</td>
<td>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.</td>
<td>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.</td>
<td>Represents a complete visual departure from the University. Uses an independent logo and its own identity standards.</td>
</tr>
</tbody>
</table>

**Sacramento State**

**California State University, Sacramento**

**Sac State**

**University Enterprises, Inc.**

**UNION WELL INC**

** Associating Students Sacramento State**

**Sport Clubs**

**Capital Public Radio**

**Student Organizations**

**Housed on Campus**

**Connected to but not funded by campus**

---

*Sac State* | *California State University, Sacramento* | *University Enterprises, Inc.* | *UNION WELL INC* | *Associating Students Sacramento State* | *Sport Clubs* | *Capital Public Radio* | *Student Organizations* | *Housed on Campus* | *Connected to but not funded by campus***
Where Do You Fit? Presenting Your University Identity

Core identity and identity extension units should adhere to the standards established in the identity style guide. Sub-identities have their own style guides, and independent identities are not visually connected to the University.

<table>
<thead>
<tr>
<th>Are you?</th>
<th>For example</th>
<th>Then you are a(n)</th>
<th>Your role is to</th>
<th>Visual identity requirements</th>
<th>Required approvals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Representing the entire University to all of its audiences?</td>
<td>Sac State Sacramento State California State University, Sacramento</td>
<td>CORE IDENTITY</td>
<td>• Ensure function and messages support the University’s core mission • Consistently represent the identity to the University’s primary target audiences</td>
<td>Primary logos and logotypes, nickname logo and logotype, formal logotypes, official seal</td>
<td>Must follow the University identity style guide</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>All core identity materials need to be approved through <a href="mailto:universitymarketing@csus.edu">universitymarketing@csus.edu</a>. Allow up to five business days.</td>
<td></td>
</tr>
<tr>
<td>Serving or supporting the University’s primary mission and functions?</td>
<td>Colleges, schools, departments, programs, centers Administration: Academic Affairs, Administration &amp; Business Affairs, Human Resources, Information Resources &amp; Technology, Public Affairs &amp; Advocacy, Student Affairs, University Advancement, University Counsel Initiatives Development campaigns</td>
<td>IDENTITY EXTENSION</td>
<td>• Support the University’s core mission, serving segments of the primary target audiences • Visually reinforce the University’s core identity, providing depth and width</td>
<td>Core identity marks or integrated logos and logotypes</td>
<td>Must follow the University identity style guide</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Special marks may supplement the University marks, but do not replace them</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Unique logos distinct from University marks, but linked visually or in text</td>
<td>All identity extension materials need to be approved through <a href="mailto:universitymarketing@csus.edu">universitymarketing@csus.edu</a>. Allow up to five business days.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Follow individual identity style guidelines</td>
<td>New special marks must also be submitted to University Marketing for approval. Approval time may vary.</td>
</tr>
<tr>
<td>Visually and functionally linked to the University for strategic reasons, but supporting a separate mission?</td>
<td>Alumni Association Associated Students, Inc. Athletics Capital Public Radio Sport Clubs The Union University Enterprises, Inc. The WELL University Foundation*</td>
<td>SUB-IDENTITY</td>
<td>• Produce products or services related to, but different from, those of the University • Serve and support your target audience, separate from the University’s • Build and promote a unique identity</td>
<td>Independent logo with no visual connection to the University</td>
<td>Requested to keep University Marketing informed of public communications and advertisements, work in cooperation whenever possible.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Follows its own identity style guidelines</td>
<td></td>
</tr>
<tr>
<td>Visually and functionally separate from the University?</td>
<td>United States Geological Survey California Water Science Center Friends of the Library Student Clubs &amp; Groups Alumni groups not supported via Alumni Association, a college or dept.</td>
<td>INDEPENDENT IDENTITY</td>
<td>• Perform functions different from the University’s core mission • Serve audiences separate from the University’s, but located on or connected to campus • Build and promote a completely separate identity from the University</td>
<td>Independent logo with no visual connection to the University</td>
<td>No identity oversight required from the University.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Follows its own identity style guidelines</td>
<td>With permission from University Marketing, these identities may include “at Sacramento State” or “at Sac State” with their logos.</td>
</tr>
</tbody>
</table>

*University Foundation uses the University identity
Non-Standard Identity Presentations

Some groups do not fit clearly within the University identity architecture. Some student clubs, sponsorships and customizable third-party web applications are among a few, their identity requirements are summarized here.

STUDENTS
Most student groups are restricted from using University logos/logotypes and graphic elements, such as the double S, in their club names or on promotional materials. They may attach the University name or nickname as an “at Sacramento State” or “at Sac State,” but they may not include the University name as part of the club name. For example, “Sacramento State Student Club” or “Sac State’s Student Club” are not allowed. These guidelines apply to informal student clubs and groups, as well as those sanctioned by Student Organizations and Leadership.

Student groups with exception to this rule include faculty sponsored academic clubs (e.g. debate club) and Sport Clubs. The Sport Clubs have and monitor their own set of identity guidelines, and faculty advisors assume responsibility for the use of University logos/logotypes and graphic elements used by academic clubs.

SPONSORSHIPS
Anytime a logo is needed to indicate Sacramento State’s support or sponsorship of an event, the vertical or horizontal primary logo with no tagline should be provided. If more than one unit is sponsoring an event, the primary logo should be used with the sponsoring departments identified in text.

NEED HELP?
Contact universitymarketing@csus.edu with questions about presenting University identities.

THIRD-PARTY WEB APPLICATIONS
Some third-party web applications allow for some range of visual customization. The core identity primary vertical or horizontal logo with no tagline should be used whenever possible. If additional color customization of the page is an option, Sac State green should be applied.
SACRAMENTO STATE
Redefine the Possible

IDENTITY STYLE GUIDE

UNIVERSITY MARKS
**Symbolism**

**SHIELD AND THE FLAME**
The University’s logo is composed of a shield, flame, rivers, University name and tagline. The curves of the flame within the torch create a double S that stands for Sacramento State. The solid stance of the torch and handle is the defining feature of the Sacramento State logo system and evokes a flame of knowledge. It is inspired by the quality of learning, diversity, unity, strength and leadership that a torch has long symbolized. Other elements of the logo include a shield (official, government representation), an arch (reminiscent of the Guy West Bridge) and a curved element (representing the American and the Sacramento Rivers). Both the double S and rivers can be used as separate graphic elements, see Graphic Elements Section.

**UNIVERSITY NAME**
The Standard name of the University is typeset in the font **Trajan Pro Bold**. Its all-caps evokes strength, while the thin serifs of the font are friendly and welcoming.

**TAGLINE**
The primary logos with the tagline, “Redefine the Possible,” should be the primary logos used for most external and internal communications. The tagline can be integrated with the primary vertical and horizontal logos, as a tagline logotype, and in copy. For details on when and how to use the tagline and the tagline logotype, see Tagline Usage Section.

**COLORS**
University colors are Sac State Green and Sac State Gold. Logos have strict color guidelines. See Color Palettes Section for color breakdowns (Pantone, RGB, CMYK, HEX, etc.)
IDENTITY STYLE GUIDE

Core Identity: Logos & Logotypes
Core Identity: Logos & Logotypes

Core Identity

The core identity represents the entire University. The names Sacramento State, Sac State and California State University, Sacramento and their correlating marks are the preferred University logos and logotypes.

Logos, Logotypes and Official Seal

The logos and logotypes in this section represent Sacramento State – its image, ideas, goals, personality and values. Consistent application and precise production will reinforce public awareness of the University, its colleges, departments and other areas.

When the logos are used properly with the University’s colors, fonts and graphic elements, a unique and effective visual style can be established. The primary logos are appropriate for most situations and should be considered first before other logos or logotypes.

Print- and digital-quality images of the logo and logotypes may be obtained online at www.csus.edu/brand. All materials using Sacramento State logos and logotypes must meet the Identity Style Guide requirements.

Approval Process

To ensure that materials meet the required visual identity standards, they must be approved by University Marketing prior to finalization or “going live.” Send a PDF of the project to universitymarketing@csus.edu and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.
Primary Logos

**Usage and Configurations with the Tagline**

The primary logo has several configurations. The vertical configuration is the preferred version and should be considered first with the tagline. The primary logos with the tagline should be used whenever possible, especially in advertising and promotional materials.

The horizontal version is available for applications with restricted vertical spacing. The horizontal stacked configuration is an option when a smaller size is needed. It is legible at smaller size than the other configurations of the primary logo.

