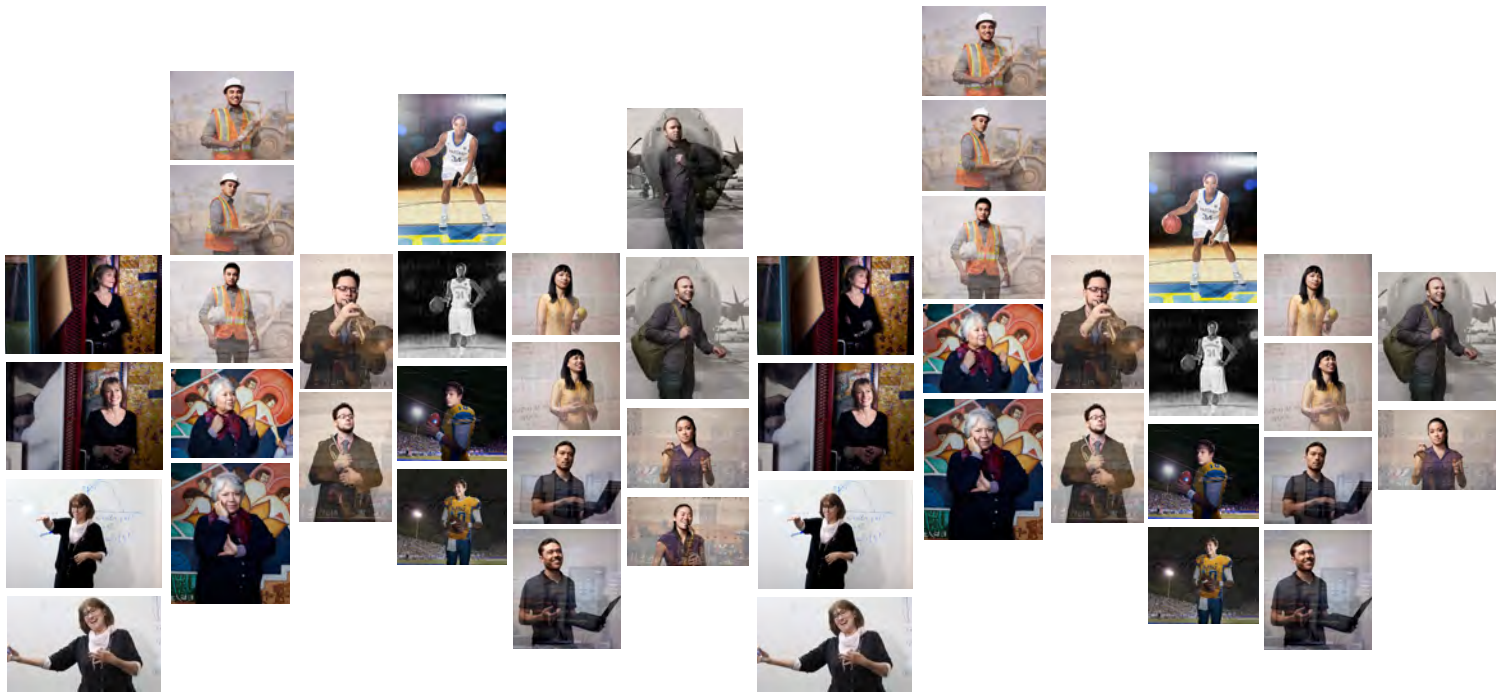
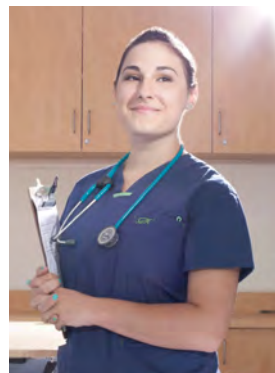


# SJSU POWER SOURCE

[A Prelude]



