SJSU Power Source: A Multi-Platform Communication Guide has been created to assist you. It provides an overview of the elements of the San José State University identity system, as well as guidelines for usage.

Review and consult this guide and accompanying resources online at sjsu.edu/communications.

NOTE: All marks are the property of San José State University. They may not be used without permission from the Office of Marketing and Communications.

For questions about SJSU Power Source: A Multi-Platform Communication Guide, please contact the Office of Marketing and Communications at 408-924-1166.
Why are communication standards important?

The San José State community begins here in Silicon Valley and extends around the globe. Spartans study, teach, research, live and work both near and far.

Think about all of the ways you communicate with current and future students, faculty and staff members, alumni, donors and university partners. Now, think about every college, department, program and other campus unit doing exactly the same. How would you perceive the university if all of those communications used different messages, different colors and different logos?

To enhance SJSU’s reputation and make the most of our communications across all platforms—print, web, video and social media—we must speak with one voice. For the first time in SJSU history, the university has a multi-platform communication guide that will help you share your stories with your audiences wherever they are. As we work together to consistently use and thoughtfully apply these guidelines on all forms of university communication, we will encourage support and engagement from our many audiences.

While having strong, integrated communications is a strategic university goal, crafting this guide has been a collaborative, grassroots effort. The continued input of every member of our campus community will be critical—and welcomed—as we expand and update these guidelines in the future.

Let’s begin.
The San José State story begins with people. You don’t have to look far for examples of inspirational students, faculty members and alumni. A math student who is a punk DJ at KSJS. A faculty member who chases wildfires. An alumnus who uses art as a platform for advocacy.

There are themes that connect the stories of San José State’s people, the source of the university’s “power.” These themes, along with the totality of the words, imagery and identity marks we use to express who we are and what we do, are what distinguish SJSU from other universities.

Focusing on the stories of people expands the meaning of “powering Silicon Valley.” Much more than a tagline, “powering Silicon Valley” is our core promise. It is a story of grit, smarts and hard work. It is a story of individual and collective resilience and strength that has often gone unrecognized. By telling our stories in a consistent way, we will help all Spartans take pride in their accomplishments, as well as how they achieved them. Most importantly, we will illustrate how each Spartan is an extraordinary part of an extraordinary whole.

Your story is SJSU’s story. Tell it.
The SJSU story has an anthem. Imagine that this is the soundtrack of every story you tell about the people in your college, department or program. While it is not meant to be used as actual text in your materials, please let it inspire the tone of your storytelling.

Anthem

What makes us Spartans? We choose the unlikely path because every test of our character and stamina is an opportunity to learn. We have advantages that can’t be taught: grit, focus, imagination. We believe that dreams are realized through hard work, intelligently applied. We rally. We adapt. We create.

At San José State University, we discover who we want to be—for ourselves, for our families and for our communities. Different and unexpected begin here—at the heart of a transforming valley, in a city that is tough and beautiful. We are Spartans. What powers us changes our world.
“Power” is found inside every Spartan. It is what drives, moves and inspires us.

It did not begin when San José State started “powering Silicon Valley.” It began in 1857 before the Civil War, when we were the first State Normal School, and the teachers we trained set out to educate the people of a young California. It helped us through earthquakes, population growth, the Great Depression and the rising cost of public higher education. It makes us rise up for social justice so often that we have a campus tour honoring this legacy. For more than 150 years, we have been using what inspires us as individuals to create change and shape the world.

History of “Power”

Throughout SJSU’s history, there are countless examples of students, faculty members and alumni pursuing their dreams—and those dreams often involve helping others.

Individual “power” is as unique as each Spartan. But there are shared qualities like resilience, creativity and commitment that connect generations of Spartans. When we moved from our original location in San Francisco to San José, we began to build our community around a piece of land called Washington Square. Now, the 154-acre campus anchors the 10th largest city in the United States and Spartans are found around the globe.

A master craftsman named Leonidas Pratt declared that the first foundation stone of the campus’s first building was “well formed, true and trusty.” It is merely a coincidence that this man shared the name of a warrior king of ancient Sparta. But, as he described, SJSU’s foundation is strong. And it is upon this foundation that every Spartan builds.
Speak with One Voice

The San José State voice is an important element of our identity. Our voice allows us to craft messages in a way that reflects who we are: extraordinary individuals who are parts of an extraordinary institution.

Communicating with a consistent voice involves more than following SJSU Editorial Style. Carefully considering the tone, content and personality of our messages across all platforms will ensure that we are communicating effectively and clearly with our many audiences.

**Tone:** The style of your writing, your word choice and your sentence structure.

San José State’s voice is personal, friendly, inclusive and grounded. Your tone should always reflect SJSU’s focus on people. Whenever possible in your communications, speak to your audiences (“you” and “your”) about how they fit into the SJSU community, rather than about the university in a general sense (“us” and “ours”). Every Spartan should feel included and welcome.

Your tone may vary slightly depending on your communication platform and on your audience. Ask yourself the following questions and adjust accordingly:

- Who is my audience? Am I writing for current or future students, parents, faculty members or graduates, or for people who may be unfamiliar with San José State?

- Given the goals of my communication, how might my tone differ when writing an informational brochure versus a tweet or Facebook post?

**Content:** The frame and focus of what you write.

Carefully crafting and delivering SJSU messages is vital. The themes and messages described in this guide have been developed based on qualitative and quantitative research, including input and feedback from campus and community stakeholders.

Our messages build on our core promise, “powering Silicon Valley.” By clarifying how and why we power Silicon Valley, both individually and collectively, the messages you create will distinguish and differentiate the university:

- A welcoming, inclusive environment encourages students and faculty members to discover who they want to be.

- Through real-world, hands-on learning and teaching, students and faculty members integrate theory and practice in pursuit of their goals.

- SJSU’s multifaceted relationship to Silicon Valley provides a springboard for far-reaching careers and collaboration.

- A commitment to academic excellence and dynamic learning opportunities promotes responsible social and civic engagement.

**Personality:** Our shared traits or characteristics.

In addition to tone and content, another component of our voice is personality. What are the words we use to describe SJSU? You’re already using most of them! When creating your messages, you may focus on one trait or a combination of traits.

