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Visual Identity Standards Basic Graphic Style Guide

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

powering SILICON VALLEY

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Why are these identity standards important?

A strong integrated visual identity is the key to expressing San José State's personality and supporting our public image.

The purpose of this basic graphic style guide is to help you create a consistent and cohesive visual identity within SJSU's decentralized structure. Please use it along with its companion publication: SJSU Power Source.

This guide is the result of campus collaboration and feedback. Your continued input will be critical as we add to this initial set of tools.

As we work together to consistently use and thoughtfully apply these guidelines on every form of official communication, we will enhance the reputation of San José State and build Spartan pride.

For Spartans, By Spartans

For the first time in SJSU's history, the university is rolling out a brand platform that is bringing the campus community together—and the new visual identity system presented in this guide is just one part of the platform.

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 identity marks and graphic elements that capture both the tradition and spirit of the university. In addition, the new visual identity system includes a typeface that Kim created just for San José State.

This process both exemplifies and illustrates one of our guiding principles: what is created on campus will authentically reflect San José State.

Thank you for collaborating with us. We look forward to your feedback!

*The marketing and communications team
sjsu.edu/communications*

Primary Mark

There is only one San José State University—and only one SJSU. The primary identifying mark is a letter-mark 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.

This is the official San José State University mark. You will find it on university business cards and stationery. It is also the anchor for all campus unit lockups—including variations of the mark that will be developed for the next iteration of this guide.

Download it at sjsu.edu/communications/identity.

Primary Mark



Primary Mark Color Variations



The 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.

Official 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.

University Wordmark

SAN JOSÉ STATE UNIVERSITY

SJSU Monogram

SJSU

Official University Seal



Spirit Mark



The Identifying Elements: Monotone

San José State's four identifying elements may also be used in monotone of the primary university colors and black. Very versatile!

University Wordmark

SAN JOSÉ STATE UNIVERSITY

SJSU Monogram

SJSU

Official University Seal



Spirit Mark



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: 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 the new SJSU Spartan Regular. Letter spacing has been addressed for you.

Download it at sjsu.edu/communications/identity.

Single Line Version

SAN JOSÉ STATE UNIVERSITY

Double Line Version

SAN JOSÉ STATE UNIVERSITY

**SAN JOSÉ STATE
UNIVERSITY**

**SAN JOSÉ STATE
UNIVERSITY**

SJSU Monogram

The university's visual identity relies heavily on our acronym: SJSU. Focusing on what makes us unique is key to developing a strong identity.

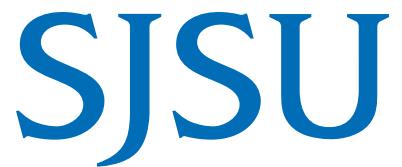
While the monogram may be used alone, including the full name of the university somewhere on the item you are creating will ensure clarity for your audience. In body copy, for example, spell out San José State University on first reference.

Download it at sjsu.edu/communications/identity.

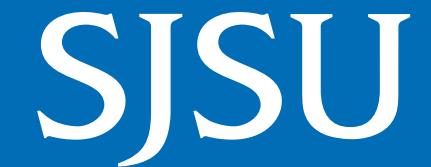
SJSU Monogram, Reversed

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 a large color block or a dark area of the photograph. Please ensure that clear space is addressed (see page 8).

Monogram, Blue



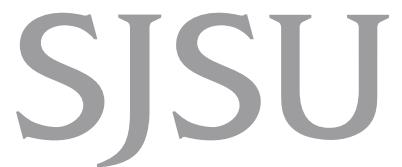
Monogram, Reversed



Monogram, Yellow



Monogram, Gray



Monogram, Black



Clear Space

Never crowd the primary mark with other visual elements. Use the height of the word “university” as your unit of measurement: X. Please allow a space of at least 2X 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 mark to smaller than 13/16 of an inch or 20 millimeters. A symbol that shows our Spartan pride shouldn’t be diminished.

Usage

The mark will be used as the signature on every print or digital piece. All of our templates will include it on the back cover or reverse page. Please do not use the mark as a graphic element or as a substitute for illustration.

Primary Mark



SJSU Monogram



University Wordmark



Official 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 be used for certificates, watermarked paper, presidential endeavors, and in materials that represent the entire university, such as letters of admission, commencement collateral and diplomas.

