



BRAND OVERVIEW

ONE
COLLEGE.
ONE
BRAND.

 SAN JACINTOSM
COLLEGE

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#SANJAC

About Us

Since 1961, San Jacinto College has served the residents of East Harris County, Texas, as its premier collegiate and workforce education partner. Offering more than 200 degree and certificate options to approximately 41,000 students annually, the College has a regional economic impact of \$1.3 billion in added income, which supports 13,044 jobs. Surrounded by industrial, maritime, health care, and space exploration enterprises, the College maintains numerous industry partnerships and is a recognized leader in innovative workforce training. A 2019, 2021, and 2023 Aspen Prize for Community College Excellence Top 10 institution, 2017 Aspen Prize Rising Star Award recipient, and an Achieving the Dream Leader College, San Jacinto College continues to prepare students for university transfer and workforce placement.

Key Facts

- The eighth largest community college in Texas and the third largest in the Houston area.
- Five campuses throughout East Harris County.
- A diverse student body representing more than 40 countries.
- Average student age: 21.8 (Updated Jan. 2023)
- 37,993 credentials awarded in the last five academic years
- Ranked as the No. 10 community college for associated degrees awarded to Hispanics in the U.S.
- Accredited by the Southern Association of Colleges and Schools Commission on Colleges.

Our Milestones

- 1961** San Jacinto College opens with 876 students
- 1975** North Campus opens
- 1979** South Campus opens
- 1990s** College's Foundation and Honors Program established
- 2008** \$295 million bond referendum passed for facility upgrades
- 2009** Dr. Brenda Hellyer named College's first female chancellor
- 2015** \$425 million bond referendum passed for new buildings and facility upgrades
- 2016** Maritime Campus opens
- 2020** Generation Park Campus opens



Our Mission

San Jacinto College is focused on student success, academic progress, university transfer, and employment. We are committed to opportunities that enrich the quality of life in the communities we serve.

Our Vision

San Jacinto College will advance the social and economic mobility of all members of our community. We will be known for our excellence in teaching and learning, our intentional student-centered support, and our commitment to every student. We will be the preferred workforce and economic development partner in the region and a champion for lifelong learning. San Jacinto College will inspire students to explore opportunities, define their educational and career paths, and achieve their goals and dreams.

Our Values

Integrity: We Act Honorably and Ethically

“We conduct ourselves in ways that are professional, instill confidence, and promote trust.”

Inclusivity: We Grow through Understanding

“We respect and learn from the diversity of our cultures, experiences, and perspectives.”

Collaboration: We Are Stronger Together

“We believe in the power of working together.”

Innovation: We Embrace New Possibilities

“We anticipate change, explore opportunities, and create continuously evolving solutions.”

Accountability: We Are Responsible Individually and Collectively

“We take ownership for our commitments and outcomes.”

Sense of Community: We Care for Those We Serve

“We demonstrate concern for the well-being and success of our students, our communities, and our people.”

Excellence: We Strive for Outstanding Results

“We take risks, we assess our work, and we aspire to improve the quality of everything we do.”



Our Key Education Areas

San Jacinto College provides higher education access to the residents of East Harris County and surrounding service areas. Our bachelor's degrees, associate degrees, technical certificate education, and continuing education areas include:



Academic

Arts, Humanities, and Communications
Education
Science, Technology, Engineering, and Math (STEM)
Social and Behavioral Sciences



Continuing & Professional Development (CPD)

Business	Maritime
IT Technology	Education
Health and Safety	Lifelong Learning
Applied Trades	



Technical

Art and Design
Business
Construction, Industry, Manufacturing,
and Transportation
Education
Health Sciences
Public Safety and Human/Consumer Services
Science, Technology, Engineering, and Math (STEM)

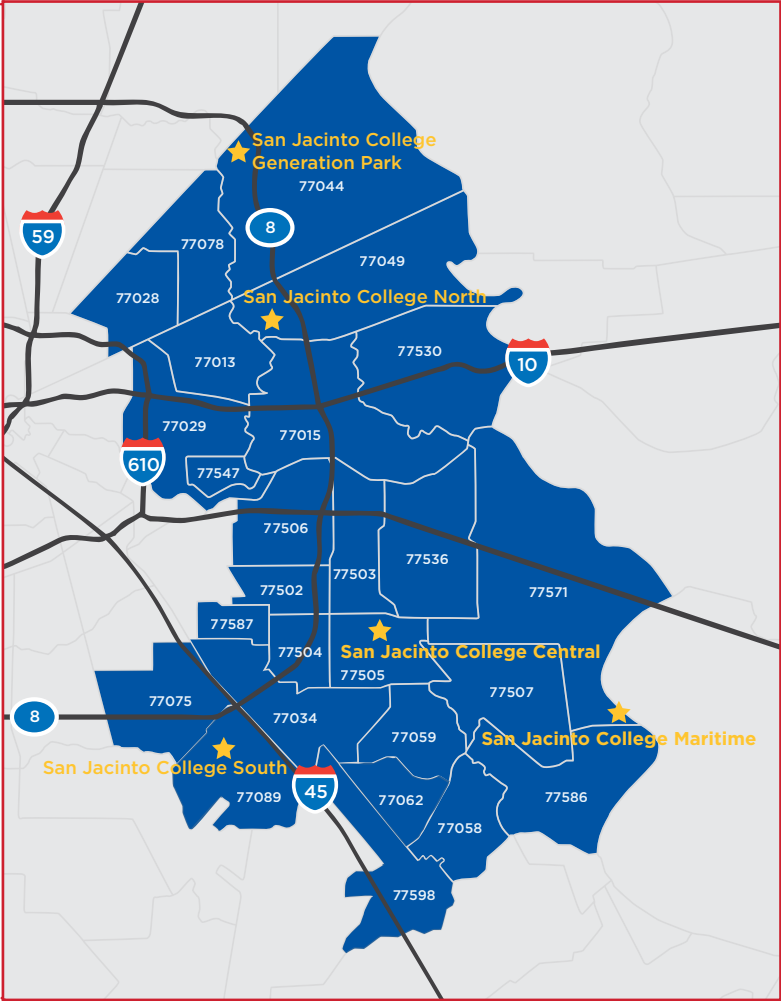
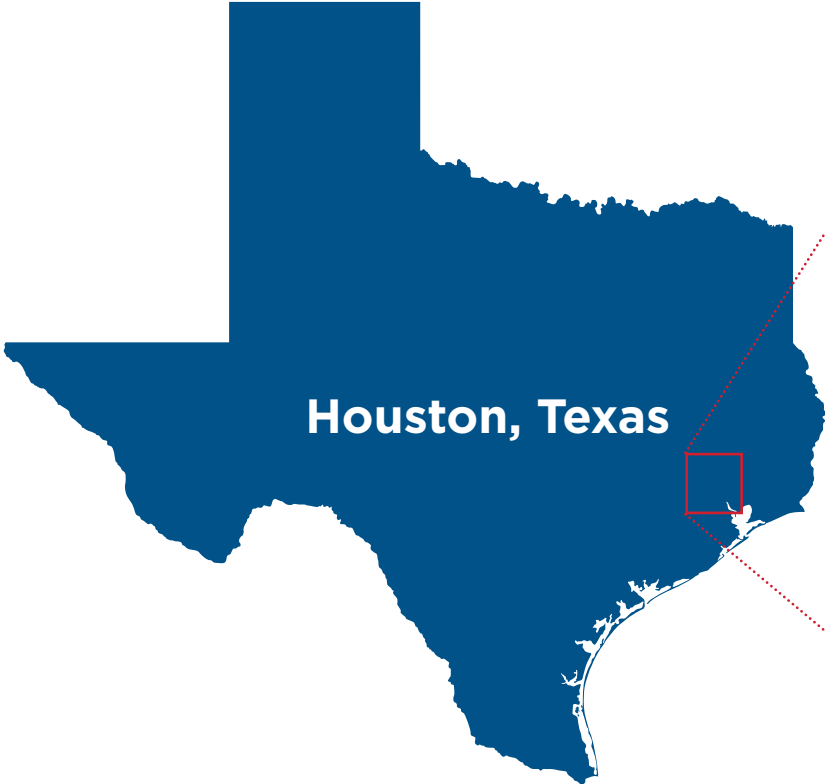


