Mt. San Jacinto College

Branding Guidelines

The official MSJC How-To Manual for Logo usage and creating marketing & public relations materials for MSJC
Mt. San Jacinto College
Branding Guidelines

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**Introduction**

Where do I find the MSJC logo? What colors should I use? What font should I use? Do we have pictures of students? What letterhead do I use?

These are among the questions the MSJC Style Guidelines will answer. This publication is designed to help you save time and produce quality marketing and public relations materials that are consistent and convey the image and feeling of Mt. San Jacinto College.

To communicate that image and feeling and to maintain consistency, Mt. San Jacinto College uses a specific set of fonts, photography styles, colors and general design styles. The intention of this style guide is *not* to limit creativity. Instead, it offers a set of guidelines to help level the playing field for people in all departments who are charged with creating a Powerpoint, brochure, web page or other materials. It should encourage innovation and creativity in using the MSJC style that will result in unified and professional MSJC products.

This document will continue to be fluid in order to keep up with the rapid advances in technology that provide us with new vehicles for communications and advertising or to address new ideas or challenges.

**What is MSJC’s style? And why does it matter?**

In years past, MSJC produced a lot of great materials. The problem was that collectively the materials failed to “brand” the college, meaning you couldn’t tell immediately by looking at something that it came from Mt. San Jacinto College. Some publications carried the official logo, others used an unofficial logo or the college seal. Others used a multitude of graphic designs with bold colors, featured clip art of students or they varied wildly on font styles.

Why is consistency important? Think of Target stores or Nike shoes. You see the bold red target symbol in a newspaper on TV or the Internet, and you know instantly that you are going to get information about the Target stores. The same with Nike’s famous swoosh. These companies don’t even need to use their names to get that message across.

*Even the use of a consistent and unique font can do the trick.*

**When you see words written in this font? What company do you think of?** That’s right, Disney. Disney

So all of this matters to customers. In our case, it matters to the students and the communities we serve. Customers want to be able to identify with an institution, company or service they use. That visual identity must be true to the values of the institution, meaningful to the students and communities and must be distinctive enough to set it apart from other institutions.

**To find out how our students and communities see MSJC, we had some work to do.**

The 2004-09 Master Plan for Mt. San Jacinto College called for consistency in branding (Goal #26). The 2006 marketing audit by Sandra Golden & Associates confirmed that and added that a new logo would be the first step in achieving that goal.

In 2008, the MSJC Public Information & Marketing Office was charged with helping the college meet the goal. The office worked with Arizona-based Propeller Communications to facilitate two branding workshops. By using the shared-governance process, the workshops brought together participants from a broad cross-section, including geographic areas, diversity and various programs. The group included students, community leaders and faculty and classified members. Thirty-two people – 24 participants and eight observers – volunteered their time for the first workshop, held on Oct. 10, 2008.
The participants identified the college’s unique personality and determined that the eagle logo at the time, which was created in 1984, did not represent the Mt. San Jacinto College of today. They set about selecting logo styles, colors, fonts and photo styles that matched what they viewed as MSJC’s personality.

In December 2008, a smaller cross section of the original branding group, also a shared-governance gathering of students, faculty and classified staff, ultimately selected the new logo. It was approved by the Board of Trustees in March 2009.

It was important to make sure the new logo and accompanying branding styles (colors, fonts, etc) were selected by a shared-governance group and to this end, the Public Information & Marketing Office organized the meetings and helped facilitate the workshops, but did not offer its input in any part of the process.

All of that said, here’s what is important to remember: the eagle in flight with its swoop underneath was very important to the group. It represented forward movement, motivation and inspiration. The official font is Granjon. It has a specific and unique look that you will notice particularly on the letter J. It is licensed to MSJC and we cannot share it with an outside vendor.

For more information on the Brand Positioning Workshops held in 2008, go to http://www.msjc.edu/PublicInformationOffice/Documents/MSJCbranding102308.pdf

Now that you have the background, it’s time to take a look at how to follow the guidelines while creating your own marketing piece or publication.

**Brochures, Presentations and Promotional Materials**

In order to create brochures, presentations like Powerpoints and other materials, please follow these guidelines. The first tip is to make sure the college’s full name Mt. San Jacinto College in Granjon type face and the official logo are on the front page of the document. By following the guidelines in this document, you will be able to adhere to the college’s style while still creating a unique piece.

