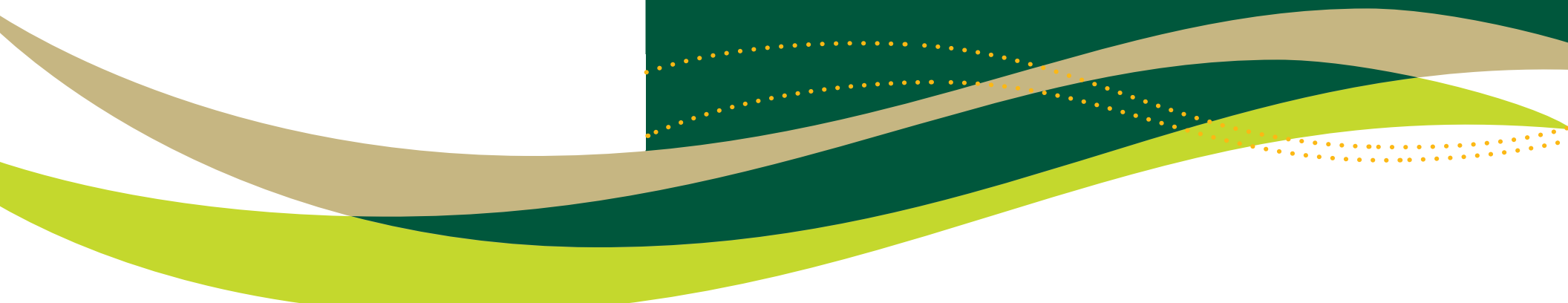




SACRAMENTO
STATE

SACRAMENTO STATE'S BRAND

IDENTITY STYLE GUIDE



Identity Style Guide Table of Contents

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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 vanity marks, colors, fonts, photography, and more. They are overarching and flexible to best meet the many and varying needs of campus.

APPROVAL PROCESS

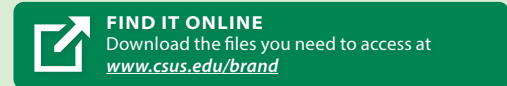
Everyone creating public-facing communications is encouraged to keep the University's visual identity guidelines in mind. While many materials—like flyers, social media posts, brochures, and invitations—don't need to be formally reviewed, University Marketing is available to offer feedback if a second set of eyes is desired. For more prominent items—such as paid advertisements, signature campaigns supporting key initiatives, or major publications and reports—they must be submitted for review before being finalized. Even better, reach out early in the process to make sure the project is on track from the start. The goal is to ensure every project reflects the University brand with clarity and impact.

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.



SACRAMENTO
STATE

IDENTITY STYLE GUIDE

THE UNIVERSITY NAMES

The University Names

SACRAMENTO STATE NAMING 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~~
- ~~SLACK STATE~~
- ~~CSU SACRAMENTO~~
- ~~CAL STATE SACRAMENTO~~
- ~~CALIFORNIA STATE UNIVERSITY AT SACRAMENTO~~
- ~~CSU SACRAMENTO~~
- ~~CALIFORNIA STATE UNIVERSITY SACRAMENTO~~

STANDARD NAME (PREFERRED):

SACRAMENTO STATE

The common and most frequently used name 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 name 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):

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):

should always include the comma

CALIFORNIA STATE UNIVERSITY, SACRAMENTO

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 logo, 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.




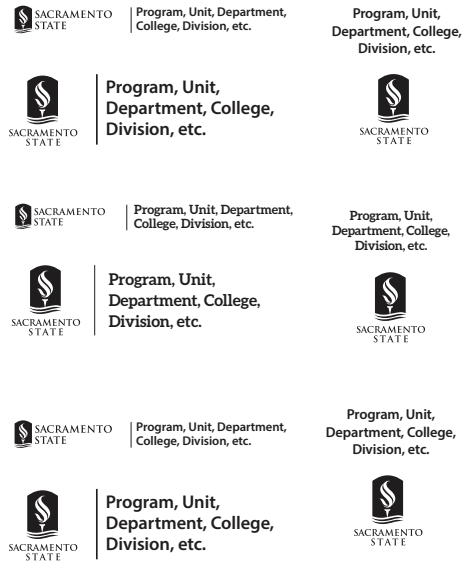


SACRAMENTO
STATE

IDENTITY STYLE GUIDE

VISUAL IDENTITY ARCHITECTURE

Visual Identity Architecture

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.

CORE IDENTITY	IDENTITY EXTENSIONS	SUB-IDENTITIES	INDEPENDENT IDENTITIES
<p>Visual representation of entire University, appropriate for all audiences. Uses primary University logos and follows University identity style guide.</p>	<p>Visual representation of units supporting the University’s core function, serving targeted audience segments. Uses logo lockups and follows University identity style guide.</p>	<p>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.</p>	<p>Represents a complete visual departure from the University. Uses an independent logo and its own identity standards.</p>
			
<ul style="list-style-type: none"> Sac State Sacramento State California State University, Sacramento 	<ul style="list-style-type: none"> Colleges, Schools, Departments, Programs Administrative Units Centers Initiatives & Development Campaigns The University Foundation 	<ul style="list-style-type: none"> Alumni Association Athletics ASI Union WELL inc. Sport Clubs UEI Capital Public Radio 	<ul style="list-style-type: none"> Housed on Campus Connected to but not funded by campus Student Organizations

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.

Are you?	For example	Then you are a(n)	Your role is to	Visual identity requirements	Required approvals
Representing the entire University to all of its audiences?	Sac State Sacramento State California State University, Sacramento	CORE IDENTITY	<ul style="list-style-type: none"> Ensure function and messages support the University's core mission Consistently represent the identity to the University's primary target audiences 	Primary logos, nickname logo, formal logo, official seal Must follow the University identity style guide	See complete list of items that need to be reviewed , as well as items that need to meet visual guidelines but are not required to be reviewed.
Serving or supporting the University's primary mission and functions?	Colleges, schools, departments, programs, centers Administration: Academic Affairs, Administration & Business Affairs, Human Resources, Information Resources & Technology, Public Affairs & Advocacy, Student Affairs, University Advancement, University Counsel Initiatives Development campaigns	IDENTITY EXTENSION	<ul style="list-style-type: none"> Support the University's core mission, serving segments of the primary target audiences Visually reinforce the University's core identity, providing depth and width 	Core identity marks or integrated logos Vanity marks may supplement the University marks, but do not replace them Must follow the University identity style guide	See complete list of items that need to be reviewed , as well as items that need to meet visual guidelines but are not required to be reviewed. Vanity marks must be submitted to University Marketing for approval. Approval time may vary.
Visually and functionally linked to the University for strategic reasons, but supporting a separate mission?	Alumni Association Associated Students, Inc. Athletics Capital Public Radio Office of Water Programs Sport Clubs The Union University Enterprises, Inc. The WELL University Foundation*	SUB-IDENTITY	<ul style="list-style-type: none"> 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 	Unique logos distinct from University marks, but linked visually or in text Follow individual identity style guidelines	Requested to keep University Marketing informed of public communications and advertisements, work in cooperation whenever possible.
Visually and functionally separate from the University?	United States Geological Survey California Water Science Center Friends of the Arboretum Friends of the Library Student Clubs & Groups Alumni groups not supported via Alumni Association, a college or dept.	INDEPENDENT IDENTITY	<ul style="list-style-type: none"> 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 	Independent logo with no visual connection to the University Follows its own identity style guidelines	No identity oversight required from the University. With permission from University Marketing, these identities may include "at Sacramento State" or "at Sac State" with their logos.