**Vertical Configuration**

![Vertical logo with tagline](image1)

![Vertical logo without tagline](image2)

**Horizontal Configuration**

![Horizontal logo with tagline](image3)

![Horizontal logo without tagline](image4)

**Horizontal Stacked Configuration**

![Horizontal stacked logo](image5)

*NOTE: The horizontal stacked logo configuration does not have a tagline version.*

*The base of the University name aligns with the base of the main body of the shield.*

*The University standard name is vertically centered with the shield.*

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FIND IT ONLINE
Download Sacramento State logos at [www.csus.edu/brand](http://www.csus.edu/brand)
**Primary Logos Clear Space**

**CLEAR SPACE**

To ensure visual integrity, there must always be a minimum amount of white or clear space surrounding the logo or logotype. This clear space must be kept free of other elements.

The correct minimum amount of clear space shall be defined as “X” as shown. The measurement “X” is equal to the height of the “SACRAMENTO” letters in the logo.

Please note these are only minimum measurements.
Primary Logos Sizing

Minimum Size

The logo should be displayed prominently, relative to the size of the piece, in all applications. It should be visually clear to the audience that the material presented to them is from Sacramento State. When reducing the logo size for very small ads or small promotional materials, the logo must remain clear and legible. Whatever the reproduction technique, be sure the logo is always legible at its size and can be clearly executed/reproduced.

Minimum sizes have been established to the right. Logo size should be approximately 10% of the overall communication. There is no maximum size.

Vertical Configuration

Horizontal Configuration

Horizontal Stacked Configuration
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 presented on a white background, the torch handle should always be white.

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

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.

FIND IT ONLINE
Download Sacramento State logos at www.csus.edu/brand

Contact universitymarketing@csus.edu for more information.
Primary Logos Colors continued

LOGOS PLACED ON COLORED BACKGROUNDS

The 2- and 3-color versions 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.

FIND IT ONLINE
Download Sacramento State logos at www.csus.edu/brand

3-COLOR  Sac State Green  Sac State Gold  Black

SACRAMENTO STATE
Redefine the Possible

Horizontal logo with tagline

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

SACRAMENTO STATE
Redefine the Possible

Horizontal logo without tagline

2-COLOR  Sac State Green  Sac State Gold

SACRAMENTO STATE
Redefine the Possible

Horizontal logo with tagline

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

SACRAMENTO STATE
Redefine the Possible

Horizontal logo without tagline

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 Colors continued

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.

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

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

NOTE: The Horizontal Stacked logo configuration does not have a tagline version.

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.

Contact universitymarketing@csus.edu for more information.

FIND IT ONLINE
Download Sacramento State logos at www.csus.edu/brand
Primary Logos Use & Misuse

IMPROPER USE
Shown here are examples of improper uses of the primary logo. The logo should always be used in the configuration in which it was designed and not combined or made part of other words or design elements. Always use the approved artwork and follow the guidelines when using it. If you are unsure, please contact universitymarketing@csus.edu for more information.

APPROVAL PROCESS
To ensure that materials meet the required visual identity standards, they must be approved by University Marketing prior to finalization or “going live.” Send a PDF of the project to universitymarketing@csus.edu and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.
Primary Logos Use & Misuse continued

IMPROPER USE
More examples of improper uses of the primary logos.

APPROVAL PROCESS
To ensure that materials meet the required visual identity standards, they must be approved by University Marketing prior to finalization or "going live." Send a PDF of the project to universitymarketing@csus.edu and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.

The torch handle should not be white when logo is placed on a colored background.

The torch handle should be white when logo is placed on a white background.

Do not place logo over complex backgrounds.

Do not re-create a new logo by combining, surrounding, adding or overprinting type.

Do not distort, squeeze, or stretch the logo in any way.

Do not place any images or elements into the clear space area.
**Nickname Logo & Logotype**  
Clear Space & Sizing

**USAGE AND CONFIGURATIONS**

The nickname logo and logotype are intended for use on communications that have a casual voice. Informal materials that are intended for current students, staff, faculty and recent alumni can use this logo and logotype.

The nickname should not be used as a department logo or design element. It may never appear in conjunction with the official seal. There is not a version of the nickname logo with our tagline. The tagline logotype can be included in communications if it is outside of the nickname logo or nickname logotype’s clear space.

There are two configurations for the nickname; it should only be presented in one of the two styles shown.

**CLEAR SPACE**

To ensure visual integrity, there must always be a minimum amount of white or clear space surrounding the logo or logotype. This clear space must be kept free of other elements. The correct minimum amount of clear space shall be defined as “.5X”, as shown. The measurement “X” is equal to the height of the “SAC STATE” letters. Please note these are only minimum measurements.

**MINIMUM SIZE**

The sizes at right indicate the smallest size the nickname logo and logotype can be reproduced. Whatever the reproduction technique, be sure the logo and logotype are always legible and can be clearly executed/reproduced. Logo and logotype size should be approximately 10% of the overall communication. There is no maximum size.

Contact [universitymarketing@csus.edu](mailto:universitymarketing@csus.edu) for more information.

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**FIND IT ONLINE**

Download Sacramento State logos at [www.csus.edu/brand](http://www.csus.edu/brand)
**Nickname Logo & Logotype Colors**

**PLACED ON DARK BACKGROUNDS**

Do not place the 2-color or 1-color green logo or logotype on a black background. The nickname logo and logotype should only be placed on backgrounds with at least 50% contrast.

Never place the 1-color Sac State Gold logo or logotype on the following palette colors: American River Teal, Blue Gum Eucalyptus or Blue Book Cyan.

---

**2-COLOR**

- Sac State Green
- Sac State Gold

---

**1-COLOR**

- Sac State Green
- Sac State Gold
- 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**.
**Nickname Logo & Logotype Use & Misuse**

**IMPROPER USE**

Shown here are examples of improper uses of the nickname logo and logotype. The logo and logotype should always be used in the configuration in which it was designed and not combined or made part of other words or design elements. Always use the approved artwork and follow these guidelines when using it.

**APPROVAL PROCESS**

To ensure that materials meet the required visual identity standards, they must be approved by University Marketing prior to finalization or “going live.” Send a PDF of the project to universitymarketing@csus.edu and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.

If you are unsure, please contact universitymarketing@csus.edu for questions.

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[Graphic examples of improper uses of the logo and logotype are shown.]

- **Do not rearrange the relationship of the University nickname and the double S.**
- **Do not use any colors other than those designated as the logo or logotype colors.** See logo and logotype colors.
- **Do not distort, squeeze, or stretch the logo.**
- **Do not combine the nickname logotype with the tagline (unless it is outside of the clear space) or department/unit/club/program/project names.**
- **Do not re-create the logo with any other typeface.**
- **Do not distort, squeeze, or stretch the logotype.**
- **Do not switch the colors in the 2-color logo.**
- **Do not place any images or elements into the clear space area.**
**Formal Logotypes Clear Space**

**USAGE AND CONFIGURATIONS**

The formal name should be used primarily on formal documents or materials which will be distributed primarily nationally or internationally, or otherwise benefit from the use of the formal University name. These include, but are not limited to, diplomas, contracts, national conventions and grant proposals.

The University’s formal name can be presented in one of two logotypes shown. The stacked logotype is the only instance where the comma after University is not required. Otherwise, a comma should always fall between “University” and “Sacramento.”

**CLEAR SPACE**

To ensure visual integrity, there must always be a minimum amount of white or clear space surrounding the logotypes. This clear space must be kept free of other elements. The correct minimum amount of clear space shall be defined as “X” as shown.

The measurement “X” is equal to the height of the “CALIFORNIA STATE UNIVERSITY” letters in the logotype. Please note these are only minimum measurements.

**FORMAL STACKED LOGOTYPE**

CALIFORNIA STATE UNIVERSITY
SACRAMENTO

**FORMAL LOGOTYPE**

should always include the comma

CALIFORNIA STATE UNIVERSITY, SACRAMENTO

**CLEAR SPACE**

CALIFORNIA STATE UNIVERSITY, SACRAMENTO
**Formal Logotypes Sizing & Colors**

**MINIMUM SIZE**
The sizes at right indicate the smallest size the formal logotype can be reproduced. Whatever the reproduction technique, be sure the logotype is always legible and can be clearly executed/reproduced. Logotype size should be approximately 10% of the overall communication. There is no maximum size.

