it’s your story...
Campaign Landing Page
Social Ad & Post Samples
Muni Diptych Samples
Street Pole Banner Samples
Commercial Script Options
Campaign Headline Masters
As champions of equity and community inclusion, we envision a world in which every student is empowered to pursue their educational dreams bravely, confidently and passionately. We **ignite the power of education for all**, so our students can go on to make a positive impact in their communities and the world.
Campaign: It’s Your Story

Students express their individuality by writing their future, their way. Every student is unique, with their own set of hopes, dreams and aspirations. This is a call for future students to build upon their story by becoming a Gator — and experiencing all the amazing opportunities the future holds in store for them.

*Using real stories of students, faculty, staff and alumni,* this campaign will demonstrate the many ways SF State is delivering on inclusivity, discovery, access and empowerment.
Let your story unfold.

Your story is what makes you...you. Where you came from. Where you’re going. And for millions of students since 1899, San Francisco State has been a pivotal part of their story – a fantastically alive, burgeoning enclave of learning and exploration. Where inclusivity, academics, social justice, and the inspiring vibe of this amazing city combine to give State students a powerful, purposeful perspective—and how they are making an indelible mark on the world.

We all have a story. Here are some from SF State students, alumni, and faculty. Perhaps they’ll inspire you to tell your own story – right here at SF State.
This is where your story comes to life, with a powerful mix of academic rigor, inclusivity, social action, and SF inspiration. #SFSUstories
We all have a story. This is Max’s, a SF State grad who’s now an engineer at Intel. A big part of his success? Going to school so close to the world-class tech of Silicon Valley. Take a look at Max’s story and others’ here.
Your next chapter changes everything.
It’s your story.
Tell it at SF State.

Nader Bahle
Alumni, BA in Cinema

SFSU.edu/yourstory
AROUND THE CORNER.
AROUND THE WORLD.

SFSU.edu/yourstory

Your next chapter changes everything.
It's your story, tell it at SF State.

set out to change the world.

Your next chapter changes everything.
It's your story, tell it at SF State.
It's your story. Tell it at SF State.

STUDY WHAT MATTERS NOW

SFSU.edu/yourstory
It's your story.
Tell it at SF State.

COURSE-
WORK
WITH A
CAUSE

SFSU.edu/yourstory
It's your story. Tell it at SF State.

THE EPICENTER OF SOCIAL JUSTICE

SFSU.edu/yourstory
It’s your story. Tell it at SF State.

LAUNCH YOUR CAREER HERE

SFSU.edu/yourstory
LEGEND

SINGLE AND DOUBLE EXAMPLES

Bleed

Bleed is printing that goes beyond the edge of where the sheet will be trimmed. In other words, the bleed is the area to be trimmed off. The bleed is the part on the side of a document that gives the printer a small amount of space to account for movement of the paper, and design inconsistencies. Artwork and background colors often extend into the bleed area. After trimming, the bleed ensures that no unprinted edges occur in the final trimmed document.

After trimming, the bleed ensures that no unprinted edges occur in the final trimmed document. It is very difficult to print exactly to the edge of a sheet of paper/card, so to achieve this, it is necessary to print a slightly larger area than is needed and then trim the paper/card down to the required finished size.

Pole pockets consist of either 3 inches to 3.5 inches of material wrapped around the top and bottom of the banner. The vinyl banner material is folded over the back side of the banner similar to hems, but there is room for a pole or rod to go through the pocket.
**Sofa Stories** (:30 sec social shorts)

We ask 25+ people to join us and tell their story to camera sitting on the purple couch outside on campus. Each person answers one single question. The videographer grabs the action and a sound engineer records sound. Paul (SF State Photographer) captures stills portraits and “behind the scenes” action throughout the day. The footage will be edited for best sound cut and the stills can be used in the campaign.

Q: Why did you choose SF State?
Q: Can you describe a pivotal moment at SF State that changed your life?
Q: What do you want to be known for?

**ALYSSA’S STORY**
Once Upon a Time ( :30 )

Lines read one by one by different talent. VOs are edited tightly so they may overlap slightly. Talent is confidently facing camera (portrait style).

HOUYEE: Once upon a time
JC: There was a girl from the East Bay.
MAX: A guy from Nigeria.
LEE: Lee from San Diego.
ROCIO: And I set out to change the world.
NADER: In big ways.
ALI: In meaningful ways.
MAX: To learn
HOYEE: To explore
ALYSSA: To make my indelible mark.
JC: I chose San Francisco State because I'm going to do big things.
ALL: This is my story (my story...my story...)
LEE: What's yours?

Start your next chapter here. a San Francisco State. Apply today.

sfsu.edu/yourstory
#SFSUstories
Once Upon a Time ( :30 )

VO: Once upon a time...

VO: there was a girl from the East Bay.

VO: A guy from Nigeria.

VO: Lee from San Diego.

Shots are strong, confident, camera facing portraits shot tightly in various campus environments. Backgrounds are not recognizable, but you get an idea of different stories. Story lines of copy write in behind the faces on graphic horizon line. Each person speaks one line, and the VO gradually increases in speed at the end until the lines are slightly overlapping.
Campaign Headline Masters

The epicenter of social justice.
It’s your story. Tell it at SF State.

Faculty who fuel you.
It’s your story. Tell it at SF State.

Study what matters now.
It’s your story. Tell it at SF State.

Inclusivity is included.
It’s your story. Tell it at SF State.

A campus of catalysts.
It’s your story. Tell it at SF State.

Launch your career from here.
It’s your story. Tell it at SF State.

Plot twists. Heartbreaks. Triumphs.
It’s your story. Tell it at SF State.

Around the corner or around the world.
It’s your story. Tell it at SF State.

All characters welcome.
It’s your story. Tell it at SF State.

Discover your superpower.
It’s your story. Tell it at SF State.

Be in a career sweet spot.
It’s your story. Tell it at SF State.

Don’t call it a whim.
It’s your story. Tell it at SF State.

Your potential. Your promise.
It’s your story. Tell it at SF State.

History in the making.
It’s your story. Tell it at SF State.

Coursework with a cause.
It’s your story. Tell it at SF State.

Community inspired. Change driven.
It’s your story. Tell it at SF State.
what’s next?

✓ Photoshoot and Videoshoot Edit
✓ Campaign Application for Market
tell it.