

Brand Identity Guide





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MSJC Identity



Welcome to the brand identity of Mt. San Jacinto College! The brand identity represents a desire to unite MSJC's message. MSJC's identity is the single greatest visual expression of our college's excellence and culture.

It helps communicate not only who we are, but also what we do and how we do it. Maintaining our identity system in a simple, clear, and consistent manner will be the foundation of how people experience MSJC. Communication, recognizability, and longevity only served when everyone at MSJC follows the rules. Ultimately, the success of our identity system, and our brand, relies on you. To everyone you encounter, you are MSJC.

An effective identity takes years to build, yet, it can quickly fracture through a failure to protect and accurately implement the elements that define it. This document is a guide to ensure that anyone working with the brand elements can maintain consistency and integrity of the MSJC brand and uphold the college's image for years to come.

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The Purpose of Manual

The MSJC Brand Identity Guide is intended as a how to resource for the proper implementation of the MSJC identity system. For clarity and ease of usage, it has been organized into the following five sections: logo usage, stationery application, specialty item application, reference materials, and MSJC Foundation and Athletics identity..

While the first two sections are the standards that shall not be modified, the specialty item and reference sections are meant to expand as the logo is properly applied to new materials generated by the MSJC Public Information & Marketing Office.

These files will also be available in electronic format.

Contact the Public Information & Marketing Office at MSJCpublicinfo@msjc.edu or the Print Shop at PrintShop@msjc.edu with any questions or for assistance.



4 Color Logo

Mt. San Jacinto College.

The primary element of the MSJC identification system is the logo, or trademark, and is made up of the following two parts: 1) the MSJC and 2) the logotype, "Mt. San Jacinto College". The logos have been built in PMS colors and Process Colors.



PMS COATED VERSION

Red : PMS 1805C
Black : PMS BLACK



PROCESS COLOR VERSION

Red : C: 0
Y: 91
M: 100
K: 23
Black : C: 0
Y: 0
M: 0
K: 100



Solid 1 Color Logo

The primary element of the MSJC identification system is the logo, or trademark, and is made up of the following two parts: 1) the MSJC and 2) the logotype, "Mt. San Jacinto College".

The logo in these instances has been built to be applied as a solid single color.

The solid logo can be applied in PMS 1805C coated or PMS 1805U uncoated (red), PMS 423C coated or PMS 423U uncoated (gray), black or reversed to white.

The solid logo is the only version of the logo that should reverse out of a dark background.



SOLID BLACK



SOLID PMS 1805C



SOLID PMS 423C



Screened 1 Color Logo

The primary element of the MSJC identification system is the logo, or trademark, and is made up of the following two parts: 1) the MSJC and 2) the logotype, "Mt. San Jacinto College". The logos have been built in solid and screened black.




SCREENED VERSION

The screen is built at 40% black.



Reversing the Logo

The primary element of the MSJC identification system is the logo, or trademark, and is made up of the following two parts: 1) the MSJC and 2) the logotype, "Mt. San Jacinto College". The logo versions shown below demonstrate proper usage on a dark background. Only the solid logo should be reversed out of a dark background. The process reversed version should be used in full color applications when the logo sits on dark backgrounds. Use the 1 color version when the application is a PMS and black. All applications of logo reversal are subject to approval by the Marketing Department and/or the Dean's Office.

	<p>SOLID REVERSED VERSION</p> <p>Solid reversed application.</p>
	<p>RED REVERSED VERSION</p> <p>Red Reversed Version</p>
	<p>GRAY REVERSED VERSION</p> <p>Gray Reversed Version</p>
	<p>PROCESS 2 COLOR REVERSED VERSION</p> <p>Process 2 Color Reversed Version</p>

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Spacing Rules

When a trademark is used in conjunction with copy, such as in an advertisement or coupon, leave a generous amount of space around the trademark. The minimum amount of space acceptable is shown below.

Do not place any copy closer to the mark than the height of the "J" in Jacinto and the width of the line in the logo.

Welcome to the brand identity of Mt. San Jacinto College! The brand identity represents a desire to unite MSJC's message. MSJC's identity is the single greatest visual expression of our college's excellence and character. It helps communicate not only who we are, but also what we do and how we do it. Maintaining our identity system in a simple, clear, and consistent manner will be the foundation of how people experience MSJC. Communication, recognizability, and longevity are only served when everyone involved with MSJC follow the rules set forth in this guide. Ultimately, the success of our identity system, and our brand, relies on you. To everyone you encounter, you are MSJC. An effective identity takes years to build, yet, it can quickly fracture through a failure to protect and accurately implement the elements that define it. This document will provide you with the basic guidelines for the MSJC's Brand Identity Program. The elements outlined here highlight the key graphic tools available to represent and express MSJC's unified image to the world. Used with care and imagination, these tools will ensure that the college's image will retain its impact and consistency for years to come. Welcome to the brand identity of Mt. San Jacinto College! The brand identity represents a desire to unite MSJC's message. MSJC's identity is the single greatest visual expression of our college's excellence and character. It helps communicate not only who we are, but also what we do and how we do it. Maintaining our identity system in a simple, clear, and consistent manner will be the foundation of how people experience MSJC. Communication, recognizability, and longevity are only served when everyone involved with MSJC follow the rules set forth in this guide. Ultimately, the success of our identity system, and our brand, relies on you. To everyone you encounter, you are MSJC. An effective identity takes years to build, yet, it can quickly fracture through a failure to protect and accurately implement the elements that define it. This document will provide you with the basic guidelines for the MSJC's Brand Identity Program. The elements outlined here highlight the key graphic tools available to represent and express MSJC's unified image to the world. Used with care and imagination, these tools will ensure that the college's image will retain its impact and consistency for years to come. Welcome to the brand identity of Mt. San Jacinto College! The brand identity represents a desire to unite MSJC's message. MSJC's identity is the single greatest visual expression of our college's excellence and character. It helps communicate not only who we are, but also what we do and how we do it. Maintaining our identity system in a simple, clear, and consistent manner will be the foundation of how people experience MSJC. Communication, recognizability, and longevity are only served when everyone involved with MSJC follow the rules set forth in this guide. Ultimately, the success of our identity system, and our brand, relies on you. To everyone you encounter, you are MSJC. An effective identity takes years to build, yet, it can quickly fracture through a failure to protect and accurately implement the elements that define it. This document will provide you with the basic guidelines for the MSJC's Brand Identity Program. The elements outlined here highlight the key graphic tools available to represent and express MSJC's unified image to the world. Used with care and imagination, these tools will ensure that the college's image will retain its impact and consistency for years to come. Welcome to the brand identity of Mt. San Jacinto College! The brand identity represents a desire to unite MSJC's message. MSJC's identity is the single greatest visual expression of our college's excellence and character. It helps communicate not only who we are, but also what we do and how we do it. Maintaining our identity system in a simple, clear, and consistent manner will be the foundation of how people experience MSJC. Communication, recognizability, and longevity are only served when everyone involved with MSJC follow the rules set forth in this guide. Ultimately, the success of our identity system, and our brand, relies on you. To everyone you encounter, you are MSJC. An effective identity takes years to build, yet, it can quickly fracture through a failure to protect and accurately implement the elements that define it. This document will provide you with the basic guidelines for the MSJC's Brand Identity Program. The elements outlined here highlight the key graphic tools available to represent and express MSJC's unified image to the world. Used with care and imagination, these tools will ensure that the college's image will retain its impact and consistency for years to come.



