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 .................................................................................................................... 4
- Vision / Mission / Values ........................................................................................................................................... 5
- The College Mark .......................................................................................................................................................... 6
- Secondary Marks ................................................................................................................................................................ 7
- Individual Campus, Department, and Program Identity ................................................................................................ 8
- Incorrect College Logo Usage ........................................................................................................................................ 9
- Art vs. Logo ..................................................................................................................................................................... 10
- Retired College Logos ..................................................................................................................................................... 11
- Color Palette .................................................................................................................................................................. 12
- Typography/Fonts ............................................................................................................................................................. 14
- Email Signatures ............................................................................................................................................................. 15
- The College Seal ............................................................................................................................................................. 16
- Incorrect Seal Usage ....................................................................................................................................................... 19

## ATHLETICS
- San Jacinto College Athletics Branding .................................................................................................................... 22
- San Jac Sports Ligature .................................................................................................................................................. 24
- Retired Athletics Logos .................................................................................................................................................... 25
- Incorrect Athletics Logo Usage ....................................................................................................................................... 26

## STATIONERY AND PRESENTATION TEMPLATES
- Letterhead ....................................................................................................................................................................... 28
- Envelopes ........................................................................................................................................................................ 30
- Business Cards ............................................................................................................................................................... 31
- PowerPoint Templates ...................................................................................................................................................... 32

## WEBSITE
- Website .......................................................................................................................................................................... 34
- Web Color Palette ............................................................................................................................................................ 36
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 are 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, Public Relations, and Government Affairs Department before being circulated.

Mission
San Jacinto College is focused on student success, academic progress, university transfer, and employment. We are committed to opportunities that enrich the quality of life in the communities we serve.

Vision
San Jacinto College will advance the social and economic mobility of all members of our community. We will be known for our excellence in teaching and learning, our intentional student-centered support, and our commitment to every student. We will be the preferred workforce and economic development partner in the region and a champion for lifelong learning. San Jacinto College will inspire students to explore opportunities, define their educational and career paths, and achieve their goals and dreams.

Values
• Integrity: We Act Honorably and Ethically
  “We conduct ourselves in ways that are professional, instill confidence, and promote trust.”
• Inclusivity: We Grow through Understanding
  “We respect and learn from the diversity of our cultures, experiences, and perspectives.”
• Collaboration: We Are Stronger Together
  “We believe in the power of working together.”

• Innovation: We Embrace New Possibilities
  “We anticipate change, explore opportunities, and create continuously evolving solutions.”
• Accountability: We Are Responsible Individually and Collectively
  “We take ownership for our commitments and outcomes.”
• Sense of Community: We Care for Those We Serve
  “We demonstrate concern for the well-being and success of our students, our communities, and our people.”
• Excellence: We Strive for Outstanding Results
  “We take risks, we assess our work, and we aspire to improve the quality of everything we do.”

An Equal Opportunity Institution
The San Jacinto College District is committed to equal opportunity for all students, employees, and applicants 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. The following College official has been designated to handle inquiries regarding the College’s non-discrimination policies: The following College official has been designated to handle inquiries regarding the College’s non-discrimination policies: Vice Chancellor of Human Resources, 4624 Fairmont Pkwy., Pasadena, TX 77504; 281-991-2659; Sandra.Ramirez@sjcd.edu.
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 12). 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.

When the tagline is used, it is considered a part of the logo and must fall inside the clear zone.

Minimum Size
The minimum size the logo can be printed measures 1.50” in length as shown.

For smaller applications such as a pen, use either the symbol alone or the single-line version of the logo.
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 Gotham Medium, 19 pt. font size, small caps and centered under the official college mark, with a 1.5 pt. line above it.

Symbol

Wordmark

Center for Excellence in Teaching & Learning

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.

Examples:

San Jacinto College
North Campus

San Jacinto College
Educational Technology

San Jacinto College
Mathematics

Minimum Size

The minimum size the logo can be printed measures 1.75” 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.
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 San Jacinto 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.
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 as a graphic element.

Special Artwork
Before creating artwork for a special event, organization or initiative, please contact the marketing office for permission and assistance. As with the College logo, special artwork 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.

San Jacinto College Lifelines

San Jacinto College iConnect Center
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.
The official school colors of San Jacinto College are PMS 2945 and PMS 123. The color for Continuing and Professional Development is PMS 7475. The color for the Foundation is PMS 7723. 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 the majority of College-wide publications should be some combination of blue and gold.

A secondary color palette is available. The secondary color palette consists of colors that complement and act as a highlight to the primary palette. Secondary colors should be used after having already used the primary colors, when additional colors are required to provide emphasis and variety, and in a way that supports or augments the primary palette.

