

Brand Platform

Visual Identity

Sub-Identities



Sacramento State
**ALUMNI ASSOCIATION
BRAND BOOK**

Brand Platform

Visual Identity

Sub-Identities

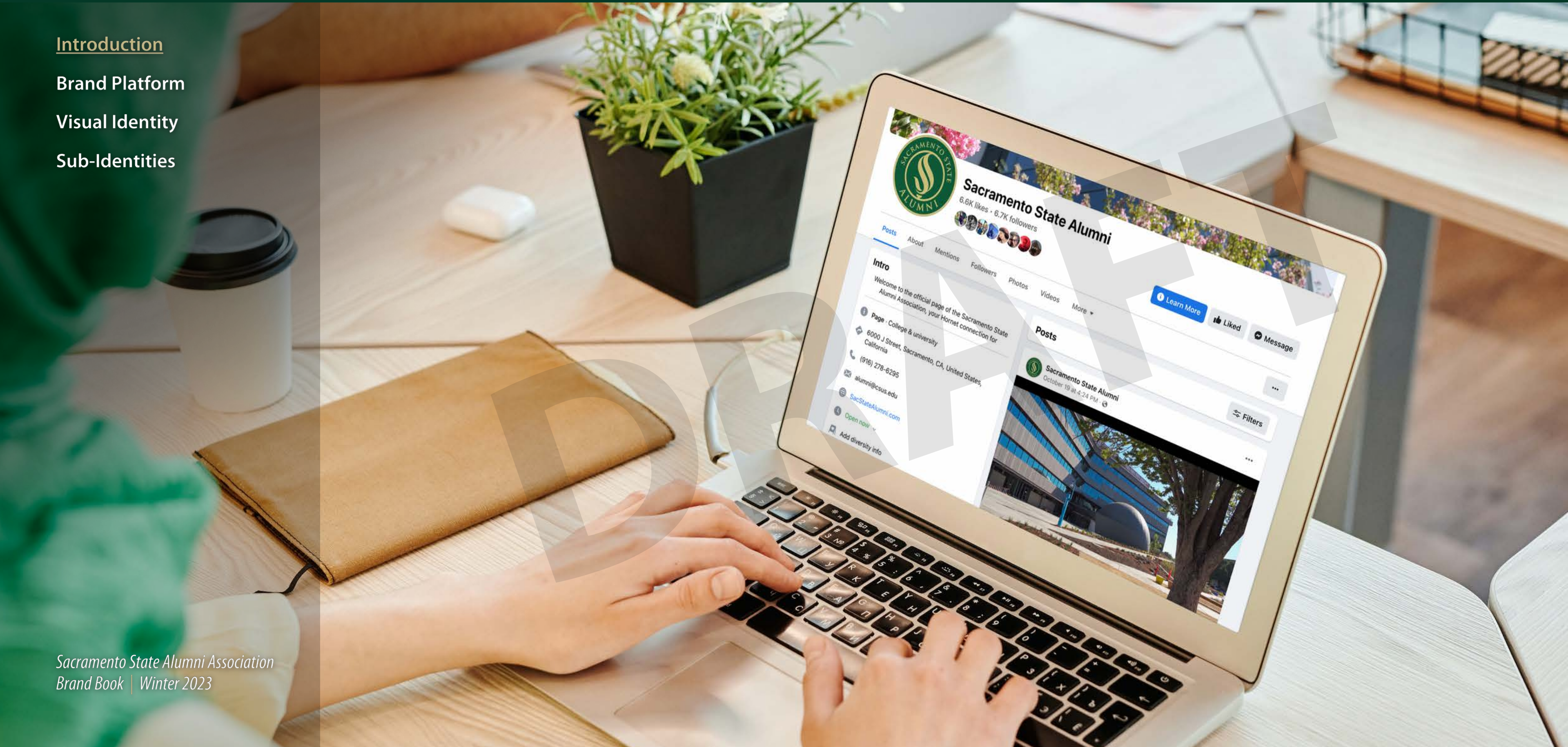


Introduction

Brand Platform

Visual Identity

Sub-Identities





Introduction

Brand Platform

Visual Identity

Sub-Identities



Introduction

Jennifer Barber

Assistant Vice President, Sacramento State Alumni Association

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Nunc sed augue lacus viverra vitae congue eu consequat. Egestas pretium aenean pharetra magna. Ridiculus mus mauris vitae ultricies leo integer malesuada nunc. Ut placerat orci nulla pellentesque dignissim enim sit. In pellentesque massa placerat dui ultricies lacus sed. At consectetur lorem donec massa sapien faucibus. Et pharetra pharetra massa massa ultricies mi quis hendrerit. Tincidunt augue interdum velit euismod in pellentesque massa placerat. Massa tincidunt nunc pulvinar sapien et. Maecenas sed enim ut sem viverra. Sodales ut eu sem integer vitae. Natoque penatibus et magnis dis parturient montes nascetur ridiculus. Est placerat in egestas erat. Erat velit scelerisque in dictum non consectetur a erat. Habitasse platea dictumst vestibulum rhoncus.

Imperdiet dui accumsan sit amet nulla facilisi morbi. Nisi lacus sed viverra tellus in hac. Amet nulla facilisi morbi tempus iaculis urna. Consectetur adipiscing elit dui tristique sollicitudin nibh sit. Tellus molestie nunc non blandit massa enim. Lobortis mattis aliquam faucibus purus in massa. Libero volutpat sed cras ornare arcu dui vivamus arcu. Et egestas quis ipsum suspendisse ultrices. Risus feugiat in ante metus dictum. Cras sed felis eget velit aliquet sagittis id. Tristique sollicitudin nibh sit amet.

Purus gravida quis blandit turpis cursus in hac. Adipiscing at in tellus integer feugiat scelerisque varius morbi enim. Ultrices vitae auctor eu augue. Odio tempor orci dapibus ultrices in. Nulla pellentesque dignissim enim sit amet. Cursus risus at ultrices mi tempus imperdiet. Senectus et netus et malesuada fames ac turpis.

Brand Platform

Visual Identity

Sub-Identities



Introduction

Brand Platform

Brand Principles

Personality

Voice

Messaging

Reference Style Guide

Visual Identity

Sub-Identities

Sacramento State Alumni Association
Brand Book | Winter 2023



CLICK HERE TO VISIT THE SACRAMENTO STATE ALUMNI ASSOCIATION WEBSITE



Introduction

[Brand Platform](#)

Brand Principles

- Personality
- Voice
- Messaging
- Reference Style Guide

Visual Identity

Sub-Identities

Brand Principles

MISSION

To inspire belonging, create lifelong connections, and amplify pride as a Hornet family through community engagement, communication, and celebration.