- Hard-working
- Creative
- Resilient
- Smart
- Grounded
- Ready
- Resourceful
- Service
- Entrepreneurial
- Proud
- Collaborative
- Current
- Adaptable
SJSU Editorial Style

Following SJSU Editorial Style guidelines will help us all speak with one voice. The items included here were selected based on Spartans’ most frequently asked editorial questions. Read the complete guidelines online at sjsu.edu/communications/identity.

San José State University

The proper spelling of San José State University includes the accent over the “e” in José, when printing the name in both title case and in all capitals. You can set Microsoft Word and other word-editing applications to insert the accent automatically.

Examples:
- San José State University
- SAN JOSÉ STATE UNIVERSITY

Exception: Web and email text does not require the accent over “e.”

First reference to the university should be its full name: San José State University.

Accepted second references are San José State, SJSU and “university.”

Do not capitalize “university” when used alone as a second reference.

Graduation years and majors

When noting the graduation year and major of a San José State graduate, follow the Spartan’s name with the two-digit graduation year and major. For current students, using the expected graduation date is acceptable.

Examples:
- Wanjiru Kamau, ’65 Social Sciences
- David Chai, ’95 Graphic, ’00 MA Art
- Kenneth Habecker, ’63 BA, ’71 MA Spanish

Titles

Titles are capitalized only when they precede a person’s name.

Examples:
- President Mohammad Qayoumi
- Mo Qayoumi, president of the university
- Dean Lisa Vollendorf
- Lisa Vollendorf, dean of the College of Humanities and the Arts
- Associate Professor Camille Johnson
- Camille Johnson, associate professor of organization management

The proposal presented by the college deans and department chairs is subject to approval by the president.
Practical Intelligence
At SJSU, real-world, hands-on experiences allow students to integrate theory and practice in pursuit of their goals and dreams. Our faculty members combine academic excellence with industry or practical experience. Students and faculty members both benefit from partnerships with organizations throughout Silicon Valley and beyond.

Key Themes
These key themes clarify the meaning of “powering Silicon Valley.” When you write or speak about San José State, use them to frame the content or conversation.

Global Access
Spartans get a world-class education in the global capital of innovation and creativity that prepares them for social and civic engagement. Through our dynamic campus community and international network of more than 260,000 alumni, opportunities abound for sharing a broad range of perspectives. Silicon Valley is the springboard for careers and collaborations with far-reaching impact.

Destination for Learning
Students discover what inspires and drives them through a breadth of majors, unique programs and award-winning specialties. Our faculty experts, along with nearly 400 student organizations and Division I athletics, prepare students to adapt within their fields and for lifelong learning. Spartans enjoy the best of Northern California: urban living in a top-10 U.S. city, as well as learning and recreation in the surrounding mountains and the Pacific Ocean.
The following messages will help you develop your stories consistently across all communication platforms. You may choose the messages that work best for you, depending on your platform and target audience. Your individual stories should prove these statements.

• My story is San José State’s story.

• At SJSU, you can discover who you want to be—for yourself, for your family and for your community.

• Spartans are resilient and creative. We work hard and smart.

• As the founding campus of the California State University system, San José State has been adapting to meet the needs of the region and the state since 1857.

• In the heart of the global capital of creativity, San José State’s dynamic community encourages students, faculty members, alumni and distinguished visitors to share a broad range of perspectives and ideas.

• Like Silicon Valley, San José State is about far more than engineering and high tech. Students discover what inspires and drives them through 134 bachelor’s and master’s degree programs with 110 concentrations.

• SJSU’s faculty members combine academic excellence with industry and practical experience, preparing students to solve 21st-century problems.

• With close to 400 student organizations and an active Division I athletics program in the prestigious Mountain West Conference, San José State offers students a range of ways to learn outside the classroom.

• Spartans enjoy the best of Northern California: urban living in a top-10 U.S. city, career and service connections throughout Silicon Valley, and unparalleled recreation in the surrounding mountains and Pacific Ocean.

• The San José State community extends from a vibrant, inclusive campus to an international network of more than 260,000 alumni.

• San José State is Silicon Valley’s largest institution of higher learning. SJSU’s 154-acre downtown campus anchors the nation’s 10th largest city.

• SJSU has a strong legacy of social justice. For more than 150 years, Spartans have been using what inspires us as individuals to create change and shape the world.
Are You Communicating Effectively?

As you tell the stories of the people in your college, department or program, how do you know if what you’re creating supports and enhances San José State’s reputation? The following questions will help you determine if you have incorporated key themes and messages across all communication platforms.

- Does your story or message reveal individual “power” through individual accomplishments? Does it show how the individual is an extraordinary part of an extraordinary university community? Will the story inspire people associated with San José State?

- Is your example unique to SJSU? No other academic institution should be able to make the same or similar claim, or use the same or similar example.

- Are one or more of the key themes (page 9) and key messages (page 10) reflected in your content?

- Using concrete examples or proof points, can you describe how San José State’s approach to teaching and learning prepares students to adapt in 21st-century careers?

- Does your story or example highlight SJSU’s personality and strengths? Does it show how students, faculty members and alumni are hard working, resilient, creative, smart, grounded, ready, resourceful, service-oriented, entrepreneurial, proud, collaborative or adaptable?

If you answered “yes” to at least one of these questions, congratulations! Your story effectively communicates the how and why of San José State’s promise: “powering Silicon Valley.”
Visual style, including images, photos and videos, university colors and the SJSU Spartan Typeface, is another essential component of San José State’s identity. It deepens the meaning of our stories and messages by showing our audiences an authentic view of the university and the experiences of individual Spartans.

As consistent imagery, colors and the shapes of the letterforms in our very own typeface permeate all of our platforms, our communications will take on a familiar Spartan personality.

Capture Spartan points of view.
Images, Photos and Videos

For those creating imagery, our visual style is intended to help our audiences see multiple viewpoints, intellectually, culturally and spatially—and to connect to the inner strength and “power” of individuals. Images should convey the movement of a dynamic educational environment that is nestled in a city at the heart of a global destination.
To visually capture the story of San José State, here are three points of view:

**Power Portraits**
Portraits show the individual’s experience and what makes each person unique—which drives impactful storytelling.