SAN JOSÉ STATE UNIVERSITY *powering* SILICON VALLEY



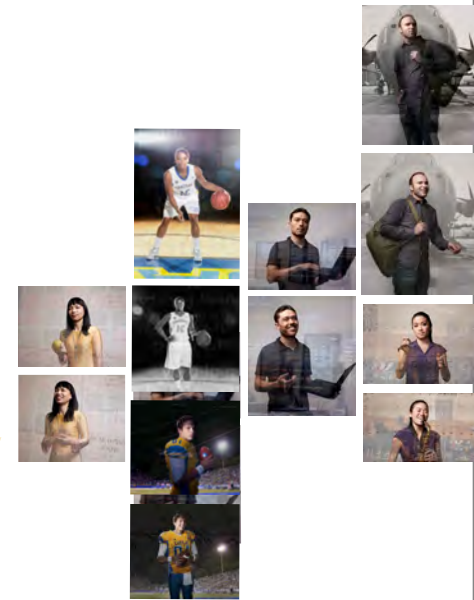
**The San José State story begins with people.** Who are the students, faculty members and alumni who inspire you? Is it that math student who is a punk DJ at KSJS? A faculty member who chases wildfires? A graduate who uses art as a platform for advocacy?

The SJSU Power Source will help you to tell the stories of people in your college, department or program. And all of those individual stories add up to the whole story of the San José State experience—our brand.

Much more than a logo or a tagline, the “power” brand encompasses the totality of the SJSU visual identity system, imagery and words we use to describe the university. Our brand promise, “powering Silicon Valley,” is undoubtedly familiar. But what exactly does it mean? The “power” brand concept builds on SJSU’s longtime promise by clarifying it with storytelling.

Let’s tell the stories of SJSU’s people.

# POWER=PEOPLE

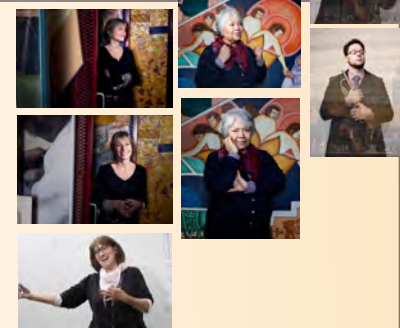
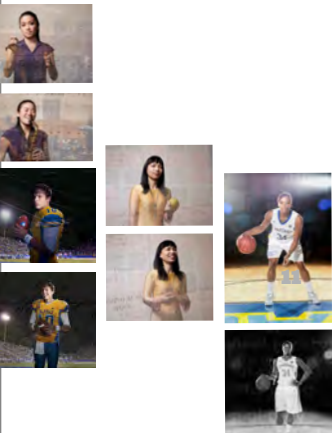


**The SJSU story has an anthem.** *Imagine that this is the soundtrack to every story you tell about the people in your college, department or program. While it is not meant to be used as actual text in your materials, please let it inspire the tone of your storytelling.*

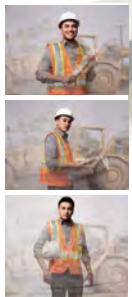
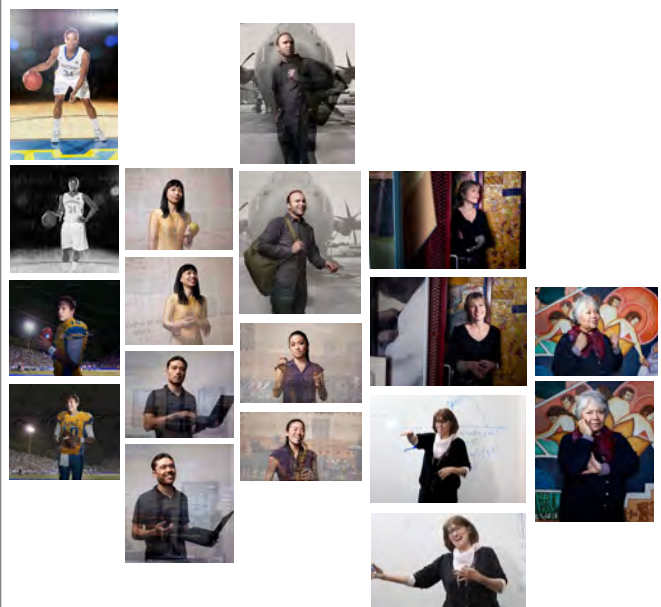
# inspire

What makes us Spartans?

We choose the unlikely path because every test of our character and stamina is an opportunity to learn.



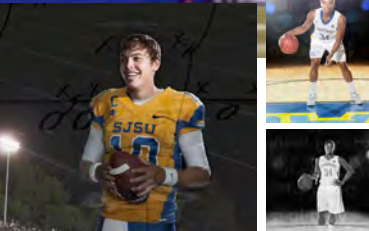
We have advantages that can't be taught: grit, focus, imagination.