VISION

As a campus partner, be the leader in connecting and inspiring Hornet alumni to support and promote Sacramento State for future generations as a welcoming, caring, and inclusive university.

VALUES



Community Focused

We are committed to creating a connected, diverse community, sharing common interests and goals to support personal and professional growth.



Caring

We treat each other with dignity, courtesy, and compassion.



Inclusion

We celebrate diversity, encourage equity, and promote a community of belonging. We respect all voices, knowing they make our community stronger.



Giving

We cultivate service and philanthropy throughout the Hornet family to continually invest in the excellence of our university.



Integrity

We are transparent, accountable, and strive to earn and maintain the trust of our Hornet family.



Introduction

Brand Platform

Brand Principles

Personality

Voice

Messaging

Reference Style Guide

Visual Identity

Sub-Identities

Personality

The Sacramento State Alumni Association (SSAA) is welcoming, inspiring, cheerleading and informative, as a resource for alumni and friends of the University.

AUDIENCE

SSAA is primarily targeted to recent grads and alumni of different age groups.

PERSONALITY	WHAT IT MEANS...
Welcoming	We want to ensure that our alumni feel welcome and that we are approachable.
Inspiring	We prompt and encourage all of our alumni to volunteer and make lasting connections with SSAA and the Sac State community.
Cheerleading	We celebrate accomplishments along the way to ensure our alumni feel motivated and empowered to chase their dreams and achieve their goals. We show Sac State pride!
Informative	We provide accurate and helpful information about fellow alumni, University news, and involvement throughout the greater Sacramento region and beyond.



Introduction

Brand Platform

Brand Principles

Personality

Voice

Messaging

Reference Style Guide

Visual Identity

Sub-Identities

Voice

OCCASION	DESCRIPTIONS AND EXAMPLES
Casual/General	General public messaging, emails and writing. ex: "Celebrate your fellow Hornets this week by...."
Formal	Formal events, such as Distinguished Alumni Awards, to have a more sophisticated tone. ex: "The Sacramento State Alumni Association is proud to present..."
Social Media	Posts that encourage alumni to sign up/volunteer; prompt for a "call to action." ex: "Are you interested in networking with your fellow peers at (insert event)? Join us..."
Website	Messaging that is straightforward to provide clear facts and information. ex: "The Sacramento State Alumni Association offers many programs throughout the year, such as..."



Introduction

Brand Platform

Brand Principles

Personality

Voice

Messaging

Reference Style Guide

Visual Identity

Sub-Identities

Messaging

ELEVATOR PITCH

Membership to the Sacramento State Alumni Association is free! Become an active member and receive benefits such as: professional networking, career services, campus perks, and affiliation with up to three alumni chapters or networks of your choice. Claim your membership today and start receiving all the benefits that the Alumni Association has to offer. Stingers up!

TALKING POINTS

- The Sacramento State Alumni Association is your Hornet connection for life.
- The Sacramento State Alumni Association values are community focused, caring, inclusion, giving and integrity.
- Express your pride and extend your reach by being active with the Sacramento State Alumni Association.
- Alumni Association programs, events, and scholarships bring students and alumni together. Your membership has an immediate and tangible impact on Sacramento State’s future.
- Successful universities have a strong alumni foundation — proud graduates who want others to know that the education and social experience they received at their school was better than all the rest.
- When you are active with the Sacramento State Alumni Association, you strengthen your ties with your alma mater and your fellow Hornets. That can provide significant benefits; including professional networking events, alumni career services, tailgates and athletic activities, mentoring opportunities, and campus and community discounts.
- One in 20 adults within the greater Sacramento region are Sacramento State alumni.





Introduction

Brand Platform

- Brand Principles
- Personality
- Voice
- Messaging

Reference Style Guide

Visual Identity

Sub-Identities

Reference Style Guide

SACRAMENTO STATE ALUMNI ASSOCIATION NAMES/REFERENCES

- Standard/Formal: Sacramento State Alumni Association
- Nicknames: Alumni Association, Sac State Alumni Association, or SSAA

SSAA “AP” STYLE GUIDE (I.E. MAJORS, DEGREES, ETC.)

- Bachelor’s degree only: Herky Hornet ’96 (Entomology)
- Master’s degree only: Herky Hornet, MS ’99 (Entomology)
- Bachelor’s and master’s, same subject: Herky Hornet ’96, MS ’99 (Entomology)
- Bachelor’s and master’s, different subjects: Herky Hornet ’96 (Entomology), MA ’99 (Art)
- Teaching credential: Herky Hornet, Credential ’10
- Bachelor’s and credential: Herky Hornet ’99 (Entomology), Credential ’10
- Double major: Herky Hornet ’99 (Entomology and Art)
- Two Bachelor's in different years and a master's: '02, '05 (Spanish/Art Studio), MA '05 (Spanish)
- Doctorate, not in Education or Physical Therapy: Herky Hornet, Ph.D. (Public History)
- Don't include major after MBA, DPT, Ed.S., Ed.D., MSW, or MPPA.
- For captions, use grad year only: “Herky Hornet ’96, MS ’99, entertains the Causeway Classic crowd.”

TIP: Proper use of the apostrophe is (ALT + 0146)

ALUMNI REFERENCES

- Alumni (neutral, plural)
- Alum (neutral, singular)
- Graduate (gender neutral)
- Alumnus (male, singular)
- Alumna (female, singular)
- Alumnae (female, plural)



For more University-approved references, please review the [Sac State Writing Style Guide: Resources for Campus](#).



If you have any questions regarding SSAA's Brand Platform, please contact the [Lead Alumni Communications and Outreach Officer](#).

