

# Brand Review Requirements

Public-facing projects and communications are requested to use the official Sacramento State brand identity elements to best represent the University. While not all materials need to be reviewed, some more prominent items do.

*Note: Beginning in February 2026, all University-branded items purchased through CSUBUY Procure-to-Pay (P2P) will be reviewed automatically for brand accuracy as part of the purchase workflow. Items not branded correctly will be returned for corrections before they will be approved for payment.*

## **Brand reviews are needed for:**

- Advertisements (paid or in-kind) for print, social media, digital, broadcast, outdoor, or direct mail
- All graphics, marks, and materials developed as part of promotions and campaigns for high-priority University initiatives. These include, but are not limited to, enrollment initiatives, Black Honors College, Sacramento State Placer Center, Combat U
- Highly visible presentations, magazines, newsletters, reports, or other publications (print or digital) representing Sacramento State that are delivered to non-campus audiences

Submit items for brand review at [sacstate.me/brandreview](https://sacstate.me/brandreview)

## **Collegiate Licensing Company (CLC) approvals, plus brand reviews are needed for:**

- Swag, apparel, uniforms, and other branded items purchased through vendors must meet both licensing requirements and University brand standards. The licensing review will be submitted to the Collegiate Licensing Company (CLC) by the vendor you are purchasing from. Then, once you receive CLC approval and submit your requisition for payment (with your CLC approval attached), your item be reviewed for University brand accuracy as a step in the CSUBUY P2P workflow. You do not need to do anything additional, unless you would like to informally check that your item meets brand standards prior to submitting your requisition. In that case, please email [universitymarketing@csus.edu](mailto:universitymarketing@csus.edu) and we are happy to help.

See swag approval process details at [sacstate.me/swag](https://sacstate.me/swag)

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## Advance consultation with University Marketing, *plus brand reviews* are needed for:

- Any new or modified [vanity marks](#)
- Highway 50 digital billboard and the banners over monument signs at the J Street entrance
- Permanent exterior signs on or around buildings, such as a name of a building, donor signs, wayfaring monument signs, etc.
- Policy, Memorandum of Understanding (MOU) and contract language related to the University's brand and visual identity
- Inclusion of Sacramento State logo and branding in third-party offerings, such as software platforms or other products used and presented as part of Sacramento State operations

Contact us for consultation at [universitymarketing@csus.edu](mailto:universitymarketing@csus.edu) prior to beginning the project.

## Items that do not need to be reviewed:

Unless identified as part of a high-priority University initiative, such as those specified above, the following items do not need to be submitted for brand reviews. However, they should still apply the University's brand according to the Sacramento State [Identity Style Guide](#).

- Collateral/brochures about departments, programs, projects, events (print or digital)
- Flyers, posters, invitations (print, digital or for social media)
- Newsletters/publications (print or digital) limited to campus audiences
- Sponsored event or program materials that include a Sacramento State logo, but are not a Sac State event
- Sacramento State web pages created outside the University's content management system

If you are unsure if your item should be reviewed, or if it meets brand guidelines, please email us at [universitymarketing@csus.edu](mailto:universitymarketing@csus.edu).

