

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.



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
M: 91
Y: 100
K: 23

Black : C: 0
M: 0
Y: 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.

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

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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.

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.



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.





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.
2.
3.
4.
5.
6.
7.
8.
9.
10.
1. DO NOT
Use unapproved
colors or tints.

2. DO NOT
Do not slant the logo.

3. DO NOT
Change the relation-
ship 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.



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



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



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



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



Color Palettes

The MSJC color system includes primary colors and neutrals for core brand recognition, secondary colors with approved tints for added flexibility, and premium colors for elevated specialty applications. Colors should not be substituted or modified.

PMS	1805 C
CMYK	21 97 90 12
RGB	178 41 46
HEX	B2292E

PMS	N/A
CMYK	0 0 0 100
RGB	0 0 0
HEX	000000

PMS	N/A
CMYK	0 0 0 0
RGB	255 255 255
HEX	FFFFFF

Primary Colors

PMS	431 C
CMYK	67 52 44 17
RGB	91 102 112
HEX	5B6670

PMS	423 C
CMYK	49 39 39 4
RGB	136 139 141
HEX	888B8D

PMS	427 C
CMYK	18 12 13 0
RGB	207 210 211
HEX	CFD2D3

Primary Neutrals

PMS	4008 C
CMYK	2 34 98 0
RGB	247 175 34
HEX	f7af22

PMS	7579 C
CMYK	7 80 98 1
RGB	224 88 41
HEX	e05829

PMS	7731 C
CMYK	85 23 93 9
RGB	29 135 73
HEX	1d8749

PMS	80%
CMYK	1 28 76 0
RGB	252 190 88
HEX	fcbe58

PMS	80%
CMYK	4 64 73 0
RGB	236 123 82
HEX	ec7b52

PMS	80%
CMYK	70 17 73 2
RGB	85 158 107
HEX	559e6b

PMS	50%
CMYK	0 17 45 0
RGB	255 214 150
HEX	ffd696

PMS	50%
CMYK	0 38 40 0
RGB	249 173 144
HEX	f9ad90

PMS	50%
CMYK	44 8 44 0
RGB	149 194 160
HEX	95c2a0

Secondary Colors

PMS	2236 C
CMYK	80 26 38 2
RGB	35 144 154
HEX	23909a

PMS	2091 C
CMYK	86 100 0 0
RGB	75 24 160
HEX	4b18a0

PMS	2935 C
CMYK	100 68 4 0
RGB	0 85 184
HEX	0055b8

PMS	80%
CMYK	65 19 31 0
RGB	92 165 173
HEX	5ca5ad

PMS	80%
CMYK	67 81 0 0
RGB	115 71 180
HEX	7347b4

PMS	80%
CMYK	84 52 0 0
RGB	23 116 199
HEX	1774c7

PMS	50%
CMYK	39 9 18 0
RGB	155 198 202
HEX	9bc6ca

PMS	50%
CMYK	35 49 0 0
RGB	169 137 208
HEX	a989d0

PMS	50%
CMYK	48 28 0 0
RGB	131 164 220
HEX	83a4dc

PMS	4102 C
CMYK	40 89 69 57
RGB	88 27 37
HEX	581b25

PMS	1255 C
CMYK	30 44 100 8
RGB	174 132 30
HEX	ae841e

PMS	405 C
CMYK	55 53 59 25
RGB	105 96 88
HEX	696058

PMS	7527 C
CMYK	15 13 21 0
RGB	214 209 195
HEX	d6d1c3

Premium Colors

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REFER TO BOARD POLICY/ADMINISTRATIVE PROCEDURE 3320

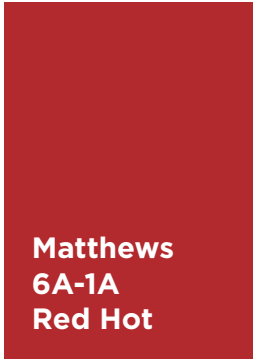
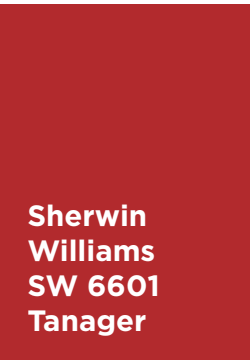
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Paint Colors

The approved paint colors support environmental and physical applications where MSJC red must be matched in painted form.





