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Overview
SJSU Online’s audience are adults who did not get a chance to go back to university, or did not get to attend university, and want to take their lives and careers to the next level with a bachelor’s degree.

SJSU Online’s brand should motivate and excite prospective students to invest in themselves with this next big step, embody an authentic SJSU experience, and provide an engaging, vibrant, impactful, and cohesive experience.
SJSU Online is a sub-brand

SJSU Online is not a separate entity of SJSU. Rather than seeing SJSU Online as a separate brand, it should be viewed as the university’s brand, only focused in for its online students.

It is important to communicate this, because we want our students—while completing their degree 100% online—to still feel like they are part of the holistic Spartan community.
Visual Design
Classic and Usable Type

We use Nunito Sans to drive the modern tone and clarity, and SJSU Spartan as an accent of branding and messaging. Using Nunito Sans even in print drives the modern, ‘online’ look and feel.

SJSU Spartan should be used 10–15% of a design, while Nunito should be used for the rest.

Headers: Nunito Sans ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sub-headers: SJSU Spartan Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body text: Nunito Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Messaging and Emphasis

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
**Vibrant Color Palette**

Drawn from SJSU’s athletic colors, SJSU Online’s blue and gold invoke a vibrant and exciting feeling. Use strategically and focus on minimalism when using these colors to maintain the modern look and feel of SJSU Online’s brand.

- Symbolizes wealth, growth, transition (derived from blue to gold gradient).
- Makes SJSU Online brand stand out from other SJSU sub-brands.
- Provides an accent color that can be used to highlight key messages.

With this color palette, we can introduce a new and vibrant gradient. A strong and distinct gradient such as this can communicate transition and change.

Must use sparingly. Do not use over photos or as primary background colors.

Tones of gray used for several instances of typography, imagery, hierarchy, etc.
Photography drives the visual brand of SJSU Online. Photos should not only add context to content, they should tell stories of success, where students can see themselves in.
Other Elements

Type Patterns
Classic part of SJSU's brand, could add gradient to add our unique identity.

Triangles
Triangles are something we have used everywhere (SRAC, our current website). This triangle comes from the plume in the spirit mark, and, if used strategically in our branding, could serve as a symbol for change and moving forward.

Angles
Visually related to the triangles, adds to the dynamic visual tone. Angles have no specific degree, and can be used to any creative measure. The limit is the designer’s imagination.
Editorial Style
What we sound like

Our audience consists of motivated adults who seek to enhance their lives and careers by going back to school. They’ve longed to finish what they started, and SJSU Online is their chance.

Just like the visual brand, SJSU Online’s editorial style is a branch of the overarching SJSU brand, with a voice that is clear, concise, warm, and welcoming, while also aiming to be inspiring and motivating to our prospective students, and letting them know they are capable of changing their lives with SJSU Online.

SJSU Online Goals

- Expand access to the adult learner community and reconnect with students who left SJSU, other colleges, without finishing their degree
- Create a sense of belonging to the Spartan community
- Empower our audience to fulfill their dreams
- Open doors for students to advance their careers

Key Messages

With SJSU Online, you can – and you will.

Unlock your potential, achieve your dreams, go far, level up, change careers, advance yourself

Log in to transform your...

Complete your bachelor’s degree 100% Online.
The Brand in Action

We aim to keep the brand a cohesive experience between print and web. As prospective students see printed materials that lead them to the website, the brand narrative is being told throughout the entire process.

Visit www.sjsu.edu/online to view the brand incorporated in the digital space.