

# BRANDING REVIEW LITE

April 1– July 31, 2021

UNIVERSITY MARKETING

IS ON HIATUS

FROM COMPREHENSIVE

BRAND REVIEWS

UNTIL AUGUST 1, 2021.

## OPEN OFFICE HOURS FOR ZOOM BRAND CONSULTS

Wednesdays 3-5pm

[Log in for meeting](#)

For more information contact  
[universitymarketing@csus.edu](mailto:universitymarketing@csus.edu)



SACRAMENTO  
STATE

While some updates and improvements are made to the University brand guidelines and resources, the types of materials and promotions requiring review and approval will be reduced.

## What will be reviewed?

- Any advertising or promotions seen off campus (print, digital, social, billboards, etc.)
- Promotional campaigns in support of major University events, initiatives and divisions (such as, Placer Center, The Hub, CARmencement, On the Rise, Hornet Sports, etc.)
- Uniforms of any type
- Campus signage requests will continue to be reviewed by the Minor Design Change Committee (MDCC)

## What will not be reviewed?

- Internal collateral, fliers, posters, Sac Connect signs, or other promotions
- External collateral, fliers, posters, brochures, emails, promotions (except advertising), Zoom backgrounds, web pages, etc.
- Promotional giveaway items

## Moratorium

- No special marks will be created or approved during this time.

The [University's visual identity guidelines](#) are still in place and should be applied in all official University communications and promotions.