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Logo Misuse

To ensure the identity's strongest impact, DO NOT modify or distort the logo. The uses shown on this page are all UNACCEPTABLE.

Most questions about trademark use will be answered by reviewing the unacceptable examples below. Direct any remaining questions about trademark use to the MSJC Marketing Department.



- 1. DO NOT Use unapproved colors or tints.
- 2. DO NOT Do not slant the logo.



- 3. DO NOT Change the relationship between mark and type.
- 4. DO NOT Skew the logo.



- 5. DO NOT Scale the elements.
- 6. DO NOT Distort the ratio of elements.



- 7. DO NOT Remove the line.
- 8. DO NOT Change/delete type.



- 9. DO NOT Tilt the logo.
- 10. DO NOT Change logo type.

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Serif Typography

The college typefaces for MSJC materials are Magneta (Serif) and Univers LT Std (San Serif). Both are from the Adobe Font typeface family. Please contact the IT department to have fonts installed.

The following weights within this type family are acceptable as specifically identified in the typesetting guidelines of each corporate application.

MAGNETA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()_+{}<>?

MAGNETA ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()_+{}<>?*

MAGNETA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+{}<>?

MAGNETA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+{}<>?

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San Serif Typography

The college typefaces for MSJC materials are Magneta (Serif) and Univers LT Std (San Serif). Both are from the Adobe Font typeface family. Please contact the IT department to have fonts installed.

The following weights within this type family are acceptable as specifically identified in the typesetting guidelines of each corporate application.

UNIVERS LT STD 35 LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!@#\$%^&*()_+{}<>?

UNIVERS LT STD 55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!@#\$%^&*()_+{}<>?

UNIVERS LT STD 65 HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!@#\$%^&*()_+{}<>?

UNIVERS LT STD 85 BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!@#\$%^&*()_+{}<>?

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San Serif Typography

The college typefaces for MSJC support materials are Magneta (Serif) and Univers LT Std (San Serif). Both are from the Adobe Font typeface family. Please contact the IT department to have fonts installed.

The following weights within this type family are acceptable as specifically identified in the typesetting guidelines of each corporate application.

UNIVERS LT STD 57 CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890/!@#%&*()_+{}<>?

UNIVERS LT STD 57 CONDENSED OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!@#%&()_+{}<>?*

UNIVERS LT STD 65 BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!@#%&*()_+{}<>?

UNIVERS LT STD 65 BOLD CONDENSED OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!@#%&*()_+{}<>?

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Primary Color Palette

The primary element of the MSJC identification system are the colors.
 These colors are not to be substituted or modified.

				
C 21 M 97 Y 90 K 12	C 0 M 0 Y 0 K 100	C 67 M 52 Y 44 K 17	C 49 M 39 Y 39 K 4	C 18 M 12 Y 13 K 0
				
R 178 G 41 B 46	R 0 G 0 B 0	R 91 G 102 B 112	R 136 G 139 B 141	R 207 G 210 B 211
				
B2292E	000000	5B6670	888B8D	CFD2D3
				
PMS 1805	Black	PMS 431	PMS 423	PMS 427
				
Sherwin Williams SW 6601 Tanager	Frazer AC118R Red Alert	Dunn Edwards DEA107 Hot Jazz	Matthews 6A-1A Red Hot	Matthews Pearl MP23467

CYMK Color

RGB Color

HEX Code Color

PMS Color

Paint Colors



Accent Color Palette

The accent colors are the expanded color palette created to complement, and not to substitute, the Primary Color Palette. These colors are not meant to be substitutes for the primary colors and must not be modified.



C 31	C 76	C 2	C 35	C 7	C 69	C 30
M 92	M 47	M 38	M 12	M 87	M 95	M 26
Y 81	Y 0	Y 100	Y 100	Y 100	Y 27	Y 38
K 36	K 0	K 0	K 0	K 1	K 14	K 0

CYMK Color



R 127	R 61	R 245	R 180	R 224	R 101	R 182
G 38	G 124	G 168	G 189	G 68	G 47	G 176
B 41	B 201	B 0	B 0	B 3	B 108	B 156

RGB Color



7F2629	3D7CC9	F5A800	B4BD00	E04463	65256C	CFD2D3
---------------	---------------	---------------	---------------	---------------	---------------	---------------

HEX Code Color



PMS 1815	PMS 660	PMS 130	PMS 390	PMS 1665	PMS 520	PMS 7535
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PMS Color

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MSJC Seal

Mt. San Jacinto College Seal

The primary element of the MSJC identification system is the Seal. It represents the heritage, history and pursuit of academic excellence.



Black : PMS BLACK



CYMK Seal



Accent Color
Palette Example

MSJC | Enterprise Resource
Mt. San Jacinto College & Innovation Center

Nimusciant vitaturibusape rferum voluptati debis alis et
quassi di seque exerroreio maximagnam necusciatis niet
am doluptatum et eseque nus, oditi omnis autem fugite aped
magnimus moluptae plicimporum ad quas endus.
Ut laute sequeae valor simporehente volendis iu

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Brochure Layout Example

MSJC
Mt. San Jacinto College

Spring
2022

Adult Education



Enroll now
online for
these free
classes
starting
January 18

MSJC Adult Education
is helping students
accomplish their goals.

MSJC.edu/AdultEd
AdultEducationandNon-Credit@msjc.edu
951-487-3707



Letterhead

Letterhead is to be used for all correspondence. The college letterhead is printed in two PMS colors. The recommended paper stock is 70 lb. Uncoated Classic Crest Super Smooth White Text (no watermark).

Electronic art for this design is on file to be used for new letterhead as needed.

The recommended letter format indicates the proper margins. Please follow this example using 11 pt. Times with 12.5 pt. leading. The example shown below is not to scale.