For 4-color printing applications, use the CMYK (cyan, magenta, yellow, black) equivalents.
Accent Colors

Pantone: PMS 452
CMYK: 32, 28, 56, 0
RGB: 178, 168, 126
HEX: b2a87e

Pantone: PMS 431
CMYK: 45, 52, 44, 17
RGB: 91, 102, 112
HEX: 5b6670

Pantone: PMS 416
CMYK: 51, 41, 52, 10
RGB: 126, 127, 115
HEX: 7e7f73

Pantone: PMS 186
CMYK: 12, 100, 91, 3
RGB: 200, 14, 45
HEX: ce0e2d

Pantone: PMS 631
CMYK: 70, 10, 18, 0
RGB: 54, 176, 201
HEX: 36b0c9

Pantone: PMS 631
CMYK: 45, 73, 0, 0
RGB: 160, 92, 191
HEX: a05cbf

Pantone: PMS 144
CMYK: 3, 54, 100, 0
RGB: 241, 138, 0
HEX: f18a00

Pantone: PMS 7489
CMYK: 61, 13, 91, 1
RGB: 112, 169, 79
HEX: 70a94f

Pantone: PMS 420
CMYK: 21, 17, 17, 0
RGB: 200, 200, 200
HEX: c8c8c8
SAN JACINTO COLLEGE: BRAND STANDARDS

Typography/Fonts
Approved typestyles are integral to a consistent identity standard. The San Jacinto College wordmark is Sabon, a serif font selected for its classical, traditional look. The campus/program/department typeface family is Gotham, a sans serif contemporary font.

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.

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

Garamond and Arial are acceptable alternative fonts if any of the official typefaces are not readily available.

<table>
<thead>
<tr>
<th>Font</th>
<th>Style</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sabon</td>
<td>Roman</td>
<td>AaBbCcDdEe1234567890&amp;?!</td>
</tr>
<tr>
<td></td>
<td>Bold</td>
<td>AaBbCcDdEe1234567890&amp;?!</td>
</tr>
<tr>
<td>Gotham</td>
<td>Thin</td>
<td>AaBbCcDdEe1234567890&amp;?!</td>
</tr>
<tr>
<td></td>
<td>Light</td>
<td>AaBbCcDdEe1234567890&amp;?!</td>
</tr>
<tr>
<td></td>
<td>Book</td>
<td>AaBbCcDdEe1234567890&amp;?!</td>
</tr>
<tr>
<td></td>
<td>Medium</td>
<td>AaBbCcDdEe1234567890&amp;?!</td>
</tr>
<tr>
<td></td>
<td>Bold</td>
<td>AaBbCcDdEe1234567890&amp;?!</td>
</tr>
<tr>
<td></td>
<td>Black</td>
<td>AaBbCcDdEe1234567890&amp;?!</td>
</tr>
<tr>
<td></td>
<td>Ultra</td>
<td>AaBbCcDdEe1234567890&amp;?!</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Font</th>
<th>Style</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Times New Roman</td>
<td>Regular</td>
<td>AaBbCcDdEe1234567890&amp;?!</td>
</tr>
<tr>
<td></td>
<td>Bold</td>
<td>AaBbCcDdEe1234567890&amp;?!</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Font</th>
<th>Style</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helvetica Neue LT Std</td>
<td>Thin</td>
<td>AaBbCcDdEe1234567890&amp;?!</td>
</tr>
<tr>
<td></td>
<td>Light</td>
<td>AaBbCcDdEe1234567890&amp;?!</td>
</tr>
<tr>
<td></td>
<td>Roman</td>
<td>AaBbCcDdEe1234567890&amp;?!</td>
</tr>
<tr>
<td></td>
<td>Medium</td>
<td>AaBbCcDdEe1234567890&amp;?!</td>
</tr>
<tr>
<td></td>
<td>Bold</td>
<td>AaBbCcDdEe1234567890&amp;?!</td>
</tr>
<tr>
<td></td>
<td>Heavy</td>
<td>AaBbCcDdEe1234567890&amp;?!</td>
</tr>
<tr>
<td></td>
<td>Black</td>
<td>AaBbCcDdEe1234567890&amp;?!</td>
</tr>
<tr>
<td></td>
<td>Ultra</td>
<td>AaBbCcDdEe1234567890&amp;?!</td>
</tr>
<tr>
<td></td>
<td>Heavy</td>
<td>AaBbCcDdEe1234567890&amp;?!</td>
</tr>
</tbody>
</table>

Symbol is made of interlocking Sabon letterforms. Wordmark is made using Sabon Bold. Tagline is made using Sabon Italic. Use the Gotham for campus and department names.
Email Signatures
A signature at the end of an email provides an opportunity to express the professionalism of the San Jacinto College community. A standardized email signature format has been designed and this is the email signature standard that should be utilized. Refrain from using backgrounds on emails as this greatly increases the file size. Employees are not required to use any of the College brand marks in an email signature. However, if an employee does choose to use a College brand mark, the following are guidelines for using them. All college brand marks are downloadable from the Marketing website.