Brand Platform

Visual Identity

Sub-Identities



Introduction

Brand Platform

Visual Identity

Logo

Colors

Typefaces

Design Elements

Images

Video

Sub-Identities





Introduction

Brand Platform

Visual Identity

Logo

Colors

Typefaces

Design Elements

Images

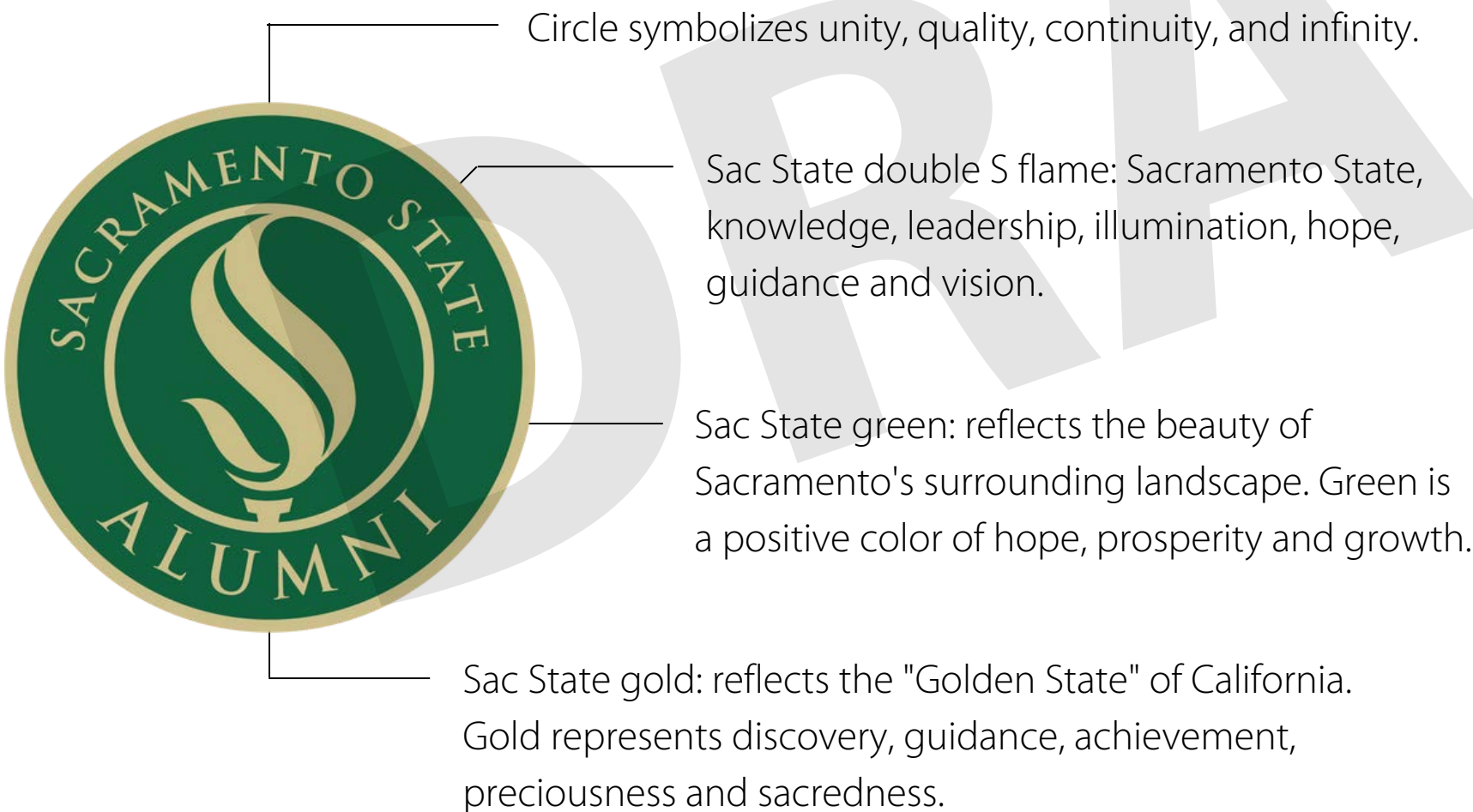
Video

Sub-Identities

Logo

The concept of the Sacramento State Alumni Association logo was intended to compliment the University logo, while providing a unique and distinctive identity, reflecting the leadership and pride of the association. It represents our role as an extension of Sacramento State, upholding the University's mission, vision and values, by building a strong alumni community.

PRIMARY LOGO



1-COLOR (Sac State Green, Black or White)



EVENT-SPECIFIC MARKS



Various signature events have their own mark, such as Distinguished Alumni Awards (DAA), Grad Fest, Dinner with Hornets, etc. Please contact the Lead Alumni Communications and Outreach Officer to inquire of event-specific marks.





Introduction

Brand Platform

Visual Identity

Logo

Colors

Typefaces

Design Elements

Images

Video

Sub-Identities

Logo

DO'S



Use appropriate logo color variation for optimal visibility.



Include SSAA logo to display co-sponsorship or partnership, on marketing and communication materials.



Use logo as a watermark to simplify design. Ensure all words are visible and mark is at a 13° or -13° angle.



Ensure sufficient clear space is around the logo in all placements.

DO-NOT'S



Add an outline to logo



Alter logo color



Re-create with another typeface



Distort shape



Re-create a new logo by combining, surrounding, adding or overprinting type



Introduction

Brand Platform

Visual Identity

Logo

Colors

Typefaces

Design Elements

Images

Video

Sub-Identities

Logo

DO'S



DO-NOT'S





Introduction

Brand Platform

Visual Identity

Logo

Colors

Typefaces

Design Elements

Images

Video

Sub-Identities

Colors

Like the University, Sac State Green and Sac State Gold are the primary colors for the Sacramento State Alumni Association and should be used first in all materials. Introduce secondary colors sparingly to emphasize content or to fit an event theme and identity.

PRIMARY

Sac State Green

Pantone 343 CP
CMYK: 89-19-72-60
RGB: 0-78-56
HEX: 043927

Sac State Gold

Pantone 4525 CP
CMYK: 9-12-47-18
RGB: 196-182-129
HEX: c4b581

SECONDARY

Redwood Grove Green

Stinger Green

Evergreen Ash

Spruce Green

Hornet Yellow

Ginkgo Gold

California Poppy

Kumquat Orange

Guy West Bridge Orange

Red Maple

Pomegranate

Mulberry

Princess Tree Purple

American River Teal

Desert Olive

Pineapple Guava

Squirrel Brown

Black Walnut



CLICK HERE FOR ALL COLOR CODES

BAD MATCHES

~~Redwood Grove Green Kumquat Orange~~

~~Redwood Grove Green Black Walnut~~

~~Hornet Yellow California Poppy~~

~~American River Teal Ginkgo Gold~~



Introduction

Brand Platform

Visual Identity

Logo

Colors

Typefaces

Design Elements

Images

Video

Sub-Identities

Typefaces

PRIMARY

Myriad Pro

Bold - Headline, Semibold - Subhead,
Regular/Light - Body

The quick brown dog jumped over
the lazy fox.

Myriad Pro Condensed

Bold - Headline/Subhead, Regular - Body

The quick brown dog jumped over the lazy fox.

Lobster

Regular - Headline

*The quick brown dog jumped over the
lazy fox.*

SECONDARY

Aleo

Bold - Headline, Regular/Light - Body

The quick brown dog jumped over the lazy fox.

SPECIAL EVENTS

Great Vibes

Regular - Headline

*The quick brown dog jumped over the
lazy fox.*

Scripting

Regular - Headline

*The quick brown dog jumped over the
lazy fox.*

TRAJAN PRO

REGULAR - HEADLINE

THE QUICK
BROWN DOG
JUMPED OVER
THE LAZY FOX.