**LOGOTYPE COLORS**

- Sac State Green
- Sac State Gold
- Black

The 1-color version can only be reproduced in one of the three approved colors — Sac State Green, Sac State Gold, or black. Otherwise the logotype must reverse to white out of a color from the approved color palette for the appropriate voice. See Colors Section.
**Formal Logotypes Use & Misuse**

**IMPROPER USE**
Shown here are some examples of improper uses of the formal name logotypes. Logotypes should always be used in the configurations in which they were designed and not combined or made part of other words or design elements. Always use the approved artwork and follow these guidelines when using it.

**LOGOS AND LOGOTYPES ON PHOTOS**
Place the University mark on a neutral area. Try darkening or lightening the image behind the mark or using a soft drop shadow to help the logotype stand out.

**APPROVAL PROCESS**
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Contact universitymarketing@csus.edu for questions.
The Official Seal

As the formal symbol of the University, the official seal is used selectively and with the distinction appropriate for such symbols. It is intended for formal occasions and materials. Examples include diplomas, certificates or medals given on behalf of the University, programs for presentations by dignitaries and collateral for formal events. The official seal is also used on University business cards, letterhead and envelopes for the President, the President’s office staff, Cabinet members, faculty and the President Emeritus.

The official seal is not for common use. It should not be used as a department logo or design element, on publicity fliers or in newsletters. Nor should it appear in conjunction with the nickname, nickname logo or nickname logotype.

The official seal is available by request only. Written approval must be secured in advance, and all materials using the official seal must be approved through universitymarketing@csus.edu. Allow a minimum of five working days for approvals.
The Official Seal  Clear Space & Sizing

CLEAR SPACE
To ensure visual integrity, there must always be a minimum amount of white or clear space surrounding the seal. This clear space must be kept clear of other elements. The correct minimum amount of clear space shall be defined as “X” as shown. The measurement “X” is equal to the height of “1947.”

Please note these are only minimum measurements.

MINIMUM SIZE
The sizes at right indicate the smallest size the official seal can be reproduced. Whatever the reproduction technique, be sure the seal is always legible and can be clearly executed/reproduced. Official seal size should be approximately 10% of the overall communication. There is no maximum size.
COLOR
Color plays an important role in communicating the University’s identity. A 2-color version of the seal is preferred in most applications. The 1-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
When the logo is placed on a background other than white, the torch handle should be the same color as the flame.

The 2-color version should only be placed on backgrounds with at least 50% contrast. If less than 50% contrast choose a seal with a white background; see lower right examples.

When reversing to a 1-color logo the flame and the flame handle are transparent.

When printing in only 1-color, and that one color is not one of the three approved colors, then the seal must be reversed out to white.

PLACED ON DARK BACKGROUND
Use these versions if there is less than 50% contrast between the official seal and the black background.

2-COLOR ■ Sac State Green ■ Sac State Gold
The 2-color version can only be reproduced in Sac State Green (PMS 343) and Sac State Gold (PMS 4525)

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.

NOTE: When logo is presented on a white background, the torch handle should always be white.
The Official Seal Use & Misuse

IMPROPER USE
Shown here are examples of improper uses of the official seal. The seal should always be used in the configuration in which it was designed and not combined or made part of other words or design elements. Always use the approved artwork and always follow these guidelines when using it.

APPROVAL PROCESS
To ensure that materials meet the required visual identity standards, they must be approved by University Marketing prior to finalization or “going live”. Send a PDF of the project to universitymarketing@csus.edu and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.

Contact universitymarketing@csus.edu for questions.
Logos & Logotypes on Images

PLACING LOGOS AND LOGOTYPES ON TOP OF PHOTOS
When placing one of the University logos or logotypes over a photograph, it must remain completely legible. Use the following guidelines when choosing where to place it on your image:

- The image area behind and around the logo or logotype must have very little texture or activity.
- Allow for the logo or logotype individual clear space requirement. See Clear Space Section. The edge of the page, major color shifts, active areas and major elements of the image visually distract and should not fall within the clear space.
- Effects should only be applied to the logo or logotype to increase legibility and should not change the logo or logotype. Be cautious about:
  - using program filters to make the logos or logotypes look embossed or beveled
  - outlining the logos or logotypes
  - applying heavy shadows or glows

EXAMPLES OF THE LOGO REVERSED OUT OF A PHOTO

MISUSE OF THE LOGO REVERSED OUT OF A PHOTO

An approved image release is available at [www.csus.edu/brand](http://www.csus.edu/brand)

A gallery of approved campus photography is available at [www.flickr.com/photos/sacstate/sets](http://www.flickr.com/photos/sacstate/sets)
IDENTITY STYLE GUIDE

IDENTITY EXTENSION: INTEGRATED LOGOS & LOGOTYPES
Identity Extensions

Identity Extensions are units that serve or support the University’s primary function – administrative units, colleges, departments, programs, centers, and initiatives, among others. They are visually represented by a University mark; they cannot be represented by a separate logo. They may use special marks in their communications, but it must be used in conjunction with a University mark, per the guidelines in the Special Marks Section.

Integrated Logos and Logotypes

Integrated Logos and Logotypes are units that serve or support the University’s primary function – administrative units, colleges, departments, programs, centers, and initiatives, among others. They are visually represented by a University mark; they cannot be represented by a separate logo. They may use special marks in their communications, but it must be used in conjunction with a University mark, per the guidelines in the Special Marks Section.

Integrated Logos and Logotypes with One Position

Units can integrate their name with a primary logo or logotype to create a unique integrated University mark. Names can be integrated at one or two levels. Examples to the right show how a single campus unit should be presented. The type of unit determines the font. See the table on the following page for details.

Please do not re-create these integrated logos or logotypes. Contact universitymarketing@csus.edu for your unit’s integrated logos. Please allow a minimum of 7 business days.

Identity Style Guide | Identity Extension: Integrated Logos & Logotypes
Integrated Logos & Logotypes Two Positions

INTEGRATED LOGOS AND LOGOTYPES WITH TWO POSITIONS

Two-position integrated marks allow for more than one unit to be identified. For example, both a college and a department can be integrated with a primary logo.

Examples to the right and on the following page show how two campus units can be integrated with any primary logo or logotype, including a formal logotype and a standard voice logotype for Sacramento State. This Sacramento State logotype is available only for two-position integration. An example is shown on the following page.

Any two related units can be integrated with a primary mark, but the overarching unit must come first. The type of unit determines the font.

INTEGRATED LOGO & LOGOTYPE TABLE

<table>
<thead>
<tr>
<th>Type of Unit</th>
<th>Position 1</th>
<th>Position 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>College Admin Unit</td>
<td>TRAJAN ALL CAPS</td>
<td>N/A</td>
</tr>
<tr>
<td>School Center Division</td>
<td>Myriad Pro Light</td>
<td>Myriad Pro Light</td>
</tr>
<tr>
<td>Unit Department</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project Program</td>
<td>Myriad Pro Light Italic</td>
<td>Myriad Pro Light Italic</td>
</tr>
<tr>
<td>Initiative Campaign</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: All logos must be converted to outlines to represent correctly. The font weight becomes heavier when converted to outline.

Please do not recreate these integrated logos. Contact universitymarketing@csus.edu for your unit’s integrated logos. Please allow a minimum of 7 business days.
Integrated Logos & Logotypes Two Positions continued

SPACING BETWEEN LINES
The spacing between the different units is based on the E at the end of the word STATE. The measurement is from the baseline of the E to the top of the letter middle bar, represented as Y.

SIZE OF TEXT
The height of the text representing each type of unit should equal Y.

WHERE TO BREAK THE WORDS
Both the primary vertical logo and formal stacked logo have a maximum width, so if it is necessary to break a unit name use the following formula for the leading: the space between the two broken lines is equal to 75% of Y.

The maximum width for the vertical primary logo is two sideways S’s on either side of the word SACRAMENTO. The formal stacked logo’s maximum width is not to exceed the word SACRAMENTO.

The standard logotype does not have a line break requirement.

THE SEPARATING LINE
The line that separates the parts of the logo or logotype is called a rule. The rule is equal in thickness to the bar of the capital A in Myriad Light after turning text to an outline. The rule is centered vertically in a space that is 2 times the amount of Y.

The rule length of each logo or logotype is at right.

Please do not re-create these integrated logos. Contact universitymarketing@csus.edu for your unit’s integrated logos. Please allow a minimum of 7 business days.
**Integrated Logos**  
**Clear Space**

**CLEAR SPACE**

To ensure visual integrity, there must always be a minimum amount of white or clear space surrounding the logo. This clear space must be kept clear of other elements.

Integrated logos each have a customized clear space formula as shown at right.

Please note these are only minimum measurements.