We believe that dreams are realized through hard work, intelligently applied. We rally.

We adapt.

We create.



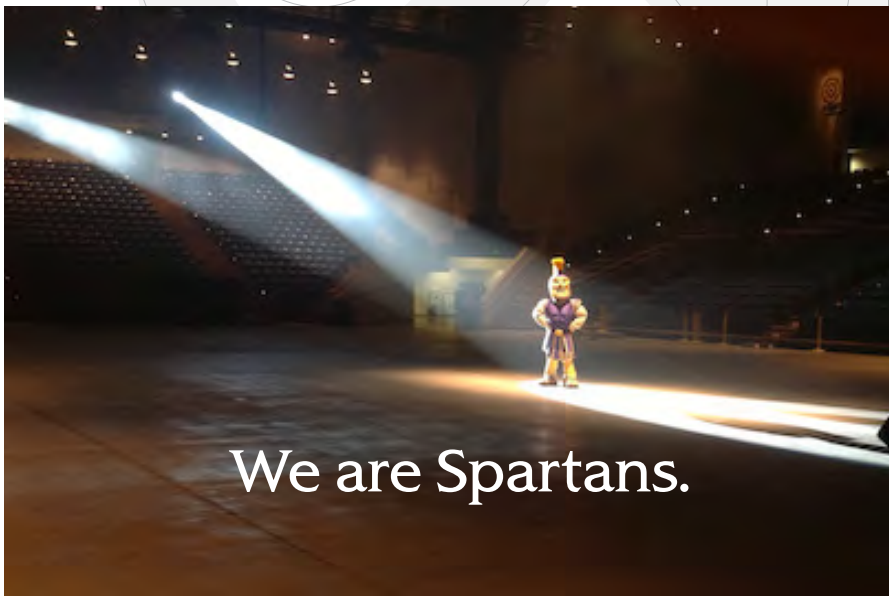
At San José State University, we discover who we want to be  
—for ourselves, for our families and for our communities.

Different and unexpected begin here.  
At the heart of a transforming valley.



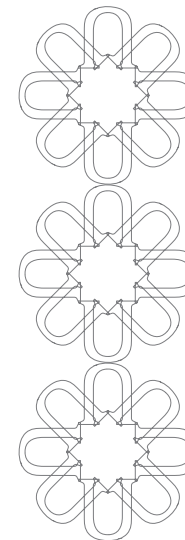
In a city that's tough and beautiful.





We are Spartans.

What powers us changes our world.



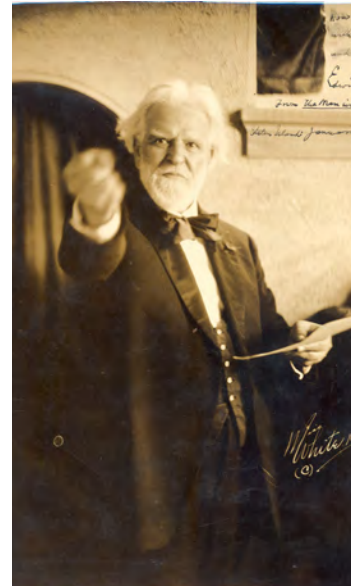
# foundation

**“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 to shape the world.

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 first foundation stone of the campus’s first building “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.

“Power” is revealed through the triumphs and accomplishments of the people in your college, department or program.

A single person’s story can illustrate that of a department, program or college. To present these individual stories consistently, focus on the attributes that make us unique: Practical Intelligence, Global Access and Destination for Learning.

 *Important note:*

The concept is NOT about using the words “power,” “powering” and “powerful” every chance you get. The more these words are used, the less, *ahem*, power they have. When you do use “power,” please avoid using “empower.” “Empower” places more value on what is outside of an individual. “Power” keeps the focus on the individual Spartan.



# FOCUS

## Practical Intelligence

1. How is each Spartan grounded in reality yet focused on a dream? Use examples that show how students integrate theory and practice in pursuit of their goals.

[Professor of Physics and Astronomy Alejandro Garcia has used exploding pumpkins, beds of nails and hair-raising electrical currents to help visually oriented students in his “Physics of Animation” class understand the importance of science in the production of convincing imagery.]