* 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 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.

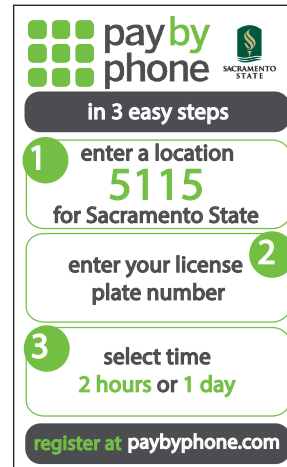
Student groups with exception to this rule include faculty sponsored academic clubs (e.g. debate club) and Sport Clubs. The Sport Clubs have and monitor their own set of identity guidelines, and faculty advisors assume responsibility for the use of University logos and graphic elements used by academic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

SPONSORSHIPS

Anytime a logo is needed to indicate Sacramento State’s support or sponsorship of an event, the stacked primary logo 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. See example.

NEED HELP?

Contact universitymarketing@csus.edu with questions.



THIRD-PARTY WEB APPLICATIONS

Some third-party web applications allow for some range of visual customization. The core identity primary vertical, stacked or horizontal logo should be used whenever possible. If additional color customization of the page is an option, Sac State green should be applied.



When more than one University unit sponsors an event, list departments or units in text.

Sacramento State logo



SACRAMENTO
STATE

IDENTITY STYLE GUIDE
UNIVERSITY LOGOS

Symbolism

SHIELD AND THE FLAME

The University's logo is composed of a shield, flame, rivers, University name. 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.

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.)



LOGO COLORS

■ Sac State Green

■ Sac State Gold

■ Black

Core Identity: Logos

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.

LOGOS AND OFFICIAL SEAL

The logos 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.

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

APPROVAL PROCESS

When creating public-facing communications, keep the University's visual identity in mind. Most materials—like flyers, social posts, and brochures—don't require review, but University Marketing can offer feedback if needed. Prominent items—such as ads, signature campaigns, or major reports—must be reviewed before finalization. Ideally, contact University Marketing early to stay on track. Allow at least five working days for reviews.



FIND IT ONLINE

Detailed list of brand review items and processes
sacstate.me/brandreviews

PRIMARY LOGO



SACRAMENTO
STATE

Primary vertical logo



SACRAMENTO STATE

Primary horizontal logo



SACRAMENTO
STATE

Primary stacked logo

NICKNAME LOGO

SAC STATE

FORMAL LOGO

CALIFORNIA STATE UNIVERSITY
SACRAMENTO

OFFICIAL SEAL



Primary Logos Clear Space & Sizing

USAGE AND CONFIGURATIONS

The primary logo has several configurations. Primary logos are appropriate for most situations and should be considered first before other logos.

The stacked configuration is the best option when a smaller size is needed, it is the most legible.

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 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.

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.

 **FIND IT ONLINE**
Download Sacramento State logos at sacstate.me/logos

VERTICAL CONFIGURATION



Clear space minimum



Size minimum

HORIZONTAL CONFIGURATION



The University standard name is vertically centered with the shield



Clear space minimum



Size minimum

STACKED CONFIGURATION



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



Clear space minimum



Size minimum

Primary Logos Colors

COLOR

Color plays an important role in communicating the University's identity. The 3-color vertical logo is preferred in most applications. The 1-color versions are alternatives and are intended for 1-color printing or occasions when a 3-color logo does not have enough contrast with a background color or image.

Never place the Sac State Gold logo on a blue background.

LOGOS PLACED ON COLORED BACKGROUNDS



The logos should only be placed on a colored backgrounds with at least 50% contrast with logo color.

3-COLOR

■ Sac State Green ■ Sac State Gold ■ Black



Vertical logo



Stacked logo



Horizontal logo

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, Sac State Gold, or black. Otherwise the logo must reverse to white out of a color.



Sac State Green



Sac State Gold



Black



White



Sac State Green



Sac State Gold



Black



White



Sac State Green



Sac State Gold



Black



White

FIND IT ONLINE
Download Sacramento State logos at sacstate.me/logos

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 an approved logo and follow the guidelines when using it. If you are unsure, please contact universitymarketing@csus.edu for more information.



Do not rearrange the relationship of the shield and the University name or create a new logo by combining, surrounding, adding or overprinting type.



Do not outline or place a stroke, or a drop shadow to any portion of the logo.



Do not place the University name on one line below the shield, or change the type face.



Do not use a retired white-handled logo



Do not use the shield as a stand alone element.



Do not use the torch with handle as a stand alone element.

APPROVAL PROCESS

Proper use of Sacramento State's visual brand is encouraged in all communications. See [complete list of items that need to be reviewed](#), as well as items that need to meet visual guidelines but are not required to be reviewed.

universitymarketing@csus.edu is available for brand consultations as needed.



Do not contain or surround the logo in other graphic devices or elements.



Do not use any colors other than those designated as the primary logo colors.



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

Nickname Logo Clear Space, Sizing & Colors

USAGE

The nickname logo is intended for use in casual on-campus communications. It is most appropriate for use with current students, staff, faculty and recent alumni. The Nickname logo should not be used in emails, social media posts, or as a department logo or design element. It may never appear in conjunction with the official seal.

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

PLACED ON DARK BACKGROUNDS

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

Contact universitymarketing@csus.edu for more information.

NICKNAME LOGO



Clear space minimum



Size minimum

2-COLOR ■ Sac State Green ■ Sac State Gold



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, Sac State Gold, or black. Otherwise the logo must reverse to white.



Sac State Green



Black



Sac State Gold



White



FIND IT ONLINE

Download Sacramento State logos at sacstate.me/logos

Nickname Logo Use & Misuse

IMPROPER USE

Shown here are examples of improper uses of the nickname 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 these guidelines when using it.

APPROVAL PROCESS

Proper use of Sacramento State's visual brand is encouraged in all communications. See [complete list of items that need to be reviewed](#), as well as items that need to meet visual guidelines but are not required to be reviewed. Universitymarketing@csus.edu is available for brand consultations as needed.



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 colors.



Do not distort, squeeze, or stretch the logo.



Do not combine the nickname logo or department/unit/club/program/project names.



Do not re-create the logo with any other typeface.



Do not switch the colors in the 2-color logo.



Do not place any images or elements into the clear space area.

Formal Logo Clear Space, Sizing & Colors

USAGE AND CONFIGURATIONS

The formal logo 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, memos of understanding, contracts, national conventions and grant proposals.

The formal logo 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 logo. 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 logo.