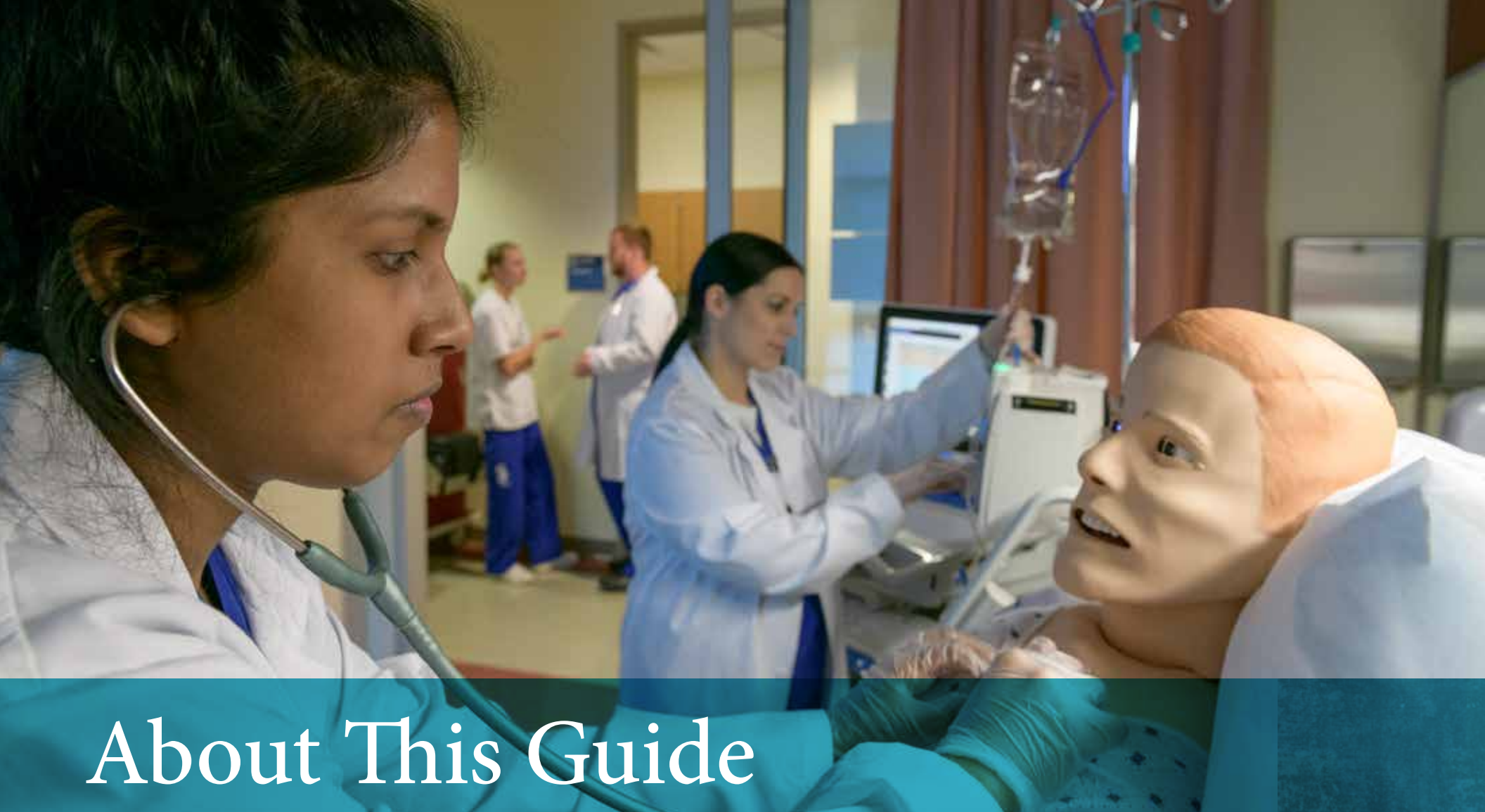
Dual Credit

The College has early college high school and early college academy programs with the following ISDs:

Channelview	Galena Park
Clear Creek	La Porte
Crosby	Pasadena
Deer Park	Sheldon

Our service area includes East Harris County.





About This Guide

San Jacinto College's brand is more than a logo or tagline. It entails how we convey the College's culture through imagery, writing, and graphic design. When these things come together consistently and cohesively, they differentiate us from our peers and help our stakeholders better understand a holistic view of the College along with its mission and vision.

This guide supports the creative decision-making process for the College. It also assists onboarding new employees and supports a comprehensive brand overview for education and industry partners.

What are we trying to do?

Our stakeholders' needs are constantly changing. Having a cohesive brand reinforces San Jacinto College as a leader in higher education by illustrating that we are supportive, innovative, and committed to empowering students to reach their educational goals while ultimately becoming their college of choice.

By consistently communicating our brand promise, the College will:

- Differentiate itself
- Unify messaging throughout the College
- Build trust and confidence with our stakeholders

Brand Components

This guide has been developed to educate our creative partners and the College community about the following:



OUR POSITIONING

How we help students accomplish their goals.



OUR PERSONALITY

How we sound and what we want to convey when we talk about ourselves, our values, and our aspirations.



OUR LOOK

How we are visually represented with consistency in print, digital, and video assets.

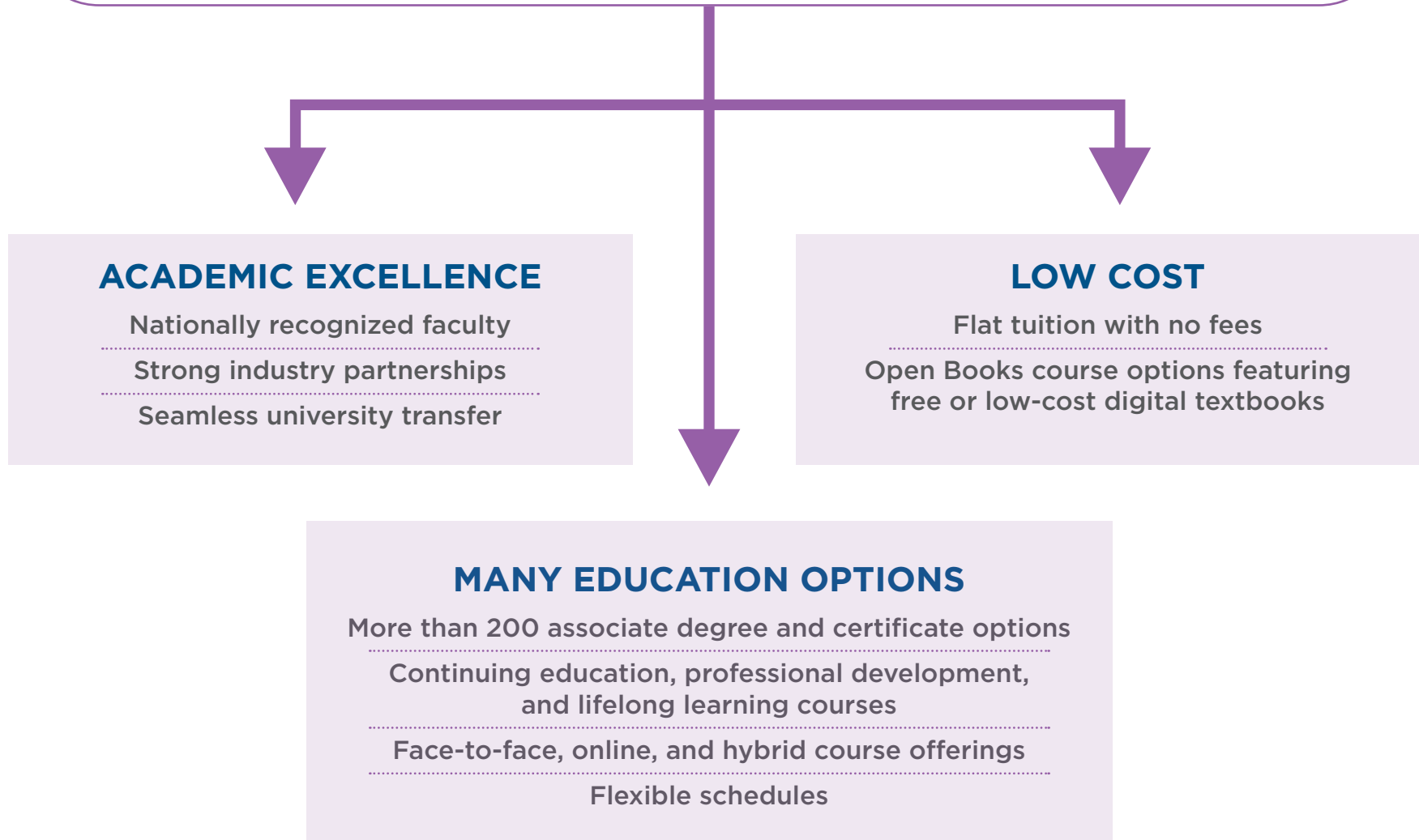
Our Positioning

The College's official tagline "Your Goals. Your College." communicates to students that "we" (the College) are here to help "you" (Your) succeed in accomplishing your "Goals." It encompasses everything from taking the first steps to enroll to completing an associate or bachelor's degree, certificate, or a lifelong learning course.

Our community college culture reflects individual, unique definitions of support, innovation, and commitment because San Jacinto College is here for YOU. As a community we are deeply committed to the diverse populations we serve and continue to meet students where they are.



Your Goals. Your College. **MESSAGING ARCHITECTURE**





Our Brand Personality

Our personality is a direct reflection of our culture, our people, and our vision.

Our Brand Personality Traits

Our brand personality is expressed in all that we do and say, as well as through the consistency and tone of our communications.