On some occasions, employees commonly include personal quotes and slogans at the end of an email signature that could be interpreted by the recipient as inappropriate or offensive. Quotes, slogans, or pictures should not be included in the signature block of San Jacinto College emails.

The email signature should be set in a 12 pt. Times New Roman font using black or an official college color. The employee name and web address are bolded. An example signature with the College Seal is shown below.

Example:

First Name Last Name
San Jacinto College
Approved Title / Department
4624 Fairmont Parkway, Suite 000 | Pasadena, Texas 77504
Direct: (281) 998-6150 | Cell: (281) 000-0000
www.sanjac.edu | www.facebook.com/sanjacintocollege | @SanJacCollege

Using Special Artwork Designed for College Programs
Artwork that has been developed for various programs of the college should never be used in the place of the College logo. In the email signature, Distinguished Faculty, Men of Honor mentors, and so forth may use the artwork created for these programs if the faculty or staff member so chooses. Again, this artwork cannot be used in the place of the college logo but can be used in addition to the college logo.

Athletics Brand Marks
The athletics artwork should only be used by athletics personnel (coaches, athletic directors, and trainers). These personnel can use the athletics artwork in the place of the college logo but need to use the artwork that includes the College name in the email signature. Only use official logos from the marketing website. Do not alter the athletics logos.

College Seal
If an employee chooses to use the College Seal in an email signature, absolutely no other marks may be used with it. The official Seal of the College is the most formal symbol of the College. It must be used in its entirety and may not be altered in any way at all… for example, if resizing the College Seal, hold down the “shift” key while resizing so that the shape of the seal is not altered in any way. The seal in the signature may be blue or black.

Website Address and Social Media
Employees must use the official college website address in their email signature line. Departments may use the direct URL to their area of study or a direct link to their department Facebook page if desired. If using a Facebook page, please contact our social media coordinator to be sure that the site is included in the college social media directory and that the page is set up correctly. If an employee chooses to use social media icons to link to an official social media site, please contact the marketing department and those icons will be provided. Icons should link to your department’s social media site.

For any questions on using the College brand marks, College name, or program specific artwork, please feel free to contact the marketing office at 281-998-6152.
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, Provost, and other formal administrators’ documents. Such documents could include diplomas, certificates, certain other printed materials of a formal nature, email signatures, 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 marketing department. The seal is also used in specific applications, where a more formal presentation is desired, such as stationery, commencement and event programs. If you have questions about usage of the seal, please contact the marketing department.

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.
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 2945  
**CMYK:** 100, 73, 20, 5  
**RGB:** 0, 73, 129  
**HEX:** 004c97

**Pantone:** PMS 872  
**CMYK:** 48, 42, 18, 74  
**RGB:** 134, 112, 77  
**HEX:** 86704d

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

**Pantone:** PMS 420  
**CMYK:** 21, 17, 17, 0  
**RGB:** 200, 200, 200  
**HEX:** c8c8c8
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.

No unofficial College colors
No altered proportions
No resizing, moving, or changing the elements
No cobranded logos
No poor contrast
Please do not screen the seal.
ATHLETICS
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 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 for the Gator logo is measured by the height of the Gator head. The space for the Coyote logo is measured by 1/2 the height of the Coyote head.

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

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 head alone or the wordmark.
Color Palettes

Pantone: PMS 357  
CMYK: 85, 39, 90, 39  
RGB: 0, 99, 37  
HEX: 1a5632

Pantone: PMS 123  
CMYK: 0, 24, 94, 0  
RGB: 255, 196, 37  
HEX: FFC61E

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

Pantone: Cool Gray 7  
CMYK: 43, 35, 34, 1  
RGB: 152, 152, 154  
HEX: 98989a

Gator and Type  
Full-color applications where the background is light

Coyote and Type  
Full-color applications where the background is light

Type Logo  
When just the letters of the school are preferred on a light background

Type Logo  
When just the team name is preferred
San Jac Sports Ligature
The San Jac ligature has been created as part of the San Jacinto College athletics logo system. Again, the relationship of this 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 using the ligatures.