CLICK HERE TO DOWNLOAD TYPEFACES



Introduction

Brand Platform

Visual Identity

Logo

Colors

Typefaces

Design Elements

Images

Video

Sub-Identities

Design Elements

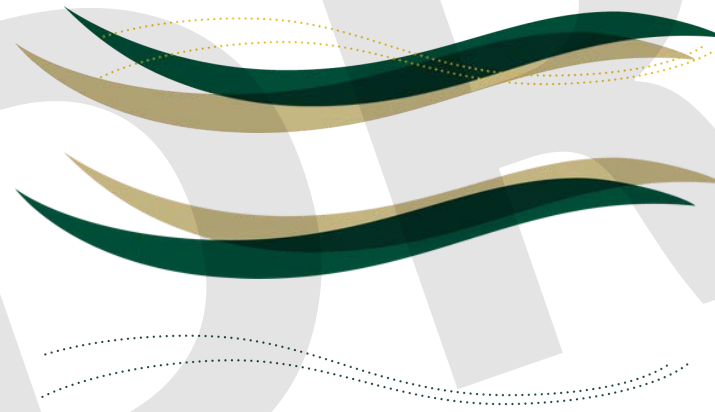
The University offers a variety of design elements in the Brand Book. The Sacramento State Alumni Association (SSAA) and its sub-identities have the freedom to use any of those elements; however, the following are the primary designs that are used in materials.

PRIMARY ELEMENTS*

Double S
(all color treatments)



Rivers
(Dotted rivers & rivers combination, rivers, dotted rivers in all color treatments)



River Shape and Pattern
(all color treatments)



Dot Swarm *casual materials
(all color treatments)



**Visit the [Sac State Brand Book \(PDF pgs. 76 - 85\)](#) for direction on use (pgs. 54 - 63, if looking at bottom right corner page numbers)*





Introduction

Brand Platform

Visual Identity

- Logo
- Colors
- Typefaces
- Design Elements
- Images
- Video

Sub-Identities

Images

All images used, taken yourself or stock, should be engaging and informative, advancing Sacramento State Alumni Association (SSAA) messaging and brand identity at every opportunity. When creating or choosing visuals, the overall goal of the communication, its audience, the message to be imparted and the action desired of the audience, must be considered; specifically campus and community interaction with SSAA.

Post the official Sac State photo release sign at events, which can be obtained from SSAA. If unable to capture images, approved campus images are available for download from the [University Flickr page](#).

IMAGE TIPS AND GUIDELINES

- Develop a shot list before every event.
- Scope out the location beforehand, thinking about the poses and framing of each shot.
- Ensure there is enough light and clear space to allow placement of the Alumni Association logo if needed.
- Take in-action images to capture genuine enthusiasm and environment, and take more than one.
- Encourage "Stingers Up" poses.
- Show diversity in gender, ethnicity, age, etc.
- Refrain from using multiple images with the same individuals.
- Capture images behind the scenes before an event, the crowd and interaction during the event, and a full group image when most attendees have arrived.



CLICK HERE TO ACCESS GRAPHIC DIMENSIONS GUIDE

CLICK HERE TO ACCESS SAC STATE FLICKR



Introduction

Brand Platform

Visual Identity

- Logo
- Colors
- Typefaces
- Design Elements
- Images

Video

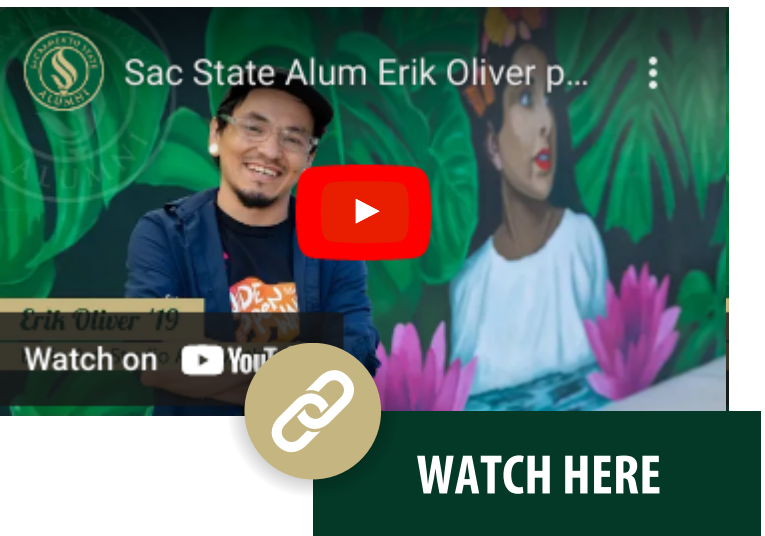
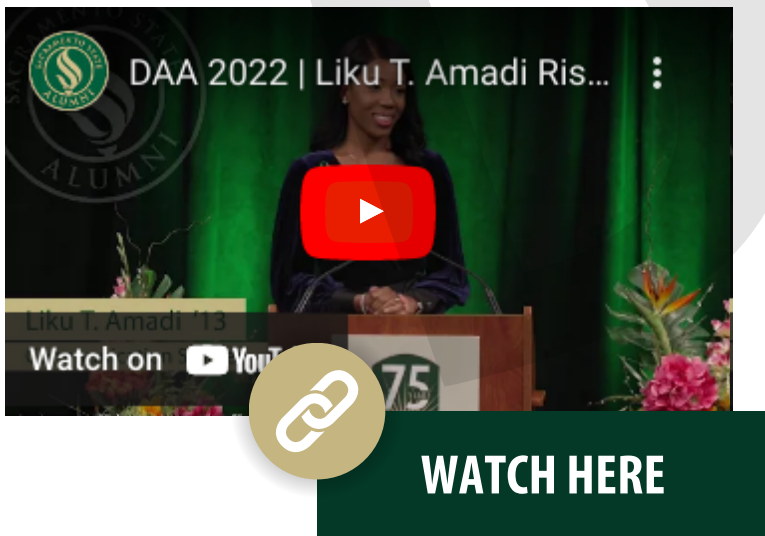
Sub-Identities

Video

Like images, videos should be engaging and informative, advancing the University’s image and messaging at every opportunity. The mandatory and encouraged guidelines for images apply to videos as well. See [images section](#).

VIDEO TIPS AND GUIDELINES

- Create a shot list, and any attendee interview questions, before every event.
- Lighting: Make sure you can see the subject's face clearly without distractions from poor lighting or shadows.
- Framing: Please abide by either the rule of thirds or have individual centered in the frame (typically from the waist-up).
- Capture a walk-through of the event, interaction with staff and attendees, event performances/speeches, set-up/take-down, etc.
- Avoid making any background noises and commentary while recording.
- If you check out media equipment available in office, be sure to return it to the appropriate storage area and charge electronics.