LETTERHEAD SPECIFICATION

SIZE
8.5" x 11"

LETTER BODY COPY
11/12.5 pt.; Times

COLOR
Red : PMS 1805U
Gray : PMS 423U

PAPER STOCK
70 lb. Uncoated Classic Crest, Solar White Text Super Smooth

(no watermark)

REPRODUCTION
Offset lithography



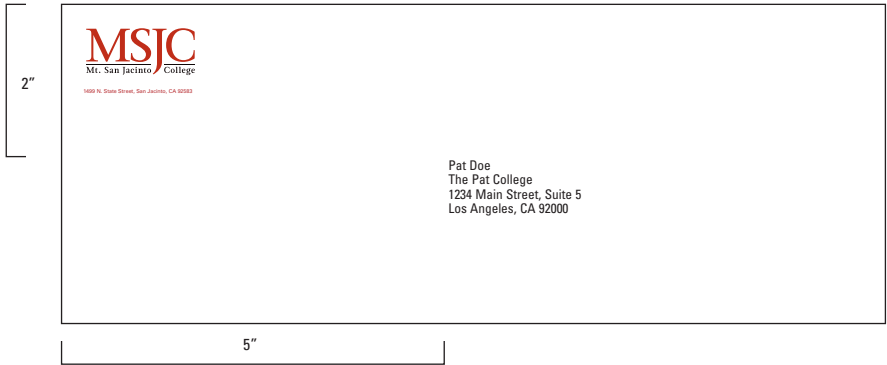
#10 Envelope

The college envelope is printed in two PMS colors. The recommended paper stocks are 70 lb. Uncoated Classic Crest Super Smooth Solar White Text, (Converted to Standard #10) and 24 lb. white wove standard #10.

Electronic art for this design is on file to be used for new envelopes as needed.

The recommended address format indicates the proper margins. Please follow this example using the corporate typeface at 12 pt. with 16 pt. leading.

The example shown below is not to scale.



ENVELOPE SPECIFICATION

- SIZE
Number 10, 9.5" x 4.125"
- COLOR
PMS 1805U Blue
PMS 132U Gold
- PAPER STOCK
70 lb. Uncoated Classic Crest, Super Smooth Solar White Text, (Converted Standard #10)
24 lb. White Wove Standard #10
- REPRODUCTION
Offset lithography



Business Card

The business card is printed in two PMS colors. The recommended paper stock is 110 lb. Uncoated Classic Crest Super Smooth Solar White Cover.

Electronic art for this design is on file to be used for new business cards as needed.

The typesetting format is indicated below. Please follow the example below for proper margins and spacing. The example shown below is full scale.



BUSINESS CARD SPECIFICATION

- SIZE
3.5" x 2"
- COLOR
PMS 1805U Red
PMS Black
- PAPER STOCK
110 lb. Uncoated Classic Crest, Super Smooth Solar White Cover (no watermark)
- REPRODUCTION
Offset lithography

Department and Program Applications





Student Center

The Department Logos family together represent MSJC through a cohesive system unifying the many departments in the college. The marks are taken from the MSJC logo itself and lend themselves to the theme of collaboration amongst the different disciplines.

Horizontal Orientation



Vertical Orientation





Enterprise Resource & Innovation Center

The Department Logos family together represent MSJC through a cohesive system unifying the many departments in the college. The marks are taken from the MSJC logo itself and lend themselves to the theme of collaboration amongst the different disciplines.

Horizontal Orientation



Vertical Orientation





Adult Education

The Department Logos family together represent MSJC through a cohesive system unifying the many departments in the college. The marks are taken from the MSJC logo itself and lend themselves to the theme of collaboration amongst the different disciplines.

Horizontal Orientation



Vertical Orientation





Campus Safety

The Department Logos family together represent MSJC through a cohesive system unifying the many departments in the college. The marks are taken from the MSJC logo itself and lend themselves to the theme of collaboration amongst the different disciplines.

Horizontal Orientation



Vertical Orientation





Career Education

The Department Logos family together represent MSJC through a cohesive system unifying the many departments in the college. The marks are taken from the MSJC logo itself and lend themselves to the theme of collaboration amongst the different disciplines.

Horizontal Orientation



Vertical Orientation





*Community Education
& Workplace Training*

The Department Logos family together represent MSJC through a cohesive system unifying the many departments in the college. The marks are taken from the MSJC logo itself and lend themselves to the theme of collaboration amongst the different disciplines.

Horizontal Orientation



Vertical Orientation



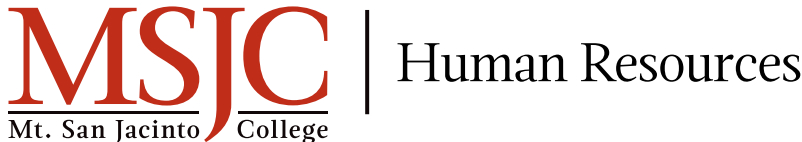
Community Education
& Workplace Training



Human Resources

The Department Logos family together represent MSJC through a cohesive system unifying the many departments in the college. The marks are taken from the MSJC logo itself and lend themselves to the theme of collaboration amongst the different disciplines.

Horizontal Orientation



Vertical Orientation





Institutional Planning & Effectiveness

The Department Logos family together represent MSJC through a cohesive system unifying the many departments in the college. The marks are taken from the MSJC logo itself and lend themselves to the theme of collaboration amongst the different disciplines.

Horizontal Orientation



Vertical Orientation





Instruction

The Department Logos family together represent MSJC through a cohesive system unifying the many departments in the college. The marks are taken from the MSJC logo itself and lend themselves to the theme of collaboration amongst the different disciplines.

Horizontal Orientation



Vertical Orientation





*Office of the President
& Superintendent*

The Department Logos family together represent MSJC through a cohesive system unifying the many departments in the college. The marks are taken from the MSJC logo itself and lend themselves to the theme of collaboration amongst the different disciplines.

Horizontal Orientation



Vertical Orientation





Student Health Center

The Department Logos family together represent MSJC through a cohesive system unifying the many departments in the college. The marks are taken from the MSJC logo itself and lend themselves to the theme of collaboration amongst the different disciplines.

Horizontal Orientation



Vertical Orientation





Aviation Science

The Department Logos family together represent MSJC through a cohesive system unifying the many departments in the college. The marks are taken from the MSJC logo itself and lend themselves to the theme of collaboration amongst the different disciplines.

Horizontal Orientation



Vertical Orientation



Athletics Brand Identity Guide





Athletics Logo

One element of the MSJC identification system is the Eagles logo or trademark and is made up of the following two parts: 1) the mark and 2) the logotype, "Eagles". The two color coated logos have been built using 1805C (red), and black. The two color uncoated logos have been built using 1805U (red), and black. These files will also be available in electronic format.

Contact the Marketing Department for assistance.

If there are ever any questions about the proper implementation of the identity, contact the MSJC Marketing Department at 951.487.3060.



COATED VERSION

- Red : PMS 1805C
- Gold : PMS 132C
- Gray : PMS 423C



UNCOATED VERSION

- Blue : PMS 1805U
- Gold : PMS 132U
- Gray : PMS 423U



4 Color Eagles Logo

One element of the MSJC identification system is the Eagles logo or trademark and is made up of the following two parts: 1) the mark and 2) the logotype, "Eagles". The two color coated logos have been built using 1805C (red), and black. The two color uncoated logos have been built using 1805U (red), and black. These files will also be available in electronic format.

Contact the Marketing Department for assistance.

If there are ever any questions about the proper implementation of the identity, contact the MSJC Marketing Department at 951.487.3060.