San Jacinto College's brand personality comprises three traits:

SUPPORTIVE

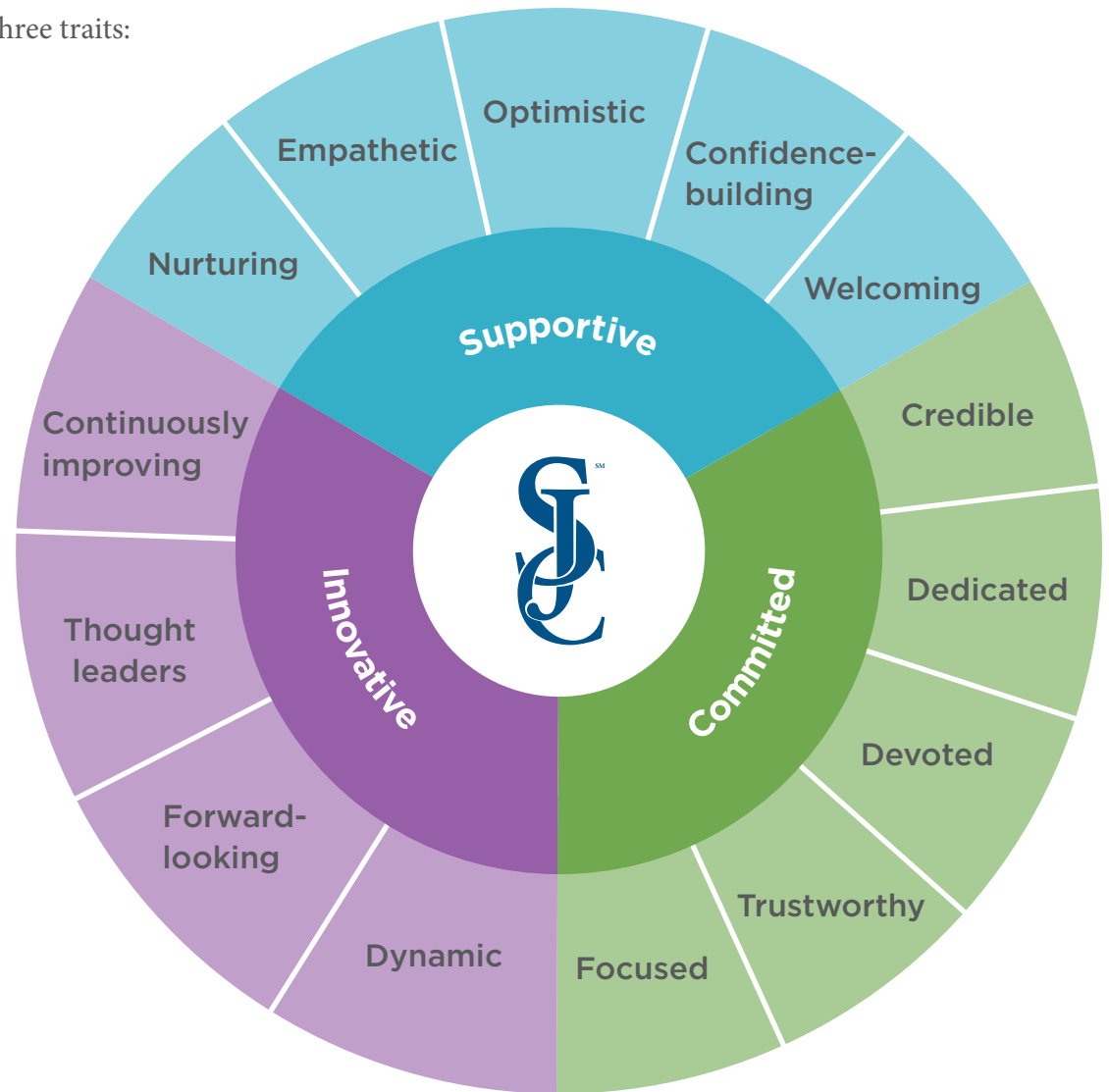
Nurturing
Empathetic
Optimistic
Confidence-building
Welcoming

COMMITTED

Credible
Dedicated
Devoted
Trustworthy
Focused

INNOVATIVE

Dynamic
Forward-looking
Thought leaders
Continuously improving





Our Sound

To establish consistent messaging, we must choose the right words and tone of voice to convey our brand personality.

PERSONALITY TRAIT: SUPPORTIVE

Within every student lies tremendous potential for greatness. They may have rough days, and we all do, so we empathize. We stand with them. When they struggle, we encourage. When they feel they don't belong in college, we welcome them with open arms.

SOUNDS LIKE THIS:

When it comes to teaching veteran students, Dr. Silva expressed that while every veteran's life is unique, as brothers and sisters in service, their common ground is knowing that through training, study, striving, and "reaching," any obstacle can be overcome.

NOT LIKE THIS:

Dr. Silva said that all veteran students can get through anything by sticking together.

PERSONALITY TRAIT: INNOVATIVE

We welcome change and are driven to lead by finding better ways to educate, train, graduate, and add value to every life we touch. Our stakeholders look to us for help, trusting that we have their best interest at heart.

SOUNDS LIKE THIS:

The College took things one step further. In a world where nearly all transactions are electronic, knowing that there could be additional sensitivities to students having to present paper vouchers, these "vouchers" are access codes with an \$8 amount. Therefore, a student pays the cashier by providing their access code just like any other athlete or student using their meal funds.

NOT LIKE THIS:

The College created food pantry voucher codes for students to use in lieu of paper vouchers, in case paying for meals with paper vouchers caused any sort of hesitancy for students who use them.

PERSONALITY TRAIT: COMMITTED

Seeing our students, employees, and community members succeed is not only our passion; it's our purpose. We are here to serve our diverse stakeholders, no matter where they are in their educational and professional journeys. Whether it's providing information to prospective students, pointing current students to the right resources on campus, or partnering with industry leaders for enhanced learning experiences, we are dedicated to enriching the quality of life of the communities we serve.

SOUNDS LIKE THIS:

As a top 10 community college in the nation and the country's second-largest producer of process operator graduates, San Jacinto College plays a vital role in helping the region maintain its status as the "Energy Capital of the World." The new technologically advanced Center will enhance the College's ability to provide unrivaled, hands-on training in real-world labs, designed with current industry needs in mind.

NOT LIKE THIS:

The LyondellBasell Center for Petrochemical, Energy, & Technology at San Jacinto College is the College's newest facility designed to train current and future petrochemical industry professionals.



Writing Tips

THE SPIRIT OF “YOUR GOALS. YOUR COLLEGE.”

When writing about the College, think about words that exemplify the College’s **official tagline**, “Your Goals. Your College.”

The phrase illustrates what the College is to that individual stakeholder (e.g., the College is a teacher/training expert, provider of information, industry training partner, builder of self-confidence, etc.).

Word choice illustrates the **value** the College brings to the target audience and the **intent** of the specific written piece (news story, flyer/ad/brochure copy, web content, social media post, etc.).

WORDS WE USE

Who we are:

Intentional
Dedicated
Inclusive
Futuristic
Caring
Resourceful
Adaptable
Focused

What we do:

Educate
Train
Inspire
Collaborate
Innovate
Develop
Empower



Writing Do's

KEEP THE AUDIENCE IN MIND

Before writing, consider the intended audience for the piece. For example, the general public may not be as knowledgeable about some of the College's initiatives, so more details and background information may be necessary. If the audience will consist of professionals in a particular discipline, industry terminology may be useful.

USE DATA WHEN APPLICABLE

Numbers can help tell the story and drive important messaging. If your program's enrollment has increased significantly, if national data trends correlate to the percentage of students using your department's services, or if you can find a recent regional, state, or national report with great employment rates for graduates from your program — those types of data can enhance the story of how the College is helping students succeed.



Writing Don'ts

AVOID SJC

The preferred way to refer to the College is "San Jacinto College" on first reference, and "the College" or "San Jac" for all second references. Never use San Jac College.

Example: San Jacinto College received a grant from the National Endowment for the Arts. The grant will provide funding for several of the College's fine arts programs along with collaborative event partnerships with the Museum of Fine Arts Houston.

AVOID ACRONYMS WITH NO REFERENCE

The field of higher education is full of acronyms, but some audiences may not be familiar with them. Spell out all acronyms on first reference, then use the acronym alone in remaining references.

Example: She is a campus science, technology, engineering, and math (STEM) coordinator, and her favorite event is the STEM fair.



Our Look

The image of San Jacinto College is a combination of our logo, typeface selection, color palette, and application of photography and images. A consistent look and feel in our communication materials will provide a lasting impression on our students, employees, and stakeholders.

