

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



“Dot swarm” and “Rivers as a pattern” graphic elements