COLOR VERSION

Red :	C: 0 Y: 91 M: 100 K: 23
Black	C: 0 Y: 0 M: 0 K: 100



Screened 1 Color
Eagles Logo

One element of the MSJC identification system is the Eagles logo or trademark and is made up of the following two parts: 1) the mark and 2) the logotype, "Eagles". The two color coated logos have been built using 1805C (red), and black. The two color uncoated logos have been built using 1805U (red), and black. These files will also be available in electronic format.

Contact the Marketing Department for assistance.

If there are ever any questions about the proper implementation of the identity, contact the MSJC Marketing Department at 951.487.3060.



SCREENED VERSION

Black



Solid Eagles Logo

One element of the MSJC identification system is the Eagles logo or trademark and is made up of the following two parts: 1) the mark and 2) the logotype, "Eagles". The two color coated logos have been built using 1805C (red), and black. The two color uncoated logos have been built using 1805U (red), and black. These files will also be available in electronic format.

Contact the Marketing Department for assistance.

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SOLID VERSION

Black

Red: PMS 1805C

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REFER TO BOARD POLICY/ADMINISTRATIVE PROCEDURE 3320

NOTE: THIS PAGE IS A COLOR COPY. REFER TO PANTONE MATCHING SYSTEM FOR ACTUAL PRINTING COLORS.

THE COLORS, (PMS 1805C, PMS 423C, PMS 431C, PMS 1815C, PMS 427C(COATED), AND (PMS 1805U, PMS 423U, PMS 431U, PMS 1815U, PMS 427U (UNCOATED), ARE INTEGRAL PARTS OF THE IDENTIFICATION SYSTEM AND THE TRADEMARK. THESE COLORS, AS WELL AS BLACK AND WHITE IMAGES, ARE TO BE USED ONLY IN STRICT CONFORMANCE WITH THE INSTRUCTIONS SET FORTH IN THIS MANUAL. NO OTHER COLORS ARE TO BE USED IN DISPLAYING THE TRADEMARK.

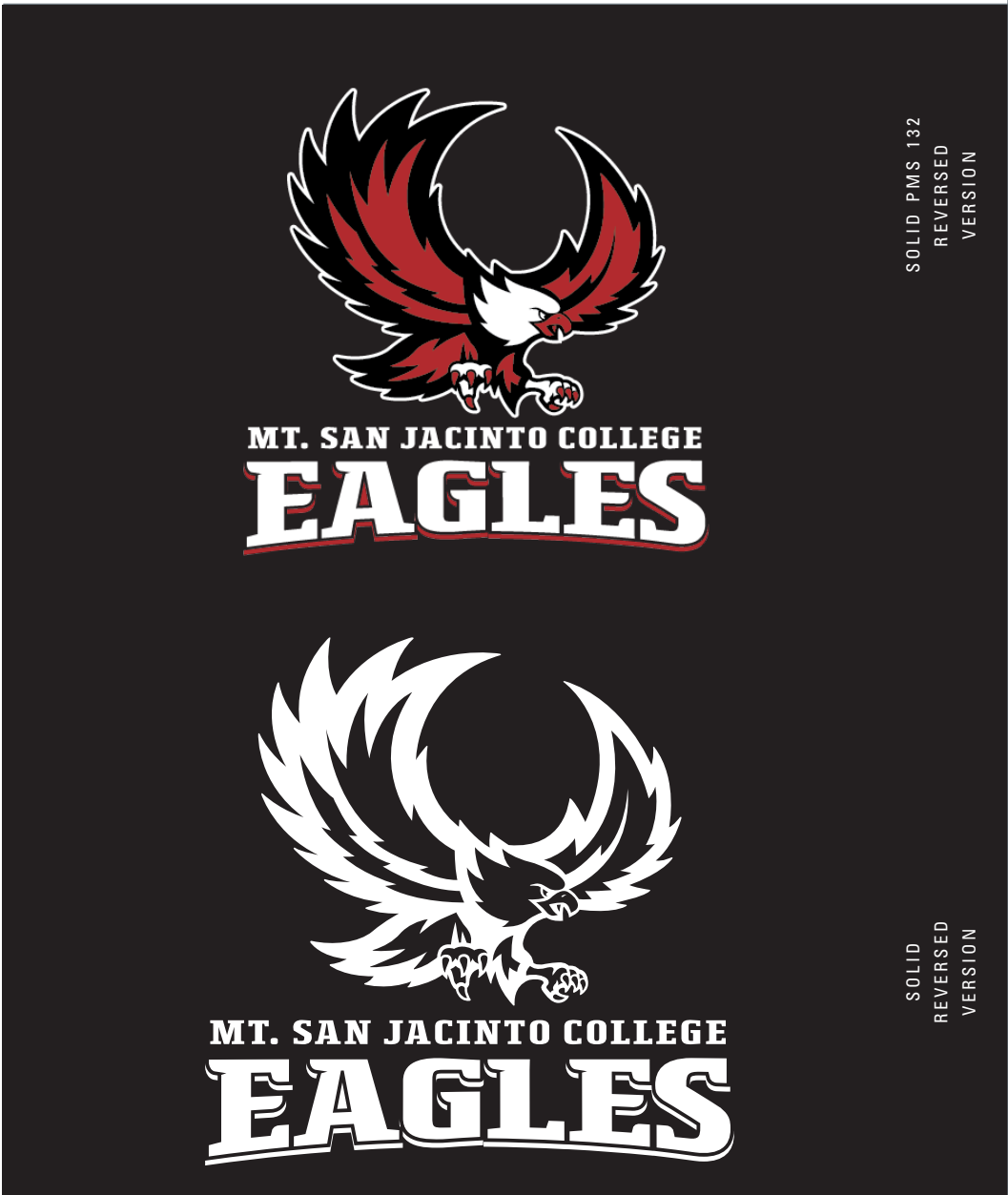


Reversing the Eagles Logo

One element of the MSJC identification system is the Eagles logo or trademark and is made up of the following two parts: 1) the mark and 2) the logotype, "Eagles". The two color coated logos have been built using 1805C (red), and black. The two color uncoated logos have been built using 1805U (red), and black. These files will also be available in electronic format.

Contact the Marketing Department for assistance.

If there are ever any questions about the proper implementation of the identity, contact the MSJC Marketing Department at 951.487.3060.



SOLID PMS 132
REVERSED
VERSION

Solid PMS 1805 reversed logo application.

SOLID
REVERSED
VERSION

Solid reversed logo application.