*For materials that will be distributed to the public, like schedules of classes, department or program brochures, etc: The Office of Public Information & Marketing and the Print Shop will review all projects to review content and style before printing or release to the public.*

*All promotional items, like coffee mugs, T-shirts, etc., need to be arranged and ordered through the college bookstores. The MSJC Print Shop must be the first contact on all new projects. If, after consultation with the Print Shop, an outside vendor is used, the outside vendor MUST receive a copy of these guidelines prior to the start of the project.*

If you have questions about this guide or during your project, please contact:

**Office of Public Information & Marketing**
951-487-3061 or 951-487-3060

**Graphic Arts Designer**
951-487-3123

**Web Site Coordinator**
951-639-5087
**Photos**

MSJC prefers to use photos of real students and buildings. Although sometimes clip art can be used, try to avoid it. The Public Information and Marketing Office maintains a library of college photographs on the P Drive. P:\Departments\Public Info-Mktg. The Print Shop also has access to the photo archives.

Please review the folder to see if there are photos to suit your needs. If you cannot find the right photo, please contact the Public Information and Marketing Office 951-487-3061 or the Print Shop 951-487-3120 for assistance.

If you are taking your own photos or hiring a photographer, the subjects in the photos must sign photo release forms before the photo can be used in promotional materials, print, web, etc. The photo release form can be found on the P Drive at P:\Departments\Public Info-Mktg.

Please review the Brand Positioning Workshop document for the style of photos used at MSJC. The document can be found at: [http://www.msjc.edu/PublicInformationOffice/Documents/MSJCbranding102308.pdf](http://www.msjc.edu/PublicInformationOffice/Documents/MSJCbranding102308.pdf)

**General communications style**

Mt. San Jacinto College follows the writing and communications style recommended by the California Community Colleges Chancellor’s Office in its *Chancellor’s Office Style Guide*. The Chancellor’s office provides *The Crisp & Clear Communications E-Column* to help with writing and producing brochures, advertising and more. Click on this link for more information: [http://www.msjc.edu/PublicInformationOffice/Documents/ChancOffcEcolumn.pdf](http://www.msjc.edu/PublicInformationOffice/Documents/ChancOffcEcolumn.pdf)

**Web Sites**

**General Appearance**

Official web pages shall be consistent and professional looking. It is strongly recommended that organizations, departments, and faculty use the district supported web content management system and included template(s). Please contact the web coordinator at webmaster@msjc.edu.

**Pages Must Contain:**

- The MSJC approved logo.
- Title of organization or department.
- A return link to MSJC Home Page ([http://www.msjc.edu](http://www.msjc.edu)).
- A designee to be responsible for monitoring, updating, and proofing for content, style, and design of the page.

*Please refer to Fonts in this document to use the approved fonts. Verdana is the default font and is acceptable for the web site.*
Mt. San Jacinto College has a board-approved logo to represent the college as a district. All versions of the MSJC logo can be found on the P Drive or by clicking here: [www.msjc.edu/PublicInformationOffice/Pages/Logo.aspx](http://www.msjc.edu/PublicInformationOffice/Pages/Logo.aspx). The logo types must be used “as is.” They cannot be modified. The logo must be present on the bottom portion of the front of a document. On the MSJC web site, the logo appears on the top right and appears on every page.

The font used in the logo are: Granjon for the MSJC and Gill Sans for the words Mt. San Jacinto College that appear below the acronym.

*The Logo is available in different graphic formats for compatibility when working in various computer programs.*

- TIF & PNG files are best for: MS OFFICE programs such as WORD, Publisher, PowerPoint.
- JPG files are best for: Web and e-mail
- EPS files are best for: Adobe programs such as Photoshop, Illustrator and InDesign.

**EXCEPTIONS: Athletics and Foundation**

The Athletics Department and Foundation use their own logos, which can be found at: [P:\Departments\Logos and Maps\Athletic Graphics](P:\Departments\Logos and Maps\Athletic Graphics). These logos are only to be used for Athletics or Foundation marketing and publicity.