2. What are the ways each faculty member combines industry or practical experience with academic excellence in research and the classroom?

[Baritone saxophonist, composer and Professor Aaron Lington is a member of the Pacific Mambo Orchestra, a 19-piece Big Band whose debut release earned a Grammy for Best Tropical Latin Album—a bonus for jazz studies majors.]



3. What specific, real-world, hands-on experience does each student get through internships and service-learning projects? How does one student or faculty member’s story showcase SJSU’s partnerships with organizations and companies throughout Silicon Valley?

[After his experience with SJSU’s Record Clearance Project, Francisco Javier De La Torre, ’12 Justice Studies, saw a different side of “law enforcement.” As a result, the first-generation college student decided to go to law school—so he could use the law to help people.]



4. Tell the story of the student and alumni leaders who are ready to get to work in 133 disciplines, including emerging fields?

[Oluchi Nwokocha, ’11 Theatre Arts and African-American Studies, turned a 2011 internship into a job and a chance to learn about behind-the-scenes work of running a theater, a complement to her acting skills. More examples at [blogs.sjsu.edu/today/tag/spartans-at-work/](https://blogs.sjsu.edu/today/tag/spartans-at-work/)]

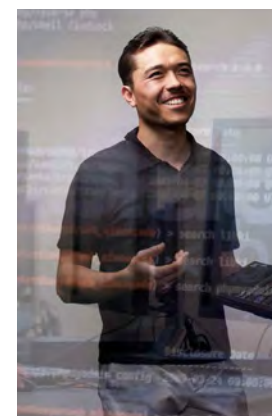
# UNIQUE



# Focus **Global Access**

1. How does a world-class education in the global capital of innovation and creativity prepare each student for responsible social and civic engagement?

[Jason Graham, '13 MS Chemical Engineering, and SJSU's student chapter of Engineers Without Borders is working with indigenous tribes in the Amazon region of Ecuador to find solutions for cleaning up groundwater pollution.]



2. What are the ways that students, faculty members and alumni share a broad range of perspectives through SJSU's dynamic community?

[As a student writer in SJSU's Office of Marketing and Communications, Christiana Cobb, '14 Journalism, has been able to report on the visits of leaders and speakers such as Hillary Clinton and Michael Eric Dyson.]

3. Tell the story of each Spartan within SJSU's global alumni network of more than 260,000 grads. Show how Silicon Valley is a springboard for Spartan careers with far-reaching impact.

[Entrepreneur and mobile money expert Carol Realini, '76 Computer Science, is delivering banking services through mobile phones to people in developing countries around the world.]



실리콘 벨리의 원동력

Phát triển và đẩy mạnh SILICON VALLEY

硅谷创新动力

# Focus Destination for Learning



1. What can each student get from SJSU's breadth of majors, unique programs and award-winning specialties that they can't find elsewhere? Who are our faculty experts? How are students prepared to adapt within their fields and for lifelong learning?

[Sharon Castellanos, '83 Nursing, builds awareness about organ and tissue donation through her nonprofit Brandon's Crossroads. She's also a member of the inaugural graduating class of SJSU's Doctor of Nursing Practice program.]

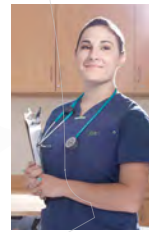
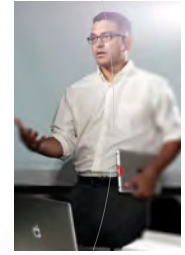
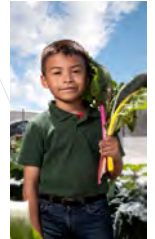
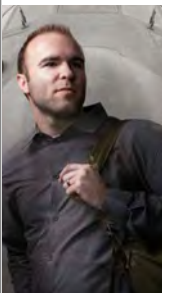
2. How do students discover what inspires and drives them in more than 300 student organizations for every interest and Division I athletics?

[SJSU women's tennis player Chau Truong was an All-WAC honoree and San Jose State Scholar-Athlete. The caffeine-loving biochemistry major plans to be a physician.]

3. Tell the story of Spartans enjoying 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 SJSU Special Event Management Team plays a pivotal role in the AT&T Pebble Beach National Pro-Am. Program Director Rich Larson says many of the more than 240 students and alumni of this eight-year-old program the experience and the Pebble Beach name have earned them interviews and jobs in the industry.]

