



# Jackson State

COMMUNITY COLLEGE

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Graphic Communications  
Style Guide

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Added information about the college seal, examples of improper logo usage, logo choice for various background choices, sub-unit and ancillary logos, institutional stationery, and email signature block.

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The following guidelines are a comprehensive resource for designing, printing, and producing communication materials using the Jackson State Community College institutional and athletic brands.

With your assistance, we can ensure that all communication from our institution is integrated and consistent - making each individual component, and our marketing efforts as a whole, stronger and more effective.

JSCC's marketing materials include the official JSCC logos, color palette, and graphic elements to enhance, but not detract from, its messaging. This means limited copy, bold headlines, and generous use of large color blocks and white space.

All JSCC communication materials must follow these standards.

**YOUR HELP IS GREATLY APPRECIATED. PLEASE DIRECT ANY QUESTIONS TO:**

John McCommon  
Director, Public Relations and Marketing (DOM)  
731-425-2652  
[jmcccommon@jsccl.edu](mailto:jmcccommon@jsccl.edu)





The college seal is an official mark of the institution. It is used only in an official capacity by college administration for formal communications such as diplomas, transcripts, official records, legally binding documents, materials issued at the executive level, and materials issued by the Office of the President.



## Jackson State Community College Logo Usage and Treatment

Consistent adherence to logo standards is vital in establishing JSCC's identity. Only college-affiliated departments, programs, or organizations may use the college logo. Use is strictly controlled and must not be used on any third-party materials or collateral without explicit permission. Please contact the DOM with any questions.

### Basic Logo Rules:

1. Do not reconstruct the logo or any of its elements.
2. Do not alter the proportions of the logo. Each element has been precisely arranged and is to be kept to the same relationship in size and proportion to each other.
3. The white space designated within the standards should always be maintained around the logo.
4. Never use the logo in line with text. The name of the college must be typed in line with the other copy with no special font treatment. Guidelines outlined in the editorial style guide should be adhered to.

Logos should be printed in adherence to the guidelines outlined in this document. Any deviation from these guidelines will require the approval of the DOM.

**Jackson State**  
COMMUNITY COLLEGE



Primary Configuration - Horizontal

The current logo was designed to be simple and distinctive with a classic and timeless design.

A wide range of scenarios that demonstrate inappropriate use of logos and design elements are outlined in this document. These scenarios are never allowed. Please ask for approval when any other non-standard use is considered.

There are two basic configurations of the institutional logo: horizontal and vertical. The primary consideration about when to use each version is dictated by the space that is to be filled. The horizontal version of the logo is the primary version and should be considered for use first. The vertical version is secondary.



**Jackson State**  
COMMUNITY COLLEGE

Secondary Configuration - Vertical



3-Color Logo

### Logo Variations

There are four different color variations of JSCC's institutional logos, both horizontal and vertical configurations:

- 3-color
- 2-color reverse
- 1-color
- Reverse

The default rule for reproduction of the logos is that the specified colors for the logos will not be altered and that the background will be white or one of its neutral variants.

Exceptions to this rule may be permissible with all versions except the primary 3-color versions of the logo. Permission must be obtained prior to the design and reproduction of logos that vary in colors other than those specified.



2-Color Reverse



1-Color Logo



Reverse



Primary Logo Horizontal  
Reversed on Black or a Dark Image



## Reverse Logos

The reverse logo is used when printing the logo on a dark background and involves “reversing” the colors. Typically this is done by making all or some of the elements white so they stand out against the darker background. A reverse of the JSCC logo is permissible under the following conditions:

1. Against a solid black background, either the reverse or 2-color reverse logo can be used. Against the “JSCC Green” or other primary brand color (defined on page 10) background, only the reverse logo can be used.
2. Under special circumstances, a background color other than black or one of the specified primary brand colors may be used. Permission from the DOM must be obtained.
3. A reverse logo may be used against a photograph or background with texture. The 2-color reverse logo can be used only if there is sufficient contrast and hues in the background do not clash.
4. The reverse logo should be used on backgrounds that have an opacity value of 40% or greater. Reverse logos are not allowed on opacity values less than 40%.
5. The 2-color reverse logo should only be used on black backgrounds.