Heritage/Community Colors

The heritage and community colors support approved campus programs, events and recognition moments. These colors are not substitutes for the primary palette.



AAPI Heritage



Black History



Hispanic Heritage



Pride



Native American
Heritage



Veterans

Stationery Applications





Accent Color
Palette Example





Brochure Layout Example

**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

The updated letterhead will only be shared with Vice Presidents and their Executive Assistants for approved use within their respective divisions.

The letterhead will no longer be available on the Public Information & Marketing Office SharePoint site for general staff access.

Requests for use of the official letterhead submitted to PIMO will be redirected to the appropriate Executive Assistant for VP review and approval.

In addition, please delete all previous versions of the MSJC letterhead, as they are no longer approved for use.



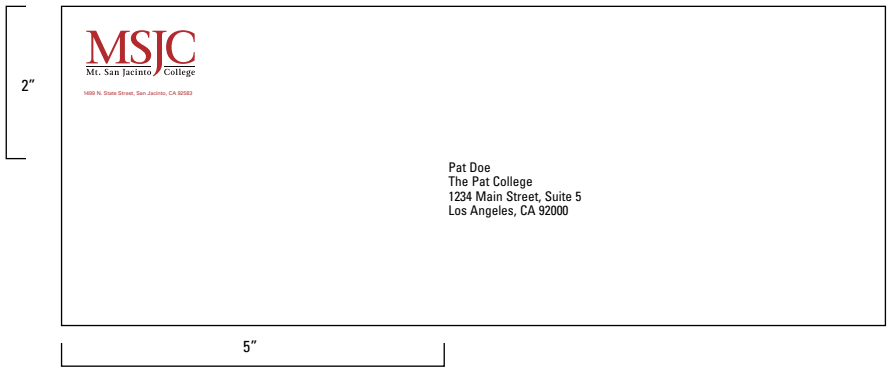
#10 Envelope

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 Red
PMS Black
- 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 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



Merchandise Graphics System





Merch Typography

The merchandise typefaces give MSJC a more expressive voice for apparel and student-facing graphics. Anton provides bold structure, while Dreamboat Bold adds a collegiate script feel.

MT. SAN JACINTO COLLEGE

Anton
[Download Here](#)

SAN JACINTO

TEMECULA

MENIFEE

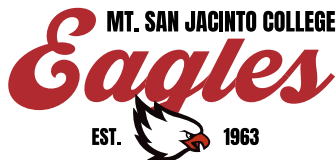
San Jacinto • Temecula • Menifee

Dreamboat Bold
[Activate Here](#)



Ernie the Eagle

Ernie the Eagle brings a recognizable MSJC mascot presence to merchandise and student-facing applications. The artwork may be paired with wordmarks, lockups and supporting graphics from the MSJC Graphics Bank.





Ernie the Eagle

These examples demonstrate possible applications of the system. Additional versions may be created using the available elements within the MSJC Graphics Bank.



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MSJC Graphics

The MSJC logo, merchandise wordmark and monogram are core identifiers within the merchandise system. They may be used independently or paired with other available graphic elements.



MSJC logo



Merchandise Wordmark



Monogram



MSJC Graphics

These examples demonstrate possible applications of the system. Additional versions may be created using the available elements within the MSJC Graphics Bank.





Mountain Graphics

The mountain graphics include the script “Mt.” mark, the Mt. San Jacinto College wordmark and the mountain illustration. These elements may be used together or independently within the MSJC visual system.





Mountain Graphics

These examples demonstrate possible applications of the system. Additional versions may be created using the available elements within the MSJC Graphics Bank.



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The heritage and community graphics provide a flexible way to represent MSJC student groups, programs and campus communities. Word graphics may be used independently or paired with colors, symbols and supporting elements.