Please note these are only minimum measurements.

MINIMUM SIZE

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

FORMAL LOGO

CALIFORNIA STATE UNIVERSITY
SACRAMENTO



Clear space minimum



Size minimum

LOGO 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 logo must reverse to white.

CALIFORNIA STATE UNIVERSITY
SACRAMENTO

Sac State Green

CALIFORNIA STATE UNIVERSITY
SACRAMENTO

Black

CALIFORNIA STATE UNIVERSITY
SACRAMENTO

Sac State Gold

CALIFORNIA STATE UNIVERSITY
SACRAMENTO

White



FIND IT ONLINE

Download Sacramento State logos at
sacstate.me/logos

Formal Logo Use & Misuse

IMPROPER USE

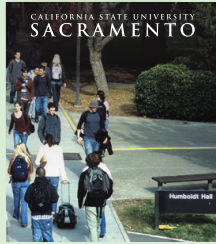
Shown here are some examples of improper uses of the formal logo. The logo should always be used in the configurations in which they were designed and not combined or made part of other words or design elements. Always use the approved artwork and follow these guidelines when using it.

LOGOS ON PHOTOS

Place the University logo on a neutral area. Try darkening or lightening the image behind the mark or darken area behind logo to help the logo stand out.



Original



Darkened behind logo

APPROVAL PROCESS

Proper use of Sacramento State's visual brand is encouraged in all communications. See [complete list of items that need to be reviewed](#), as well as items that need to meet visual guidelines but are not required to be reviewed. Universitymarketing@csus.edu is available for brand consultations as needed.



Do not give the logo a drop shadow.



Do not place any images or elements into the clear space area.



Do not distort, squeeze, or stretch the logo.



Do not use any colors, in any combinations other than those designated as the logo colors.



Do not place the logo on an active area of an image.



Do not use colors not designated as the logo colors.



Do not use effects that interfere with the legibility of the logo.



Do not combine the logo with a department/unit/club/program/project name.

The Official Seal Clear Space & Sizing

USAGE

As a 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.

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.

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.

OFFICIAL SEAL COLORS

- Sac State Green
- Sac State Gold



The Official Seal ties in elements from the logo, using the torch and curved rivers element, and includes the formal name and year of our founding.

CLEAR SPACE



SIZING



The Official Seal Colors

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.

2-COLOR ■ Sac State Green ■ Sac State Gold

The 2-color version can only be reproduced in Sac State Green and Sac State Gold.



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

SEAL PLACED ON COLORED BACKGROUNDS



When the seal 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 seal 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.

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, Sac State Gold or black.



PLACED ON DARK BACKGROUNDS



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

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.



SACRAMENTO STATE

Do not combine the seal with the common name or nickname.



DOCUMENT NAME

Do not overprint type or graphics on the seal.



1947

Do not use any portion of the seal as a standalone element.



Do not distort, squeeze, or stretch the seal elements.



Do not contain or surround the seal in other graphic devices or elements as shown here, or inside other shapes or complex backgrounds.



Do not use any colors other than those designated as logo color.

APPROVAL PROCESS

Proper use of Sacramento State's visual brand is encouraged in all communications. See [complete list of items that need to be reviewed](#), as well as items that need to meet visual guidelines but are not required to be reviewed. Universitymarketing@csus.edu is available for brand consultations as needed.



Do not use the seal as a graphic element or reversed out of a photo.



CAMPUS PROGRAM



MY DEPARTMENT NAME
HERE MY DEPARTMENT NAME



CAMPUS CLUB

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

Logos on Images

PLACING LOGOS ON TOP OF PHOTOS

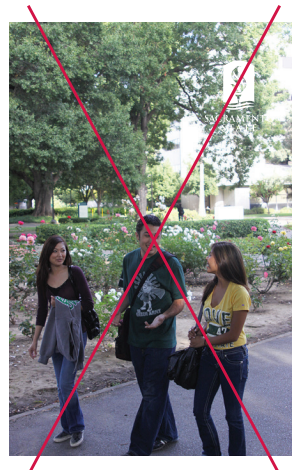
When placing one of the University logos over a photograph, it must remain completely legible. Use the following guidelines when choosing where to place it on your image:

- The image area behind and around the logo must have very little texture or activity.
- Allow for the logo individual clear space requirement. 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 to increase legibility and should not change the logo. Be cautious about:
 - using program filters to make the logos look embossed or beveled
 - outlining the logos
 - applying heavy shadows or glows

EXAMPLES OF THE LOGO REVERSED OUT OF A PHOTO



MISUSE OF THE LOGO REVERSED OUT OF A PHOTO



FIND IT ONLINE

An approved image release form is available at sacstate.me/release



A gallery of approved campus photography is available at sacstate.me/photos



SACRAMENTO
STATE

IDENTITY STYLE GUIDE

IDENTITY EXTENSIONS & LOGO LOCKUPS

Logo Lockups

IDENTITY EXTENSIONS

Identity Extensions are units that serve or support the University's primary function – administration, colleges, departments, programs, centers and initiatives, among others. They can be represented by a primary University logo, or a logo lockup. They cannot be solely represented by a separate logo or mark.


Note: Prior to July 2024, Identity Extensions were visually represented by integrated logos – a logo with a specific unit's name attached below it. Any units that have existing integrated logos may continue to use them. However, logo lockups are the preferred presentation for Identity Extensions moving forward.


LOGO LOCKUPS


Logo lockup configurations pair a primary logo with the name of their unit in an approved University font. To ensure flexibility, they can be applied on collateral, in digital communications, on swag, and in most other instances. Logo lockups can be used by Identity Extensions, or paired with campaigns, slogans, etc.

MODIFIABLE LOGO LOCKUP PDFS

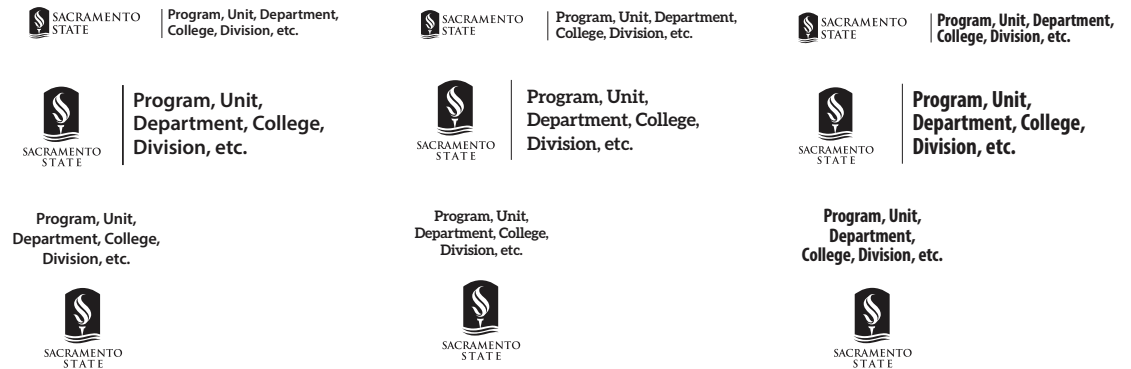
For ease of use, logo lock up files are available as Adobe Illustrator PDFs. They can be opened in Adobe Acrobat and modified as a PDF, or opened in Adobe Illustrator and saved as text as outline for vector files. Use logo lockups with a (TM) for printing or embroidering on swag, apparel and uniforms. Be sure to follow primary logo minimum sizes and clear space requirements when using logo lockups.

