

# Modifiable Logo Lockups for Swag

BEGINNING JULY 2024

These configurations, pairing a primary logo with a unit name in a University font, are suggested for use on swag in place of integrated logos. Modifiable PDFs for creating custom lockups are available at [sacstate.me/brandupdates](https://sacstate.me/brandupdates).



Division, College,  
Department, Unit,  
Program, etc.

Division, College,  
Department, Unit,  
Program, etc.



Division, College, Unit,  
Department, Program, etc.



## Examples in Myriad Pro Semibold



Center for African  
Peace & Conflict  
Resolution

Center for African  
Peace & Conflict  
Resolution



Center for African Peace  
& Conflict Resolution



## Examples in Myriad Pro Bold-Condensed



Center for African  
Peace & Conflict  
Resolution

Center for African  
Peace & Conflict  
Resolution



Center for African Peace  
& Conflict Resolution



## Examples in Aleo Bold



Center for African  
Peace & Conflict  
Resolution

Center for African  
Peace & Conflict  
Resolution



Center for African Peace  
& Conflict Resolution

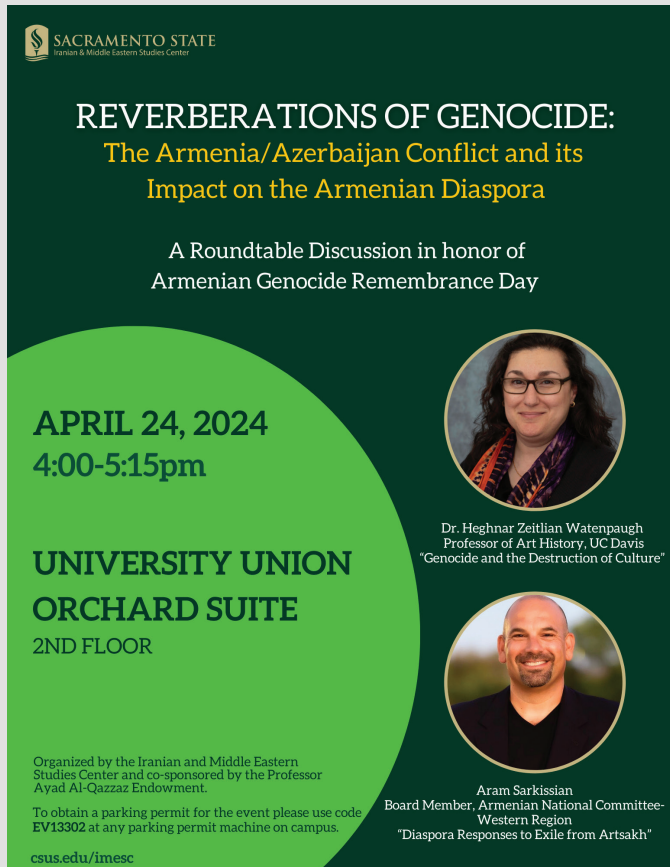


# Modifiable Logo Lockups for Collateral

BEGINNING JULY 2024

Example 1 - Custom logo lockups are suggested for use on collateral in place of integrated logos.

EXAMPLE WITH AN INTEGRATED LOGO



The poster features the Sacramento State logo in the top left corner, which includes the text "SACRAMENTO STATE" and "Iranian & Middle Eastern Studies Center". The main title is "REVERBERATIONS OF GENOCIDE: The Armenia/Azerbaijan Conflict and its Impact on the Armenian Diaspora". Below the title is the subtitle "A Roundtable Discussion in honor of Armenian Genocide Remembrance Day". The date and time are "APRIL 24, 2024 4:00-5:15pm". The location is "UNIVERSITY UNION ORCHARD SUITE 2ND FLOOR". The speakers are Dr. Heghnar Zeitlian Watenpaugh and Aram Sarkissian, with their names and titles listed below their circular portraits. The bottom left contains organizational information and a parking permit code. The website "csus.edu/imesc" is at the bottom.