**Power in Motion**
Rather than showing campus buildings, these images immerse the viewer in the movement of people.

**Powerful Place**
These aerial images show SJSU at the center of a vibrant city in the heart of Silicon Valley, surrounded by the arts, technology, business, mountains, ocean and blue skies.
Consistently applying our three photographic points of view, including in videos, will elevate SJSU’s image. When you create videos for or about the university, your viewers should immediately know that what they’re watching comes from San José State.

Bring the viewer to this vibrant place. Then, move in closer to focus on specific content and the stories of individuals. Video offers the greatest opportunity to provide a truly immersive experience, unexpected perspectives and an engaging connection to SJSU that your audience otherwise wouldn’t have.

Providing this context may be accomplished with actual footage or with introductory and closing graphics. Use SJSU as the visual springboard for the stories of smart, proud, resilient Spartans.

NOTE: Standard video graphics are in the works.
For video examples, please visit: youtube.com/user/sjsu.
Stay true to your Spartan colors! Please follow this print and web color guide carefully. Correct use of color plays a significant role in how our audiences recognize us.

Your San José State communications are about to get a color boost. With a brighter, updated color palette, everything you design will feel more active and current.

University Colors

Primary Colors

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Web Colors

If you manage your website through OU Campus, SJU’s content management system, most of the design standards in this guide are taken care of for you. If your site is managed through some other tool, or if you are creating web graphics for your OU Campus site, read on!

Using all official colors, including yellow and gray, as foreground or background colors in graphic elements on the web is acceptable. Across all digital platforms, including on websites, blogs and social media, be mindful of color contrast. People with vision challenges or limitations may have a difficult time differentiating between colors.

Color contrast is one of many considerations in creating web applications and content that everyone can use, including people with disabilities who may use assistive technologies to access your website. It is the right thing to do, the smart thing to do and it is the law. To check text for proper contrast, visit webaim.org/resources/contrastchecker.

For more information regarding ADA compliance and legibility guidelines, please contact Web Services at webservices@sjsu.edu. Evaluate your website for accessibility and learn how to resolve problems at its.sjsu.edu/services/accessibility/evaluation/.

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Having a proprietary typeface is an effective way to create a consistent, recognizable look to all communication materials. Few universities have unique typefaces. San José State now has that distinction, along with another reason to be proud: the typeface was created for Spartans, by Spartans.

Kim, of San José State’s Department of Graphic Design, developed our hybrid typeface, drawing inspiration from the classic fonts of ancient Sparta, several mid-century old style typefaces, as well as transitional and modern typefaces. By integrating characteristics of each, he has produced a typeface that expresses both SJSU’s history as the founding campus of the California State University system and our dynamic future as Silicon Valley’s public university. The letterforms are round, stable and strong, with no thin or fragile elements. They have Spartan character.

SJSU Spartan Typeface

The SJSU Spartan Typeface is the foundation of the university’s visual style. Created by Associate Professor Chang Kim, the typeface is an entire family of letters with which to tell the San José State story. Formed from these Spartan-crafted letters, your words, messages and letter patterns will be conveyed in the “native language” of San José State.

The Washington Square cover and much of the text throughout the spring/summer 2014 issue was updated with the new SJSU Spartan Typeface.
Standardizing our type family usage helps to maintain a consistent look and feel across all platforms. SJSU Spartan, alone or with complementary fonts Absara and Helvetica Neue, should be employed for all university communications.

SJSU Spartan may be used in print and video, as well as on the web.

In print and video, SJSU Spartan may be used in headlines, subheads and body text, including formal body text on certificates, diplomas and invitations.

On the web, the typeface may be used for graphic elements such as letter patterns and pull quotes, headlines and subheads.

For directional signage, you may use pictograms that have been created to complement SJSU Spartan, along with the primary mark or your unit lockup. NOTE: Signage and wayfinding guidelines are in the works.

As we have a typeface with an inspiring Spartan story, please feel free to experiment with typography in your storytelling.

To request the SJSU Spartan Typeface, visit sjsu.edu/communications/identity.

Typeface Usage

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<th>Transitional Type</th>
<th>SJSU Hybrid Type</th>
<th>Modern Type</th>
<th>Slab Serif Type</th>
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SJSU Spartan

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SJSU Spartan Bold

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abcdefghijklmnopqrstuvwxyz
0123456789 ~!@#$%^&*()_+{}\:"'<>

SJSU Spartan Bold Italic

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SJSU Spartan Regular

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SJSU Spartan Regular Italic

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SJSU Spartan Light

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SJSU Spartan Light Italic

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SJSU Spartan Extra Light

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SJSU Spartan Extra Light Italic

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SJSU Spartan

Working design concepts created for SJSU by San Francisco-based Mortar Advertising.
Typographic Patterns

Add Spartan personality to your communication materials by using typographic patterns. Created by SJSU Associate Professor Chang Kim, who designed the SJSU Spartan Typeface, these patterns are a fun alternative to photography (especially if no photography is available) and may be used subtly and creatively to build visual recognition of SJSU.

Download typographic patterns in EPS format at sjsu.edu/communications/identity.
Welcome

Dear Fundraising Academy participants,

Thank you for deciding to join us today. Thank you for taking the time to spend your morning with us. Thank you for attending the SJSU Fundraising Academy.

We invite you to share your personal and/or professional updates.

Did you know that Alumni Association members have access to SJSU’s Career Center? When you join the Alumni Association, you can take advantage of many special benefits. Alumni Association membership makes available to you. (Right now, you, as a new alumnus, can join for only $25!)

Please send me information on the benefits of membership in SJSU’s Alumni Association.

Go Spartans!

Rebecca A. Dukes
CEO, Tower Foundation

SJSU Power Source: A Multi-Platform Communication Guide

Pattern Usage

Applying typographic patterns on your materials from simple documents and publications to banners and web graphics will visually connect San José State’s communications.

You will find these “SJSU” patterns used on the university website, as well as in our new templates (page 38).