---

**HORIZONTAL INTEGRATED PRIMARY LOGOS WITH ONE POSITION**

![Horizontal Integrated Primary Logo](image1)

*SACRAMENTO STATE UNIVERSITY ADVANCEMENT*

Clear space = X

---

**VERTICAL INTEGRATED PRIMARY LOGO WITH TWO POSITIONS**

![Vertical Integrated Primary Logo](image2)

*SACRAMENTO STATE DEPARTMENT OF GOVERNMENT*

Clears space = 2X

---

Please do not re-create these integrated logos. Contact universitymarketing@csus.edu for your unit’s integrated logos. Please allow a minimum of 7 business days.
**Integrated Logos Clear Space continued**

**CLEAR SPACE**
To ensure visual integrity, there must always be a minimum amount of area surrounding the logotype that is kept clear of other elements. This is called the clear space.

Integrated logotypes each have a customized clear space formula as shown at right.

Please note these are only minimum measurements.

---

**FORMAL INTEGRATED LOGOTYPES WITH ONE POSITION**

**Formal integrated horizontal stacked logotype with one position clear space = 1X**

**Formal integrated horizontal logotype with one position clear space = 1X**

---

**STANDARD AND FORMAL INTEGRATED LOGOTYPES WITH TWO POSITIONS**

**Standard integrated logotype clear space = 2X**

**Formal stacked integrated logotype clear space = X**

---

Please do not re-create these integrated logos. Contact universitymarketing@csus.edu for your unit’s integrated logos. Please allow a minimum of 7 business days.
**Integrated Logos & Logotypes Sizing**

**MINIMUM SIZE**
The sizes indicated are the smallest size the integrated logos and logotypes can be reproduced. Certain production techniques may require a larger size to be legible. The integrated logo and logotype size should be approximately 10% of the overall communication. There is no maximum size.

Contact universitymarketing@csus.edu for questions.

---

**INTEGRATED LOGOS**

**SACRAMENTO STATE UNIVERSITY ADVANCEMENT**

**SACRAMENTO STATE**

**Integrated logos**

Horizontal integrated logo

Vertical integrated logo

---

**INTEGRATED LOGOTYPES**

**Standard integrated logotype**

**FORMAL STACKED INTEGRATED LOGOTYPE**

**FORMAL INTEGRATED LOGOTYPE**

---

Please do not re-create these integrated logos. Contact universitymarketing@csus.edu for your unit’s integrated logos. Please allow a minimum of 7 business days.
University Tagline

Redefine the Possible
Redefine the Possible

WHY THE TAGLINE
A tagline expresses an organization’s promise to the world. Sacramento State’s tagline, “Redefine the Possible,” was born of a campus-wide initiative to focus on progress, innovation and marshaling intellectual resources to build for the future.

“Redefine the Possible” is a rallying cry for faculty, staff and administration, and it is Sacramento State’s promise to the students and community it serves.

TRADEMARK
The tagline is trademarked, helping Sacramento State distinguish itself with “Redefine the Possible.” The trademark protects the University from others using or promoting similar messages, especially as it relates to higher education. To get the full benefit of the trademark it is recommended to include the TM trademark designation whenever appropriate. It is the University’s responsibility to monitor and report any trademark infringements.

The TM designation should be used whenever the tagline logotype is used separately from the logo. If the words “redefine the possible” are written in text, or if tagline is integrated with the logo, the TM is not necessary.

HOW TO USE THE TAGLINE
The tagline can be integrated with the primary logos (shown below), used as a tagline logotype, and in copy. The stand alone tagline logotype can be used adjacent to, or separately from, University logos and logotypes.

INTEGRATED WITH LOGO
The tagline can be integrated with these primary logo configurations. When the tagline is integrated with the logo, the tagline does not require a TM at the end. See Core Identity: Logo & Logotypes Section.

TAGLINE LOGOTYPE
When used separately from the logo, the tagline logotype must be used. The tagline logotype includes a TM at the end of the tagline.

FIND IT ONLINE
Download logos with tagline and the tagline logotype at www.csus.edu/brand
Redefine the Possible Use & Misuse

Do use the logo with the tagline or the tagline logotype for:

- Advertising
- Brochures or other printed collateral
- Email signatures
- Student outreach and recruitment
- Orientation materials
- First Year Experience materials
- Newsletters and e-newsletters
- Invitations from Sacramento State (not for co-sponsored events)
- Giveaways and promotional swag (cups, pens, etc. — if space allows and event/promotion appropriate)
- Event signage (banners, tablecloths, etc.)
- Overall University messaging
- Press releases
- Presentation materials (PowerPoint, handouts, etc.)
- Web pages (csus.edu and other approved University pages, as appropriate)

Do not use the logo with the tagline or the tagline logotype for:

- Bad news (parking tickets, you owe fees, etc.)
- Institutional forms (time sheets, application for graduation, etc.)
- Letterhead and envelopes
- Certificates
- Partnership and co-sponsorship materials with multiple logos present
- Sponsorship materials for outside events and programs with multiple logos presented

IN HEADLINES AND BODY COPY

Using the tagline verbatim, playing on the words or changing the tense in copy is allowed, as long as it is used in a positive context and aligns with the priorities of the University. The tagline logotype nor the TM mark are required in copy.

Redefine your academic experience

Our graduates redefine the possible

Redefining expectations is…

Do not use capitalization unless specifically referring to the Initiative or the tagline itself, in which case the phrase should also be in quotation marks. For example:

We redefine the possible by helping students realize dreams bigger than those they brought to college.

The “Redefine the Possible” Initiative focuses on…

DO NOT use the tagline sarcastically. For example:

Redefine the salary structure.

WHEN TO USE THE LOGO WITH TAGLINE

- The logo with tagline is appropriate — and preferred — for use in most communications from the University.
- The logo with tagline should be used in materials that promote and support the values of the “Redefine the Possible” Initiative, focusing on progress, innovation and marshaling intellectual resources.
- As a general rule of thumb, about 65 percent of Sacramento State communications should include the logo with the tagline.

WHEN NOT TO USE THE LOGO WITH TAGLINE

The logo with the tagline should not be used if it will make the logo smaller than the minimum required size, or the logo or tagline will be distorted or illegible as a result.
Redefine the Possible Use & Misuse continued

PRIMARY LOGO WITH TAGLINE MINIMUM SIZE

CLEAR SPACE

The tagline logotype can be used near other Sacramento State logos and logotypes, as well as sub-identity logos, as long as existing clear-space guidelines are applied. The TM should be attached to the tagline when used in these instances.

STANDING ALONE

When standing alone, the tagline logotype does not replace the logo. A University logo or logotype, with or without the tagline, still must be included to clearly indicate the communication comes from Sacramento State (see samples to the left).
IDENTITY STYLE GUIDE
BUSINESS SYSTEM
Business Cards

STANDARD
This business card is available to Sacramento State staff. It is available in 3 colors or 1 color. Examples are shown to the right.

All University business cards are one-sided, but two-sided business cards are available.
(See Business Card Backs Section for design options.)

Note: The 4-digit zip code extensions have been changed to MS (Mail Stop)

Business cards are purchased through Reprographics.

FIND IT ONLINE
Order forms are available at www.csus.edu/repro or call (916) 278-6198.

3-COLOR
Sac State Green
Sac State Gold
Black

1-COLOR
Sac State Green

Name
Title Here, Ph.D
Department
California State University, Sacramento
Building & Room, MS 6999
6000 J Street
Sacramento, CA 95819
T (916) 278-9999 C (916) 999-9999
F (916) 278-9999
yourname@csus.edu
www.csus.edu

Name
Title Here, Ph.D
Department
California State University, Sacramento
Building & Room, MS 6999
6000 J Street
Sacramento, CA 95819
T (916) 278-9999 C (916) 999-9999
F (916) 278-9999
yourname@csus.edu
www.csus.edu

Name
Title Here, Ph.D
Department
California State University, Sacramento
Building & Room, MS 6999
6000 J Street
Sacramento, CA 95819
T (916) 278-9999 C (916) 999-9999
F (916) 278-9999
yourname@csus.edu
www.csus.edu

Your Name, Ph.D., P.E.
First Title
Department
Second Title
Second Department
California State University, Sacramento
Building & Room, MS 6999
6000 J Street
Sacramento, CA 95819
T (916) 278-9999 C (916) 999-9999
F (916) 278-9999
yourname@csus.edu
www.csus.edu

A California State University

Sacramento State Brand Book | Spring 2015
Identity Style Guide | Business System 36
OFFICIAL SEAL

The Official Seal is used on the business cards for the President, the President’s office staff, Cabinet, faculty and the President Emeritus.

These business cards are available in 3 colors or 1 color. At right are examples.

