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Legal Information
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.
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.
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.

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**4 Color Logo**

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>PMS 1805C</td>
</tr>
<tr>
<td>Black</td>
<td>PMS BLACK</td>
</tr>
</tbody>
</table>

**PMS COATED VERSION**

<table>
<thead>
<tr>
<th>Color</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>0</td>
<td>0</td>
<td>91</td>
<td>23</td>
</tr>
<tr>
<td>Black</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>100</td>
</tr>
</tbody>
</table>

**PROCESS COLOR VERSION**

<table>
<thead>
<tr>
<th>Color</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>0</td>
<td>0</td>
<td>91</td>
<td>23</td>
</tr>
<tr>
<td>Black</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>100</td>
</tr>
</tbody>
</table>

THE TRADEMARK USED BY MT. SAN JACINTO COLLEGE (MSJC) IS THE PROPERTY OF MSJC. ITS USE WITHOUT PRIOR WRITTEN APPROVAL FROM MSJC IS STRICTLY PROHIBITED.

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. 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.
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.
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.

The screen is built at 40% black.
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.
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.

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.
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. |
**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/@#$%^&*()_+{}<>?
```
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**

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

**UNIVERS LT STD 55 ROMAN**

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

**UNIVERS LT STD 65 HEAVY**

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

**UNIVERS LT STD 85 BLACK**

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

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

**UNIVERS LT STD 57 CONDENSED OBLIQUE**

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

**UNIVERS LT STD 65 BOLD CONDENSED**

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

**UNIVERS LT STD 65 BOLD CONDENSED OBLIQUE**

```plaintext
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!@#$%^&*()_+{}<>?
```
The primary element of the MSJC identification system are the colors. These colors are not to be substituted or modified.

<table>
<thead>
<tr>
<th>Primary Color Palette</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CYMK Color</strong></td>
</tr>
<tr>
<td>C 21</td>
</tr>
<tr>
<td>M 97</td>
</tr>
<tr>
<td>Y 90</td>
</tr>
<tr>
<td>K 12</td>
</tr>
<tr>
<td><strong>RGB Color</strong></td>
</tr>
<tr>
<td>R 178</td>
</tr>
<tr>
<td>G 41</td>
</tr>
<tr>
<td>B 46</td>
</tr>
<tr>
<td><strong>HEX Code Color</strong></td>
</tr>
<tr>
<td>B2292E</td>
</tr>
<tr>
<td><strong>PMS Color</strong></td>
</tr>
<tr>
<td>PMS 1805</td>
</tr>
<tr>
<td><strong>Paint Colors</strong></td>
</tr>
</tbody>
</table>

Sherwin Williams
SW 6601
Tanager

Frazee
AC118R
Red Alert

Dunn Edwards
DEA107
Hot Jazz

Matthews
6A-1A
Red Hot

Matthews Pearl
MP23467

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

<table>
<thead>
<tr>
<th>CYMK Color</th>
<th>RGB Color</th>
<th>HEX Code Color</th>
<th>PMS Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 31 M 92 Y 81 K 36</td>
<td>R 127 G 38 B 41</td>
<td>7F2629</td>
<td>PMS 1815</td>
</tr>
<tr>
<td>C 76 M 47 Y 100 K 0</td>
<td>R 61 G 124 B 201</td>
<td>3D7CC9</td>
<td>PMS 660</td>
</tr>
<tr>
<td>C 2 M 38 Y 100 K 0</td>
<td>R 245 G 168 B 0</td>
<td>F5A800</td>
<td>PMS 130</td>
</tr>
<tr>
<td>C 35 M 12 Y 100 K 0</td>
<td>R 180 G 198 B 3</td>
<td>B4BD00</td>
<td>PMS 390</td>
</tr>
<tr>
<td>C 7 M 87 Y 100 K 1</td>
<td>R 224 G 68 B 108</td>
<td>E04463</td>
<td>PMS 1665</td>
</tr>
<tr>
<td>C 69 M 95 Y 27 K 14</td>
<td>R 101 G 47 B 108</td>
<td>65256C</td>
<td>PMS 520</td>
</tr>
<tr>
<td>C 30 M 26 Y 38 K 0</td>
<td>R 182 G 176 B 156</td>
<td>CFD2D3</td>
<td>PMS 7535</td>
</tr>
</tbody>
</table>
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.
MSJC BRAND IDENTITY GUIDELINES VERSION 1.0. CREATED OCTOBER 2021

The trademark used by Mt. San Jacinto College (MSJC) is the property of MSJC. Its use without prior written approval from MSJC is strictly prohibited.

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.

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.
Brochure Layout Example

MSJC Adult Education

MSJC Adult Education is helping students accomplish their goals.

Enroll now online for these free classes starting January 18

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

**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
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.
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
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.
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Horizontal Orientation

Enterprise Resource & Innovation Center

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.
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Horizontal Orientation

Human Resources

Vertical Orientation

Human Resources
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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.
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.

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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.
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
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.

Eagles Logo:
Athletics

MT. SAN JACINTO COLLEGE
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.

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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.

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

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

Monogram: 
Baseball

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

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

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

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

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

White

Red:

PMS:

Black:

White:
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**Eagles Logo: Football**
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Red: C: 0 Y: 91 M: 100 K: 23
PMS: 1805

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

White

THE TRADEMARK USED BY MT. SAN JACINTO COLLEGE (MSJC) IS THE PROPERTY OF MSJC. ITS USE WITHOUT PRIOR WRITTEN APPROVAL FROM MSJC IS STRICTLY PROHIBITED.

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.


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.
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**Red**
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- Y: 91
- M: 100
- K: 23
- PMS: 1805

**PMS:**
- 1805

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

**White**
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**Eagles Logo:**

**Softball**

<table>
<thead>
<tr>
<th>COLOR VERSION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Red</strong></td>
</tr>
<tr>
<td>C: 0</td>
</tr>
<tr>
<td>Y: 91</td>
</tr>
<tr>
<td>M: 100</td>
</tr>
<tr>
<td>K: 23</td>
</tr>
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Red:
- C: 0
- Y: 91
- M: 100
- K: 23
- PMS: 1805

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

White

**Volleyball**
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.
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

MSJC
Mt. San Jacinto
College
Breast Cancer Awareness

Vertical Orientation

MSJC
Mt. San Jacinto
College
Breast Cancer Awareness

**Horizontal Orientation**

**Vertical Orientation**

**CYMk:**
- C: 0
- Y: 77
- M: 32
- K: 0

**PMS:** 1777

**RGB:**
- R: 255
- G: 100
- B: 125

**HEX:** FF647D
Here is the proposed application to the stadium. Materials are proposed by the architect. This drawing is artist intent only.
MSJC felt pennants are printed on felt and represent both academic and athletics.

**COLOR**
- PMS 1805U Red
- PMS Black
- White

**FELT BANNER SPECIFICATION**
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.
Legal Information

The trademarks used by Mt. San Jacinto College (MSJC), the MSJC Foundation, and MSJC Athletics are the property of MSJC. Their use without prior written approval from MSJC is strictly prohibited.

The colors, set forth here, are integral parts of the identification system and the trademarks. 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 trademarks.

Any reproduction of this document, either in printed or digital form, is prohibited without the express written permission of MSJC.

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