Download typographic patterns in EPS format at sjsu.edu/communications/identity.

The objective of the Fundraising Academy is to provide a one-day forum for faculty and staff members to reframe their understanding of fundraising and support our amazing students, faculty, and staff. By sharing our experiences and learning from each other, we will raise the standard for philanthropy at San José State University.

There are so many ways you could be spending your time today—but you have chosen to be here, to benefit from our collective efforts.

By sharing our experiences and learning in nearly any form understand it best. Giving is not an exact science, nor is it a defined genre of art. However, we speak to us.

For those who actively engage in giving, talent and perhaps treasure that many of us contribute to nonprofit organizations. This includes the donor’s experience and perhaps treatment. But many of us have volunteerism that speaks to us.

When we think about how we can contribute our time, talent, and resources, it is not just about the money, but about how we choose to give. Thank you for being present! There are so many ways you could be spending your morning with us.

Nancy Stewart
Alumni Relations

San José State University
Fundraising Academy
September 14, 2014

Last year, we decided to strengthen San José State’s good feelings that followed the successful completion of San José State’s first comprehensive campaign. Last year, we decided to strengthen our Fundraising Academy by offering an annual one-day seminar.

This year, we are excited to offer another first: the SJSU Fundraising Academy.

George W. Minnis Time Travel Event
Morris Dailey Auditorium, Tower Hall

We invite you to share your personal and/or professional updates.

Go Spartans!

Rebecca A. Dukes
CEO, Tower Foundation

Thank you for being present! There are so many ways you could be spending your morning with us. Thank you for taking the time to attend the SJSU Fundraising Academy.

Thank you,

Keep in touch with us by visiting sjsualumni.com. Connect with the university on Facebook, Twitter, and LinkedIn.

Go Spartans!

Rebecca A. Dukes
CEO, Tower Foundation

Thank you for being present! There are so many ways you could be spending your morning with us. Thank you for taking the time to attend the SJSU Fundraising Academy.

Thank you,

Keep in touch with us by visiting sjsualumni.com. Connect with the university on Facebook, Twitter, and LinkedIn.

Go Spartans!

Rebecca A. Dukes
CEO, Tower Foundation
Complementary Fonts:
Absara Sans, Helvetica and Helvetica Neue

Complementary fonts that work well with SJSU Spartan are Helvetica, Helvetica Neue and Absara SansOT. These fonts also work across all media.

Absara is used with SJSU Spartan for the tagline and on the web.

Helvetica and Helvetica Neue can be used as body copy and subheads, and are especially good for smaller type, as the "x-height" (see illustration on page 18) of the letters are large and readable.

Request Absara at sjsu.edu/communications/identity.

Purchase Helvetica Neue at: myfonts.com/fonts/lino-type/helvetica-neue-pro/.

Absara SansOT

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<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefgijklmnopqrstuvwxyz 0123456789 ~!@#$%^&amp;*()_+{}:;''&lt;&gt;?</td>
</tr>
<tr>
<td>Light Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefgijklmnopqrstuvwxyz 0123456789 ~!@#$%^&amp;*()_+{}:;''&lt;&gt;?</td>
</tr>
<tr>
<td>Bold Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefgijklmnopqrstuvwxyz 0123456789 ~!@#$%^&amp;*()_+{}:;''&lt;&gt;?</td>
</tr>
</tbody>
</table>
A logo is not a brand. A brand is not a logo. However, a strong, integrated visual identity is key to expressing San José State’s personality and conveying a consistent public image. In that way, our university marks support our brand (aka the story of San José State’s people). If this is news to you, please read: “How we tell our story” on page 4.

To reimagine the university’s identity system, SJSU’s Office of Marketing and Communications sponsored a project with the Department of Graphic Design. Associate Professor Chang Kim, a team of students and other faculty members worked together to design a set of university marks and graphic elements that capture both the tradition and spirit of the university. The new identity system was created with SJSU Spartan, the typeface that Kim created just for San José State.

Using our university marks across all platforms—in printed materials, on websites, blogs, social media channels and in SJSU videos—helps to deepen recognition of San José State among our audiences and beyond.

Visually connect your stories.
Primary Mark

SJSU does not have a single “logo.” We use a series of marks. (Remember: We’re no longer using “the bricks.”)

The primary mark, our main identifier, is a lettermark that combines the university’s full name and our unique acronym, both in San José State’s proprietary typeface. It is simple yet dynamic, and has the feeling of forward motion.

You will find the primary mark at the top of the university homepage and business stationery (page 48)—and as a signature at the bottom of communication materials for campus-wide and/or external audiences, or for promoting events and activities sponsored by multiple campus units. For photocopied materials, please use a black, gray or blue one-color version. For additional samples, see pages 37–45.

Clear space

Never crowd the primary mark with other visual elements. Use the height of the capital “S” as your unit of measurement. Please allow a space of at least “S” around an imaginary box that fits around all the mark’s elements. Never place the mark over a background with patterns or images—unless you place the mark reversed in white over a dark image with an opacity of 60 percent or more.

Minimum Size

Never reduce the width of the primary mark to smaller than one inch or 26 millimeters. A symbol that shows our Spartan pride shouldn’t be diminished.

Make your mark by downloading the primary mark and other graphic elements at sjsu.edu/communications/identity.
**University Wordmark with Tagline**

You are likely familiar with San José State’s core promise: powering Silicon Valley. If you’re reading this guide, you already know that our communication guidelines clarify what we mean by “powering Silicon Valley.” If you’re telling the stories of Spartans using key themes and messages, you are showing your audiences how we power Silicon Valley.

There’s no need to put “powering Silicon Valley” everywhere. Use the university wordmark with tagline in places where it will have the greatest impact.

**Go global!**

“Powering Silicon Valley” has been translated into Korean and Vietnamese. More languages to come!

Request another language at sjusu.edu/communications/identity.

---

**SAN JOSE STATE UNIVERSITY** *powering SILICON VALLEY*

---

**SAN JOSE STATE UNIVERSITY**

*Go global!*

“Powering Silicon Valley” has been translated into Korean and Vietnamese. More languages to come!