 Logo lockup for collateral are available for download at sacstate.me/logolockups

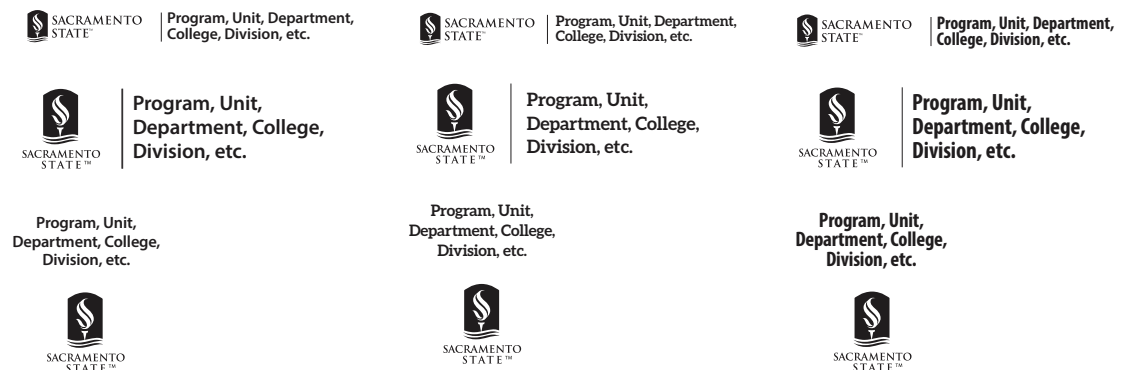
 Logo lockups with a (TM) for swag, apparel and uniforms are available for download at sacstate.me/logolockupsTM

 Details on approvals for swag, apparel and uniforms are available at sacstate.me/swag

LOGO LOCKUPS



LOGO WITH (TM) LOCKUPS FOR SWAG, APPAREL AND UNIFORMS





SACRAMENTO
STATE

IDENTITY STYLE GUIDE
VISUAL ELEMENTS

University Fonts

PREFERRED UNIVERSITY FONTS

To maintain visual consistency across all University materials, use University fonts whenever possible.

Any version of Trajan, Trajan Pro, Myriad, Myriad Pro and Aleo families can be used. If these preferred fonts are not available, Arial Regular (a sans serif font) and Georgia (a serif) may be used in Microsoft Office, Google Suite, or other third party software. Arial Regular and Georgia are available on all computers.

HEADLINE AND SUBHEAD FONT

TRAJAN PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

TRAJAN PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

HEADLINE, SUBHEAD OR BODY FONT

Myriad Pro Light

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Myriad Pro Light Italic

*abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()*

Myriad Pro Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Myriad Pro Italic

*abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()*

Myriad Pro Semibold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Myriad Pro Semibold Italic

*abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()*

Myriad Pro Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Myriad Pro Bold Italic

*abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()*

Myriad Pro Black

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Myriad Pro Black Italic

*abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()*



FIND IT ONLINE

The Trajan Pro 3, Myriad Pro family, and Aleo font families are available through the Adobe Creative Cloud, which is accessible to all faculty and staff with a SacLink account. Scriptina can be downloaded for free at sacstate.me/scriptina.

University Fonts

HEADLINE, SUBHEAD OR BODY FONT

Myriad Pro Light Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&*()

Myriad Pro Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&*()

Myriad Pro Semibold Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&*()

Myriad Pro Bold Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&*()

Myriad Pro Black Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&*()

Myriad Pro Light Condensed Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&()*

Myriad Pro Condensed Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
!@#%&()*

Myriad Pro Semibold Condensed Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&()*

Myriad Pro Bold Condensed Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&()*

Myriad Pro Black Condensed Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&()*

ALTERNATE FONTS

(For Microsoft Suite, Google Suite, or third party software when Trajan Pro, Myriad Pro and Aleo are unavailable.)

Georgia Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&*()

Georgia Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&*()

Georgia Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&()*

Georgia Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&*()

Arial Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&*()



FIND IT ONLINE

Download fonts through the Adobe Creative Cloud with your SacLink account. Scriptina is available at sacstate.me/scriptina.

University Fonts

HEADLINE, SUBHEAD OR BODY FONT

Myriad Pro Light SemiCondensed
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&*()

Myriad Pro Light SemiCondensed Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&()*

Myriad Pro Light SemiExtended
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&*()

Myriad Pro SemiCondensed
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&*()

Myriad Pro SemiCondensed Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&()*

Myriad Pro SemiExtended
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&*()

Myriad Pro Semibold SemiCondensed
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&*()

Myriad Pro Semibold SemiCondensed Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&()*

Myriad Pro Semibold SemiExtended
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&*()

Myriad Pro Bold SemiCondensed
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&*()

Myriad Pro Bold SemiCondensed Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&()*

Myriad Pro Bold SemiExtended
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&*()

Myriad Pro Black SemiCondensed
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&*()

Myriad Pro Black SemiCondensed Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&()*

Myriad Pro Black SemiExtended
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&*()



FIND IT ONLINE

Download fonts through the Adobe Creative Cloud with your SacLink account. Scriptina is available at sacstate.me/scriptina.

University Fonts

HEADLINE, SUBHEAD OR BODY FONT

Myriad Pro Light SemiExtended Italic
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 !@#\$%^&*()

Myriad Pro SemiExtended Italic
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 !@#\$%^&*()

Myriad Pro Semibold SemiExtended Italic
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 !@#\$%^&*()

Myriad Pro Bold SemiExtended Italic
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 !@#\$%^&*()

Myriad Pro Black SemiExtended Italic
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 !@#\$%^&*()

 **FIND IT ONLINE**
Download fonts through the Adobe Creative Cloud with your SacLink account. Scriptina is available at sacstate.me/scriptina.

