Everything we are and everything we do is geared toward one thing – making sure that you succeed, no matter what your goals may be.

Your Goals. Your College.
# TABLE OF CONTENTS

## THE SAN JACINTO COLLEGE BRAND
- Graphic Standards Introduction ................................................................. 6
- Vision / Mission / Values ........................................................................... 7
- The College Mark ..................................................................................... 8
- Secondary Marks ..................................................................................... 9
- Individual Campus, Department, and Program Identity ......................... 10
- Incorrect College Logo Usage ................................................................. 11
- Typography/Fonts .................................................................................. 12
- Email Signature ..................................................................................... 12
- Color Palette ........................................................................................ 13
- The Official Seal .................................................................................... 14
- Art vs. Logo .......................................................................................... 18
- Retired College Logos .......................................................................... 19

## ATHLETICS
- San Jacinto College Central Athletics Branding ..................................... 22
- San Jacinto College North Athletics Branding ....................................... 24
- San Jacinto College South Athletics Branding ....................................... 26
- Sport-Specific Wordmarks, San Jac Sports, and Ligature ................. 28
- Incorrect Athletics Logo Usage ............................................................. 30
- Retired Athletics Logos ...................................................................... 31

## STATIONERY AND PRESENTATION TEMPLATES
- Letterhead .......................................................................................... 34
- Envelopes ........................................................................................... 36
- Business Cards .................................................................................... 37
- PowerPoint Templates ......................................................................... 38

## WEBSITE
- Website .............................................................................................. 40
THE
SAN JACINTO COLLEGE BRAND
The San Jacinto College Brand
This guide is designed to help maintain a consistent brand for San Jacinto College. So what is a brand? A brand is much more than just a logo. A brand is an organization's DNA – what it stands for and ultimately what makes it unique. For San Jacinto College, our brand is about empowering people to reach their goals. A brand is visualized through all its communication pieces – no matter whether it's a television ad, a sign on campus, or even an internal memo. Everything we produce says something about who we are. Therefore it’s important that all these things – from our logo to the fonts we use – always be strong, positive, and most importantly, consistent.

What Are Graphic Standards and Why Are They Important?
Graphic standards provide tips, policies, and procedures for achieving a high quality and consistent look in all of San Jacinto College's branding materials such as publications and advertising. San Jacinto College’s graphic standards include things like rules for how to use the College's different logos, fonts, and colors, as well as rules to maintain common design features for things like Web pages, flyers, posters, and ads.

The graphic standards are important because graphics are ultimately how people visualize our brand.
Our graphics represent everything we’re about and everything that makes us unique. Having strong, positive, and consistent graphics are vital to attracting students and faculty.

**Maintaining Style Standards and Consistency**
Consistency is the cornerstone of effectively branding San Jacinto College. In order to increase name recognition, the names and terms associated with the College should be used in the same way in all forms of communication. All College publications, including their editorial content and design, must conform to the policies and standards described in this document. To maintain this consistency, we ask that all communications materials, including those listed above, be reviewed by the Marketing and Communications Department before being circulated.

**Mission**
Our mission is to ensure student success, create seamless transitions, and enrich the quality of life in the communities we serve.

**Vision**
San Jacinto College will be the leader in educational excellence and in the achievement of equity among diverse populations. We will empower students to achieve their goals, redefine their expectations, and encourage their exploration of new opportunities. Our passions are people, learning, innovation, and continuous improvement.

**Values**
- **Integrity:** Ethical and Professional “We act in ways which instill confidence and trust.”
- **Excellence:** In Everything We Do “We achieve quality results in everything we do.”
- **Accountability:** It’s Up to Us. “We take responsibility for our commitments and outcomes.”
- **Innovation:** Lead the Way. “We apply our knowledge, skill, insight, and imagination to recognize opportunities, solve problems, and recommend new solutions.”
- **Sense of Community:** Caring for Those We Serve and Ourselves “We demonstrate genuine concern for the well-being of our students, our community and ourselves.”
- **Student Success:** Our Ultimate Measure “We enable students to achieve their goals.”
- **Diversity:** Celebrate the Differences “We celebrate the diversity of ideas and cultures.”
- **Collaboration:** We Work Together. “We work together for the benefit of the college.”

