



ASI

IDENTITY GUIDE



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INTRODUCTION

What We Value

Identity Guide

Tagline

What We Value

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.

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.

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 web sites, 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.





LOGOS

- Formal Logos
- Casual Logos
- Logos Clear Space
- Logos Sizing
- Logo Misuse

Formal Seal

The official Associated Students seal is one of the primary component 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, stationary, 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






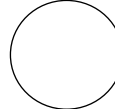
Black/Gray/White Version



One Color Version



Formal Seal Colors

				
CMYK	9-12-47-18	89-19-72-60	75-68-67-90	0-0-0-0
RGB	196-182-129	0-78-56	0-0-0	255-255-255
HEX	C4B581	004E38	000000	ffffff

For the black/Gray/White version use the gray below:

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

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.

Stacked Logo



Black/Gray



One Color Version



Formal Seal Colors



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



CMYK 100-95-11-17
RGB 37-46-119
HEX 252E77



CMYK 77-100-24-0
RGB 100-47-122
HEX 642F7A



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

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.

Formal Seal Space



Casual Logo Space



Logos Sizing

SIZE AND LEGIBILITY

Below are the minimum dimensions that the logos can be reduced to.

Formal Seal Size



Casual Logo Space



Logo Misuse & Improper Alteration

THE FOLLOWING GUIDELINES APPLY TO ALL LOGOS PRESENTED THIS DOCUMENT:

- Don't change the colors.
- Don't take away any elements of the logo.
- Don't scale elements of the logos 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 logo.
- Don't rotate the logo.







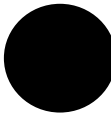
COLOR

Formal Color Palette

Casual Color Palette

Color Palette





Formal Seal Colors

			
CMYK	9-12-47-18	89-19-72-60	75-68-67-90
RGB	196-182-129	0-78-56	0-0-0
HEX	C4B581	004E38	000000

For the Black/Gray/White version:






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

Formal Seal Colors

				
CMYK	36-0-100-0	100-95-11-17	77-100-24-0	0-0-0-25
RGB	176-210-54	37-46-119	100-47-122	199-200-202
HEX	B0D235	252E77	642F7A	C7C8CA

Secondary Casual Color Palette

These colors are for secondary graphic use.

					
CMYK	56-20-100-3	78-33-0-0	50-85-0-0	12-10-15-0	65-58-56-36
RGB	126-160-62	31-142-204	143-79-159	222-219-211	77-78-78
HEX	7E9F45	288FCA	8E529D	DEDBD4	4D4E4E

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



TYPOGRAPHY

Formal Fonts

Casual Fonts

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 !@#\$%^&*()

Casual Fonts

MONTERRAT

Thin, Thin Italic, Light, Light Italic, ExtraLight, ExtraLight Italic, Regular, Regular Italic, Medium, Medium Italic, SemiBold, SemiBold Italic. Bold, Bold Italic, ExtraBold, ExtraBold Italic Black, Black Italic.

Montserrat Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#%&*()

Montserrat Regular Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#%&*()

Montserrat Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#%&*()

Montserrat Bold Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#%&*()

**Please note that the formal and casual fonts are preferred but ASI designers may use other fonts in association with these.*

Montserrat Black

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#%&*()

Montserrat Black Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#%&*()





ASI DEPARTMENTS

ASI Department & Program Logos

Aquatic Center

Children's Center

Peak Adventures

Student Engagement and Outreach

Food Pantry KSSU Radio Safe Rides

Human Resources

Accounting Services

Student Shop

Student Government

Special Marks & Merchandise Logos

ASI Department & Program Logos

ABOUT

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.



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 Sacramento 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.

LOGO USAGE CONTACT

Aquatic Center Associate Director
(916) 278-1112

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

Logo






Black Accent



Clear Space



Aquatic Center Colors

			
CMYK	9-12-47-18	89-19-72-60	75-68-67-90
RGB	196-182-129	0-78-56	0-0-0
HEX	C4B581	004E38	000000

Gold Accent



One Color Version



Minimum Size



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 Sacramento 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.