HEADLINE, SUBHEAD, BODY AND PULLQUOTE FONT

Aleo Light
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Aleo Regular
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Aleo Bold
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Aleo Light Italic
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Aleo Italic
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Aleo Bold Italic
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

SCRIPT FONTS: USE APPROPRIATELY AND SPARINGLY

Great Vibes
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Scriptina Pro
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

PRIMARY COLORS

<p>Sac State Green Pantone 343 C HEX 004e38 CMYK 89-19-72-60 RGB 0-78-56</p> <p style="text-align: right; font-weight: bold; font-size: 1.2em;">A a</p>	<p>Sac State Gold Pantone 4525 C HEX c6bc89 CMYK 9-12-47-18 RGB 198-188-137</p> <p style="text-align: right; font-weight: bold; font-size: 1.2em;">A a</p>
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- Sac State materials must include at least 30% primary colors and can include up to 70% secondary colors
- Primary colors should be implemented before secondary colors are utilized
- To achieve 30% primary colors, use at 100% strength (not a tint)
- Secondary colors can be used at 100% strength and/or tints
- Tints of primary colors may also be used as secondary colors

SECONDARY COLORS

<p>Bike Lane Lime Pantone 382 C HEX c3d941 CMYK 28-0-100-0 RGB 195-217-65</p> <p style="text-align: right; font-weight: bold; font-size: 1.2em;">A a</p>	<p>Spruce Green Pantone 369 C HEX 56b146 CMYK 68-0-100-0 RGB 86-177-70</p> <p style="text-align: right; font-weight: bold; font-size: 1.2em;">A a</p>	<p>Stinger Green Pantone 341 C HEX 008064 CMYK 95-5-82-24 RGB 0-132-83</p> <p style="text-align: right; font-weight: bold; font-size: 1.2em;">A A a</p>	<p>Princess Tree Purple Pantone 7670 C HEX 4e58a6 CMYK 80-74-0-0 RGB 78-88-166</p> <p style="text-align: right; font-weight: bold; font-size: 1.2em;">A a</p>	<p>Phlagleblast Fuchsia Pantone 513 C HEX 872d91 CMYK 53-99-0-0 RGB 135-45-145</p> <p style="text-align: right; font-weight: bold; font-size: 1.2em;">A a</p>	<p>Pomegranate Pantone 202 C HEX 830b2c CMYK 9-100-64-48 RGB 132-0-41</p> <p style="text-align: right; font-weight: bold; font-size: 1.2em;">A a</p>	<p>Rose Garden Red Pantone 193 C HEX d11947 CMYK 2-99-62-11 RGB 209-25-71</p> <p style="text-align: right; font-weight: bold; font-size: 1.2em;">A a</p>	<p>Flamin' Hot Orange Pantone 7579 C HEX f26522 CMYK 0-74-100-0 RGB 242-101-34</p> <p style="text-align: right; font-weight: bold; font-size: 1.2em;">A A a</p>	<p>California Poppy Pantone 124 C HEX febe10 CMYK 0-30-100-0 RGB 254-190-16</p> <p style="text-align: right; font-weight: bold; font-size: 1.2em;">A a</p>
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Tints of the primary colors may be used as secondary colors

<p>Sac State Green Pantone 343 C HEX 004e38 CMYK 89-19-72-60 RGB 0-78-56</p>	<p>Tint of Sac State Green</p>
<p>Sac State Gold Pantone 4525 C HEX c6bc89 CMYK 9-12-47-18 RGB 198-188-137</p>	<p>Tint of Sac State Gold</p>

Downloadable Color Palette Library

This swatch library can be used with InDesign, Illustrator, and Photoshop. The downloadable swatches have been calibrated for accuracy when printing with University Print.

Text color should have maximum contrast with background color to be legible to all. If using a lighter shade of any color as your background, check that your text is easy to read using the contrast checker tool. A minimum contrast ratio/score (AA) of 4.5 is required for all text. Testing tool: <https://color.adobe.com/create/color-contrast-analyzer>

- A** White text 18pt and above/14pt bold and above meets accessibility requirements
- a** White text 17pt and below meets accessibility requirements
- A** Black text 18pt and above/14pt bold and above meets accessibility requirements
- a** Black text 17pt and below meets accessibility requirements

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 element is acceptable. It cannot however, be stretched, manipulated or distorted in any way; it must maintain its proportional shape.

The double S can be used in all types of communications.



SACRAMENTO
STATE

HOW TO USE COLOR WITH DOUBLE S ELEMENT

Only Sac State Green, Sac State Gold, Stinger Green, Spruce Green, black and white can be used for the double S element.

It can appear at 100% strength of the color, as a tint, screen, gradient, or tone on tone.



FIND IT ONLINE

Download graphics and elements
sacstate.me/graphics



Cropped



Gradient

Screen of approved color

COLORS



Sac State Green



Stinger Green



Spruce Green



Sac State Gold

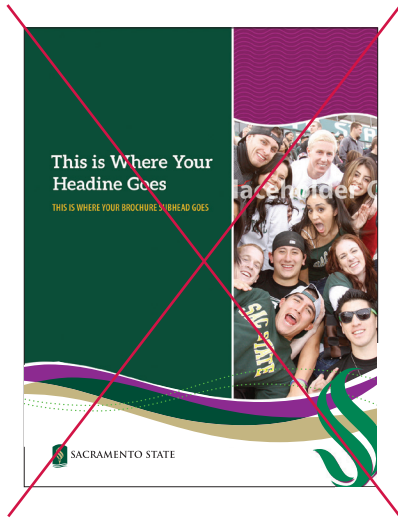
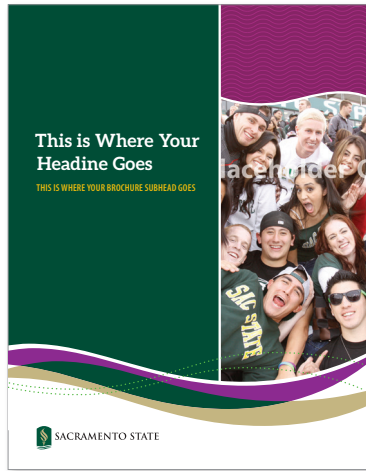


Transparent overlay: 100% white with 60% transparency

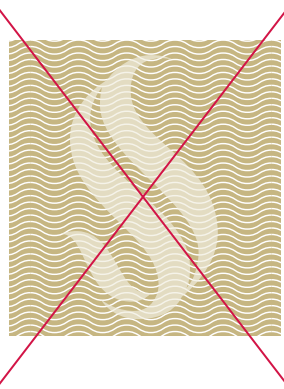


Transparent overlay: 100% Sac State Green with 30% transparency

Graphic Elements *Double S*



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.



Do not outline



Do not stretch, manipulate or distort



Do not turn the double S into a design, mark or logo



Do not delete any portion of the double S



Do not turn the double S on its side



Do not turn the double S into a pattern

Graphic Elements *Rivers*

RIVERS GRAPHIC

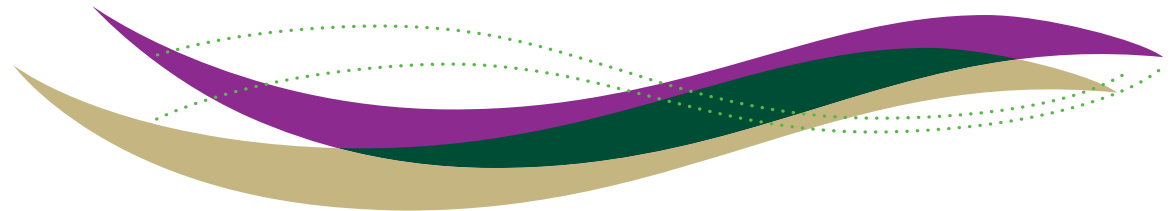
The rivers graphic is derived from the curved element of the University's logo. The curved element represents the American and Sacramento rivers, two very important features of our community.