An Equal Opportunity Institution
The San Jacinto College District is committed to equal employment opportunity without regard to race, creed, color, national origin, citizenship status, age, disability, pregnancy, religion, gender, sexual orientation, gender expression or identity, genetic information, marital status, or veteran status in accordance with applicable federal and state laws. No person including students, faculty, staff, part-time, and temporary workers will be excluded from participation in, denied the benefits of, or be subjected to discrimination or harassment under any program or activity sponsored or conducted by the San Jacinto College District on the basis of the categories listed.
The College Mark
The San Jacinto College logo is the College’s official identification mark and should always appear on all communications. It may not be modified in any way.

The College’s logo has three parts – the symbol (interlocking letters), the wordmark (name), and the tagline. The wordmark is always used with the symbol.

The College’s logo should appear in an official San Jacinto College color (see page 13). Solid black should be used in materials reproduced in black and white or all white for reverses on a dark background.

Tagline
The tagline should be centered under the wordmark and typeset in Sabon Italic. The College tagline is “Your Goals. Your College.”

Logo Clear Zone
To give the logo the maximum amount of emphasis, a clear zone surrounding the logo must be maintained.

The space is measured by the height of the “C” in College as shown. Space between the symbol and the wordmark is half of the “C” space.

The only element that can intrude on the clear zone is the tagline, campuses, and departments.

Minimum Size
The minimum size the logo can be printed measures 1.25” in length as shown.

For smaller applications such as a pen, use either the symbol alone, or the horizontal version of the logo.

These standards outline the use of the College symbol and wordmark with tagline.
Secondary Marks
The following are all the approved secondary versions of the logo and how each should be used.

Please refrain from:

• Altering the logo colors in any way
• Altering the proportions of the logo in any way (stretched or squeezed, for example)
• Placing the logo with any other mark, symbol, logo or name, other than the College’s official graphic signature or official signature of a campus, department, or program

Reversed Logo
For times when the logo is used on a color or black background

Without Tagline
For times when no tagline is preferred

Reversed Logo Without Tagline
For times when the logo is used on a color or black background and no tagline is preferred
Individual Campus, Department and Program Identity
We have created a way for all departments and programs to have individual identity but still maintain the College brand.

The College is the only entity to have a logo. All locations have individually designed signatures that feature their names in combination with the College symbol and wordmark.

The department name should be typed in Sabon Roman small caps centered under the official college mark, with a line on either side.

Logo Clear Zone
To give the logo the maximum amount of emphasis, a clear zone surrounding the logo must be maintained.

The space is measured by the height of the “C” in College as shown. Space between the symbol and the wordmark is half of the “C” space.

The only element that can intrude on the clear zone is the tagline, campuses, and departments.

Minimum Size
The minimum size the logo can be printed measures 1.25” in length as shown.

For smaller applications such as a pen, use either the symbol alone, or the horizontal version of the logo.

These standards outline the use of the College symbol and wordmark with tagline.

Examples:
Incorrect College Logo Usage

The following are examples of inappropriate usage of the San Jacinto College logo.

The logo should be reproduced exactly as it appears in supplied digital files.
Consistent use of the logo is key to maintaining a cohesive and effective graphic identity for the College. If the College logo appears in a variety of altered or modified forms, the logo become less reliable as a symbol of the College.

If you see the College logo in an unapproved, modified form or have a question about usage, please contact the marketing office.

Please do not use unofficial College colors.
Please do not alter the proportions of the logo in any way (stretched or squeezed, for example).
Please do not add extra elements to the College logo.
Please do not rotate or place the College logo at an angle.

Please do not change the fonts in the College logo.
Please do not create your own tagline.
Please do not overprint on the College logo, even when screened.
Please do not place the logo with any other organization's logo, symbol, or name.

Please do not place the College logo on a busy background.
Please do not put the reversed College logo on a light background.
Please do not put the black College logo on a dark background.
### Typography/Fonts

Approved typestyles are integral to a consistent identity standard. The San Jacinto College wordmark and campus/program/department typeface family is Sabon, a serif font selected for its classical, traditional look, to complement the more contemporary treatment of the graphic elements.

San Jacinto College allows creative flexibility in selection of body text/body copy fonts for publications, although selections should be easy to read and complement the official font.

The typeface used in the wordmark is Sabon Bold in small caps. Sabon Italic is used for the tagline.