MSJC BRAND IDENTITY GUIDELINES VERSION 1.0. CREATED OCTOBER 2021

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[HTTP://GO.BOARDDOCS.COM/CA/MSJC/BOARD.NSF/GOTO?OPEN&ID=C53TE676F707](http://go.boarddocs.com/ca/msjc/board.nsf/goto?open&id=C53TE676F707)

REFER TO BOARD POLICY/ADMINISTRATIVE PROCEDURE 3320

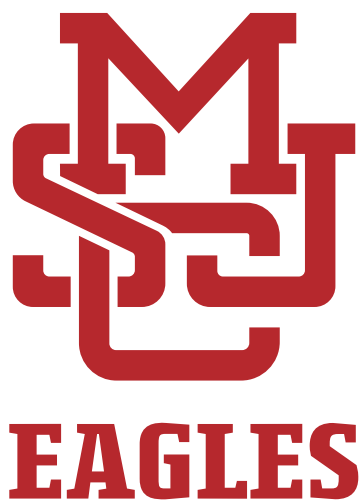
NOTE: THIS PAGE IS A COLOR COPY. REFER TO PANTONE MATCHING SYSTEM FOR ACTUAL PRINTING COLORS.

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Monogram: Eagles

One element of the MSJC identification system is the MSJC Monogram comprising of interlocking letterforms. This system exists in Red, White and Black. These files will also be available in electronic format.

If there are ever any questions about the proper implementation of the identity, contact the MSJC Marketing Department at 951.487.3060.



Red : C: 0
Y: 91
M: 100
K: 23

PMS: 1805

Black C: 0
Y: 0
M: 0
K: 100

White



Eagles Logo:
Athletics

One element of the MSJC identification system is the Eagles logo or trademark and is made up of the following two parts: 1) the mark and 2) the logotype, "Eagles". The process color logos have been built in cyan, magenta, yellow and black inks.

These files will also be available in electronic format. Contact the Marketing Department for assistance.

If there are ever any questions about the proper implementation of the identity, contact the MSJC Marketing Department at 951.487.3060.



COLOR VERSION

Red :	C: 0 Y: 91 M: 100 K: 23
Black	C: 0 Y: 0 M: 0 K: 100



Monogram:
Athletics

One element of the MSJC identification system is the MSJC Monogram comprising of interlocking letterforms. This system exists in Red, White and Black. These files will also be available in electronic format.

If there are ever any questions about the proper implementation of the identity, contact the MSJC Marketing Department at 951.487.3060.



Red :	C: 0 Y: 91 M: 100 K: 23
PMS:	1805
Black	C: 0 Y: 0 M: 0 K: 100
White	

MSJC BRAND IDENTITY GUIDELINES VERSION 1.0. CREATED OCTOBER 2021

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REFER TO BOARD POLICY/ADMINISTRATIVE PROCEDURE 3320

NOTE: THIS PAGE IS A COLOR COPY. REFER TO PANTONE MATCHING SYSTEM FOR ACTUAL PRINTING COLORS.

THE COLORS, (PMS 1805C, PMS 423C, PMS 431C, PMS 1815C, PMS 427C(COATED), AND (PMS 1805U, PMS 423U, PMS 431U, PMS 1815U, PMS 427U (UNCOATED), ARE INTEGRAL PARTS OF THE IDENTIFICATION SYSTEM AND THE TRADEMARK. THESE COLORS, AS WELL AS BLACK AND WHITE IMAGES, ARE TO BE USED ONLY IN STRICT CONFORMANCE WITH THE INSTRUCTIONS SET FORTH IN THIS MANUAL. NO OTHER COLORS ARE TO BE USED IN DISPLAYING THE TRADEMARK.



Eagles Logo:
Baseball

One element of the MSJC identification system is the Eagles logo or trademark and is made up of the following two parts: 1) the mark and 2) the logotype, "Eagles". The process color logos have been built in cyan, magenta, yellow and black inks.

These files will also be available in electronic format. Contact the Marketing Department for assistance.

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COLOR VERSION

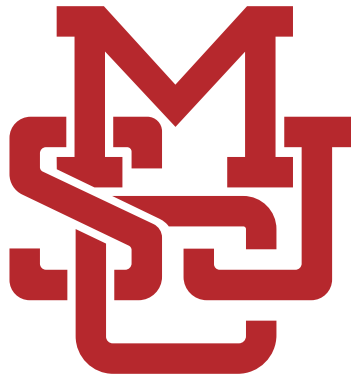
Red :	C: 0 Y: 91 M: 100 K: 23
Black	C: 0 Y: 0 M: 0 K: 100



Monogram:
Baseball

One element of the MSJC identification system is the MSJC Monogram comprising of interlocking letterforms. This system exists in Red, White and Black. These files will also be available in electronic format.

If there are ever any questions about the proper implementation of the identity, contact the MSJC Marketing Department at 951.487.3060.



BASEBALL

Red :	C: 0 Y: 91 M: 100 K: 23
PMS:	1805
Black	C: 0 Y: 0 M: 0 K: 100

White



Eagles Logo: Basketball

One element of the MSJC identification system is the Eagles logo or trademark and is made up of the following two parts: 1) the mark and 2) the logotype, "Eagles". The process color logos have been built in cyan, magenta, yellow and black inks.

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COLOR VERSION

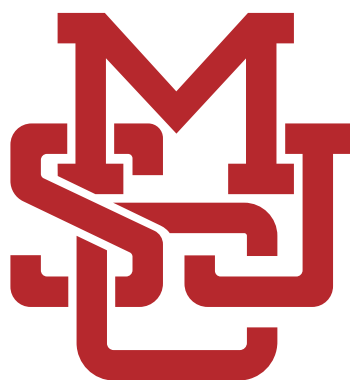
Red :	C: 0 Y: 91 M: 100 K: 23
Black	C: 0 Y: 0 M: 0 K: 100



**Monogram:
Basketball**

One element of the MSJC identification system is the MSJC Monogram comprising of interlocking letterforms. This system exists in Red, White and Black. These files will also be available in electronic format.

If there are ever any questions about the proper implementation of the identity, contact the MSJC Marketing Department at 951.487.3060.



BASKETBALL

Red : C: 0
Y: 91
M: 100
K: 23

PMS: 1805

Black C: 0
Y: 0
M: 0
K: 100

White



Eagles Logo:
Men's Basketball

One element of the MSJC identification system is the Eagles logo or trademark and is made up of the following two parts: 1) the mark and 2) the logotype, "Eagles". The process color logos have been built in cyan, magenta, yellow and black inks.

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If there are ever any questions about the proper implementation of the identity, contact the MSJC Marketing Department at 951.487.3060.



COLOR VERSION

Red :	C: 0 Y: 91 M: 100 K: 23
Black	C: 0 Y: 0 M: 0 K: 100



Monogram:
Men's Basketball

One element of the MSJC identification system is the MSJC Monogram comprising of interlocking letterforms. This system exists in Red, White and Black. These files will also be available in electronic format.

If there are ever any questions about the proper implementation of the identity, contact the MSJC Marketing Department at 951.487.3060.



**MEN'S
BASKETBALL**

Red :	C: 0 Y: 91 M: 100 K: 23
PMS:	1805
Black	C: 0 Y: 0 M: 0 K: 100
White	



Eagles Logo:
Women's Basketball

One element of the MSJC identification system is the Eagles logo or trademark and is made up of the following two parts: 1) the mark and 2) the logotype, "Eagles". The process color logos have been built in cyan, magenta, yellow and black inks.