LOGO USAGE CONTACT

Children's Center Director
(916) 278-5120

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

Primary Logo



Minimum Size



Clear Space



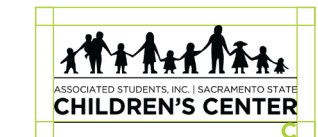
Secondary Logo



Minimum Size



Clear Space



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 ropes 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 1989!

LOGO USAGE CONTACT

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

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

Peak Adventures Colors



CMYK	50-0-100-0	35-60-80-25	0-50-100-0
RGB	141-198-63	139-94-60	0-0-0
HEX	8DC63F	8B5E3C	F7941E

Primary Logo



Clear Space



Minimum Size



Secondary Logo



Clear Space



Minimum Size



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

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.*

Logo



Clear Space



Minimum Size



One Color Version



Aquatic Center Colors



CMYK	9-12-47-18	89-19-72-60	75-68-67-90
RGB	196-182-129	0-78-56	0-0-0
HEX	C4B581	004E38	000000

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

**Please note that these logos must be paired with casual ASI logo (p. 10) or with the Student Engagement and Outreach department logo (p. 25).*

Logo



One Color Version





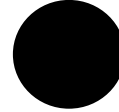
Clear Space



Minimum Size



KSSU Radio Colors

			
CMYK	97-73-52-56	18-48-100-2	75-68-67-90
RGB	0-41-58	205-139-42	0-0-0
HEX	00293A	CD8B2A	000000

Student Engagement and Outreach

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

**Please note that these logos must be paired with casual ASI logo (p. 10) or with the Student Engagement and Outreach department logo (p. 25).*

Logo



Clear Space



Minimum Size



Food Pantry Colors



CMYK	75-68-67-90
RGB	0-0-0
HEX	000000

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, taxis, public transportation as well as for SMOG checks and vehicle safety inspection fees.

LOGO USAGE CONTACT

Student Services 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. 25).*

Logo



One Color Version







Clear Space



Minimum Size



Food Pantry Colors

				
CMYK	100-100-30-21	18-100-91-8	7-5-5-0	45-36-35-1
RGB	38-34-98	190-30-45	233-233-234	147-149-152
HEX	262262	BE1E2D	E9E9EA	939598

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.*

Logo



One Color Version





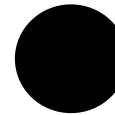
Clear Space



Minimum Size



Aquatic Center Colors

			
CMYK	9-12-47-18	89-19-72-60	75-68-67-90
RGB	196-182-129	0-78-56	0-0-0
HEX	C4B581	004E38	000000

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.*

Logo



One Color Version





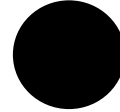
Clear Space



Minimum Size



Aquatic Center Colors

			
CMYK	9-12-47-18	89-19-72-60	75-68-67-90
RGB	196-182-129	0-78-56	0-0-0
HEX	C4B581	004E38	000000

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.*

Logo



One Color Version





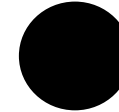
Clear Space



Minimum Size



Aquatic Center Colors

			
CMYK	9-12-47-18	89-19-72-60	75-68-67-90
RGB	196-182-129	0-78-56	0-0-0
HEX	C4B581	004E38	000000

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.*

Logo



One Color Version





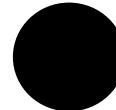
Clear Space



Minimum Size



Aquatic Center Colors

			
CMYK	9-12-47-18	89-19-72-60	75-68-67-90
RGB	196-182-129	0-78-56	0-0-0
HEX	C4B581	004E38	000000

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 mile stone 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. 25) 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).

Special Marks



Clear Space



Minimum Size



Celebratory and Special Event Logos



I WORK. I LEARN. I PLAY



ASSOCIATED STUDENTS, INC. (ASI)

6000 J STREET | SACRAMENTO, CA 95819-6011

ASI.CSUS.EDU

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