Community

Community



These examples demonstrate possible applications of the system. Additional versions may be created using the available elements within the MSJC Graphics Bank.





Location Specific Graphics

The location-specific graphics identify individual MSJC campus communities through a consistent lockup of the college name, Ernie the Eagle and the campus/location name.





Location Specific Graphics

These examples demonstrate possible applications of the system. Additional versions may be created using the available elements within the MSJC Graphics Bank.



MSJC Graphics Bank

The MSJC Graphics Bank is a reference library of available marks, type treatments and graphic elements for merchandise applications.

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REFER TO BOARD POLICY/ADMINISTRATIVE PROCEDURE 3320

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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.

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
- Black : BLACK
- Gray : PMS 423C



UNCOATED VERSION

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



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.

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



SOLID VERSION

Black

Red: PMS 1805C



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 2.0. CREATED JUNE 2026

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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.

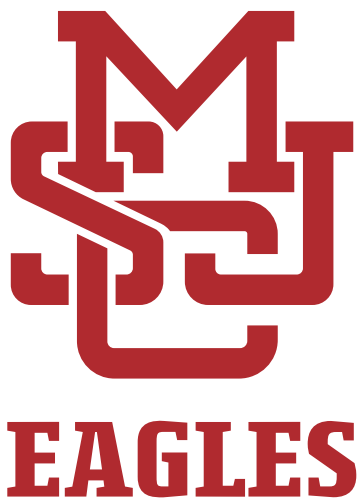
THE COLORS, (PMS 1805C, PMS 423C, PMS 431C, PMS 1815C, PMS 427C(COATED), AND (PMS 1805U, PMS 423U, PMS 431U, PMS 1815U, PMS 427U (UNCOATED), ARE INTEGRAL PARTS OF THE IDENTIFICATION SYSTEM AND THE TRADEMARK. THESE COLORS, AS WELL AS BLACK AND WHITE IMAGES, ARE TO BE USED ONLY IN STRICT CONFORMANCE WITH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



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
M: 100
Y: 91
K: 23

PMS: 1805



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



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
 M: 100
 Y: 91
 K: 23

PMS: 1805



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.

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



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.



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

PMS: 1805



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



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
M: 100
Y: 91
K: 23

PMS: 1805



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.

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



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.



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

PMS: 1805



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.

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



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
M: 100
Y: 91
K: 23

PMS: 1805



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.

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



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.



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

PMS: 1805



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.

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



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
M: 100
Y: 91
K: 23

PMS: 1805



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.

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



MT. SAN JACINTO COLLEGE
WOMEN'S
GOLF

COLOR VERSION

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



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.



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

PMS: 1805



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

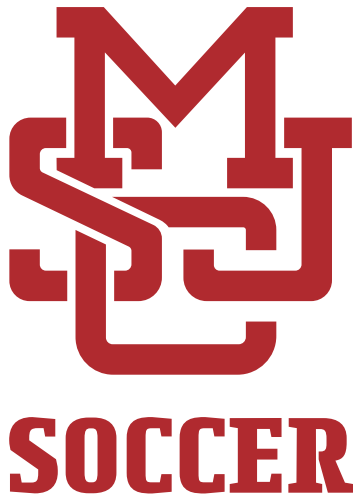
Red :	C: 0 M: 100 Y: 91 K: 23
PMS:	1805
Black	C: 0 M: 0 Y: 0 K: 100
White	



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
 M: 100
 Y: 91
 K: 23

PMS: 1805



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.

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



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.



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

PMS: 1805



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.

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



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
M: 100
Y: 91
K: 23

PMS: 1805



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.

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



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
M: 100
Y: 91
K: 23

PMS: 1805



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.

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



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
M: 100
Y: 91
K: 23

PMS: 1805



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



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.



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

PMS: 1805

Eagle Head Logo

The Eagle Head logo versions shown below demonstrate proper usage on a dark and light back-grounds. 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.