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COLOR VERSION

Red :	C: 0 Y: 91 M: 100 K: 23
Black	C: 0 Y: 0 M: 0 K: 100

Monogram: Women's Basketball

One element of the MSJC identification system is the MSJC Monogram comprising of interlocking letterforms. This system exists in Red, White and Black. These files will also be available in electronic format.

If there are ever any questions about the proper implementation of the identity, contact the MSJC Marketing Department at 951.487.3060.



WOMEN'S BASKETBALL

Red : C: 0
Y: 91
M: 100
K: 23

PMS: 1805

Black C: 0
Y: 0
M: 0
K: 100

White



Eagles Logo: Football

One element of the MSJC identification system is the Eagles logo or trademark and is made up of the following two parts: 1) the mark and 2) the logotype, "Eagles". The process color logos have been built in cyan, magenta, yellow and black inks.

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MT. SAN JACINTO COLLEGE
FOOTBALL

COLOR VERSION

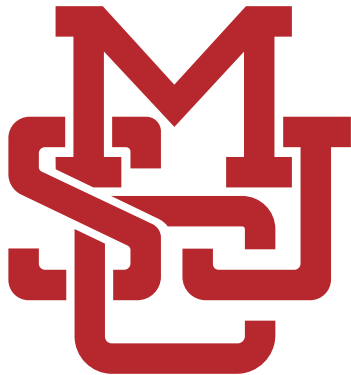
Red :	C: 0 Y: 91 M: 100 K: 23
Black	C: 0 Y: 0 M: 0 K: 100



Monogram:
Football

One element of the MSJC identification system is the MSJC Monogram comprising of interlocking letterforms. This system exists in Red, White and Black. These files will also be available in electronic format.

If there are ever any questions about the proper implementation of the identity, contact the MSJC Marketing Department at 951.487.3060.



FOOTBALL

Red :	C: 0 Y: 91 M: 100 K: 23
PMS:	1805
Black	C: 0 Y: 0 M: 0 K: 100
White	



Eagles Logo:
Men's Golf

One element of the MSJC identification system is the Eagles logo or trademark and is made up of the following two parts: 1) the mark and 2) the logotype, "Eagles". The process color logos have been built in cyan, magenta, yellow and black inks.

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MT. SAN JACINTO COLLEGE
MEN'S
GOLF

COLOR VERSION

Red :	C: 0 Y: 91 M: 100 K: 23
Black	C: 0 Y: 0 M: 0 K: 100



Monogram:
Men's Golf

One element of the MSJC identification system is the MSJC Monogram comprising of interlocking letterforms. This system exists in Red, White and Black. These files will also be available in electronic format.

If there are ever any questions about the proper implementation of the identity, contact the MSJC Marketing Department at 951.487.3060.



Red :	C: 0 Y: 91 M: 100 K: 23
PMS:	1805
Black	C: 0 Y: 0 M: 0 K: 100
White	



Eagles Logo:
Women's Golf

One element of the MSJC identification system is the Eagles logo or trademark and is made up of the following two parts: 1) the mark and 2) the logotype, "Eagles". The process color logos have been built in cyan, magenta, yellow and black inks.

These files will also be available in electronic format. Contact the Marketing Department for assistance.

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**MT. SAN JACINTO COLLEGE
WOMEN'S
GOLF**

COLOR VERSION

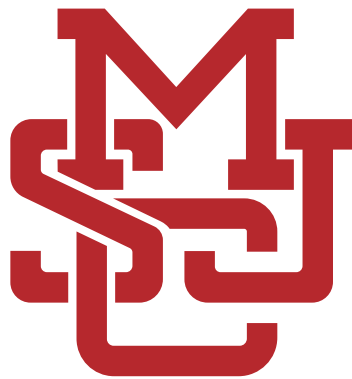
Red :	C: 0 Y: 91 M: 100 K: 23
Black	C: 0 Y: 0 M: 0 K: 100



Monogram:
Women's Golf

One element of the MSJC identification system is the MSJC Monogram comprising of interlocking letterforms. This system exists in Red, White and Black. These files will also be available in electronic format.

If there are ever any questions about the proper implementation of the identity, contact the MSJC Marketing Department at 951.487.3060.



**WOMEN'S
GOLF**

Red :	C: 0 Y: 91 M: 100 K: 23
PMS:	1805
Black	C: 0 Y: 0 M: 0 K: 100
White	



Eagles Logo: Soccer

One element of the MSJC identification system is the Eagles logo or trademark and is made up of the following two parts: 1) the mark and 2) the logotype, "Eagles". The process color logos have been built in cyan, magenta, yellow and black inks.

These files will also be available in electronic format. Contact the Marketing Department for assistance.

If there are ever any questions about the proper implementation of the identity, contact the MSJC Marketing Department at 951.487.3060.



COLOR VERSION

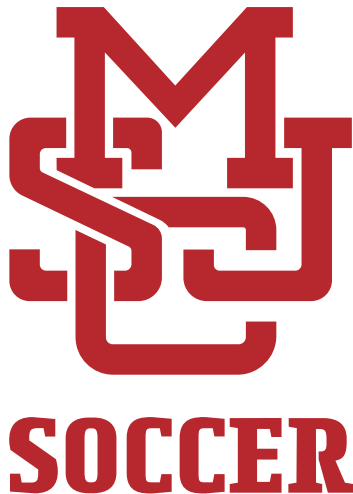
Red :	C: 0 Y: 91 M: 100 K: 23
Black	C: 0 Y: 0 M: 0 K: 100



Monogram:
Soccer

One element of the MSJC identification system is the MSJC Monogram comprising of interlocking letterforms. This system exists in Red, White and Black. These files will also be available in electronic format.

If there are ever any questions about the proper implementation of the identity, contact the MSJC Marketing Department at 951.487.3060.



Red :	C: 0 Y: 91 M: 100 K: 23
PMS:	1805
Black	C: 0 Y: 0 M: 0 K: 100
White	



Eagles Logo:
Softball

One element of the MSJC identification system is the Eagles logo or trademark and is made up of the following two parts: 1) the mark and 2) the logotype, "Eagles". The process color logos have been built in cyan, magenta, yellow and black inks.

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If there are ever any questions about the proper implementation of the identity, contact the MSJC Marketing Department at 951.487.3060.



COLOR VERSION

Red :	C: 0 Y: 91 M: 100 K: 23
Black	C: 0 Y: 0 M: 0 K: 100



Monogram:
Softball

One element of the MSJC identification system is the MSJC Monogram comprising of interlocking letterforms. This system exists in Red, White and Black. These files will also be available in electronic format.

If there are ever any questions about the proper implementation of the identity, contact the MSJC Marketing Department at 951.487.3060.