Introduction

Brand Platform

Visual Identity

Sub-Identities

Identity Architecture

Student Alumni

Association (SAA)

Chapters and Networks

Harper Alumni Center





Introduction

Brand Platform

Visual Identity

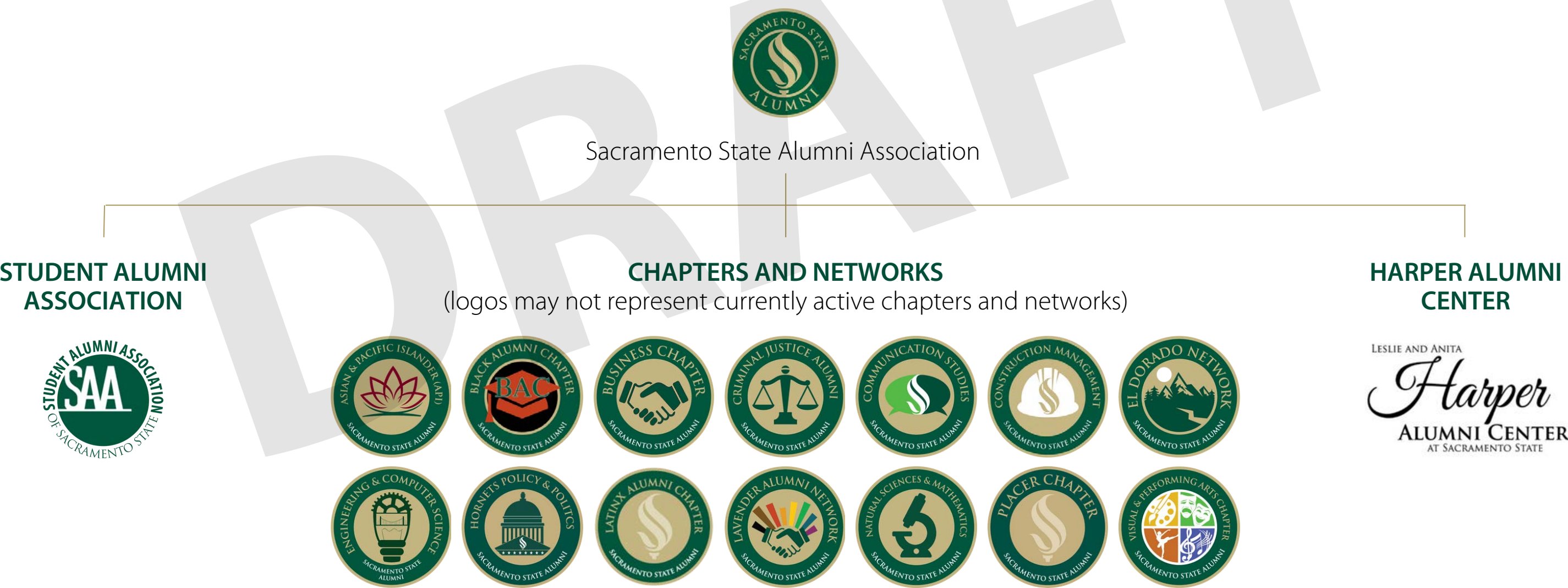
Sub-Identities

Identity Architecture

Student Alumni
Association (SAA)
Chapters and Networks
Harper Alumni Center

Identity Architecture

The Sacramento State Alumni Association (SSAA), open to all alumni and friends of the University, was founded to encourage alumni involvement with their alma mater and to support the campus community. SSAA's sub-identities provide the opportunity to expand our reach by creating programs and groups specifically geared to a variety of audiences. Every sub-identity upholds SSAA's mission, vision and values, by creating a space for different interests, identities, areas, and age ranges - reinforcing the importance of diversity and inclusion at Sacramento State.





Introduction

Brand Platform

Visual Identity

Sub-Identities

Identity Architecture

**Student Alumni
Association (SAA)**

Chapters and Networks

Harper Alumni Center

Student Alumni Association (SAA)





Introduction

Brand Platform

Visual Identity

Sub-Identities

Identity Architecture

**Student Alumni
Association (SAA)**

Chapters and Networks

Harper Alumni Center

Brand Platform

The Student Alumni Association (SAA) is Sacramento State Alumni Association's (SSAA) student-based organization that strives to help students forge a lifelong connection to their alma mater through engaging students with alumni.

AUDIENCE

SAA is targeted to enrolled Sacramento State students.

PERSONALITY AND VOICE

SAA appeals to students and uses dialogue that is spirited, knowledgeable, friendly, and concise. We encourage the use of a casual, but enthusiastic tone (e.g. add emojis to captions, catchy subject lines, etc.).

Though the personality and voice adopt a more student-focused approach, all messages and materials developed by SAA must mirror SSAA's mission, vision, and values.



Introduction

Brand Platform

Visual Identity

Sub-Identities

Identity Architecture

Student Alumni Association (SAA)

Chapters and Networks

Harper Alumni Center

Brand Platform

MESSAGING

Elevator Pitch:

Current students are encouraged to join the Student Alumni Association (SAA). The student-based organization strives to help students forge a lifelong connection to their alma mater through engaging students with alumni.

Talking Points:

- SAA connects students with alumni and alumni with students... mentoring!
 - The Alumni Association is all about making connections and SAA can help you do just that.
- SAA provides networking and professional training opportunities.
 - Whether you're a freshman looking for ways to get involved on campus or a senior looking for networking opportunities, SAA can help you!
- SAA promotes community involvement through volunteerism.
 - Some of your most important learning will occur outside the classroom, and we encourage you to always challenge yourself to grow as a member of the Sacramento State community.
- SAA celebrates the University legacy by promoting tradition.
 - SAA helps students build a lifelong connection with their alma mater. Campus involvement is one of the best ways to become a part of Sacramento State. SAA can help you build deep connections that will make this university feel like home.



Introduction

Brand Platform

Visual Identity

Sub-Identities

Identity Architecture

Student Alumni

Association (SAA)

Chapters and Networks

Harper Alumni Center

Visual Identity - Logo

The concept of the Student Alumni Association (SAA) logo was intended to stand apart from the Sacramento State Alumni Association logo, providing a unique and distinctive identity, reflecting it's purpose to connect current students with the Alumni Association. It represents our role as an extension of Sacramento State, upholding the University's mission, vision and values, by building a strong alumni community.

PRIMARY LOGO



1-COLOR (Black or White)



*See [SSAA logo do's and do-not's](#) for guidance.





Introduction

Brand Platform

Visual Identity

Sub-Identities

Identity Architecture

**Student Alumni
Association (SAA)**

Chapters and Networks

Harper Alumni Center

Visual Identity - Colors

Stinger Green and Hornet Yellow are the primary colors for the Student Alumni Association (SAA) and should be used first in all materials. Introduce secondary colors to emphasize content or to fit an event theme and identity.