Official University Seal, Blue



Official University Seal, Gold



Official University Seal, Gray



Spirit Mark

Our symbol for the Spartan has evolved and changed since the 1920s. 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 materials. The added shoulder may be seen as an academic hood or Spartan armor.

Note: This new 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.

Download it at sjsu.edu/communications/identity.

Partnering with Athletics

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 www.sjsuspartans.com/ot/sjsu-licensing.html.

Spirit Mark



Athletics Spartan Helmet



Spirit Mark, Variations

In our integrated visual identity system, the new spirit mark is used with flat color and an outlined, monotone style. This reflects the essence and core power of each individual Spartan.

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

Color Versions



Monotone Versions



Spirit Mark Signatures

You asked for it! There have been lots of requests for a non-academic spirit mark that can be used for spirit-and-pride-building functions. Can't wait to put this on some blue and gold Spartan gear?

Download it at sjsu.edu/communications.

Horizontal Version



Vertical Version



Lockups

Each college, division, department and program can have its own lockup. For materials with a primarily external audience, we recommend using SJSU's primary mark (page X). To distinguish your department or program, use your lockup, combined with personal storytelling, on your campus materials.

The marketing and communications team will create your lockup for you.

Request a new lockup at sjsu.edu/communications/identity.

Single Line Version



Double Line Versions



Lockups, Variations

Request a new lockup at sjsu.edu/communications/identity.

Two-Tone Versions



Monotone Versions



University Name with Tagline

You are likely familiar with San José State's brand promise: powering Silicon Valley. Our new brand platform is described on the marketing and communications website and in the companion publication: SJSU Power Source. The brand platform both supports and clarifies the brand promise. Use the university name with tagline in places where it will have the greatest impact.

Go global! Our tagline has been translated into Chinese (simplified), Korean and Vietnamese. More languages to come!

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

SAN JOSÉ STATE UNIVERSITY ***powering SILICON VALLEY***

SAN JOSÉ STATE UNIVERSITY
powering SILICON VALLEY

SAN JOSÉ STATE UNIVERSITY
실리콘 벨리의 원동력

SAN JOSÉ STATE UNIVERSITY
硅谷创新动力

SAN JOSÉ STATE UNIVERSITY
Phát triển và đẩy mạnh SILICON VALLEY

Official Colors

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

Stay true to your Spartan colors! Please follow this print and web color guide carefully. Correct use of color plays an important roll in how our audiences recognize us.