Speak with one voice by following SJSU Editorial Style guidelines and using these Spartan words. You're already using many of them!



Hard-working  
Entrepreneurial

Resilient

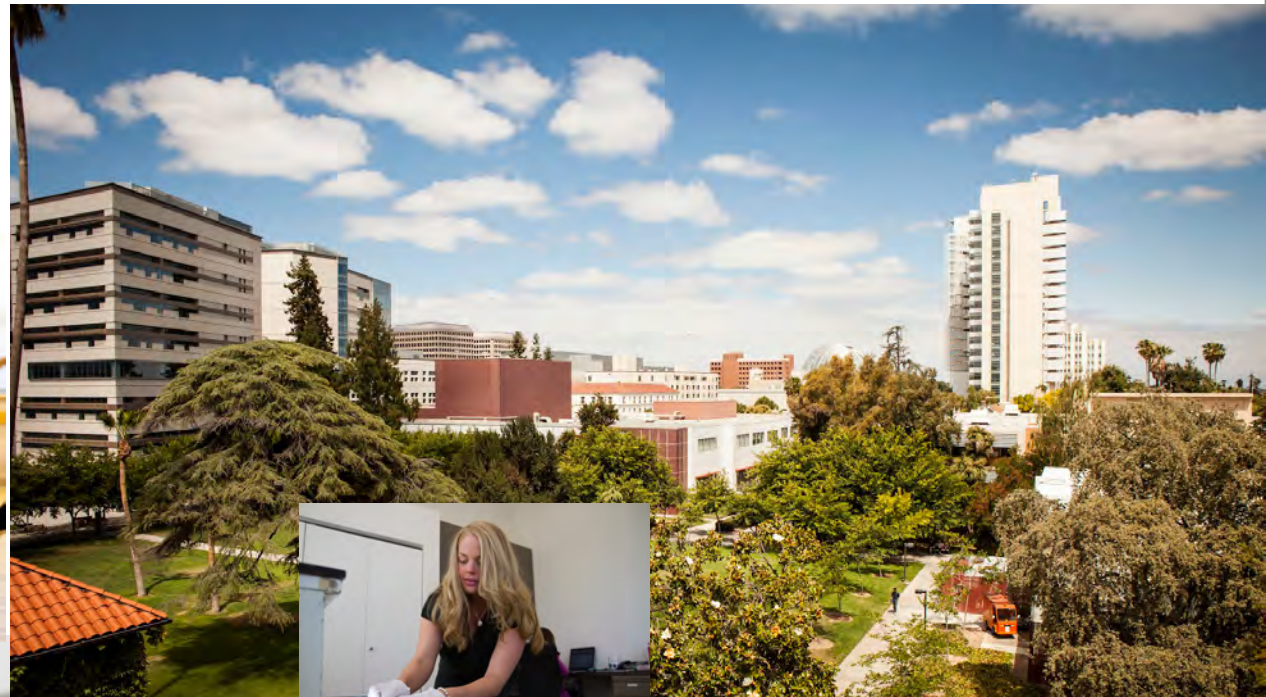
Smart Grounded

Resourceful

Collaborative

Service

Adaptable



SJSU

a powerful place



Show your **individuality** with photos, videos and other imagery. To visually capture the complete story of San José State, here are three points of view.



1

#### Power Portraits

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



2

#### Power in Motion

Rather than showing campus buildings, these images focus on the movement of people. They bring the viewer down to the subject's level, participating with them.

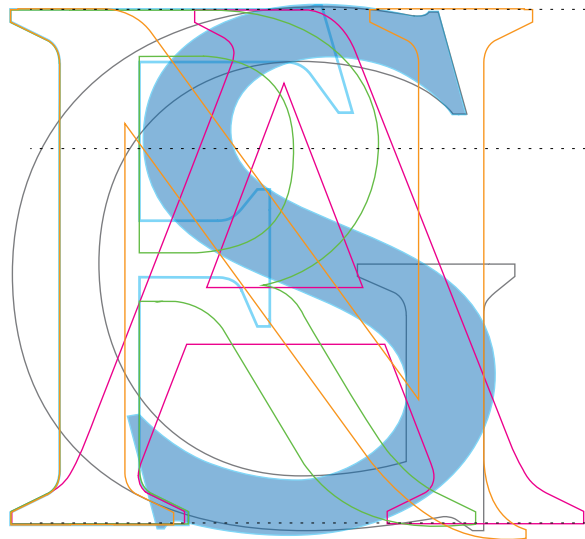


3

#### 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.

# immersive imagery



The **SJSU Spartan Typeface** is the visual foundation of the entire “power” brand. Created by Associate Professor Chang Kim, the typeface is an entire family of letters with which to tell the SJSU story.