The University business card is one-sided but two-sided business cards are available. (See Business Card Back Section for options.)

The 4-digit zip code extensions have been changed to MS (Mail Stop)

Any exceptions must have approval from the President’s Office.

Business cards are purchased through Reprographics.

**FIND IT ONLINE**
Order forms are available at www.csus.edu/repro or call (916) 278-6198.

---

**3-COLOR**
- Sac State Green
- Sac State Gold
- Black

**Your Name, Ph.D**
Title
Department
California State University, Sacramento
Building & Room, MS 6999
6000 J Street
Sacramento, CA 95819
T (916) 278-9999
F (916) 278-9999
yourname@csus.edu
www.csus.edu

**1-COLOR**
- Sac State Green

**Your Name, Ph.D**
Title
Department
California State University, Sacramento
Building & Room, MS 6999
6000 J Street
Sacramento, CA 95819
T (916) 278-9999
F (916) 278-9999
yourname@csus.edu
www.csus.edu
Business Card Backs

BUSINESS CARD BACK OPTIONS
The standard business card back is blank. However, there are several back options available. All University employees are able to select any of the options at right.

Up to four customized social media addresses can be used, but the four social media icons will be printed regardless of the number or types of addresses shown.

Any exceptions to the business card back options presented here must be approved by University Marketing.

Business cards are purchased through Reprographics.

FIND IT ONLINE
Order forms are available at www.csus.edu/repro or call (916) 278-6198.

1-COLOR ■ Sac State Green

GREEN TAGLINE LOGOTYPE

Redefine the Possible™

SOCIAL MEDIA

facebook.com/sacstate
twitter.com/SACSTATE
youtube.com/SacStateVideo
instagram.com/sacstate

DEPARTMENT SPECIFIC EXAMPLES

CASE NO. ______________________ DATE ________________
CRIME ____________________________________________
WORK DAYS ________________, TO ____________________
WORK HOURS ________________, TO ____________________
MESSAGE __________________________________________

CSU Admission Application: www.csumentor.edu
Financial Aid Application: www.fafsa.ed.gov
Transfer Major Articulation: www.assist.org
New Sac State Student Orientation: www.csus.edu/orientation
EPT/ELM Placement Tests: www.csus.edu/testing
Letterhead

STANDARD UNIVERSITY LETTERHEAD
This letterhead is available to Sacramento State staff in 3 colors or 1 color.

The standard University letterhead includes:
- College/Division/Program Name
- Address
- Building & Room Number
- Mail Stop
- City, State, Zip
- Phone Number
- Fax

Optional:
- Website
- Email
- Removal of Double S

STANDARD LETTERHEAD WITH SPECIAL MARK
Identity extensions may elect to customize the standard letterhead with an approved special mark.

The special mark is positioned to the left of the CSU college list. It is centered under the University logo and can be no taller than the rule to its right.

The special mark can be presented as shown; in black and white/grayscale or Sac State green.

Letterhead is purchased through Reprographics.

FIND IT ONLINE
Order forms are available at www.csus.edu/repro or call (916) 278-6198.
OFFICIAL SEAL UNIVERSITY LETTERHEAD

This letterhead is available to:

- President
- President’s office staff
- Cabinet Members
- Faculty
- President Emeritus

*Any exceptions must have approval from the President’s Office.*

Letterhead is available in 3 colors or 1 color

University letterhead includes:

- College/Division/Program Name
- Address
- Building & Room Number
- Mail Stop
- City, State, Zip
- Phone Number
- Fax

Optional:

- Website
- Email
- Removal of double S graphic

Letterhead is purchased through Reprographics.

FIND IT ONLINE
Order forms are available at [www.csus.edu/repro](http://www.csus.edu/repro) or call (916) 278-6198.
STANDARD UNIVERSITY ENVELOPE
These envelopes are available to Sacramento State staff in 3 colors or 1 color. The University envelope includes:

- California State University, Sacramento
- College/Division/Program Name
- Address
- Building & Room Number
- Mail Stop
- City, State, Zip
- Speedtype (Postage Billing Account)

College, Division and Program names are separated by a bullet. Depending on name length, names may be split to two lines and the address line combined to one line. The return address cannot be more than 5 lines.

BULK MAIL INDICIAS
Any envelope or mailing panel using a Permit 47 mailing indicia must have California State University, Sacramento as the first line of the return address. The University owns the permit, this permit is not available to individual Colleges or departments.

The most common bulk mailing indicias are:

<table>
<thead>
<tr>
<th>Presorted First-Class Mail</th>
<th>Non-Profit Org. First-Class Mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>US Postage PAID Sacramento CA</td>
<td>US Postage PAID Sacramento CA</td>
</tr>
<tr>
<td>Permit No. 47</td>
<td>Permit No. 47</td>
</tr>
</tbody>
</table>

Requires a minimum of 500 pieces Requires a minimum of 200 pieces

Contact Reprographics & Mail Services at (916) 278-6783 for more information on bulk mail projects.

FIND IT ONLINE
Order forms are available at www.csus.edu/repro or call (916) 278-6198.
OFFICIAL SEAL UNIVERSITY ENVELOPES

These envelopes are available to:

- President
- President’s office staff
- Cabinet Members
- Faculty
- President Emeritus

Any exceptions must have approval from the President’s Office.

Envelopes are available in 3 colors or 1 color. The standard University envelope includes:

- California State University, Sacramento
- College/Division/Program Name
- Address
- Building & Room Number
- Mail Stop
- City, State, Zip
- Speedtype (Postage Billing Account)

College, Division and Program names are separated by a bullet. Depending on name length, names may be split to two lines and the address line combined to one line.

The return address cannot be more than 5 lines.

Envelopes are purchased through Reprographics.
IDENTITY STYLE GUIDE

VISUAL ELEMENTS
University Fonts

To maintain visual consistency across all University materials, use the University fonts whenever possible. The Trajan and Myriad family of fonts must be purchased. Any version of Trajan, Trajan Pro or Myriad, Myriad Pro including Myriad MM, can be used. If these fonts are not available, Adobe Garamond Pro should be used in lieu of Trajan, Trajan Pro, Myriad, Myriad Pro or Myriad MM. Garamond is available on all computers. Aleo, Lobster, Great Vibes, and Scriptina can be downloaded for free.

STANDARD VOICE FONTS
For materials in the standard voice, Trajan Pro and Myriad Pro (or any other version of Myriad, including Myriad MM) may be supported with several open source fonts. Standard voice may use Aleo and Great Vibes for headlines, subheads and short blocks of copy, such as pull quotes. Do not use either Aleo or Great Vibes for body copy. The script font Scriptina may also be used it is best in small amounts such as short words in headlines.

CASUAL VOICE FONTS
Materials in the casual voice may use Myriad Pro (or any other version of Myriad, including Myriad MM.) Aleo, Lobster and Great Vibes may be used for headlines, subheads. Aleo may also be used for short blocks of copy, such as pull quotes. Do not use Aleo, Lobster or Great Vibes for body copy.

FORMAL VOICE FONTS
For materials in formal voice communications, Trajan or Trajan Pro should be used for headlines and subheads, use Myriad Pro for headlines, subheads and body type in all documents whenever possible.

HEADLINE AND SUBHEAD FONT
TRAJAN PRO BOLD
ABCDEFGHJKLMNOPQRSTUVWXYZ

TRAJAN PRO REGULAR
ABCDEFGHJKLMNOPQRSTUVWXYZ

HEADLINE, SUBHEAD OR BODY FONT
Myriad Pro Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#$%^&*()

Myriad Pro Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#$%^&*()

Myriad Pro Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#$%^&*()

Myriad Pro Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#$%^&*()

Myriad Pro Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#$%^&*()
University Fonts continued

HEADLINE, SUBHEAD OR BODY FONT

Myriad Pro Light Condensed
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 !@#$%^&*()

Myriad Pro Condensed
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 !@#$%^&*()

Myriad Pro Semibold Condensed
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 !@#$%^&*()

Myriad Pro Bold Condensed
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 !@#$%^&*()

Myriad Pro Black Condensed
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 !@#$%^&*()

Myriad Pro Light Condensed Italic
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 !@#$%^&*()

Myriad Pro Condensed Italic
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 !@#$%^&*()

Myriad Pro Semibold Condensed Italic
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 !@#$%^&*()

Myriad Pro Bold Condensed Italic
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 !@#$%^&*()

Myriad Pro Black Condensed Italic
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 !@#$%^&*()

ALTERNATE HEADLINE, SUBHEAD OR BODY FONT

(To be used when Trajan Pro and Myriad Pro are unavailable.)