Official Colors



Pantone
2935 M



Pantone
300 U



Pantone
300 C



Process color
C 100%
M 70%
Y 5%
K 0%



Web safe color
0055A2



Pantone Gold
872 M



Pantone
7406 M



Pantone
7405 U



Pantone
124 C



Process color
C 10%
M 35%
Y 100%
K 0%



Web safe color
E5A823



Pantone Silver
877 C



Pantone Silver
432 U



Pantone
423 M



Pantone
Cool Gray 8U



Pantone
422 C



Process color
C
M
Y
K 55%



Web safe color
939597



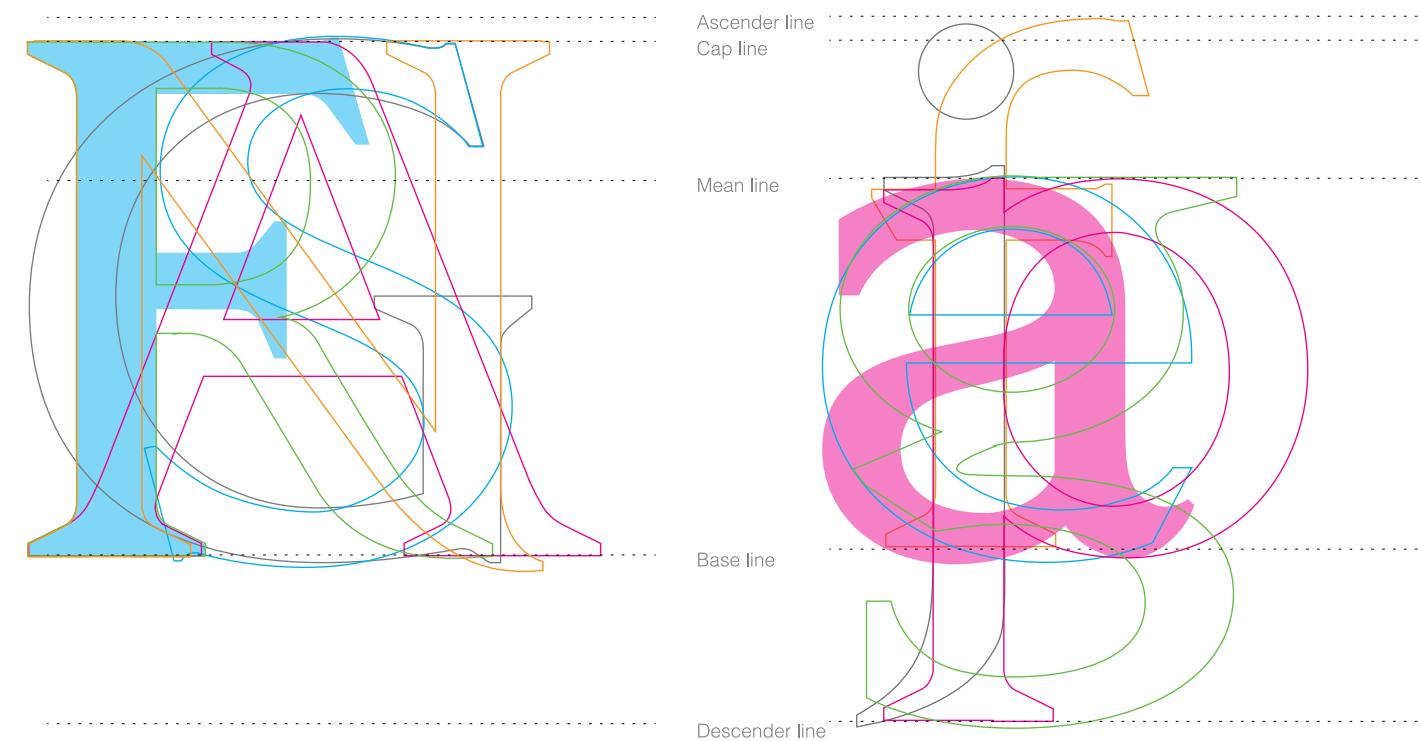
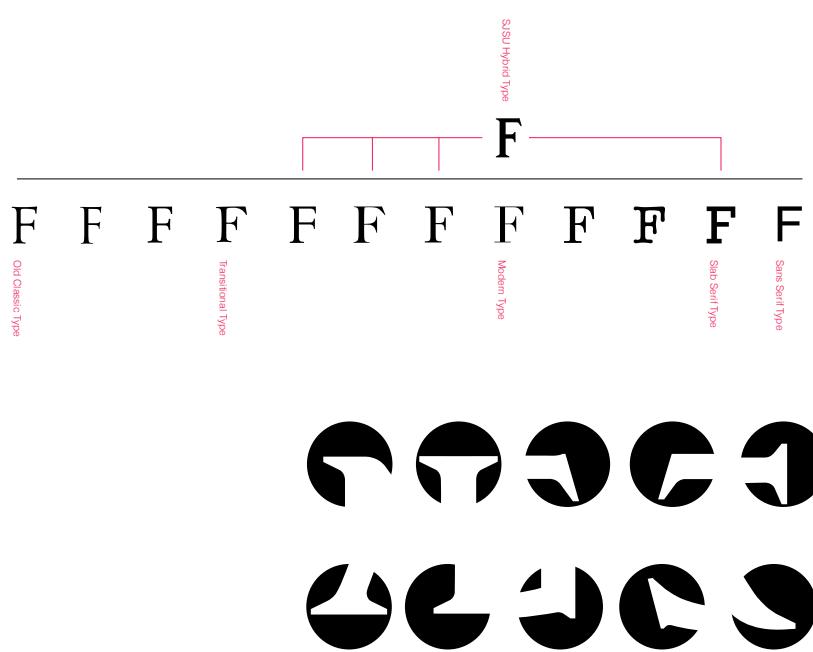
Pantone Yellow
7406 U

SJSU Spartan Typeface Story

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 with yet another reason to be proud: the SJSU Spartan Typeface was created for Spartans, by Spartans.

Associate Professor Chang Kim 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 our history as the first 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. Formed from these Spartan-crafted letters, your words, messages and stories will have even deeper meaning.