In the rivers graphic, each river shape is represented as a different color, and where they intersect it is Sac State Green. 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, rotated or manipulated; it must maintain its proportional shape.



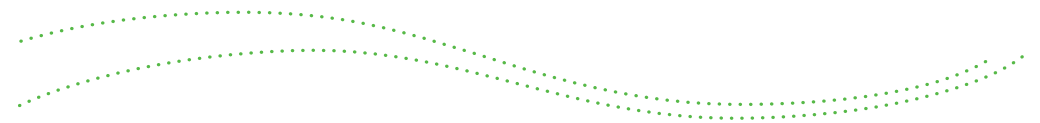
DOTTED RIVERS & RIVERS COMBINATION



RIVERS



DOTTED RIVERS



Graphic Elements Rivers

HOW TO USE COLOR WITH THE RIVERS ELEMENT

Sac State Green (100% strength) is always included as the center river graphic color. One of the outside rivers is 100% strength Sac State Gold, the other river can be a 100% strength color from the Secondary Color Palette.

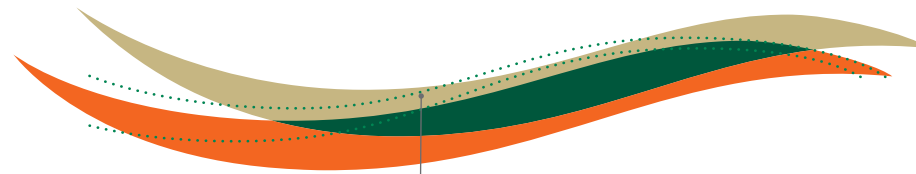
DOTTED RIVERS

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 Secondary Color Palette and have enough contrast to be easily visible where it crosses the solid rivers.

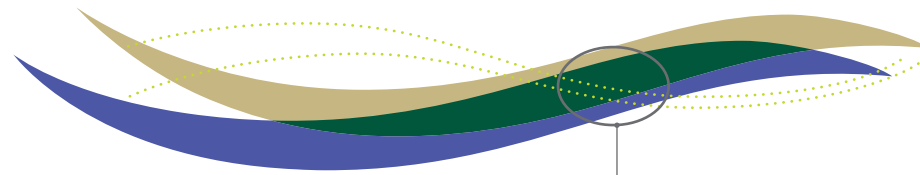
Dotted rivers should always be in front of the solid rivers, do not place them in the background.

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.

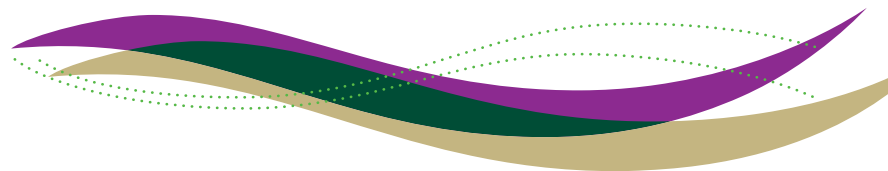
ALTERING COLORS



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



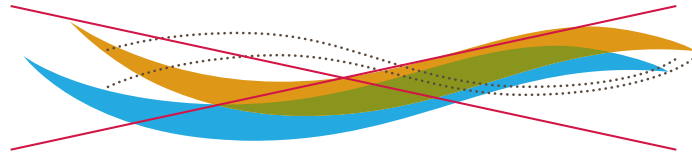
Dotted rivers should be 100% of a color from the palette and have enough contrast to be easily visible where it crosses over the solid rivers.



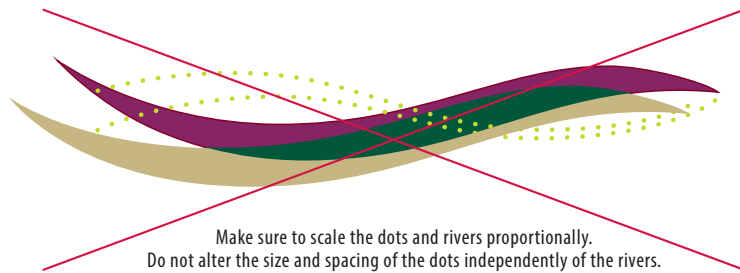
It is OK to flip the rivers horizontally.

Graphic Elements Rivers

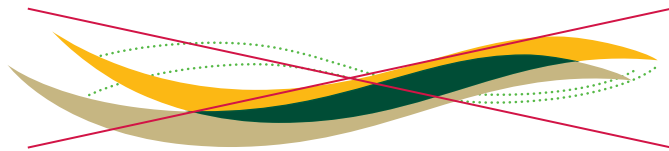
MISUSE & IMPROPER ALTERATIONS



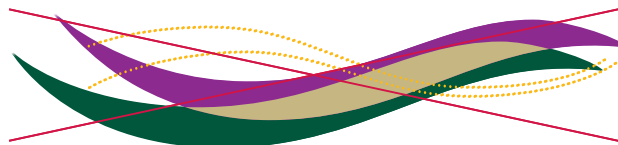
Do not use colors that are not in University color palettes.



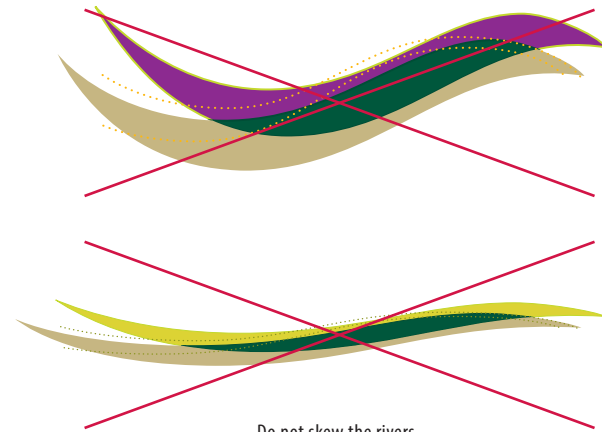
Make sure to scale the dots and rivers proportionally.
Do not alter the size and spacing of the dots independently of the rivers.



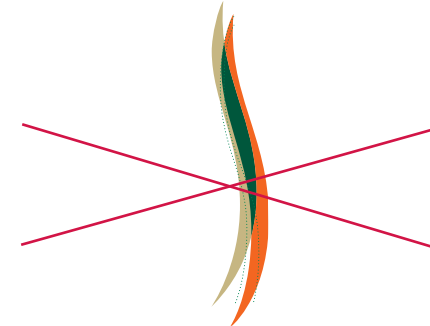
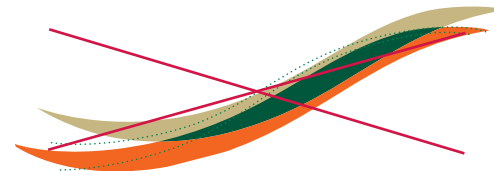
Do not place dotted rivers behind the solid rivers.



Do not switch colors. The middle shape should be Sac State Green and one of the outside rivers should be Sac State Gold.



Do not skew the rivers.