Garamond Pro
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 !@#$%^&*()

Garamond Pro Bold
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 !@#$%^&*()

Garamond Pro Italic
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 !@#$%^&*()

Garamond Pro Bold Italic
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 !@#$%^&*()
HEADLINE, SUBHEAD OR BODY FONT

Myriad Pro Light SemiCondensed
abcdefgihjklnmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()

Myriad Pro SemiCondensed
abcdefgihjklnmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()

Myriad Pro Semibold SemiCondensed
abcdefgihjklnmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()

Myriad Pro Bold SemiCondensed
abcdefgihjklnmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()

Myriad Pro Black SemiCondensed
abcdefgihjklnmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()
### University Fonts continued

**HEADLINE, SUBHEAD OR BODY FONT**

<table>
<thead>
<tr>
<th>Font Type</th>
<th>Font Style</th>
<th>Characters</th>
</tr>
</thead>
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</table>

*FIND IT ONLINE:* Purchase these fonts at [www.linotype.com](http://www.linotype.com), [www.veer.com](http://www.veer.com), [www.fonts.com](http://www.fonts.com) or [http://store.adobe.com/type](http://store.adobe.com/type)
University Fonts continued

HEADLINE, SUBHEAD AND PULLQUOTE FONT

Aleo Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()'

Aleo Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()'

Aleo Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()'

Aleo Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()'

Aleo Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()'

Aleo Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()'

SCRIPT FONTS

Great Vibes
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()'

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

For use in casual voice only

OPTIONAL CALLIGRAPHIC FONT
(Only to be used on official certificates and awards.)

Kingsthings Calligraphica Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()'

Kingsthings Calligraphica 2
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()'

For use in casual voice only

FIND IT ONLINE
Download support fonts for free at
www.fontsquirrel.com
Colors

OFFICIAL SACRAMENTO STATE COLORS

Colors in these palettes have been thoughtfully chosen for use in Sacramento State communications. The palettes contain specific hues and tones that, individually and together, embody the unique attributes of Sacramento State as they apply to standard, casual and formal applications. Numbers indicated on each color swatch refer to the Pantone Matching System (PMS) ink colors, CMYK (process colors: cyan, magenta, yellow, and black) conversions are for 4-color process printing, RGB (red, green, blue) conversions and web (hexadecimal) conversions are to be used for electronic communications. Colors shown on the following pages of this document are CMYK conversions. If possible, please consult an actual Pantone swatch book to see the true colors.

PRIMAR COLORS

The primary colors for Sacramento State are Sac State Green (Pantone 343) and Sac State Gold (Pantone 4525). The consistent representation of these primary colors distinctly identifies the University and reinforces its brand.

The Sac State Green is dominant to the Sac State Gold. In the region, we like to think we own the color green.

COLOR COMBINATIONS TO AVOID

The color combination of blue and gold is not to be used as it can be construed as similar to the UC system. To further differentiate Sacramento State, the blues available in the expanded color palette are more teal and aqua than royal or dark blue. Avoid combining palette colors Hornet Yellow, Sac State Gold, Ginkgo Gold, California Poppy and No. 2 Pencil Yellow with American River Teal, Blum Gum Eucalyptus or Blue Book Cyan.
## Colors Palettes

### FORMAL VOICE COLOR PALETTE

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone Code</th>
<th>CMYK Breakdown</th>
<th>RGB Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Redwood Grove Green</td>
<td>560 C</td>
<td>~ CMYK: 79-30-63-80</td>
<td>RGB: 0-46-36</td>
</tr>
<tr>
<td>Sac State Green</td>
<td>343 C</td>
<td>~ CMYK: 79-30-63-80</td>
<td>RGB: 0-46-36</td>
</tr>
<tr>
<td>Stinger Green</td>
<td>560 C</td>
<td>~ CMYK: 79-30-63-80</td>
<td>RGB: 0-46-36</td>
</tr>
<tr>
<td>Evergreen Ash</td>
<td>347 C</td>
<td>~ CMYK: 79-30-63-80</td>
<td>RGB: 0-46-36</td>
</tr>
<tr>
<td>Spruce Green</td>
<td>349 C</td>
<td>~ CMYK: 79-30-63-80</td>
<td>RGB: 0-46-36</td>
</tr>
<tr>
<td>White Birch</td>
<td>360 C</td>
<td>~ CMYK: 79-30-63-80</td>
<td>RGB: 0-46-36</td>
</tr>
<tr>
<td>Sac State Gold</td>
<td>4525 C</td>
<td>~ CMYK: 79-30-63-80</td>
<td>RGB: 0-46-36</td>
</tr>
<tr>
<td>Hornet Yellow</td>
<td>345 C</td>
<td>~ CMYK: 79-30-63-80</td>
<td>RGB: 0-46-36</td>
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</tbody>
</table>

### STANDARD VOICE COLOR PALETTE

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone Code</th>
<th>CMYK Breakdown</th>
<th>RGB Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ginkgo Gold</td>
<td>7406 C</td>
<td>~ CMYK: 79-30-63-80</td>
<td>RGB: 0-46-36</td>
</tr>
<tr>
<td>Kumquat Orange</td>
<td>131 C</td>
<td>~ CMYK: 79-30-63-80</td>
<td>RGB: 0-46-36</td>
</tr>
<tr>
<td>Guy West Bridge Orange</td>
<td>131 C</td>
<td>~ CMYK: 79-30-63-80</td>
<td>RGB: 0-46-36</td>
</tr>
<tr>
<td>Red Maple</td>
<td>7999 C</td>
<td>~ CMYK: 79-30-63-80</td>
<td>RGB: 0-46-36</td>
</tr>
<tr>
<td>Pomegranate</td>
<td>202 C</td>
<td>~ CMYK: 79-30-63-80</td>
<td>RGB: 0-46-36</td>
</tr>
<tr>
<td>Mulberry</td>
<td>689 C</td>
<td>~ CMYK: 79-30-63-80</td>
<td>RGB: 0-46-36</td>
</tr>
<tr>
<td>Princess Tree Purple</td>
<td>7670 C</td>
<td>~ CMYK: 79-30-63-80</td>
<td>RGB: 0-46-36</td>
</tr>
</tbody>
</table>

### CASUAL VOICE COLOR PALETTE

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone Code</th>
<th>CMYK Breakdown</th>
<th>RGB Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>No.2 Pencil Yellow</td>
<td>116 C</td>
<td>~ CMYK: 79-30-63-80</td>
<td>RGB: 0-46-36</td>
</tr>
<tr>
<td>Flamin’ Hot Orange</td>
<td>7579 C</td>
<td>~ CMYK: 79-30-63-80</td>
<td>RGB: 0-46-36</td>
</tr>
<tr>
<td>Phlagleblast Fuchsia</td>
<td>513 C</td>
<td>~ CMYK: 79-30-63-80</td>
<td>RGB: 0-46-36</td>
</tr>
<tr>
<td>Blue Gum Eucalyptus</td>
<td>7467 C</td>
<td>~ CMYK: 79-30-63-80</td>
<td>RGB: 0-46-36</td>
</tr>
<tr>
<td>Blue Book Cyan</td>
<td>326 C</td>
<td>~ CMYK: 79-30-63-80</td>
<td>RGB: 0-46-36</td>
</tr>
<tr>
<td>Apple Green</td>
<td>361 C</td>
<td>~ CMYK: 79-30-63-80</td>
<td>RGB: 0-46-36</td>
</tr>
<tr>
<td>Bike Lane Lime</td>
<td>382 C</td>
<td>~ CMYK: 79-30-63-80</td>
<td>RGB: 0-46-36</td>
</tr>
</tbody>
</table>

---

If you are not printing in Pantone colors please use the CMYK breakdown on this page (C=coated, U=uncoated).

Add swatches using the "Pantone + Color Bridge Coated" when creating files in Illustrator and InDesign.

Avoid combining gold or yellow with teal, blue or cyan as they represent another local University's colors.

---

Sac State Gold has changed!
Old Sac State Gold was PMS 4515, now PMS 4525.

universitymarketing@csus.edu
Sacramento State Brand Book | Spring 2015
Identity Style Guide | Visual Elements 49
**Colors Formal Voice**

**FORMAL VOICE COLOR PALETTE**

Sacramento State is associated with the color green. It is the color of the University logos and logotypes, it embodies the lush landscape of our campus, implies new growth and reflects the community’s love of nature and the environment.

Sacramento State’s gold reflects strength, pride, sophistication, excellence and our geopolitical distinction as California’s capital university. The combination of the green and gold colors embody the essence of Sacramento State.