If you have any questions about the use of the electronic files, the use of the logotype, or need specific camera-ready artwork, contact: The MSJC Print Shop at 951-487-3120 or 951-487-3123.

**College Name & Acronym**

The legal name of the college is the Mt. San Jacinto Community College District. It is also proper, and more colloquial, to use: Mt. San Jacinto College.

DO NOT use “Mount,” or any other variation, as it is not interchangeable with Mt.

The acronym for the college is MSJC, which stands for Mt. San Jacinto College.

DO NOT use MSJCC or MSJCCD or any other variation.

The proper names of the MSJC locations are:

- Menifee Valley Campus
- San Gorgonio Pass Campus
- San Jacinto Campus
- Temecula Education Complex
Acceptable variations of college logo

Vertical Layout

One color logo

Horizontal Layout

One color logo
Proper use and display of college logo

The MSJC logo cannot be altered or modified in any way without permission.
The eagle image is not to be removed from logo.
Color Palette

MSJC’s official college colors are a specific red and black using the Pantone Matching System, or PMS. Our red is PMS 1805c and black is Pantone Process Black. The supporting colors in the palette can be used in varying combinations for all advertising and marketing materials on the web and in print. These colors should be used to enhance graphic elements, spot typography and photo enhancement. Together, these colors help promote the personality of MSJC, as determined by the participants in the 2008 branding workshops. Each of these colors work together to accurately represent “the feel” of MSJC.

Vendors may ask for the CMYK or RGB color codes to match the Pantone color depending on the output media.

NOTE:
It is important to remember that when viewed on a computer screen, these colors can and likely will look very different than the actual Pantone color and will not be the accurate colors when printed on a typical color printer. When working with a vendor, always ask to see a print-out that has been calibrated to the right colors.
Color Palette

Notice that the colors are broken down into primary, secondary and tertiary. The colors in this palette have been specifically matched to compliment our school colors.
A word about black: it is one of our school colors, however using black as a main color can overpower a publication and make it feel heavy, even a bit depressing. Use black minimally to create a bold, strong effect.

MSJC Selection of Visual Cues/Positioning:

**Primary Palette of Colors**

- **Deep Red (PMS 1805C)**
  - Empowering
  - Strength
  - Power

- **Bright, Medium Green (PMS 348C)**
  - Growing
  - Supportive
  - Opportunity
  - Vitality

- **Light Blue (PMS 638C)**
  - Supportive
  - Nurturing

**Secondary Palette of Colors**

- **Deep Violet (PMS 2617C)**
  - Diversity
  - Supportive

- **Bright Yellow (PMS 109C)**
  - Opportunity
  - Supportive

**Tertiary Palette of Colors**

- **Black**
  - Diversity
  - Supportive
  - Empowering

- **Brown (PMS 7516C, 730C)**
  - Diversity
  - Supportive

**NOTE:**
It is important to remember that when viewed on a computer screen, these colors can and likely will look very different than the actual Pantone color and will not be the accurate colors when printed on a typical color printer. When working with a vendor, always ask to see a print-out that has been calibrated to the right colors.
Fonts used in the Logos and Headers

Granjon LT Roman - Regular
  abcdefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  1234567890

Granjon LT - Italic
  abcdefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  1234567890

Gill Sans MT - Regular
  abcdefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  1234567890

Gill Sans MT - Regular
  abcdefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  1234567890

Suggested Fonts to be used for the Body Text

Times New Roman - Regular
  abcdefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  1234567890

Garamond - Regular
  abcdefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  1234567890

Calibri - Regular
  abcdefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  1234567890

Minion Pro - Regular
  abcdefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  1234567890

Optima LT Std - Roman
  abcdefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  1234567890

Swiss 721 BT - Roman
  abcdefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  1234567890
Mt. San Jacinto College

Apparel
Mt. San Jacinto College

MSJC Print Media

MT. SAN JACINTO COLLEGE
Schedule of Classes
Spring 2012

Classes begin January 23
www.msjc.edu

Mt. San Jacinto College and Foundation

2010 – 2011 ANNUAL REPORT

Discover Mt. San Jacinto College

MSJC
MT SAN JACINTO COLLEGE

San Jacinto  Menifee  Temecula  San Gorgonio Pass

www.msjc.edu
Business Cards
MSJC has a specific style when it comes to business cards. Please order your cards directly through the MSJC Print Shop by e-mailing printshop@msjc.edu

DO NOT ORDER BUSINESS CARDS FROM AN OUTSIDE VENDOR.

