



# Identity Standards

University Enterprises, Inc.

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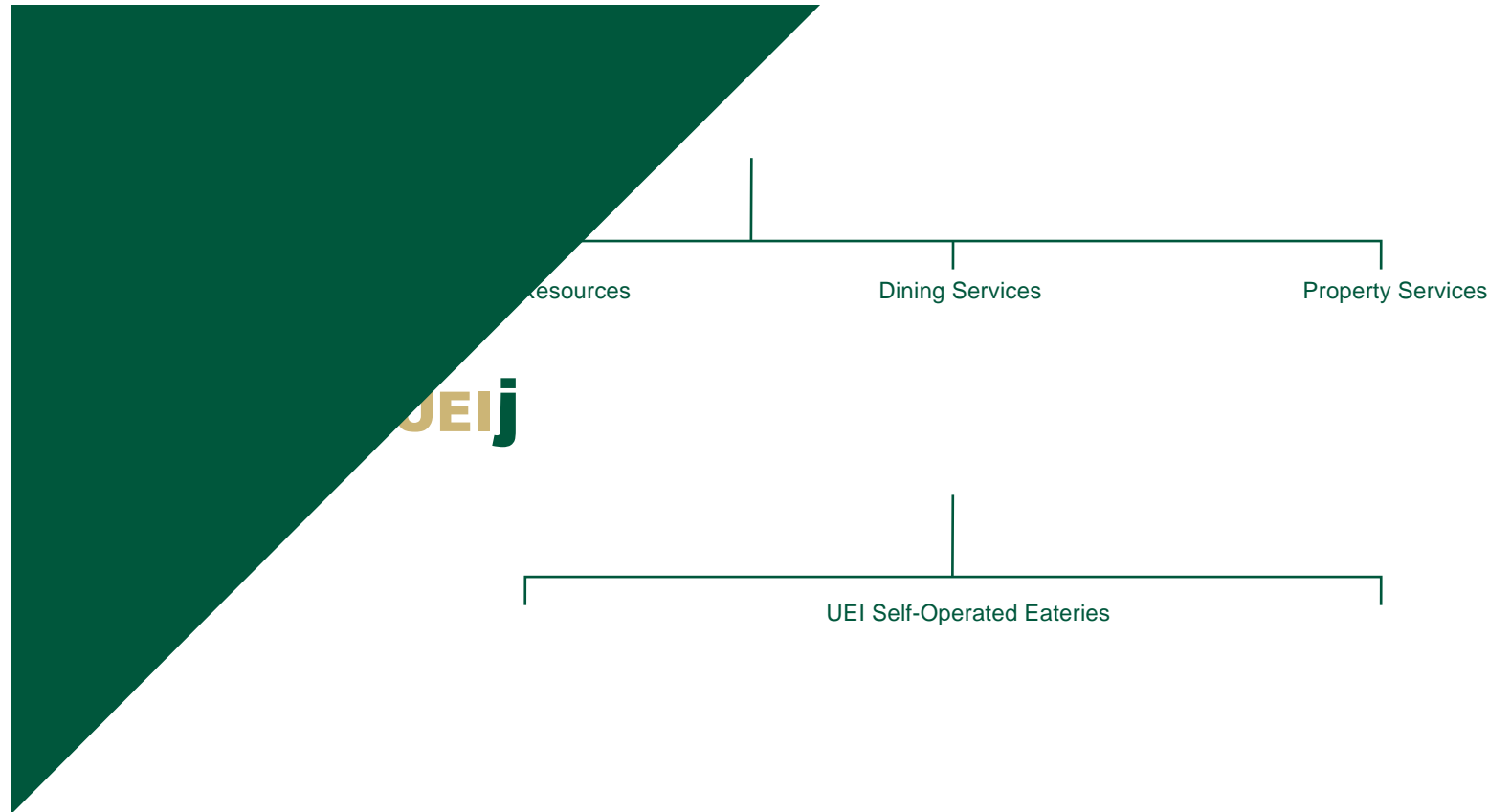
# Introduction

University Enterprises, Inc.'s (UEI) role as a non-profit auxiliary organization of California State University, Sacramento is to create and manage programs and services that enhance the University's educational mission. Examples include Sac State Campus Dining, California Intern Network, UEIJobs, Hornet Bookstore, Julia Morgan House Event and Conference Center, and Upper Eastside Lofts.