The formal palette is a family of greens and golds. It includes several tones of green ensuring creative options.

When creating official or formal Sacramento State collateral, green and gold should always be the prominent colors, with green the dominant color.

When creating a formal piece colors from the standard voice palette may be used as an accent. An accent in this case is defined as not covering more than 10% of the total communication.

Please note: American River Teal may not be used next to Sac State Gold, Ginkgo Gold, Hornet Yellow or California Poppy.

---

**FORMAL voice materials MUST have 90% of the following colors with Sac State Green as the dominant color:**

- **Redwood Grove Green**
  - Pantone 560
- **Sac State Green**
  - Pantone 343
- **Stinger Green**
  - Pantone 341
- **Evergreen Ash**
  - Pantone 347
- **Spruce Green**
  - Pantone 369
- **White Birch**
  - Pantone 616
- **Sac State Gold**
  - Pantone 4525
- **Hornet Yellow**
  - Pantone 110

---

**FORMAL voice materials MAY have up to 10% of the following colors:**

- **Ginkgo Gold**
  - Pantone 7406
- **California Poppy**
  - Pantone 3155
- **Kumquat Orange**
  - Pantone 131
- **Guy West Bridge Orange**
  - Pantone 153
- **Red Maple**
  - Pantone 7599
- **Pomegranate**
  - Pantone 202
- **Mulberry**
  - Pantone 689
- **Princess Tree Purple**
  - Pantone 7670
- **American River Teal**
  - Pantone 3155
- **Desert Olive**
  - Pantone 364
- **Pineapple Guava**
  - Pantone 611
- **Squirrel Brown**
  - Pantone 140
- **Black Walnut**
  - Pantone 7532

**FIND IT ONLINE**

Downloadable swatch palettes are available for InDesign, Illustrator and Photoshop, visit the Brand Center at <csus.edu/brand/colors.html>.
STANDARD VOICE COLOR PALETTE

In University publications and correspondence where the standard voice is appropriate, color options are much more liberal than in the formal voice. As much as 70% of the total design area may utilize colors from the palette shown here. 30% of the design area must be dedicated to the primary colors.

The standard voice palette still skews heavily toward the greens and supporting golds. Standard voice materials make up a large share of the collateral seen by external audiences and should strongly represent the brand.

Please note: American River Teal may not be used next to Sac State Gold, Ginkgo Gold, California Poppy or Hornet Yellow.

FIND IT ONLINE
Downloadable swatch palettes are available for InDesign, Illustrator and Photoshop, visit the Brand Center at csus.edu/brand/colors.html.

Standard voice materials MUST include 30% of the following colors, with Sac State green as the dominant color:

- Sac State Green
  - Pantone 341
- Sac State Gold
  - Pantone 4525

Sac State Gold has changed!
Old Sac State Gold was PMS 4515, now PMS 4525.

Standard voice materials MAY have 70% of the following colors:

- Ginkgo Gold
  - Pantone 7406
- California Poppy
  - Pantone 324
- Kumquat Orange
  - Pantone 131
- Guy West Bridge Orange
  - Pantone 153
- Red Maple
  - Pantone 7599
- Pomegranate
  - Pantone 202
- Mulberry
  - Pantone 689
- Princess Tree Purple
  - Pantone 7670
- American River Teal
  - Pantone 3155
- Desert Olive
  - Pantone 384
- Pineapple Guava
  - Pantone 611
- Squirrel Brown
  - Pantone 140
- Black Walnut
  - Pantone 7532
- Redwood Grove Green
  - Pantone 560
- Stinger Green
  - Pantone 341
- Evergreen Ash
  - Pantone 347
- Spruce Green
  - Pantone 359
- White Birch
  - Pantone 616
- Hornet Yellow
  - Pantone 110
COLORS Casual Voice

CASUAL VOICE COLOR PALETTE

Because casual voice communications are primarily targeted to our current student community, the casual palette provides more latitude with brighter and friendlier colors. Up to 90% of the total design area may utilize the casual voice palette, while 10% should remain dedicated to the primary colors.

While the casual voice palette offers two blue-hued options, the directive remains the same: avoid using blue, especially with gold or yellow, as a dominant color scheme in any voice.

Please note: Blue Gum Eucalyptus, Blue Book Cyan and American River Teal may not be used next to Sac State Gold, No.2 Pencil Yellow, Ginkgo Gold, California Poppy or Hornet Yellow.

Casual voice materials MUST include 10% of the following colors, with Sac State green as the dominant color:

- Sac State Green (Pantone 341)
- Sac State Gold (Pantone 4525)

Sac State Gold has changed!
Old Sac State Gold was PMS 4515, now PMS 4525.

Casual voice materials MAY have 90% of the following colors:

- No.2 Pencil Yellow (Pantone 116)
- Flamin’ Hot Orange (Pantone 7579)
- Rose Garden Red (Pantone 193)
- Phlagleblast Fuchsia (Pantone 513)
- Blue Gum Eucalyptus (Pantone 7467)
- Blue Book Cyan (Pantone 326)
- Apple Green (Pantone 361)
- Bike Lane Lime (Pantone 382)
- Ginkgo Gold (Pantone 7406)
- California Poppy (Pantone 124)
- Kumquat Orange (Pantone 131)
- Guy West Bridge Orange (Pantone 153)
- Red Maple (Pantone 7599)
- Pomegranate (Pantone 202)
- Mulberry (Pantone 689)
- Princess Tree Purple (Pantone 7670)
- American River Teal (Pantone 3155)
- Desert Olive (Pantone 384)
- Pineapple Guava (Pantone 611)
- Squirrel Brown (Pantone 140)
- Black Walnut (Pantone 7512)
- Redwood Grove Green (Pantone 560)
- Stinger Green (Pantone 341)
- Evergreen Ash (Pantone 347)
- Spruce Green (Pantone 369)
- White Birch (Pantone 616)
- Hornet Yellow (Pantone 110)

FIND IT ONLINE
Downloadable swatch palettes are available for InDesign, Illustrator and Photoshop, visit the Brand Center at csus.edu/brand/colors.html.
Web Colors

WEB COLOR GUIDELINES

Web communications reach broad audiences and should be presented only in standard or formal voice. The web colors shown on the right are from the University’s formal and standard color palettes with additional golds in the formal palette for web design only.

A formal voice web page must have 90% of its color come from the formal palette with Sac State Green as the dominant color. The remaining 10% of the page may use accent colors from the standard voice palette.

A standard voice web page must have at least 30% of its color as Sac State Green and Sac State Gold, with Sac State Green as the dominant color. Up to 70% of the page may use supporting standard and formal voice colors.

In web design, these color combinations should be considered for the page as a whole, as well as the “above the fold” view.

Please note: American River Teal may not be used next to Sac State Gold, Ginkgo Gold, California Poppy, Hornet Yellow or web-only colors: HEX aa985e, HEX cbb778, HEX cfb668, HEX e1c57a, HEX f0e1b0.

FORMAL VOICE COLOR PALETTE – WEB

<table>
<thead>
<tr>
<th>Color Name</th>
<th>Pantone</th>
<th>RGB</th>
<th>HEX</th>
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<tbody>
<tr>
<td>Redwood Grove Green</td>
<td>560 C</td>
<td>0-46-35</td>
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<td>Sac State Green</td>
<td>343 C</td>
<td>0-78-56</td>
<td>043927</td>
</tr>
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<td>Stinger Green</td>
<td>341 C</td>
<td>0-132-83</td>
<td>00573d</td>
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<tr>
<td>Evergreen Ash</td>
<td>347 C</td>
<td>0-170-79</td>
<td>0a0a153</td>
</tr>
<tr>
<td>Spruce Green</td>
<td>369 C</td>
<td>88-185-71</td>
<td>59b047</td>
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<td>Sac State Gold</td>
<td>4525 C</td>
<td>196-182-129</td>
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STANDARD VOICE COLOR PALETTE – WEB

<table>
<thead>
<tr>
<th>Color Name</th>
<th>Pantone</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
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<td>1a9e0d</td>
</tr>
<tr>
<td>California Poppy</td>
<td>124 C</td>
<td>235-171-33</td>
<td>rbab21</td>
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<td>Kumquat Orange</td>
<td>131 C</td>
<td>221-151-26</td>
<td>69971a</td>
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<td>153 C</td>
<td>198-103-29</td>
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<td>Red Maple</td>
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<tr>
<td>Pineapple Guava</td>
<td>611 C</td>
<td>214-220-52</td>
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<td>Web-Only Color</td>
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<td>140 C</td>
<td>117-86-39</td>
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</tr>
<tr>
<td>Black Walnut</td>
<td>7332 C</td>
<td>93-78-63</td>
<td>5d4e3f</td>
</tr>
</tbody>
</table>
**Graphic Elements Double S**

**DOUBLE S**

An element in the primary logo is the flame or double S contained within the shield. This double S is the defining feature of the Sacramento State logo system and was designed to be used as a graphic element in a multitude of ways.