Request another language at sjusu.edu/communications/identity.

---

**SAN JOSE STATE UNIVERSITY**

*powering SILICON VALLEY*

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**SAN JOSE STATE UNIVERSITY**

*powering SILICON VALLEY*
Identifying Elements
San José State relies on four main identifying elements to distinguish itself—with the SJSU Spartan Typeface as a foundation. Using the elements consistently and correctly, as outlined in this guide, will strengthen recognition of the university.

University Wordmark
The first element is the San José State University name, displayed in the SJSU Spartan Typeface whenever possible.

SJSU Monogram
A critical identifying element is the SJSU monogram, which makes use of the university's unique acronym: SJSU. No other university uses this combination of letters.

University Seal
Historic and timeless, this seal represents the university's long tradition as the flagship campus of the California State University system. (Let's hear it for 1857!)

Spirit Mark
The spirit mark is an important element because it represents not only pride in our university, but also the Spartan spirit in all of us.

NOTE: When using one-color versions of San José State's four identifying elements, be sure to use them in university colors (page 16).
University Wordmark

Using both the university wordmark and the SJSU monogram (next page) is perhaps the purest expression of our identity. Formed with the letters of the SJSU Spartan Typeface, it is speaking our name in our native language.

To keep letter size and spacing consistent, please use the university wordmark as provided. Possible uses of the single-line version: at the top of your print publications and collateral, as a centered graphic at the bottom of a publication cover or as a central name on a video slide. The flush-left double-line version is meant for use with the SJSU monogram, but it may also be used when space is limited.

Please use this graphic, rather than retyping “San José State University” in SJSU Spartan Regular. Letter spacing in these graphics has been addressed for you.

Clear Space

Never crowd the university wordmark with other visual elements. Use the height of the capital “S” as your unit of measurement. Please allow a space of at least “S” around an imaginary box that fits around all the mark’s elements. Never place the mark over a background with patterns or images—unless you place the mark reversed in white over a dark image with an opacity of 60 percent or more.

Minimum Size

Never reduce the width of the university wordmark to smaller than one inch or 26 millimeters.
The university's visual identity relies heavily on our acronym, SJSU. Focusing on what makes us unique is key to developing a strong identity. While the monogram may be used alone, including the full name of the university somewhere on the item you are creating will ensure clarity for your audience—especially those not familiar with San José State.

Variations
The monogram is to be used in official university colors. However, it may be reversed in white on other colors darker than 30 percent gray. You may also use the reversed version of this and other university marks on large areas of color or a dark area of the photograph.

NOTE: The reversed monograms on this page are samples only. Using the monogram in a color block is not recommended. Like individual Spartans, the monogram should never be limited by boundaries.

Clear Space
Never crowd the SJSU monogram with other visual elements. Use the height of the capital “S” as your unit of measurement. Please allow a space of at least “S” around an imaginary box that fits around all the mark’s elements. Never place the mark over a background with patterns or images—unless you place the mark reversed in white over a dark image with an opacity of 60 percent or more.

Minimum Size
Never reduce the width of the SJSU monogram to smaller than half an inch or 13 millimeters.
University Seal

You’ll likely be seeing more of the updated university seal. In addition to incorporating the SJSU Spartan Typeface, we’ve expanded usage beyond presidential communications. It may also be used for watermarked paper and in materials that represent the entire university, such as letters of admission, commencement collateral and diplomas.

The university seal is available by request only. To send us a request, please visit sjsu.edu/communications/identity.

Minimum Size: .75 inch or 19 millimeters in diameter.
Spirit Mark

Our symbol for the Spartan has evolved and changed since the 1930s. It is the part of our integrated identity system that can continue to evolve, adapting the way that all Spartans do. The new spirit mark is a simplified and humanized version of the Spartan helmet that SJSU Athletics currently uses. The simpler design of the spirit mark allows for flexibility when it is applied to your communication materials. The added shoulder may be seen as an academic hood or Spartan armor.

Clear Space

Please allow clear space of at least half the width of the spirit mark. Never place the mark over a background with patterns or images—unless you place the mark reversed in white over a dark image with an opacity of 60 percent or more.

Minimum Size

Do not reduce the spirit mark to smaller than half an inch tall. If it must be smaller, please use the spirit icon (page 33).

*Respect the Spartan! Please do not crop, texture or alter the spirit mark in any way. A true Spartan’s integrity must remain intact.

Download the spirit mark at sjsu.edu/communications/identity.

Partnering with Athletics

NOTE: This new spirit mark does not replace the current SJSU Athletics Spartan helmet. It is an option for campus users who would like to express Spartan pride with an identifying element.

As always, campus organizations and departments must apply for permission to use Athletics branding materials, including the SJSU Athletics Spartan helmet. For more information, visit sjuspartans.com/ot/sjsu-licensing.html.
You asked for it! There have been lots of requests for a non-academic spirit mark that may be used for spirit- and pride-building functions—like on promotional items and apparel.

Spirit mark signatures and spirit mark with SJSU monogram are not substitutes for our primary mark (page 24).

Many students at K-12 schools and other universities are also Spartans. When the spirit mark is used alone, be certain that your audience knows you mean San José State Spartans. Use these spirit mark signatures or variations only on communication materials for audiences that are familiar with San José State.

Clear Space

Never crowd spirit mark signatures or spirit mark with SJSU monogram with other visual elements. Use the height of the capital “S” as your unit of measurement. Please allow a space of at least “S” around an imaginary box that fits around all the marks’ elements. Never place the mark over a background with patterns or images—unless you place the mark reversed in white over a dark image with an opacity of 60 percent or more.

Please use these graphics, rather than creating them from scratch. Proportions and letter spacing in these graphics have been addressed for you.
Spirit Mark Variations: Proportions

Proportions matter when using the spirit mark and either the “San José State University Spartans” signature or the SJSU monogram together.

Please use these graphics, rather than creating them from scratch. Proportions and letter spacing in these graphics have been addressed for you.

*Respect the Spartan! Please do not crop, texture or alter the spirit mark in any way. A true Spartan’s integrity must remain intact.

If you have questions about using and applying these marks properly, please contact the marketing and communications team.

