





Table of Contents

Overview

Our Audience

Visual Design

Editorial Style

Overview



SJSU Online's audience are

adults who did not get a chance to go back to university, or did not get to attend university, and want to take their lives and careers to the next level with a bachelor's degree.

SJSU Online's brand should

motivate and excite prospective students to invest in themselves with this next big step, embody an **authentic SJSU experience**, and provide an **engaging, vibrant, impactful, and cohesive** experience

SJSU Online is a sub-brand

SJSU Online is not a separate entity of SJSU. Rather than seeing SJSU Online as a separate brand, it should be viewed as the university's brand, only **focused in for its online students**.

It is important to communicate this, because we want our students—while completing their degree 100% online—to still feel like they are **part of the holistic Spartan community**.

SJSU Brand

Personal
Friendly
Inclusive
Grounded

Warm and welcoming
Educated and curious
Honest and direct
Confident and open-minded
Celebratory and positive

SJSU Online Brand

Vibrant
Innovative
Modern
Motivating
Exciting
Transformative

Visual Design



Classic and Usable Type

We use **Nunito Sans to drive the modern tone and clarity**, and **SJSU Spartan as an accent** of branding and messaging. Using Nunito Sans even in print drives the modern, 'online' look and feel.

SJSU Spartan should be used 10–15% of a design, while Nunito should be used for the rest.

Pair them together, using **Nunito Sans to drive the modern tone and clarity**, and **SJSU Spartan as accent** of branding and messaging.

Headers: Nunito Sans ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sub-headers: SJSU Spartan Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body text: Nunito Sans Regular

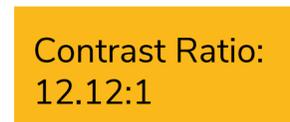
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Messaging and Emphasis

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Vibrant Color Palette

Drawn from SJSU's athletic colors, SJSU Online's blue and gold invoke a **vibrant and exciting feeling**. Use strategically and focus on minimalism when using these colors to maintain the modern look and feel of SJSU Online's brand.

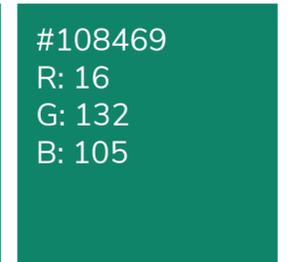


Introducing teal accent color to that will be unique to the SJSU Online brand. This teal symbolizes and achieves several things:

-Symbolizes **wealth, growth, transition** (derived from blue to gold gradient).

-Makes SJSU Online brand **stand out** from other SJSU sub-brands

-Provides an accent color that can be used to **highlight key messages**.

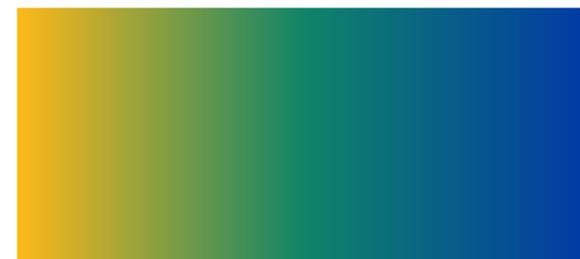


Contrast Ratio:
3.18:1

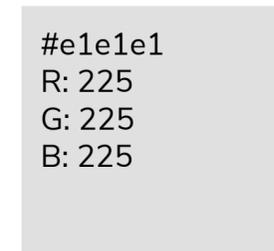
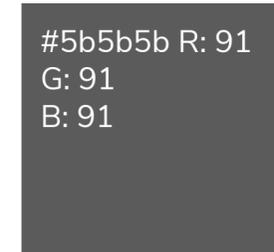
Contrast Ratio:
4.63:1

With this color palette, we can introduce a new and vibrant gradient. A strong and distinct gradient such as this can communicate **transition and change**.

Must use sparingly. Do not use over photos or as primary background colors.



Tones of gray used for several instances of typography, imagery, hierarchy, etc.



