ASI
IDENTITY GUIDE
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INTRODUCTION</strong></td>
<td>4</td>
</tr>
<tr>
<td>What We Value</td>
<td>5</td>
</tr>
<tr>
<td>Identity Guide</td>
<td>6</td>
</tr>
<tr>
<td>Tagline</td>
<td>6</td>
</tr>
<tr>
<td><strong>LOGOS</strong></td>
<td>8</td>
</tr>
<tr>
<td>Formal Logos</td>
<td>9</td>
</tr>
<tr>
<td>Casual Logos</td>
<td>10</td>
</tr>
<tr>
<td>Clear Space</td>
<td>11</td>
</tr>
<tr>
<td>Size</td>
<td>11</td>
</tr>
<tr>
<td>Logos Misuse &amp; Alterations</td>
<td>12</td>
</tr>
<tr>
<td><strong>COLOR</strong></td>
<td>14</td>
</tr>
<tr>
<td>Formal Color Palette</td>
<td>15</td>
</tr>
<tr>
<td>Casual Color Palette</td>
<td>15</td>
</tr>
<tr>
<td><strong>TYPOGRAPHY</strong></td>
<td>16</td>
</tr>
<tr>
<td>Formal Fonts</td>
<td>17</td>
</tr>
<tr>
<td>Casual Fonts</td>
<td>18</td>
</tr>
<tr>
<td><strong>ASI DEPARTMENTS</strong></td>
<td>20</td>
</tr>
<tr>
<td>ASI Departments &amp; Program Logos</td>
<td>21</td>
</tr>
<tr>
<td>Aquatic Center</td>
<td>22</td>
</tr>
<tr>
<td>Children’s Center</td>
<td>23</td>
</tr>
<tr>
<td>Peak Adventures</td>
<td>24</td>
</tr>
<tr>
<td>Student Engagement &amp; Outreach</td>
<td>25</td>
</tr>
<tr>
<td>KSSU Radio</td>
<td>26</td>
</tr>
<tr>
<td>Food Pantry</td>
<td>27</td>
</tr>
<tr>
<td>Safe Rides</td>
<td>28</td>
</tr>
<tr>
<td>Human Resources</td>
<td>29</td>
</tr>
<tr>
<td>Student Government</td>
<td>30</td>
</tr>
<tr>
<td>Student Shop</td>
<td>31</td>
</tr>
<tr>
<td>Accounting Services</td>
<td>32</td>
</tr>
<tr>
<td>Special Marks &amp; Merchandise Logos</td>
<td>33</td>
</tr>
</tbody>
</table>
WHAT WE VALUE

Excellence in Service
We strive to deliver high quality service and representation. We are intentional about the programs, services, and opportunities we provide. We promote ethical and fiscal integrity and accountability. We collaborate with community partners to provide quality programs.

Culture of Inclusivity
We embrace an environment where all people can thrive. We honor and celebrate our differences. We treat all with respect and dignity. We offer resources to address and meet the needs of our diverse student population.

Operational Sustainability
We stay current with laws, technology, and practices to manage resources responsibly. We set high standards for communication, collaboration, and accountability. We promote high morale with training and open-mindedness.

Personal Wellness and Development
We embrace a culture of wellness and balance. We promote mentorship of both staff and students. We foster personal growth and fulfillment through connection building.

Enriching Experiences and Relationships
We encourage the building of meaningful memories and relationships. We value active interpersonal engagement through hands-on learning activities. We lead by example.

OUR MISSION
As the recognized voice of Sacramento State students, we enrich lives through experiential learning, student services, and leadership opportunities.

OUR VISION
Be the model student association that creates an empowered community where all can work, learn, and play.
Identity Guide

This manual will help you use the visual identity guidelines easily and accurately. Your careful attention to these specifications will ensure consistent quality.

A clear and consistent visual identity is key to maintaining a strong image for Associated Students, Inc. (ASI). The identity connects and leverages the organization's many parts and is easily recognized and understood by its wide-ranging publics. Through consistent use of the identity, rather than rigid requirements for the design of all ASI publications and websites, our graphic standards provide the means to create a modern look for print and online collateral through unifying elements. The constant use of the logo, wordmark, typefaces, photographs and color palette all reinforce a strong and positive image of our organization.