Can’t wait to put these marks on some blue and gold Spartan gear? Download them at sjsu.edu/communications/identity.

The spirit mark is always 50% larger than the type treatment in the horizontal layout.

The spirit mark is always 57% larger than the monogram in the horizontal layout.

The spirit mark is always 66% larger than the type treatment in the vertical layout.

The spirit mark is always 58% larger than the monogram in the vertical layout.
Spirit Icon and Favicon

While the spirit mark (page 30) is meant to be used for print materials, there are two icons created primarily for use on websites, web apps and social media pages: the spirit icon and favicon. These icons are optimized so that they may be displayed at very small sizes (think mobile!).

Spirit Icon

Simplified from the spirit mark, the spirit icon may be used for websites, apps and social media avatars, where its size can vary across multiple devices. It may rarely be used in print when it is reduced to half an inch.

Favicon

The favicon appears in a browser’s address bar at a mere 16 x 16 pixels. To maintain its integrity at such a small size, the favicon has been simplified even further by eliminating elements of the icon for better recognition of its overall shape.

Are you using the correct icon?

Check the helmet’s plume: the spirit mark has 11 triangles, the spirit icon has nine and the favicon has seven.

Download the spirit icon and favicon at sjsu.edu/communications/identity.
Social Media Avatars and Covers

Your social media avatar and cover images are important elements of your overall web presence. Promoting your stories with a visually consistent web and social media presence will distinguish your department or program—while helping to build a friendly, professional virtual community.

SJSU’s social media avatars are always white spirit icons with your choice of background color. Be mindful of color contrast when choosing background colors. The spirit icon should always be recognizable. Don’t let your background colors or photography overpower the icon. Complex images never work well as avatars.

Covers allow you to tell your story and provide context for your users with impactful photography.

Avatars and covers vary in size and are sometimes automatically cropped, depending on the channel and device. Therefore, including text on photos is not recommended. Instead, use a social media avatar and a cover that showcases a scene of the season with photography. Let your cover reveal your Spartan pride all year long with photos from our photo library (go.sjsu.edu/photographylibrary).

Download social media avatars and covers at sjsu.edu/communications/identity.
Multi-Device Experience

For years, social media channels were designed for desktop and laptop computers. Over the past few years, that has changed dramatically. Users are now accessing your web and social media channels with a range of devices.

When choosing a social media avatar and cover image, you must consider the increasing number of devices available. Consider also that layout updates on channels like Facebook and Twitter are standard. Embrace the new constraints in mobile design and get creative with how you tell your stories.

Get tips on creating your web and social media presence at sjsu.edu/communications/identity.
Lockups for Campus Units

Campus units may have their own lockups. However, your lockup alone doesn’t tell your audiences who you are. (Remember: A logo is not a brand.) The best way to distinguish your department or program is with people-focused storytelling (see page 24).

For usage guidelines, including when to use the primary mark instead of your lockup, see page 37.

Clear Space
Never crowd your lockup with other visual elements. Use the height of the capital “S” in “SJSU” as your unit of measurement. Please allow a space of at least “S” around an imaginary box that fits around all the mark’s elements. Never place your lockup over a background with patterns or images—unless you place it reversed in white over a dark image with an opacity of 60 percent or more.

Minimum Size
Never reduce the width of your lockup to smaller than 1.25 inches or 32 millimeters. A symbol that shows your Spartan pride shouldn’t be diminished.

The marketing and communications team will create your lockup for you. Find and download your unit’s lockup or request a new one at sjsu.edu/communications/identity.
Primary Mark or Lockup?

All of your communications should follow the SJSU visual hierarchy:

1) Wherever appropriate, the university wordmark or university wordmark with tagline should appear first—placed at the top of the visual hierarchy.

2) Either the primary mark or your unit lockup should be used as the signature—placed at the bottom of the visual hierarchy. Please do not use your lockup as a header, as a graphic element or as a substitute for illustration.

Deciding when to use the primary mark or your unit lockup depends on your audience. The examples on this page will guide you:

For communication materials with a primarily external audience that may or may not be familiar with San Jose State, use SJSU’s primary mark. (See George W. Minns event poster.)

For materials created for a primarily internal audience, such as current students and faculty members, use your unit lockup. (See SJSU Fundraising Academy flyer.)

If you’re not sure if your audience is internal or external, or if your audience is a mix of both, please use the primary mark. (See SJSU Formula One SAE brochure.)

For events co-sponsored by two or more campus units, please do not use multiple unit lockups. Instead, use the primary mark and list the co-sponsors in the text. (See Minns poster: “Co-sponsored by the Connie L. Lurie College of Education, NASA and History San Jose.”)

For more examples, see Templates and Resources (pages 38 – 45).
To help you get started telling your own San José State stories, our new series of templates have been populated with content from an event starring SJSU founder George W. Minns. Spartan stories often have unexpected beginnings, so why not introduce our templates by bringing SJSU’s beginning back to the future with a little time travel?

Learn how to tell your stories using the templates in this section. Orient your audiences with consistent directional signage and clearly written content on flyers and posters. Help your audiences find you in virtual space with guidelines for web pages. To write a business letter, follow our letterhead template.

Pay close attention to the visual hierarchy of our identifying elements. Consistent placement will keep all communication materials familiar and recognizable. However, feel free to be creative within the constraints of these templates. That is, be a Spartan!

Let Minns’ audacious time travel story inspire the way you tell the stories of San José State’s people across all communication platforms.

It’s time to tell your stories.
**Flyer**

Make promoting your events and activities a multi-platform endeavor with integrated content on flyers, posters, web pages and social media.

**NOTE:** It is never appropriate—or legal—to use an image from another source in print, on the web or on social media without obtaining permission from the image's owner.

Download InDesign templates (MS Word templates are in the works!) at sjsu.edu/communications/identity. Access typography guidelines at sjsu.edu/communications/identity.

---

**SAN JOSE STATE UNIVERSITY**

**powering SILICON VALLEY**

---

**Class Lecture followed by a Q&A session**

*When:* Thursday, June 21 at 3 p.m.

