

CONTENT

Use the university wordmark with tagline to kick things off.

LAYOUT

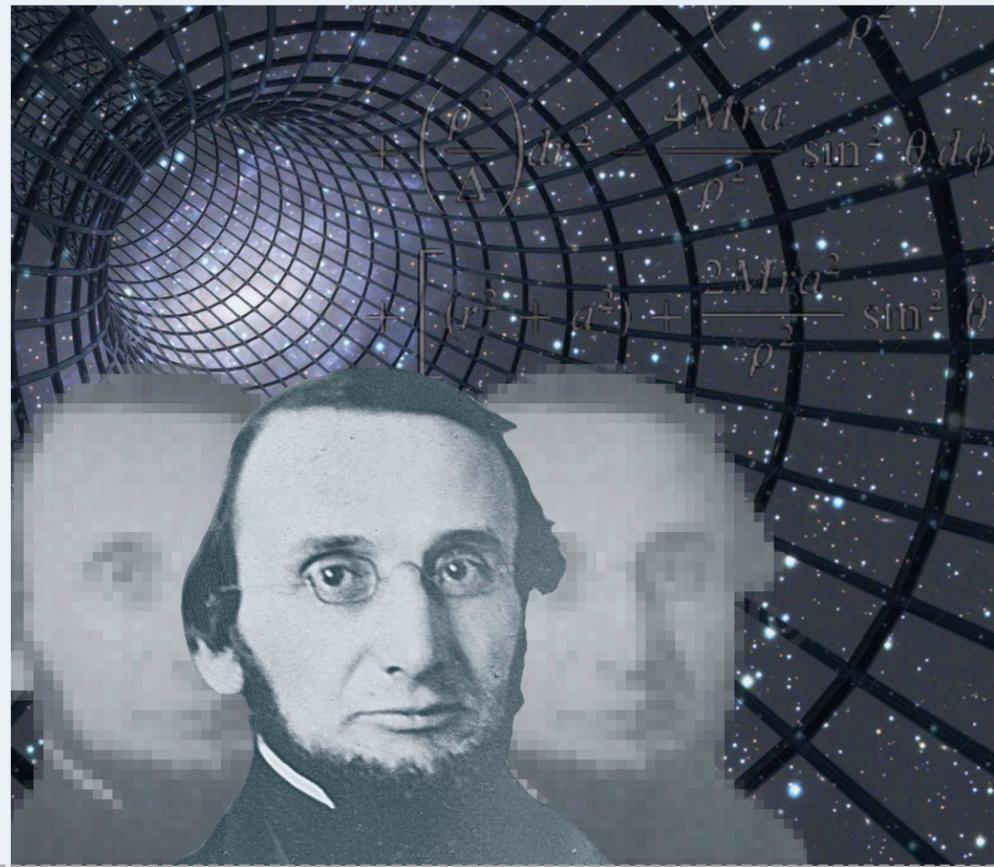
Download the university wordmark with tagline at sjsu.edu/communications/identity.

LAYOUT

A compelling image demands attention. It also provides context and supports the text. If you have the chops to create an impactful image, give it a shot. You may also search our photo library (go.sjsu.edu/photographylibrary) for evocative images that capture the theme of your event. If you need clarity on how to effectively choose and use images, check out page 12. Don't forget to include an image caption with the name of the photographer or artist!

SAN JOSÉ STATE UNIVERSITY

powering SILICON VALLEY



Direct from the Wormhole!
An Evening with SJSU Founder and Time Traveler
George W. Minns—in conversation with Marty McFly

When: Thursday, June 21 at 6 p.m.

Where: Morris Dailey Auditorium, Tower Hall

Who: Open to the public

Tickets begin at \$18.57;
available online at timemaster.com

For more information, please contact Sammy Spartan
at 408-977-1857 or sammy@sjsu.edu.

sjsu.edu/education/minnstimetravel
#minnstimetravel



This event is wheelchair accessible. For other accommodations, such as assistance with vision or hearing, please call A.S. Child Development Center at 408-924-6988 or visit online at sjsu.edu.



George W. Minns was here at SJSU when it all began. In 1857, the lawyer-turned-teacher and passionate advocate for education became the first principal of Minns' Evening Normal School, the institution that evolved into San José State. Now, nearly 160 years later, Minns is making his first-ever time travel journey to see for himself the legacy that he left behind. Join us as Minns sits down for an on-stage conversation with Hollywood heartthrob Marty McFly. In addition to sharing previously unknown details about the beginnings of SJSU, Minns will also offer fascinating insight into his personal life during the 19th century, from his student days at Harvard to Gold Rush-era California and the outbreak of the Civil War. Students: This is an experience you do not want to miss.

Co-sponsored by the Connie L. Lurie College of Education,
NASA and History San José.

CONTENT

See the event flyer sample on page 39 for content suggestions.

LAYOUT

SJSU Spartan Bold and Light;
7 point font with 9 points leading.

CONTENT

See the event flyer sample on page 39 for content suggestions.

LAYOUT

Main: SJSU Spartan Bold and Light;
8 point font with 12 points leading.

Secondary: SJSU Spartan Bold;
6 point font with 8 points leading.

LAYOUT

For events or announcements with an internal audience (current students, faculty and staff members), use your campus unit lockup, rather than the primary mark, for your event. If your event is open to the public, always use the primary mark. For co-sponsored events, please see page 37 for guidelines.

CONTENT

See the event flyer sample on page 39 for content suggestions.

LAYOUT

Main: SJSU Spartan Bold and Light;
10 point font with 14 points leading

Secondary: SJSU Spartan Light;
8 point font with 12 points leading.

Accessibility: SJSU Spartan Light;
6 point font with 8 points leading.



history/san José