Ligature
For use when just the letters of the school are preferred. Blue is PMS 2945 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. Green is PMS 357 and Gold is PMS 123.

Ligature
For use when just the letters of the school are preferred. Blue is Reflex Blue and Gray is Cool Gray 7.
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.
**Incorrect Athletics Logo Usage**
The following are examples of inappropriate usage of the San Jacinto College 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.

- No unofficial College colors
- No altered proportions
- No added graphics
- No unauthorized fonts
- No overprinting
- No co-branded logos
- No busy backgrounds
STATIONERY AND PRESENTATION TEMPLATES
SEAL LETTERHEAD
The following is the approved layout for the letterhead when using the seal.

Top Margin
The letter should start 2.25” from the top of the page.

Type
San Jacinto College should be set in Frutiger LT Std 65 Bold at 12 pt.
Campus/department should be set in Frutiger LT Std 65 Bold at 9 pt.
Return address, phone number and website should be set in Frutiger LT Std
55 Roman at 9 pt. Body copy should be set in Sabon Roman 9 pt.

Side Margins
Side margins should be 1” in from the sides of the sheet.

Paper
Cougar opaque text white 80 lb.

Color
Pantone 2945 and Pantone 431
GENERAL LETTERHEAD
The following is the approved layout for the College’s general letterhead.

Top Margin
The letter should start 2.25” from the top of the page.

Type
Department should be set in Frutiger LT Std 65 Bold at 9 pt. Return address, phone number and website should be set in Frutiger LT Std 55 Roman at 9 pt. Body copy should be set in Sabon Roman 9 pt.

Side Margins
Side margins should be 1” in from the sides of the sheet.

Paper
Cougar opaque text white 80 lb.

Color
Pantone 2945 and Pantone 431
ENVELOPES
The following are the approved layouts for our envelopes.

**Size**
8.875” X 3.875” (#9 Envelope) or 9.5” X 4.125” (#10 Envelope).

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

**Type**
Department should be set in Frutiger LT Std 65 Bold at 9 pt.  
Return address should be set in Frutiger LT Std 55 Roman at 9 pt.

**Color**
Pantone 2945 and Pantone 431

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

---

**Size**
8.875” X 3.875” (#9 Envelope) or 9.5” X 4.125” (#10 Envelope).

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

**Type**
San Jacinto College should be set in Frutiger LT Std 65 Bold at 11 pt.  
Department should be set in Frutiger LT Std 65 Bold at 9 pt.  
Return address should be set in Frutiger LT Std 55 Roman at 9 pt.

**Color**
Pantone 2945 and Pantone 431

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

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

**Type**
Name should be set in Frutiger LT Std 65 Bold at 9 pt.

Credentials should be set in Frutiger LT Std 65 Bold at 8 pt.

All other information should be set in Frutiger LT Std 55 Roman or 65 Bold at 7.5 pt.

**Margins**
Top, bottom, left, and right margins are 0.1875”.

**Color**
Pantone 2945

**Paper**
Cougar opaque white 130 lb.
## SAN JACINTO COLLEGE: BRAND STANDARDS

### POWERPOINT TEMPLATES
The following are PowerPoint slide templates.

<table>
<thead>
<tr>
<th>OPTION 1</th>
<th>OPTION 2</th>
<th>OPTION 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Cover Sample Slide" /></td>
<td><img src="image2.png" alt="Cover Sample Slide" /></td>
<td><img src="image3.png" alt="Cover Sample Slide" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OPTION 4</th>
<th>OPTION 5</th>
<th>OPTION 6</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image4.png" alt="Cover Sample Slide" /></td>
<td><img src="image5.png" alt="Cover Sample Slide" /></td>
<td><img src="image6.png" alt="Cover Sample Slide" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OPTION 7</th>
<th>OPTION 8</th>
<th>OPTION 9</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image7.png" alt="Cover Sample Slide" /></td>
<td><img src="image8.png" alt="Cover Sample Slide" /></td>
<td><img src="image9.png" alt="Cover Sample Slide" /></td>
</tr>
</tbody>
</table>
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 Color Palette

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 PMS 2945 and PMS 123. Hex values are blue: #004b98 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.

Primary Colors

- **RGB**: 0, 73, 129  
  **HEX**: 004c97

- **RGB**: 255, 196, 37  
  **HEX**: FFC61E

- **RGB**: 255, 255, 255  
  **HEX**: FFFFFF

Continuing and Professional Development Primary Color

- **RGB**: 71, 122, 123  
  **HEX**: 487a7b

Foundation Primary Color

- **RGB**: 80, 166, 132  
  **HEX**: 50a684