# Objective

The purpose of this document is to introduce the UEI brand and the brands UEI manages, and to provide guidelines for consistent application of their visual identities. The brands that UEI manages include UEIJobs, California Intern Network, Julia Morgan House, Sac State Campus Dining and the following self-operated eateries on campus: Courtyard Market, Epicure Catering at Sacramento State, 97.tt54 > 1nvbj6>.89 1House, Sac State Campus Dining and

# University Enterprises, Inc. Brand Map



This brand map illustrates UEI's relationship to the brands it manages.



# UEI Managed Brands

Always use the UEI logo with these brands. Placement of the UEI logo is dependent upon the medium (print, digital, etc.), however typically the UEI logo should be placed in a subordinate position in the lower right corner or lower left corner and be shown smaller or equal to the size of the dominant logo.

UEIJobs

California Intern Network

Julia Morgan House Event and Conference Center

Sac State Campus Dining

Courtyard Market

Good Eats!

Epicure Catering at Sacramento State

Epicure Restaurant at Sacramento State

The Bagel Place

The Buzz Express

The Servery at the Dining Commons







# Julia Morgan House

EVENT

## Primary Color



Purple=PMS 491

## Clear Space

Separate the logo from other elements by creating a clear space equal to the height represented by the capital "H".

## Minimum Size

The logo should not be sized smaller than shown and must always be legible.



# Self-Operated Eateries

COU  
ARKET

epicure

# Courtyard Market

## Primary Colors



Red=PMS 484



Green=PMS 371

## Clear Space

Separate the logo from other elements by creating a clear space equal to the height represented by the capital “T”.

## Minimum Size

The logo should not be sized smaller than shown and must always be legible.



# Epicure Catering at Sacramento State



## Primary Colors



Black



Green=PMS 7495

## Clear Space

Separate the logo from other elements by creating a clear space equal to the height represented by the letter “e”.

## Minimum Size

The logo should not be sized smaller than shown and must always be legible.

# Epicure Restaurant at Sacramento State



Restaurant at Sacramento State

## Primary Colors



Black



Green=PMS 7495

## Clear Space

Separate the logo from other elements by creating a clear space equal to the height represented by the letter “e”.

## Minimum Size

The logo should not be sized smaller than shown and must always be legible.

# Good Eats!



## Primary Color



ie=PM<sup>r</sup>



# The Bagel Place

## Primary Colors



Green=PMS 377



Rust=PMS 139

## Clear Space

Separate the logo from other elements by creating a clear space equal to the height represented by the capital “E”.

## Minimum Size

The logo should not be sized smaller than shown and must always be legible.

## Clear Space

# The Servery at the Dining Commons

## Primary Colors



Olive=PMS 2304



Green=Black

## Clear Space

Separate the logo from other elements by creating a clear space equal to the height represented by the capital “E”.

## Minimum Size

The logo should not be sized smaller than shown and must always be legible.

# Unacceptable Logo Use

The following guidelines apply to all logos presented in this document:

r %PO U DIBOHF UIF DPMPST

r %PO U TDBMF FMFNFOU PG UIF MP

r %PO U ESBX BEEJUIPOBM BSUXPSL

r %PO U SFEP UIF MPHPT JO B EJÍFSF

r %PO U XBUFSNBSL UIF MPHPT

r %PO U VTF EBSL MPHPT PO EBSL CB

r %PO U PVUMJOF UIF MPHPT

r %PO U VTF MPHPT PO B CVTZ CBDLH

r %PO U EJTUPSU UIF MPHPT

# Typography

Primary Typeface: Myriad Pro

# Writing Style

## Business Communications

UEI follows the Associated Press Stylebook, the University's writing style guide.

## Marketing Communications

# Contact Us

For questions about logo use and approval and for more information, please contact Director, Marketing Services, Angela Rader at (916) 278-7425 or email [angela.rader@csus.edu](mailto:angela.rader@csus.edu).