It is not necessary nor recommended to use a Sabon or supporting type and body copy font. In many cases, it is preferable to use contrasting styles. Choose compatible typefaces which complement the wordmark.

#### Sabon

<table>
<thead>
<tr>
<th>Lowercase</th>
<th>Uppercase</th>
<th>Digit</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

#### Sabon Bold

<table>
<thead>
<tr>
<th>Lowercase</th>
<th>Uppercase</th>
<th>Digit</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

#### Sabon Italic

<table>
<thead>
<tr>
<th>Lowercase</th>
<th>Uppercase</th>
<th>Digit</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

#### Sabon Bold Italic

<table>
<thead>
<tr>
<th>Lowercase</th>
<th>Uppercase</th>
<th>Digit</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

---

### Email Signature

Signature should be set in 10 pt. Times New Roman in Pantone 294. Name and Web are bolded.

#### San Jacinto College

- **Symbol** is made of interlocking Sabon letterforms.
- **Wordmark** is made using Sabon Bold.
- **Tagline** is made using Sabon Italic.

#### First Name Last Name  Title / Department

281.000.0000  Tel  
281.000.0000  Fax  
4624 Fairmont Pkwy, Suite 000  
Pasadena, TX 77504  
SanJac.edu  
San Jacinto College - North

Use the rest of the Sabon family for subheads and design elements as needed.
**Color Palette**

The official school colors of San Jacinto College are PMS 294, PMS 123, and white, which is used as an accent color. The colors are the foundation of the College's graphic identity and should never be altered. Although it is common for designers of College publications and websites to use the San Jacinto College color palette, they are not limited to using only those colors. However, the main colors in all College-wide publications should be some combination of blue, gold, and white.

For 4-color printing applications, use the CMYK (cyan, magenta, yellow, black) equivalents.
History of the San Jacinto College Seal
San Jacinto College students created the “coat of arms” as an academic seal in 1966-1967 in an effort to “instill pride in the student body.”
The seal is a circle surrounding a coat-of-arms with a mantel and motto written in Latin. The Board of Trustees adopted the San Jacinto College academic seal on March 6, 1967.
The “coat of arms” was revisited in March 2008 in an effort to create one seal for San Jacinto College to be used as the formal symbol for the College while maintaining the history and efforts of the student body in 1967.
The Board of Trustees approved the seal of San Jacinto College as it stands today on April 7, 2008.

Elements and Their Meaning
Date: 1961 – the date San Jacinto College first opened its doors for instruction.
Torch: The torch of wisdom.
Coat-of-Arms: The coat-of-arms was a required element by the student body. Although an explanation does not exist as to why they wanted it, the College community wishes to honor their work. Within the Coat-of-Arms are:

- **Raven:** the nickname of General Sam Houston
- **San Jacinto Monument:** honoring our location and the birthplace of Texas
- **Lamp:** the lamp of learning
- **Oak Leaves:** the oak leaves signify strength and longevity
- **Latin Motto:** Cras Es Noster means: The Future is Ours
The Official Seal

The most formal symbol of San Jacinto College is the seal. It is the official academic signature of the College. As such, the seal is reserved for use on formal documents or forms of the highest official rank such as Board of Trustees, Chancellor, Vice Chancellor, Presidents, and other formal administrators’ documents. Such documents could include diplomas, certificates, certain other printed materials of a formal nature, and legal documents. Any other use of the College seal should be pre-approved by the Marketing Department.

Seal Guidelines

The San Jacinto College seal is used primarily for official College documents such as diplomas, certificates, special awards or plaques as directed by the office of the marketing department. The seal is also used in specific applications, where a more formal presentation is desired, such as stationery, commencement and event programs, commemorative items and other merchandise.

The seal should only be used for applications directly related to the official business of the College.

Logo Clear Zone

To give the seal the maximum amount of emphasis, a clear zone surrounding the seal must be maintained.

The space is measured by the radius of the seal at its widest point.

Minimum Size

The minimum size the logo can be printed measures 0.75” in width as shown.

For smaller applications such as a pen, use either the symbol alone, or the horizontal version of the San Jacinto College logo.
The College seal may be used in black and white or the designated colors of the College. The College seal may be foil stamped in gold or silver. Use only reproduction quality images of the seal (available from the Marketing department) for direct reproduction.