Photography

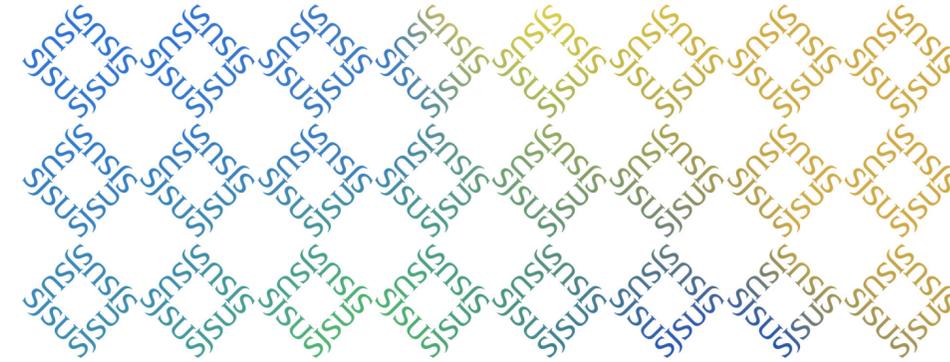
Photography drives the visual brand of SJSU Online. Photos should not only add context to content, they should tell **stories of success**, where students can see **themselves in**.



Other Elements

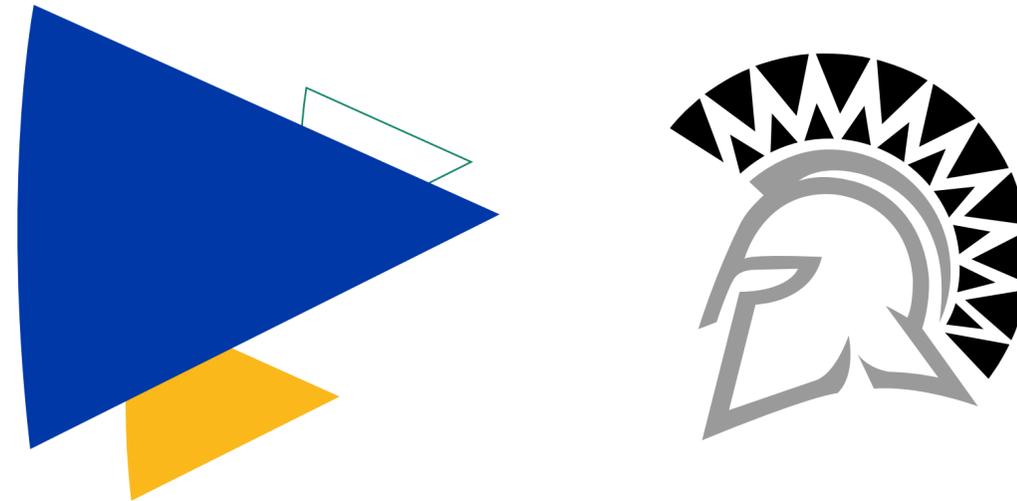
Type Patterns

Classic part of SJSU's brand, could add gradient to add our unique identity.



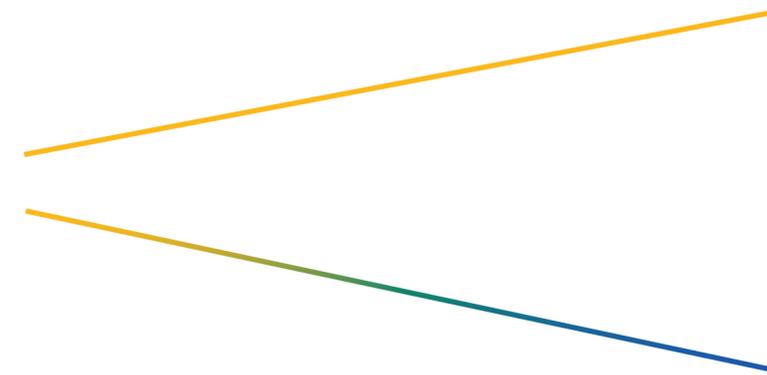
Triangles

Triangles are something we have used everywhere (SRAC, our current website). This triangle comes from the plume in the spirit mark, and, if used strategically in our branding, could serve as a symbol for **change and moving forward**.