PRIMARY

Stinger Green
Pantone 341 CP
CMYK: 95-5-82-24
RGB: 0-132-83
HEX: 008453

Hornet Yellow
Pantone 110 CP
CMYK: 2-22-100-8
RGB: 230-183-17
HEX: e6b711

SECONDARY

Redwood
Grove Green

Sac State Green

Evergreen Ash

Spruce Green

Sac State Gold

Ginkgo Gold

California Poppy

Kumquat
Orange

Guy West Bridge
Orange

Red Maple

Pomegranate

Mulberry

Princess Tree
Purple

American
River Teal

Desert Olive

Pineapple Guava

Squirrel Brown

Black Walnut

 **CLICK HERE FOR ALL COLOR CODES**

BAD MATCHES

Redwood
Grove Green

Kumquat
Orange

Redwood
Grove Green

Black
Walnut

Hornet
Yellow

California
Poppy

American
River Teal

Ginkgo
Gold



Introduction

Brand Platform

Visual Identity

Sub-Identities

Identity Architecture

**Student Alumni
Association (SAA)**

Chapters and Networks

Harper Alumni Center

Visual Identity - Typefaces

PRIMARY

Myriad Pro

Bold - Headline, Semibold - Subhead, Regular/Light - Body

The quick brown dog jumped over the lazy fox.

Aleo

Bold - Headline, Regular/Light - Body

The quick brown dog jumped over the lazy fox.

Lobster

Regular - Headline

The quick brown dog jumped over the lazy fox.

SECONDARY

Myriad Pro Condensed

Bold - Headline/Subhead, Regular - Body

The quick brown dog jumped over the lazy fox.

SPECIAL EVENTS

Great Vibes

Regular - Headline

The quick brown dog jumped over the lazy fox.



Introduction

Brand Platform

Visual Identity

Sub-Identities

Identity Architecture

**Student Alumni
Association (SAA)**

Chapters and Networks

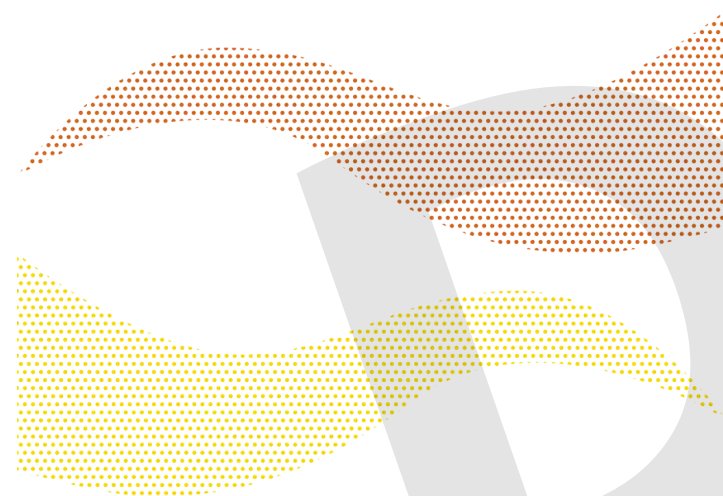
Harper Alumni Center

Visual Identity - Design Elements

The University offers a variety of design elements in the Brand Book. All Sacramento State Alumni Association sub-identities have the freedom to use any of those elements; however, the following are the primary designs that are used in Student Alumni Association materials.

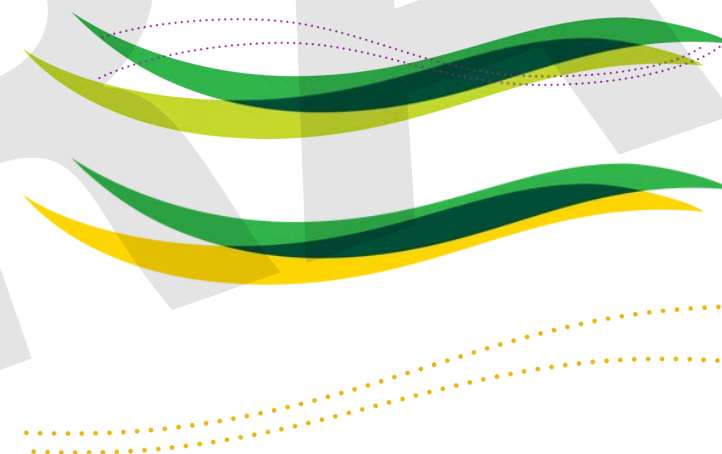
PRIMARY ELEMENTS*

Dot Swarm *casual materials
(all color treatments)



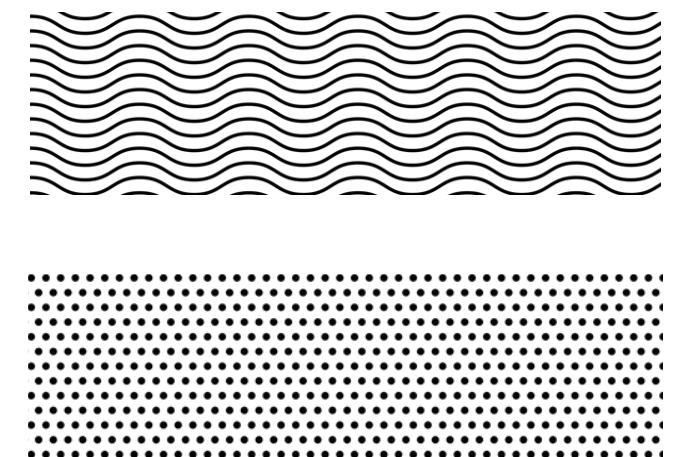
Rivers

(Dotted rivers & rivers combination, rivers,
dotted rivers in all color treatments)



Patterns

(all variations and colors treatments)



*Visit the [Sac State Brand Book \(PDF pgs. 76 - 85\)](#) for direction on use (pgs. 54 - 63, if looking at bottom right corner page numbers)