A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

~!@#\$%^&*()_-+={}|[]\:;';<>,.?/+=\$%*”“
 ÀÁÂÄÅÃÉÊÈÑÓÔÖÐØÇÆ`ÉÊËÈÐFLFIß
 ÑÙ½¼Ø¶"¥£©®¢·`--÷×°Ð
 áâäàãåÜÛÛÚÏÏ„,-±ÑÙúûüýÿìïíÝšŽž/

SJSU Spartan Type Family

Standardizing our type family usage helps maintain a consistent look and feel across all media. As use of the typeface increases, our communication materials will take on a familiar Spartan personality.

The typeface should be used in print and on the web—mostly as headlines, subheads and introductory copy. It can also be used for formal body text on certificates, diplomas and invitations.

Rod Cavazos of Psyops Type Foundry produced our digitally mastered typeface.

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

SJSU Spartan Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ~ ! @ # \$ % ^ & * () _ + { } \ : ; " < > ?

SJSU Spartan Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ~ ! @ # \$ % ^ & * () _ + { } \ : ; " < > ?

SJSU Spartan Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ~ ! @ # \$ % ^ & * () _ + { } \ : ; " < > ?

SJSU Spartan Regular Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ~ ! @ # \$ % ^ & * () _ + { } \ : ; " < > ?

SJSU Spartan Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ~ ! @ # \$ % ^ & * () _ + { } \ : ; " < > ?

SJSU Spartan Light Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ~ ! @ # \$ % ^ & * () _ + { } \ : ; " < > ?

Complementary Fonts: Absara

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

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

Absara SansOT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ~!@#\$%^&*()_-+{}\\;\"<>?

Absara SansOT Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ~!@#\$%^&*()_-+{}\\;\"<>?

Absara SansOT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ~!@#\$%^&*()_-+{}\\;\"<>?

Absara SansOT Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ~!@#\$%^&*()_-+{}\\;\"<>?

Absara SansOT Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ~!@#\$%^&*()_-+{}\\;\"<>?

Absara SansOT Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdeghijklmnopqrstuvwxyz
0123456789 ~!@#\$%^&*()_-+{}\\;\"<>?

Complementary Fonts: Helvetica Neue

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

Helvetica and Helvetica Neue can be used as body copy and subheads, and is especially good for smaller type, as the "x-height" is large and readable.

Helvetica Neue (TT) Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ~ ! @ # \$ % ^ & * () _ + { } \ ; " " < > ?

Helvetica Neue (TT) Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ~ ! @ # \$ % ^ & * () _ + { } \ ; " " < > ?

Helvetica Neue (TT) Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ~ ! @ # \$ % ^ & * () _ + { } \ ; " " < > ?

Helvetica Neue (TT) Regular Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ~ ! @ # \$ % ^ & * () _ + { } \ ; " " < > ?

Helvetica Neue (TT) Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ~ ! @ # \$ % ^ & * () _ + { } \ ; " " < > ?

Helvetica Neue (TT) Light Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ~ ! @ # \$ % ^ & * () _ + { } \ ; " " < > ?

Official San José State Business System

The new business system, including business cards, watermarked letterhead, mailing labels, standard envelopes and notepads, will be available for you to order online soon.

For more information, visit sjsu.edu/communications/identity.



Official San José State Business System

Alternate versions of the new business system, including business cards, watermarked letterhead, mailing labels, standard envelopes and notepads, will be available for you to order online soon.

For more information, visit sjsu.edu/communications/identity.



Official San José State Business System

The note pads and mailing labels of the new business system will be available for you to order online soon.

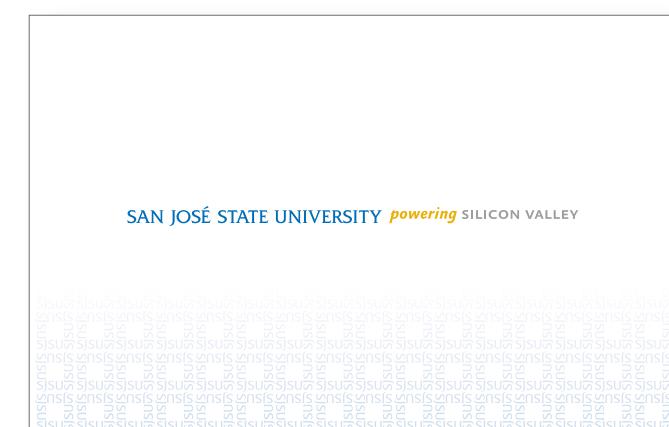
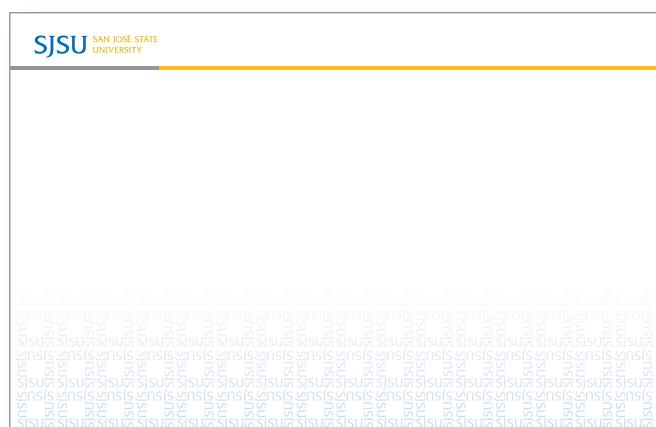
For more information, visit sjsu.edu/communications/identity.