Formed from these Spartan-crafted letters, your words, messages and letter patterns will have even deeper meaning. As the shapes of the letterforms permeate **all media**, our communication materials will take on a familiar Spartan personality.

When our words, images and stories change over time, the letters of our typeface will be the timeless expression of who we are: **Spartans**.

**Connect the individual stories** of Spartans to the university as a whole with our new visual identity system. Consistent and thoughtful use of our identifying marks supports your “power” storytelling, while enhancing the reputation of San José State.

The creation of our visual identity system is a fine example of “practical intelligence” with a personal story. It was created right here at San José State through a collaboration with graphic design faculty members and students—for Spartans, by Spartans.

**CONGRATULATIONS!**  
WELCOME TO THE SAN JOSÉ STATE UNIVERSITY ALUMNI FAMILY.

Today, you'll start a new journey as a graduate. Stay connected to your powerful Spartan network, get support for your career and enjoy member-only benefits by joining the Alumni Association.

And remember on the road to success:

- ✔ Stay
- ✔ Lead
- ✔ Give

**#SJSUbucketlist**

Are you a true blue and gold San José State Spartan? There are 50 ways to prove it!

- Help out a fellow Spartan
- Attend an A.S. graduation (and figure out how to join the unofficial free food club!)
- Cheer with Spartan Spirit
- Join a campus club or organization
- Pull an all-nighter in King Library during finals
- Attend a job fair hosted by the SJSU Career Cn
- Put Change Space on everything
- Play Ultimate Frisbee on Tower lawn
- Wear blue and gold on Thursday
- Go the extra at Spartan Stadium
- Dine at Phoenix
- Take a Tower Hill walk and photos with the Terrace South/John Carlos statue and a campus mascot!
- Get moving at Spartan Race, Turkey Trot or Undie Run
- Nominat your biggest motivator or favorite for an award
- Reply to a email that matters to you
- Leave the SJSU soundtrack: S-J-S-U cheer for song and other music
- Embrace social justice on a legacy tour
- Make a friend while working in line
- Attend Fins in the Forum and Campus M
- Be a Peer Mentor or a dorm tutor
- Give back as a student organization hosted charity event
- Find what passes you
- Check in at all the campus events (and there are more than 100 of them)
- Post up at PStar
- Take an Spartan Shuttle to the stadium
- Attend concerts at the SJSU Event Center and Downtown Amphitheater
- Leave your all-day parking pass at the machine for someone else

Check your progress: [sjsu.edu/bucketlist](http://sjsu.edu/bucketlist) Show how you're completing the list: [#SJSUbucketlist](http://#SJSUbucketlist)

**ATTENTION GRADUATES!**  
COMMENCEMENT: MAY 24, 2014

Find everything you need to know about commencement at: [sjsu.edu/commencement](http://sjsu.edu/commencement)

**Annual Honors Convocation**  
a celebration of academic excellence!

San José State University  
52nd Annual Honors Convocation  
EVENT CENTER APRIL 25, 2014



**powering** SILICON VALLEY

**SJSU** SAN JOSÉ STATE UNIVERSITY

Visual Identity Standards **Basic Graphic Style**

Last updated: April 30, 2014

Produced by the Office of Marketing and Communications and the Department of Graphic Design

# resources

**Get started!** The marketing and communications team is your partner for sharing the stories of SJSU people. You'll find the SJSU Power Source and additional resources on the marketing and communications website:

- Visual Identity System: Basic Graphic Style Guide
- Editorial Style Guide
- Social Media Guide
- Recommendations for vendors and freelancers
- Downloadable tools and graphic elements

We're also working on the following tools for you:

- InDesign and Word templates for flyers, brochures, mailers, fact sheets and more
- Sample applications for Spartan apparel and promotional items
- Graphic elements for official SJSU videos
- All pieces of the SJSU business system