Introduction

Brand Platform

Visual Identity

Sub-Identities

Identity Architecture

**Student Alumni
Association (SAA)**

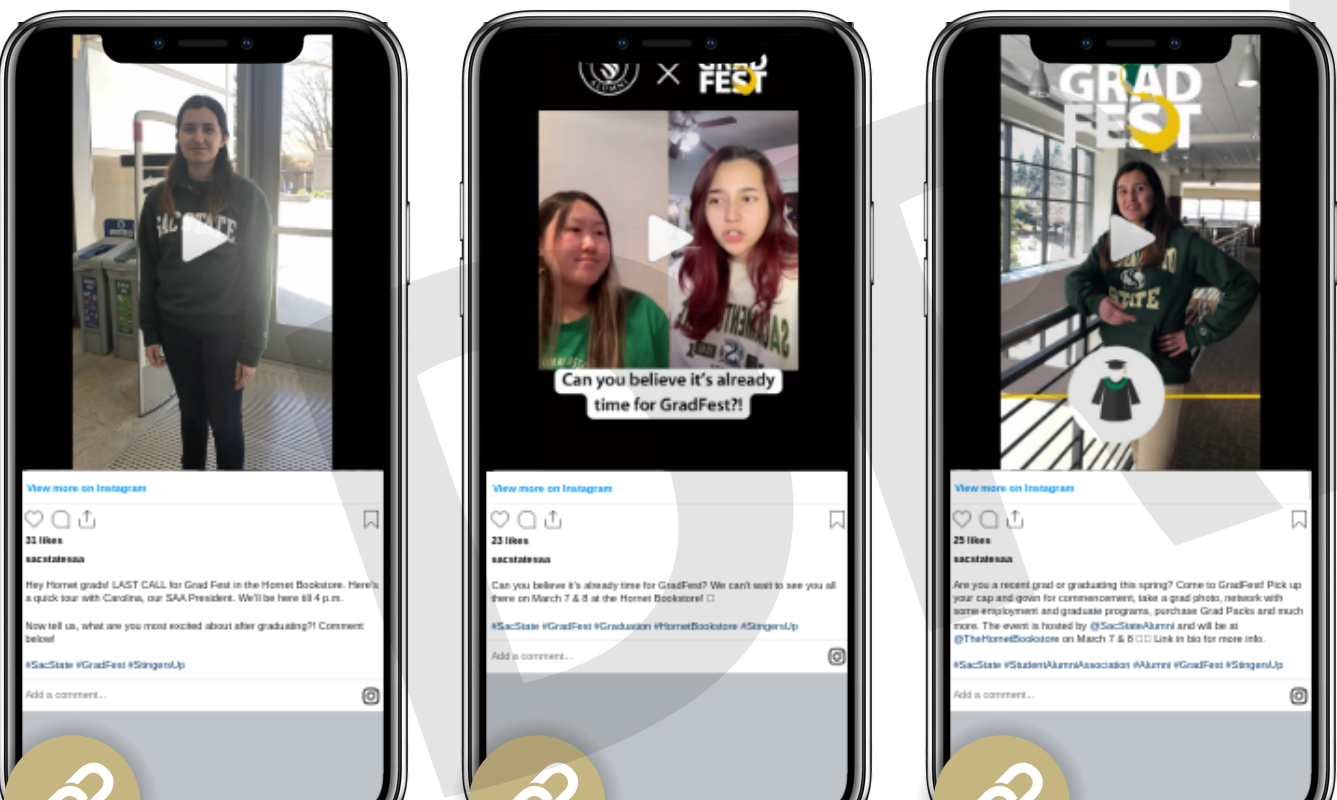
Chapters and Networks

Harper Alumni Center

Visual Identity - Images, Video, and Graphic Design

All images/video used, taken yourself or stock, should be engaging and informative, advancing the Student Alumni Association's messaging and brand identity at every opportunity. For guidance on how to capture and what to look for in images and videos, see the [SSAA Images and Videos](#).

Below are examples of imagery, video, and graphic design:



WATCH HERE

WATCH HERE

WATCH HERE



CLICK HERE TO ACCESS GRAPHIC DIMENSIONS GUIDE



CLICK HERE TO ACCESS SAC STATE STUDENT FLICKR



If you have any questions regarding the Student Alumni Association, please contact the [Student and Recent Grad Engagement Officer](#).



Introduction

Brand Platform

Visual Identity

Sub-Identities

Identity Architecture

Student Alumni

Association (SAA)

Chapters and Networks

Harper Alumni Center

Chapters and Networks





Introduction

Brand Platform

Visual Identity

Sub-Identities

Identity Architecture

Student Alumni

Association (SAA)

Chapters and Networks

Harper Alumni Center

Brand Platform

The Sacramento State Alumni Association's (SSAA) chapters and networks provide the opportunity to develop professional networks, advance social networks, volunteer in the community, engage with students, continue your education, and reconnect with your alma mater.

AUDIENCE

Chapters and networks are targeted to alumni who would like to further their involvement, by connecting with groups according to their interests, identities, regions, and areas of study or profession.

PERSONALITY AND VOICE

Refer to [SSAA personality and voice](#). Though, personality and voice may differ slightly according to the audience of each chapter and network (i.e. tie into interests, identities, regions, and areas of study or profession).

Though the personality and voice depends on the approach for each chapter and network, all messages and materials developed by chapters and networks must mirror SSAA's mission, vision, and values.



Introduction

Brand Platform

Visual Identity

Sub-Identities

Identity Architecture
Student Alumni
Association (SAA)

Chapters and Networks

Harper Alumni Center

Brand Platform

MESSAGING

Elevator Pitch:

We encourage all alumni to join one of our chapters and networks! Expand your professional network, grow your interests, and connect with like-minded Hornets through our vast alumni community. You have the opportunity to affiliate with up to three chapters and networks with your free Alumni Association membership.

Talking Points:

- The Alumni Association currently offers two levels of group alumni engagement: Alumni Chapters and Alumni Networks. Both levels offer opportunities for alumni to connect based on shared interests, experiences and passion for Sacramento State.
- A Network is a casual community of alumni who come together to celebrate Sac State and act as local advocates for the university mission and values. Chapters require elected chapter leadership, regular meetings, and a larger time commitment from Chapter officers. All groups begin as Networks and may transition to Chapters after one year, if desired.
- Each alumni group has a specific focus, usually related to interest, identity, region, or areas of study or profession.



Introduction

Brand Platform

Visual Identity

Sub-Identities

Identity Architecture

Student Alumni

Association (SAA)

Chapters and Networks

Harper Alumni Center

Visual Identity - Logos

Each chapter and network logo was designed to compliment the Sacramento State Alumni Association logo, while providing a unique and distinctive identity, reflecting the purpose to connect with each audience accordingly.

CHAPTER AND NETWORK LOGOS



Asian and Pacific Islander (API) Alumni Network



Black Alumni Chapter (BAC)



Business Alumni Chapter



Criminal Justice Alumni Network



Communication Studies Alumni Chapter



Construction Management Alumni Network



El Dorado Alumni Network



Engineering and Computer Science (ECS) Alumni Chapter



Hornets Policy and Politics (HPPA) Alumni Chapter



Latinx Alumni Chapter



Lavender Alumni Network



Natural Sciences and Mathematics (NSM) Alumni Network



Placer Alumni Chapter



Visual and Performing Arts (VAPA) Chapter





Introduction

Brand Platform

Visual Identity

Sub-Identities

Identity Architecture

Student Alumni

Association (SAA)

Chapters and Networks

Harper Alumni Center

Visual Identity

The Sacramento State Alumni Association's (SSAA) chapters and networks should, in large part, refer to the SSAA visual identity guidelines for all materials. However, all visual elements may be used in accordance with the interests, identities, areas, and age range, of the audience.