### Reverse Logos on Color Backgrounds

Logos placed on color backgrounds other than black should only be the reverse logo. The 2-color reverse logo will allow for no contrast against one of the established brand colors. Contrast and color dissonance can also be issues when placing colors against other colors.



Primary Logo Vertical  
Reversed on a Color

The placement of reverse logos on non-brand colors is permissible, but the practice should reflect a thought-out process. For example, colors can be designated for sub units of the college such as Nursing, Business and Industry, Student Services, etc. This practice should be done for the purpose of branding and the easy identification of specific areas of the college. Sub-unit branding is addressed on page 12 of this document.



To maximize impact, a minimum amount of white or clear space should be maintained around the logo.

This space refers to the absence of any imagery, graphics, folds, text, or other elements that may interfere with the impact of the logo.

The clear space on each side of the logo should always be equal to or greater than the height of the "J" in the wordmark.



The vertical version of the logo should be reproduced no smaller than 1 inch wide.

The horizontal version of the logo should be reproduced no smaller than 1.25 inches wide.





Consistency of unit identity is maintained with the standardization of text that is used with the institutional logos. The same rules of selection that apply for the standard institutional logos also apply here.

Logos are created and supplied by the DOM.



Alternate versions of the unit identity logos are available for use when space is restricted. Examples would include pens, pencils, jewelry, etc.

Since the name of the institution is not present in the design, the logo must be used when the context of Jackson State is obvious such as in a piece of marketing collateral for the institution or on campus signage.

As with the primary versions, these logos are created and supplied by the DOM.





**Jackson State**  
The Nest



**Jackson State**  
Service Learning



**Jackson State**  
Programs Of Excellence



**Jackson State**  
Honors Program



**Jackson State**  
Advanced Maintenance  
Technician

**Custom Sub-Unit Logos for Programs, Clubs, and Organizations (Ancillary)**

Visual identity for ancillary units is achieved through the use of colors and icons. A consistent circular style has been established for icons. The design needs to maintain very simple 1-dimensional detail that can be discernable in a reverse color format.

Examples of established designs are displayed on this page. When developing an icon, keep in mind that it is not necessary to capture all elements and to explain every aspect of your organization. A singular thought or idea should be expressed to represent the organization.

Icons are created and colors established with the assistance of the DOM.

**ARTWORK MANIPULATION**

Under no circumstances is it permissible to take creative license with the manipulation of Jackson State’s logos. There may be unique instances when the artwork, as designed, will not work with the medium being developed. Ideally, these situations should be avoided. When these circumstances are necessary, contact the DOM so that the situation can be resolved.

Below are examples of artwork manipulation that will never be allowed. The vertical configuration is used as an example. The same standards apply to all JSCC logos.



**CORRECT USAGE**



**INCORRECT USAGE**  
Font Substitution



**INCORRECT USAGE**  
Changing Font Sizes



**INCORRECT USAGE**  
Stretching or Distorting



**INCORRECT USAGE**  
Using Wordmark Only



**INCORRECT USAGE**  
Changing Proportions



**INCORRECT USAGE**  
Rotating or Angling



**INCORRECT USAGE**  
Screening/Changing Opacity



**INCORRECT USAGE**  
Repositioning Elements



**INCORRECT USAGE**  
Skewing



**INCORRECT USAGE**  
Icon Substitution

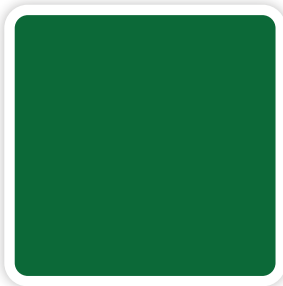


**INCORRECT USAGE**  
Shifting of Elements or Alignment



**Primary Colors**

Jackson State Community College uses three main colors as a part of its brand.