Tagline

"I WORK. I LEARN. I PLAY. I AM ASI!"

This tagline is designed to showcase the student experience when participating in ASI programs and services. Another variation is "Work. Learn. Play. I am ASI."

ASI Student Engagement and Outreach should be consulted for assistance in using this tagline on promotional materials.
Formal Seal

The official Associated Students seal is one of the primary components of the corporation’s graphic identity. These versions should be used when ASI and Sacramento State are to be represented on formal communications.

**PRIMARY USAGE**

Official documents, stationery, signage, business cards, merchandise, and name tags.

**Variations**

Two options may be used when a black and white or single color logo is required.

- The first is a black/gray version which can be reproduced on any printer.
- The second version is simply one color. The available colors are shown below as swatches.

These examples are shown on a white background but it is important to remember that the background color should never show through the logo.

Formal Seal Colors

<table>
<thead>
<tr>
<th>Color Type</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
<th>Hex Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Formals</td>
<td>9-12-47-18</td>
<td>194-182-129</td>
<td>C4B581</td>
<td>004E38</td>
</tr>
<tr>
<td>True Red</td>
<td>80-10-73-60</td>
<td>0-76-56</td>
<td>004238</td>
<td>000000</td>
</tr>
<tr>
<td>True Blue</td>
<td>75-68-67-90</td>
<td>0-0-0</td>
<td>255255255</td>
<td>000000</td>
</tr>
<tr>
<td>True Black</td>
<td>0-0-0-25</td>
<td>199-200-202</td>
<td>C7C8CA</td>
<td>0-0-0-25</td>
</tr>
<tr>
<td>True Grey</td>
<td>0-0-0-20</td>
<td>199-200-202</td>
<td>C7C8CA</td>
<td>0-0-0-25</td>
</tr>
</tbody>
</table>

For the black/gray/white version use the gray below:

<table>
<thead>
<tr>
<th>Color Type</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
<th>Hex Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>True Grey</td>
<td>0-0-0-20</td>
<td>199-200-202</td>
<td>C7C8CA</td>
<td>0-0-0-25</td>
</tr>
</tbody>
</table>
Casual Logos

**PRIMARY USAGE**
This logo is the primary component of the Associated Students, Inc. identity. It can be used for both formal and more casual communication - signage, apparel, graphics, and web.

**Variations**
Two options may be used when a black and white or single color logo is required.

- The first is a black/gray version which can be reproduced on any printer.
- The second version is one color, with recommended ASI colors shown below, as well as Sacramento State color (on the left). You are not limited, however, to just those colors.

**Black/Gray**

- CMYK: 36-0-100-0
- RGB: 176-210-54
- HEX: B0D235

**One Color Version**

- CMYK: 100-0-100-0
- RGB: 100-47-122
- HEX: 642F7A

**Logos Clear Space**

**AREA OF ISOLATION**
The area of isolation serves as a buffer between the logo and other elements in the layout. The area of isolation (shown in green) is defined by the size of the letter "a" from each mark itself. As the marks and the text grow larger, so will the area of isolation.

**Logos Sizing**

**SIZE AND LEGIBILITY**
Below are the minimum dimensions that the logos can be reduced to.

**Formal Seal Colors**

- CMYK: 0-0-0-25
- RGB: 199-200-202
- HEX: C7C8CA

**Casual Logo Space**

- CMYK: 0-0-0-25
- RGB: 199-200-202
- HEX: C7C8CA
Logo Misuse & Improper Alteration

THE FOLLOWING GUIDELINES APPLY TO ALL LOGOS PRESENTED IN THIS DOCUMENT:

- Don’t change the colors.
- Don’t take away any elements of the logo.
- Don’t scale elements of the logo disproportionately.
- Don’t draw additional artwork on the logos.
- Don’t redo the logos in a different font.
- Don’t use dark logos on dark backgrounds.
- Don’t outline the logos.
- Don’t use logos on a busy background.
- Don’t distort the logos.
- Don’t put a border or bounding box around the logos.
- Don’t rotate the logos.
**Numeric Color Palette**

<table>
<thead>
<tr>
<th>Formal Color Palette</th>
<th>Casual Color Palette</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK 0-0-0-25</td>
<td>CMYK 9-12-47-18</td>
</tr>
<tr>
<td>RGB 199-200-202</td>
<td>RGB 196-182-129</td>
</tr>
<tr>
<td>HEX C7C8CA</td>
<td>HEX 144D63</td>
</tr>
</tbody>
</table>

For the Black/Gray/White version:

| CMYK 9-12-47-18      | CMYK 56-30-100-3     |
| RGB 196-182-129      | RGB 126-160-62      |
| HEX 144D63           | HEX 7E9F45          |

**Color Palette**

**Formal Seal Colors**

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-0-0-25</td>
<td>199-200-202</td>
<td>C7C8CA</td>
</tr>
</tbody>
</table>

**Secondary Casual Color Palette**

These colors are for secondary graphic use.