**Color**
For most official college applications

- **Pantone:** PMS 292 C
- **CMYK:** 49, 11, 0, 0
- **RGB:** 121, 189, 232
- **HEX:** 75B2DD

**Reversed Logo**
For times when the logo is used on a color or black background

- **Pantone:** Process Black
- **CMYK:** 0, 0, 0, 100
- **RGB:** 35, 31, 32
- **HEX:** 231F20

**Color**
For most official college applications

- **Pantone:** PMS 872 C
- **CMYK:** 20, 30, 70, 15
- **RGB:** 121, 189, 232
- **HEX:** ADAFAA

**Color**
For most official college applications

- **Pantone:** PMS 429 C
- **CMYK:** 3, 0, 0, 32
- **RGB:** 176, 185, 188
- **HEX:** ADAFAA
Incorrect Seal Usage
The following are examples of inappropriate usage of the San Jacinto College seal.
The seal should be reproduced exactly as it appears in supplied digital files.
Consistent use of the seal is key to maintaining a cohesive and effective graphic identity for the College. If the seal appears in a variety of altered or modified forms, the mark becomes less reliable as a symbol of the College.
If you see the College seal in an unapproved, modified form or have a question about usage, please contact the marketing office.

Please do not use unofficial College colors.
Please do not alter the proportions of the seal in any way (stretched or squeezed, for example).
Please do not resize, move, or change the elements independently.
Please do not rotate or place the seal at an angle.
Please do not combine the seal with any other college logo.
Please do not screen the seal.
Art vs. Logo
Several departments and programs of the College request special artwork to use with program materials, t-shirts, or other printed materials. Marketing is always happy to assist with artwork for these programs. However, this artwork should not be used as a logo or in place of the San Jacinto College logo. Examples of artwork include the Distinguished Faculty artwork, Aerospace Academy artwork, AsPIRE Office artwork, QEP, Men of Honor, and more. Please note that even in this artwork, brand standards are used to maintain consistency. Examples of artwork can also include the monument a graphic element.

Special Logos
Before creating a logo for a special event, organization, or initiative, please contact the marketing office for permission and assistance. As with the College logo, special logos and other graphics should reinforce San Jacinto College’s brand identity and reflect the quality of the institution.

Examples of Special Artwork
The following are examples of special artwork for College events, organizations, and initiatives.
Retired College Logos
These are examples of San Jacinto College logos that have been retired. Please refrain from using them on any printed publications or apparel. If you find any of these logos or any others still in use, please contact the marketing department.
ATHLETICS
Central Athletics Branding
San Jacinto College has a long and rich history of athletic success, which has brought international exposure to the College and local community. Like many community and four-year college athletic programs, San Jacinto College has a history of producing professional and Olympic athletes. With this in mind, a “voice” and “persona” of the San Jacinto College athletic brand is necessary in order to effectively communicate our message to our various audiences – students, student-athletes, and prospective students; coaching staffs and dedicated faculty; donors and sponsors; a fiercely loyal and committed alumni; and the public at large.

Here is a list of approved athletics logos for San Jacinto College Central Campus and how they should be used. These logos should be used for athletics purposes only.

Please do not use the logos with academic, business, official or legal communications. For those applications, use the primary San Jacinto College logo (see Page 8).

Logo Clear Zone
To give the logo the maximum amount of emphasis, a clear zone surrounding the logo must be maintained.

The space is measured by half the height of the Raven head as shown.

The only elements that can intrude on the clear zone is the college name.

Minimum Size
The minimum size the logo can be printed measures 1” in length as shown.

For smaller applications such as a pen, use either the head alone or the wordmark.

These standards outline the use of the College symbol and wordmark with tagline.
Color Palette
The colors of the Central Campus are Pantone 292 and Process Black. White may be used as an accent color.