*Where:* Morris Dailey Auditorium, Tower Hall

*Who:* Teaching credential students and history majors only

For more information, please contact Sammy Spartan at 408-977-6857, or sammy@spartan.sjsu.edu

This event is wheelchair accessible. For more accommodations, contact administrator with specific needs by phone call (408) 978-6000 or visit website at sjsu.edu/accessibility

---

**Direct from the Wormhole!**

An Evening with SJSU Founder and Time Traveler George W. Minns

---

**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 150 years later, Minns is making his first-ever time travel journey to see for himself the legacy that he left behind. In addition to sharing previously unknown details about the beginnings of SJSU he 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!

Sponsored by the Connie L. Lurie College of Education.

---

**Consider your audience when creating your headline:** Is your event to highlight a faculty member’s book launch? Or is it a symposium on the future of local tech? Brevity and clarity should guide the crafting of your headline.

**LAYOUT**

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

---

**LIMIT YOUR COPY TO A BRIEF SUMMARY OF YOUR EVENT. BULLET POINTS MAY BE INCLUDED TO HIGHLIGHT SPECIFICS, BUT AVOID CREATING A LAUNDRY LIST OF ITEMS.** See page 37 for clarification on how to use a lookup alongside logos from partner organizations for co-sponsored events.

**LAYOUT**

Main: SJSU Spartan Bold and Light; 6 point font with 8 points leading.

---

**For events or announcements with an internal audience (current students, faculty and staff members), use your campus unit logo, rather than the primary mark. If your event is open to the public, always use the primary mark.** For co-sponsored events, please see page 38 for guidelines.

---

**LAYOUT**

For more information, please contact Sammy Spartan at 408-977-6857, or sammy@spartan.sjsu.edu

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**This event is wheelchair accessible. For more accommodations, contact administrator with specific needs by phone call (408) 978-6000 or visit website at sjsu.edu/accessibility**

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**ATTENDANCE**

10 point font with 14 points leading.

**SECONDARY CONTENT**

8 point font with 12 points leading.

---

**ACCESSIBILITY**

6 point font with 8 points leading.

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**CONTENT**

Use the university wordmark with tagline to kick things off.

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**LAYOUT**

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

Make promoting your events and activities a multi-platform endeavor with integrated content on flyers, posters, web pages and social media.

NOTE: It is never appropriate—or legal—to use an image from another source in print, on the web or on social media without obtaining permission from the image’s owner.

Download InDesign templates (MS Word templates are in the works!) at sjsu.edu/communications/identity.

SAN JOSE STATE UNIVERSITY promoting Silicon Valley

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/photography/library) for executive 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!

SJSU Power Source: A Multi-Platform Communication Guide
Web Page (in OU Campus)

Make promoting your events and activities a multi-platform endeavor with integrated content on flyers, posters, web pages and social media.

Any printed materials you create should drive your audiences to your web presence.

You can request website templates or a new website powered by OU Campus, the university’s content management system (CMS), on the Information Technology Services (ITS) website: its.sjsu.edu.

NOTE: It is never appropriate—or legal—to use an image from another source in print, on the web or on social media without obtaining permission from the image’s owner.

More web and social media resources are in the works!

CONTENT

Your page title should be simple, yet specific. A good page title includes keywords that are highly relevant to the information on the page—which helps search engines (your audience) find your page.

When promoting an event on your website, the “when, where and who” are the most important information and should be placed directly under the event title. Other key content, such as contact information, is found lower on the page, but still labeled clearly using a heading tag.

LAYOUT

The footer for SJSU web pages uses the primary mark, the university name, address, phone number and copyright information.

CONTENT

The first read on your website should be the name of your college, department, program, division, office, center or affiliate, along with the university name.

The links and buttons that you place on your web page guide users to what you ultimately want them to do: your call to action (purchase, donate, log in).

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CONTENT

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The links and buttons that you place on your web page guide users to what you ultimately want them to do: your call to action (purchase, donate, log in).
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 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.
Fact Sheet
A fact sheet helps to promote your college, department or program to an external audience. As you craft the text, remember to tie the content back to the university as a whole.

NOTE: It is never appropriate—or legal—to use an image from another source in print, on the web or on social media without obtaining permission from the image’s owner.

Download InDesign templates (MS Word templates are in the works!) at sjsu.edu/communications/identity.

The George W. Minns Center for the Instruction of Foundational Education
Putting teachers first

Education is dedicated to fulfilling the original educational mission of George W. Minns, first principal of Minor Evening Normal School, a teacher’s college and the predecessor of San Jose State University. A Harvard-educated lawyer, Minns was a forceful teacher and passionate advocate for education. Minns believed that the wellbeing of the state and nation—still young during his 19th-century lifetime—lay in public education and ultimately the hands of teachers.

At the time of the 1887 founding of Minor’s Evening Normal School, Minns teaching philosophy stressed teacher autonomy along with high pupil engagement and self-sufficiency. Minns believed that solid comprehension of basic skills was essential in order for one to continue to learn. He would never have forgotten that correct spelling, reading, writing, arithmetic, geography, grammar and facility in expressing ideas and opinions were essential to the foundation of all future acquisitions...They are worth any quantity of knowledge of mere wrappings of slogans and maxims,” he said.

Most significantly, Minns held that the purpose of education was not to memorize but to learn to think for oneself. “Self-development should be encouraged to the fullest extent. The mind should be told as little as possible, and induced to discover as much as possible. Encourage him to conquer difficulties—himself. Every victory is achieved added to the strength of his mind, and what he acquires in this way he makes permanently his own.”

The Minns Center believes that these educational tenants still hold true today.

The Minns Center seeks to ensure that the future of education in our nation remains in the able hands of passionate, world-class teachers by supporting all students in the Connie L. Lurie College of Education in the development of essential educator dispositions.

For more information—and to help the center put teachers first—please contact the Connie L. Lurie College of Education at 408.977.8002.
Certificates

Recognizing your fellow Spartans just got easier! Use your desktop printer to produce a few certificates or send them off to a print vendor for larger quantities.

NOTE: It is never appropriate—or legal—to use an image from another source in print, on the web or on social media without obtaining permission from the image’s owner.