COLORS

Refer to [SSAA colors](#). Though SSAA mainly utilizes the primary colors indicated in the aforementioned section, chapters and networks may use any color in the Sacramento State color palette, in accordance with the interests, identities, areas and age range, of each chapter and network.

TYPEFACES

Refer to [SSAA typefaces](#). Adhere to the identified primary, secondary, and special occasion typefaces, as appropriate for its use.

DESIGN ELEMENTS

Chapters and networks may use any of the design elements identified in the [Sac State Brand Book \(PDF pgs. 76 - 85 or pgs. 54 - 63, if looking at bottom right corner page numbers\)](#).



CLICK HERE FOR ALL COLOR CODES



CLICK HERE TO DOWNLOAD TYPEFACES



CLICK HERE TO VIEW AND DOWNLOAD DESIGN ELEMENTS



Introduction

Brand Platform

Visual Identity

Sub-Identities

Identity Architecture

Student Alumni

Association (SAA)

Chapters and Networks

Harper Alumni Center

Visual Identity - Images, Video, and Graphic Design

All images/video used, taken yourself or stock, should be engaging and informative, advancing the Student Alumni Association's messaging and brand identity at every opportunity. For guidance on how to capture and what to look for in images and videos, see the [SSAA Images and Videos](#). Graphic designs should be eye-catching with minimal text, to encourage higher engagement and support ADA compliance standards.

Below are examples of imagery and graphic design ([more tips here](#)):



CLICK HERE TO ACCESS GRAPHIC DIMENSIONS GUIDE

If you have any questions regarding Chapters and Networks, please contact the [Alumni Chapters and Networks Officer](#).



Introduction

Brand Platform

Visual Identity

Sub-Identities

Identity Architecture

Student Alumni

Association (SAA)

Chapters and Networks

Harper Alumni Center

Leslie and Anita Harper Alumni Center

LESLIE AND ANITA
Harper
ALUMNI CENTER
AT SACRAMENTO STATE





Introduction

Brand Platform

Visual Identity

Sub-Identities

Identity Architecture

Student Alumni

Association (SAA)

Chapters and Networks

Harper Alumni Center

Brand Platform

The Leslie and Anita Harper Alumni Center is maintained and operated by the Alumni Association, as an outstanding venue that may be rented by the general public for meetings, conferences, weddings, receptions and other social events. It provides a “home” on campus for alumni and a place for activities that help alumni strengthen ties to the students, the campus, and the community.

AUDIENCE

Sacramento State alumni and students, faculty, staff, and the general public.

PERSONALITY AND VOICE

Refer to [SSAA personality and voice](#).

Though the personality and voice depends on the approach for each chapter and network, all messages and materials developed by chapters and networks must mirror SSAA's mission, vision, and values.



Introduction

Brand Platform

Visual Identity

Sub-Identities

Identity Architecture

Student Alumni

Association (SAA)

Chapters and Networks

Harper Alumni Center

Brand Platform

MESSAGING

Talking Points

- The Leslie and Anita Harper Alumni Center is maintained and operated by the Sacramento State Alumni Association.
- The Harper Alumni Center is a versatile space with a picturesque setting, available for rent by Sacramento State alumni and students, faculty, staff, and the general public.
- The Harper Alumni Center may be rented for meetings, conferences, weddings, receptions and other social events. Various event packages are available upon request to best accommodate your event needs.
- With more than 4,000 square feet of event space, the Harper Alumni Center can accommodate intimate parties of 30 or less and larger parties of 300 guests/banquet seating or 400 guests/theater style.
- We recommend that you make reservations at least six months in advance for most events, and 12 months in advance for weddings to ensure availability.

REFERENCE STYLE GUIDE

Mention of the Harper Alumni Center is in reference to a structure rather than department; the building that houses SSAA and its sub-identities.

- Formal: Leslie and Anita Harper Alumni Center
- Standard: Harper Alumni Center

Though the brand platform depends on the approach for each client, all messages and materials developed the Harper Alumni Center must mirror SSAA's mission, vision, and values.



Introduction

Brand Platform

Visual Identity

Sub-Identities

Identity Architecture

Student Alumni

Association (SAA)

Chapters and Networks

Harper Alumni Center

Visual Identity - Logo

The concept of the Leslie and Anita Harper Alumni Center logo was intended to compliment the Sacramento State Alumni Association (SSAA) logo, while providing an elegant and non-competing visual mark. It further represents SSAA's role as an extension of Sacramento State, upholding the University's mission, vision and values, by providing a gathering place for students, faculty, staff, alumni, and the general community.

PRIMARY LOGO

1-COLOR (Black or White)



**See [SSAA logo do's and do-not's](#) for guidance.*





Introduction

Brand Platform

Visual Identity

Sub-Identities

- Identity Architecture
- Student Alumni Association (SAA)
- Chapters and Networks
- Harper Alumni Center**

Visual Identity

The Leslie and Anita Harper Alumni Center should, in large part, refer to the SSAA visual identity guidelines for all materials.

COLORS

Refer to [SSAA colors](#). Though SSAA mainly utilizes the primary colors indicated in the aforementioned section, the Harper Alumni Center may use any color in the Sacramento State color palette, in accordance with the interests, identities, areas and age range, of each chapter and network.

TYPEFACES

Refer to [SSAA typefaces](#). Adhere to the identified primary, secondary, and special occasion typefaces, as appropriate for its use.

DESIGN ELEMENTS

The Harper Alumni Center may use any of the design elements identified in the [Sac State Brand Book \(PDF pgs. 76 - 85 or pgs. 54 - 63, if looking at bottom right corner page numbers\)](#).



CLICK HERE FOR ALL COLOR CODES



CLICK HERE TO DOWNLOAD TYPEFACES



CLICK HERE TO VIEW AND DOWNLOAD DESIGN ELEMENTS

Introduction

Brand Platform

Visual Identity

Sub-Identities

Identity Architecture

Student Alumni

Association (SAA)

Chapters and Networks

Harper Alumni Center

Visual Identity - Images, Video, and Graphic Design

All images/video used, taken yourself or stock, should be engaging and informative, advancing the Student Alumni Association's messaging and brand identity at every opportunity. For guidance on how to capture and what to look for in images and videos, see the [SSAA Images and Videos](#).



CLICK HERE TO ACCESS HARPER ALUMNI CENTER IMAGES



If you have any questions regarding the Harper Alumni Center and its amenities, please contact the [Facility Coordinator](#).