Pantone: PMS 292
CMYK: 49, 11, 0, 0
RGB: 121, 189, 232
HEX: 75B2DD

Pantone: Process Black
CMYK: 0, 0, 0, 100
RGB: 35, 31, 32
HEX: 231F20

Raven and Type
For most full-color applications where the background is light

Reversed Logo
For most full-color applications where the background is dark

Black and White Logo
For most black and white applications where only one color can be used

Type Logo
For use when just the letters of the school are preferred.
Blue is PMS 292 and Black is Process Black

Reversed Type Logo
For use when the logo will be applied on a light background. Blue is PMS 292 C and Black is Process Black

Black and White Logo
For most black and white applications where only one color can be used

Type Logo
For use when just the team name is preferred. Blue is PMS 292 and Black is Process Black

Reversed Type Logo
For use when the logo will be applied on a light background. Blue is PMS 292 C and Black is Process Black

Black and White Logo
For most black and white applications where only one color can be used
San Jacinto College has a long and rich history of athletic success, which has brought international exposure to the college and local community. Like many community and four-year college athletic programs, San Jacinto College has a history of producing professional and Olympic athletes. With this in mind, a “voice” and “persona” of the San Jacinto College athletic brand is necessary in order to effectively communicate our message to our various audiences – students, student-athletes, and prospective students; coaching staffs and dedicated faculty; donors and sponsors; a fiercely loyal and committed alumni; and the public at large.

Here is a list of approved athletics logos for San Jacinto College North Campus and how they should be used. These logos should be used for athletics purposes only. Please do not use the logos with academic, business, official or legal communications. For those applications, use the primary San Jacinto College logo (see Page 8).

Logo Clear Zone
To give the logo the maximum amount of emphasis, a clear zone surrounding the logo must be maintained.

The space is measured by the height of the Gator head as shown.

The only elements that can intrude on the clear zone is the college name.

Minimum Size
The minimum size the logo can be printed measures 1” in length as shown.

For smaller applications such as a pen, use either the head alone or the wordmark.

These standards outline the use of the College symbol and wordmark with tagline.
Color Palette
The colors of the North Campus are Pantone 357 and Pantone 123. White may be used as an accent color.

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 357</td>
<td>80, 0, 100, 56</td>
<td>0, 99, 37</td>
<td>215B33</td>
<td></td>
</tr>
<tr>
<td>PMS 123</td>
<td>0, 24, 94, 0</td>
<td>255, 196, 37</td>
<td>FFC61E</td>
<td></td>
</tr>
</tbody>
</table>

Gator and Type
For most full-color applications where the background is light

Reversed Logo
For most full-color applications where the background is dark

Type Logo
For use when just the team name is preferred. Green is PMS 357 and Gold is PMS 123

Reversed Type Logo
For use when the logo will be applied on a light background. Green is PMS 357 and Gold is PMS 123

Black and White Logo
For most black and white applications where only one color can be used

Type Logo
For use when just the letters of the school are preferred. Green is PMS 357 and Gold is PMS 123

Reversed Type Logo
For use when the logo will be applied on a light background. Green is PMS 357 and Gold is PMS 123

Black and White Logo
For most black and white applications where only one color can be used
South Athletics Branding
San Jacinto College has a long and rich history of athletic success, which has brought international exposure to the college and local community. Like many community and four-year college athletic programs, San Jacinto College has a history of producing professional and Olympic athletes. With this in mind, a “voice” and “persona” of the San Jacinto College athletic brand is necessary in order to effectively communicate our message to our various audiences – students, student-athletes, and prospective students; coaching staffs and dedicated faculty; donors and sponsors; a fiercely loyal and committed alumni; and the public at large.

Here is a list of approved athletics logos for San Jacinto College South Campus and how they should be used. These logos should be used for athletics purposes only. Please do not use the logos with academic, business, official or legal communications. For those applications, use the primary San Jacinto College logo (see Page 8).

Logo Clear Zone
To give the logo the maximum amount of emphasis, a clear zone surrounding the logo must be maintained.

The space is measured by the 1/2 the height of the Coyote head as shown.

The only elements that can intrude on the clear zone is the college name.

Minimum Size
The minimum size the logo can be printed measures 1” in length as shown.

For smaller applications such as a pen, use either the head alone or the wordmark.

These standards outline the use of the College symbol and wordmark with tagline.
Color Palette
The colors of the South Campus are Reflex Blue and Cool Gray 7. White may be used as an accent color.

Coyote and Type
For most full-color applications where the background is light

Reversed Logo
For most full-color applications where the background is dark

Black and White Logo
For most black and white applications where only one color can be used

Type Logo
For use when just the letters of the school are preferred. Blue is Reflex Blue and Silver is Cool Gray 7

Reversed Type Logo
For use when the logo will be applied on a light background. Blue is Reflex Blue and Silver is Cool Gray 7

Black and White Logo
For most black and white applications where only one color can be used

Pantone: Reflex Blue
CMYK: 100, 73, 0, 2
RGB: 0, 84, 164
HEX: #0054A4

Pantone: Cool Gray 7
CMYK: 0, 0, 0, 37
RGB: 173, 175, 178
HEX: #ADAFB2
Sport-Specific Wordmarks, San Jac Sports, and Ligature

The San Jac ligature and sport-specific wordmarks have been created for each sport as part of the San Jacinto College athletics logo system.