Do not rotate.

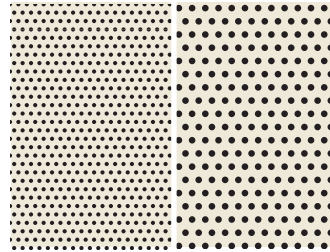
Graphic Elements Patterns

PATTERN USAGE

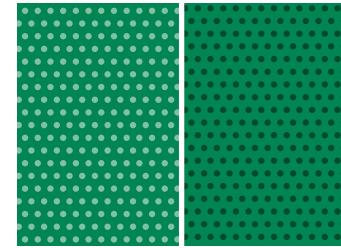
Dot and wave patterns are available for additional texture in design. The spacing between lines and dots must always stay proportional. Do not skew the dots or waves into different shapes.



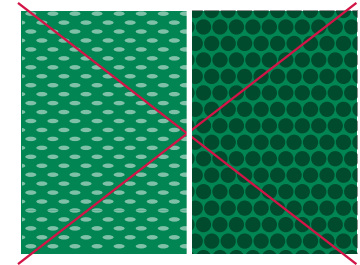
DOT PATTERN



Dot pattern may be scaled up or down as long as the spacing stays proportional.

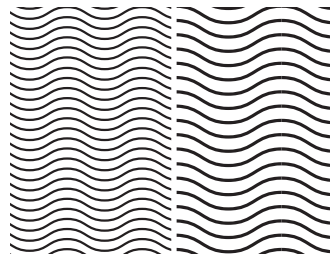


You may make the dots lighter or darker than the background color.

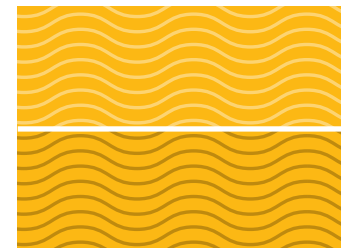


Do not skew dots into an oval shape. Do not change the space between dots.

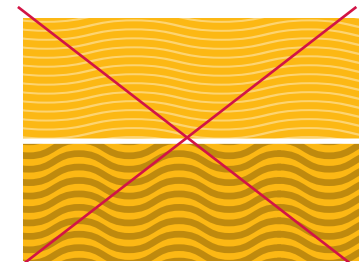
WAVE PATTERN



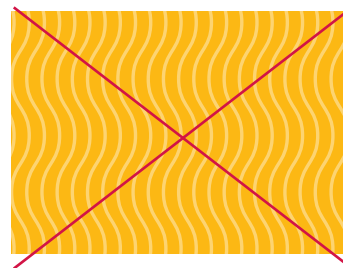
Wave pattern may be scaled up or down as long as the spacing stays proportional.



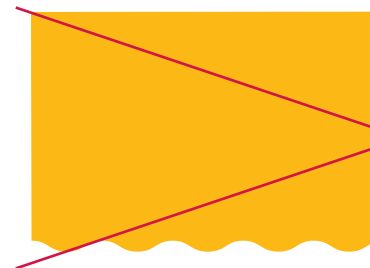
You may make the waves lighter or darker than the background color.



Do not skew waves. Do not change the space between waves.



Do not rotate waves.



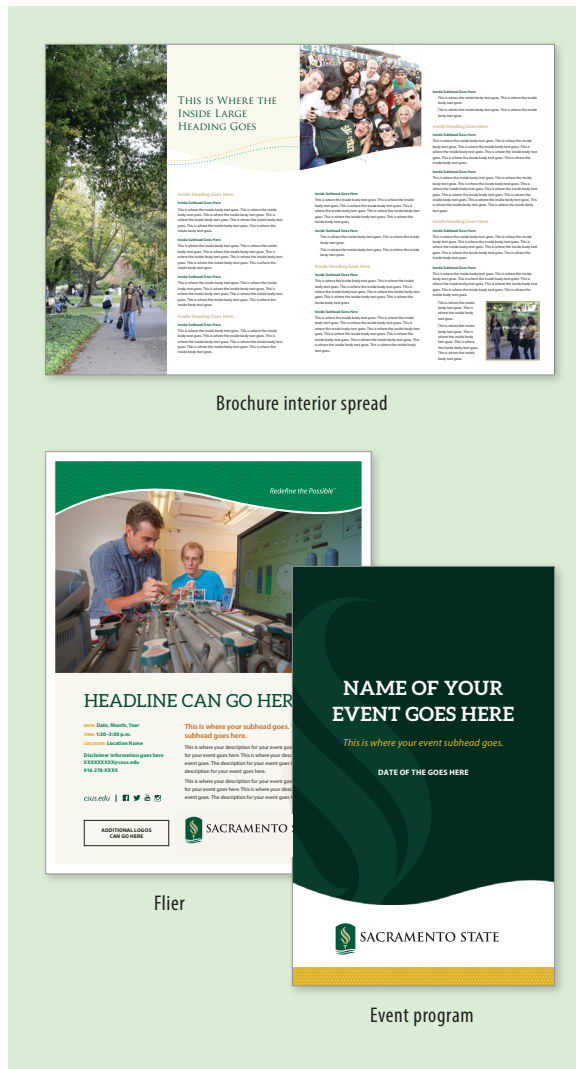
Do not use the wave as an element or photo frame.



Graphic Elements Shapes

RIVER SHAPE

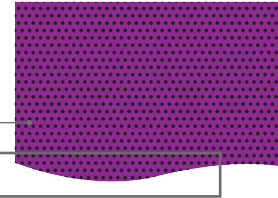
The river shape may be used to create call-out boxes, image frames and more. You may use a portion of the river shape, but do not distort or alter the curves of the shape.



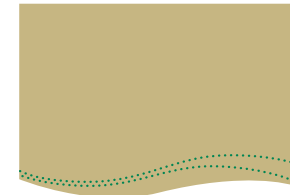
APPROVED USAGES



The river shape can be used as a photo frame.



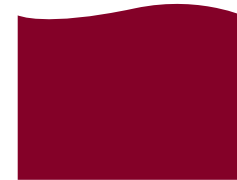
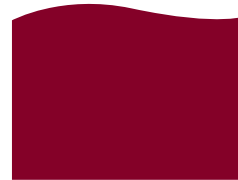
Using a portion of the curve is acceptable.
The shape can be filled with any of the branded patterns.



You may layer other graphic elements with the river shape.

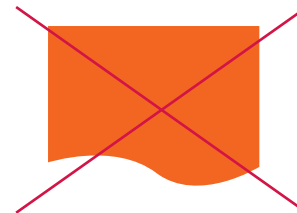


It can be flipped horizontally or vertically.

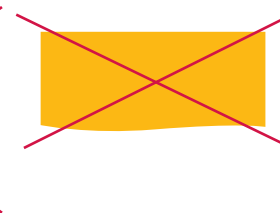


The box can be modified to be as tall as needed but do not alter the curved areas.