PowerPoint Templates

Show your Spartan pride—while helping to distinguish the university—whenever you give a presentation. We listened: The new template slides have lighter backgrounds for legibility and easier printing.

Download PowerPoint templates at sjsu.edu/communications/identity.



PowerPoint Templates

Show your Spartan pride—while helping to distinguish the university—whenever you give a presentation. This version is for spirit and pride presentations.

Download PowerPoint templates at sjsu.edu/communications/identity.



Getting Started

Before you begin to use the new visual identity system, be sure to read SJSU Power Source and check out the marketing and communications website. Learn how the visual identity system is just one component of San José State's brand platform.

Tell us what you think!

This Basic Graphic Style Guide and its companion, SJSU Power Source, are the foundation for a complete brand guide that will be created with the help of your feedback.

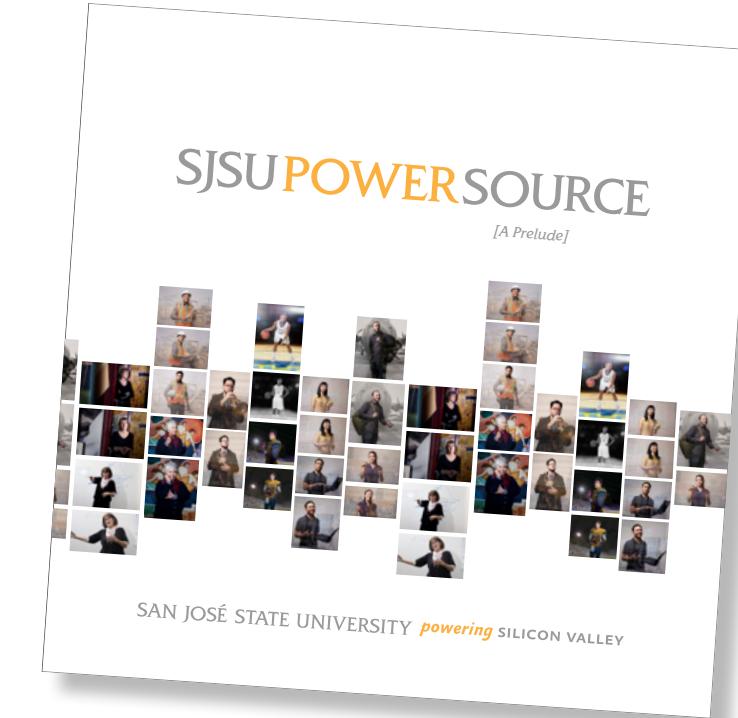
We're working on the following resources for you:

- InDesign and Word templates for flyers, brochures, mailers, fact sheets and more
- Additional lockup variations for San José State's auxiliaries and those with a modified seal
- Sample applications for Spartan apparel and promotional items
- Graphic elements for official SJSU videos
- All pieces of the SJSU business system

Share your feedback and tell us how you're using the visual identity system to support our brand at sjsu.edu/communications/feedback.

Questions?

Office of Marketing and Communications
Division of University Advancement
Clark Hall 300
408-924-1166
sjsu.edu/communications



Creative Collaboration

The new San José State visual identity system began with a creative partnership between University Art Director Michelle Frey and Associate Professor of Graphic Design Chang Kim.

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 campus community another reason to be proud.

SJSU 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.

Special thanks

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.

BFA Class of 2013, for the arduous task of first-round design research.

Student designers (BFA Graphic Design Class of 2014) Brandon Boswell, Hoyin Chan, Yvonne Ko, Hyun Joo Park, Rachel Poage, Andrew Yee, whose contributions have captured the spirit of San José State.