

# Brand Review Process Updates

EFFECTIVE JULY 2024

Beginning in July 2024, the number and types of items to be submitted for brand reviews will be reduced. Of course, appropriate use of Sacramento State's visual identity is still encouraged in all communications and University Marketing continues to be available for brand consultations as needed.

## Brand reviews will continue 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 magazines, newsletters, reports, or other publications (print or digital) representing Sacramento State that are delivered to non-campus audiences

## Advance consultation and reviews will also continue for:

- Any new or modified vanity marks
- Highway 50 digital billboard, the Sac Connect digital sign network, 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, wayfinding monument signs, etc. *Note: Temporary external signage will continue to be submitted through the [Minor Design Change Committee \(MDCC\)](#) for review and approval.*
- 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

## Items that will no longer require brand reviews:

*Unless identified as part of a high-priority University initiative, such as those specified above, these are no longer required to be submitted.*

- Swag, apparel and uniforms, which includes promo items such as pens, mugs, displays, and other such purchased items. Note: Items will still need to be reviewed and approved by the Collegiate Licensing Company (CLC) through University Enterprises, Inc. prior to receiving approval for payment from our Procurement team. [See the updated process document here.](#)
- 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 uncertain whether or not an item should be reviewed, please feel free to email us at [universitymarketing@csus.edu](mailto:universitymarketing@csus.edu).**



SACRAMENTO STATE