SOFTBALL

Red :	C: 0 Y: 91 M: 100 K: 23
PMS:	1805
Black	C: 0 Y: 0 M: 0 K: 100

White



Eagles Logo:
Men's Tennis

One element of the MSJC identification system is the Eagles logo or trademark and is made up of the following two parts: 1) the mark and 2) the logotype, "Eagles". The process color logos have been built in cyan, magenta, yellow and black inks.

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If there are ever any questions about the proper implementation of the identity, contact the MSJC Marketing Department at 951.487.3060.



COLOR VERSION

Red :	C: 0 Y: 91 M: 100 K: 23
Black	C: 0 Y: 0 M: 0 K: 100

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Monogram: Men's Tennis

One element of the MSJC identification system is the MSJC Monogram comprising of interlocking letterforms. This system exists in Red, White and Black. These files will also be available in electronic format.

If there are ever any questions about the proper implementation of the identity, contact the MSJC Marketing Department at 951.487.3060.



Red : C: 0
Y: 91
M: 100
K: 23

PMS: 1805

Black C: 0
Y: 0
M: 0
K: 100

White



Eagles Logo:
Women's Tennis

One element of the MSJC identification system is the Eagles logo or trademark and is made up of the following two parts: 1) the mark and 2) the logotype, "Eagles". The process color logos have been built in cyan, magenta, yellow and black inks.

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If there are ever any questions about the proper implementation of the identity, contact the MSJC Marketing Department at 951.487.3060.



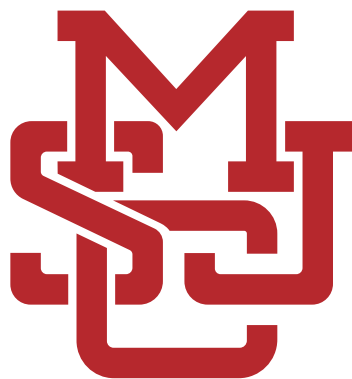
COLOR VERSION

Red :	C: 0 Y: 91 M: 100 K: 23
Black	C: 0 Y: 0 M: 0 K: 100

Monogram: Women's Tennis

One element of the MSJC identification system is the MSJC Monogram comprising of interlocking letterforms. This system exists in Red, White and Black. These files will also be available in electronic format.

If there are ever any questions about the proper implementation of the identity, contact the MSJC Marketing Department at 951.487.3060.



WOMEN'S TENNIS

Red : C: 0
Y: 91
M: 100
K: 23

PMS: 1805

Black C: 0
Y: 0
M: 0
K: 100

White



Eagle Logo:
Beach Volleyball

One element of the MSJC identification system is the Eagles logo or trademark and is made up of the following two parts: 1) the mark and 2) the logotype, "Eagles". The process color logos have been built in cyan, magenta, yellow and black inks.

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If there are ever any questions about the proper implementation of the identity, contact the MSJC Marketing Department at 951.487.3060.



COLOR VERSION

Red :	C: 0 Y: 91 M: 100 K: 23
Black	C: 0 Y: 0 M: 0 K: 100

Monogram: Beach Volleyball

One element of the MSJC identification system is the MSJC Monogram comprising of interlocking letterforms. This system exists in Red, White and Black. These files will also be available in electronic format.

If there are ever any questions about the proper implementation of the identity, contact the MSJC Marketing Department at 951.487.3060.



Red : C: 0
Y: 91
M: 100
K: 23

PMS: 1805

Black C: 0
Y: 0
M: 0
K: 100

White



Eagles Logo:
Volleyball

One element of the MSJC identification system is the Eagles logo or trademark and is made up of the following two parts: 1) the mark and 2) the logotype, "Eagles". The process color logos have been built in cyan, magenta, yellow and black inks.

These files will also be available in electronic format. Contact the Marketing Department for assistance.

If there are ever any questions about the proper implementation of the identity, contact the MSJC Marketing Department at 951.487.3060.



COLOR VERSION

Red :	C: 0 Y: 91 M: 100 K: 23
Black	C: 0 Y: 0 M: 0 K: 100



Monogram:
Volleyball

One element of the MSJC identification system is the MSJC Monogram comprising of interlocking letterforms. This system exists in Red, White and Black. These files will also be available in electronic format.

If there are ever any questions about the proper implementation of the identity, contact the MSJC Marketing Department at 951.487.3060.