SACRAMENTO STATE  
Iranian & Middle Eastern Studies Center

**REVERBERATIONS OF GENOCIDE:**  
The Armenia/Azerbaijan Conflict and its  
Impact on the Armenian Diaspora

A Roundtable Discussion in honor of  
Armenian Genocide Remembrance Day


**APRIL 24, 2024**  
4:00-5:15pm


**UNIVERSITY UNION**  
**ORCHARD SUITE**  
2ND FLOOR

Organized by the Iranian and Middle Eastern  
Studies Center and co-sponsored by the Professor  
Ayad Al-Qazzaz Endowment.

To obtain a parking permit for the event please use code  
EV13302 at any parking permit machine on campus.

[csus.edu/imesc](http://csus.edu/imesc)

  
Dr. Heghnar Zeitlian Watenpaugh  
Professor of Art History, UC Davis  
"Genocide and the Destruction of Culture"

  
Aram Sarkissian  
Board Member, Armenian National Committee-  
Western Region  
"Diaspora Responses to Exile from Artsakh"

SAME EXAMPLE WITH A PRIMARY CORE LOGO AND  
LARGE UNIT NAME IN APPROVED UNIVERSITY FONT



The poster features the Sacramento State logo in the top left corner, which includes the text "SACRAMENTO STATE" and "Iranian and Middle Eastern Studies Center". The main title is "REVERBERATIONS OF GENOCIDE: The Armenia/Azerbaijan Conflict and its Impact on the Armenian Diaspora". Below the title is the subtitle "A Roundtable Discussion in honor of Armenian Genocide Remembrance Day". The date and time are "APRIL 24, 2024 4:00-5:15pm". The location is "UNIVERSITY UNION ORCHARD SUITE 2ND FLOOR". The speakers are Dr. Heghnar Zeitlian Watenpaugh and Aram Sarkissian, with their names and titles listed below their circular portraits. The bottom left contains organizational information and a parking permit code. The website "csus.edu/imesc" is at the bottom.

SACRAMENTO STATE | Iranian and Middle Eastern  
Studies Center

**REVERBERATIONS OF GENOCIDE:**  
The Armenia/Azerbaijan Conflict and its  
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Board Member, Armenian National Committee-  
Western Region  
"Diaspora Responses to Exile from Artsakh"

# Modifiable Logo Lockups for Collateral

BEGINNING JULY 2024

Example 2 - Custom logo lockups are suggested for use on collateral in place of integrated logos.

## EXAMPLE WITH AN INTEGRATED LOGO

 SACRAMENTO STATE  
Student Organizations & Leadership



SACRAMENTO STATE  
**GREEK LIFE**

Joining a fraternity or sorority at Sacramento State is a great way to meet new people and get involved in the Hornet community! Membership in Greek organizations provide students access to essential leadership and professional development experiences while also preparing them for life after graduation. Through the strong support systems built within Greek organizations, students will create forever memories alongside lifelong friends. We can't wait for you to experience all that the Greek Life community can offer you. Stingers Up!

For more information on upcoming events, steps to join, and a list of recognized Greek organizations, be sure to visit our website accessible through the QR Code below:



 @sacstategreeklife  greeklife@csus.edu  www.csus.edu/soal

The lockup features a central text area on the left and a collage of six hexagonal photos on the right. The photos show various groups of students, some in Greek letters, some in casual wear, and some in group shots. The background is a light gray with a green and yellow geometric pattern on the right side.

## SAME EXAMPLE WITH A PRIMARY CORE LOGO AND LARGE UNIT NAME IN APPROVED UNIVERSITY FONT

 @sacstategreeklife  greeklife@csus.edu  www.csus.edu/soal



SACRAMENTO STATE  
**GREEK LIFE**

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 SACRAMENTO STATE | Student Organizations & Leadership

The lockup features a central text area on the left and a collage of six hexagonal photos on the right. The photos show various groups of students, some in Greek letters, some in casual wear, and some in group shots. The background is a light gray with a green and yellow geometric pattern on the right side. The Sacramento State logo and the text 'Student Organizations & Leadership' are located at the bottom left of the lockup.