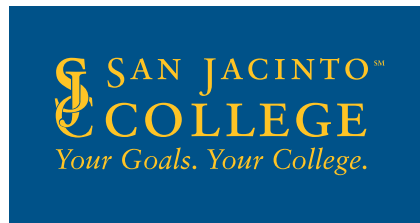
Logos

OUR LOGO

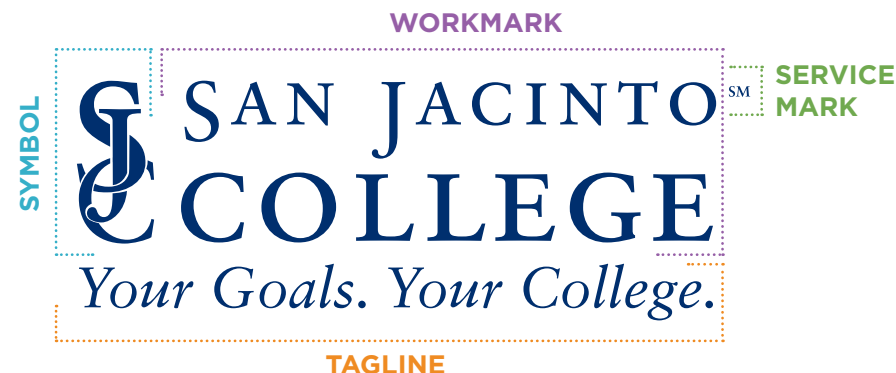
The San Jacinto College logo comprises the name of the organization in a customized type style along with a symbol and tagline. The style, size, and positioning of the symbol and tagline make the logo unique. Always use and display the logo as it is shown here. Always download ready-to-use, approved San Jacinto College logos rather than create your own or alter an existing one.

OUR LOGO IN COLOR

The color version of the logo is the primary version and is made from San Jac Blue (Pantone 2945C). This version should be used in most standard applications.



Solid black should be used in materials produced in black and white. All white is acceptable when using the logo on a dark background.



Anatomy of our Logo

WORDMARK

Our wordmark is the San Jacinto College name in the font Sabon Bold.

SYMBOL

The symbol comprises the interlocking SJC in a stylized font. The Wordmark is always used with the symbol. In very rare instances when there are extreme space limitations, the symbol can be used alone.

TAGLINE

The tagline should be centered under the wordmark and symbol. It is typeset in the font Sabon Italic. The logo with tagline is the primary logo and is the first choice. It is acceptable to use the logo without the tagline when space or aesthetics restrict using the tagline.

SERVICE MARK

The service mark (SM) is required on our logo, located in the upper right-hand corner.

San Jacinto College Logo Clear Space

To give the logo the maximum amount of emphasis, a clear zone surrounding the logo must be maintained. The space is measured by the height of the “C” in College as shown. Space between the symbol and the wordmark is half of the “C” space.

The only element that can intrude on the clear zone is the tagline, campuses, and departments.



Leave “breathing room” around the logo.

Logo Minimum Size

The minimum size the logo can be printed measures 1.50 inches in length.



Department Logos

Department logos follow this format. No variations are permitted. College and department logos can be found on the College Public (P) drive.





San Jacinto College Logo Do's and Don'ts

The best way to make sure our logos remain professional and consistent is to follow these requirements. Here are some examples of correct and incorrect uses of our logo that will help you stay on track.



DO's

1. Use the primary logo on a solid, not busy, background.
-



DON'Ts

1. Do not alter the logo colors.
2. Do not disproportionately scale or stretch the logo.
3. Do not recreate the logo using another typeface.
4. Do not link the logo with another logo or symbol.
5. Do not use a different tagline.



Applications

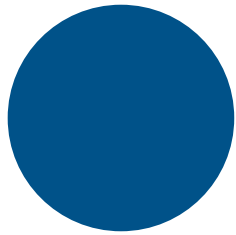
When applied consistently, our positioning, personality, and look can create an emotional connection and convey a powerful, positive message about who we are and aspire to be. The goal is for our stakeholders to easily identify graphics, publicity, and marketing materials as belonging to San Jacinto College.



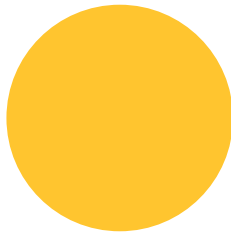
San Jacinto College Color Palette

Primary Colors

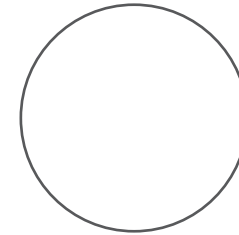
The primary color palette is comprised of two colors: **San Jac Blue** and **San Jac Gold**. The majority of designs should be some combination of the primary colors.



San Jac Blue
Pantone 2945
CMYK: 100, 73, 20, 5
RGB: 0, 73, 129
HEX: 004c97



San Jac Gold
Pantone 123
CMYK: 0, 24, 94, 0
RGB: 255, 196, 37
HEX: ffc61e



San Jac White
Pantone Process White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFFFFFFF

**White is considered a neutral color*

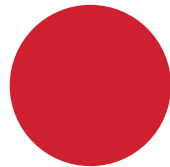
PANTONE SYSTEM
The Pantone Color Matching System (PMS) is a standardized color-reproduction system used by the graphic arts industry worldwide to specify colors consistently.

Secondary Colors

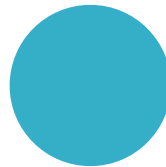
The secondary color palette is comprised of nine accent colors that can be used for various purposes, such as graphics and promotional materials. Secondary colors should be used after having already used the primary colors.



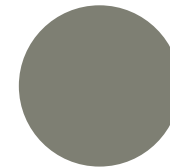
Pantone 452
CMYK: 16, 11, 45, 25
RGB: 176, 170, 126
HEX: b0aa7e



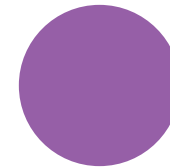
Pantone 186
CMYK: 2, 100, 85, 6
RGB: 200, 16, 46
HEX: c8102e



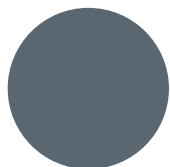
Pantone 631
CMYK: 74, 0, 13, 0
RGB: 62, 177, 200
HEX: 3eb1c8



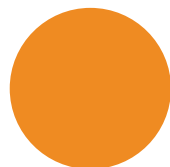
Pantone 416
CMYK: 28, 18, 29, 51
RGB: 126, 127, 116
HEX: 7e7f74



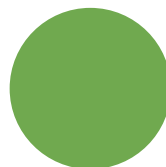
Pantone 7441
CMYK: 44, 70, 0, 0
RGB: 159, 92, 192
HEX: 9f5cc0



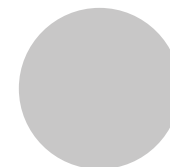
Pantone 431
CMYK: 45, 25, 16, 59
RGB: 91, 103, 112
HEX: 5b6770



Pantone 144
CMYK: 0, 41, 100, 7
RGB: 237, 139, 0
HEX: ed8b00



Pantone 7489
CMYK: 56, 2, 78, 5
RGB: 116, 170, 80
HEX: 74aa50



Pantone 420
CMYK: 6, 4, 7, 13
RGB: 199, 201, 199
HEX: c7c9c7

San Jacinto College Typefaces

Typefaces listed here are specified for marketing materials such as displays, brochures, flyers, posters, etc. Any design that will be displayed online or in public needs to adhere to these typefaces. These typefaces are not required for correspondence and general communication.

Garamond and Arial are acceptable alternative fonts if any of the official typefaces are not readily available.

OFFICIAL TYPEFACES

Sabon

ABCDEabcde12345
ABCDEabcde12345
ABCDEabcde12345

Gotham

ABCDEabcde12345
ABCDEabcde12345
ABCDEabcde12345

Helvetica

ABCDEabcde12345
ABCDEabcde12345
ABCDEabcde12345

Frutiger

ABCDEabcde12345
ABCDEabcde12345
ABCDEabcde12345

Times New Roman

ABCDEabcde12345
ABCDEabcde12345
ABCDEabcde12345

ALTERNATIVES

Garamond

ABCDEabcde12345
ABCDEabcde12345
ABCDEabcde12345

Arial

ABCDEabcde12345
ABCDEabcde12345
ABCDEabcde12345



Legal Requirements

All publications require the Equal Opportunity Statement. Publications aimed at **current students or college employees** should use the full version whenever possible.

SHORT VERSION (when limited space is available)

An Equal Opportunity Institution

FULL VERSION

The San Jacinto College District is committed to equal opportunity for all students, employees, and applicants without regard to race, creed, color, national origin, citizenship status, age, disability, pregnancy, religion, gender, sexual orientation, gender expression or identity, genetic information, marital status, or veteran status in accordance with applicable federal and state laws. The following College official has been designated to handle inquiries regarding the College's non-discrimination policies: Sandra Ramirez, Vice Chancellor of Human Resources, 4624 Fairmont Pkwy., Pasadena, TX 77504; 281-991-2659; Sandra.Ramirez@sjcd.edu.



Photography/Imagery

In our media-rich culture, photos can convey our message more quickly than text. This allows an opportunity to tell the story and exhibit our values without needing to explain.