JSCC Green  
PMS 349

C - 91  
M - 33  
Y - 99  
K - 26  
  
R - 0  
G - 105  
B - 55

WEB# 006937

JSCC Orange  
PMS 158

C - 3  
M - 66  
Y - 99  
K - 0  
  
R - 238  
G - 118  
B - 35

WEB# EE7623

JSCC Gold  
PMS 124

C - 7  
M - 35  
Y - 100  
K - 0  
  
R - 235  
G - 169  
B - 0

WEB# EBA900

**Alternative Color Usage**

Jackson State Community College screens its primary colors as a part of its brand. Each color may be used at 60% and 20%.

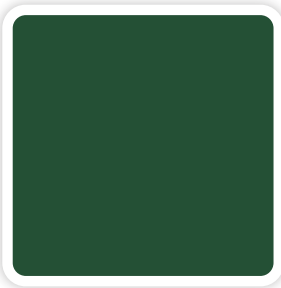


60%

20%

**Secondary Colors**

Jackson State Community College uses three secondary colors as a part of its brand to accent the primary colors.

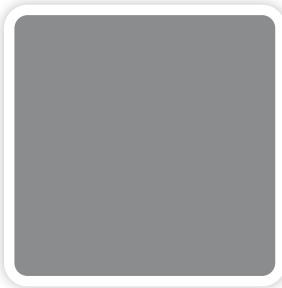


JSCC Dark Green  
PMS 350

C - 80  
M - 43  
Y - 83  
K - 42

R - 41  
G - 81  
B - 53

WEB# 295135

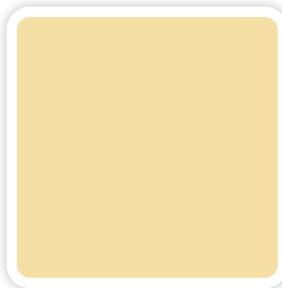


JSCC Gray  
PMS 423

C - 48  
M - 39  
Y - 39  
K - 4

R - 136  
G - 139  
B - 141

WEB# 888B8D



JSCC Beige  
PMS 7401

C - 3  
M - 10  
Y - 41  
K - 0

R - 246  
G - 223  
B - 164

WEB# F6DFA4

**Alternative Color Usage**

Jackson State Community College screens its secondary colors as a part of its brand. Each color may be used at 60% and 20%.



60%



20%

Myriad Pro is used for body copy in advertising and college materials, and as a minimal accent typeface.

## Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890 .,!'"

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890 .,!'"*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890 .,!'"**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890 .,!'"***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890 .,!'"**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890 .,!'"***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890 .,!'"**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890 .,!'"***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890 .,!'"**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890 .,!'"***

Jackson State Community College uses two typefaces to represent its brand. Crete Round is used as the main typeface in headlines and tag lines.

## Crete Round

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz 1234567890 .,?!'”**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz 1234567890 .,?!'”***

The college’s logotype is based on the Myriad Pro font. The Crete Round font is used for headline fonts when special emphasis is needed.

Both of these fonts should be used when designing official publications and documents for the college.

The use of other fonts is allowed in the development of merchandise and collateral, but they should not be arbitrarily mixed with established design elements. The use of established design elements and adherence to the guidelines outlined in this document is mandatory. Any deviation from established guidelines must be reviewed and approved by the DOM.



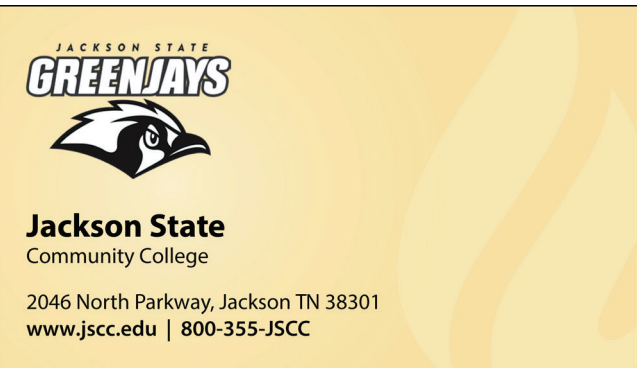
Business Card - Front



Business Card - Back Institutional



Business Card - Back Institutional - Center



Business Card - Back Athletics

**Business Card Variations**

There is one basic layout allowed for the front of the JSCC institutional business card. The front of the card allows for personalization for the individual carrying the card. The back of the card bears institutional information with general contact information that is the same for all individuals.

