

Directional Signage

SJSU's directional signage template uses pictograms, or symbols, that have been created to compliment the SJSU Spartan Typeface. Directional signage may include the primary mark or your unit lockup, depending on the audience of your event or activity. See page 37 of *SJSU Power Source* for clarification on using either the primary mark or your lockup.

*NOTE:* Campus signage and wayfinding guidelines are in the works. Before purchasing permanent campus signage, please contact the marketing and communications team.

Download *InDesign* templates (*MS Word* templates are in the works!) at [sjsu.edu/communications/identity](https://sjsu.edu/communications/identity).