HERE IS A GUIDE TO HOW WE SHOULD REPRESENT OUR COLLEGE THROUGH IMAGES:

- Choose images that will create an **emotional connection** with the viewer.
- **Crop, dodge** (lighten), and **burn** (darken) areas within a photo to strengthen the story of a photo and create intimacy with the viewer.
- Include **action** and **reaction** photos.
- Include a variety of **photo compositions** (a mix of medium, detail, close-up shots) that help tell the story.
- Choose **natural lighting** when possible.
- Incorporate **bokeh** (out-of-focus areas) and **dynamic angles**.



APPLYING BLUE FILTER

Social Media Image Enhancements

The use of filters on photos can help create a cohesive aesthetic and help set our visual brand apart. Filters can be used in social media to strengthen the College's brand personality.



USING BRAND COLORS

Image Branding

It's important to be aware of colors in photos. When possible, incorporate the branded colors, blue and/or golden yellow, into your images. For example, pull in a blue napkin or swag from an event, have the blue sky as a backdrop, position the shot so the College name or logo are in the background, choose to photograph people wearing blue or yellow.

Image Requirements for All College Images

GENERAL REQUIREMENTS

- No chewing tobacco or gum
 - Minimal jewelry
 - Fingernails, body art, and body piercings should not be a distraction
-

APPAREL REQUIREMENTS

- San Jacinto College logo apparel preferred when applicable (i.e. program advertising photos)
 - Aim for seasonless attire; avoid sweaters and flip-flops
 - Prefer blouse or shirt with collar rather than T-shirts; no cleavage
 - Avoid busy patterns or narrow stripes; no solid white shirts
 - Company logos and shirts with slogans are to be avoided (i.e. Nike, PINK, etc.)
-

SAFETY AND IMAGE REQUIREMENTS FOR PROGRAM PHOTOS

For photos featuring students or faculty in the classroom or training site, verify they are following the proper PPE requirements. Each program is slightly different, so an instructor needs to be on-site to ensure all protective gear is being worn in the photos.

HEALTHCARE PROGRAMS

- Hair pulled back
- No nail polish or fake nails or tips
- Nails cannot extend 1/4 inch beyond fingertips
- Body tattoos must be covered
- No facial piercings
- Clean shaven
- Gloves, when required
- Clean scrubs/uniform
- Badge should be visible

INDUSTRIAL PROGRAMS

- Hair should be tied up under hard hat photos in the field
- Goggles or safety glasses with side shields (goggles can be visible on hard hat)
- Hard hat with San Jacinto College logo; no ball cap under hard hat
- Gloves should be on when touching equipment or near equipment; gloves should always be visible, even if not wearing.
- Hearing protection
- Close-toed shoes
- Badge should be visible



Photo Examples

Photo Examples

All photos below reflect examples of the San Jacinto College photography style.





Publications

QUICK FACTS



FINANCIAL AID



RECRUITING BROCHURE



TRIFOLD BROCHURE



Digital Assets

REPORT TO THE COMMUNITY



SOCIAL MEDIA



LCD SCREEN



Employee Communications

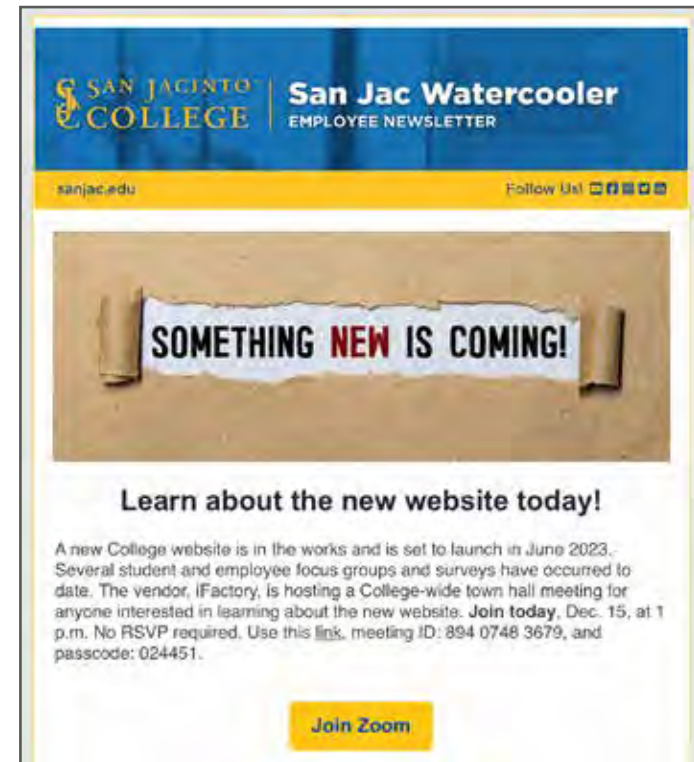
INTERNAL WEBSITE

internal.sanjac.edu



WATERCOOLER NEWSLETTER

sanjac.edu/watercooler





Ravens Mascot

San Jacinto College has a long, rich history of both athletic and academic success. The College's mascot and persona represent not only student-athletes but all students, student organizations, employees, donors, sponsors, and proud alumni.

Athletic programs, students, employees, alumni, faculty, and campus groups may use the mascot and associated graphics to promote their own activities. But they must follow the mascot brand guidelines.

RAVENS MASCOT LOGO

This is the primary College-approved version of the San Jacinto College Ravens mascot logo. Use this when possible.



COLOR MASCOT LOGO

(includes both Raven head illustration and wordmark)



1-COLOR MASCOT LOGO

(includes both Raven head illustration and wordmark)



Mascot logo clear zone

To give the logo maximum impact, maintain a clear zone around it.

The space is measured by half the height of the full mascot logo as shown.



Logo minimum size

The minimum size the mascot logo can be printed measures 1.25 inches wide as shown.

For smaller applications like a pen, use the San Jac Ravens wordmark.



Graphic minimum size

The minimum size the Ravens mascot graphic can be printed measures 1 inch in width as shown.

For smaller applications like a pen, use the San Jac Ravens wordmark.

ALTERNATE RAVENS MASCOT LOGO

While the primary full mascot logo is recommended, an alternate logo is available for appropriate instances. This version is not intended to be broken apart and must be utilized as shown. It is available only as a color image.



MASCOT LOGO (ALTERNATE)
(includes both Raven-in-flight illustration
and wordmark)

RAVENS MASCOT GRAPHIC

Use when you need a Ravens graphic and have limited space.

Note: The Ravens mascot graphic cannot be used without the wordmark. The wordmark must be included somewhere in the created piece or apparel item.



MASCOT GRAPHIC
(Raven illustration as a
stand-alone visual)

SAN JAC RAVENS WORDMARK

If you cannot use the Ravens mascot logo, you may use the wordmark as shown below. Always keep "San Jac" and "Ravens" together.



full-color wordmark



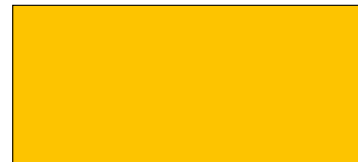
1-color wordmark

COLOR PALETTE

The San Jacinto College mascot uses the College's primary brand colors (PMS 123, PMS 2945, Process Black, and Process White), as indicated here.



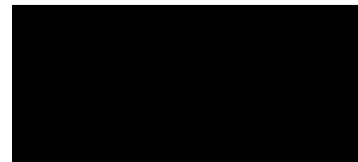
Pantone: PMS 2945
CMYK: 100, 73, 20, 5
RGB: 0, 73, 129
HEX: 004c97



Pantone: PMS 123
CMYK: 0, 24, 94, 0
RGB: 255, 196, 37
HEX: FFC61E



Pantone: Process White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFFFFFF



Pantone: Process Black
CMYK: 0, 0, 0, 100
RGB: 35, 31, 32
HEX: 231F20

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SAN JAC LIGATURE

The San Jac ligature has been created for the College to use as graphical support.

NOTE: As with the wordmark, the visual relationship of the ligature elements is unique and should not be altered. Standard fonts **will not** accurately reproduce the typography. Please use electronic artwork from the marketing department.



Ligature

Blue is PMS 2945, and gold is PMS 123.



Reversed ligature

For use when applied on a light background. Blue is PMS 2945, and gold is PMS 123.



Black



PMS 2945

1-color ligature

For use when full color is not an option.

INCORRECT MASCOT LOGO USAGE

The following are examples of inappropriate usage of the San Jacinto College mascot logo and graphic. Reproduce the logos and graphic exactly as they appear in College-approved digital files. Consistent use of the logos is key to maintaining an effective graphic identity for the College. If the mascot logos appear in altered or modified forms, they become less reliable as symbols of the College.

If you see the mascot logos in an unapproved, modified form or have a question about usage, please contact the marketing department.



No unofficial college colors



No altered proportions



No added graphics



No modification with department logo



No co-branded logos



No placement on busy backgrounds



Don't crop the mascot graphic.
Show the entire artwork.