Partial use of the icon is acceptable. It cannot however, be stretched, manipulated or distorted in anyway; it must maintain its proportional shape.

The double S can be used in all types of communications, but is best suited to materials that will use the standard and formal voices.
Graphic Elements Double S continued

HOW TO USE THE COLOR PALETTES WITH THE DOUBLE S ELEMENT

Only the formal color palette can be used for the double S element when it is not on a background. It can appear at 100% of a formal color, as a tint, screen, gradient, or tone on tone. The double S can also appear as a screen on color backgrounds from the formal, standard and casual color palettes. It can also be used in black.

Stand alone double S

100% Pantone – formal color palette

Redwood Grove Green  Sac State Green  Stinger Green  Evergreen Ash  Spruce Green  White Birch  Sac State Gold  Hornet Yellow

80% Sac State Green on solid Sac State Green
80% Sac State Gold on solid Sac State Gold

Sac State Green screen: 10% Sac State Green
Sac State Gold screen: 20% Sac State Gold

Transparent overlay: 100% white with 60% transparency

Transparent overlay: 100% Sac State Green with 30% transparency
Graphic Elements *Double S* continued

The double S may be integrated with other graphic elements. However, the double S should not overlap or “dam” the rivers.

The double S works well in conjunction with the river shape. Do not use a pattern behind the double S.

Avoid:
- Do not outline
- Do not delete any portion of the double S
- Do not stretch, manipulate or distort
- Do not turn the double S on its side
- Do not turn the double S into a design, mark or logo
- Do not turn the double S into a pattern

The double S should not overlap or “dam” the rivers.
**Graphic Elements Rivers**

**RIVERS GRAPHIC**

The rivers graphic is derived from the curved element of the University’s logo. The curved element represents the American and Sacramento rivers, two very important features of our community.

In the rivers graphic, each river shape is represented as a different color, and where they intersect creates a third color. Much as the Sacramento and American rivers converge in reality; Sacramento State converges with its surrounding community.

Partial use of the graphic is acceptable. It cannot, however, be stretched or manipulated; it must maintain its proportional shape.

Sac State Green is always included as one of the river graphic colors. This is described in more detail in the following pages.
**Graphic Elements** *Rivers* continued

**HOW TO USE THE COLOR PALETTES WITH THE RIVERS ELEMENT**
Sac State Green is always included as one of the river graphic colors. In standard and casual voice, it is the intersecting area that must be Sac State Green. Use the palette colors at 100%, do not use tints or screens. This includes the dotted river element.

**STANDARD RIVER GRAPHIC COLORS**
When using the standard voice for your materials, there are many options for river colors. You may pull colors from the standard and formal color palettes, as long as the center convergence area of the graphic always remains Sac State Green.

**CASUAL RIVER GRAPHIC COLORS**
When using the casual voice for your materials, you have expanded options for river colors. You may pull colors from the standard, casual and formal color palettes, as long as the center convergence area of the graphic always remains Sac State Green.

**FORMAL RIVER GRAPHIC COLORS**
When using the formal voice for your materials, the two outside shapes are Sac State Gold and Sac State Green, the center convergence area of the graphic can pull a color from the formal palette.

**DOTTED RIVERS**
The position of the two rivers is locked in relationship to each other but the dotted rivers may be moved as needed. Dotted rivers should be 100% strength of a color from the palette and have enough contrast to be easily visible where it crosses the solid rivers.

Dotted rivers should always be in front of the solid rivers, do not place them in the background.

Do not change the size or spacing between the dots. The rivers and dotted rivers elements must be scaled together in order to maintain proper proportion.

**ALTERING COLORS**

*In standard and casual voice communications the intersection shape must be Sac State green*

*It is OK to flip the rivers horizontally.*

*In formal voice communications the two outside shapes are Sac State Gold and Sac State Green*

*You may change the orientation of the dotted rivers to work with your usage of the graphic or not include them at all.*

*Dotted rivers should be 100% of a color from the palette and have enough contrast to be easily visible where it crosses over the solid rivers.*
**Graphics Elements** *Rivers continued*

**MISUSE & IMPROPER ALTERATIONS**

- Do not use colors that are not in University color palettes.
- Do not place dotted rivers behind the solid rivers.
- Do not skew the rivers.
- Make sure to scale the dots and rivers proportionally.
- Do not alter the size and spacing of the dots independently of the rivers.
- Avoid combining gold with palette colors *American River Teal*, *Blue Gum Eucalyptus* or *Blue Book Cyan*.
- Do not rotate.
- Do not place dotted rivers behind the solid rivers.
**Graphic Elements**  *Dot Swarm*

**DOT SWARM**
The dot swarm is intended to add playfulness and energy to a design, with a subtle reference to a hornet swarm. The dot swarm element lends itself to casual voice and standard voice communications best but it can be used in formal materials as long as the proper colors are applied.

The dotted rivers and the dot swarm can be used with the rivers, but not together with the rivers.

Any color within the color palettes may be used as long as it fits within the standards of the voice you are using. The dot swarm may also be reversed out of a color or multiplied over a color.

You may flip the dot swarm horizontally or vertically, but do not skew the dot swarm or rotate it -90° or 90°. Do not alter the proportion or spacing of dots in the swarm shape, or the swarm shape itself.

**INDIVIDUAL ELEMENT**

**INCORPORATED WITH RIVERS**

**MISUSE & IMPROPER ALTERATIONS**

Do not combine the dot swarm and the Dotted Rivers with the river graphic.

Do not change the proportion of dots to swarm shape.

Do not rotate.

Do not use the swarm in any other color than those in the official Sac State palette.

Do not skew the dot swarm.

Report cover, formal voice

Transit bus ad, standard voice
**Graphic Elements**

**Patterns**

**RIVERS AS A PATTERN**

Patterns may be created by layering rivers. You may incorporate any graphic elements that mimic the river shape such as the dotted rivers and dot swarm. Do not incorporate the double S into your pattern.

The pattern can be contained within a frame or used to create a shape (see examples to right). All patterns must follow the rules established in the Color Palette and Rivers sections.

**COMBINED RIVERS, DOTTED RIVERS & DOT SWARM**

**MISUSE & IMPROPER ALTERATIONS**

*Do not incorporate colors that are not in the color palette.*

*Do not rotate the rivers to a horizontal format OR incorporate the double S.*

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**GRAPHIC ELEMENTS Patterns continued**

**Pattern Usage**

Dot and wave patterns are available for additional texture in design. The spacing between lines and dots must always stay proportional. Do not skew the dots or waves into different shapes.

### Dot Pattern

- Dot pattern may be scaled up or down as long as the spacing stays proportional.
- You may make the dots lighter or darker than the background color.
- Do not skew dots into an oval shape. Do not change the space between dots.

### Wave Pattern

- Wave pattern may be scaled up or down as long as the spacing stays proportional.
- You may make the waves lighter or darker than the background color.
- Do not skew waves. Do not change the space between waves.
- Do not rotate waves.
- Do not use the wave as an element or photo frame.
**Graphic Elements: Shapes**

**RIVER SHAPE**
The river shape may be used to create call-out boxes, image frames and more. You may use a portion of the river shape, but do not distort or alter the curves of the shape.

**APPROVED USAGES**
The river shape can be used as a photo frame.

Using a portion of the curve is acceptable. The shape can be filled with any of the approved textures.

It can be flipped horizontally or vertically.

**MISUSE & IMPROPER ALTERATIONS**
- Do not alter the angle of the curves.
- Do not skew shape.
- Do not rotate shape.

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Brochure interior spread, formal voice

Flier, standard voice

Event program, formal voice

Disclaimers information goes here

XXX@csus.edu

TIME:  1:30–3:00 p.m.

LOCATION:  Location Name

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Approved Campus Photos

PHOTO GALLERY

Approved campus photographs are available for download from the University Flickr page. Images include photos capturing campus beauty, student life, and commencement, among others. Photos may be downloaded for use in University materials. The gallery will be updated over time.

Access the approved campus photo gallery at www.flickr.com/sacstate/sets

Contact publicaffairs@csus.edu for help or assistance with photos and videos.