

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!

CONTENT

A brief description, followed by the when, where and who, will help the reader get the pertinent information at a glance. Be sure to include contact information. Share your event on your social media channels. Download social icons at sjsu.edu/communications/identity. To ensure that all Spartans are included, remember to call out accessibility information for your event.

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.

SAN JOSÉ STATE UNIVERSITY

powering SILICON VALLEY

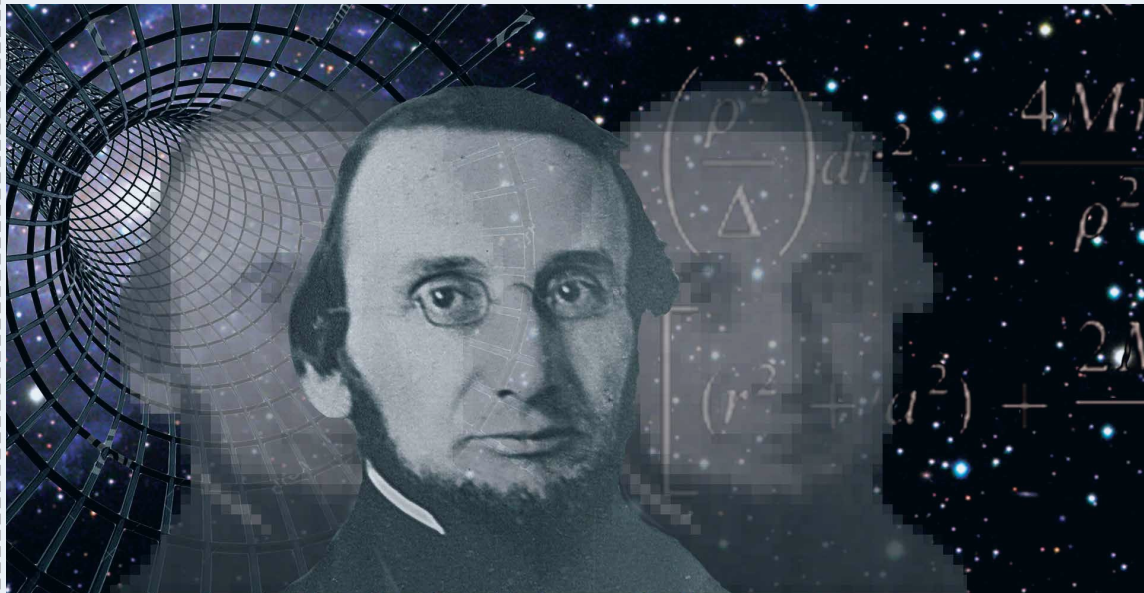


PHOTO-COLLAGE BY PETER CARVALHO

Direct from the Wormhole!
An Evening with SJSU Founder and Time Traveler George W. Minns

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 408-977-1857, 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 the 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. 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

SJSU | CONNIE L. LURIE
COLLEGE OF EDUCATION

CONTENT

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

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

CONTENT

Limit your copy to a brief summary of your event. Bullets may be included to highlight specifics, but avoid creating a laundry list of items. See page 37 for clarification on how to use a lockup alongside logos from partner organizations for co-sponsored events.

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. If your event is open to the public, always use the primary mark. For co-sponsored events, please see page 38 for guidelines.