For the information on the back of the card, there are five different back layouts specific to the Jackson, Humboldt, Lexington, Savannah, and Paris locations.

A sixth layout is available to coaching and athletics staff.

Business card layouts are maintained by Print Services.

Orders for cards are handled through Print Services.



## Institutional Letterhead

There are three different color variations of JSCC's institutional letterhead: 3-color; 1-color; black.

The 3-color and 1-color versions of the letterhead are to be preprinted by Print Services and used to print letters on demand on personal office printers. The black version of the letterhead is a template that can be used to print letters on demand on a personal office printer without having preprinted letterhead.

Due to the variations inherent in the reproduction of color device by device, color versions of letterhead must either be printed by Print Services or through an authorized third-party printer.

President's Office | P 731.425.2602 | F 731.425.9554 | jsc.edu  
A Tennessee Board of Regents Institution

### 3-Color Letterhead



2046 North Parkway | Jackson, TN 38301



President's Office | P 731.425.2602 | F 731.425.9554 | jsc.edu  
A Tennessee Board of Regents Institution

### 1-Color Letterhead

President's Office | P 731.425.2602 | F 731.425.9554 | jsc.edu  
A Tennessee Board of Regents Institution

### Black Letterhead



## Letterhead Guidelines

The standard layout for institutional letterhead is illustrated below. There are two basic configurations allowed. The primary configuration will only have the main phone number for the college and the home webpage address in the footer. The secondary configuration, seen below, allows for a department, division, or office to be listed with the phone number and fax number for that unit. Per TBR policy, letterhead or envelopes cannot be customized with personal information. The information for the person writing the communication will be contained in the signature block within the body of the letter.

Printed letterhead is available through Print Services. Microsoft Word templates are available for download through the Communications channel of jWeb.





**John McCommon**

*Director, Public Relations and Marketing*

**Jackson State Community College**

(731) 425-2652

2046 North Parkway, Jackson, TN 38301



## **Signature Block - Electronic Signature**

A consistent format has been designed for all institutional email signatures. This design has been implemented by JSCC's Office of Information Technology (OIT) and requires no action by JSCC employees.

Names, titles, and phone numbers are populated by the Banner system. If your preferred name is different from your formal name, notify the OIT system administrator to have this preference added to the Banner system.





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ATHLETIC GRAPHICS

Primary Logo



Primary Logo with Stroke



Primary Logo 1-Color





Primary Logo  
Alternate Text



Primary Logo  
Alternate Text  
with Stroke



Primary Logo  
Alternate Text  
1-Color



Primary Logo  
Bird Only



Primary Logo  
Bird Only  
with Stroke



Primary Logo  
Bird Only  
1-Color





**Athletic Font**

Jackson State Community College uses a custom made typeface for the Greenjays logotype.

Primary Logo  
Logotype Only



Primary Logo  
Logotype Only  
with Stroke



Primary Logo  
Logotype Only 1-Color



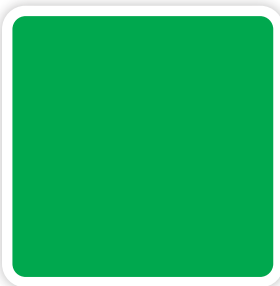
**Athletic Font Numbers**

Jackson State Community College also uses a custom made number set inspired by the athletic logo for its athletic jerseys and other applications.



## Athletic Colors

Jackson State Community College uses for primary colors as a part of its athletic brand.



Greenjays Green  
PMS 354

C - 95  
M - 0  
Y - 100  
K - 0

R - 0  
G - 174  
B - 66

WEB# 00AE42



Greenjays Blue  
PMS 298

C - 65  
M - 10  
Y - 1  
K - 0

R - 60  
G - 180  
B - 229

WEB# 3CB4E5



Greenjays Gold  
PMS 124

C - 7  
M - 35  
Y - 100  
K - 0

R - 235  
G - 169  
B - 0

WEB# EBA900



Greenjays Black  
100% Black

C - 100  
M - 0  
Y - 0  
K - 0

R - 35  
G - 31  
B - 32

WEB# 231F20