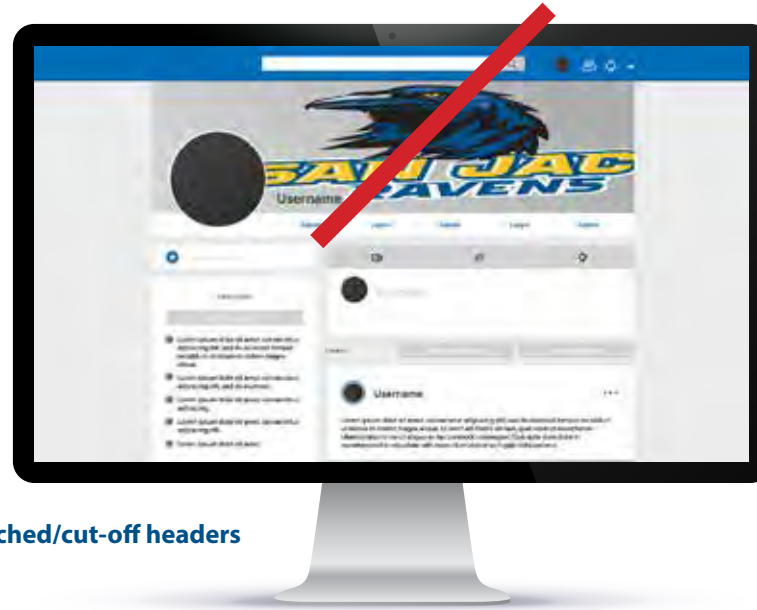


Ensure there is sufficient
contrast between the logo and
background color.



No element repositioning

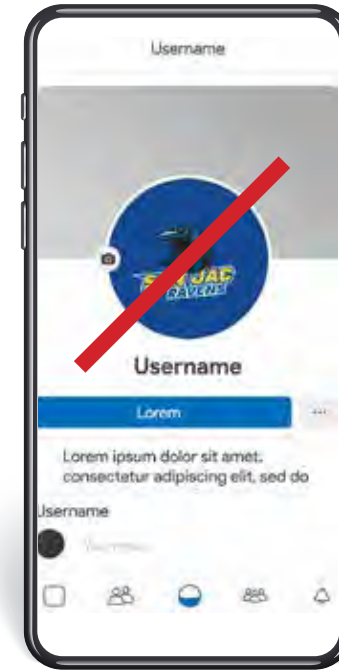
INCORRECT MASCOT LOGO USAGE IN SOCIAL MEDIA



No stretched/cut-off headers



No cut-off profile images



No small/illegible profile images

Editorial Style Guide

Use this guide as a reference when writing content for the College.



A abbreviations

Avoid abbreviations in running text.

professor Smith, not Prof. Smith

Use abbreviations and ampersands (&) when they are included in running text and part of a formal name.

Robbins, Schwartz, Nicholas, Lifton & Taylor, Ltd.

Sears, Roebuck and Co.
(*NOT Sears, Roebuck & Co.*)

Avoid using abbreviations for an organization's name unless the agency or organization is known by its abbreviation: FBI, CIA, FCC. Do not use abbreviations or acronyms that the reader does not quickly recognize.

academic degrees

If mention of degrees is necessary to establish someone's credentials, the preferred form is to avoid an abbreviation and use instead a phrase such as: *John Jones, who has a doctorate in psychology.*

Use an apostrophe in *bachelor's degree, a master's, etc., but there is no possessive in Bachelor of Arts or Master of Science.*

Also: an associate degree (no possessive); Associate of Applied Science in process technology (example of formal degree title)

with exception to *Bachelor of Science in Nursing.*

Use such abbreviations as B.A., M.A., LL.D. and Ph.D. only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome. Use the abbreviations only after a full name – never after just a last name.

When used after a name, an academic abbreviation is set off by commas: *Daniel Moynihan, PH.D., spoke.*

Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference:

Wrong: Dr. Pam Jones, Ph.D.

Right: Dr. Pam Jones, a chemist

academic courses (See course titles.)

academic departments

Use lowercase except for words that are proper nouns or adjectives or part of a formal name: *the department of history, the history department, the department of English, the English department*, or when *department* is part of the official and formal name: *San Jacinto College Department of Theatre and Film*. However, always capitalize English when referring to the English department.

Keep departments, offices, and programs lowercased except when preceded by San Jacinto College.

academic titles

Capitalize and spell out formal titles such as *chairman, dean*, etc., when they precede a name. Exception: The title of Chancellor is capitalized before and after a name. Lowercase all other titles elsewhere.

Chancellor Brenda Hellyer
Brenda Hellyer, Chancellor, spoke. (Used only for the Chancellor)
Dr. Brenda Hellyer, San Jacinto College
Chancellor said, "...". (first reference)
"...". added Dr. Hellyer. (second reference; applies to Chancellor only)

Joanna Zimmerman, associate vice chancellor for student development, talked to students about...

Dr. Allatia Harris, vice chancellor, San Jacinto College Strategic Initiatives, Workforce Development, Community Relations and Diversity; second reference, Harris.

Lowercase modifiers such as *department in department chairman* Randy Snyder.

acronyms (See abbreviations.)

ACT

Use only the initials in referring to the previously designated *American College Testing*.

addresses

Use the abbreviations *Ave., Blvd., and St.* only with a numbered address: *1250 Maple St.* Spell

them out and capitalize when they are used with a street name but no number: *Maple Street*. Lowercase and spell out when used with more than one street name and no numbers: *Maple and Oak streets*. All other words such as alley, drive, road, etc. are spelled out.

Always use figures for an address number: *1200 W. Algonquin Road*.

Spell out *First* through *Ninth* when used as street names; use figures for 10th and above: *135 First St., 1010 31st Ave*.

Abbreviate compass directions in street addresses: *650 E. Fifth Street, 700 N. Palatine Road*. Addresses in running copy are separated by commas: *San Jacinto College, 4624 Fairmont Parkway, Pasadena, TX 77504*. When listing mailing addresses, use the two-letter state postal abbreviation. Use ZIP code-plus 4 digits when possible.

Use official names of offices: Registrar's Office, Human Resources Department, etc. in mailing addresses.

advisor

Use advisor with the -or ending on all references.

affect, effect

Affect (verb), to influence. Do not use affect as a noun. *The game will affect the score*.

Effect (verb) means to cause; (noun) means result. *She will effect changes in the company. The effect was clear*.

African-American

Acceptable for an American black person of African descent. Also acceptable is *black*.

ages

Use figures for ages. He is 6 years old. Hyphenate ages when they are used as adjectives before a noun. A 10-year-old girl, but the girl is 10 years old.

all right

Never alright.

alumnus, alumni, alumna, alumnae

Use *alumnus* (*alumni* in the plural) when referring to a man who has attended a school. Use *alumna* (*alumnae* in the plural) for similar references to a woman. Use *alumni* when referring to a group of men and women.

ampersand (&)

Use only when part of a company's formal name: Robbins, Schwartz, Nicholas, Lifton & Taylor, Ltd. Do not use in place of and.

Annual Fund

apostrophes (')

Do not use apostrophes when using plurals for dates and abbreviations: 1990s, 1880s, Ph.D.s, B.A.s, 20s, VIPs, ABCs

Use apostrophes for single letters: He received three A's on his report card. Do not put quotes around grades. A's, B's, C's.

Asian-American

A person of Asian birth or descent who lives

in the U.S. When possible, refer to a person's country of origin. For example: *Filipino-American* or *Indian-American*.

B

Bachelor of Science in Nursing (BSN)

See **academic degrees**.

benefiting

black

Acceptable for a person of the black race. *African-American* is acceptable for an American black person of African descent. Do not use colored as a synonym.

Board of Trustees

Capitalize when referring to the San Jacinto College Board of Trustees. Capitalize Board or Trustees when they are used alone or in second reference.

The Board members voted. The Trustees were appointed.

Note: When referring to boards of trustees besides San Jacinto College, lowercase on all references. (This would be incorrect if we were mentioning the full name of another board -- e.g., the Pasadena ISD Board of Trustees.)

Building names

San Jacinto College building names will be written with "and" rather than an ampersand (&)

*The San Jacinto College South Campus
Engineering and Technology Center*

*Note: The only exception is the LyondellBasell
Center for Petrochemical, Energy, & Technology.*

C Campus

Capitalize on all references: *San Jacinto College North Campus, San Jacinto College Central Campus, San Jacinto College South Campus, the North and South Campuses.*

capitalization

In general, avoid unnecessary capitals.

Capitalize course titles, except for articles, prepositions and conjunctions. Do not use ampersands in course titles. *PSYT 2331 Abnormal Psychology*, Professor Smith is teaching *Fundamentals of Music Theory* in the fall.

Capitalize grade letters. Do not put quotation marks around grades: A, B, C, D, F

A grade of C or better is required to pass this course.

Chairman

Use chairman instead of chair.

Mr. Dan Mims is Chairman of the San Jacinto College Board of Trustees.

College

Capitalize College on second reference, and all references thereafter, when referring to San Jacinto College. *San Jacinto College is in Pasadena. The College offers many programs.*

See San Jacinto College.

commas

The following guidelines treat some of the most frequent questions about commas. Additional guidelines on specialized uses are provided in separate entries such as dates and scores

For detailed guidance, consult the punctuation section in the back of Webster's New World College Dictionary.