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>56-30-100-3</td>
<td>126-160-62</td>
<td>7E9F45</td>
</tr>
</tbody>
</table>

**Formal Seal Colors**

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>26-0-100-0</td>
<td>176-210-54</td>
<td>B3D325</td>
</tr>
</tbody>
</table>

**Secondary Casual Color Palette**

These colors are for secondary graphic use.

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>50-85-0-0</td>
<td>143-79-193</td>
<td>8E4D90</td>
</tr>
</tbody>
</table>

*Please note that the formal and casual color palette are preferred but all designers can use additional colors to develop their graphics.
**TYPOGRAPHY**

**Formal Fonts**

HOEFLER

- Regular, Italic, Black, and Black Italic.
- Headline, Subhead Or Body Font

- Hoefler Regular:
  - `abcdefghijklmnopqrstuvwxyz`
  - `ABCDEFGHIJKLMNOPQRSTUVWXYZ`
  - `1234567890 !@#$%^&*()`

- Hoefler Italic:
  - `abcdefghijklmnopqrstuvwxyz`
  - `ABCDEFGHIJKLMNOPQRSTUVWXYZ`
  - `1234567890 !@#$%^&*()`

- Hoefler Black:
  - `abcdefghijklmnopqrstuvwxyz`
  - `ABCDEFGHIJKLMNOPQRSTUVWXYZ`
  - `1234567890 !@#$%^&*()`

- Hoefler Black Italic:
  - `abcdefghijklmnopqrstuvwxyz`
  - `ABCDEFGHIJKLMNOPQRSTUVWXYZ`
  - `1234567890 !@#$%^&*()`

GARAMOND

- Regular, Italic, and Bold.
- Headline, Subhead Or Body Font

- Garamond Regular:
  - `abcdefghijklmnopqrstuvwxyz`
  - `ABCDEFGHIJKLMNOPQRSTUVWXYZ`
  - `1234567890 !@#$%^&*()`

- Garamond Bold:
  - `abcdefghijklmnopqrstuvwxyz`
  - `ABCDEFGHIJKLMNOPQRSTUVWXYZ`
  - `1234567890 !@#$%^&*()`

- Garamond Italic:
  - `abcdefghijklmnopqrstuvwxyz`
  - `ABCDEFGHIJKLMNOPQRSTUVWXYZ`
  - `1234567890 !@#$%^&*()`
Casual Fonts

**MONTSERRAT**

*Please note that the formal and casual fonts are preferred but ASI designers may use other fonts in association with these.*
There are several departments (Aquatic Center, Children’s Center, Peak Adventures, Student Engagement and Outreach, Human Resources, Business and Administration, Student Government). Some of the departments include a variety of programs. For example, Student Engagement and Outreach oversees such programs as Food Pantry, KSSU Radio, Safe Rides.

ASI programs and departments with formal logos are represented on the following pages.
Children’s Center

About
Associated Students, Inc., Children’s Center serves as a family support service for Sacramento State students by providing child care programming. Enrollment priority is given to Sac State students, and then opened to the rest of the Sac State community. In addition, under the direction of a team of professional staff, the Children’s Center employs a large number of Sac State students seeking experience in childcare. The Children’s Center serves as a support system existing in a home-oriented environment to meet a child’s emotional, physical, intellectual and social growth needs.

Logos

Primary Logo
Secondary Logo
Clear Space

*Please note that these logos do not have to be paired with any other logos and can be used as stand alone logos.

*Please note that these logos do not have to be paired with any other logos and can be used as stand alone logos.