Again, the relationship of these elements is unique and should be used consistently. Using standard fonts will not accurately reproduce the typography. Please use electronic files or camera-ready artwork supplied by the marketing department when reproducing the wordmarks.
Ligature
For use when just the letters of the school are preferred. Blue is Reflex Blue and Gray is Cool Gray 7.

Ligature
For use when just the letters of the school are preferred. Green is PMS 357 and Gold is PMS 123.

Ligature
For use when just the letters of the school are preferred. Blue is PMS 292 and Black is Process Black.

Ligature
For use when just the letters of the school are preferred. Blue is PMS 294 and Gold is PMS 123.

Reversed Ligature
For use when the logo will be applied on a light background. Blue is Reflex Blue and Gray is Cool Gray 7.

Reversed Ligature
For use when the logo will be applied on a light background. Blue is Reflex Blue and Gray is Cool Gray 7.

Reversed Ligature
For use when the logo will be applied on a light background. Blue is Reflex Blue and Gray is Cool Gray 7.

Reversed Ligature
For use when the logo will be applied on a light background. Blue is PMS 294 and Gold is PMS 123.
SAN JACINTO COLLEGE: BRAND STANDARDS

Incorrect Athletics Logo Usage
The following are examples of inappropriate usage of the San Jacinto College South athletics logos.

The logos should be reproduced exactly as it appears in supplied digital files. Consistent use of the logos is key to maintaining a cohesive and effective graphic identity for the College. If the athletics logos appear in a variety of altered or modified forms, the logos become less reliable as symbols of the College.

If you see the athletics logos in an unapproved, modified form or have a question about usage, please contact the marketing office.

Please do not use unofficial or modified College colors.

Please do not alter the proportions of the logos in any way (stretched or squeezed, for example).

Please do not add extra elements to the athletics logos.

Please do not rotate or place the athletics logos at any angle other than the one provided.

Please do not change the fonts in the athletics logos.

Please do not overprint on the athletics logos, even when screened.

Please do not place the athletics logos with any other organization's logo, symbol, or name.

Please do not place the athletics logos on a busy background.
Retired Athletics Logos
These are some of the San Jacinto College athletics logos that have been retired. Please refrain from using them on any printed publications or apparel.
If you find any of these logos or any others still in use, please contact the marketing department.
SAN JACINTO COLLEGE: BRAND STANDARDS
STATIONERY
AND
PRESENTATION TEMPLATES
SEAL LETTERHEAD
The following is the recommended layout for the letterhead when using the seal.

Top Margin
The letter should start 2" from the top of the page.

Type
The font size should be 10 pt. Sabon Roman.

Side Margins
Side margins should be 1.25” in from the sides of the sheet.

Paper
Cougar opaque text white 80 lb.

Seal
Centered on page and located 0.5” from the top of the sheet.

Horizontal Rule Lines
The top rule lines should start 0.75” from the sides of the page and stop 0.25” from the seal. They should be 0.497 pt in weight and be located 1.25” from the top of the sheet. The bottom rule line starts and stops 0.75” from the sides of the sheet and is 0.875” from the bottom of the sheet; it is 0.825 pt in weight.

Bottom Copy
All copy is set in Helvetica Neue LT Std Cn font at a size of 8 pt. The right and left margins are at 0.75” and the baseline of the copy is 0.5” from the bottom of the sheet.
GENERAL LETTERHEAD
The following is the recommended layout for the College's general letterhead.

Top Margin
The letter should start 2" from the top of the page.

Type
The font size should be 10 pt. Sabon Roman.

Side Margins
Side margins should be 1.25" in from the sides of the sheet.

Paper
Cougar opaque text white 80 lb.

Logos
The top logo should be located 0.5" from the top of the sheet and 0.75" from the side of the sheet. It is 2.4497" wide. The large logo is centered between the top logo and the bottom rule line. It is 6.9582" tall and at an 8% tint.