IN A SERIES: Use commas to separate elements in a series: *The flag is red, white, and blue. He would nominate Tom, Dick, or Harry.*

In sentences where an integral element of a series requires a conjunction (e.g., ham and eggs), place this item last in the series, if possible, and do not separate this phrase with a comma before the conjunction: *I had orange juice, toast, and ham and eggs for breakfast.*

Use a comma also before the concluding conjunction in a complex series of phrases: *The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.*

See dash and semicolon for cases when elements of a series contain internal commas.

WITH EQUAL ADJECTIVES: Use commas to separate a series of adjectives equal in rank. If the commas could be replaced by the word *and* without changing the sense, the adjectives are equal: *a thoughtful, precise manner; a dark, dangerous street.*

Use no comma when the last adjective before a noun outranks its predecessors because it is an integral element of a noun phrase, which is the equivalent of a single noun: *a cheap fur coat* (the noun phrase is *fur coat*); *the old oaken bucket; a new, blue spring bonnet.*

WITH NONESSENTIAL CLAUSES: A nonessential clause must be set off by commas. An essential clause must not be set off from the rest of a sentence by commas. **See essential clauses, nonessential clauses in the main section.**

WITH NONESSENTIAL PHRASES: A nonessential phrase must be set off by commas. An essential phrase must not be set off from the rest of a sentence by commas. **See essential phrases, nonessential phrases in the main section.**

WITH INTRODUCTORY CLAUSES AND PHRASES: A comma is used to separate an introductory clause or phrase from the main clause: *When he had tired of the mad pace of New York, he moved to Dubuque.*

The comma may be omitted after short introductory phrases if no ambiguity would result: *During the night he heard many noises.*

But use the comma if its omission would slow comprehension: *On the street below, the curious gathered.*

WITH CONJUNCTIONS: When a conjunction such as *and*, *but* or *for* links two clauses that could stand alone as separate sentences, use a comma before the conjunction in most cases: *She was glad she had looked, for a man was approaching the house.*

As a rule of thumb, use a comma if the subject of each clause is expressly stated: *We are visiting Washington, and we also plan a side trip to Williamsburg. We visited Washington, and our senator greeted us personally.* But no comma when the subject of the two clauses is the same and is not repeated in the second: *We are visiting Washington and plan to see the White House.*

The comma may be dropped if two clauses with expressly stated subjects are short. In general, however, favor a comma unless a particular literary effect is desired or it would distort the sense of a sentence.

INTRODUCING DIRECT QUOTES: Use a comma to introduce a complete one-sentence quotation within a paragraph: *Wallace said, “She spent six months in Argentina and came back speaking English with a Spanish accent.”* But use a colon to introduce quotations of more than one sentence. **See colon.**

Do not use a comma at the start of an indirect or partial quotation: *He said the victory put him*

“firmly on the road to a first-ballot nomination.”

BEFORE ATTRIBUTION: Use a comma instead of a period at the end of a quote that is followed by attribution: *“Turn in your assignment,” Miss Cawley said.*

Do not use a comma, however, if the quoted statement ends with a question mark or exclamation point: *“Why should I?” he asked.*

WITH HOMETOWNS AND AGES: Use a comma to set off an individual’s hometown when it is placed in apposition to a name (whether *of* is used or not): *Mary Richards, Minneapolis, and Maude Findlay, Tuckahoe, New York, were there.*

If an individual’s age is used, set it off by commas: *Maude Findlay, 48, Tuckahoe, New York, was present.*

WITH PARTY AFFILIATION, ACADEMIC DEGREES, RELIGIOUS AFFILIATIONS: *See separate entries under each of these terms.*

NAMES OF STATES AND NATIONS USED WITH CITY NAMES: *His journey will take him from Dublin, Ireland, to Fargo, North Dakota, and back. The Selma, Alabama, group saw the governor.*

Use parentheses, however, if a state name is inserted within a proper name: *The Huntsville (Alabama) Times.*

WITH YES AND NO: *Yes, I will be there.*

IN DIRECT ADDRESS: *Mother, I will be home late. No, sir, I did not take it.*

SEPARATING SIMILAR WORDS: Use a comma to separate duplicated words that otherwise would be confusing: *What the problem is, is not clear.*

IN LARGE FIGURES: Use a comma for most figures greater than 999. The major exceptions are street addresses (*1234 Main St.*), broadcast frequencies (*1460 kilohertz*), room numbers, serial numbers, telephone numbers, and years (*1876*). **See separate entries under these headings.**

PLACEMENT WITH QUOTES: Commas always go inside quotation marks.

WITH FULL DATES: When a phrase refers to a month, day, and year, set off the year with a comma: *Feb. 14, 1987, is the target date.* **See semicolon.**

Commencement, commencement

Capitalize when referring to San Jacinto College Commencement. Lowercase on second reference or when referring to formal commencement exercises.

composition titles

Use quotation marks for titles of articles and features in periodicals and newspapers, chapters of book titles, essays, and titles of songs or short compositions.

English faculty member Elizabeth Turner wrote the essay “Teaching Willa Cather in May Sarton’s ‘Faithful Are the Wounds’”

Co-sponsor (*hyphen*)

Corequisite (*no hyphen*);
also prerequisite (*no hyphen*)
course titles

Capitalize all words in a title, except lowercase articles (a, an, the), conjunctions (and, but, or, for, nor), and prepositions regardless of length.
See capitalization.

course schedule (*two words*)

Lowercase and use to refer to continuing and professional development and credit course schedules.

course work (*two words*)

credit hours

Use numerals to refer to credit hours (no hyphens).

Three credit hours.

BUT She is enrolled in a four-credit-hour course.

current, currently

Avoid use of current and currently because it is redundant.

Incorrect: He currently works at the college.

Correct: He works at the college.

D

dashes

Use em dashes (—) to set off phrases where

something more than a comma is needed. Do not use spaces between the em dashes.

Correct: San Jacinto College—named after the area—is located in East Harris County.

Incorrect: San Jacinto College—named after the area, is located in East Harris County.

Use en dashes (-) for ranges in years, page numbers, times, etc. with no spaces between the dashes.

Examples: 2002-2003, 1998-1999 (repeat the full year on second reference for ranges), pages 125-258, 10 a.m.-3 p.m.

database (*one word*)

dates

Time, date, and place should always be in the following order:

- at 6 p.m. Friday in the theater
- at 10 a.m. Tuesday, April 1 in the Interactive Learning Center

Use the year with the month only if the date does not fall in the current year.

Do not use endings -st, -nd, -rd, -th with dates
April 1 event, not April 1st event

Use a comma before and after the year if a month and date appear with it: December 31, 2003.

Do not use a comma between the month and year when it stands alone: December 2003.

Decades may be referred to as: the 1980s, the 1990s, etc. Do not use an apostrophe. Use numerals.

days of the week

Do not abbreviate. Capitalize them.

degrees (*See academic degrees.*)

department names (*See academic departments.*)

disabled, handicapped, impaired

Do not use disabled or handicapped to describe a person. Avoid mentally challenged and other descriptions that may evoke pity. Instead use people with disabilities.

dollars

Always lowercase.

Use figures and the dollar sign (\$).

Tuition costs \$33 per credit hour.

He donated \$600,000.

She paid \$36.95 for a book.

The building costs \$88 million.

Do not use \$36.00. Omit the zeros.

E

ellipsis (...)

Use an ellipsis to show deletion of one or more words in sentences or quotes. Leave one space on both sides of the ellipsis: The car ... is on the bridge. If the sentence ends with an ellipsis, leave the period that would have ended the sentence....

email

Lowercase email. Hyphenate and lowercase e-commerce, e-business, e-shopping.

San Jacinto College email addresses should be lowercase: john.smith@sjcd.edu

Avoid breaking email addresses in a line of text.

Equal Opportunity statement

See our website for the full statement that should be used on all material that will be handed to students.

F

Fall (*See seasons.*)

fax (*lowercase*)

foreign students

International students is preferred.

freshman, freshmen

Freshmen is plural, but use freshman when referring to freshman courses, freshman year, freshman class. Avoid confusion by using first-year students.

full time, full-time

Hyphenate as an adjective before the noun.

Otherwise use two words. She works full time.

He has a full-time job.

fundraise, fundraising (*one word*)

G

grade point average (GPA)

grades

Always capitalize. Do not put quotes around grades.

You must earn a C to complete the course.

See apostrophes and capitalization.

graduation (*See commencement.*)

Lowercase on all references.

H

Hispanic

Capitalize Hispanic. Latina (fem.) and Latino (masc.).

hyphens

Hyphens are joiners. Use them to form a single idea with two or more words.

In general do not hyphenate words that begin with the prefixes, after, anti, bi, by, co, ex, full, in, non, pre, post, re, semi and un unless the prefix ending is a vowel and the other word begins with the same vowel: re-elect, pre-election, co-op.