[sjsu.edu/communications/identity](http://sjsu.edu/communications/identity)

*Questions? Comments?*

*We welcome your feedback.*

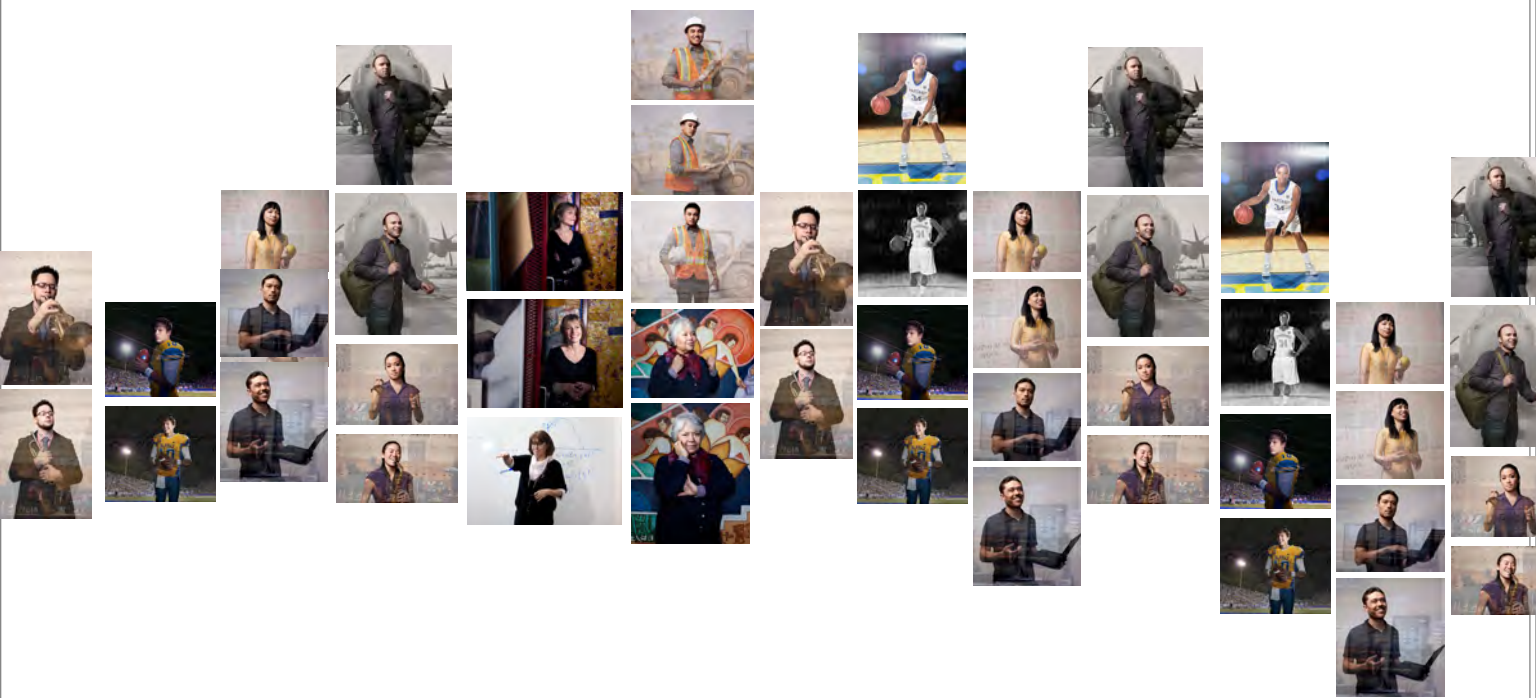
*Our complete brand guide will be available in fall 2014.*

*Share your input by June 30 at [sjsu.edu/communications/feedback](http://sjsu.edu/communications/feedback).*

# collaborate!

Spartans get credit for most of the photography in this initial guide. We thank the students, alumni and staff members who created these images for a variety of projects. Artist credits will appear in the final SJSU Power Source in fall 2014.

Office of Marketing and Communications  
Division of University Advancement  
Clark Hall 300  
408-924-1166  
[sjsu.edu/communications](http://sjsu.edu/communications)



**SJSU** SAN JOSÉ STATE  
UNIVERSITY