Official Letterhead
The official District Letterhead can be found at N:\Public\Departments\Letterhead\Letterhead- ORDER THROUGH PRINT SHOP

Electronic copies: You may use this letterhead for electronic use only.

Hard copies: All printed copies must be ordered from the MSJC Warehouse. They have district letterhead on linen paper with the official watermark. Do not print copies at your desk.

Do Not use this form to print out. You must order printed letterhead and envelopes from Warehouse/Purchasing.
Name Tags

MSJC has options for name tags:

One is done through Anady’s Trophys at a cost of $8.50. To order, contact the Purchasing Department at: http://www.msjc.edu/Purchasing/Pages/default.aspx

The other is done through the MSJC Print Shop at a cost of $3. Order from the MSJC Print Shop by e-mailing: printshop@msjc.edu

The Print Shop creates the name tags for the Department of Nursing and Allied Health, the Student Government Association and other departments.

Summary of Tips

Do’s and Don’ts

1. DO USE the proper name of the college: Mt. San Jacinto College.
   DO NOT use “Mount,” or any other variation, as it is not interchangeable with Mt.

2. DO USE the college name on everything associated with the college when it is going out to the public.
   If you are in a certain department, like Theater or Childcare or Allied Health, remember to make sure folks know these are departments within Mt. San Jacinto College.
   Use the proper name of your department, too.

3. DO USE proper names of the campuses and locations. They are:
   Menifee Valley Campus
   San Jacinto Campus
   Temecula Education Complex
   San Gorgonio Pass Campus

4. DO USE the official college logo. It can be found on the P Drive, under Departments, then Logos and Maps at: P:\Departments\Logos and Maps\Logos
Summary of Tips (continued)

5. **DO NOT** use acronyms, except for MSJC:
   We know what MVC, SJC and TEC stand for. But 99 percent of the general public doesn’t! If you want to get people at your event, make sure they know it’s at the Menifee Valley Campus, for example.

6. **DO NOT** provide only phone extensions:
   ALL announcements must have a contact phone number. Those phone numbers must begin with an area code and prefix.
   E-mail and web site addresses should also appear on marketing materials.

7. **DO** Provide addresses and specific locations on campus.
   If the event is on the Menifee Valley Campus, that’s a pretty big place. Make sure the public knows if the event is in the quad, or a certain room.
   Providing this information is not only courteous, but it ensures people will arrive at your event instead of turning away in frustration. It also helps reduce the number of calls you will receive.

8. **DO** tell Public Information & Marketing if you want a press release. You can e-mail them the announcement or flyer or go to the P Drive, under Public Info at P:\Departments\Public Info-Mktg and fill out the Press Release Request form. [http://www1.msjc.edu/docs/PressRelease-CalendarRequest.docx](http://www1.msjc.edu/docs/PressRelease-CalendarRequest.docx)
   We can help you get your messages out to TV, Radio and newspaper. We can make sure it is on the web site and marquees, when appropriate.

9. **Always** send requests for press releases or other help to **ALL** of the following:
   Karin Marriott, Director of Public Information & Marketing, kmariott@msjc.edu, 951-487-3060
   Carol Lowery, Administrative Assistant, clovery@msjc.edu, 951-487-3061
   Stephanie Cason, Web Coordinator, scason@msjc.edu, 951-639-5087

**MSJC Style Check List**

Use this check list to help determine if your publication meets all of the points in the MSJC Style Guide.

The first step should be to consult the Style Guide or contact Public Information & Marketing.

Does the marketing piece include the:

- 1. Correct logo?
- 2. Proper name of the college or department?
- 3. Approved font?
- 4. Web address?
- 5. Contact name and phone number?
- 6. Name of location and address?
- 7. The MSJC Print Shop must be the first contact on all new projects. If, after consultation with the Print Shop, an outside vendor is used, the outside vendor MUST receive a copy of these guidelines prior to the start of the project.