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.