Horizontal Rule Lines
Both rule lines are 0.5 pt in weight. The top rule line starts at the edge of the “E” in the logo, and stops 0.75" from the side of the sheet. The bottom rule line starts and stops 0.75" from the sides of the sheet and is located 0.875" from the bottom of the sheet.

Bottom Copy
All copy is set in Helvetica Neue LT Std Cn font at a size of 8 pt. The right and left margins are at 0.75" and the baseline of the copy is 0.5" from the bottom of the sheet.
ENVELOPES
The following is the recommended layout for our envelopes.

**Size**
9.5” X 4.125” (#10 Envelope)

**Front layout**
College Mark placed at upper left of the front of the envelope

**Type**
Font size should be set in 8 pt.

**Color**
Pantone Process Black

**Paper**
Cougar 10/60 60 lb. white

---

**Size**
8.875” X 3.875” (#9 Envelope)

**Front layout**
College seal placed at upper left of the front of the envelope.

**Type**
Font size should be set in 8 pt.

**Color**
Pantone Process Black

**Paper**
Cougar 10/60 60 lb. white
BUSINESS CARDS
The following is the recommended layout for our business cards.

**Size**
Standard business card size 3.5” X 2”

**Type**
Name should be set in Times New Roman Bold at 12 pt. The position should be set in Times New Roman Bold Italic at 9 pt. All other information should be set in Times New Roman Bold Cond at 8 pt.

**Margins**
Top, left and right margins are 0.1875” and the bottom margin is 0.2318”.

**Color**
PMS Reflex Blue C

**Paper**
Cougar opaque white 130 lb.
POWERPOINT TEMPLATES

The following are PowerPoint title slide templates.
WEBSITE
The College Website

The Web offers the San Jacinto College community rich resources for advancing, teaching, and research. It is an important tool for communication, learning, and scholarship. San Jacinto College provides Web resources to departments for legitimate college business and scholarly activity.

San Jacinto College website and Web pages should be developed with the following guiding principles:

User-Friendly Approach

Every stage of development should be steeped in consideration of the goals of your users when accessing the site. Define and prioritize your audiences, then design content, layout, and navigation accordingly. Make every element of your site intuitive and meaningful for your users.

Brand Consistency

Make sure your users know that your site is part of San Jacinto College by using the logo and supporting elements (color, imagery, etc.). Refer to the brand standards during the creative process to help guide your development.

Strong Content

Without content, there can be no site. San Jacinto College encourages departments to create program pages on the Areas of Study section of the website. Create engaging material and maintain it with regularly planned updates. Include events and news when relevant to your users. Official information that already exists on College pages (such as calendars, descriptions of programs, etc.) may not be duplicated. Links to the existing information should be provided instead. College staff must review pages regularly to keep them accurate and updated. Outdated pages are subject to removal from the College Web server.

While the College provides brand standards and encourages their adoption by its page creators, it does not require that each guideline be followed, beyond the minimum threshold of logo use. This book is meant to complement, with some flexibility, College and unit brand guidelines that accomplish more specific goals.

The College uses Associated Press (AP) style. Communicators should take care to avoid using “shop talk” in external communications. For example, avoid use of acronyms for College programs and units, as these are not readily understood outside the college.
Management of College Web Pages

The San Jacinto College marketing department web content manager oversees the appearance of all the pages on the website. The College reserves the right to review pages that are located on the College website to ensure consistency for the institution.

Page administrators are responsible for the content of their pages. Departmental pages should not attempt to duplicate official information and should link readers to the correct pages for such information.

The office of information technology services manages the resources and technical services regarding Web, servers, and system configuration. ITS coordinates with the web content manager and others to determine whether departmental pages are acceptable.

Web Colors

Official College colors are blue and gold. White may be used as an accent color. Pages for programs and departments should use official colors in headers, banners or other major design elements to maintain consistency with the San Jacinto College home page. Official colors, for Web purposes, are, for blue, PMS 294, and gold, PMS 123. Hex values are: blue: #003F87 and gold: FFC61E.

No page will link directly from the main home page if it is not in compliance with color schemes, navigation and format as demonstrated by the home page.

RGB: 121, 189, 232
HEX: 75B2DD

RGB: 35, 31, 32
HEX: 231F20

RGB: 255, 255, 255
HEX: FFFFFFF