Always hyphenate self: self-government.

Hyphenate words with prefixes when they are used in front of a formal name: anti-American, post-Renaissance.

When in doubt, look up the word in Webster's New World College Dictionary to determine if

it is hyphenated.

No hyphen - Do not hyphenate the following words: noncredit, nonprofit, corequisite, prerequisite

I

Internet Guide

Some commonly used internet and computer terms:

cell phone (*two words*)

database (*one word*)

double-click

download (*one word*)

DVD

Capitalize and use on all references. DVD is an acronym for digital video disk.

email

Lowercase email. (No hyphen) Hyphenate and lowercase e-commerce, e-business, e-shopping. Email addresses should be lowercase: john.smith@sjcd.edu. Avoid breaking email addresses in a line of text.

FAQ

Capitalize and use on all references on the web. Acronym for frequently asked questions. Spell it out in running text.

homepage *(one word)*

The front page of a website.

internet

Lowercase

intranet**IT**

Acronym for information technology. Spell it out and lowercase on first reference. On second reference, use IT (capitalized).

LAN

Acronym for local area network. Spell it out. Use LAN on second reference.

login, logon, logoff**MP3****offline** *(no hyphen)***online** *(no hyphen, one word)***screen saver** *(two words)***URL**

The URL is the Internet address. Avoid breaking an Internet address in text. When the address does not fit on a line, then break it into two or more lines without adding a hyphen.

international students

International students is preferred to foreign students.

See bias-free language.

J**junior, senior**

Abbreviate as Jr. and Sr. only with full names. Do not use a comma: Martin Luther King Jr.

L**Latina, Latino**

Latina, Latino is preferred to Hispanic, but either is acceptable.

M**midnight/noon**

Do not put 12 in front of either one. When referring to a time, it is preferable to use 12 p.m. or 12 a.m.

See time.

months

Capitalize the names of months in all uses. When a month is used with a date, spell it out. Spell out months when they stand alone or with a year.

February 14, 2002; January 2, 2001; April 1989

more than, over

Use more than when referring to numerals: More than 50 people came to the party. Their salaries increased more than 2 percent. Use over to refer to spatial relationships: The plane flew over the house.

multicultural *(no hyphen, one word)***N****Native American**

American Indian also is acceptable.

noncredit *(one word)***nonprofit** *(one word)***numbers**

Spell out one through nine. Use numerals for 10 and above. They have six children. There are 10 people in the family. Do not start a sentence with a number.

Incorrect: 60 students were in the class.

Correct: There were 60 students in the class.

A sentence may start with a year.

1978 was a great year.

For ordinals, spell out first through ninth when they indicate sequence in time or location: first base, First Amendment. Use numerals for 10th and above.

O**on campus, on-campus**

Two words. Hyphenate as an adjective before a noun.

I work on campus.

She has an on-campus job.

online *(one word)*

ordinal numbers

See numbers, addresses.

P

part time, part-time

Hyphenate when used as an adjective before a noun.

I work part time. She has a part-time job.

Pathways

Pathways

Pathways Project

San Jacinto College Pathways

San Jacinto College Pathways Project

percent

One word. Spell out percent in all references. Use a numeral before percent except when starting a sentence with a numeral, then spell out the number such as: Twelve percent of the people attended the open house.

Correct: 10 percent, 2.65 percent

Incorrect: 8%, 2.5 per cent

Phi Theta Kappa

Capitalize. Use when referring to the international honor society of two-year colleges established in 1918.

phone numbers

See telephone numbers.

Police Department

San Jacinto College Police Department

The police department

campus police

Bruce Caldwell, chief of police, San Jacinto College

Bruce Caldwell, San Jacinto College chief of police

City of Pasadena Police Department

professor

Do not abbreviate. Lowercase before a name unless starting a sentence with professor. Use instructor instead of professor according to employee directory. Use faculty as a collective noun to include professors and instructors. When in doubt about a person's title, refer to the employee directory.

R

room numbers

Capitalize room when used with figures or a specific name of a room: Room 205, Blue Room, San Jacinto College building room numbers should be written as: C45.1119 (no dashes)
See building names.

S

San Jacinto College

Use San Jacinto College on all first references. Capitalize College on second and subsequent references when referring to San Jacinto College. For official or legal documents, the College must be referred to as San Jacinto Community College District.

Using San Jac in athletics stories, direct quotes, and as second reference in less formal publications (not high-level publications) is permitted.

See College.

San Jacinto College Foundation

Capitalize Foundation on second reference when referring to the San Jacinto College Foundation.

seasons

Lowercase spring, summer, fall, and winter when referring to an academic term or calendar season.

semester

Lowercase except at the start of a sentence. Spring semester, fall semester, and summer session are available for registration.

spacing

In writing, especially for news releases and all printed materials, use one space after a period at the end of a sentence instead of two spaces as in the English grammar style.

spring (*See seasons.*)

state names

Spell out states when they are used alone in text. Abbreviate states when used with the name of a city, town, village, etc. Use the following state abbreviations in text. (ZIP code abbreviations are in parentheses and should be used only with complete mailing addresses.)

These abbreviations come from the standards used by the AP Stylebook.

Ala. (AL)	Md. (MD)	N.D. (ND)
Ariz. (AZ)	Mass. (MA)	Okla. (OK)
Ark. (AR)	Mich. (MI)	Ore. (OR)
Calif. (CA)	Minn. (MN)	Pa. (PA)
Colo. (CO)	Miss. (MS)	R.I. (RI)
Conn. (CT)	Mo. (MO)	S.C. (SC)
Del. (DE)	Mont. (MT)	S.D. (SD)
Fla. (FL)	Neb. (NE)	Tenn. (TN)
Ga. (GA)	Nev. (NV)	Vt. (VT)
Ill. (IL)	N.H. (NH)	Va. (VA)
Ind. (IN)	N.J. (NJ)	Wash. (WA)
Kan. (KS)	N.M. (NM)	W.Va. (WV)
Ky. (KY)	N.Y. (NY)	Wis. (WI)
La. (LA)	N.C. (NC)	Wyo. (WY)

Eight states are never abbreviated in datelines or text: Alaska (AK), Hawaii (HI), Idaho (ID), Iowa (IA), Maine (ME), Ohio (OH), Texas (TX) and Utah (UT). **See addresses.**

summer (*See seasons.*)

T

telephone numbers

Many people use periods to separate telephone numbers. According to AP, figures and parentheses around the area code are used to keep a consistency with a format the telephone companies established. However, the following format is suggested for telephone numbers: 281-998-6150. For telephone extensions: 281-998-6150 ext. 6100.

Theatre

Use this spelling with the ending -re for all uses when referring to a Theatre unless noted otherwise: Theatre San Jacinto, San Jacinto College Central Campus Department of Theatre and Film.

For titles of plays, other performance works, and character names, use quotations instead of italics.

times

Use a colon to separate hours from minutes: 11 a.m., 1 p.m., 3:30 p.m., 9-11 a.m., 9 a.m. to 5 p.m. Avoid such redundancies as 10 a.m. this morning, 10 p.m. tonight, or 10 p.m. Monday night.

toward (*not towards*)

W

website (*one word, lowercase*)

www.sanjac.edu. **Omit http:// on all URLs for the College's website.**

winter (*See seasons*)

withdrawal

web (*lowercase*)

Y

year

Use figures without commas: 1995. Add no apostrophes when plural: 1990s, 1970s, 1950s. **See dates.**

Z

ZIP code

ZIP-All caps for Zoning Improvement Plan. Lowercase code. Do not put a comma between the state name and the ZIP code: Houston, TX 60067. **See addresses.**

DISTRICT OFFICE
4624 Fairmont Pkwy.
Pasadena, TX 77504

CENTRAL CAMPUS
8060 Spencer Hwy.
Pasadena, TX 77505

GENERATION PARK CAMPUS
13455 Lockwood Rd.
Houston, TX 77044

MARITIME CAMPUS
3700 Old Hwy. 146
La Porte, TX 77571

NORTH CAMPUS
5800 Uvalde Rd.
Houston, TX 77049

SOUTH CAMPUS
13735 Beamer Rd.
Houston, TX 77089



**ONE
COLLEGE.
ONE
BRAND.**

For any questions regarding this brand overview, please contact the marketing department at advertising@sjcd.edu or 281-998-6152.

External Relations

4624 Fairmont Parkway, Suite A1.210 | Pasadena, Texas | 77504

The San Jacinto College District is committed to equal opportunity for all students, employees, and applicants without regard to race, creed, color, national origin, citizenship status, age, disability, pregnancy, religion, gender, sexual orientation, gender expression or identity, genetic information, marital status, or veteran status in accordance with applicable federal and state laws. The following College official has been designated to handle inquiries regarding the College's non-discrimination policies: Vice Chancellor of Human Resources, 4624 Fairmont Pkwy., Pasadena, TX 77504; 281-991-2659; Sandra.Ramirez@sjcd.edu.

www.sanjac.edu

UPDATED 5/2023