Angles

Visually related to the triangles, adds to the dynamic visual tone. Angles have no specific degree, and can be used to any creative measure. The limit is the designer's imagination.



Editorial Style



What we sound like

Our audience consists of motivated adults who seek to enhance their lives and careers by going back to school. They've longed to finish what they started, and SJSU Online is their chance.

Just like the visual brand, SJSU Online's editorial style is a branch of the overarching SJSU brand, with a voice that is clear, concise, warm, and welcoming, while also aiming to be inspiring and motivating to our prospective students, and letting them know they are capable of changing their, with SJSU Online.

SJSU Online Goals

- Expand access to the adult learner community and reconnect with students who left SJSU, other colleges, without finishing their degree
- Create a sense of belonging to the Spartan community
- Empower our audience to fulfill their dreams
- Open doors for students to advance their careers

Key Messages

With SJSU Online, you can – and you will.

Unlock your potential, achieve your dreams, go far, level up, change careers, advance yourself

Log in to transform your...

life / career / future / community / skills / mind / hopes / dreams / goals / reality / direction / trajectory / lineage

Complete your bachelor's degree 100% Online.

The Brand in Action

We aim to keep the brand a cohesive experience between print and web. As prospective students see printed materials that lead them to the website, the brand narrative is being told throughout the entire process.

Visit www.sjsu.edu/online to view the brand incorporated in the digital space.

Recruitment Brochure



SJSU Online

We're here for you
Our enrollment counselors are available Monday through Friday from 8 a.m. to 6 p.m. Pacific Time to assist with any questions you may have.

- Email online@sjsu.edu
- Call 408-900-6578
- Text 7-0356
- Visit sjsu.edu/online

Join Us for an Information Session
We can't wait to meet you. To attend a virtual information session, visit sjsuonline.events.sjsu.edu to learn more and register.

With SJSU Online, you can, and you will.
Complete your bachelor's degree, 100% Online




Log in to Transform Your Life
Has completing your bachelor's degree been on your wishlist for years? Are you ready to grow into the best version of yourself?

SJSU Online offers even the busiest person a fast and flexible pathway to transfer credits and earn a bachelor's degree from the oldest public university on the west coast and the founding campus of the California State University system.

You will be supported and taught by the same renowned faculty who contribute to our ranking as #7 among top public universities in the West by U.S. News & World Report.

Choose from five unique bachelor's degree completion programs:

- Anthropology
- Economics
- Information Science and Data Analytics
- Interdisciplinary Studies, Education
- Interdisciplinary Engineering

Our enrollment counselors will work with you one-on-one to help you maximize your credits prior to transferring and find a path that minimizes your time to completion.

Connect with your personal enrollment counselor today at online@sjsu.edu or 408-900-6578 to discuss admissions requirements, or visit sjsu.edu/online/admissions for more information.

Why SJSU Online?

#1
Most Transformative University
Ranked by Money magazine based on graduation rates, earnings, and student loan repayment.

1:1
Counseling
Every student receives one-on-one "concierge" enrollment counseling to guide them through the admissions process.

\$78K-\$140K
Average Bay Area Salaries
for the degree completion programs offered.

93%
of online students surveyed nationally reported a positive return on investment on their online education investment.
2021 Best Colleges Online Trends Report

The faculty are amazing — they take time to talk to us after class when we need them, and that's not something that all teachers do.
— Doris Alejos ('23, Interdisciplinary Studies)

Ready to Make a Change? Apply today
There's no time like the present. SJSU Online has three rolling admissions cycles throughout the year, and decisions are also released on a rolling basis. So there's nothing stopping you from getting started. To assess the best time for you to apply, please connect with an enrollment counselor.