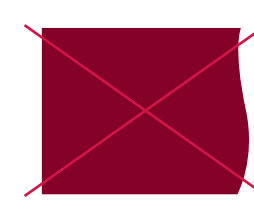
MISUSE & IMPROPER ALTERATIONS



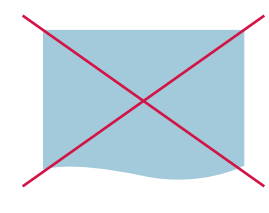
Do not alter the angle of the curves.



Do not skew shape.



Do not rotate shape.



Do not use non-university colors

Approved Campus Photos

PHOTO GALLERY

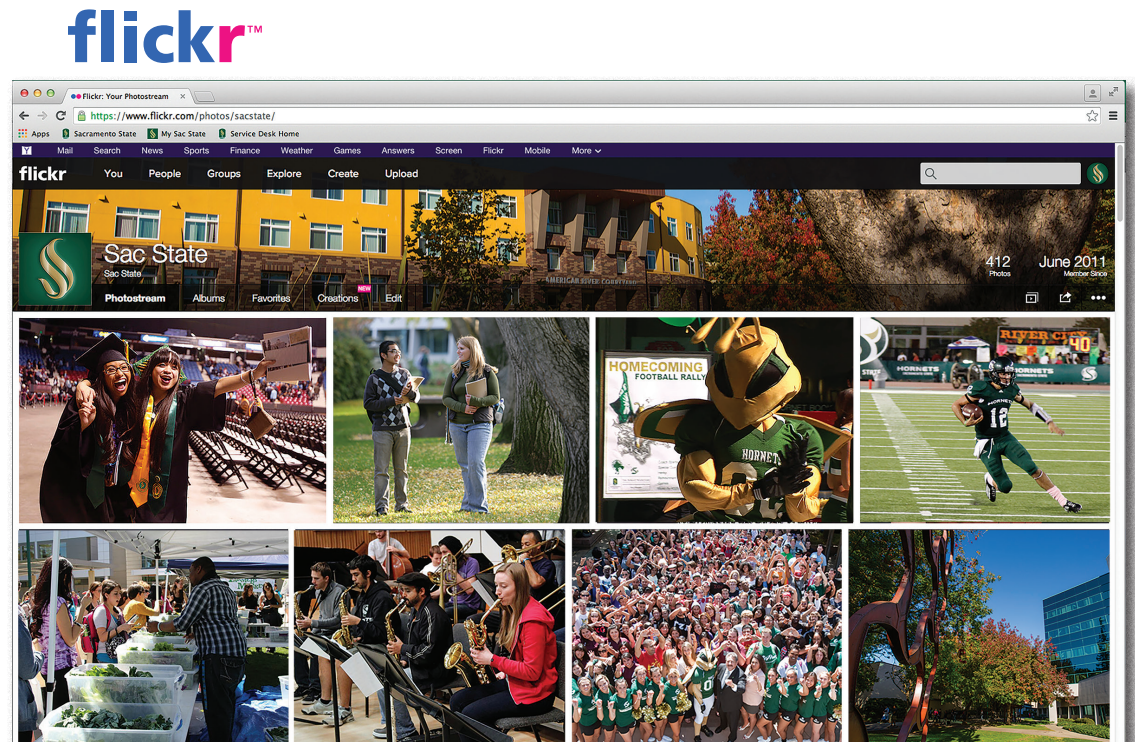
Approved campus photographs are available for download from the University Flickr page. Images include photos capturing campus beauty, student life, and commencement, among others. Photos may be downloaded for use in University materials.

The gallery will be updated over time.



Access the approved campus photo gallery at sacstate.me/photos

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





SACRAMENTO
STATE

IDENTITY STYLE GUIDE

BUSINESS SYSTEM

Official Business System Business Cards, Letterhead and Envelopes

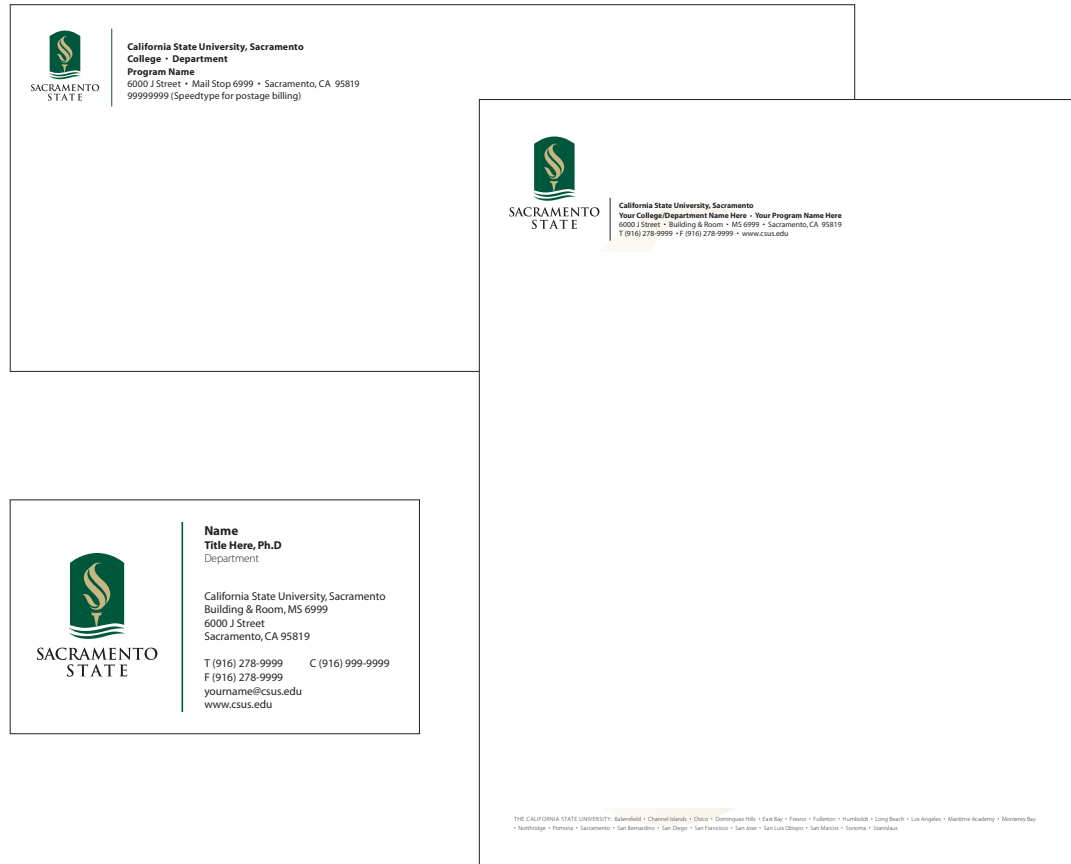
OFFICIAL BUSINESS CARDS, LETTERHEAD AND ENVELOPES

Business card, letterhead and envelope options are available through University Print's *Print Shop Pro* system.



FIND IT ONLINE

Order forms are available at sacstate.me/print or call (916) 278-6198.



Example of business card, letterhead and envelope. Additional options are available in Print Shop Pro.