Visual Identity Elements Being Retired

EFFECTIVE JULY 2024

"Redefine the Possible" tagline and logos

Redefine the Possible™





White-handled primary logos







Two-color primary logos







Formal horizontal logotypes

CALIFORNIA STATE UNIVERSITY, SACRAMENTO

CALIFORNIA STATE UNIVERSITY, SACRAMENTO UNIVERSITY ADVANCEMENT

CALIFORNIA STATE UNIVERSITY, SACRAMENTO Department of Government

Nickname logotype

SAC STATE

Two-position integrated logos and logotypes

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"Dot swarm" and "Rivers as a pattern" graphic elements