Aquatic Center

About
Associated Students, Inc., Aquatic Center offers high quality boating and safety programs through education, recreation, and competition. The Aquatic Center is one of the finest and most comprehensive centers in the country. All Sac State students, staff and alumni receive a discount on selected programs and rentals with their Sac State ID. Classes and activities include: rowing, wakeboarding, waterskiing, sailing, kayaking, canoeing, youth & adult programs, facility rentals, equipment rentals, student employment.

Logos

Primary Logo
Secondary Logo
Clear Space

*Please note that these logos do not have to be paired with any other logos and can be used as stand alone logos.

*Please note that these logos do not have to be paired with any other logos and can be used as stand alone logos.
Student Engagement and Outreach

ABOUT

The purpose of Student Engagement and Outreach (SEO) is to provide holistic student-centered programs and services that enhance student life and create lasting memories through community engagement, connection building, and creative exploration. SEO’s outreach and programs KSSU Student Run Radio Station, Safe Rides, the Food Pantry, and the A-Team offer opportunities that will assist students with personal growth, developing civic responsibility, embracing differences, and establishing connections within the campus and surrounding community.

LOGO USAGE CONTACT

Peak Adventures Marketing & Outreach Specialist
(916) 278-6321

Peak Adventures

ABOUT

Associated Students, Inc., Peak Adventures is Sac State’s adventure hub. Peak Adventures provides a full-service bike shop, equipment rentals, an on-campus rock course, summer camps, and an array of adventure outings guaranteed to boost your confidence in the outdoors! Peak Adventures is dedicated to providing adventure education and leadership development opportunities, and has been doing so since 1989!

LOGO USAGE CONTACT

Peak Adventures Marketing & Outreach Specialist
(916) 278-6321

Peak Adventures Colors

CMYK
100-0-0-0
141-198-63
80-50-100-0
139-94-60
0-0-0

RGB
141-198-63
139-94-60
0-0-0

Primary Logo

Secondary Logo

*Please note that these logos do not have to be paired with any other logos and can be used as stand-alone logos.

Aquatic Center Colors

CMYK
9-0-0-0
196-38-129
0-78-56
0-0-0

RGB
196-38-129
0-78-56
0-0-0

Hex
9F2281
004E38
F7941E

*Please note that these logos do not have to be paired with any other logos and can be used as stand-alone logos.
Student Engagement and Outreach

KSSU Radio

ABOUT
Associated Students, Inc., KSSU is Sacramento State’s student-run radio station, which offers a range of different radio personalities as well as genres of music. In addition to regular programming, KSSU also interviews visiting artists, broadcasts at Sac State athletic events, provides students opportunities to DJ, and participates in a number of campus events. As a part of the Student Engagement & Outreach, KSSU is a vital part to student life on the Sac State campus.

LOGO USAGE CONTACT
Student Services Coordinator
(916) 278-8294

Logo
Clear Space
Minimum Size

KSSU Radio Colors
CMYK 75-53-52-66
RGB 0-58-18
HEX 00293A

*Please note that these logos must be paired with casual ASI logo (p. 10) or with the Student Engagement and Outreach department logo (p. 26).

Food Pantry

ABOUT
The ASI Food Pantry exists to provide food and basic necessities at no cost to Sac State students in need. The Food Pantry aims to decrease the impact that food insecurities have on the academic success of Sac State students. It is increasingly challenging for students to juggle the costs of living while working to obtain their degree. Many students are finding themselves choosing between basic essentials such as food and basic toiletries and the required costs of tuition, fees, and books. The ASI Food Pantry helps to alleviate hunger within our student community.

LOGO USAGE CONTACT
Marketing Coordinator
(916) 278-4800

Logo
Clear Space
Minimum Size

Food Pantry Colors
CMYK 75-68-67-90
RGB 0-0-0
HEX 000000

*Please note that these logos must be paired with casual ASI logo (p. 10) or with the Student Engagement and Outreach department logo (p. 26).
Student Government

ABOUT
Associated Students Inc., Board of Directors, serves as the official governing body of Sacramento State students. It is comprised of a variety of students elected by the student body during the spring semester. The Board meets regularly to discuss issues facing the student body, and participation by the greater student community is highly encouraged.

LOGO USAGE CONTACT
Marketing Coordinator
(916) 278-4800

*Please note that these logos do not have to be paired with any other logos and can be used as stand-alone logos.