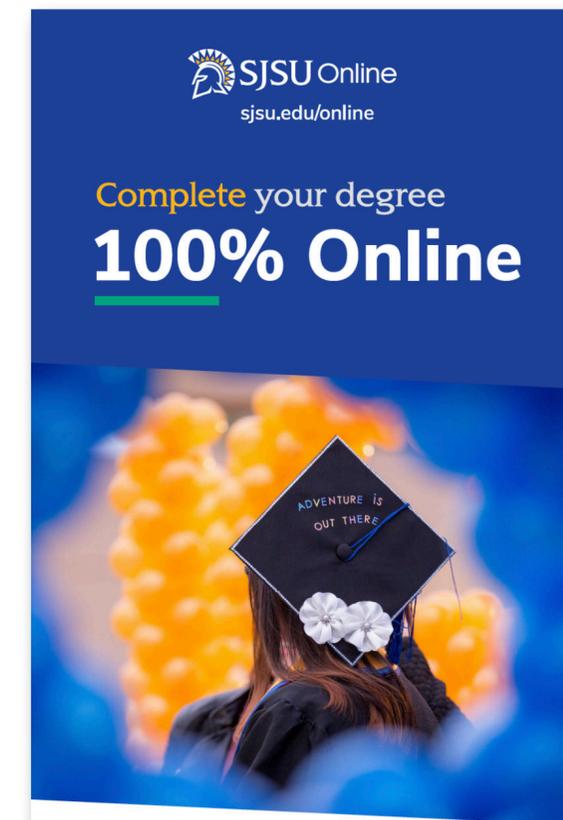
If you're ready to take the next step, applications must be submitted online through Cal State Apply at calstate.edu/apply.

Be sure to select majors labeled with "SJSU Online" to apply to the correct program.

Costs and Financial Aid
We encourage all students to submit a Free Application for Federal Student Aid (FAFSA). In addition, SJSU Online students are eligible to apply for annual scholarships.

For more information on anticipated costs by program, visit sjsu.edu/online/costs-and-aid. Our enrollment counselors are also available to answer questions about costs and financial assistance.

Learn more about how to apply:

SJSU Online
sjsu.edu/online

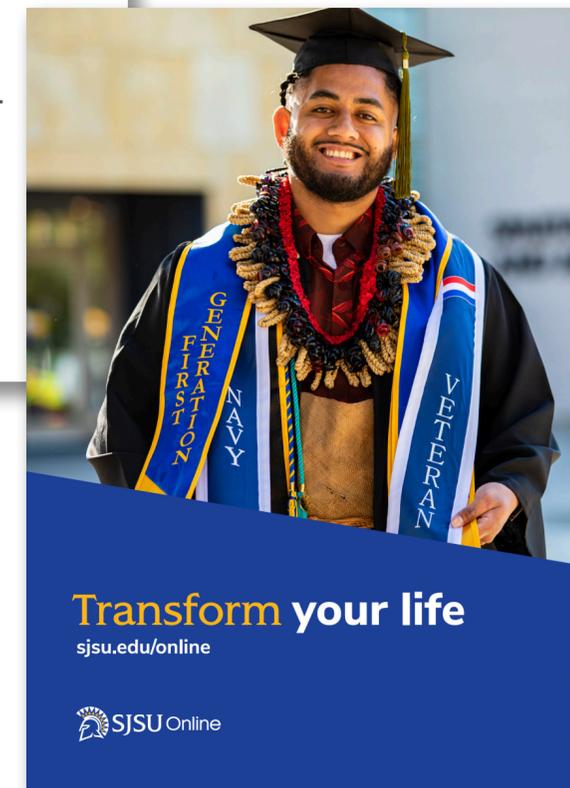
Complete your degree
100% Online



Take the next step
We'll help you get there

Visit sjsu.edu/online to get started.

Banners




Transform your life
sjsu.edu/online

SJSU Online