Solid PMS 1805 reversed logo application.



Solid reversed logo application.

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
M: 77
Y: 32
K: 0

PMS: 1777

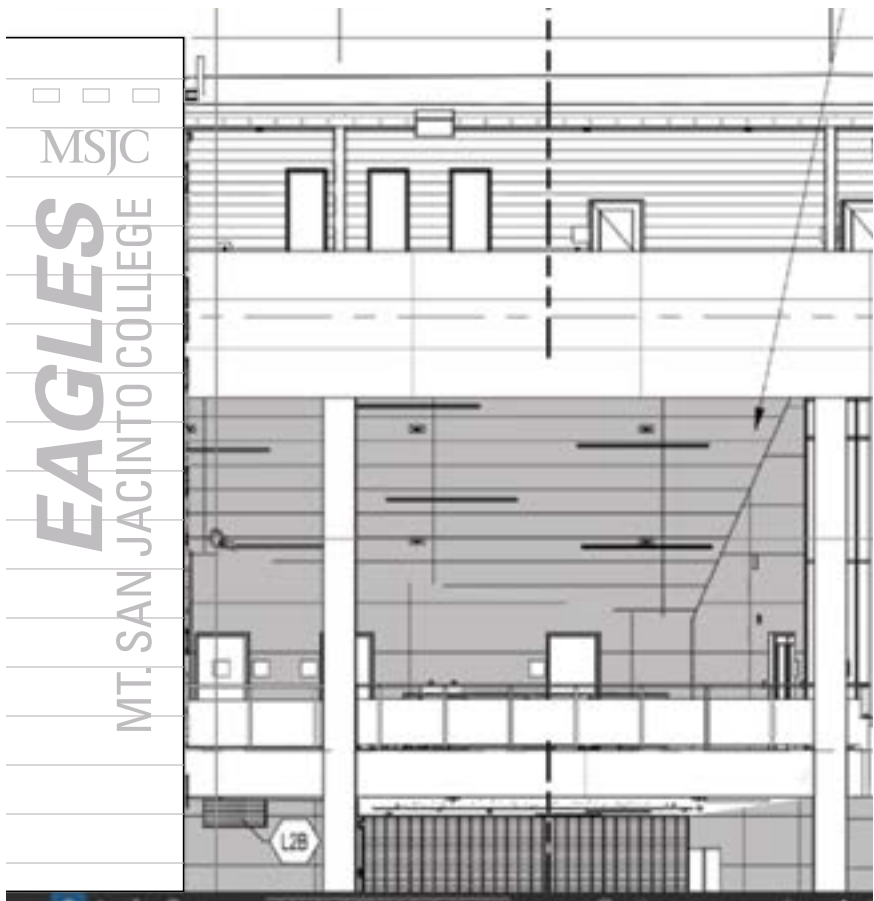
RGB: R: 255
G: 100
B: 125

HEX: FF647D



Stadium Signage

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

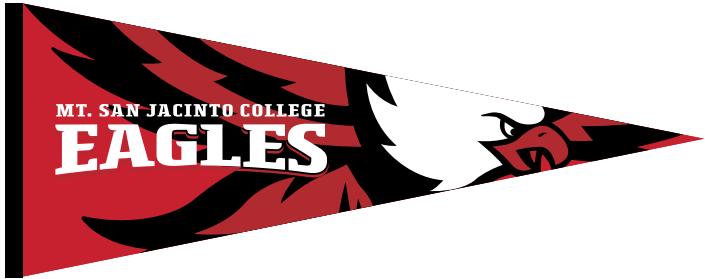


FAX SHEET



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 Foundation Identity



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.

	SOLID REVERSED VERSION	Solid reversed logo application.
	RED REVERSED VERSION	Red Reversed Version
	GRAY REVERSED VERSION	PMS 423 Reversed Version

MSJC BRAND IDENTITY GUIDELINES VERSION 2.0. CREATED JUNE 2026

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REFER TO BOARD POLICY/ADMINISTRATIVE PROCEDURE 3320

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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.

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