Student Engagement and Outreach

Safe Ride

ABOUT
Safe Ride’s goal is to help reduce DUI incidents and encourage safe transportation practices by providing students financial reimbursement for a variety of transportation-related services. Sac State students can request cash back for rideshare services, taxi, public transportation, as well as for DMV checks and vehicle safety inspection fees.

LOGO USAGE CONTACT
Student Engagement Coordinator
(916) 278-8294

*Please note that these logos must be paired with casual ASI logo (p. 10) or with the Student Engagement and Outreach department logo (p. 24).

Food Pantry Colors

CMYK 100-100-30-21
RGB 38-34-98
HEX 262262

Clear Space

Minimum Size

0.55”

Aquatic Center Colors

CMYK 0-12-47-18
RGB 194-192-129
HEX C4B581

0-0-0

000000

0-0-0

000000

*Please note that these logos must be paired with casual ASI logo (p. 10) or with the Student Engagement and Outreach department logo (p. 24).

One Color Version

Logo

© 2023 Sacramento State

Logo

© 2023 Sacramento State
Accounting Services

ABOUT
Accounting Service’s purpose is to provide high quality, reliable, inclusive, and timely support services that enable ASI programs to operate efficiently, dynamically, and responsibly while supporting student success and professional growth through leadership opportunities and student services.

LOGO USAGE CONTACT
Marketing Coordinator
(916) 278-4800

*Please note that these logos do not have to be paired with any other logos and can be used as stand alone logos.

Human Resources

ABOUT
Associated Students Human Resources exists to provide strategic and organizational support to more than 200 employees who work for ASI. ASI Human Resources is committed to providing outstanding service, honoring diversity, and effectively collaborating in order to meet the needs of all current and future employees of Associated Students.

LOGO USAGE CONTACT
Marketing Coordinator
(916) 278-4800

*Please note that these logos do not have to be paired with any other logos and can be used as stand alone logos.
**Student Shop**

**ABOUT**
The ASI Student Shop purpose is to provide free or discounted services to the Sac State Community such as movie tickets, envelopes, notary service and legal aid service. The Student Shop also sells all graduation regalia to graduates. And finally the Student Shop in association with Accounting Services is the one-stop shop for all student clubs and organizations financial needs.

**LOGO USAGE CONTACT**
Marketing Coordinator  
(916) 278-4800

*Please note that these logos do not have to be paired with any other logos and can be used as stand-alone logos.

---

**Special Marks & Merchandise Logos**

**ABOUT**
Special marks are used to promote some ASI initiatives and are subject to change. They could be updated or discontinued and the best practice is check with the marketing coordinator to ensure the most recent logo is utilized.

Special marks could be designed for milestone celebrations, like large anniversaries. It would require special approval and guidelines establishment for each individual case by the managerial staff.

**LOGO USAGE CONTACT**
Marketing Coordinator  
(916) 278-4800

*Please note that when these types of logos are used for special events or special promotional items, they should always be paired with the Student Engagement and Outreach department logo (p. 26) or ASI Casual logo (p. 10) for both digital and print graphics. special marks and merchandise logos should always be paired with the ASI website URL (www.asi.csus.edu) or the ASI casual logo (p. 10).

---

**Student Shop**

**ABOUT**
The ASI Student Shop purpose is to provide free or discounted services to the Sac State Community such as movie tickets, envelopes, notary service and legal aid service. The Student Shop also sells all graduation regalia to graduates. And finally the Student Shop in association with Accounting Services is the one-stop shop for all student clubs and organizations financial needs.

**LOGO USAGE CONTACT**
Marketing Coordinator  
(916) 278-4800

---

**Aquatic Center Colors**

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>9-12-40-18</td>
<td>196-182-129</td>
<td>C40B51</td>
</tr>
<tr>
<td>89-10-72-60</td>
<td>0-19-56</td>
<td>004E38</td>
</tr>
<tr>
<td>75-56-87-90</td>
<td>0-0-0</td>
<td>000000</td>
</tr>
</tbody>
</table>

---

**Aquatic Center Colors**

**Special Marks**

**Clear Space**

**Minimum Size**

---

**Celebratory and Special Event Logos**

**Clear Space**

**Minimum Size**

---

*Please note these logos do not have to be paired with any other logos and can be used as stand-alone logos.*
I WORK. I LEARN. I PLAY