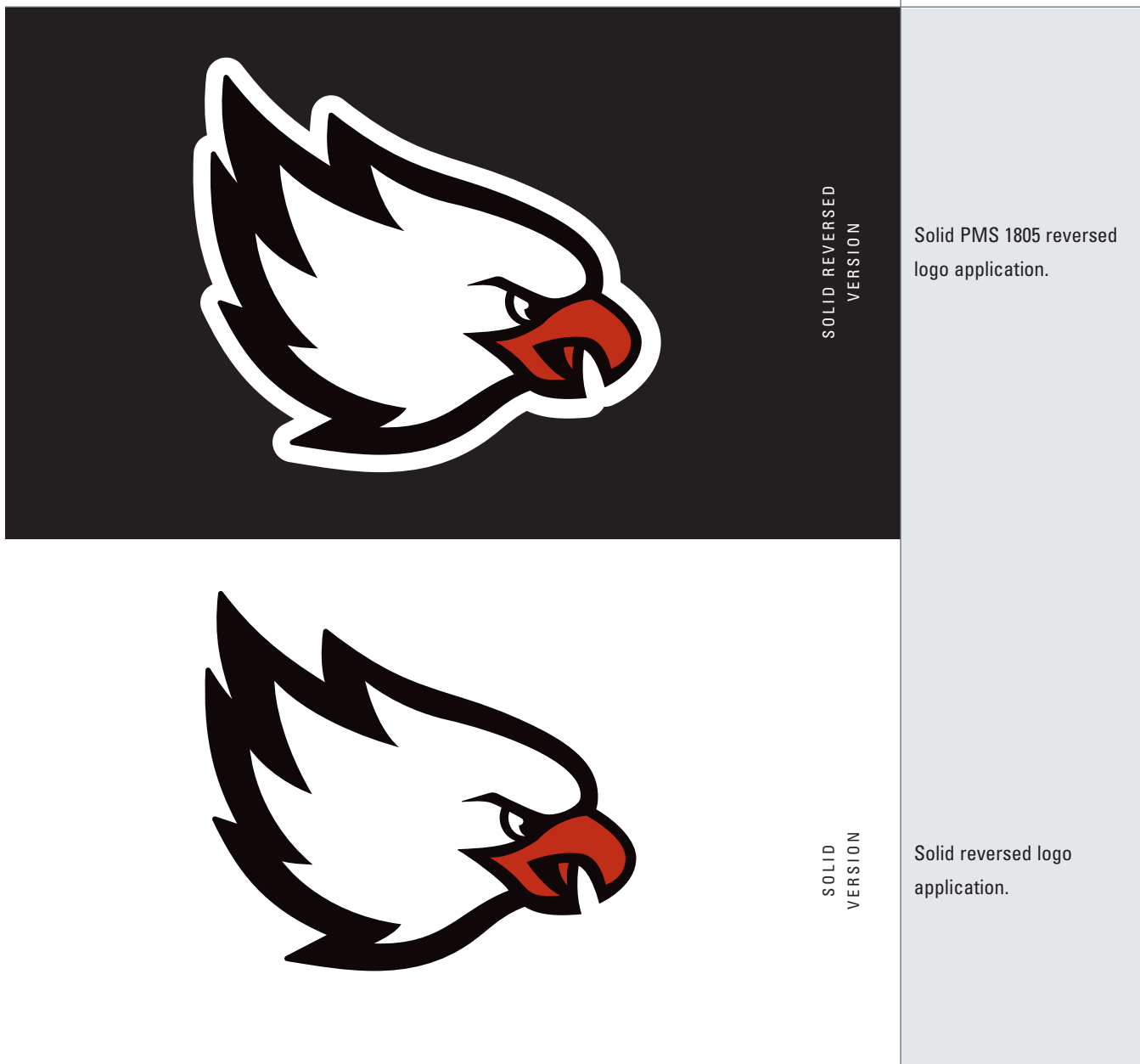


VOLLEYBALL

- Red : C: 0
Y: 91
M: 100
K: 23
- PMS: 1805
- Black C: 0
Y: 0
M: 0
K: 100
- White

Eagle Head Logo

The Eagle Head logo versions shown below demonstrate proper usage on a dark and light backgrounds. Only the solid logo should be reversed out of a dark background. Use the 2 color version when the application is a PMS and black. All applications of logo reversal are subject to approval by the Marketing Department.



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REFER TO BOARD POLICY/ADMINISTRATIVE PROCEDURE 3320

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Custom Applications Brand Identity Guide





Custom Applications

On an individually approved basis, custom uses and applications of the MSJC logo will be extended to specialty items such as clothing, signage and a variety of accessories. Each of these items will play a role in reflecting the identity of MSJC internally and to the public. These items must adhere to all the rules set forth in this manual and subsequently be added to this section for future reference.

Any questions regarding the custom use of the MSJC identity in the design of new applications should be directed to the MSJC Public Information and Marketing Office at 951.487.3060.



Breast Cancer Awareness

The Department Logos family together represent MSJC through a cohesive system unifying the many departments in the college. The marks are taken from the MSJC logo itself and lend themselves to the theme of collaboration amongst the different disciplines.

Horizontal Orientation



Vertical Orientation

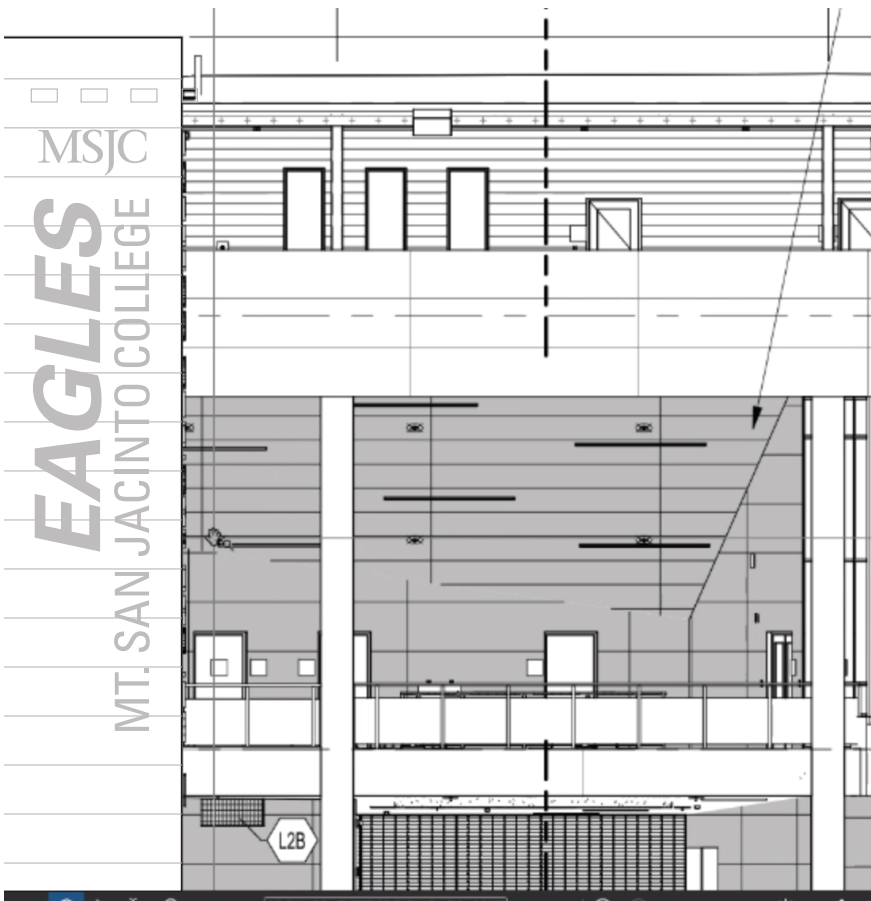


CYMK: C: 0 Y: 77 M: 32 K: 0
PMS: 1777
RGB: R: 255 G: 100 B: 125
HEX: FF647D



Stadium Signage

Here is the proposed application to the stadium. Materials are proposed by the architect. This drawing is artist intent only.



FAX SHEET

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Felt Pennants

MSJC felt pennants are printed on felt and represent both academic and athletics.



FELT BANNER SPECIFICATION

COLOR
PMS 1805U Red
PMS Black
White

MSJC Foundation Brand Identity Guide



MSJC

F O U N D A T I O N



The brand identity represents a desire to unite MSJC's Foundation message. MSJC Foundation's identity is the single greatest visual expression of our foundation's excellence and character.

It helps communicate not only who we are, but also what we do and how we do it. Maintaining our identity system in a simple, clear, and consistent manner will be the foundation of how people experience the MSJC Foundation. Communication, recognizability, and longevity are only served when everyone involved with MSJC Foundation follow the rules set forth in this manual. Ultimately, the success of our identity system, and our brand, relies on you. To everyone you encounter, you are the MSJC Foundation.



Reversing the Foundation Logo

The primary element of the MSJC Foundation identification system is the logo, or trademark, and is made up of the following two parts: 1) the MSJC and 2) the logotype, "Mt. San Jacinto College" and "Foundation". The logo versions shown below demonstrate proper usage on a dark background. Only the solid logo should be reversed out of a dark background. The process reversed version should be used in full color applications when the logo sits on dark backgrounds. Use the 1 color version when the application is a PMS and black. All applications of logo reversal are subject to approval by the Marketing Department and/or the Dean's Office.

	<p>SOLID REVERSED VERSION</p> <p>Solid reversed logo application.</p>
	<p>RED REVERSED VERSION</p> <p>Red Reversed Version</p>
	<p>GRAY REVERSED VERSION</p> <p>PMS 423 Reversed Version</p>

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