Download InDesign templates (MS Word templates are in the works!) at sjsu.edu/communications/identity.
Before you create a brochure, ask yourself: Do I really need a printed brochure? Sometimes promoting your college, department or program calls for building a virtual community on the web and social media, rather than printing a brochure. Consider both your audience and your communication goals. And consider the environment!

NOTE: It is never appropriate—or legal—to use an image from another source in print, on the web or on social media without obtaining permission from the image’s owner.

Download InDesign templates (MS Word templates are in the works!) at sjtu.edu/communications/identity.

Explained on alignment and color:

Barrett on alignment and color:

Explained on alignment and color:

1. Use consistent and appropriate images. Include photographs and illustrations that portray the tone and style of your audience.
2. Ensure that your brand colors are consistent throughout the brochure.
3. Use text elements that are easy to read and convey your message clearly.

Tri-Fold Brochure

Before you create a brochure, ask yourself: Do I really need a printed brochure?

Sometimes promoting your college, department or program calls for building a virtual community on the web and social media, rather than printing a brochure. Consider both your audience and your communication goals. And consider the environment!

NOTE: It is never appropriate—or legal—to use an image from another source in print, on the web or on social media without obtaining permission from the image’s owner.

Download InDesign templates (MS Word templates are in the works!) at sjtu.edu/communications/identity.
PowerPoint

Show your Spartan pride—while helping to distinguish the university—whenever you give a presentation.

NOTE: New PowerPoint themes are being created based on considerable feedback from faculty and staff members. Addressing your numerous needs and concerns, including ADA compliance, takes time.

Join the Marketing Updates group to receive notification when the new themes become available. To join, go to sjsu.edu/communications.

Thank you for your feedback and your patience!
This Microsoft Word template is in the works.

NOTE: This MS Word template is in the works.
SJSU’s new business stationery uses the primary mark and our new, more vibrant university colors. Based on substantial feedback about individual and campus needs, SJSU’s new suite of business stationery includes many options.

Special thanks to SJSU Procurement for facilitating the contract (and ongoing access to the online portal), which expands a CSU-wide agreement with Office-Max for office supplies and printing services to include business stationery.

Take note.
Business Cards
There are two options for business cards: horizontal and vertical. Both may include either the spirit mark or university seal on the back (for a little extra San José State style!).

Business cards are like tiny billboards. Less is more! Post detailed information on the web and include your website address on your card.

Use the vertical card if you:
- have a lengthy title
- have more than one title
- work for a campus unit with a long name
- have a fax number that you use regularly
- wish to include your social media contact information
- wish to include a website address that is not “sjsu.edu/______” or “_____.sjsu.edu” (use the “Social/URL (optional)” line)

To learn how to place an order, go to sjsu.edu/communications/identity.
Letterhead

Based on campus feedback, letterhead options have been expanded to meet a variety of needs. All letterhead choices have optional graphic elements, “pumping Silicon Valley” and website address, at the bottom of the page. All campus units may purchase letterhead with or without the university seal watermark.

Standard Letterhead
(and Cost Saving Option)

Most individual departments and programs will use standard letterhead. There is an optional list of California State University campuses that, when selected, appears on the left side of this letterhead. The cost saving option is printed in one color: gray.

College or Division Letterhead
(and Cost Saving Option)

Colleges and divisions that wish to list their departments or offices on letterhead, department or office names may be listed along the left side of this letterhead option. The cost saving option is printed in one color: gray.

Advisory Board Letterhead

If your college or program has an advisory board, you may list the board members along the left side of this letterhead option.

Blank Second Sheet

Blank second sheets are available with or without a university seal watermark.

To learn how to place an order, go to sjsu.edu/communications/identity.
Envelopes

Need something other than the following standard envelope options? Order the envelope size and shape you need and apply a mailing label (page 52).

Standard #10 Envelope (and Cost Saving Option)
These envelopes include the spirit mark and “powering Silicon Valley” on the flap. The cost saving option is printed in one color: gray.

Standard #10 Window Envelope
These envelopes include the spirit mark and “powering Silicon Valley” on the flap.

Standard #10 Window Envelope with Custom SJSU Security Tint
The custom tint on this security envelope was created with an SJSU Spartan Typeface pattern. The minimum order for these special-use envelopes is 5,000 to make them cost effective.

University Seal #10 Envelope
For limited use only, including Office of the President, Office of the Provost, SJSU Admission and Tower Foundation.

9X12 Catalog Envelope
These large envelopes include an optional “powering Silicon Valley” on the front.

To learn how to place an order, go to sjsu.edu/communications/identity.
Mailing Labels and Memo Pads

**Mailing Labels**
Save money by ordering plain envelopes in the size and shape of your choice—and then apply your SJSU mailing labels.

**Memo Pads**
Available in 50-sheet pads, custom memo pads “From the Desk of …” may be printed with either the university seal or an SJSU Spartan Typeface pattern.

To learn how to place an order, go to sjsu.edu/communications/identity.
For the first time in SJSU’s history, the university has developed comprehensive communication guidelines by bringing together the campus community. This process both exemplifies and illustrates one of our guiding principles: what is created on campus will authentically reflect San José State.

Through this project, students gained practical experience, and faculty and staff members used their considerable expertise to enhance the reputation of the university. Most importantly, this project has given the entire SJSU community another reason to be proud.

Thank you for collaborating with the marketing and communications team (and for your patience as we created this guide in-house with pure Spartan tenacity)!

Part of SJSU’s Division of University Advancement, Marketing and Communications is led by Associate Vice President Barry Shiller. Our team: Peter Caravalho, Michelle Frey, Pat Harris, Felicia McKee, Christina Olivas, Allison Sanders, Jody Ulate and Eddie Wagner.

Questions? Comments?
Share your input at sjsu.edu/communications/feedback.

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Associate Professor Chang Kim, who designed SJSU’s proprietary typeface and many of its applications—and led two cohorts of BFA students through this intense practical learning process.

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Resilient
Collaborative
Grounded
Smart
Ready
Proud
Entrepreneurial
Hard-working
Resourceful
Service
Current
Adaptable